



PROMPT TO PROFIT

AI MARKETING FOR SMALL BUSINESSES

HANDS-ON TRAINING TO TAKE YOU FROM A BLANK SCREEN TO BOLD MARKETING-USING FREE, AI-POWERED TOOLS BUILT FOR SMALL BUSINESS SUCCESS.



INSTRUCTOR:
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CEO OF FIX MY FLYER

EXPANDED TAKE-HOME GUIDE

Your AI employees for clearer marketing, faster follow-up, repeatable training, and better visibility.

Inside every tool page

THE PROBLEM
WHO YOU'RE HIRING
HOW TO USE IT
A PROMPT OR WORKFLOW TO TRY

Claude

AI Intake Specialist

THE PROBLEM

Customers ask vague questions like “How much do you charge?” because they do not know what information you need to quote the work.

WHO YOU'RE HIRING

Claude — AI Intake Specialist

Where to go: claude.ai (free account works)

HOW TO USE IT

1. Describe your business in one or two sentences.
2. Paste the prompt and fill in your details.
3. Test the interactive form inside the chat.
4. Ask for changes in plain English.

PROMPT TO COPY

I run a [TYPE OF BUSINESS]. Build an interactive intake form as an artifact that asks [4–6] qualifying questions about a potential customer’s situation, then recommends which of my services fits best: [LIST YOUR SERVICES]. After they answer, write a ready-to-send inquiry message in their voice that I could receive as a lead.

Perplexity

AI Market Researcher

THE PROBLEM

You know competitors are winning business, but you cannot see what they emphasize, what customers dislike, or where needs remain underserved.

WHO YOU'RE HIRING

Perplexity — AI Market Researcher

Where to go: perplexity.ai (free account works)

HOW TO USE IT

Start one conversation. Enter the three prompts below in order, letting each answer fully before entering the next.

PROMPT TO COPY

1. Research [YOUR INDUSTRY] businesses serving [YOUR CITY/AREA]. Identify what the five strongest competitors emphasize in their marketing, services they repeatedly promote, customer concerns appearing in reviews, common promises, and areas where customer needs appear underserved. Cite sources. Separate verified findings from assumptions.
2. Based on this information, identify three positioning opportunities a new [YOUR INDUSTRY] business could test WITHOUT copying competitors.
3. What are customers complaining about?

NotebookLM

AI Business Librarian

THE PROBLEM

Years of flyers, brochures, videos, FAQs, and proposals sit unused while you start every new piece of content from scratch.

WHO YOU'RE HIRING

NotebookLM — AI Business Librarian

Where to go: notebooklm.google.com (free with a Google account)

HOW TO USE IT

1. Create a notebook and upload your own trusted files.
2. Use each prompt one at a time in the chat.
3. Use Studio to generate an Audio Overview or infographic from the same sources.

PROMPT TO COPY

1. Based ONLY on these sources, what are the ten questions my customers should be asking me but probably aren't?
2. Turn those questions into a 30-day educational content map.
3. Which topics are supported by multiple sources?

ChatGPT

AI Marketing Analyst

THE PROBLEM

You are posting constantly but do not know which content is moving customers closer to doing business with you.

WHO YOU'RE HIRING

ChatGPT — AI Marketing Analyst

Where to go: chatgpt.com (free account works)

HOW TO USE IT

1. Make a spreadsheet with Post, Reach, Likes, Saves, Clicks, Inquiries, and Sales.
2. Upload it using the paperclip.
3. Enter the prompts below one at a time in the same chat.

PROMPT TO COPY

1. Analyze this marketing data. Do not tell me which post was the most popular. Tell me which content actually moved customers closer to doing business with me.
2. Which content should I stop spending time creating?
3. If I only had five hours next month to create content, based on this data, where should I spend those five hours?

Zapier

AI Workflow Assistant

THE PROBLEM

Leads fall through the cracks because saving their information and following up depend on someone remembering to do it.

WHO YOU'RE HIRING

Zapier — AI Workflow Assistant

Where to go: zapier.com (free account works for a simple setup)

HOW TO USE IT

1. Click “Create Zap.”
2. Choose the app where leads arrive as your Trigger.
3. Add an Action that saves each lead to a spreadsheet or CRM.
4. Add another Action that alerts you by email or text.
5. Test and publish the workflow.

WORKFLOW TO BUILD

WHEN a new lead submits my [WEBSITE FORM / GOOGLE FORM / EMAIL INQUIRY], **THEN** save the contact and inquiry details in [SPREADSHEET / CRM], **AND** immediately notify [ME / MY TEAM] by [EMAIL / TEXT].

No copy-and-paste. No lead left waiting because someone forgot.

HeyGen

AI Video Presenter

THE PROBLEM

“I know I need video content, but I do not want to be on camera every week.”

WHO YOU'RE HIRING

HeyGen — AI Video Presenter

Where to go: heygen.com

HOW TO USE IT

1. Draft a short script.
2. Choose an avatar and voice that fit the audience.
3. Generate the video.
4. Review every word, visual, and claim before publishing.

PROMPT TO COPY

Create a 30-second social media video script for a local [TYPE OF BUSINESS]. The goal is to educate potential customers about one common mistake they make before buying or booking this service. Start with a strong hook, explain the mistake in plain language, give one practical tip, and end with a soft call to action. Keep it conversational and natural. Avoid hype, clichés, and phrases like “take your business to the next level.” Keep it under 75 words.

Gamma

AI Presentation Designer

THE PROBLEM

“I need a professional pitch deck, sponsorship deck, or proposal by tomorrow — and I am starting with notes.”

WHO YOU'RE HIRING

Gamma — AI Presentation Designer

Where to go: gamma.app

HOW TO USE IT

Use Gamma when you are starting with approved information and need help organizing the story into a polished presentation. Review every fact and revise the brand treatment before sending.

PROMPT TO COPY

I am preparing a client-facing presentation for [AUDIENCE/CLIENT]. Goal: Help them understand [OBJECTIVE] and confidently take the next step of [CALL TO ACTION]. Using only the approved information below, create seven slides: 1) opening/title, 2) current problem or opportunity, 3) what we learned, 4) recommended solution, 5) scope/deliverables, 6) expected business benefit, 7) clear next step. Keep slides concise and use strong headlines. Do not invent statistics, prices, timelines, testimonials, deliverables, results, or client information. Flag missing information instead of assuming. Tone: [TONE]. Approved information: [PASTE CONTENT].

Microsoft Copilot

In-Brand Presentation Designer

THE PROBLEM

You already have a branded PowerPoint and need new slides without redesigning the look your audience recognizes.

WHO YOU'RE HIRING

Microsoft Copilot — In-Brand Presentation Designer

Where to go: Copilot in Microsoft PowerPoint

HOW TO USE IT

1. Open the existing branded presentation.
2. Give Copilot the approved new information.
3. Name the sections or slides you need.
4. Review the new slides for brand fit, accuracy, and completeness.

PROMPT TO COPY

Use the existing presentation as the visual and branding reference. Create the following new slides using the same fonts, colors, layout style, logo placement, and overall tone. Do not redesign the presentation. Add only the new information below and make the new slides feel like they were always part of this deck.

Slides needed: [LIST SLIDES]

Approved information: [PASTE CONTENT]

Otter.ai or Fireflies.ai

AI Meeting Assistant

THE PROBLEM

“We had a great client meeting... now who agreed to do what?” Notes are scattered, follow-ups are in your head, and approvals are unclear.

WHO YOU'RE HIRING

Otter.ai or Fireflies.ai — AI Meeting Assistant

Where to go: otter.ai or fireflies.ai

HOW TO USE IT

Record or upload the meeting with permission. Generate the transcript, then use the prompt below to separate decisions, responsibilities, unresolved issues, and follow-up.

PROMPT TO COPY

Analyze this meeting as a project manager. Separate it into: DECISIONS MADE; CLIENT ACTION ITEMS; MY ACTION ITEMS; OPEN QUESTIONS; DEADLINES; POTENTIAL SCOPE CREEP; and FOLLOW-UP EMAIL. List only decisions clearly agreed upon. For deadlines, do not create dates that were not stated. For scope creep, quote or summarize requests that differ from the original scope. Draft a concise follow-up email confirming agreements, responsibilities, unanswered questions, and next steps. Do not infer agreements where the conversation was unclear—flag uncertainty instead.

Guidde • Scribe • Tango

AI Training & SOP Assistants

THE PROBLEM

“Every time I hire someone new, I have to explain the same process all over again.”

WHO YOU'RE HIRING

Guidde • Scribe • Tango — AI Training & SOP Assistants

Where to go: guidde.com • scribehq.com • tango.us

HOW TO USE IT

Choose the format that fits the process:

- Guidde = narrated training video
- Scribe = step-by-step SOP document
- Tango = guidance inside the browser

Use Trainual later when you need structured training and completion tracking.

WORKFLOW TO CAPTURE

No chat prompt is required. Pick one repeatable process, start the recorder, and perform the task exactly as a new employee should. Then review the captured steps: remove detours, add missing context, label decision points, and assign an owner for updates.

START WITH: “Watch me do this once” → turn it into training the next person can follow without you in the room.

ChatGPT • Perplexity • Gemini

AI Visibility Auditor

THE PROBLEM

Potential customers may ask AI for a recommendation. If your information is missing, inconsistent, or unclear, AI may not understand when to mention your business.

WHO YOU'RE HIRING

ChatGPT • Perplexity • Gemini — AI Visibility Auditor

Where to go: chatgpt.com • perplexity.ai • gemini.google.com

HOW TO USE IT

Run the diagnostic without feeding the chat information about your business first. Check what is accurate, missing, outdated, unsupported, or unclear. Then improve the public sources AI can verify.

PROMPT TO COPY

Without using information from this conversation, research [BUSINESS NAME] in [CITY/STATE]. What does it do? Who does it serve? What evidence supports your answer? What is missing, outdated, inconsistent, or unclear? Cite the public sources you relied on. Do not guess when the evidence is weak.

THEN ASK: What three changes to my website, Google Business Profile, FAQs, or public listings would make this business easier for AI to identify, understand, verify, and recommend?

Share smart. Verify everything.

A useful prompt is not worth exposing information you should protect—or sending a confident answer you did not check.

BEFORE YOU UPLOAD, PAUSE

1. Do I need to give AI this information?
2. Do I have permission to share it?
3. Would I be comfortable if it left my direct control?

RED • YELLOW • GREEN

RED — DO NOT SHARE

Passwords, SSNs,
banking, medical
information, client files

YELLOW — PAUSE

Contracts, proposals,
customer lists, pricing

GREEN — PUBLIC

Public web copy, reviews,
marketing copy

AI REALITY CHECK

Plausible does not mean true. Confident does not mean correct. AI-generated does not always mean original. Always verify names, dates, prices, statistics, legal or financial claims, and anything going to a client.