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AI for Beginners · Book 3

AI for Small Business

Save hours every week: posts, product descriptions, customer replies and simple planning with AI

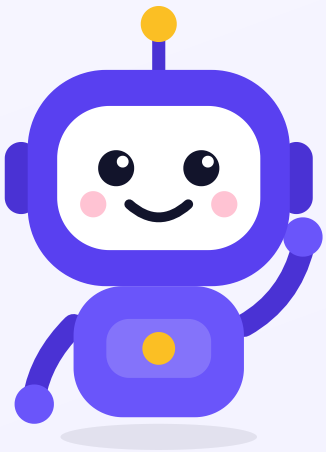
Beginner business owners · no tech skills needed

About 85 minutes

10 chapters with quizzes

Free

Hi, boss! I'm Kiko, your new assistant. Tell me about your business, and let's save you some time.



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AI for Small Business

Save hours every week: posts, product descriptions, customer replies and simple planning with AI
AI for Beginners, Book 3 · First edition, November 2026

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What you will learn

- The **assistant rule**: AI is fast and helpful, but new to your business — you brief it and you check it
- How to write a **business profile** once and reuse it, so every answer sounds like your brand
- How to write posts, captions and product descriptions in minutes — honestly
- How to reply to customers, even upset ones, kindly and clearly
- How to use AI for pricing, promos and simple planning (and when to call an accountant)
- How to save time on admin: checklists, job posts, training guides and translations

This book is for anyone who runs something small: a neighborhood store, an online shop, a food business from home, a salon, a repair service, a tutoring business, or freelance work.

You don't need to be "techy"

If you can send a message on your phone, you can do everything in this book. Book 1, **ChatGPT for Daily Life**, explains the basics if you are brand new.

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Quick refresher from Books 1 and 2

Idea	In one line
Prompt	The message you type to ChatGPT.
Ask with CARE	Context, Ask, Rules, End result — the recipe for a clear prompt.
Improve it	Reply with “shorter”, “friendlier”, “add an example” until it’s right.
It can be wrong	Check facts, numbers and anything you will promise a customer.
Coach, not ghostwriter	AI helps; you stay the owner of what goes out under your name.

How to use this book

1. **Use your real business**
   Every exercise uses your own products, customers and problems. You’ll finish the book with real posts and templates you can use.

2. **Keep a “prompt notebook”**
   When a prompt works well, save it in your phone’s notes. Reusing good prompts is the biggest time-saver of all.

3. **Do the quiz and the task**
   Every chapter ends with key takeaways, 3 quiz questions with answers, and a practice task.

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CHAPTER 10 Real Life Examples: Small Businesses Using AI Well

THE END Quick Summary

WHAT'S NEXT Your Next Learning Path

EXTRA Free ToolsKo Tools for This Book

EXTRA Words to Know (Glossary)

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CHAPTER 1

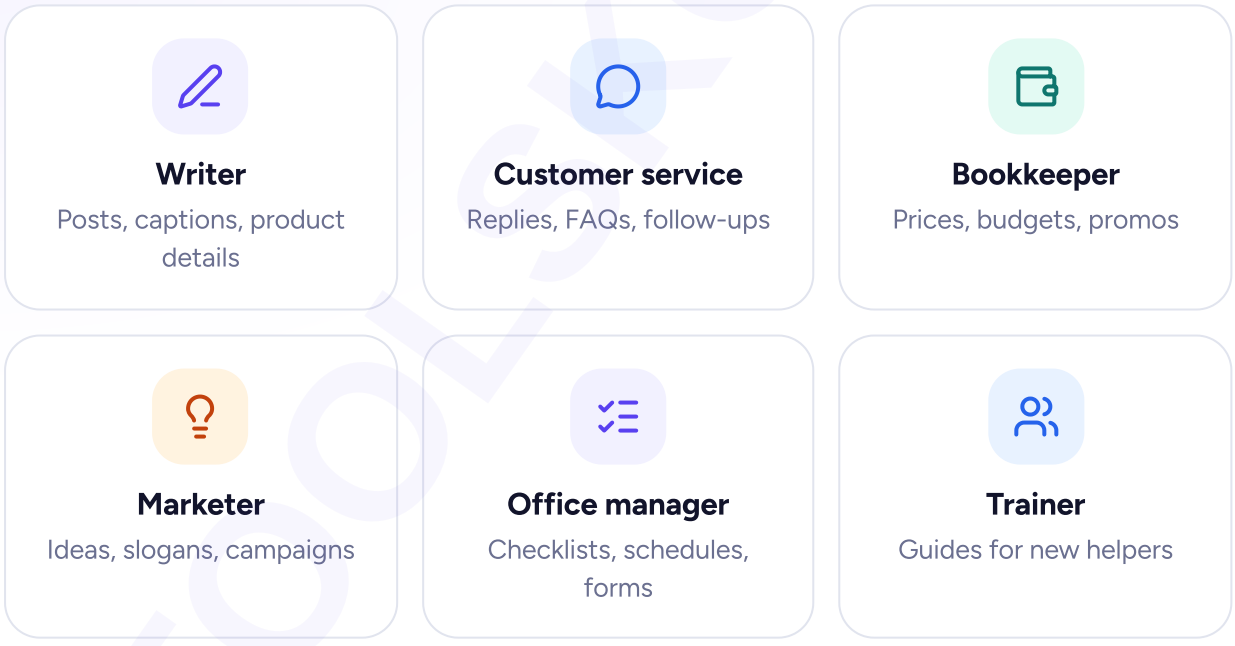
Why AI Matters for Small Business

Big companies have marketing teams, writers and assistants. Now a small business can have a helper too.

Running a small business means doing many jobs at once. You sell, you buy stock, you answer messages, you post on social media, you count money. There are never enough hours.

AI can take on some of the **writing and thinking** work, so you have more time for the work only you can do: making your product, serving customers and growing your business.

PICTURE 1 **The many hats of a small business owner**



AI can help with the writing and planning part of each hat. You still make the decisions.

A real-world example

Bea runs a home bakery. Every night she spent an hour writing Facebook posts and answering the same questions: “How much?”, “Do you deliver?”, “Can I order for Saturday?”

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PICTURE 2 **Before vs after: Bea's evenings**

BEFORE

Every night, by hand

- 1 hour writing posts from scratch
- Typing the same answers again and again
- Too tired to plan new products
- Posting only when she had time

AFTER

With an AI assistant

- A week of posts drafted in 15 minutes
- Ready-made reply templates she edits
- Time to plan a new cake flavor
- Posting on a steady schedule

AI didn't bake a single cake. It gave Bea back her evenings.

Business job	By hand	With AI help
Write a week of social media posts	About 2 hours	About 20 minutes
Write 10 product descriptions	About 1 hour	About 15 minutes
Reply to an upset customer	About 20 minutes of worrying	About 5 minutes
Make a staff checklist	About 45 minutes	About 10 minutes

Times are examples. Yours will differ — and you still check everything.

You are still the boss

AI drafts. **You** decide. Everything that goes out with your business name on it is your responsibility — so you always read it first.

QUICK RECAP

A small business owner wears many hats. AI can help with the writing and planning parts, giving you time back — while you stay the boss.

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TRY IT NOW

List your time-eaters

1. Write down 5 tasks that take a lot of your time every week.
2. Put a star next to each task that involves writing, answering messages or planning.
3. The starred tasks are where AI can help most. Keep the list for the next chapters.

Key takeaways

- Small business owners do many jobs at once.
- AI helps with writing, replying, planning and organizing.
- The time you save goes back to the work only you can do.
- You remain responsible for everything sent in your business's name.

Quiz: 3 quick questions

1. What kind of work can AI help a small business with most?

A Baking, repairing and delivering
B Writing, replying and planning
C Signing contracts for you

2. Who is responsible for a post AI drafted for your business?

A The AI company
B You, the business owner
C Nobody

3. What did AI give Bea?

A More cakes
B Her evenings back
C A new oven

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Answers

1. **B. Writing, replying and planning** — AI works with words and ideas. Physical work and legal decisions stay with people.
2. **B. You, the business owner** — Anything published in your business's name is your responsibility. Read before you post.
3. **B. Her evenings back** — AI drafted her posts and replies faster, so she had time for planning and rest.

PRACTICE TASK

Your time goal

Pick one starred task from your list. Write how long it takes you now. After you finish this book, try it with AI and write down the new time.

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CHAPTER 2

Beginner Basics: The Assistant Rule

The best way to think about AI at work: a very fast, very willing new assistant on their first day.

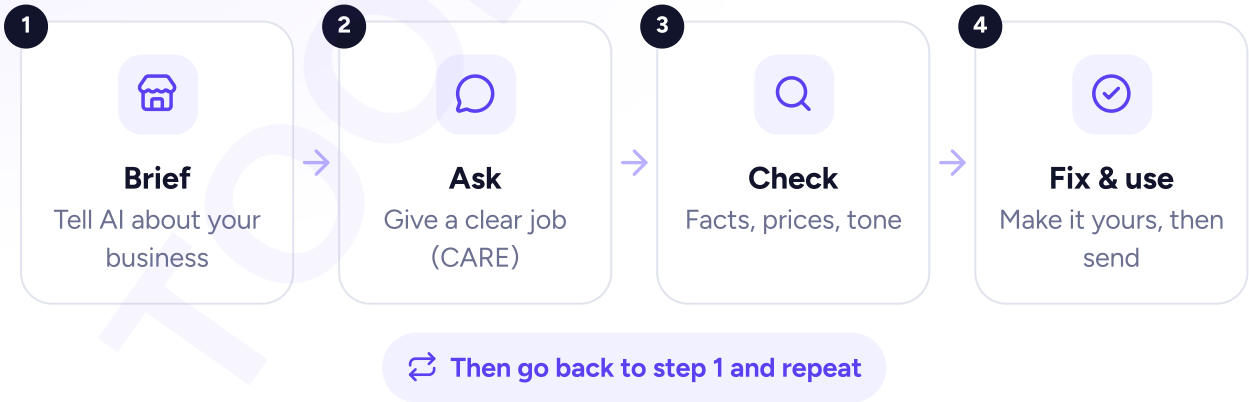
Imagine you hire a new assistant. They are brilliant with words. They work in seconds. They never get tired. But it is their **first day** — they don't know your products, your prices, your customers or your style.

What would you do? You would **brief** them (explain your business), give clear instructions, and **check** their work before it reaches a customer. That is exactly how to use AI.

New word: brief

To **brief** someone means to give them the important information they need to do a job. Example: "Our shop sells handmade bags. Our customers are young professionals. We sound friendly, not fancy."

PICTURE 3 **The assistant loop**



Brief, ask, check, fix. Every time something goes out to a customer.

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What your AI assistant is good at — and not

PICTURE 4 **Great at vs be careful with — business edition**

GREAT AT

- First drafts of posts and descriptions
- Polite, clear customer replies
- Ideas for promos and products
- Checklists, schedules and templates
- Explaining business words simply
- Translating short messages

BE CAREFUL WITH

- Your real prices, stock and delivery times (it doesn't know them)
- Big calculations — check with a calculator
- Taxes, permits and contracts — ask a professional
- Health or safety claims about products
- Anything that must be 100% true

Let AI draft and brainstorm. Check every fact, number and promise yourself.

Protect your customers' information

Your customers trust you with their names, phone numbers and addresses. Don't paste that information into AI. You can still get great help without it.

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PICTURE 5 **Customer privacy: don't paste vs OK to share**

DON'T PASTE

- Customer full names with phone numbers
- Home addresses
- Payment or bank details
- Order lists with personal details
- Your passwords or business account logins

OK TO SHARE

- "A customer says the order arrived late."
- Your product details and prices
- Your business story and style
- A message with names and numbers removed
- General questions about your industry

Describe the situation, not the person. Many countries have data privacy laws, so this protects you too.

Privacy is the law in many places

Many countries have data privacy laws — for example, the Philippines has the **Data Privacy Act of 2012**. Keeping customer details out of AI tools is a simple habit that helps you respect them.

Honest business only

AI makes it easy to write anything — including things that aren't true. Don't use it to invent customer reviews, fake "before and after" results, or claims you can't prove.

Fake reviews can be illegal

In the United States, a 2024 rule from the Federal Trade Commission bans fake reviews and testimonials — including **reviews written by AI** — and buying reviews. Many other countries also have consumer protection laws. Real reviews from real customers are the only safe kind.

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QUICK RECAP

Treat AI like a brilliant new assistant: brief it, give clear jobs, check its work. Keep customer details private and keep your marketing honest.

TRY IT NOW

Brief your assistant

1. Open ChatGPT and write 5 sentences about your business: what you sell, who buys, where, your prices, and how you like to sound.
2. Ask: “Based on this, what 3 questions do you have about my business?”
3. Answer its questions. Notice how much better it understands you now.

Key takeaways

- The assistant rule: AI is brilliant but new to your business.
- Brief it, ask clearly, check facts and tone, then fix and use.
- AI doesn’t know your real prices, stock or delivery times.
- Never paste customer names, contacts or payment details.
- No fake reviews or false claims — real customers, real results.

Quiz: 3 quick questions

1. Why is AI like an assistant on their first day?

A It is slow

B It is fast and skilled but doesn’t know your business yet

C It knows everything about your shop

2. A customer complained. What should you paste into AI?

A Their full name, phone and address

B A description of the problem without personal details

C Their payment details

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3. Is it OK to ask AI to write customer reviews for your product?

A Yes, everyone does it

B No — fake reviews mislead people and can be illegal

C Only if they are 5 stars

Answers

1. **B. It is fast and skilled but doesn't know your business yet** — AI writes well and fast, but it needs your brief to know your products, prices and style.
2. **B. A description of the problem without personal details** — Describe the situation, not the person. Keep personal data private.
3. **B. No — fake reviews mislead people and can be illegal** — Fake reviews, including AI-written ones, are banned in some places and break customer trust everywhere.

PRACTICE TASK

Your privacy rule

Write one rule for yourself (and any helpers) about what business information may and may not be pasted into AI tools. Stick it near your work phone or computer.

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CHAPTER 3 · LESSON 1

Your Business Profile: Brief AI Once, Use It Forever

The secret of business owners who get great AI results: they write one good "business profile" and reuse it every time.

Without a brief, AI writes generic text that could be from any shop. With a good brief, it sounds like **your** business.

New word: brand voice

Your **brand voice** is how your business "sounds" when it talks: friendly or formal, playful or serious, simple or fancy. Example: a kids' party shop might sound cheerful and fun; a law office sounds calm and professional.

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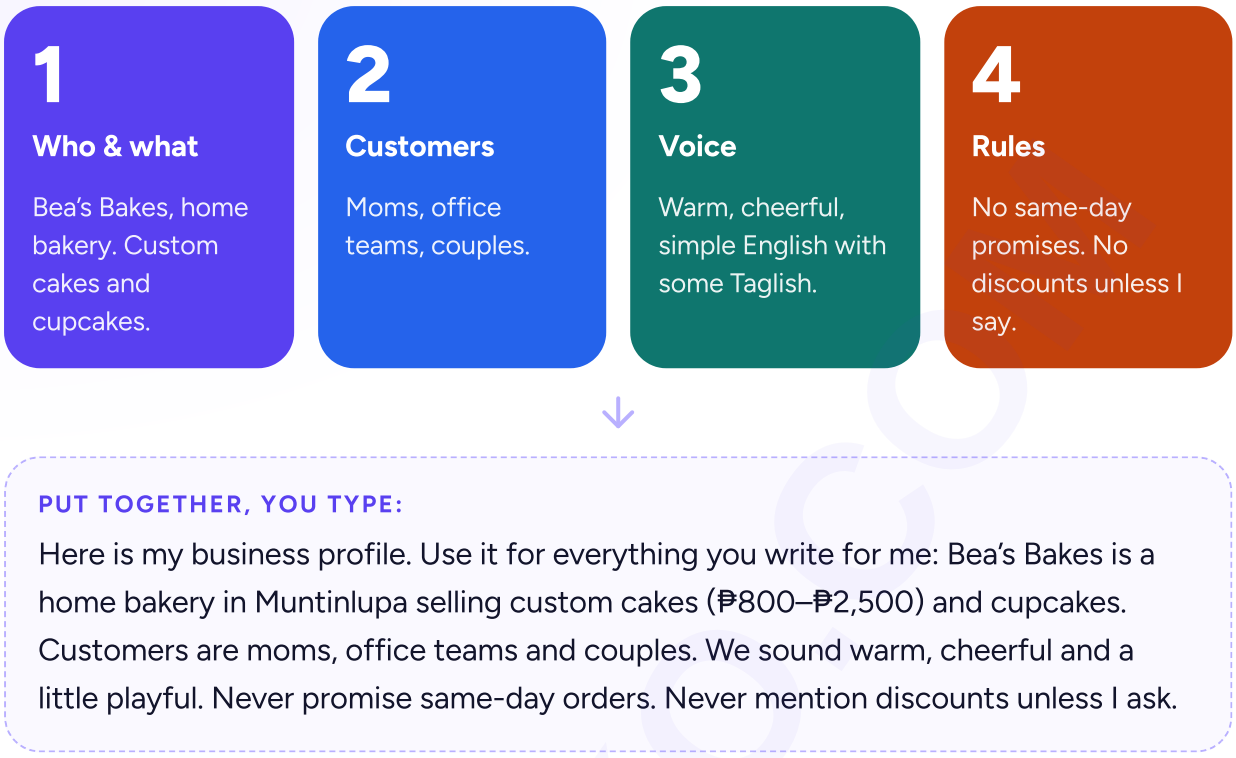
The 6 parts of a business profile

Part	Ask yourself	Example (Bea's home bakery)
Who you are	What is your business and where?	"Bea's Bakes, a home bakery in Muntinlupa."
What you sell	Main products and price range	"Custom cakes ₱800–₱2,500, cupcakes ₱450 per box of 6."
Who buys	Your typical customers	"Moms planning kids' parties, office teams, couples."
What makes you special	Why choose you?	"Real butter, no artificial colors, personal designs."
Brand voice	How do you sound?	"Warm, cheerful, a little playful. Simple English with some Taglish."
Rules	What must AI never do?	"Never promise same-day orders. Never mention discounts unless I say so."

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PICTURE 6 **Building a business profile**



A few short parts make one powerful brief that you paste at the start of any business chat.

How to reuse it

1 **Save it in your notes**

Keep your business profile in your phone's notes app. Copy and paste it at the start of a new business chat.

2 **Or save it in ChatGPT**

ChatGPT has settings where you can tell it about yourself and how to respond, so you don't have to paste every time. Look in **Settings** for options like "Personalization" or "Custom instructions." Names can change.

3 **Keep it up to date**

New product? Price change? Update the profile right away, or AI will use old information.

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Only safe information

Your business profile should never include passwords, bank details or customer information. Prices and product details are fine.

Test it

YOU TYPE

```
[Paste your business profile.] Now write a short “About us” paragraph for my Facebook page in my brand voice. Then ask me if anything is wrong or missing.
```

QUICK RECAP

Write one business profile — who you are, what you sell, customers, what makes you special, voice and rules — and reuse it in every business chat.

TRY IT NOW

Write your profile

1. Fill in the 6 parts from the table for your own business.
2. Paste it into ChatGPT and ask for an “About us” paragraph.
3. Fix anything wrong in the profile, then save the final version in your notes.

Key takeaways

- A business profile is a reusable brief that makes AI sound like you.
- Six parts: who, what, customers, why you, voice, rules.
- Brand voice is how your business sounds.
- Save it in your notes or in ChatGPT’s settings, and keep it updated.
- Never include passwords, bank details or customer data.

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Quiz: 3 quick questions

1. What is a “brand voice”?

A Your shop’s phone number
B How your business sounds when it talks
C A loud advertisement

2. Why add “rules” to your business profile?

A To stop AI from promising or saying things you don’t want
B To make it longer
C Rules are not needed

3. You changed your prices. What should you do?

A Nothing
B Update your business profile right away
C Delete ChatGPT

Answers

1. **B. How your business sounds when it talks** — Brand voice is your style: friendly, formal, playful, simple, and so on.
2. **A. To stop AI from promising or saying things you don’t want** — Rules like “never promise same-day orders” protect you from AI over-promising.
3. **B. Update your business profile right away** — An old profile means AI will use old prices.

PRACTICE TASK

Profile in action

Use your business profile to get 3 things: an “About us” paragraph, a one-line slogan, and a short welcome message for new customers. Use at least one of them for real this week.

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CHAPTER 4 · LESSON 2

Posts, Captions and Product Descriptions

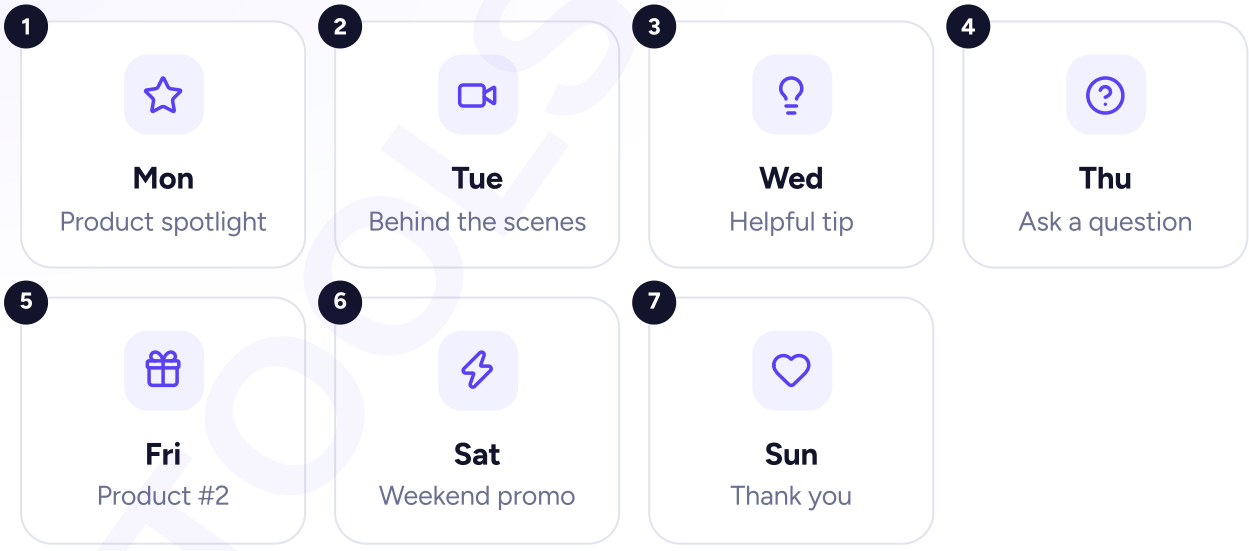
Learn to fill a week of social media and write product descriptions that sell — in your voice, and always truthfully.

Plan a week of posts

YOU TYPE

```
[Business profile.] Plan 7 days of Facebook posts for next week. Mix: 2 product posts, 1 behind-the-scenes, 1 customer tip, 1 question to get comments, 1 promo for our Saturday special, 1 thank-you post. Show it as a table with day, idea and a short caption.
```

PICTURE 7 **A week of posts, planned in minutes**



A mix of post types keeps your page interesting — not just "buy, buy, buy."

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Better captions

PICTURE 8 **Boring caption vs better caption**

BORING

"Chocolate cake available. PM for price."

- No feeling, no reason to buy
- Hides the price (people scroll away)
- No clear next step

BETTER

"Birthday coming up? 🎂 Our moist chocolate cake is made with real butter and topped with your name. ₱1,200 for 8–10 people. Order 2 days ahead — message us!"

- Talks to a real need (birthdays)
- Shows what is special and the price
- Tells people exactly what to do

A good caption speaks to a need, shows what makes you special, and has a clear call to action.

New word: call to action

A **call to action** is the part that tells people what to do next: "Message us," "Order by Thursday," "Visit our shop." Without it, people like your post and then forget.

YOU TYPE

```
[Business profile.] Write 3 caption options for this photo: our new ube cupcakes, ₱480 per box of 6, available Friday to Sunday. One cheerful, one short, one with a question. Each must end with a call to action.
```

Product descriptions

Give AI the **true facts** about your product. Never let it invent features.

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YOU TYPE

```
Write a product description for my online shop. Only use these facts — don't add any others: handmade tote bag, water-resistant canvas, 40 × 35 cm, inside zip pocket, fits a 13-inch laptop, 3 colors (navy, olive, sand). Format: 1 short intro sentence, 4 bullet points, 1 line about care.
```

The magic phrase: "only use these facts"

This one phrase stops AI from inventing things like "100% organic" or "lasts forever." Untrue claims can make customers angry — and get you into trouble.

Honest marketing checklist

- Every claim is **true** and you can prove it ("real butter" — yes, you use it).
- No fake reviews, fake "sold out" or fake countdown timers.
- No health, medical or "guaranteed results" claims unless they are true and allowed.
- Photos show your **real** product.
- Prices and promo dates are correct.

Make the pictures too

Need a poster or a QR code for your shop? ToolsKo's free Poster & Flyer Maker and QR Code Generator work in your browser — see the tools list at the end of this book.

QUICK RECAP

Plan a week of varied posts, write captions with a need, a reason and a call to action, and give AI only true facts for product descriptions.

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TRY IT NOW

Three captions

1. Pick one of your products and take or find a photo.
2. Ask for 3 caption options using your business profile.
3. Choose one, edit it to sound like you, check every fact, and post it.

Key takeaways

- AI can plan a week of varied posts in minutes.
- Good captions: a need, what's special, the price, a call to action.
- For product descriptions, say "only use these facts."
- Never let AI invent features, reviews or results.
- Check prices and dates before you post.

Quiz: 3 quick questions

1. What is a call to action?

A. A phone call to a supplier
B. The part that tells people what to do next
C. A type of discount

2. Why say "only use these facts" for a product description?

A. So AI doesn't invent features that aren't true
B. So the description is longer
C. It makes AI faster

3. Which is part of honest marketing?

A. Writing your own 5-star reviews
B. Photos of your real product and correct prices
C. Saying "guaranteed results" for everything

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Answers

1. **B. The part that tells people what to do next** — It turns “nice post” into “I’ll message them now.”
2. **A. So AI doesn’t invent features that aren’t true** — AI likes to add impressive-sounding claims. This phrase keeps it honest.
3. **B. Photos of your real product and correct prices** — Truthful photos, prices and claims build long-term trust.

PRACTICE TASK

One week of posts

Use AI to plan next week’s posts. Edit each one, check the facts, and schedule or post them. At the end of the week, note which post got the most comments.

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CHAPTER 5 · LESSON 3

Customer Messages: Kind, Clear and Fast

Customers love quick, friendly answers. Learn to reply faster — even to upset customers — without sounding like a robot.

Make reply templates for common questions

New word: template

A **template** is a ready-made message with blanks you fill in. Example: "Hi [name]! Yes, we deliver to [area]. The fee is [price]." You save it once and reuse it many times.

YOU TYPE

```
[Business profile.] Customers often ask: 1) How much? 2) Do you deliver? 3) How do I pay? 4) How early must I order? 5) Can I change my order? Write a short, friendly reply template for each, with [blanks] for details that change.
```

Save them where you reply

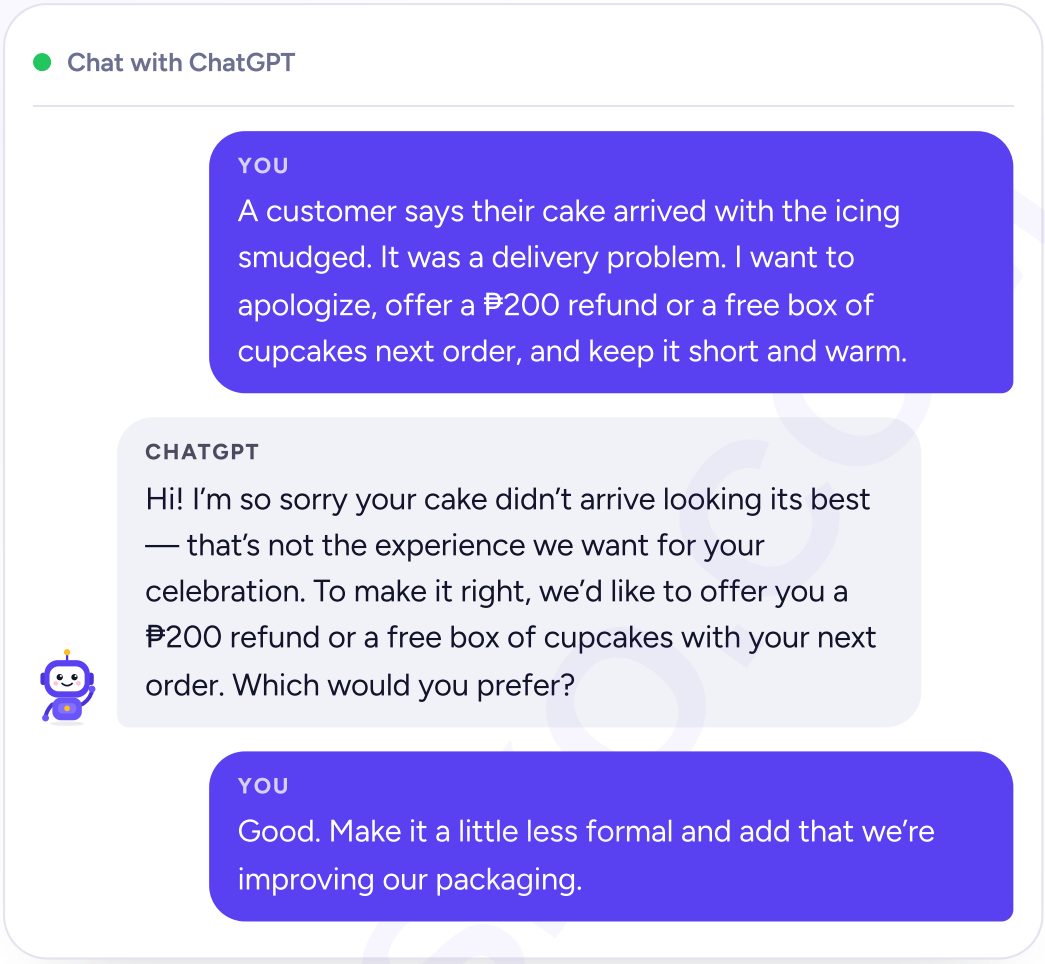
Many messaging apps for business let you save quick replies. Paste your templates there, and answering takes seconds.

Replying to an upset customer

When a customer is angry, it's easy to reply too fast, or too defensive. AI can help you stay calm and kind.

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PICTURE 9 **Drafting a calm reply**

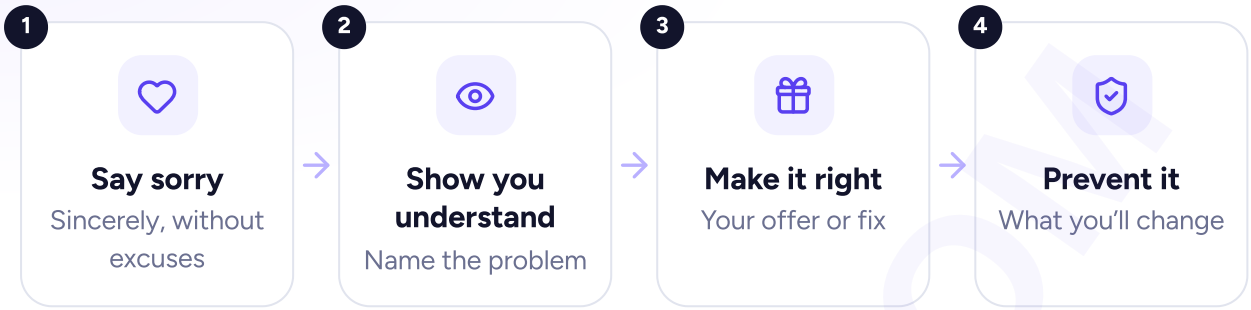


You decide what to offer. AI helps you say it kindly. Then you adjust the tone and send.

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The 4 parts of a good apology

PICTURE 10 **The 4-part apology**



Use these 4 parts in any apology message — and ask AI to include all four.

You decide the offer

Never let AI decide refunds, discounts or promises. Tell it exactly what you will offer. AI may happily promise things your business can't afford.

Answering in another language

YOU TYPE

```
Translate my reply into simple Filipino (Tagalog) for a customer who wrote in Filipino. Keep it friendly and natural, not too formal: [your reply].
```

Check translations

If you can, ask a native speaker to check important messages. AI translations are usually good but can sound strange or miss local expressions.

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Make it sound human

If the reply sounds...	Ask AI to...
Like a robot	“Make it sound like a real person texting a customer.”
Too long	“Keep it under 50 words.”
Too formal	“Make it warmer and more casual.”
Cold	“Add one friendly sentence at the start.”

QUICK RECAP

Make reply templates for common questions, use AI to draft calm apologies with the 4 parts, decide offers yourself, and make replies sound human.

TRY IT NOW

Your top 5 replies

1. Write down the 5 questions customers ask you most.
2. Ask AI for a short template for each, with [blanks].
3. Edit them to sound like you and save them as quick replies.

Key takeaways

- Templates save time on common questions.
- AI helps you stay calm and kind with upset customers.
- A good apology: sorry, understand, make it right, prevent it.
- You decide refunds and promises — not AI.
- Ask for a human tone and check translations.

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Quiz: 3 quick questions

1. What is a template?

- A A ready-made message with blanks to fill in
- B A type of cake pan
- C A customer complaint

2. Who should decide what refund to offer?

- A AI
- B The customer
- C You, the owner

3. Which is NOT one of the 4 parts of a good apology?

- A Say sorry
- B Blame the customer
- C Make it right

Answers

1. **A. A ready-made message with blanks to fill in** — Templates let you answer common questions in seconds.
2. **C. You, the owner** — AI can over-promise. Tell it exactly what your business will offer.
3. **B. Blame the customer** — A good apology: say sorry, show you understand, make it right, prevent it.

PRACTICE TASK

The reply kit

Build your “reply kit”: 5 question templates, 1 apology template and 1 thank-you message. Save them in your messaging app and use them all week.

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CHAPTER 6 · LESSON 4

Prices, Promos and Simple Planning

AI can help you think through money decisions. But numbers must always be checked — and big decisions need a professional.

Understand business words

New words: cost, markup, margin, profit

Cost is what you pay to make or buy a product. **Profit** is what's left after costs. **Markup** is how much you add on top of the cost. **Margin** is the share of the selling price that is profit. Example: cost ₱60, price ₱100 → profit ₱40, markup 67%, margin 40%.

PICTURE 11 **Where your price goes**



Of a ₱100 price, ₱60 pays your cost and ₱40 is profit — a 40% margin. AI can explain this; a calculator should do the math.

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Thinking through prices

YOU TYPE

```
Help me think about pricing. My cupcake box costs me ₱260 to make (ingredients, box, gas). Similar shops sell for ₱450–₱550. Ask me 3 questions first, then explain the pros and cons of pricing at ₱450, ₱490 and ₱520. Don't do the final math — I'll use a calculator.
```

Always check the numbers

AI is better with words than with math, and it doesn't know your real costs. Use a calculator — like ToolsKo's free Profit Margin, Markup and Break-Even calculators — for the actual numbers.

Promo ideas

YOU TYPE

```
[Business profile.] Give me 8 low-cost promo ideas for the rainy season that don't cut my price more than 10%. For each, say what it costs me and what could go wrong.
```

Asking "what could go wrong" makes AI think about the downsides too — like a promo that brings too many orders for you to handle.

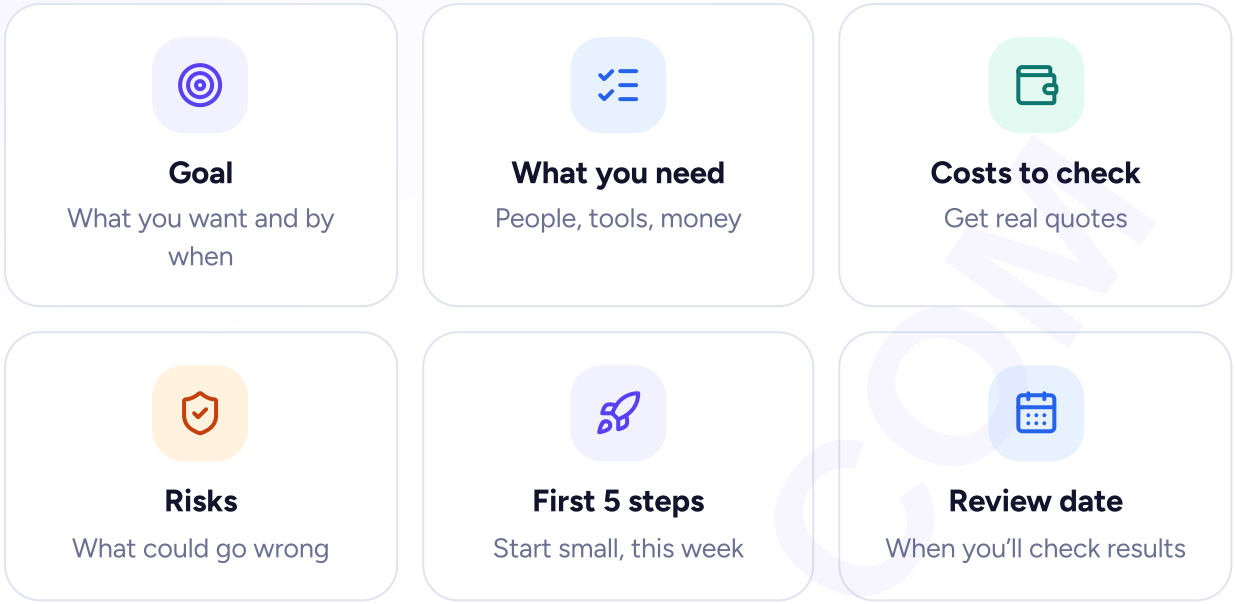
A simple business plan

YOU TYPE

```
I want to add a delivery service to my bakery. Help me make a simple one-page plan: goal, what I need, costs to check, risks, and first 5 steps. Ask me questions if you need more information.
```

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PICTURE 12 **A one-page plan**



Six boxes turn a big idea into clear first steps. AI helps you fill them; you check the numbers.

Quotes, invoices and documents

AI can help you **word** payment terms or a polite payment reminder. For the actual quotation or invoice with your numbers, use a proper tool — for example, ToolsKo's free Quotation and Invoice generators make clean PDFs right in your browser.

YOU TYPE

```
Write a polite payment reminder for an invoice that is 7 days late.
Friendly but clear. Include a [due date] and [amount] blank. Under 60
words.
```

Taxes, permits and contracts

Tax rules, business permits and contracts are different in every country and change often. Use AI to understand the words and prepare questions — then ask an accountant, a lawyer or your local government office before you decide.

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QUICK RECAP

Use AI to understand business words, think through prices and promos, and plan — but check every number with a calculator and ask professionals about taxes and contracts.

TRY IT NOW

Price check

1. Pick one product. Write its total cost and your current price.
2. Ask AI to explain your markup and margin in simple words.
3. Check the numbers with a calculator (or ToolsKo's Profit Margin Calculator). Do they match?

Key takeaways

- Cost, profit, markup and margin are the basic money words.
- AI helps you think about prices; a calculator does the math.
- Ask "what could go wrong?" to see the downsides of a promo.
- A one-page plan turns ideas into first steps.
- Taxes, permits and contracts need a professional.

Quiz: 3 quick questions

1. Cost ₱60, price ₱100. What is the profit?

A ₱160
B ₱40
C ₱60

2. Why ask AI "what could go wrong?" about a promo?

A To find the downsides before you start
B To make AI slower
C It is required

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3. Who should you ask about your business taxes?

A Only AI

B An accountant or your tax office

C A customer

Answers

1. **B. ₱40** — Profit = price − cost = ₱100 − ₱60 = ₱40.
2. **A. To find the downsides before you start** — Thinking about risks first helps you avoid promos you can't handle or afford.
3. **B. An accountant or your tax office** — Tax rules differ by country and change often. A professional knows your situation.

PRACTICE TASK

A one-page plan

Pick one idea for your business (a new product, delivery, a weekend market stall). Use AI to build a one-page plan, then check every number yourself and get at least one real quote.

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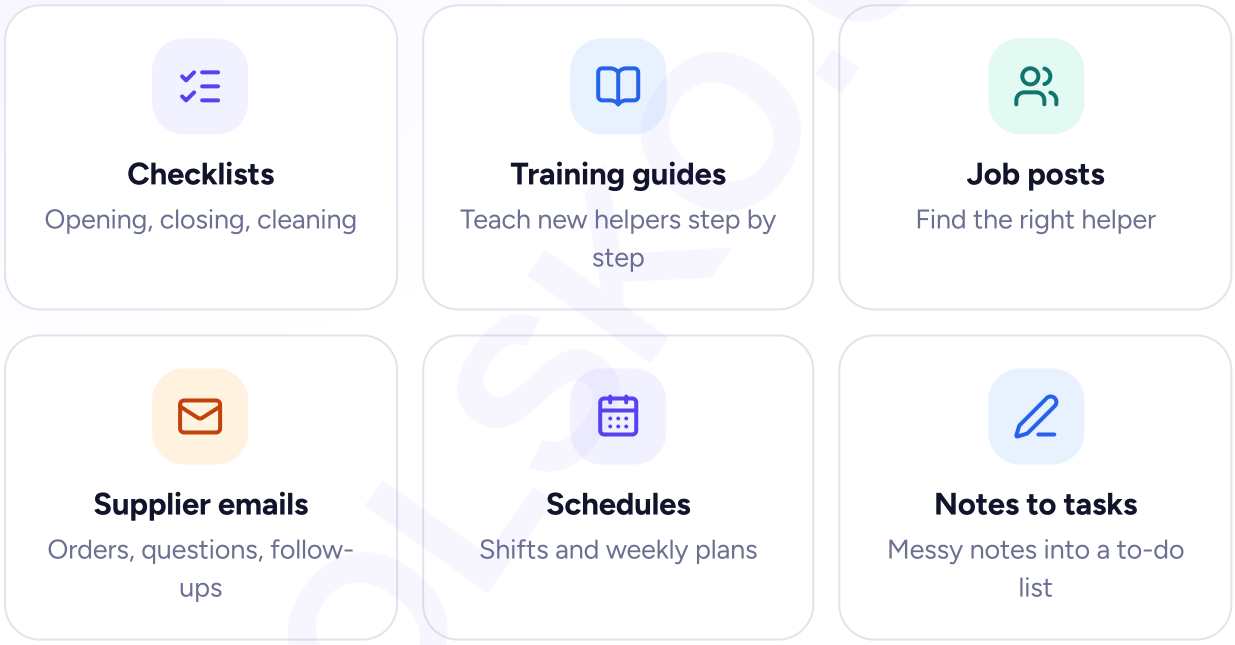
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CHAPTER 7 · LESSON 5

Save Time on Admin: Checklists, Guides and Job Posts

The boring jobs that never end — checklists, training, hiring, notes. AI can draft them in minutes.

PICTURE 13 **Admin jobs AI can draft**



Each of these takes AI a minute to draft and you a few minutes to check.

Checklists

New word: SOP

An **SOP** (Standard Operating Procedure) is a written, step-by-step way to do a task the same way every time. Example: "How to close the shop: 1) Count the cash. 2) Turn off the oven. 3) Lock the back door…"

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YOU TYPE

```
Make a simple closing checklist for my small coffee stall. We have: an espresso machine, a fridge, a cash box, and a stall cover. Make it a numbered list a new helper can follow. Add a line at the end for their signature and the time.
```

Training a new helper

YOU TYPE

```
Turn these notes into a friendly 1-page training guide for a new helper. Use short steps and simple words: [your notes on how to take orders, handle cash, and clean the counter].
```

Job posts

YOU TYPE

```
Write a short, friendly job post for a part-time weekend helper at my bakery. Duties: packing orders, answering messages, light cleaning. Saturdays and Sundays 8 AM–2 PM. Location: [area]. Pay: [amount]. Ask applicants to send a message with their availability.
```

Follow labor rules

Minimum wage, working hours and contracts are set by law where you live. Check your local labor rules before posting pay and hours. Also avoid wording that leaves people out unfairly — for example by age, gender or religion — unless the law truly requires it for the job.

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From messy notes to a to-do list

PICTURE 14 **Messy notes to a clear to-do list**

YOUR NOTES

- "flour low!! call supplier"
- "fix sign light??"
- "FB post sat promo"
- "Ana asked for Sunday off"

AI'S TO-DO LIST

- Today: call the flour supplier
- Today: write Saturday promo post
- This week: fix the sign light
- This week: reply to Ana about Sunday

Paste your quick notes and ask AI to sort them by what's urgent.

YOU TYPE

```
Sort these notes into a to-do list with two parts: "Today" and "This week." Put the most urgent first: [your notes].
```

QUICK RECAP

Let AI draft checklists, SOPs, training guides, job posts, supplier emails and to-do lists. You check them against your real process and the law.

TRY IT NOW

One checklist

1. Pick one task you do every day (opening, closing, packing).
2. Ask AI for a numbered checklist a new helper could follow.
3. Test it yourself once. Fix any step that's wrong or missing.

Key takeaways

- AI drafts admin documents in minutes.

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- An SOP is a step-by-step way to do a task the same way every time.
- Turn your notes into training guides for helpers.
- Check job posts against your local labor rules and keep them fair.
- Paste messy notes and get a sorted to-do list.

Quiz: 3 quick questions

1. What is an SOP?

A. A type of soap
B. A step-by-step way to do a task the same way every time
C. A tax form

2. Before posting a job with pay and hours, you should...

A. Check your local labor rules
B. Copy another shop's post
C. Skip the pay information

3. Why test a new checklist yourself once?

A. To find steps that are wrong or missing
B. Because AI requires it
C. To make it longer

Answers

1. **B. A step-by-step way to do a task the same way every time** — SOP = Standard Operating Procedure, like a recipe for a business task.
2. **A. Check your local labor rules** — Minimum wage and working hours are set by law where you live.
3. **A. To find steps that are wrong or missing** — AI doesn't know your exact setup. Walking through it catches mistakes.

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PRACTICE TASK

Your first SOP

Write one SOP with AI for a task you want someone else to be able to do. Test it with a helper or family member. Improve it with their questions.

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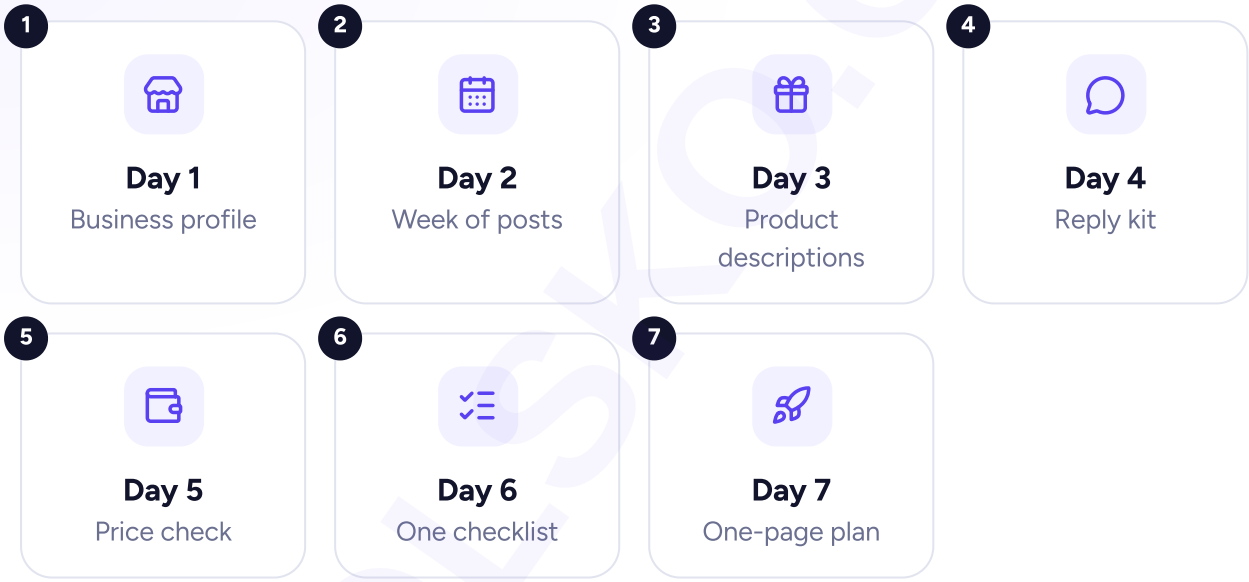
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CHAPTER 8

Practice Exercises: Your 7-Day Business Challenge

Seven small missions with your real business. By the end of the week you'll have a profile, posts, templates and a plan.

PICTURE 15 **Your 7-day business path**



Each day builds a real tool for your business.

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Day	Mission	You end up with	Done?
1	Write your business profile	A brief you reuse in every chat	☐
2	Plan a week of posts	7 post ideas with captions	☐
3	Write 3 product descriptions	True, clear descriptions (“only use these facts”)	☐
4	Build your reply kit	5 templates + 1 apology + 1 thank-you	☐
5	Check one price	Your real margin, checked with a calculator	☐
6	Make one checklist or SOP	A step-by-step guide for a daily task	☐
7	Make a one-page plan	Clear first steps for one business idea	☐

Bonus challenges

- **Slogan challenge:** ask for 10 slogan ideas, pick your favorite 3, and ask 3 customers which they like.
- **Language challenge:** translate your top post into another language your customers speak, and have someone check it.
- **Review challenge:** ask AI to help you write a polite message asking happy customers for an honest review.
- **Prompt notebook challenge:** save your 5 best prompts in one note called “My business prompts.”

Measure the win

At the end of the week, compare the time you spent on posts and replies with your “time-eaters” list from Chapter 1.

QUICK RECAP

Seven short missions give you a business profile, a week of posts, descriptions, a reply kit, a checked price, a checklist and a one-page plan.

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TRY IT NOW

Start Day 1 now

1. Open your notes app.
2. Write the 6 parts of your business profile.
3. Tick the Day 1 box!

Key takeaways

- Practice with your real business so every result is useful.
- By Day 7 you have a reusable toolkit.
- Asking customers for honest reviews is great; writing fake ones is not.
- Save your best prompts in a prompt notebook.

Quiz: 3 quick questions

1. What do you make on Day 1?

A A business profile
B A product
C A website

2. What is the honest way to get more reviews?

A Write them yourself with AI
B Politely ask happy customers for an honest review
C Buy them

3. What is a prompt notebook?

A A place where you save prompts that work well
B A paper notebook for customers
C A ChatGPT setting

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Answers

1. **A. A business profile** — The profile comes first because every other mission uses it.
2. **B. Politely ask happy customers for an honest review** — Real reviews from real customers are honest — and safe.
3. **A. A place where you save prompts that work well** — Reusing good prompts saves the most time.

PRACTICE TASK

Finish the challenge

Complete all 7 days. Then write down the 3 things you will keep doing with AI every week, and 1 thing you will always do yourself.

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CHAPTER 9

Common Mistakes (and Easy Fixes)

These mistakes can cost customers, money or trust. Each one has a simple fix.

PICTURE 16 **Mistake vs fix: the generic post**

MISTAKE

"Write a post about my shop."

- Generic, sounds like everyone else
- May invent claims or prices
- Customers scroll past

FIX

[Business profile] + "Write a post about our new ube cupcakes, ₱480 per box of 6, Fri–Sun only. End with a call to action."

- Sounds like your business
- Uses only your true details
- Tells customers what to do

Your business profile plus the real details turns a generic post into your post.

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Mistake	Why it's a problem	Easy fix
No business profile	Answers sound generic	Write your profile once and reuse it
Posting without reading	Wrong prices, odd wording, false claims	Read every word before posting
Letting AI invent facts	Untrue claims break trust and can break laws	"Only use these facts"
Fake reviews or results	Misleading and banned in some places	Ask real customers for honest reviews
Pasting customer data	Breaks customer trust and privacy rules	Describe the situation, not the person
Trusting AI math	Wrong prices lose money	Check with a calculator
Letting AI promise things	Refunds or delivery times you can't keep	You decide every offer and promise
Sounding like a robot	Customers want a human touch	"Make it sound like a real person"
Using AI for legal or tax decisions	Rules differ and change; mistakes are costly	Ask an accountant or lawyer

A real-world example

Tony asked AI for a post about his juice stand. It wrote: "Our juices cure colds and boost immunity 100%!" He posted it without reading carefully. Customers complained the claim wasn't true, and his page got reported.

The better way: Tony gives AI only true facts — "fresh calamansi and orange, no added sugar, ₱60 a cup" — and reads the post before sharing. No made-up health promises, just honest, tasty facts.

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The golden business habit

Before anything reaches a customer, ask: **“Is every word true, and would I be proud to sign it?”**

QUICK RECAP

The costliest mistakes are posting without reading, letting AI invent facts or promises, fake reviews, sharing customer data and trusting AI math. Each has a simple fix.

TRY IT NOW

Fix the post

1. Read this AI post: “Best bags in the world! 100% waterproof forever! 5,000 happy customers!”
2. Circle every claim that might not be true.
3. Rewrite it using only facts you could prove.

Key takeaways

- Always use your business profile and real details.
- Read every word before it reaches a customer.
- No invented facts, health claims or fake reviews.
- Keep customer data out of AI tools.
- You decide prices, offers and promises.

Quiz: 3 quick questions

1. What went wrong with Tony’s post?

A It was too short

B It made a health claim that wasn’t true

C It had no emojis

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2. What is the golden business habit?

A Post as often as possible

B Ask: “Is every word true, and would I be proud to sign it?”

C Always use AI math

3. AI promises a customer free delivery you don’t offer. What is the lesson?

A Let AI decide offers

B You decide every offer and promise

C Never reply to customers

Answers

1. **B. It made a health claim that wasn’t true** — AI invented a health claim, and Tony posted it without checking.
2. **B. Ask: “Is every word true, and would I be proud to sign it?”** — Checking truth and pride before posting prevents most problems.
3. **B. You decide every offer and promise** — AI can over-promise. Tell it exactly what you offer and check the reply.

PRACTICE TASK

A business AI checklist

Make your own 5-point checklist to use before posting or sending anything AI helped write. Share it with anyone who helps run your business.

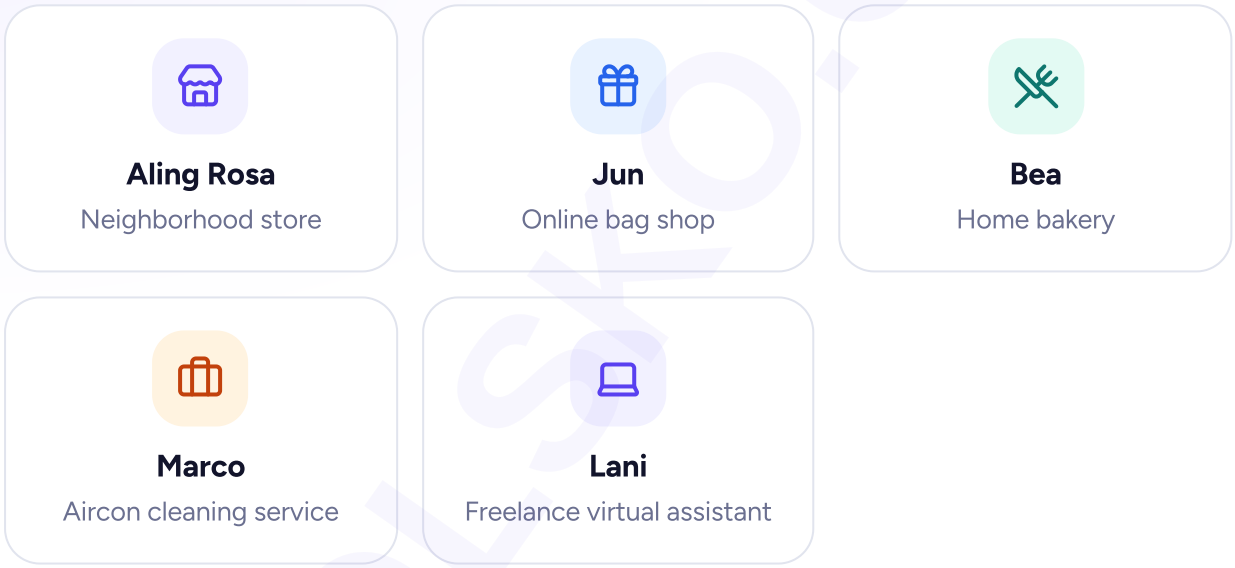
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CHAPTER 10

Real Life Examples: Small Businesses Using AI Well

Five small businesses, five problems — and how each used AI as a helpful assistant.

PICTURE 17 **Five businesses, five wins**



Different sizes and industries — one rule: brief, ask, check, fix.

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Aling Rosa, 58
Owner of a neighborhood store

THE PROBLEM

Her handwritten price list was messy, and she wanted a simple sign for her new load and bills-payment service.

WHAT ALING ROSA TYPED

```
I run a small neighborhood store. Make a clear, friendly sign in simple Filipino for my new services: mobile load and bills payment, open 7 AM to 9 PM daily. Keep it short — big words people can read from far away.
```

THE RESULT

She got three sign versions, chose one, and printed it using a free poster maker. Customers started asking about the service the same day.

Lesson: Short, clear words work best on signs. AI drafts the words; a poster tool makes it look good.

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J

Jun, 26

Online shop selling handmade bags

THE PROBLEM

He had 20 new bags to list, and his old descriptions were all different and sometimes wrong.

WHAT JUN TYPED

```
[Business profile.] Write a product description. Only use these facts: [size, material, pockets, colors]. Format: 1 intro line, 4 bullets, 1 care line.
```

THE RESULT

Every listing now has the same clear format. He reuses the prompt and only changes the facts. Returns from “it’s smaller than I thought” went down.

Lesson: One saved prompt with “only use these facts” gives consistent, honest listings.

B

Bea, 34

Home bakery

THE PROBLEM

She answered the same questions every night and posted only when she had time.

WHAT BEA TYPED

```
[Business profile.] Write short reply templates for: price, delivery, payment, ordering lead time and changes. Then plan 7 days of posts.
```

THE RESULT

Her reply kit and weekly post plan saved her about an hour every evening. She used the time to create a new flavor.

Lesson: Templates and a weekly plan turn daily stress into a 15-minute routine.

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Marco, 41
Aircon cleaning service

THE PROBLEM

Customers kept asking the same questions before booking, and he spent hours writing quotations by hand.

WHAT MARCO TYPED

```
Write a friendly FAQ for my aircon cleaning service with 6 questions: price per unit type, how long it takes, what to prepare, payment, warranty on work, and how to book. Use [blanks] for my prices.
```

THE RESULT

He posted the FAQ on his page and pinned it. Booking messages became shorter. He now makes quotations with a free online quotation generator instead of by hand.

Lesson: An FAQ answers questions before they're asked. Use proper tools for documents with numbers.

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Lani, 29
Freelance virtual assistant

THE PROBLEM

She was nervous writing proposals to international clients in English.

WHAT LANI TYPED

```
Here is my draft proposal for a client who needs help with email
and scheduling. Don't rewrite it. Point out unclear sentences and
suggest how to make it sound more confident and professional:
[draft].
```

THE RESULT

She kept her own voice but fixed unclear parts. She won two new clients that month.

Lesson: Feedback on your own draft keeps your voice — and builds your confidence.

Your turn

Which business is most like yours? Copy their prompt, add your business profile and real details, and try it today.

QUICK RECAP

Store owners, online sellers, bakers, service providers and freelancers all save time with AI — by briefing it, giving true facts, using templates and checking everything.

TRY IT NOW

Borrow a prompt

1. Pick the business most like yours.
2. Copy the prompt, add your business profile and true details.
3. Use the result for real this week, after checking it.

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Key takeaways

- AI drafts words; tools like poster makers and quotation generators make the final product.
- One saved prompt can keep all your listings consistent and honest.
- Templates and an FAQ save hours of repeated answers.
- Feedback on your own drafts keeps your voice.
- Every business, any size, can use AI well.

Quiz: 3 quick questions

1. How did Jun make his listings consistent?

A He wrote each one differently
B He reused one prompt and changed only the facts
C He copied other shops

2. What did Marco's FAQ do?

A Answered common questions before customers asked
B Replaced his business
C Raised his prices

3. How did Lani keep her own voice in her proposal?

A She asked AI to write it from scratch
B She asked for feedback on her own draft, not a rewrite
C She didn't send it

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Answers

1. **B. He reused one prompt and changed only the facts** — A saved prompt with a fixed format gives the same clear structure every time.
2. **A. Answered common questions before customers asked** — An FAQ saves time for both the business and the customer.
3. **B. She asked for feedback on her own draft, not a rewrite** — Feedback instead of a rewrite keeps your words — and helps you improve.

PRACTICE TASK

Your own story

Use AI for one real business problem this week. Then write your own mini story: your business, the problem, your prompt, the result and the lesson.

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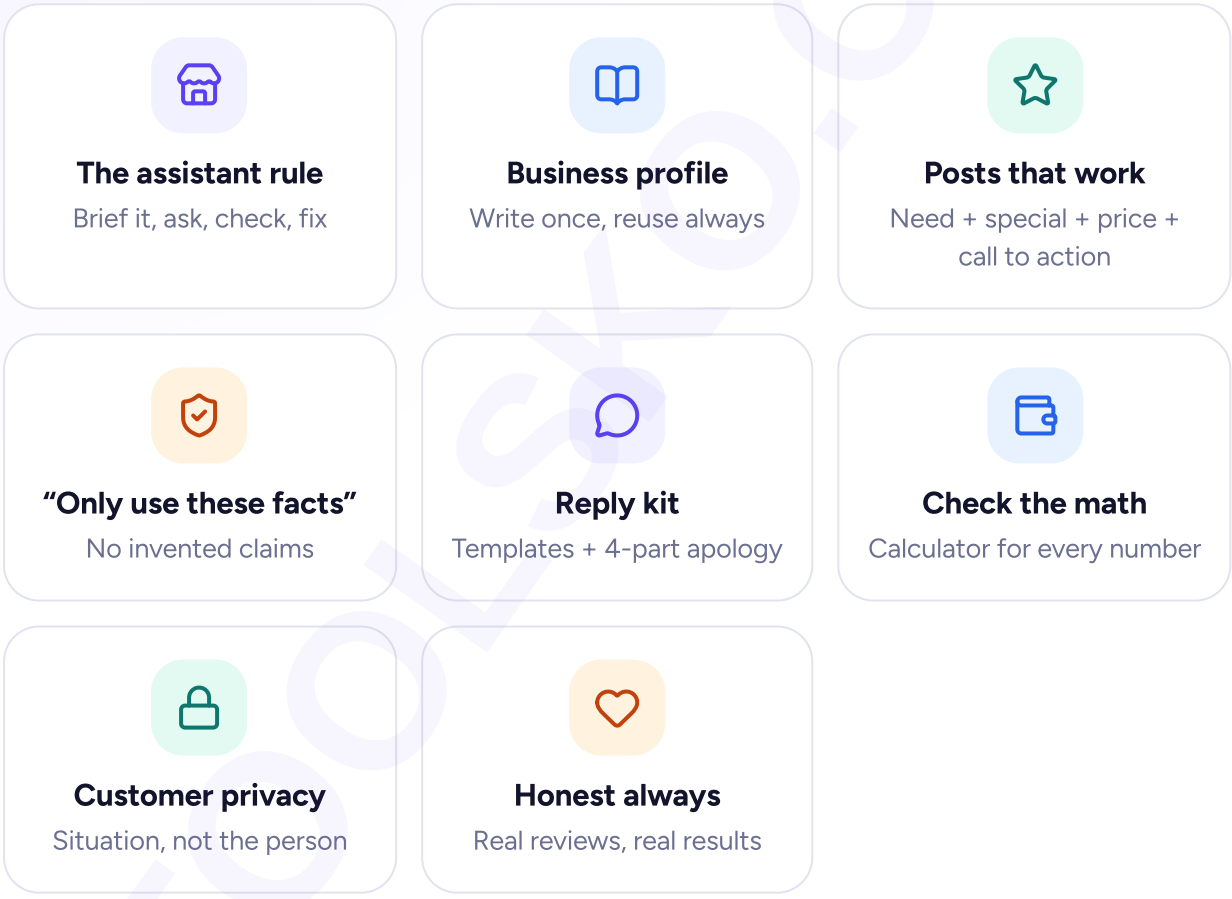
THE END

Quick Summary

Everything important, on one page.

The whole book on one page. Keep it near your work phone or computer.

PICTURE 18 **Cheat sheet: AI for small business in 8 cards**



Eight habits of a business owner who uses AI well.

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Remember	In one line
The big rule	AI is a brilliant new assistant: brief it and check its work.
The first step	Write your business profile and reuse it.
Best marketing phrase	“Only use these facts.”
Best customer-service habit	You decide the offer; AI helps you say it kindly.
Best money habit	AI explains; a calculator calculates; a professional advises.
Golden habit	“Is every word true, and would I be proud to sign it?”

You did it!

You now have a real AI assistant for your business — and you know how to use it honestly and safely. Every hour it saves is an hour back for your customers, your craft or your family.

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WHAT'S NEXT

Your Next Learning Path

You finished Book 3. Here is where to go from here.

This is Book 3 of the **AI for Beginners** series. Here is your path:

PICTURE 19 **Your AI learning path**



Three books done, two to go.

Book	You will learn
4. AI Prompt Writing	Go deeper: roles, examples, step-by-step requests and reusable prompt templates — great for your business prompt notebook.
5. AI Productivity	Save hours every week: email, planning, summaries and daily routines.

Keep the habit going

Each Monday, spend 15 minutes with your AI assistant: plan the week's posts, update your profile, and clear your to-do list.

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Quotation & Estimate Generator
Quotes with terms, deposit and a signature block — like Marco's.

toolsko.com/quotation-generator ↗

Profit Margin Calculator
Check profit, margin and markup from your cost and price.

toolsko.com/profit-margin-calculator ↗

Markup Calculator
Find a selling price from your cost and target markup.

toolsko.com/markup-calculator ↗

Break-Even Calculator
How many sales you need to cover your fixed costs.

toolsko.com/break-even-calculator ↗

Discount Calculator
Check promo prices and savings before you post them.

toolsko.com/discount-calculator ↗

Poster & Flyer Maker
Print-ready signs and flyers — like Aling Rosa's.

toolsko.com/poster-maker ↗

Business Card Maker
Print-ready cards with your logo and a QR code.

toolsko.com/business-card-maker ↗

QR Code Generator
QR codes for your page, menu or payment details. No expiry.

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Letterhead Maker
A professional letterhead for supplier and client letters.

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Words to know

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Brief	The important information you give someone (or AI) so they can do a job well.
Business profile	A reusable brief about your business: who, what, customers, why you, voice and rules.
Brand voice	How your business sounds when it talks: friendly, formal, playful and so on.
Call to action	The part of a post that tells people what to do next, like “Message us.”
Template	A ready-made message with blanks you fill in.
FAQ	Frequently Asked Questions: a list of common questions with answers.
Cost	What you pay to make or buy a product.
Profit	What’s left after you subtract the cost from the price.
Markup	How much you add on top of the cost, often shown as a percent of the cost.
Margin	The share of the selling price that is profit.
SOP	Standard Operating Procedure: a step-by-step way to do a task the same way every time.
Data privacy	Protecting people’s personal information, like names, phone numbers and addresses.

Where the facts come from

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1. Federal Trade Commission (US): Final rule banning fake reviews and testimonials, including AI-generated ones (Aug 2024)
2. National Privacy Commission (Philippines): Data Privacy Act of 2012
3. OpenAI Help: Data controls (how your chats may be used)
4. OpenAI Terms of Use

Product facts (age rules, menu names, privacy settings) were checked on November 20, 2026. Apps change often, so some screens may look different. ChatGPT is a product of OpenAI; ToolsKo is not connected to OpenAI. Written by ToolsKo Learn · toolsko.com/learn

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AI FOR BEGINNERS

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Book 2	AI for Students
Book 3	**AI for Small Business — this book**
Book 4	AI Prompt Writing
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