

AI Cheat Sheet for Local Business Owners

Simple shortcuts to get better results from AI without overthinking it

SECTION 1 — START HERE

How to Use AI

AI works like a really smart new employee. Fast, capable — but it knows nothing about your business yet. The more context you give it, the better it performs.

Vague input = generic output.

Specific input = useful output.

HOW TO TALK TO IT

Use this simple structure in every prompt:

Who you are Type of business, location, how long you've been open

Who your customer is Age, needs, what they care about

What you need The specific task or output you want

How it should sound Casual, professional, warm, direct

SECTION 2 — SHORTCUTS

Shortcuts You'll Actually Use

MAKE IT SOUND BETTER

/human Make it sound natural

/rewrite Say it better

/improve Clean up clarity

/shorten Make it tighter

/simplify Make it easier to read

emails posts responses

MAKE IT THINK BETTER

/why Why it works

/analogies Make it click

/firstprinciples Break it down

CHANGE THE TONE

/casual Friendly, conversational

/formal Professional

/tonechange Adjust the vibe

CLEAN UP THE OUTPUT

BULLETS Bullet points

CHECKLIST Action steps

STEPS Step-by-step

TLDR Quick summary

Don't stop at the first answer.

"Make it shorter"

"That doesn't sound like me"

"Give me another option"

That's where it gets good.

Where the Real Value Is

Use AI to drive real results — not just write faster.

TURN REVIEWS INTO GROWTH

/insights What patterns exist

/leverage How to use this

/quickwins What to do this week

EXAMPLE

"Here are my reviews. What are customers actually saying, and how can I use that to get more calls?"

FIX SOMETHING THAT ISN'T WORKING

/critique What's wrong

/assess Where it falls short

/rewrite Improve it

posts | emails | customer responses

GET BETTER MARKETING IDEAS

IDEAS10 10 ideas at once

HOOKS10 Better openings

/angle New positioning

social posts | promotions | standing out locally

TURN IDEAS INTO ACTION

/actionplan Step-by-step plan

/thisweek Immediate actions

/workflow How to execute

stalled ideas | new offers | campaigns

FIND WHAT YOU'RE MISSING

/gaps Blind spots

/whatamissing What you overlooked

ADD TO ANY PROMPT

"What am I missing?"

STACK PROMPTS TO MOVE FAST

Use these in sequence for quality output quickly.

IDEAS10 Start with ideas

↓ Build on the best one

/tonechange Adjust for your voice

/shorten Tighten it up

Expect 2–4 rounds. That's normal.

How to Get Results That Actually Help You

1 Start with thinking, not writing

Don't ask it to write first. Ask it to brainstorm. You'll get better raw material to work with.

INSTEAD OF

"Write me a post"

TRY THIS

"Give me 5 ideas that would actually connect with my customers"

2 Use it like a conversation

Ask → Refine → Push back → Improve. The first answer is rarely the best one. That's a feature, not a flaw.

3 The 10-minute weekly habit

1 Drop in reviews or recent feedback

Ask: "What are customers really saying?"

2 Ask what to do with it

"What should I do with this this week?"

3 Pick one idea and use it

Not five. One. Use it before next week.

4 Where this saves you the most time

Writing faster

Responding to customers

Brainstorming

Organizing ideas

COPY & PASTE TO START

YOUR STARTER PROMPT

"I run a [type of business] in Nixa, Missouri.

My customers are [describe them].

I need help with [task].

Keep it [tone].

Give me a few options before writing anything."