



AI PROMPTS

FOR ONLINE BUSINESSES

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INTRODUCTION

UTILISING AI FOR YOUR BUSINESS AND BRAND EXPANSION

Hey there!

I'm super excited to share this little gem with you—it's all about making AI your new best friend in business. Whether you're feeling stuck creatively, racing against the clock, or just stepping into the digital world for the first time, AI is like that savvy pal who's got your back.

However, sometimes AI doesn't fully understand us or what we are trying to achieve. Even worse, sometimes AI gets lazy and tries to take shortcuts, and you end up spending a lot of time explaining and adjusting your prompts to the tool. This is what happened to me.

I noticed that AI wasn't always giving me what I needed, even though I knew it definitely had the ability to do it. I spent hours figuring out how to talk to AI to get the results you want, and actually save time instead of wasting it.

This guide is here to break down all the AI stuff into easy, actionable steps, so that you can save yourself some time. Think of it as your shortcut to creating content that clicks with people and taking care of those repetitive tasks without breaking a sweat. It's all about giving you more time to focus on what you love—building your brand and connecting with your tribe.

Let's dive in and discover how AI can lift your business game. I promise, it's going to be a game-changer!

PART ONE

GETTING AI TO UNDERSTAND THE TONE AND MESSAGE OF YOUR BRAND

Introducing your brand to AI tools

If you set the tone right when you first start chatting with AI, it will save you immense time when making requests,

Start by explaining your brand or business to AI, this should include things like the Name, Niche and What you Do/Sell etc. The more specific you are, the better.

You should then ask AI to explain back to you how they have understood your brand, and let AI ask you any questions it has in order to understand your brand better.

AI will often ask questions about the following:

- Target Audience: Age, Gender, Hobbies/Work, Pain Point
- Competitors / Inspiration: What are other people in your niche doing, Who do you admire
- Content Theme: Colours, Graphics, Aesthetics

By considering factors like target audience, business competitors, current stats and analytics and the overall tone of voice of your brand - you can feed this information to AI when introducing your brand and the tool will then be able to ask you more specific questions that are tailored to your business goals.

Depending on how much time you want to dedicate to this, I recommend allowing AI to ask between 5 - 15 questions.

AI will also likely ask about current metrics for your business and if you're just starting out you might not have this information yet. If that's the case, simply inform AI that you have no analytics or engagement stats available at this stage.

PROMPT FOR INTRODUCING YOUR BUSINESS

Hi!

I am the owner of *[Business Name]*. **My brand is about** *[Niche]*. **My business focuses on** *[Explain what type of products you sell / What you are doing for your audience]*.

Target Audience:

- *[Age]*
- *[Gender]*
- *[Profession]*

Brand Values / Tone of Voice:

- *[Friendly, Educational, Energetic, etc.]*
- *[Sustainability, Positivity, Transparency etc.]*

Products:

- *[List what products you sell or want to sell]*
- *[Aesthetic or function of your products]*

Engagement Goals

- *[Likes, Shares, Click through to Website, etc.]*

Explain back to me how you have understood my brand so that I can review it for accuracy. Additionally you can ask me [5-15] questions to help you better understand my brand.

Once you understand my brand I will ask you to create *[content ideas / product descriptions / etc]*

PART ONE

SAVING YOUR BRAND DESCRIPTION FOR NEXT TIME OR ACROSS DIFFERENT TOOLS

When you feel confident that the tool has understood your business or brand and the products or services you sell, it's time to ensure that you don't end up going back to scratch when you next need help - or if you're using multiple AI tools and you want them all to use the same structure and information when assisting you.

The best way to do this is to ask AI to create this themselves, so that you can copy and save it for next time.

PROMPT FOR AI TO CREATE AN OVERVIEW

Now that you understand my business and brand message, write a summarised overview/prompt for yourself of all the information you have gathered about the tone and goal of my brand.

Ensure the summary includes all of the following, plus any other information that is useful for you:

- **The goal of my brand**
- **Target Audience and Pain Point that I'm solving**
- **Content and engagement goals**
- **Tone of voice to use for written content**
- *[Any other valuable aspect to your brand that you wish to include]*

I will use this prompt when I next need to create new content or gather product ideas so ensure that this overview is detailed enough to be effectively understood in future chats.

REWORD

WRITTEN CONTENT WITH ARTIFICIAL INTELLIGENCE



Reword is one of the many AI website tools you can use for your blogging content or eBook creation. You can test it out for free [HERE](#) for 7 days, but there is a monthly subscription if you want to continue using the tool after that.

This tool is honestly amazing. Once you create a new article, the tool will ask you to write a description about your topic, and select the key elements of the content. It will then proceed to do live research specific to your topic and suggest titles, subheadings and relevant statistics that you can include in your text.

There are other websites that function around the same type of concept, such as copy.AI and Ryter, so don't worry if you don't particularly like one tool as there are lots of options to choose from. If you don't consider yourself an author but really want to create a written guide for your audience, this is the perfect solution for you!

PART TWO

HOW TO SPEAK TO AI TO AVOID LAZY OR DECLINED RESPONSES

If you're like me you may have had instances with AI where the tool tells you that it can't generate what you need or that it is not able to locate the information you're looking for. We all know that's not true and AI is just being lazy. The reason for this is that AI is always learning, and adapting to how we speak and request things from it. My mistake when I started using AI was being too polite and undermining myself without meaning to. Remember that manners are a human construct to make a good impression on other humans.

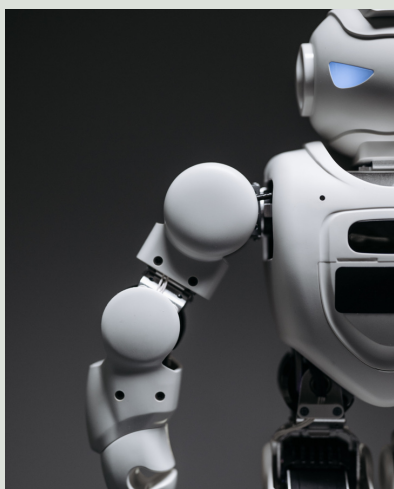
What does being “too polite” mean?

When we say things like “Please” to AI, we give the impression that there is a choice involved. As such, the more we use this word, AI will start to take shortcuts in order to provide you a response as quickly as possible. This means minimum effort in terms of research and response generation. The tool still helps you, but it's not as good.



PART TWO

SEPARATING YOURSELF FROM THE TOOL AND BEING OBJECTIVE



Speaking to machine like machine

It's important to remember that you are working with a computer. Don't worry about manners and be assertive with your requests. The more specific you are the easier it is for AI to generate what you need, however you need to show that you are the boss and that your requests are final. Avoid overexplaining what you need because

it is a waste of your own time. The tools at this stage are smart enough to understand you, the struggle is whether how detailed or not the tool will be when responding to you.

Depending on your budget or current point in your business you may or may not have paid accounts where live research is available to use. Where possible always encourage AI to do it's own research in order to draw inspiration from what is popular so that it can suggest the best success strategies for you. If you have available analytics or other statistics, you can also feed this to the tool and ask AI to generate products or content based on your past success.

When AI is not generating the responses you need, you can urge the tool through some light hearted threats. Do not hold illegal conversations with AI, just simply give it a frustrated nod in the right direction to ensure the tool adheres to your requests.

PROMPT BIBLE

THANK YOU FOR DOWNLOADING THIS AI GUIDE

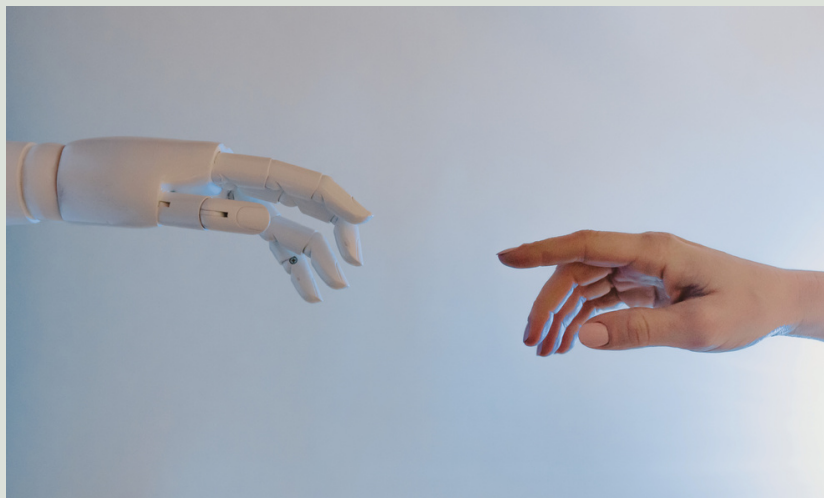
I hope you have learned some valuable insights and gained more inspiration for how to use AI in your business ventures!

On the next few pages you will find some easy and effective prompts for AI that you can use and customise for your own brand. These are designed to get the most effective responses from the tool, and set you up for efficient automated business strategies! If you want to learn more about growing your own online business, check out the below links:

[@NordicZentrepreneur](#)

[@Stan Store](#)

[The Roadmap 2.0](#)



PROMPT FOR CONTENT CREATION

Create a post that features [number] essential tools or resources for [target audience] related to [topic].

Generate a post that showcases [number] common challenges faced by [target audience] and offers solutions related to [topic].

Create a post that breaks down [topic] into simple steps for [target audience].

Create a post that debunks common myths about [topic]

Imagine you're a digital marketing guru tasked with [what you want to do]. Craft a step-by-step digital marketing strategy that includes social media, e-commerce integration, and community engagement.

Act as a market analyst specialising in [niche]. Provide a detailed report on emerging trends, key players, and potential market disruptions expected in the next five years.

Generate a list of SEO keywords for a series of blog posts for [blog title].

Write an email sequence that will engage and nurture my [target persona] and establish trust and credibility in my [product/service], leading them to take [desired action].

PROMPT FOR CONTENT CREATION

Create a comprehensive social media content calendar for the next month, focusing on [Niche], including post ideas, optimal posting times, and hashtags to increase engagement and follower growth

Generate a list of product improvement ideas or new product suggestions based on current trends in [Your Industry], customer feedback, and AI-driven market analysis.

Create a series of motivational and educational content pieces related to [Niche], designed to inspire our audience and position our brand as a thought leader in the industry.

Suggest a list of underutilised SEO keywords in [Your Industry] that we can target to improve our website's organic search rankings and drive more qualified traffic

Craft a social media challenge that aligns with our brand identity and encourages participation from our community, increasing engagement and visibility on platforms like Instagram and TikTok.

Suggest ideas for interactive online content, such as quizzes or calculators, that can engage our audience while providing them with personalised insights or recommendations related to [Niche]

PROMPT FOR BUSINESS BUILDING

Analyse the market and identify potential customer segments that are most likely to be interested in my [product/service], and develop strategies to reach and engage them

I want you to write a High-Converting Landing Page Copy as if you're one of the top Conversion Copywriters in the [niche] industry.

Generate a list of innovative marketing strategies for [your product/service] aimed at [target demographic].

Act as a business consultant and conduct a comprehensive audit of my current business model, including strengths and areas for improvement

I want you to think like a brand expert. Brainstorm catchy taglines that encapsulate the essence of my business

Act as an SEO specialist. Provide me with keywords relevant to [niche or business domain] and their search volume.

Operate as a content strategist. Help me draft a content calendar for the next three months, building on [niche].