



Tanimawo AI Academy

INTERMEDIATE

AI for Small Business

Marketing, customers, pricing and planning, with 25 prompts

Free guide

About 15 minutes to read

tanimawoai.com

Free AI training every Sunday
with Dr. Daniel Tanimawo

Where AI helps a small business

Area	Examples
Marketing	Captions, flyers, product descriptions, ad ideas
Sales	Follow-up messages, quotes, objection handling
Customer service	Polite replies, FAQs, complaint handling
Operations	Checklists, stock planning, staff rotas
Finance	Simple budgets, pricing thinking, explaining figures
Planning	Business plans, competitor research, new product ideas

Know your customer first

Before any marketing prompt, describe your customer. Save this as your **customer profile** and paste it into prompts.

TRY THIS PROMPT

Help me write a customer profile for my business. Ask me 8 questions about who buys from me, what they care about, where they spend time online and what they worry about.

Marketing prompts

TRY THIS PROMPT

Using my customer profile [paste], write 10 Instagram captions for [product]. Mix fun, informative and offer posts.

TRY THIS PROMPT

Write a WhatsApp broadcast message announcing a 15% weekend discount. Friendly, under 60 words, with a clear call to action.

TRY THIS PROMPT

Give me 5 low-cost marketing ideas for a [business] in [area] with a N30,000 monthly budget.

TRY THIS PROMPT

Write a short script for a 30-second TikTok video showing how [product] solves [problem].

TRY THIS PROMPT

Create a 4-week content calendar for my [business]: 3 posts a week, with topics and captions.

Customer service prompts

TRY THIS PROMPT

A customer says: "[complaint]". Write a calm, respectful reply that apologises, explains, and offers a fair solution.

TRY THIS PROMPT

Write answers to the 10 questions customers ask most about [business], for my WhatsApp Business quick replies.

TRY THIS PROMPT

Write a polite message asking a happy customer for a review.

Sales prompts

TRY THIS PROMPT

A customer says my price is too high. Give me 5 respectful ways to respond that explain the value without discounting.

TRY THIS PROMPT

Write a follow-up message for a customer who asked for a price 3 days ago and has not replied.

TRY THIS PROMPT

Create a simple price list message for [products and prices], neat and easy to read on a phone.

Planning and money

TRY THIS PROMPT

Ask me questions, then write a one-page business plan for my [business], including costs, pricing and goals for 6 months.

TRY THIS PROMPT

My monthly costs are [list]. I sell [product] at N[price]. How many must I sell to break even? Show the working.

TRY THIS PROMPT

List the risks for my [business] and one way to reduce each.

Visuals

- **Canva Magic Studio:** flyers, social posts and simple logos from a description.
- **Remove.bg:** clean product photos with plain backgrounds.
- **CapCut:** short videos with automatic captions.

Be honest in marketing. Never use AI images that misrepresent your product, and never invent reviews or testimonials.

Weekly AI routine (30 minutes)

- ☐ Monday: plan this week's posts with AI.
- ☐ Wednesday: answer customer questions faster with saved replies.
- ☐ Friday: ask AI to help review the week's sales notes and suggest one improvement.

Keep learning, free

Join the free live AI class every Sunday at 8 PM Nigeria time with Dr. Daniel Tanimawo. Register at tanimawoi.com, watch past classes on the Replays page, and download more free guides.

Share this guide with a friend who wants to learn AI.