AI for small business

10 jobs it can do this week, and 5 it shouldn't.



By Youcef
Better Call Youcef!
Marketing and AI, made simple.



Meet Youcef

Your guide. You are the hero.

I help UK small business owners make sense of marketing and AI, so you can get back to running your business. Plain English, practical advice, no jargon.

I have worked in social media and content since 2013. I started in Milan and moved to London in 2018.

I have taught live online sessions on content plans, Instagram profiles and ad images, and I keep things short and clear.

I have also used AI to redesign a restaurant's menu, create images of the plates and build a complete online shop for it. AI can be wrong, so I always double-check.

I am honest about cost, limits and risks, and that is how this guide is written.

Read this first

AI can write, summarise and brainstorm in seconds. It can also be confidently wrong, in the same calm voice. So here are three rules before anything else.

1. **You stay the author.** AI gives you a first draft. You read it, change it and sign it. Your name goes on it, not the tool's.

2. **Check what matters.** Names, prices, dates, opening hours, facts, and anything you would be held to. Always.

3. **Keep private things private.** Do not paste customers' details, passwords or anything confidential into a public AI tool.

Everything in this guide is meant to be tried in the next ten minutes. Pick one job. Try it. Then read on.



The 30-second recipe for better answers

A vague question gets a vague answer. Give the tool five things:

Who you are:	"I run a small bakery in Leeds."
The job:	"Write a reply to this customer."
Who it is for:	"A regular who is annoyed about a late order."
The tone:	"Warm, short, no corporate language."
The limits:	"Under 80 words. British English."

Then paste in anything useful: the customer's message, your price list, an example of how you normally write.

> Two habits that help a lot: ask for **three versions** and pick the best, and say **"ask me questions first if you need more detail."**



Part 1: Ten jobs AI can help with

For each job: what it is for, a prompt you can copy (swap the words in [brackets]), and what to check before you use the result.

Jobs in this part: 1 Reply to a customer enquiry. 2 Describe what you sell. 3 Social post ideas and captions. 4 Turn rough notes into a newsletter. 5 Draft a reply to a review. 6 Summarise a long email or document. 7 Write your website FAQ. 8 Turn call notes into an action list. 9 Plan a week of content. 10 Draft a job advert.

1 Reply to a customer enquiry

Good for: emails and messages you answer again and again.

COPY THIS:

I run [type of business] in [town]. A customer sent me this message: "[paste message]". Write a friendly reply in my voice: clear, short, British English, no jargon. Here is how I usually write: "[paste an old reply you like]". If something is missing, ask me before you write.

Check: prices, dates, availability and promises. Read it out loud. Would you say that?

2 Describe what you sell

Good for: product or service descriptions that sound like a person wrote them.

COPY THIS:

Write 3 short descriptions of [product or service] for [type of customer]. Facts to use: [list the real facts]. Tone: [warm / confident / simple]. Under 60 words each. Do not add any facts I did not give you.

Check: every fact. The tool loves to add flattering details that are not true.

3 Social post ideas and captions

Good for: the "what do I post today?" moment.

COPY THIS:

> I run [business] for [customers]. Give me 10 post ideas for Instagram that are useful or interesting, not salesy. Then write a caption for the 3 best. Tone: [tone]. Do not use hashtags I would not use in real life.

Check: does it sound like you? Cut anything you would never say.

4 Turn rough notes into a newsletter

Good for: when you know what to say but not how to start.

COPY THIS:

> Here are my rough notes for this month's customer email: "[paste notes]". Turn them into a short, friendly newsletter with a subject line and one clear call to action. Keep my wording where you can. Under 200 words.

Check: dates, links and the offer. A wrong date in a newsletter goes to everyone.

5 Draft a reply to a review

Good for: real reviews, good or bad.

COPY THIS:

> A customer left this review: "[paste review]". Write a calm, polite reply from the owner. Thank them, answer what they said, and offer to put it right if there is a problem. Under 70 words. Do not argue and do not make excuses.

Check: the facts of what happened. Only ever reply to real reviews (see Part 2).

6 Summarise a long email or document

Good for: supplier terms, long email threads, a report you have not got time to read.

COPY THIS:

> Summarise this in 5 bullet points for a busy business owner. Then list any deadlines, costs or things I must decide. Text: "[paste text]". Remove any personal details first.

Check: read the original for anything important, such as costs, dates and small print. A summary can miss the one line that matters.

7 Write your website FAQ

Good for: questions you answer by hand every week.

COPY THIS:

> Here are the questions customers ask me most: [list]. Write short, plain-English answers for my website using these facts: [facts]. Keep each answer under 50 words. If you do not know something, write "[CHECK]" instead of guessing.

Check: every answer, especially anything about prices, refunds, delivery or safety.

8 Turn call notes into an action list

Good for: after a customer call or a meeting.

COPY THIS:

> Here are my messy notes from a call: "[paste notes]". List: what was agreed, what I need to do, what they need to do, and any dates. Plain bullet points.

Check: against your memory. If it added something nobody said, delete it.

9 Plan a week of content

Good for: staying consistent without spending Sunday night on it.

COPY THIS:

> Plan one week of social posts for [business]. Goals: [e.g. fill quiet weekdays]. Include a mix of: something useful, something behind the scenes, and one offer. Give me a table with day, idea and a one-line caption. Keep it realistic for one person with [time per week].

Check: is it something you can actually do this week? Cut half if not.

10 Draft a job advert

Good for: the first version of an advert or role description.

COPY THIS:

> Write a short job advert for [role] at [business] in [town]. Hours: [hours]. Pay: [pay]. Must have: [list]. Nice to have: [list]. Friendly tone, no buzzwords, under 150 words. Do not invent benefits.

Check: pay, hours and anything that could be unfair to ask for. Be sure every detail is true.

Part 2: Five things not to hand to AI

1 Final legal, tax, medical or financial advice

AI can explain a topic in plain English. It cannot take responsibility for your decision. For anything with real consequences, ask a qualified professional.

2 Customers' personal data in a public tool

Names, emails, phone numbers, health details. If you would not post it on a noticeboard, do not paste it in. Take out the personal details first, or use a tool set up for business use. UK data protection law applies to personal data wherever you put it, including AI tools. The ICO has guidance on AI and data protection (see the Sources page).

3 Prices, offers and guarantees

If a customer could hold you to it, you write it. AI will happily invent a discount or a promise.

4 Fake reviews or invented testimonials

Reply to real reviews with AI if you like. Never ask it to invent reviews or praise. Since 6 April 2025 it has been against UK law to write or commission fake reviews, positive or negative, or to hide that a review was paid for or rewarded. The Competition and Markets Authority (CMA) enforces it.

5 Facts, numbers and quotes you have not checked

AI can produce a statistic or a quote that sounds perfect and does not exist. If you cannot find the source yourself, do not use it.

Cost and limits

Free is enough to start. Most big AI chat tools have a free version. Try one job before you pay for anything.

Paid plans exist. They usually give longer answers, newer models and more daily use. Prices change often, so check the current price on the tool's own page.

Check your privacy settings. Some tools may use what you type to improve their service. Look for the privacy or data setting and decide on purpose.

It does not know your business until you tell it. The more real detail you give, the better the result.

It can be out of date. It may not know about recent changes. Check anything time-sensitive.

It can be wrong without sounding wrong. That is why rule 2 at the start of this guide is about checking.

Tools I have tested myself

I have tested these prompts in several AI applications, including Claude and ChatGPT. Pick one and stay with it for a week.



Your next step

Pick one job from Part 1 and try it today. Ten minutes is enough.

If you want help working out where AI fits in your business, and where it does not:



Ready to make your marketing work harder?

Book a call with Youcef.

bettercallyoucef.com

Better Call Youcef.

Too busy to do this yourself?

I can do it for you. My done-for-you service sets up AI in your business to help you save time and money. The price depends on what you need, so book a call and I will quote you. Use code **GUIDE50** for 50% off your first 3 months.

Code GUIDE50 is for readers of this guide.

Sources

Last checked: 1 November 2026.

- Fake reviews ban, in force from 6 April 2025: GOV.UK, "Fake reviews and sneaky hidden fees banned once and for all" (Department for Business and Trade, 6 April 2025), and the CMA's guidance "Fake reviews" (CMA208), both on gov.uk.
- Data protection and AI: Information Commissioner's Office (ICO), "Artificial intelligence" guidance, at ico.org.uk.

This guide is general information for small businesses. It is not legal advice.