

Using AI in Your Business

Your Quick-Start Tips Handout · Lexica Communications

⇒ ■ How to Write Better Prompts

1. Tell AI who you are and what you need

just ask a question — give context first. The more the AI knows about your situation, the more useful the answer.

Try This →

"I run a small landscaping company in Minnesota. I need to write a follow-up email to a client who got a quote last week but hasn't responded. Keep it friendly and not pushy."

2. Say what format you want

a list? A short paragraph? Three options to choose from? Just say so. AI will match whatever structure you ask for.

Try This →

"Give me 3 different subject lines for a promotional email about our spring cleaning special. Keep each one under 10 words."

3. Give it a role to play

AI to act as a specific type of expert often improves the quality and focus of the response.

Try This →

"Act as an experienced HR manager. Help me write a job description for a part-time office assistant at a small retail business."

4. Ask for options, not just one answer

you're not sure what you want, ask for several versions. It's much easier to pick and tweak than to start from scratch.

Try This →

"Write 5 different ways I could introduce myself at a networking event. I run a bookkeeping firm for small businesses."

5. Keep the conversation going

what you said earlier in the same chat. If the first answer isn't quite right, just respond and refine — you don't have to start over.

Try This →

"That's good, but can you make it sound a little warmer and less formal? Also shorten it to 3 sentences."

■ ■ Common Mistakes to Avoid

■ Treating the first response as the final answer

AI gives you a starting point — not a finished product. Always read it, tweak it, and make it sound like you. If it doesn't feel right, ask for a revision.

■ **Being too vague**

"Help me with marketing" will get you a generic response. The more specific you are about your business, audience, and goal, the better the output.

■ **Publishing without proofreading**

AI can be confidently wrong — especially on facts, dates, or industry-specific details. You're the expert. Always give it a final read before it goes out.

■ **Pasting sensitive information into free tools**

Free versions of AI tools may use your inputs to improve their models. Don't share client data, financials, passwords, or anything you wouldn't want shared. Paid plans offer stronger privacy protections.

■ **Giving up after one bad result**

A weak response usually means the prompt needs more detail — not that AI can't help. Try rephrasing, adding context, or asking a different way. It gets better with practice.