ITDP TECHNOLOGY ACADEMY · CLASS 2 · ON-SITE LAB

Put AI to Work on Your Business

A hands-on, ~2-hour lab · run every prompt in **both** Claude and ChatGPT · leave with real work

Today you stop *hearing* about AI and start *using* it — on your own business. Work at your own pace through the five stations below. A class assistant is in the room: raise your hand the moment you get stuck. Don't rush. The goal is not to finish fast; it's to walk out with answers you can actually use.

BEFORE YOU START — CHECK

- Claude open and logged in (paid)
- ChatGPT open and logged in (paid)
- A blank notes doc or email open to **save your best answers**
- Your real business details in your head (or on paper)

HOW TO PROMPT WELL — 5 HABITS

- **Give context** — tell it about your business first
- **Be specific** — vague question, vague answer
- **Ask it to ask you** questions back
- **Push it** — "be honest," "go deeper," "give me 5 more"
- **Run it in both** engines and compare

The most important skill today: context. The AI is only as smart as what you tell it. So we start by building a "Business Brief" you'll reuse in every station. Fill in the yellow blanks with your real details before you hit enter.

0 Set the stage — your Business Brief

15 min

Do this first in BOTH apps. Keep both chats open all class — every later prompt builds on this one.

PASTE THIS — FILL THE BLANKS — RUN IN BOTH

```
You are my experienced small-business consultant. I'll tell you about my business and I want you to remember it for everything we discuss today.

My business: [name]. I sell [products/services]. My customers are [who they are]. I've been in business [how long]. I sell [in a store / online / both — where]. My biggest strength is [X]. My biggest challenge right now is [Y]. My goal for the next 12 months is [Z].

Before we go further, ask me up to 3 questions that would help you understand my business better.
```

🙋 *Answer the questions it asks you — that's where the magic is. Assistant: help anyone whose brief is too vague.*

1 Know your business — Analysis

25 min

Before strategy, get an honest outside read. Run each prompt in the same chat where you built your brief.

PROMPT 1.1 — SWOT — RUN IN BOTH

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Based on my business, give me an honest SWOT analysis — strengths, weaknesses, opportunities, and threats. Be specific to MY business, not generic advice.
```

PROMPT 1.2 — YOUR REAL CUSTOMER — RUN IN BOTH

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Describe my ideal customer in detail — who they are, what they care about, where they spend their time, and what makes them decide to buy. Then tell me one thing I'm probably getting wrong about them.
```

PROMPT 1.3 — THE HARD TRUTH — PICK ONE ENGINE

```
Act as a tough but fair advisor who wants me to win. What are the top 3 things holding my business back from more sales right now? Be direct — don't be polite.
```

CAPTURE: THE ONE BLIND SPOT IT SURFACED THAT I HADN'T THOUGHT ABOUT

💁 *Compare the two engines on Prompt 1.1 — notice they don't say the exact same thing. That's normal, and useful.*

2 Sharpen the plan — Strategy

25 min

Now turn the analysis into decisions: who you are, what makes you different, and what to charge.

PROMPT 2.1 — SAY IT IN ONE SENTENCE — RUN IN BOTH

```
Help me describe my business in one clear sentence a stranger would instantly understand and remember. Give me 5 different options, from plain to bold.
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PROMPT 2.2 — STAND OUT — PICK ONE ENGINE

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Most businesses in my category compete on [price / selection / location / etc.]. Help me find a position that's harder to copy. What could I own that my competitors don't? Give me 3 angles.
```

PROMPT 2.3 — PRICING GUT-CHECK — PICK ONE ENGINE

```
Here's how I price today: [describe your pricing]. Am I likely underpricing? Give me 3 pricing strategies for a business like mine, with the pros and cons of each, and which you'd recommend and why.
```

PROMPT 2.4 — THE ONE BOTTLENECK — RUN IN BOTH — then compare

```
What is the single biggest bottleneck limiting my growth right now, and exactly what would you do about it in the next 30 days? Give me a step-by-step.
```

CAPTURE: THE ONE-SENTENCE DESCRIPTION OF MY BUSINESS I'M GOING TO START USING

3 Get found & get sales — Marketing

25 min

This is where AI saves you the most time. Build real content and learn how customers find you.

PROMPT 3.1 — A MONTH OF POSTS IN MINUTES — RUN IN BOTH

You're my marketing assistant. Take my top product/service — **[name it]** — and write 8 social media captions: two each for **[four occasions my customers buy for — e.g. holidays, weddings, gifts, game day]**. Use a local **[your city]** voice, a clear call to action, and the hashtags people actually search.

PROMPT 3.2 — HOW CUSTOMERS SEARCH FOR YOU — PICK ONE ENGINE

Pretend you're a customer who's never heard of me and wants to buy **[what I sell]** in **[my city]**. List the 10 exact phrases people type or say to find a business like mine — then tell me how to make sure I show up for them.

PROMPT 3.3 — THE "DO I EXIST?" TEST — RUN IN BOTH

I'm looking for **[what I sell]** in **[my city]**. Where should I shop?

(See who it names. If it's not you, that's your AEO homework — Prompt 3.2 tells you how to fix it.)

PROMPT 3.4 — YOUR 2-WEEK CALENDAR — PICK ONE ENGINE

Build me a simple 2-week social media content calendar — what to post each day and the goal of each post (awareness, foot traffic, or a sale). Keep it realistic for a busy owner.

CAPTURE: PASTE YOUR 5 FAVORITE CAPTIONS INTO YOUR NOTES DOC. WHICH POST ARE YOU USING FIRST?

4 Grow bigger — Expansion

20 min

Use AI as a brainstorming partner that never runs out of ideas — then as a reality-check.

PROMPT 4.1 — NEW WAYS TO MAKE MONEY — RUN IN BOTH

```
Based on what you know about my business, suggest 5 new products, services, or offerings that fit my brand and my customers. Rank them from easiest to hardest to start, and explain the first step for the easiest one.
```

PROMPT 4.2 — NEW WAYS TO REACH PEOPLE — PICK ONE ENGINE

```
Give me 3 new ways to reach customers beyond what I do now — new channels, partnerships, or markets. Be specific and realistic for a business my size, and tell me who I'd contact first for each.
```

PROMPT 4.3 — YOUR 90-DAY GROWTH PLAN — PICK ONE ENGINE

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Build me a 90-day growth plan with specific weekly actions, focused on my #1 goal: [your goal]. Keep each week small and doable for one busy owner.
```

PROMPT 4.4 — REALITY CHECK — PICK ONE ENGINE

```
Play devil's advocate. If I tried to grow by [your top expansion idea], what could go wrong, and what should I check or test before I spend money on it?
```

CAPTURE: THE ONE GROWTH IDEA I'M MOST EXCITED TO PURSUE

5 Compare, choose, commit

15 min

Pull it all together into one plan — and decide the ONE thing you'll do this week.

PROMPT 5.1 — YOUR ONE-PAGE ACTION PLAN

PICK YOUR BEST ENGINE

```
Summarize everything we discussed today into a simple one-page action plan for my business: my one-sentence positioning, my top 3 marketing moves, my #1 growth idea, and the 3 things I should do this week. Write it so I could hand it to a helper.
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💾 *Save this one. Email it to yourself. This is your takeaway from today.*

REFLECT — WHICH ENGINE?

- Which gave better answers for YOUR business?
- Where did Claude shine? Where did ChatGPT?
- Most owners keep both — different tools, different jobs.

COMMIT — BEFORE NEXT CLASS

The ONE thing I will actually do:

You just did real work. You have an honest read on your business, a sharper message, a month of content, and a growth plan — built by you, in two hours. The owners who win don't know secret prompts. They just keep showing up and using the tools. See you next class.

Stuck on anything? The class assistant is here to help — and everything from today is in your online portal.