
AI FOR OWNERS WHO DO THEIR OWN MARKETING

FOUND. FOLLOWED. REMEMBERED.

Workbook · Fay Chapple

Every prompt, ready to copy: faychapple.com/found

PAGE 1. TODAY

You leave with three things finished: an accurate description of your business where machines read it, one prompt on your phone that already knows your business, and five pieces of content from one real thing that happened last week.

Part	What you do	Where
Found	Ask the machine about yourself, then fix your Google description	Pages 2 to 4
Followed	Build your business prompt, then turn one thing into five	Pages 5 to 7
Remembered	Keep it sounding like you, not like everyone	Page 8
On your own	Twenty minutes, one night a week	Page 9

Three rules for the room

1. Open **chatgpt.com**. No account needed. If it asks you to log in, close the box and keep typing.
2. Copy the prompts from **faychapple.com/found** rather than retyping them on your phone.
3. Never put a customer's name, email, phone number or card details into a chatbot. Write "a customer" instead.

Everything in square brackets like [your town] is a blank for you to fill in. Delete the brackets when you do.

PAGE 2. EXERCISE 1: ASK THE MACHINE ABOUT YOURSELF (8 MINUTES)

Find out what a customer hears about you before they've met you. Use your town's name, not "near me": the chatbot doesn't know where you're sitting.

Prompt 1a. Paste into ChatGPT:

I need a [what you do, e.g. florist / bookkeeper / plumber] in [your town], Ontario. Who would you recommend, and why?

Prompt 1b. Then, in the same chat:

What do you know about [your business name] in [your town], Ontario? Include hours, prices and what you think we're known for.

If it gives a vague answer or says it can't look things up, start the prompt with "Search the web."

Then ask Google the first question and read the AI answer at the top of the results, if there is one.

Write it down

	ChatGPT	Google
Was I mentioned when I asked for a recommendation? (yes / no)		
What it got right		
What it got wrong (hours, services, prices, owner, closed)		
What's missing that I'd want a customer to know		
Where I think it got the wrong thing from		

Keep this page. Do Exercise 1 again once a month.

PAGE 3. THE FIX-IT CHECKLIST

Different machines read different places, so one fix isn't enough. Google and Gemini lean on your Google Business Profile. ChatGPT mostly reads the web through Bing: your website, Yelp, Facebook, directories and local news. Siri and Apple Maps read Apple Business Connect.

Google Business Profile at business.google.com (about 20 minutes; claim it first if you never have)

- ☐ Primary category is the most specific one that's true ("Florist", not "Gift shop")
- ☐ Description rewritten with facts, under 750 characters (Exercise 2)
- ☐ Regular hours correct
- ☐ Holiday hours set for the next three holidays
- ☐ Products or services listed, with a starting price where you can
- ☐ At least five photos from this year: front door, inside, the work
- ☐ Every review from the last three months has a short, specific reply
- ☐ One post (update) a week, from your Tuesday night routine

The listings you forgot (same name, address, phone, hours and description everywhere)

- ☐ Bing Places for Business, bingplaces.com (it can import your Google profile)
- ☐ Apple Business Connect, businessconnect.apple.com
- ☐ Facebook page "About" section
- ☐ Yelp for Business, biz.yelp.com
- ☐ This networking group's member directory
- ☐ Chamber of commerce, BIA or trade association listings
- ☐ Any old listing on a site you stopped using: update it or ask them to remove it

Your website

- ☐ One page in plain words with your eight facts (Page 4). Call it About or FAQ.
- ☐ Hours and address on the page as text, not only inside a picture

PAGE 4. EXERCISE 2: REWRITE YOUR GOOGLE DESCRIPTION (12 MINUTES)

Facts get quoted; adjectives get ignored. Spend 4 minutes on the eight facts, rough is fine, then let ChatGPT do the writing.

Your eight facts

Fact	Yours
What you sell	
Exactly where, with a landmark	
Hours	
Starting prices (two or three real ones)	
Who comes to you	
Who you're not for	
The question everyone asks, and your answer	
How to order, book or reach you	

Prompt 2. Paste this, then your eight facts underneath:

Write the description for my Google Business Profile.

Rules:

- Under 700 characters.
- Use only the facts below. Don't add anything I haven't told you: no awards, no "family-owned since", no reviews.
- Plain words, short sentences, written like a local owner talking.
- Mention my street and town once.
- Put the practical facts in: prices, hours, how to order.
- Don't use these words: passionate, nestled, one-stop shop, elevate, vibrant, curated, look no further, we pride ourselves.

My facts:

[paste your eight facts here]

Then: read it out loud. Cross out anything it made up. If it sounds like a radio ad, add: "Make it plainer. Fewer adjectives. Keep every fact." Save it in your phone's notes and paste it into your profile tonight. Keep the eight facts: you need them for Exercise 3.

PAGE 5. EXERCISE 3: BUILD YOUR BUSINESS PROMPT AND KEEP IT (12 MINUTES)

This is the one you'll still use next year. Write it once, keep it in your phone, paste it in first every time, and the machine starts out knowing your business.

1. Open the notes app on your phone. Make a new note called **MY BUSINESS PROMPT**.
2. Copy Prompt 3 into the note and fill the ten blanks there, not in ChatGPT. Reuse your eight facts from page 4.
3. Test it: paste the whole note into ChatGPT, with today's task set to *Answer my weekly question as a reply I could send a customer*.
4. If it gets a fact wrong, fix the note, not just the answer. Then it stays fixed.

Prompt 3. Your business prompt

You're helping me market my business. Use only the facts below. If you need a fact I haven't given you, ask me. Never invent prices, awards, reviews or history.

1. Business: [name], a [what you are]. We sell [what you sell].
2. Where: [street address, town], [a landmark people know].
3. Hours: [days and times].
4. Prices: [two or three real prices, e.g. "from \$65"].
5. Customers: [who comes to you] because [why they come].
6. What makes us different, with proof: [something you do that shows it].
7. The question I get every week: "[question]" My answer: [answer].
8. The objection I hear every week: "[objection]" What I say back: [answer].
9. How I talk (a real message I sent a customer): "[paste it here]"
10. Never use these words: passionate, nestled, one-stop shop, elevate, vibrant, curated, look no further, we pride ourselves, [any of your own].

Write like a local owner talking at the counter. Short sentences. No hashtags unless I ask. No exclamation marks unless I use them.

Today's task: [what you need]

Stuck on a blank? *How I talk:* copy the last text or email you sent a customer that sounded like you. *Different, with proof:* not "great service". What do you actually do? Call back the same day? Remember the dog's name? *The objection:* "Costco's cheaper", "I can do it myself with an app". You know yours.

Have a ChatGPT account? You can save this in ChatGPT's personalization settings (custom instructions) so it's there every time. Logged out, the phone note does the same job.

PAGE 6. EXERCISE 4: TURN ONE THING INTO FIVE (12 MINUTES)

You don't need five ideas a week. You need one real thing, sent to five places in the shape each place wants.

What counts: a question a customer asked, a job before and after, a complaint you fixed and how, something that sold out or just arrived, a mistake you owned, a regular (with their permission). **What doesn't:** national days, "Happy Monday", quotes, stock photos, "we're the best in town".

Your one thing (3 minutes). Write it messy, the way you'd tell it at the counter: who was there, what happened, what you did, how it ended.

Prompt 4. Paste MY BUSINESS PROMPT first, then this, then your story:

Today's task: here's something that happened in my business this week. Turn it into five pieces, using only what I've told you:

1. A Facebook and Instagram post under 120 words that tells it as a short story. No hashtags in the first line.
2. A Google Business Profile post under 300 characters with one practical fact (price, hours or how to order).
3. A script for a 20 second phone video: what to film in each shot and what to say.
4. A question and answer for my website, with the question written the way a customer would type it into a search.
5. A short email to my customer list, with a subject line that makes them want to open it.

Don't add details I didn't give you. If something important is missing, ask me first.

What happened: [your story]

Then: pick the best of the five and read it to your neighbour. Ask for one fix in plain words: "shorter", "less cheerful", "sound more like my text message". That's all prompting is.

Which one I'll use first	When I'll post it

PAGE 7. WORKED EXAMPLE: WREN & MOSS FLOWERS

Wren & Moss is a made-up florist at 48 Main Street, Ashby Mills, used in the demo. Here's one Thursday turned into five pieces, after one round of "make it shorter".

What happened, as Dana typed it: guy came in thursday 10 to 6, wife's 40th, needed something now, only thing he knew was "anything but pink, she hates pink". did orange ranunculus, plum scabiosa, eucalyptus. he texted friday morning that she cried, good crying.

1. Facebook and Instagram post

Thursday, ten to six. Ten minutes to close. "It's my wife's 40th. I need something now. All I know is anything but pink. She hates pink." Orange ranunculus, deep plum scabiosa, a bit of eucalyptus. Wrapped in brown paper, out the door at 5:58. He texted Friday morning. She cried. The good kind. If you've forgotten something, we're open till 5:30, Tuesday to Saturday. Tell us what she doesn't like. It helps more than you'd think.

2. Google Business Profile post

Forgot a birthday? Order by 1pm for same-day delivery within 15 km, \$15. Or walk in until 5:30, Tuesday to Saturday. Tell us what she doesn't like. It helps.

3. 20 second video script

Shot	Film	Say
1	Hands pulling orange stems from the bucket	"Ten to six on Thursday, a man walks in."
2	The clock on the wall, then the door	"His wife's fortieth. The only clue: anything but pink."
3	Bouquet being wrapped in brown paper	"Orange ranunculus, plum scabiosa, eucalyptus."
4	Dana holding up her phone, smiling	"Friday morning he texted. She cried. Good cried."

4. Website question and answer

Can I get flowers delivered today in Ashby Mills? Yes. Order by 1pm, Tuesday to Saturday, and we'll deliver anywhere within 15 km the same day for \$15. Bunches start at \$25 and arranged bouquets at \$65. Call or walk in at 48 Main Street, across from the post office.

5. Email

Subject: The man who said "anything but pink". Last Thursday, ten minutes before close, a man came in for his wife's 40th. He knew one thing: she hates pink. We sent him home with orange ranunculus and deep plum scabiosa, and on Friday he texted to say she cried, the good kind. If there's a birthday you're about to forget, order by 1pm for same-day delivery. And tell us what they don't like. Dana, Wren & Moss

PAGE 8. SOUNDING LIKE YOU, NOT LIKE EVERYONE

AI writes like the average of the country. Your customers live on your street, so the one thing a local business can't afford is to sound like it could be anywhere.

Words that give it away. Add any you'd never say to line 10 of your business prompt.

passionate · nestled · one-stop shop · elevate · vibrant · curated · look no further · we pride ourselves · whether you're... or... · seamless · tailored · journey · unlock · game-changer · in today's fast-paced world · rise and shine · treat yourself

Two tests before anything goes out

- **The swap test.** Put your competitor's name on it. Still true? Rewrite it.
- **The Calgary test.** Could someone in your trade in Calgary post it unchanged? Rewrite it.

Every post needs at least one of these: **a name, a number, a street.**

Prompt 5. The edit pass (paste into the same chat, after it has written your five)

Read what you just wrote. Find every sentence that a [what you do] in another town could post without changing a word. Rewrite each one using a fact from my business prompt. Don't add anything I haven't told you. Then cut the first sentence of each piece if it's just warming up.

Three things it never does for you

1. **Invent.** Prices, awards, history, "family-owned since". If you didn't tell it, cross it out.
2. **Write reviews.** Not for you, not for a friend to post. Fake reviews are deceptive marketing, and the Competition Bureau acts on them. Using it to draft *replies* to real reviews is fine.
3. **Go out unread.** Your name is on it. Read it out loud: if you wouldn't say it across the counter, don't post it.

PAGE 9. TUESDAY NIGHT, TWENTY MINUTES

Tear this page out and keep it by the till. Pick one night a week and do the same four steps.

- 1. **Pick one real thing from the week** (2 minutes). A question, a job, a complaint fixed, something new in.
- 2. **Paste MY BUSINESS PROMPT, then Prompt 4, then the story** (1 minute).
- 3. **Run the edit pass, Prompt 5** (2 minutes).
- 4. **Read, fix and schedule the week** (15 minutes). Add a name, a number or a street. Read it out loud.

Once a month (5 minutes): ask the machine about yourself again, Exercise 1. When it's wrong, don't argue with the chatbot. Fix the source: your Google profile, your website page, or the old listing.

Once a season: reread MY BUSINESS PROMPT. New prices, new hours, a new question everyone's asking? Update the note.

My night	My time	First thing I'll turn into five

QUICK ANSWERS

Question	Short answer
Do I need to pay for ChatGPT?	No. Everything here works free. Paid gives you more use and lets it remember your business prompt.
ChatGPT, Gemini, Claude: which is best?	The one you'll actually open on a Tuesday. The method works in all of them.
Will Google punish posts written with AI?	Google says it rewards helpful content however it's made. Generic filler does badly either way, which is why the edit pass matters.
Is what I type private?	Treat it like a postcard. No customer details, passwords or anything you wouldn't want read.
It made something up. Now what?	Cross it out, then add the true fact to your business prompt so it doesn't happen again.
I'm not on Google at all.	Go to business.google.com and search for your business. If Google made a listing for you, claim it. If not, create one.
How often should I post?	Consistency beats volume. One real thing a week, sent to five places, is more than most of your competitors do.

Want it done on your business? The Found Session: 90 minutes on a live video call with Fay, one to one.
Details at faychapple.com/found
Questions: fay@faychapple.com