
AI FOR OWNERS WHO DO THEIR OWN MARKETING

**FOUND.
FOLLOWED.
REMEMBERED.**

Fay Chapple

Open chatgpt.com on your phone or laptop. No account needed.

THIS WEEK, IN YOUR TOWN

**SOMEBODY ASKED A CHATBOT FOR THE
BEST FLORIST, BOOKKEEPER OR BIKE
SHOP NEARBY.**

Who's the best florist in Ashby Mills? Need something today.

Here are three well-reviewed options in Ashby Mills:

- 1. Petal & Stem.** A popular local shop known for modern arrangements and same-day delivery.
- 2. Ashby Mills Floral Co.** Family run for decades, a good choice for weddings and sympathy flowers.
- 3. The Garden Gate.** Offers plants, gifts and seasonal bouquets at reasonable prices.

Three names. One sentence each. If you're not one of them, you don't exist for this customer.

**YOUR BUSINESS IS ALREADY BEING
DESCRIBED TO CUSTOMERS BY
SOMETHING YOU HAVE NEVER ONCE
CHECKED.**

THE BELIEF THAT KEEPS OWNERS OUT

~~“THIS IS FOR COMPANIES WITH A MARKETING
DEPARTMENT.”~~

If you're the owner, the buyer, the window dresser and the person writing the Facebook post at 10pm, you're the one this helps most.

IT HANDS YOU THE DEPARTMENT YOU NEVER HAD.

WHO'S TALKING

I'VE RUN BOTH ENDS OF THIS.

Godiva Chocolatier

Director, Global Retail. 400+ points of distribution across four continents.

Sunnyside Grill

Built the franchise system: store design, branding, sites, training.

Thirteen brands of my own

And I still write the Facebook post at 10pm.

TODAY

YOU LEAVE WITH WORK FINISHED, NOT NOTES.

01 FOUND

An accurate description of your business where machines read it.

02 FOLLOWED

One prompt saved on your phone that already knows your business.

03 REMEMBERED

Five pieces of content from one real thing that happened last week, in your voice.

BEFORE WE START

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, don't retype them.** Every one is at faychapple.com/found.
- 3** **No customer details in the chat.** No names, emails, phone numbers or card numbers. Say "a customer".



Scan for every prompt, ready to copy: **faychapple.com/found**

01

FOUND

Where machines get their description of you, and how to fix it.

45%

of consumers used an AI tool to get a recommendation for a local business in the past year.

The year before, it was 6%.

WHERE THE DESCRIPTION COMES FROM

EACH MACHINE READS A DIFFERENT FILE

When someone asks	It mostly reads
Google, Maps, Google’s AI answers, Gemini	Your Google Business Profile, your Google reviews, your website
ChatGPT	The web as Bing sees it: your website, Yelp, your Facebook page, BBB, chamber and association directories, local news
Siri and Apple Maps	Apple Business Connect, plus listings like Yelp

ChatGPT has no direct line into your Google profile. One fix is not enough.

WHAT WE'LL FIX

THREE PLACES, IN THIS ORDER

1

Your Google Business Profile

Free. Twenty minutes. The most-read description of you there is.

2

One page in your own words

On your website. The facts a machine can quote: what, where, prices, who it's for.

3

The listings you forgot

Bing Places, Facebook, Yelp, Apple, this group's directory. Same hours, same words.

EXERCISE 1 • 8 MIN

ASK THE MACHINE ABOUT YOURSELF

Workbook page 2

- 1 In ChatGPT: “I need a [what you do] in [your town]. Who would you recommend, and why?”
- 2 Then: “What do you know about [business name] in [your town]?”
- 3 Ask Google the first question. Read the AI answer at the top.
- 4 On page 2: tick what’s right, circle what’s wrong, write what’s missing.

WHAT IT SAID ABOUT OUR DEMO SHOP

MOSTLY RIGHT. WRONG WHERE IT COUNTS.

Wren & Moss Flowers is a florist on Main Street in Ashby Mills offering bouquets, wedding flowers and houseplants. Reviewers mention friendly service. It is open Monday to Saturday, 9am to 6pm.

- ✓ **Right:** florist, Main Street, weddings.
- ! **Wrong:** the hours. Closed Mondays since 2022. Those hours are from an old Yelp page.
- ! **Wrong:** houseplants. Stopped selling them two years ago.
- ? **Missing:** same-day delivery, prices, the seven-day freshness promise.

THE TWENTY MINUTE FIX

✓ **Primary category.** The most specific one that's true.

✓ **Hours, holidays included.** Wrong hours cost you the visit and the review.

✓ **Photos from this year.** Front door, inside, the work.

✓ **Description.** Up to 750 characters of facts. We write it next.

✓ **Products and services,** with a starting price where you can.

✓ **Reply to every review.** Short, specific, signed with your name.

MACHINES QUOTE SPECIFICS

What you sell	Where, with a landmark	Hours	Starting prices
Who comes to you	Who you're not for	The question everyone asks, answered	How to order or book

Call it “About” or “FAQ”. Plain words, one page. The same facts go in every listing.

WREN & MOSS, GOOGLE DESCRIPTION

BEFORE

Welcome to Wren & Moss Flowers, your one-stop shop for all your floral needs! Nestled in the heart of Ashby Mills, we are passionate about creating stunning arrangements for every occasion.

Whether you're celebrating a wedding or simply brightening someone's day, our talented team is here to help. Visit us today!

Could be any florist in Canada.

AFTER

Wren & Moss Flowers is a florist at 48 Main Street, Ashby Mills, across from the post office. Fresh stems arrive every Monday and Thursday from growers in Niagara. Grab-and-go bunches start at \$25 and arranged bouquets at \$65. Same-day delivery within 15 km if you order by 1pm (\$15). We do weddings (first consult free), sympathy flowers for both funeral homes in town, and last-minute gifts for people who forgot. Open Tuesday to Saturday, 9:30 to 5:30. Every bouquet has a seven-day freshness promise: if it fades early, bring it back.

EXERCISE 2 • 12 MIN

REWRITE YOUR GOOGLE DESCRIPTION

Workbook page 4

- 1** **Fill in your eight facts.** Rough is fine. Numbers beat adjectives. (4 min)
- 2** **Paste Prompt 2 into ChatGPT** with your facts underneath.
- 3** **Read it out loud.** Cross out anything it made up. Ask it to fix one thing.
- 4** **Save it to your phone notes.** It goes into your profile tonight. Keep the eight facts too: you need them next.

02

FOLLOWED

One prompt that knows your business. One real thing turned into a week of posts.

WHY MOST OWNERS QUIT AFTER ONE TRY

WHAT THEY TYPE

Write a Facebook post for my bakery.

WHAT THEY GET

Rise and shine! 🥐 Nothing beats the smell of freshly baked goodness. Stop by today and treat yourself to something sweet. #SupportLocal #BakeryLove

**IT KNOWS NOTHING ABOUT YOU, SO IT WRITES THE
AVERAGE BAKERY. TELL IT ONCE. KEEP IT
FOREVER.**

YOUR BUSINESS PROMPT

TEN BLANKS. FILL THEM ONCE.

1 What you are and what you sell

2 Exactly where, with a landmark

3 Hours

4 Prices, two or three real ones

5 Who your customers are, and why they come

6 What makes you different, with proof

7 The question you get every week, and your answer

8 The objection you hear every week, and what you say back

9 How you talk: paste a real message you sent a customer

10 Words you'd never use

The full template, with the rules already written, is Prompt 3 in the workbook

WREN & MOSS, FILLED IN

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.

Business: Wren & Moss Flowers, a florist. **Where:** 48 Main Street, Ashby Mills, Ontario, across from the post office. **Hours:** Tuesday to Saturday, 9:30 to 5:30.

Prices: bunches from \$25, arranged bouquets from \$65, delivery \$15 within 15 km.

Customers: people who forgot a birthday, wedding couples, families arranging a funeral.

Different, with proof: stems arrive Monday and Thursday from Niagara growers. Seven-day freshness promise.

Weekly question: "Can you deliver today?" Yes, if you order by 1pm. **Weekly objection:** "Costco's cheaper." Theirs were cut ten days ago. Ours came in Thursday.

How I talk: "Hi! Your peonies came in this morning and they're gorgeous. Pop by any time before 5:30."

Never use: passionate, nestled, one-stop shop, elevate, curated, look no further.

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

Today's task: [what I need]

EXERCISE 3 · 12 MIN

BUILD YOUR PROMPT AND KEEP IT

Workbook page 5

- 1** **Copy Prompt 3 into your phone's notes.** Title the note MY BUSINESS PROMPT.
- 2** **Fill the ten blanks.** Reuse your eight facts. For "how I talk", paste a real text you sent a customer.
- 3** **Test it.** Paste it into ChatGPT. Today's task: "Answer my weekly question as a reply I could send a customer."
- 4** **Wrong fact? Fix the prompt,** not just the answer. Then it stays fixed.

FIVE MINUTES.

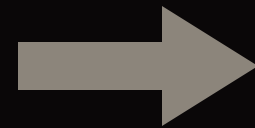
Back at [time]. Bring one real thing that happened in your business last week.

THE METHOD

ONE THING BECOMES FIVE

ONE REAL THING

A photo, a question, a complaint, a customer. From last week.



1 A Facebook and Instagram post

2 A Google Business Profile post

3 A 20 second phone video script

4 A question and answer for your website

5 One email to your customer list

Five places, one story, about twenty minutes once you've done it twice

WHAT COUNTS AS ONE REAL THING

IF IT HAPPENED, IT COUNTS

Counts

- The question a customer asked you on Tuesday
- A job, before and after
- A complaint you fixed, and how
- Something that sold out, or just arrived
- A mistake you made and owned
- A regular, with their permission

Doesn't count

- National Donut Day
- "Happy Monday!"
- An inspirational quote
- A stock photo of a handshake
- "We're the best in town"

WREN & MOSS, ONE THURSDAY, FIVE WAYS

THE ONE THING

Thursday, 5:50pm. A man needs flowers for his wife's 40th. "Anything but pink. She hates pink."

1 · POST

Ten minutes to close. "It's her 40th. Anything but pink." Orange ranunculus, plum scabiosa, eucalyptus. He texted Friday: she cried. The good kind.

2 · GOOGLE POST

Forgot a birthday? Order by 1pm for same-day delivery within 15 km, \$15. Tell us what she doesn't like. It helps.

3 · VIDEO SCRIPT

Shot 1: hands pulling orange stems from the bucket. Say: "Ten to six on Thursday, a man walks in..."

4 · WEBSITE FAQ

Can I get flowers delivered today in Ashby Mills? Yes. Order by 1pm, Tuesday to Saturday.

5 · EMAIL

Subject: The man who said "anything but pink"

EXERCISE 4 · 12 MIN

TURN YOUR ONE THING INTO FIVE

Workbook page 6

- 1 Write it messy.** Three or four sentences, the way you'd tell it at the counter. (3 min)
- 2 Paste MY BUSINESS PROMPT,** then Prompt 4, then your story.
- 3 Pick the best of the five.** Read it to your neighbour.
- 4 Ask for one fix in plain words:** "shorter", "less cheerful", "sound more like my text".

03

REMEMBERED

Where AI makes you sound like everyone else, and how to stop it.

AI WRITES LIKE THE AVERAGE OF THE COUNTRY. **YOUR CUSTOMERS LIVE ON YOUR STREET.**

THE WORDS THAT GIVE IT AWAY

~~passionate~~

~~nestled~~

~~one-stop shop~~

~~elevate~~

~~vibrant~~

~~curated~~

~~look no further~~

~~we pride ourselves~~

~~whether you're... or...~~

~~seamless~~

~~tailored~~

~~journey~~

~~in today's fast-paced world~~

The full list is on workbook page 8. Add it to “words I’d never use” in your prompt.

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.**

DO IT NOW ON YOUR FIVE • 3 MIN

THE EDIT PASS

Prompt 5: Read what you just wrote. Find every sentence that a [what I 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 you: add a name, a number or a street.

Cut the first line if it's just warming up.

Read it out loud. If you wouldn't say it, don't post it.

NON-NEGOTIABLE

THREE THINGS IT NEVER DOES FOR YOU

INVENT

Prices, awards, history, “family-owned since”. If you didn’t tell it, it doesn’t go out.

WRITE REVIEWS

Not for you, not for a friend to post. Fake reviews are deceptive marketing, and the Competition Bureau acts on them.

GO OUT UNREAD

Your name is on it, not the machine’s. Read every word before it posts.

And never paste customers’ personal details into a chatbot.

ON YOUR OWN, FROM NEXT WEEK

TUESDAY NIGHT, TWENTY MINUTES

2 MIN

Pick one real thing from the week.

1 MIN

Paste your business prompt and Prompt 4.

2 MIN

Run the edit pass.

15 MIN

Read, fix, schedule the week.

Once a month: ask the machine about yourself again. Exercise 1, five minutes. Fix what's wrong at the source.

YOU WALKED IN BEING DESCRIBED BY SOMETHING YOU'D NEVER CHECKED.

You're leaving with it checked, fixed, and a prompt in your pocket that sounds like you.

QUESTIONS

YOUR BUSINESS ON THE SCREEN

The hot seat. Tell me your business and your town. We ask the machine together and fix one thing in front of everyone.

Or just ask. Anything about today, your listings, or a tool you've been wondering about.

THANK YOU.

Go and claim your Google profile tonight. It takes ten minutes.

Everything from today: faychapple.com/found