



PROMPTS THAT BUILD BRANDS.

36 copy-paste prompts for small business owners.
No AI experience needed. Just copy, fill the
blanks, send.

Branding

Customer

Content

WhatsApp

Ads

AI

From the seminar **"Don't just sell a product. Build a brand people
remember."**

Hussain Bharmal · With Impact Media · M.S Exhibition, Rajkot
English + ગુજરાતી

HOW TO USE THIS BOOK IN 3 STEPS.

A **prompt** is simply a message you type to an AI app, like ChatGPT. The better the message, the better the answer. Every prompt in this book is already written for you.

1

Open an AI app

ChatGPT, Gemini or Claude. The free versions are enough. Use the app on your phone or open chatgpt.com.

2

Copy the prompt, fill the [brackets]

Anything in [red brackets] is for you to replace with your own details, like your city, product or price. Delete the brackets.

3

Send, read, talk back

Read the answer. Not happy? Just reply: "make it shorter", "write it in Gujarati", "give me 5 more". It's a conversation.

CAN'T TYPE FAST?

Tap the **microphone** in the app and speak your answers in Gujarati, Hindi or English. The AI understands.

5 RULES FOR GREAT ANSWERS.

-
- 01 Fill every bracket.** "Rajkot, homemade pickles, ₹350" gets a far better answer than "my city, my product".
-
- 02 Start with "Find Your Customer" (prompt 08).** Save that answer and paste it into other prompts. It makes everything sharper.
-
- 03 Stay in the same chat.** The AI remembers what you said earlier in that chat. Start a new chat for a new topic.
-
- 04 Check before you use.** AI can be wrong about facts, prices or dates. You know your business best. Edit anything that isn't true.
-
- 05 Make it sound like you.** Change words you would never say. Your customers buy from you, not from a robot.

STAY SAFE

Never type OTPs, passwords, bank or card numbers, Aadhaar or PAN numbers, or customers' phone numbers into any AI app.

TALK BACK LIKE THIS.

The first answer is a draft. These short replies turn a good answer into a great one. Copy any of them after the AI replies.

Make it shorter.

Too long to read

Write it in simple Gujarati.

Or Hindi, or Hinglish

Give me 5 more options.

Want more choices

Make it sound warmer, like a
friend.

Too formal

Put this in a table.

Easy to save or print

Ask me questions **first**.

When the answer is too general

Use my customer: [paste ICP]

Make it more targeted

What would you improve?

Get honest feedback

HOW EACH PAGE WORKS

What it does tells you the result. **Use it when** tells you the right moment. **Copy this prompt** is the text to paste. **How to use** gives the steps, and the **Pro tip** is the extra edge. Prompts marked **SEMINAR** are the ones we did live, in English and ગુજરાતી.

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01

YOUR BRAND BASICS

Known for one thing. Same look everywhere. A face and a story.

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01 BRAND CHECK-UP

WHAT IT DOES

Tells you honestly if you are running a business or building a brand, and gives you the 3 easiest fixes.

USE IT WHEN

You are starting out, or you feel your product is good but people don't remember you.

COPY THIS PROMPT

Copy · fill · send

Act as a brand consultant for small Indian businesses. My business: **[what you sell]**, in **[your city]**. I sell through **[WhatsApp / Instagram / shop / exhibitions]** at around ₹ **[price]**. Ask me 7 quick questions, one at a time, about my name, logo, packaging, social media and customers. After my answers, give me: 1) a score out of 10 for "business vs brand", 2) my 3 biggest gaps, 3) the 3 easiest fixes I can do this week with almost no budget. Use simple language.

HOW TO USE

- 01 Copy the prompt and fill every **[bracket]**.
- 02 Answer each question honestly. Short answers are fine.
- 03 Write down the 3 fixes and do one of them this week.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[what you sell] → homemade mango pickles

[your city] → Rajkot

[WhatsApp / Instagram / shop / exhibitions] → WhatsApp and exhibitions

[price] → 350

PRO TIP Run it again after 3 months and compare your score. That is your brand report card.

02 KNOWN FOR ONE THING

WHAT IT DOES

Finds the one word your brand should own in your customer's mind, like Tata = Trust or Maggi = 2 minutes.

USE IT WHEN

Your products are many, but people can't say in one line why they should buy from you.

COPY THIS PROMPT

Copy · fill · send

I sell **[your product]** in **[your city]**. My customers usually praise **[what customers say they love]**. Help me find the ONE thing my brand should be known for, like Tata = trust or Maggi = 2 minutes. Give me 5 options. For each: the one word, a one-line promise, and how I can prove it in my videos and packaging. Then pick the best one for a small business like mine and tell me why.

HOW TO USE

- 01 Fill in what customers really say. Check your old WhatsApp chats for this.
- 02 Read the 5 options and choose the one that feels true.
- 03 Use that word in your bio, packaging and every video.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[your product] → homemade mango pickle

[your city] → Rajkot

[what customers say they love] → it tastes like my grandmother's

PRO TIP Choose a word your customer would actually say out loud. If you have to explain it, it is the wrong word.

03 BRAND NAME IDEAS

WHAT IT DOES

Gives you brand name options in English, Gujarati/Hindi, and "by [your name]" style, with meanings.

USE IT WHEN

You are starting a new business, or your current name sounds like everyone else's.

COPY THIS PROMPT

Copy · fill · send

I am starting a **[type of business]** in **[your city]**. My customers are **[who they are]**. The feeling I want is **[premium / homely / fun / traditional]**. Give me 15 brand name ideas in 3 groups: (a) English, (b) Gujarati or Hindi words, (c) with my name, like "Libas by Munira". For each name: the meaning, why it fits, and whether it is easy to spell and say. Avoid names that sound like big existing brands. Then shortlist your top 3.

HOW TO USE

- 01 Fill the brackets and send.
- 02 Say your top 3 names out loud, as if answering a phone call.
- 03 Search each one on Instagram and Google before you decide.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[type of business] → homemade pickle business

[your city] → Rajkot

[who they are] → working mothers, 28-40

[premium / homely / fun / traditional] → homely

PRO TIP Check that the Instagram handle and the .com or .in website name are free before you print anything.

04 YOUR ONE-LINE TAGLINE

WHAT IT DOES

Writes short, memorable taglines for your bio, packaging and visiting card.

USE IT WHEN

You have a name, but nothing that tells people what you stand for in one line.

COPY THIS PROMPT

Copy · fill · send

My brand is **[brand name]**. We sell **[your product]** to **[your customer]**. We want to be known for **[your one thing]**. Write 10 short taglines, max 6 words each, in English and Gujarati. Keep them simple, warm and easy to remember. No big fancy words. Mark the 3 best ones for an Instagram bio and for packaging.

HOW TO USE

- 01 Fill the brackets. Use your answer from "Known for ONE Thing".
- 02 Pick one tagline. Ask your 3 best customers which one they like.
- 03 Use the same tagline everywhere. Don't change it every month.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[brand name] → Meera's Kitchen
[your product] → homemade mango pickle
[your customer] → working mothers, 28-40
[your one thing] → grandmother's taste

PRO TIP *Simple beats clever. If a 10-year-old can repeat it, it works.*

05 SAME LOOK EVERYWHERE

WHAT IT DOES

Creates a one-page brand style guide: colours, fonts, photo style and rules.

USE IT WHEN

Your Instagram, packaging, card and WhatsApp catalogue all look different.

COPY THIS PROMPT

Copy · fill · send

Create a simple one-page brand style guide for **[brand name]**, which sells **[your product]** to **[your customer]**. The feeling: **[premium / homely / bold / natural]**. Give me: 2 main colours and 1 accent colour with HEX codes, 2 free fonts available in Canva (one for headlines, one for text), my photo style (light, background, props), and 5 rules to keep my Instagram, packaging, visiting card and WhatsApp catalogue looking the same.

HOW TO USE

- 01 Fill the brackets and send.
- 02 Save the HEX colour codes and font names in your phone notes.
- 03 Use only these colours and fonts in Canva for every post from now on.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[brand name] → Meera's Kitchen
[your product] → homemade mango pickle
[your customer] → working mothers, 28–40
[premium / homely / bold / natural] → homely

PRO TIP *Consistency is a brand. When people see your post without your name, they should still know it's you.*

06 YOUR FOUNDER STORY

WHAT IT DOES

Turns your journey into a short story for your bio, website and a 30-second video.

USE IT WHEN

People buy your product but don't know the person behind it.

COPY THIS PROMPT

Copy · fill · send

Help me write my founder story. Ask me 6 questions, one at a time: why I started, my first customer, one hard moment, what makes my product different, who I do it for, and my dream. Then write: 1) a 60-word story for my website or Instagram highlight, 2) a 30-second video script I can say to camera in **[Gujarati / Hindi / English]**, 3) 3 short lines I can use as captions. Keep it real and simple. No exaggeration.

HOW TO USE

- 01 Send the prompt and answer each question like you are talking to a friend.
- 02 Read the story. If anything is not true, tell it to fix that line.
- 03 Record the 30-second script with your phone. This is your first face video.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[Gujarati / Hindi / English] → Gujarati

PRO TIP *Real details win: the first order, the kitchen you started in, the person who believed in you.*

07 YOUR BRAND VOICE

WHAT IT DOES

Defines how your brand talks, so every message and caption sounds like one person.

USE IT WHEN

Your captions sound different every time, or too formal and copied.

COPY THIS PROMPT

Copy · fill · send

Define how my brand **[brand name]** should talk. My customers are **[your customer]**. Give me: 3 words that describe our tone, 5 do's and 5 don'ts, words we always use and words we never use. Then rewrite this old message or caption in our new voice: "**[paste any old caption or WhatsApp message]**".

HOW TO USE

- 01 Fill the brackets and paste one old caption.
- 02 Compare the old and new versions.
- 03 Save the do's and don'ts. Paste them into future prompts to keep the same voice.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[brand name] → Meera's Kitchen

[your customer] → working mothers, 28-40

[paste any old caption or WhatsApp message] → New stock available. DM for price.

PRO TIP Add "Use my brand voice: *[paste your 3 tone words]*" at the end of any prompt in this book.



02

KNOW YOUR CUSTOMER

Views don't pay. The right views do. Start with who you sell to.

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08 FIND YOUR CUSTOMER (ICP)

SEMINAR PROMPT 01 · DONE LIVE

WHAT IT DOES

Describes your ideal customer: who they are, their age, where they live, what they like, their problem, and the apps they use.

USE IT WHEN

Always first. Every other prompt in this book works better once you have this.

COPY THIS PROMPT

English + ગુજરાતી

I run a small home business in **[your city]**. I sell **[your product]** for around ₹**[price]**. Ask me 5 simple questions, one at a time, to understand my business. After my answers, describe my ideal customer (ICP): who they are, their age, where they live, what they like, what problem I solve for them, and which apps they use most. Keep it short and simple.

હું **[તમારું શહેર]**માં ઘરેથી નાનો બિઝનેસ ચલાવું છું. હું **[તમારી પ્રોડક્ટ]** લગભગ ₹**[કિંમત]**માં વેચું છું. મારો બિઝનેસ સમજવા માટે મને 5 સરળ સવાલ પૂછો, એક પછી એક. મારા જવાબ પછી મારા આદર્શ ગ્રાહક (ICP) વિશે કહો: તેઓ કોણ છે, તેમની ઉંમર, તેઓ ક્યાં રહે છે, તેમને શું ગમે છે, હું તેમની કઈ તકલીફ દૂર કરું છું, અને તેઓ કઈ એપ્સ સૌથી વધુ વાપરે છે. જવાબ ટૂંકો, સરળ અને ગુજરાતીમાં આપો.

HOW TO USE

- 01 Fill your city, product and price.
- 02 Answer the 5 questions one by one.
- 03 Save the final answer in your notes. You will paste it into many prompts.

PRO TIP ICP means Ideal Customer Profile: the one type of person who loves your product most. Sell to them first, not to everyone.

09 WHY THEY DON'T BUY (YET)

WHAT IT DOES

Lists the doubts that stop customers from ordering, with an answer for each one.

USE IT WHEN

People ask the price, say "I'll let you know" and never come back.

COPY THIS PROMPT

Copy · fill · send

My ideal customer is: **[paste your ICP]**. I sell **[your product]** at ₹**[price]**. List the 10 biggest doubts or fears that stop this customer from buying from me: price, trust, quality, size, delivery, payment and so on. For each doubt, give one simple answer I can show in a video, post or WhatsApp message.

HOW TO USE

- 01 Paste your ICP from the previous prompt.
- 02 Read the 10 doubts and tick the ones you hear most.
- 03 Make one video for each ticked doubt. That's 5–10 videos ready.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[paste your ICP] → your answer from prompt 08

[your product] → homemade mango pickle

[price] → 350

PRO TIP Every doubt you answer in a video is one less question in your DMs.

10 WHERE THEY SCROLL & SHOP

WHAT IT DOES

Tells you which 3 platforms to focus on first and gives you a simple weekly plan.

USE IT WHEN

You are trying to be on every app and getting tired, with no results.

COPY THIS PROMPT

Copy · fill · send

For this ideal customer: **[paste your ICP]**, tell me which 3 platforms I should focus on first (WhatsApp, Instagram, Facebook, YouTube, Google, Amazon, Meesho, etc.) and why. I can give **[number]** hours a week. Make a simple weekly plan: what to post where, how many times, and what I should skip for now.

HOW TO USE

- 01 Paste your ICP and fill your hours honestly.
- 02 Follow the plan for 4 weeks before changing anything.
- 03 Skip the platforms it tells you to skip. Focus wins.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[paste your ICP] → your answer from prompt 08

[number] → 5

PRO TIP *Just starting? WhatsApp for your existing customers, Instagram for new ones, Facebook for your community. The website comes later.*

11 STUDY YOUR COMPETITION

WHAT IT DOES

Compares you with 3 competitors and finds the gaps nobody is filling.

USE IT WHEN

Competitors look bigger, and you don't know how to stand out.

COPY THIS PROMPT

Copy · fill · send

I sell **[your product]** in **[your city]**. My 3 competitors are **[names or Instagram handles]**. Here is what I notice about them: **[their prices, their posts, what customers say about them]**. Compare us in a simple table: price, look, trust, content and service. Then tell me 3 gaps nobody is filling that I can own, and 5 content ideas that make my brand look different.

HOW TO USE

- 01 Look at each competitor's Instagram for 5 minutes and note what you see.
- 02 Paste your notes into the brackets. The AI can't always open Instagram itself.
- 03 Pick one gap and build your next 5 videos around it.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[your product] → homemade mango pickle

[your city] → Rajkot

[names or Instagram handles] → @pickleking, @amma_achar, @rajkotflavours

[their prices, their posts, what customers say about them] → ₹250-400, product photos only, "too salty"

PRO TIP *Don't copy competitors. Do what they ignore.*



03

CONTENT THAT SELLS

Don't sell. Share. Ideas, scripts and captions in minutes.

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12 GET 10 VIDEO IDEAS

SEMINAR PROMPT 02 · DONE LIVE

WHAT IT DOES

Gives you 10 short video ideas, each with the first line to say, what to show and a caption.

USE IT WHEN

You want to post but don't know what to make. Use it right after "Find Your Customer".

COPY THIS PROMPT

English + ગુજરાતી

For this ideal customer, give me 10 video ideas I can shoot on my phone in under 30 seconds. For each idea give: the first line I say (the hook), what to show, and a one-line caption. Mix my story, how it's made, happy customers and simple tips.

આ આદર્શ ગ્રાહક માટે મને 10 વિડિયો આઇડિયા આપો, જે હું ફોન પર 30 સેકન્ડથી ઓછામાં બનાવી શકું. દરેક આઇડિયા માટે આપો: હું સૌથી પહેલી લાઇન શું બોલું (hook), વિડિયોમાં શું બતાવું, અને એક લાઇનનું caption. મારી સ્ટોરી, પ્રોડક્ટ કેવી રીતે બને છે, ખુશ ગ્રાહકો અને સરળ ટિપ્સ, બધું મિક્સ કરો.

HOW TO USE

- 01 Send this in the same chat as your ICP, so the AI remembers your customer.
- 02 Pick the 3 ideas you can shoot this week.
- 03 Type "Give me 10 more" whenever you run out.

NO BLANKS TO FILL

Send it in the same chat where you ran prompt 08, so the AI already knows your customer.

PRO TIP A hook is the first line of your video. It decides if people stop or scroll.

13 WRITE YOUR SCRIPT

SEMINAR PROMPT 03 · DONE LIVE

WHAT IT DOES

Turns one idea into a ready 30-second script: what to say and what to show, ending with a WhatsApp order line.

USE IT WHEN

You have an idea but freeze when the camera is on.

COPY THIS PROMPT

English + ગુજરાતી

Write a 30-second script for idea number [__]. Write it in simple Gujarati. Tell me exactly what to say and what to show on screen, and end with one line asking people to order on WhatsApp.

આઈડિયા નંબર [__] માટે 30 સેકન્ડની સ્ક્રિપ્ટ સરળ ગુજરાતીમાં લખો. મારે શું બોલવું અને સ્ક્રીન પર શું બતાવવું તે સ્પષ્ટ લખો, અને છેલ્લે લોકોને WhatsApp પર ઓર્ડર કરવાનું કહેતી એક લાઇન ઉમેરો.

HOW TO USE

- 01 Use it in the same chat as your 10 ideas. Fill in the idea number.
- 02 Read the script out loud twice before recording.
- 03 Record in short parts. You don't need one perfect take.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[__] → 4

PRO TIP Change "Gujarati" to "Hindi" or "English" for any language you speak naturally.

14 CAPTION + POSTING TIME

SEMINAR PROMPT 04 · DONE LIVE

WHAT IT DOES

Writes your caption, local hashtags and the best day and time to post for your customer.

USE IT WHEN

Your video is ready and you are about to post it.

COPY THIS PROMPT

English + ગુજરાતી

Write an Instagram caption for this video, add 5 hashtags for **[your city]**, and tell me the best day and time to post for my ideal customer.

આ વિડિયો માટે Instagram caption લખો, **[તમારું શહેર]** માટે 5 hashtags ઉમેરો, અને મારા આદર્શ ગ્રાહક માટે પોસ્ટ કરવાનો સૌથી સારો દિવસ અને સમય કહો.

HOW TO USE

- 01 Use it in the same chat, right after your script.
- 02 Copy the caption into Instagram and post at the suggested time.
- 03 Post the same video as a WhatsApp status too.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[your city] → Rajkot

PRO TIP *Mix big and small hashtags: one for your city, one for your product, and a few for your community.*

15 HOOKS THAT STOP THE SCROLL

WHAT IT DOES

Writes 15 first lines for your reel in 5 different styles.

USE IT WHEN

Your videos get views in the first second, then people swipe away.

COPY THIS PROMPT

Copy · fill · send

Write 15 opening lines (hooks) for my reel about **[what your video is about]**. My customer is **[your customer]**. Each hook must be under 10 words and make people curious in the first 3 seconds. Use 5 styles: a question, a surprising fact, a mistake people make, a before/after, and a personal story. Write them in **[language]**.

HOW TO USE

- 01 Fill in the topic of the video you are about to shoot.
- 02 Choose the hook that makes YOU want to watch.
- 03 Say it in the first 2 seconds. No "Hello friends" first.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[what your video is about] → how we cut mangoes by hand
[your customer] → working mothers, 28-40
[language] → Gujarati

PRO TIP *Show the hook as big text on screen too. Many people watch without sound.*

16 YOUR 30-DAY CONTENT CALENDAR

WHAT IT DOES

Plans a full month of posts using the 8 idea types from the seminar.

USE IT WHEN

You post for 3 days, then stop because you don't know what's next.

COPY THIS PROMPT

Copy · fill · send

Make a 30-day content calendar for **[brand name]**, selling **[your product]** to **[your customer]** in **[your city]**. Rotate these 8 types: my story, best seller, how it's made, what goes in, packing orders, festival special, education tips, behind the scenes. I can post **[3 / 5 / 7]** times a week. Give a table with: day, type, video idea, hook and format (reel / story / post). Mark any festivals or important dates in **[month]**.

HOW TO USE

- 01 Fill the brackets and send.
- 02 Type "Make this a printable table" and save it.
- 03 Batch-shoot: record 3–4 videos in one sitting each week.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[brand name] → Meera's Kitchen
[your product] → homemade mango pickle
[your customer] → working mothers, 28–40
[your city] → Rajkot

PRO TIP *Consistency beats perfection. 3 posts a week for 3 months beats 30 posts in 1 week.*

17 FESTIVAL & OCCASION POSTS

WHAT IT DOES

Lists the festivals your customers care about, with a content idea and an offer for each.

USE IT WHEN

Festivals come and go, and you remember to post only on the day.

COPY THIS PROMPT

Copy · fill · send

List the festivals and occasions in **[month or months]** that matter to customers in **[your city / community]**. For each one, give one content idea, one simple offer idea for my **[your product]** business, and the date I should start posting about it. Keep offers profitable. No heavy discounts.

HOW TO USE

- 01 Run this at the start of every month.
- 02 Add the start dates to your phone calendar.
- 03 Start posting 7–10 days before the festival, not on the day.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[month or months] → October–November

[your city / community] → Rajkot

[your product] → homemade mango pickle

PRO TIP *Offers don't have to be discounts: a free gift wrap, a festive box or a name card adds value without cutting your price.*

18 ONE VIDEO, FIVE POSTS

WHAT IT DOES

Turns one video into a carousel, a status, a Facebook post, stories and a Shorts title.

USE IT WHEN

Making content takes too long and you want more from each video.

COPY THIS PROMPT

Copy · fill · send

Here is the script of my video: **[paste your script or what you said]**. Turn it into: 1 Instagram carousel (5 slides of text), 1 WhatsApp status line, 1 Facebook post, 3 story frames with a poll or a question, and 1 YouTube Shorts title. Keep the same message and my brand voice.

HOW TO USE

- 01 Paste the script from "Write Your Script" or type what you said.
- 02 Make the carousel in Canva using your brand colours.
- 03 Post them across the week, not all on one day.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[paste your script or what you said] → your script from prompt 13

PRO TIP *One idea, many formats. Your customer needs to see a message 5–7 times before they act.*

19 NO STUDIO NEEDED

WHAT IT DOES

Gives you a simple shooting plan for your phone: shots, light, background and mistakes to avoid.

USE IT WHEN

You think you need a camera, lights or a studio. You don't.

COPY THIS PROMPT

Copy · fill · send

I want to shoot a video about **[your video idea]** at home or in my shop using only my phone. My space looks like this: **[describe your room or shop]**. Give me a simple shot list (5–7 shots), where to stand for natural light, what background to use, how to keep the phone steady without a tripod, and 3 mistakes to avoid.

HOW TO USE

- 01 Describe your space honestly: window, walls, table, shelves.
- 02 Shoot near a window during the day. Face the light.
- 03 Phone at eye level, background clean, then just start.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[your video idea] → packing 20 orders in one morning

[describe your room or shop] → small kitchen, one window, steel shelves

PRO TIP *Clean the lens with your shirt before every video. It's the cheapest upgrade there is.*

20 PRODUCT PHOTOS WITH AI

WHAT IT DOES

Creates a clean, realistic product photo for Instagram or your catalogue, using AI image tools.

USE IT WHEN

Your product photos look dull, but a photoshoot is too expensive.

COPY THIS PROMPT

Copy · fill · send

Create a realistic product photo of my **[your product: size, colour, material, packaging]**, placed on **[surface, e.g. a wooden table]**, with **[props, e.g. fresh mangoes and a linen cloth]**, soft natural window light from the left, and a clean background in **[your brand colour]**. Square 1:1 for Instagram. No text, no extra logos. It should look like a real phone photo, not a 3D render.

HOW TO USE

- 01 Use an app that makes images (ChatGPT, Gemini, or Canva's AI image tool).
- 02 Upload a real photo of your product first and add: "Use my uploaded photo as the product."
- 03 If something looks wrong, say exactly what to change, e.g. "Make the jar smaller."

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[your product: size, colour, material, packaging]	→ 400g glass jar of mango pickle, red lid, kraft label
[surface, e.g. a wooden table]	→ a wooden table
[props, e.g. fresh mangoes and a linen cloth]	→ raw mangoes and a steel spoon
[your brand colour]	→ warm yellow

PRO TIP *Never show something your product isn't. AI photos should make your real product look its best, not fake it.*



04

BE WHERE THEY SCROLL & SHOP

WhatsApp, Instagram, Google, marketplaces. Set them up right.

21	Instagram Bio That Converts	p.31
22	WhatsApp Business Setup	p.32
23	WhatsApp Broadcast & Status	p.33
24	Google Business Profile	p.34
25	Marketplace Product Listing	p.35
26	Local Group & Facebook Post	p.36
27	Collab With a Local Creator	p.37

21 INSTAGRAM BIO THAT CONVERTS

WHAT IT DOES

Writes 5 bio options and suggests names for your story highlights.

USE IT WHEN

New visitors land on your profile and leave without messaging you.

COPY THIS PROMPT

Copy · fill · send

Write 5 Instagram bio options for **[brand name]**, max 150 characters each. Include: what we sell, who it's for, why we're different (**[your one thing]**), city or shipping info, and a call to action to message us on WhatsApp. Use 2-3 emojis max. Also suggest 5 story highlight names, like Reviews, Price list, How to order.

HOW TO USE

- 01 Fill the brackets and send.
- 02 Choose one bio and paste it into Instagram > Edit profile.
- 03 Create the highlights and add your best stories to each.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[brand name] → Meera's Kitchen

[your one thing] → grandmother's taste

PRO TIP Add your WhatsApp link in the bio. Fewer steps means more orders.

22 WHATSAPP BUSINESS SETUP

WHAT IT DOES

Writes everything for WhatsApp Business: description, greeting, away message, quick replies and catalogue text.

USE IT WHEN

You sell on WhatsApp but use the normal app with no catalogue or auto-replies.

COPY THIS PROMPT

Copy · fill · send

Set up my WhatsApp Business profile for **[brand name]**, selling **[your product]** in **[your city]**. Write: a business description (max 256 characters), a greeting message for new customers, an away message, 5 quick replies (price list, delivery, payment, order status, location), and catalogue descriptions for these products: **[list your products with prices]**. Friendly tone, in **[language]**.

HOW TO USE

- 01 Install the free WhatsApp Business app (it keeps your chats).
- 02 Go to Settings > Business tools and paste each part in its place.
- 03 Add product photos to the catalogue with the descriptions.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[brand name] → Meera's Kitchen

[your product] → homemade mango pickle

[your city] → Rajkot

[list your products with prices] → Mango pickle 400g ₹350, Lemon pickle 400g ₹300

PRO TIP *Quick replies save hours: type "/" in a chat to send a saved answer instantly.*

23 WHATSAPP BROADCAST & STATUS

WHAT IT DOES

Writes personal-sounding offer messages and status lines that don't feel like spam.

USE IT WHEN

You have a new arrival, restock or offer and want existing customers to know.

COPY THIS PROMPT

Copy · fill · send

Write 3 WhatsApp broadcast messages for my customers about **[new arrival / restock / offer details]**. Each under 60 words, personal (like from me, not a company), with one clear action like "Reply YES to book". Also write 3 WhatsApp status lines for the same news. Don't make it sound spammy.

HOW TO USE

- 01 Fill in the news with real details: product, price, last date.
- 02 Send from WhatsApp Business > Broadcast lists, in small groups.
- 03 Post the status line with a photo or short video.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[new arrival / restock / offer details] → fresh mango pickle restock, 40 jars only

PRO TIP *Broadcasts only reach people who saved your number. Ask every customer to save it.*

24 GOOGLE BUSINESS PROFILE

WHAT IT DOES

Writes your Google listing so people searching nearby find you.

USE IT WHEN

People search "[product] near me" and your shop doesn't show up.

COPY THIS PROMPT

Copy · fill · send

Write my Google Business Profile for **[brand name]**, a **[type of business]** in **[area, city]**. Give me: a business description (max 750 characters) using words people search for, 5 product or service names with short descriptions, 3 posts I can publish this month, and 10 common customer questions with answers.

HOW TO USE

- 01 Create or claim your profile at business.google.com (free).
- 02 Paste the description, products and Q&A.
- 03 Add 10+ real photos and ask happy customers for Google reviews.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[brand name] → Meera's Kitchen

[type of business] → homemade pickle business

[area, city] → Kalawad Road, Rajkot

PRO TIP *Reviews with photos push you up in local search. Reply to every review.*

25 MARKETPLACE PRODUCT LISTING

WHAT IT DOES

Writes a search-friendly listing for Amazon, Flipkart or Meesho: title, bullets, description and keywords.

USE IT WHEN

You are listing on a marketplace and your product gets lost among thousands.

COPY THIS PROMPT

Copy · fill · send

Write a product listing for **[Amazon / Flipkart / Meesho]** for my product: **[name, size, material, colour, price, who it's for]**. Give: a title under 150 characters with search words, 5 bullet points (benefits first, then features), a short description, and 10 search keywords. Don't make claims I can't prove.

HOW TO USE

- 01 Fill in every product detail. More detail means a better listing.
- 02 Paste each part into the marketplace seller panel.
- 03 Use clear photos on a white background for the main image.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[Amazon / Flipkart / Meesho] → Amazon

[name, size, material, colour, price, who it's for] → Mango pickle, 400g glass jar, ₹350, for families

PRO TIP Check what buyers ask in competitors' Q&A and reviews, then answer those in your bullets.

26 LOCAL GROUP & FACEBOOK POST

WHAT IT DOES

Writes a short post for Facebook Marketplace, society groups or community groups.

USE IT WHEN

You want quick local orders from people near you.

COPY THIS PROMPT

Copy · fill · send

Write a Facebook Marketplace or local community group post for **[your product]** in **[your city]**. Under 80 words. Start with a hook, mention the price ₹**[price]**, the delivery or pickup area **[area]**, and ask people to message me. Give 3 versions: simple, festive, and urgency (limited stock).

HOW TO USE

- 01 Fill the brackets and send.
- 02 Post with 3–5 real photos, not only one.
- 03 Reply to every comment within an hour. Speed sells.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[your product] → homemade mango pickle

[your city] → Rajkot

[price] → 350

[area] → Kalawad Road

PRO TIP Read each group's rules before posting. One good post beats ten spammy ones.

27 COLLAB WITH A LOCAL CREATOR

WHAT IT DOES

Writes a polite DM to a local creator and gives you collab video ideas.

USE IT WHEN

You want to reach new people in your city quickly through someone they already follow.

COPY THIS PROMPT

Copy · fill · send

Write a short, polite Instagram DM to a local creator **[@handle, and what they post about]** asking to collaborate with my brand **[brand name]**. My offer: **[free product / paid amount / barter]**. Mention why their audience fits my customers: **[paste your ICP]**. Under 80 words, friendly, not desperate. Also give 3 collab video ideas we could make together.

HOW TO USE

- 01 Choose creators your customers already follow, not just big numbers.
- 02 Personalise the first line with something you liked in their content.
- 03 Agree on dates and the post format in writing before you send products.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[@handle, and what they post about] → @rajkotfoodie, Rajkot food reviews

[brand name] → Meera's Kitchen

[free product / paid amount / barter] → a free hamper

[paste your ICP] → your answer from prompt 08

PRO TIP *Small local creators (2k–20k followers) often bring more real orders than big ones.*



05

SELL WITHOUT SELLING

Trust turns a chat into an order, and one order into ten.

28	Ask for a Review	p.39
29	Reply to Reviews & Comments	p.40
30	"It's Too Expensive"	p.41
31	Follow Up Without Being Pushy	p.42
32	Turn Buyers Into Repeat Buyers	p.43
33	Boost a Post (Simple Ads)	p.44

28 ASK FOR A REVIEW

WHAT IT DOES

Writes a warm message asking a happy customer for a photo, voice note or short video review.

USE IT WHEN

A customer is happy, but you never asked them to say it publicly.

COPY THIS PROMPT

Copy • fill • send

Write a WhatsApp message to a happy customer **[name]** who bought **[your product]** **[number]** days ago. Ask how they liked it and request a short review: a photo, a voice note or a 10-second video. Make it warm and easy, and offer **[a small thank-you, optional]**. Under 50 words, in **[language]**.

HOW TO USE

- 01 Send it 3–7 days after delivery, when they have used the product.
- 02 Save every review in an Instagram highlight called "Reviews".
- 03 Turn the best video review into a reel (with their permission).

EXAMPLE • MEERA, HOMEMADE PICKLES, RAJKOT

[name] → Priya ben

[your product] → homemade mango pickle

[number] → 5

[a small thank-you, optional] → a free 100g jar on the next order

PRO TIP A customer's 10-second video sells better than your best ad.

29 REPLY TO REVIEWS & COMMENTS

WHAT IT DOES

Writes replies to happy comments and complaints in your brand voice.

USE IT WHEN

You get comments or a bad review and don't know what to say.

COPY THIS PROMPT

Copy · fill · send

Help me reply to these customer comments and reviews in my brand voice: **[paste the comments]**. For happy ones: thank them warmly and invite them back. For complaints: apologise, don't argue, offer a fix, and move the chat to WhatsApp. Keep each reply under 40 words.

HOW TO USE

- 01 Paste the comments exactly as written.
- 02 Read each reply and adjust any detail that isn't true.
- 03 Reply within 24 hours. Fast replies build trust.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[paste the comments] → "Loved it!" / "Jar arrived leaking"

PRO TIP *Handle complaints in public politely, then solve them privately. Other customers are watching how you react.*

30 "IT'S TOO EXPENSIVE"

WHAT IT DOES

Gives you polite replies that explain your value without giving discounts.

USE IT WHEN

Customers compare your price with cheaper options and ask for a discount.

COPY THIS PROMPT

Copy · fill · send

Customers often tell me my **[your product]** at ₹**[price]** is too expensive compared to **[cheaper option]**. Give me 5 polite ways to reply on WhatsApp that explain the value (quality, process, trust, service) without giving a discount. Also give me 3 video ideas that show why my price is worth it.

HOW TO USE

- 01 Save the 5 replies as WhatsApp quick replies.
- 02 Make the 3 videos. Show the process, the material and the care.
- 03 Stop apologising for your price. Explain it.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[your product] → homemade mango pickle

[price] → 350

[cheaper option] → packet pickle from the supermarket

PRO TIP Brands charge a premium because they explain their value. Remember ₹250 vs ₹500: same product, more trust.

31 FOLLOW UP WITHOUT BEING PUSHY

WHAT IT DOES

Writes a 3-message follow-up for customers who asked and went silent.

USE IT WHEN

People ask "price?", you reply, and then nothing.

COPY THIS PROMPT

Copy • fill • send

A customer asked about **[your product]** **[number]** days ago and then went silent. Write 3 follow-up WhatsApp messages: day 1 (helpful), day 3 (useful information or a photo), day 7 (a last, friendly check-in). Short, warm, no pressure. In **[language]**.

HOW TO USE

- 01 Fill the product and send.
- 02 Use WhatsApp labels like "Follow up" to track these chats.
- 03 After the third message, stop. Respect wins future orders.

EXAMPLE • MEERA, HOMEMADE PICKLES, RAJKOT

[your product] → homemade mango pickle

[number] → 5

[language] → Gujarati

PRO TIP *Most orders come after the second or third touch. Most sellers stop after the first.*

32 TURN BUYERS INTO REPEAT BUYERS

WHAT IT DOES

Plans 4 after-sale messages: thank you, usage tip, review request and reorder reminder.

USE IT WHEN

Customers buy once and you never hear from them again.

COPY THIS PROMPT

Copy • fill • send

Create a simple after-purchase plan for customers who buy **[your product]**. Give me: a thank-you message on delivery day, a care or usage tip after 3 days, a review request after 7 days, and a reorder reminder after **[days or weeks]** with a small reason to come back. All WhatsApp-ready, under 50 words each.

HOW TO USE

- 01 Save each message as a quick reply.
- 02 Set a phone reminder for the reorder date.
- 03 Keep a simple list of customers and their order dates.

EXAMPLE • MEERA, HOMEMADE PICKLES, RAJKOT

[your product] → homemade mango pickle

[days or weeks] → 6 weeks

PRO TIP *Getting an old customer to buy again is cheaper than finding a new one.*

33 BOOST A POST (SIMPLE ADS)

WHAT IT DOES

Writes simple ad text and tells you who to target when you boost a post with a small budget.

USE IT WHEN

A post is doing well and you want more people in your city to see it.

COPY THIS PROMPT

Copy • fill • send

I want to boost my Instagram post about **[product or offer]** with a budget of ₹**[amount]** for **[number]** days in **[your city]**. Write 3 short ad texts (main text under 125 characters, headline under 40 characters). Suggest who to target (age, area, interests) for my customer: **[paste your ICP]**. Tell me which goal to choose (messages, profile visits or website) and why.

HOW TO USE

- 01 Boost a post that is already doing well, not a new one.
- 02 Choose "Messages" as the goal if you sell on WhatsApp or DMs.
- 03 Start small, ₹100–200 a day, and check results after 3 days.

EXAMPLE • MEERA, HOMEMADE PICKLES, RAJKOT

[product or offer] → Diwali gift box

[amount] → 1,000

[number] → 5

[your city] → Rajkot

PRO TIP Ads make good content louder. They can't fix a weak post or an unclear offer.



06

GROW EVERY WEEK

Post, check, improve. Your numbers tell you what to make next.

34	Your Weekly Review	p.46
35	Turn Questions Into Content	p.47
36	Camera-Confident in 7 Days	p.48

34 YOUR WEEKLY REVIEW

WHAT IT DOES

Reads your weekly numbers and tells you what worked, what didn't and what to make next.

USE IT WHEN

Every Sunday. Once you start posting, your numbers tell you what to do next.

COPY THIS PROMPT

Copy · fill · send

Here are my numbers for this week: **[for each post: type, topic, views, likes, comments, shares, saves, DMs or orders]**. Tell me in simple words which post worked best and why, which didn't, and what I should do more of next week. Then give me 5 new video ideas based on what worked.

HOW TO USE

- 01 Open Instagram > Professional dashboard > Insights and note the numbers.
- 02 Paste them, even roughly. Perfect data is not needed.
- 03 Make next week's videos from the 5 new ideas.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[for each post: type, topic, views, likes, comments, shares, saves, DMs or orders]

→ Reel: how it's made, 1,200 views, 40 likes, 6 DMs ...

PRO TIP Watch saves, shares and DMs more than views. They show real buying interest.

35 TURN QUESTIONS INTO CONTENT

WHAT IT DOES

Turns the questions customers ask you into ready video ideas with hooks and answers.

USE IT WHEN

You answer the same questions again and again in DMs.

COPY THIS PROMPT

Copy · fill · send

These are questions customers asked me this month:
[paste questions from your DMs and WhatsApp]. Group them into topics and turn each one into a short video idea with a hook and a 3-line answer I can say on camera.

HOW TO USE

- 01 Scroll your chats and copy every question you were asked.
- 02 Paste them all and send.
- 03 Answer one question per video. Pin the best ones on your profile.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[paste questions from your DMs and WhatsApp] → Is it oily? How long does it last? Do you deliver?

PRO TIP Every question one customer asks, 100 others are thinking but not asking.

36 CAMERA-CONFIDENT IN 7 DAYS

WHAT IT DOES

Gives you a 7-day practice plan to get comfortable showing your face.

USE IT WHEN

You know your face is your best marketing tool, but you feel shy on camera.

COPY THIS PROMPT

Copy · fill · send

I feel shy talking on camera. Make me a 7-day practice plan to become comfortable showing my face for my brand **[brand name]**. Each day: one 15–30 second video to record (I can delete it or post it), what to say, and one small tip. Start very easy, with voice only or hands only, and build up to talking to the camera.

HOW TO USE

- 01 Follow one day at a time. Don't skip ahead.
- 02 Record every day, even if you don't post.
- 03 On day 7, post one video. Done is better than perfect.

EXAMPLE · MEERA, HOMEMADE PICKLES, RAJKOT

[brand name] → Meera's Kitchen

PRO TIP *Nobody judges you as hard as you judge yourself. Your customers just want to see the real person behind the product.*



DON'T JUST SELL A PRODUCT. BUILD A BRAND PEOPLE REMEMBER.

Your next step: open prompt 08, find your customer, and post one video today.

Hussain Bharmal

Co-founder, With Impact Media

Branding · Content · Performance marketing

[@impactwithhussain](#)

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