

THE PRACTICAL BUSINESS SERIES / 01

30 Days of Content

for Your Small Business

A practical workbook to plan, write
and improve your marketing with AI.



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DAILY LESSONS / WORKED EXAMPLES / PLANNING TOOLS

START HERE

A useful month, one step at a time.

THE PROMISE

By the end of this workbook, you should have a defined reader, an approved offer sheet, useful post drafts, a manageable calendar and a simple review routine. These are things you can create and inspect. The book does not promise a sales figure, reach target or platform result.

WHO THIS IS FOR

Owners of small product or service businesses who handle some of their own marketing. You can use the exercises without a paid AI tool. If you use AI, paste the prompts into a text assistant you already have access to, then review the output yourself.

HOW TO WORK

Spend roughly 15-25 minutes on an exercise, allowing extra time to capture visuals or verify facts. The 30 days are work sessions, not a daily publishing requirement. Move at your own pace. Keep one business and one offer as your running example.

YOUR RESPONSIBILITY

Every business and customer example in this book is fictional. Replace examples with your verified information. Use only assets you own or are permitted to use. Never let an AI draft invent stock, reviews, results or offer terms.

YOUR ROUTE

The 30-day map

Five stages. Build the system before increasing the volume.

FOUNDATION / DAYS 1-7

- 01 Choose one reader
- 02 Define a useful outcome
- 03 Build your fact sheet
- 04 Collect real questions
- 05 Set three content pillars
- 06 Make a proof inventory
- 07 Write your voice guide

USEFUL IDEAS / DAYS 8-14

- 08 Turn one question into a post
- 09 Explain one buying mistake
- 10 Show the process
- 11 Build a comparison
- 12 Teach a short checklist
- 13 Invite a useful conversation
- 14 Review your first two weeks

CREATE AND ADAPT / DAYS 15-20

- 15 Write an opening that earns attention
- 16 Create a useful carousel
- 17 Script a short demonstration
- 18 Let the caption support the visual
- 19 Reuse an idea with a new purpose
- 20 Batch without losing judgment

OFFER AND CONVERSATION / DAYS 21-26

- 21 Describe the offer clearly
- 22 Answer an objection with respect
- 23 Use authentic customer evidence
- 24 Make the next step easy
- 25 Prepare enquiry replies
- 26 Use a genuine deadline

PLAN AND IMPROVE / DAYS 27-30

- 27 Build a manageable calendar
- 28 Measure useful responses
- 29 Test one meaningful change
- 30 Create your next-month system

WORKING METHOD

Brief. Draft. Check. Publish.

1 / BRIEF

Give the assistant your business, intended reader, task, approved facts, voice, format and desired next step. A vague request such as "make it viral" provides little useful direction. A clear brief makes an editable draft possible.

2 / DRAFT

Ask for a small number of alternatives and select one. Treat invented facts as an error, not a creative flourish. Keep a separate questions list for missing information. Use the prompts as starting instructions, adjusting them to your offer.

3 / CHECK

Compare every price, specification, inclusion and condition with your fact sheet. Remove unsupported claims. Read the draft aloud. Confirm the visual matches the offer. Test links and ordering instructions. Decide whether the post serves one useful purpose.

4 / PUBLISH AND LEARN

Publish only approved work. Record useful responses and customer questions. If a detail changes, correct or retire the affected content. Review observations before deciding what to repeat. More output is not automatically better marketing.

DAY 01 / FOUNDATION

Choose one reader

THE LESSON

A post becomes easier to write when you picture one buyer facing one situation. 'Everyone who likes fashion' is too broad. 'A working woman choosing a comfortable outfit for an office celebration' gives you a useful starting point. Different buyers can still enjoy the post; you are simply giving the message a clear centre.

YOUR ACTION

Choose one product or service you want to promote this month. Write who it helps, the moment they need it and the question they ask before buying. Use real customer questions where possible. Keep this reader consistent for the first week rather than changing direction with every post.

WORKED EXAMPLE / FICTIONAL

Fictional shop: Tara Studio. Reader: a working woman who needs a festive kurta she can wear all day. Question: 'Will this fabric feel comfortable during a long office event?' Content angle: a close-up fabric demonstration and verified care information, rather than a generic 'new collection' announcement.

AI DRAFTING PROMPT

Act as a content editor. My business is [business], my offer is [offer] and my intended customer is [customer in a specific situation]. Suggest three questions this customer may ask before buying. Label these as hypotheses, not research findings. Ask me which questions I have actually heard. Do not invent customer quotes.

KEEP THIS OUTPUT

One reader sentence: I help ___ who need ___ and worry about ___.

Before you move on: Can you describe the buying situation without using 'everyone'?

DAY 08 / USEFUL IDEAS

Turn one question into a post

THE LESSON

A useful single-topic post can follow a simple structure: question, answer, evidence and next step. Answer before promoting. The post should remain helpful even if the reader does not purchase today. Keep one main idea rather than answering the entire FAQ in one caption.

YOUR ACTION

Choose the most practical question from your list. Write a direct answer in two sentences. Add a demonstration or verified detail. End with one optional next step. Read it aloud and remove any opening that delays the answer.

WORKED EXAMPLE / FICTIONAL

Question: 'How do I choose the right notebook size?' Answer: 'If you carry it daily, compare the dimensions with your bag. For desk notes, choose the page space you need.' Evidence: a photo beside a ruler. Next step: ask for the dimensions of the current range.

AI DRAFTING PROMPT

Write an educational post answering [question]. Use only [facts]. Structure it as question, direct answer, evidence and one next step. Keep it under 100 words. If the answer depends on an unknown detail, ask for it rather than guessing.

KEEP THIS OUTPUT

One question-and-answer post ready for fact checking.

Before you move on: Is the useful answer visible before the promotional sentence?

DAY 21 / OFFER AND CONVERSATION

Describe the offer clearly

THE LESSON

An offer post should make the decision understandable: what the buyer gets, who it suits, the price, important conditions and how to buy. Persuasion does not require hiding exclusions. If the purchase process is not working yet, invite an enquiry instead of pretending checkout is ready.

YOUR ACTION

Use your fact sheet to write one offer post. Show the format or package clearly. Include validity and exclusions where they matter. Verify the destination of the button or contact instruction before scheduling.

WORKED EXAMPLE / FICTIONAL

Fictional ebook listing: 'A digital content workbook for small business owners. Includes daily exercises and a planning template. ₹249. English PDF. See the sample before buying.' Instant delivery is mentioned only after that process has been tested.

AI DRAFTING PROMPT

Write a clear offer post from [fact sheet]. Include what it is, who it suits, price, key conditions and one verified purchase or enquiry step. Do not use invented discounts, false scarcity or untested delivery promises.

KEEP THIS OUTPUT

One transparent offer post.

Before you move on: Can a reader explain what they would receive and how to get it?
