

The Entrepreneur's Essential Guide To Using AI



Entrepreneurs, do you feel like there are too many plates to spin to keep your business in motion? On top of that, maybe you're not quite ready to employ an extra pair of hands. No problem. AI has come a long way since the sci-fi films of the 80s – helping you to execute all your business functions and admin, without a terminator in sight.

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① Osome's Accounting Is Right on the Money, Thanks to AI



Evgeny Antonov
Group Product
Manager at Osome

“In 2019, we began building our accounting factory, breaking down the process into steps and later integrating advanced AI, ML (Machine Learning) and NLP (Natural Language Processing) technologies.

Our solution efficiently processes financial documents, categorising data and extracting essential details like invoice numbers and vendor names. Through our Intelligent Documents Processing (IDP), we've reduced manual errors, streamlining accounting and saving significant time.”

How Osome helps founders

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Starting a company

Fast online company incorporation, a bank account and a registered address.



Growing a business

Expert accounting services, plus easy-to-use software.



Get finances right

from day one with the support of our business experts.

② How AI Can Help Your Business

The Big Stuff

Think of AI as your business's digital workhorse, or power-steering. From massive strategic processes to the minute daily tasks that keep things ticking along, here's how AI can help your business.

Contents

Customer Behaviour Analysis

Get a good idea of what your customer thinks about and show them what they need

- **Purchasing trends:** AI identifies buying patterns, offering insights into what products or services resonate with your customer.
- **Predictive customer service:** Anticipate the concerns your customer might have before they arise, so you can solve problems before they run amok.
- **Personalisation:** Tailor your marketing strategy to each of your customer profiles, keeping customers engaged and loyal.
- **Automated customer journeys:** Use AI-driven tools to map and track your customer's path down the conversion funnel – and let this inform your marketing strategy.

Demand Planning

For supply and demand harmony

- **Historical analysis:** AI has access to all the patterns of the past, and investigates them meticulously to forecast future demand with pinpoint accuracy.
- **Inventory optimisation:** No need to worry about stock you can't move or stock you don't have. AI checks your inventory levels minute by minute to match market needs.
- **Supply chain management:** Map out the most efficient way to get your stock from A to B to reduce overheads and increase customer satisfaction.

Strategic Planning

Up the pace and increase the insights

- **Market analysis:** Hand over what once required hours of manual input and attention to AI. Processing data, detecting shifts in trends – artificial intelligence gets things done fast.
- **What ifs?** Simulate likely and unlikely business scenarios to predict outcomes, plan strategies, and identify what pathway works best for your business
- **When and where to grow:** AI algorithms can help you spot growth opportunities you might otherwise have missed – including new markets and new niches.

② How AI Can Help Your Business

The Small Stuff

Contents

Meeting Automation

AI can take the sting out of scheduling and handling meetings

- **Pre-meeting preparation:** AI collates relevant documents, emails, and actions to be discussed all in one place – so you know what every meeting is about.
- **Automated scheduling:** Based on preferences, it finds the best slot for everyone.

Brand Design

Visualise your brand identity

- **Customisation:** AI-driven design tools can tweak logos and website design based on user feedback, guiding you towards the perfect final design.
- **Industry specifics:** Create logos that match up with industry trends to make sure your brand resonates with its target audience.

Product Pricing

Price it right from the get-go

- **Dynamic pricing:** Adjust prices in real-time based on demand, competition, or supply.
- **Promotion planning:** Figure out the best times and strategies for sales and discounts.
- **Competitor analysis:** AI can survey the market and suggest pricing strategies that give you a competitive edge.

② How AI Can Help Your Business

The Small Stuff

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Copy Assistance

Take your content up a notch

- **Tone of voice analysis:** AI can make sure you have a consistent brand tone of voice throughout all of your content and communications.
- **Keyword optimisation:** AI gets your content seen by integrating high-ranking keywords organically to boost SEO rankings.
- **A/B testing:** Got a couple of messages in mind? Analyse multiple versions of content side by side to find the most effective message for your target market.

Financial Forecasting

Sophisticated predictive models at your fingertips

- **Revenue estimation:** Based on past sales, marketing effectiveness, and industry trends, AI help you see if your financial future is bright.
- **Expense prediction:** Analyse past spending patterns to get an idea of future expenses.
- **Risk management:** Spot financial pitfalls or areas of concern in advance, so your business can do its best to avoid them.

③ The 10 Leading AI Tools, and What to Use Them For

No matter where your expertise lies, or where it's a little thin, the right tools can fill in the gaps and get your business moving along.

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Elevate Your Product Imagery

Create stunning product images effortlessly:

- Automated editing – adjust lighting, colours, and backgrounds
- Save time and costs
- Reduce the need for styled photoshoots

→ [Pebblely](#)

AI-generated lifestyle scenes

→ [CreatorKit](#)

Generate images and videos with AI Ads



Build Your Website in Seconds

AI-powered website development:

- Write SEO-optimised copy
- Design and imagery
- Launch quickly and affordably

→ [Durable.co](#)

Create a fully designed website in 30 seconds.

→ [10web.io](#)

Custom AI development for quick, customised websites

③ The 10 Leading AI Tools, and What to Use Them For

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Streamline Financial Management

AI-driven accounting software:

- Automate data entry and categorisation
- Extract info from invoices and receipts
- Save time and reduce errors

→ [Osome](#)

Accounting experts and simple software for better businesses.

Keen to learn how Osome can help you?
[Get started now, we're a phone call away.](#)



Craft Convincing Sales Materials

Enhance marketing and sales:

- Personalised emails
- Professional presentations
- Automated sales processes

→ [SuperReply](#)

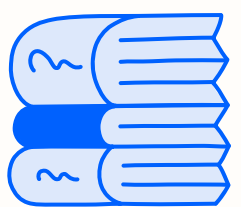
AI email solution for smart communication

→ [Tome](#)

Create compelling presentations with AI storytelling

→ [Reply.io](#)

AI-powered sales engagement platform



Rapid Product Research

Use AI for deeper insights:

- Generate human-like responses
- Advanced search and data analysis
- Gather market data and trends

→ [Google Trends](#)

Identify emerging trends and keywords

→ [ChatGPT](#)

Engage in meaningful conversations

④ 10 Ways ChatGPT Can Supercharge Your Small Business

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Now that ChatGPT has entered the conversation, let's take a closer look at what it can do for your business →

① Engage Your Customers

For slick customer service:

- Instant 24/7 responses mean no more waiting times for your valued customers.
- Tackle FAQs and give your clients the quick answers they need to keep shopping.
- Strengthen brand loyalty by making sure customers feel heard.

② Optimise Content Creation

Make your content strategy sing:

- Need help with blog post ideas? Turn to ChatGPT for a bit of inspiration.
- Whip up marketing copy that resonates, all with a consistent tone of voice.
- Writer's block. We all get it. ChatGPT can break those barriers down to let your creativity flow.

③ Smooth Collaboration Between Teams

Efficient processes for lighter workloads:

- Toss ideas around with AI for outcomes that seem inspired.
- Create meeting agendas that are concise, relevant, and productive.
- Use AI to manage projects effectively and keep everyone in the loop.

④ Closer Market Analysis

Review market insights with a fine-toothed comb:

- Get concise summaries of customer reviews without wading through pages.
- Pinpoint emerging trends and catch the next consumer wave.
- Keep a close eye on competitors' strategies – no corporate espionage necessary.

④ 10 Ways ChatGPT Can Supercharge Your Small Business

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⑤ Offer Unique Products

A breath of life for product development:

- Collect real-time user feedback to constantly refine and adapt your offering.
- Predict and meet user needs, for products that sell like hotcakes.
- Enhance features and functionalities with AI's assistance.

⑥ Expand Your Social Reach

Become the talk of the town for all the right reasons:

- Promote yourself as a thought-leader with posts that engage your audience.
- Interact with followers in real time for an approachable brand image.
- Craft responses that are witty and relevant for added shares and follows.

⑦ Elevate Training and Onboarding

For sales teams with all the info, and white-gloved customer service:

- Use ChatGPT to find gaps, tackle common queries, and perfect your onboarding process.
- Role-play with real-world scenarios, so nothing phases your team.
- Keep your training content fresh, updated, and engaging.

⑧ Close Sales with Targeted Campaigns

Steady sales growth nurtured by a solid strategy:

- Use customer feedback for creative campaigns that speak to your audience.
- Design tailored sales pitches for every audience, and every need.
- Identify opportunities to upsell for impressive average transaction values.

⑨ Keep Abreast with Industry News

Turn threats into opportunities, and opportunities into wins:

- Effortlessly digest the key points from all the latest industry publications.
- Understand and respond to market changes as they happen.
- Spot business opportunities before they're on your competitors' horizon.

⑩ Sustainable Business Growth

The closest thing to a crystal ball for your business:

- Predict market shifts and know when change is on the way.
- Crash-test business strategies with AI insights.
- Explore new areas for expansion and ensure healthy growth.

⑤ 30+ ChatGPT Prompts for Small Business Owners

Stroking your chin over where to start?
Here are 34 prompts to help kick things off:

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Marketing

Generate a blog topic for our new product line.

Craft a social media post for our upcoming sale.

Provide a list of trending keywords in our industry.

Generate a slogan for our brand.

Draft content for our monthly newsletter highlighting new offerings.

Design an infographic summarising our brand's journey and achievements.

Offer creative ideas for our next seasonal marketing campaign.

Analyse our website's UX and recommend optimisation steps.

Generate ideas for our next email marketing campaign.

Provide a brief on industry best practices for digital marketing.

Customer Service

Provide insights on customer feedback for Product X.

Summarise our latest customer reviews.

Suggest ways to improve our customer service based on recent reviews.

Generate responses for common customer queries on our website chat.

Sales

Craft an email for our new loyalty program.

Recommend improvements to our current sales funnel stages.

Craft a follow-up email for abandoned shopping carts.

Propose a loyalty scheme for repeat customers.

⑤ 30+ ChatGPT Prompts for Small Business Owners

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Operations (Ops)

Provide a monthly financial report summary.

Suggest strategies to boost website traffic.

Help formulate a retention strategy based on our last quarter's churn rate.

Propose three cost-saving initiatives based on our current expenditure.

Evaluate our supply chain for potential bottlenecks.

Analyse feedback from our recent product launch.

Employee Engagement

Analyse feedback from the latest employee engagement survey.

Help craft a vision and mission statement for our brand.

Product Development

Suggest five topics for our next podcast episode.

Draft a press release for our upcoming event.

Craft a product description for our newest item.

Develop a step-by-step guide for using our most popular product.

General Business Strategy

Provide a summary of today's top news.

Recommend top three business books.

List top competitors in our industry.

Suggest potential collaboration opportunities.

⑥ 10 AI-powered Side Hustles for Extra Cash

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Muscle up your side hustle, or simply get it off the ground, and let AI do the grunt work. These light-touch side hustles could help bring in some extra cash – and maybe help you quit your job when the time is right too.

AI-Driven Content Creation

- **Starting point:** Familiarise yourself with AI writing tools like JasperDocs, ChatGPT, or Byword.
- **Action:** Offer content services to businesses, bloggers, or website owners. You can help create blog posts, product descriptions, or even ad copy.

Custom Chatbots for Websites

- **Starting point:** Learn platforms like Dialogflow or Microsoft's Bot Framework.
- **Action:** Approach small businesses or websites and offer to integrate a personalised chatbot that caters to their customers' FAQs.

Learn more

Looking for a side hustle that's a little more hands-on? Check out our [25 Best Side Hustle Ideas](#).

⑥ 10 AI-powered Side Hustles for Extra Cash

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Personalised AI Shopping Assistants

- **Starting point:** Get acquainted with platforms that offer AI-driven shopping experiences, like IBM Watson.
- **Action:** Work with ecommerce stores to provide their customers with AI-driven product recommendations.

AI-driven Social Media Management

- **Starting point:** Explore platforms like Hootsuite and Falcon, which use AI for optimal posting times.
- **Action:** Offer services to manage, schedule, and analyse social media content for brands or influencers.

Predictive Analytics for Small Businesses

- **Starting point:** Learn how to use tools like Google's AutoML or BigML.
- **Action:** Offer businesses insights into future trends or outcomes based on their data, helping businesses make better decisions.

Voice Assistant App Development

- **Starting point:** Use platforms like Alexa Skills Kit or Google's Actions on Google.
- **Action:** Develop custom voice apps or integrations for businesses, helping them tap into the smart speaker market.

Learn more

Who knows, if all goes well you could turn your side hustle into a full-time thing. Here are [6 things you should know before you get started](#).

⑥ 10 AI-powered Side Hustles for Extra Cash

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AI-Powered Video Editing

- **Starting point:** Familiarise yourself with video tools like Magisto.
- **Action:** Offer video editing services to content creators, focusing on rapid, AI-enhanced editing.

AI-driven SEO Optimisation

- **Starting point:** Explore tools like Clearscope or MarketMuse that use AI to optimise content for SEO.
- **Action:** Help businesses refine their online content to rank better in search engine results.

Automated Ad Campaign Optimisation

- **Starting point:** Dive into platforms like Revealbot or Albert, which use AI for ad campaign optimisation.
- **Action:** Offer services to businesses to manage and optimise their ad campaigns using AI, ensuring better ROI.

Personal AI Fitness Coaching

- **Starting point:** Understand AI fitness apps like Freeletics.
- **Action:** Collaborate with fitness enthusiasts or gyms to offer personalised workout or diet plans using AI insights.

⑦ Case Study: AI in Action With Ben Alistor

Ben Alistor is a prominent Amazon FBA seller who's using ChatGPT to elevate his business operations and drive success. Ben shares how ChatGPT has shaken his business operations up.

Q: Have you had any success in using AI tools for financial modeling, prediction, or accounting?

A: I've been experimenting with AI to predict my sales for certain products on Amazon. I provide the AI with month-by-month data of a specific product for about two years, and then it generates predictions for the next 12 months' worth of sales.

Q: You're using AI to predict your sales on Amazon products. How consistent is its accuracy, and how do you feel about the predictions?

A: It's like, scarily good. I won't go into specifics, but the variance is no more than 10%. It's astonishing because the AI seems to be better at predicting my sales than I would be.

Q: Has AI helped you reduce costs or time in your operations, and how?

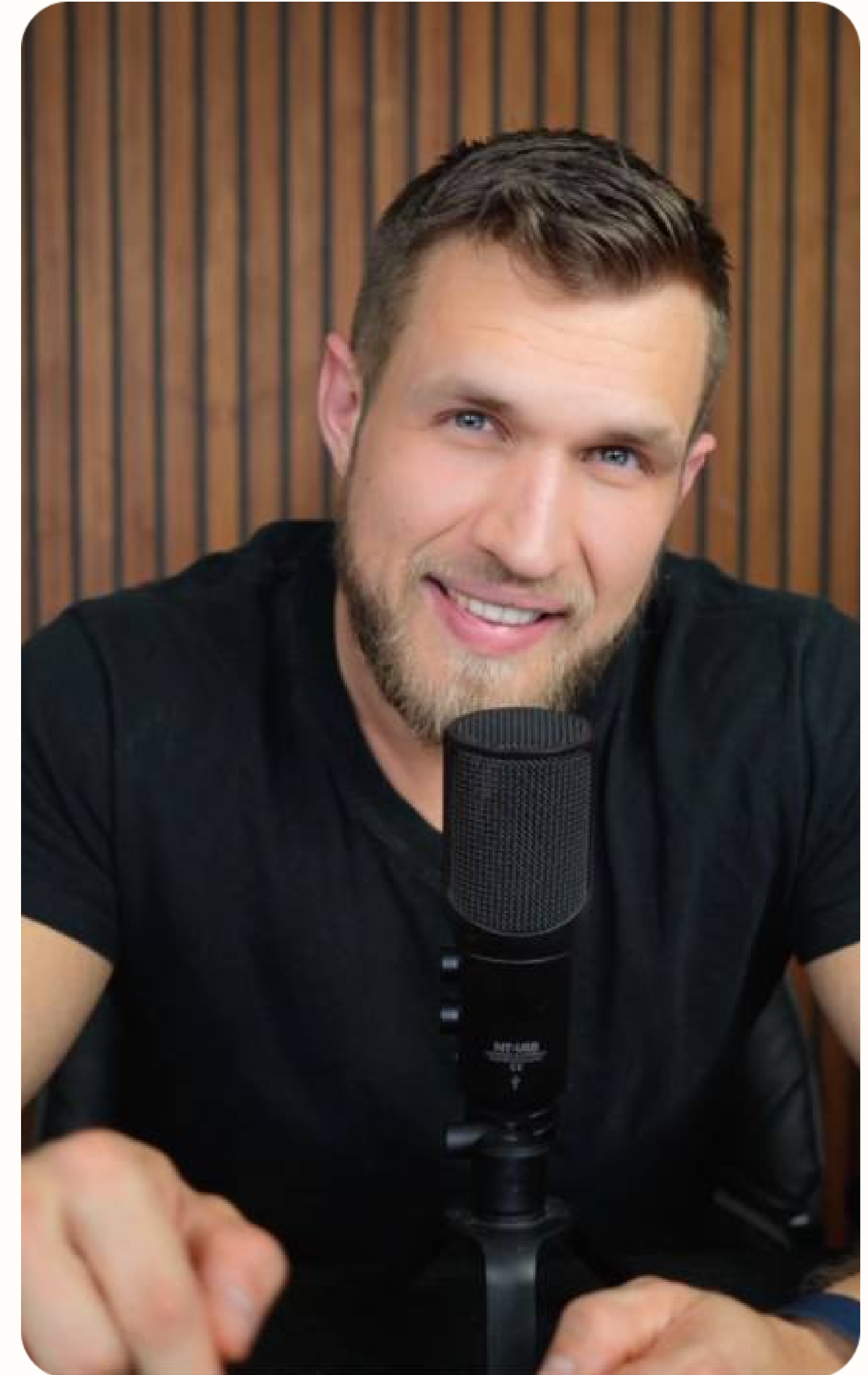
A: For me, AI hasn't necessarily reduced costs, but it has definitely reduced the time I spend on tasks. For instance, instead of researching and buying one product per week, I can now handle three. As a small business owner, I do most of the tasks myself. So in essence, my time is my own cost.

Q: What are the clear signs that your business is ready to grow into a new market?

A: In my opinion, any business, especially in e-commerce, faces three primary challenges. First, there's a lack of information when you're starting and unfamiliar with the processes. Second, even when you know what to do, you might not have enough capital to execute your plans. The third challenge arises when you have ample cash but lack the time or manpower. It's during this third stage that I believe a business should consider hiring and expanding into other marketplaces.

Q: As an entrepreneur, how do you prepare yourself for the transition of moving into a new market?

A: Most of my preparation involves dedicating enough time to learn about the new market. For example, while the UK and the US both speak English, the US has federal and state taxes, which we don't deal with in the UK. It's essential to educate yourself, not just about e-commerce best practices, but also about the specific trends and nuances of the new market.



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