

A PRACTICAL BUSINESS WORKBOOK

The Small Business AI Growth Kit

200+ ready-to-use AI prompts, practical workflows and business templates to save time, create better content, attract customers and run your business smarter.

CREATE

MARKET

SELL

OPERATE

Marcus Wray

50 complete workflows · 202 copy-and-paste prompts · 8 fillable worksheets · A 30-day challenge

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Welcome to Your AI-Powered Small Business

You have probably already tried an AI assistant. You typed something like "write a social media post for my business," read what came back, and thought: that could be about anyone.

That reaction is correct. It was about anyone. A vague question gets a vague answer, and most people stop there and quietly decide AI is overhyped.

This kit exists because the gap between a useless AI answer and a genuinely useful one is smaller than it looks. It is not about clever tricks or secret tools. It is about giving the AI assistant enough of your business to work with, asking for one thing at a time, and knowing which jobs are worth handing over in the first place.

What AI Can Realistically Do for a Small Business

Let's be specific, because the honest answer is more useful than the exciting one.

An AI assistant is very good at producing a solid first draft, fast. It will turn your rough notes into a clear email. It will take one idea and give you ten angles on it. It will write the product description you have been avoiding for three weeks, structure a procedure you have only ever kept in your head, and suggest the objection you had not thought to prepare for.

What it cannot do is know your business. It has never met your customers, seen your prices, or stood behind your counter on a slow Tuesday. It does not know that your best-selling item has a six-week lead time, or that the review you are replying to came from someone who has been coming in for years.

That knowledge is yours. This kit is a system for handing the AI assistant just enough of it to be useful, and then keeping your judgment firmly in control of what actually reaches a customer.

THE ONE RULE

AI drafts. You decide. Nothing in this book is designed to be copied straight from an AI assistant to a customer. Every workflow ends with you reading it, changing something, and choosing to send it. That is not a limitation of the technology — it is the part where your business stays yours.

An Assistant, Not a Replacement

It helps to think of your AI assistant as a capable new hire on their first week. Quick, willing, good with words, and completely unfamiliar with your business. You would not let that person email your biggest customer unsupervised on day one. You also would not waste them on nothing.

You would give them context, a clear task, and a quick review before anything went out. That is exactly the working relationship this kit builds.

The Four Things You Will Use AI For

Everything in this book falls into four buckets. When you are not sure where to start, start with whichever of these is currently costing you the most time.

CREATE

Content, emails, ads, product descriptions and business documents.

The blank - page problem, solved. Chapter 2.

MARKET

Customer research, marketing campaigns, social media and promotions.

Knowing what to say and when. Chapter 3.

SELL

Offers, outreach, follow - ups, proposals and objection handling.

The messages that turn interest into revenue. Chapter 4.

OPERATE

Planning, procedures, customer service and repetitive admin.

The invisible work that eats your week. Chapter 5.

QUICK WIN · 10 MINUTES

Before you read another page, pick the single task you most dreaded this week. Writing a follow - up? Replying to a bad review? Planning next month's posts? Hold that task in mind. By the end of Chapter 1 you will have a prompt that handles it, and you will know why that prompt works.

PRO TIP

Keep one note open — phone, doc, anywhere — called *My AI Prompts*. Every time a prompt here gives you something you would actually use, paste your version into it. By the end that note is worth more than the book, because every prompt in it is already tuned to your business.

How to Use This Book

This is a workbook, not a novel. You do not need to read it in order, and you definitely do not need to finish it before you get something out of it.

The fastest way to use it is to work backward from a problem you actually have today.

1 Find your problem in the table below

Twelve of the most common small - business time sinks, and where each one is solved.

2 Go to that workflow

Every workflow tells you what it fixes, when to use it, and what to gather first.

3 Customize the prompt

Replace the [PLACEHOLDERS] with your real details. This takes about a minute and makes all the difference.

4 Review, edit, then use it

Change at least one thing so it sounds like you. Then send it, post it, or file it.

If you would rather build properly from the ground up, start at Chapter 1 and complete your Business AI Profile first. It takes fifteen minutes and makes every other prompt in the book work noticeably better.

Find Your Problem

IF THIS SOUNDS LIKE YOUR WEEK	GO TO
"I never know what to post."	Chapter 2 — social media, then One Idea → Ten Content Assets
"I don't understand what my customers actually want."	Chapter 3 — customer research
"I send quotes and never hear back."	Chapter 4 — sales follow-up, workflows W18–W25
"Answering the same customer questions eats my day."	Chapter 4 — customer service, workflows W26–W32
"My emails go out once in a blue moon."	Chapter 2 — email marketing
"A bad review just landed and I don't know what to say."	Chapter 4 — review responses, workflow W30
"I want to run a promotion but have no plan."	Chapter 3 — campaign workflows
"Everything is in my head and nobody else can do it."	Chapter 5 — SOP creation
"My product pages read like a spec sheet."	Chapter 2 — product and service content
"I have no idea what my competitors are doing."	Chapter 3 — competitor research
"I start every week already behind."	Chapter 5 — daily and weekly planning
"I want a system, not a pile of one-off tricks."	Chapter 7 — your personal AI business system

What the Boxes Mean

Six recurring boxes run through the whole book. You can skim for the one you need without reading the surrounding text.

BOX	WHAT IT GIVES YOU
Copy This Prompt	A complete prompt, ready to paste and customize
Quick Win	Something useful you can finish in about five minutes
Action Step	The thing to do before moving on
Example	Real output, or a filled-in version, from one of five example businesses
Pro Tip	A refinement that noticeably improves results
Avoid This	A specific mistake that costs people time, money or credibility

PRO TIP

Keep one note open — phone, doc, anywhere — called *My AI Prompts*. Every time a prompt here gives you something you would actually use, paste your version into it. By the end that note is worth more than the book, because every prompt in it is already tuned to your business.

Build Your AI Business Foundation

Fifteen minutes of setup that makes every prompt in this book work better. This is the chapter that separates useful AI from disappointing AI.

IN THIS CHAPTER

- What AI is genuinely good and bad at
- When your judgment is non-negotiable
- Why generic prompts fail
- A weak prompt and a strong one, compared
- The Five-Part Prompt, explained
- Worksheet: your Business AI Profile
- Your Master Business Context Prompt
- Your first four actions

YOU WILL FINISH THIS CHAPTER WITH

A completed Business AI Profile and a Master Business Context Prompt you can paste at the start of any AI session. Everything else in this book assumes you have these two things.

What AI Is Genuinely Good At

Most disappointment with AI comes from pointing it at the wrong job. Before you write a single prompt, it is worth knowing where an AI assistant earns its keep and where it will quietly waste your afternoon.

GENUINELY GOOD AT	GENUINELY BAD AT
Producing a solid first draft in seconds	Knowing anything about your business you have not told it
Turning one idea into ten different formats	Current prices, stock levels, opening hours and dates
Structuring messy notes into something readable	Judging whether an offer is actually worth making
Rewriting the same message for different audiences	Understanding what your regulars really think of you
Suggesting angles and objections you had not considered	Being reliably correct about facts it was not given
Summarizing long documents into decisions	Knowing when the honest answer is "we got this wrong"
Writing the boring thing you keep postponing	Anything that needs your reputation staked on it, unreviewed

Read the right-hand column once more. Every item on it is a place where an AI assistant will still give you a confident, fluent, well-written answer. It will just be wrong. Fluency is not accuracy, and this is the single most expensive misunderstanding people have about these tools.

When Human Judgment Is Non-Negotiable

Some decisions never get delegated, no matter how good the draft looks. Use an AI assistant to prepare the words, then make the call yourself:

- ☐ **Anything with a number in it** — prices, discounts, timelines, quantities, dates
- ☐ **Apologies where you are genuinely at fault** — these need to sound like a person, because a customer can tell
- ☐ **Claims about what your product does** — especially health, safety, income or performance claims
- ☐ **Anything involving one customer's specific situation** — their order, their complaint, their contract
- ☐ **Legal, financial, tax and medical wording** — AI does not know your jurisdiction or your obligations
- ☐ **Hiring, firing and anything about a named employee**
- ☐ **Whether an offer is a good idea at all** — AI will happily plan a promotion that loses you money

AVOID THIS

Do not ask an AI assistant questions about your own business and treat the answer as fact. "What are the best-selling products at a coffee shop in Portland?" will produce a confident list that has nothing to do with your actual sales. Ask it to help you *work with* information you already have — never to supply the information itself.

Why Generic Prompts Get Generic Answers

An AI assistant answers the question it was asked. Ask a question that could have come from any business on earth, and you get an answer that suits any business on earth — which means it suits yours badly.

Here is the difference, using a real task: Sam at Coppergate Coffee House needs a social post to pull people in on a dead Tuesday afternoon.

THE WEAK PROMPT

DON'T DO THIS

Write a social media post for my coffee shop.

EXAMPLE · WHAT COMES BACK

"Start your day right! Visit us for the perfect cup of coffee made with love. Our friendly baristas can't wait to serve you. Come on in and experience the difference! #coffee #coffeelover #cafe #mondaymotivation"

Nothing is wrong with it, exactly. It is also completely interchangeable with every other coffee shop post ever written, mentions nothing true about Coppergate, and does not solve the problem Sam actually has.

THE STRONG PROMPT

DO THIS

You are a social media writer for independent coffee shops.

Coppergate Coffee House has two locations in Portland, Oregon. Mornings are packed; weekday afternoons between 2pm and 5pm are almost empty. Our customers are mostly remote workers and students aged 25 to 40. We have reliable wifi, quiet corner tables, and we roast our own beans. Our tone is warm and plain-spoken — no exclamation marks, no hype.

Write one Instagram caption that gives remote workers a reason to come in specifically between 2pm and 5pm on a weekday.

Requirements: under 60 words. Lead with the reader's problem, not our product. One clear call to action. No emojis, maximum three hashtags.

Output: the caption, then the three hashtags on a separate line.

EXAMPLE · WHAT COMES BACK NOW

"The 3pm slump is not a personality flaw. It is just a bad desk and worse coffee. The corner tables by the window are free most weekday afternoons, the wifi holds a video call, and we roast the beans downstairs. Bring the laptop. Stay as long as you need. #PortlandCoffee #RemoteWork #IndependentCafe"

Same tool. Same thirty seconds. The only thing that changed is how much the AI assistant was given to work with.

PRO TIP

When a draft comes back bland, resist the urge to try a different AI tool. Nine times out of ten the fix is one more sentence of context — a specific customer, a specific time, a specific constraint. Add it and run the same prompt again.

The Five-Part Prompt

That strong prompt was not improvised. It has a structure, and once you can see it you can build one for any task in about ninety seconds. Every prompt in this book uses the same five parts, in the same order.

01 Role	02 Context	03 Task	04 Requirements	05 Output
PART	THE QUESTION IT ANSWERS		EXAMPLE	
Role	Who should the AI assistant be?		"You are an experienced email marketer who writes for local service businesses."	
Context	What does it need to know about my business?		"Halden & Rowe is a one-person bookkeeping practice in Charlotte, NC, serving trades businesses."	
Task	What is the one job right now?		"Write a re-engagement email to clients who have not been in touch for six months."	
Requirements	What are the rules and limits?		"Under 150 words. Warm but professional. One clear offer. No jargon, no emojis."	
Output	What shape should the answer take?		"Give me three subject lines, then the email body, as plain text."	

Role: Give It a Job Title

This is the cheapest improvement available. "You are an experienced sales copywriter" produces different work than no instruction at all, because it tells the AI assistant which of its many registers to write in. Be specific about the kind of business the role serves — "for small local businesses" is worth more than "for Fortune 500 brands," unless you are one.

Context: The Part Everyone Skips

This is where 90% of the quality lives, and it is the part people leave out. Your context should cover who you are, who you sell to, what makes you different, and how you sound. You will build this once in your Business AI Profile on the next page and then reuse it forever.

Task: One Job at a Time

Ask for one thing. "Write me a blog post, ten tweets, an email and a video script about our new service" produces four mediocre things. Four separate prompts produce four good ones, and take barely longer.

Requirements: Where You Set the Guardrails

Length, tone, what to avoid, what must be included, reading level, whether to use emojis. Requirements are also where you keep the AI assistant honest — "do not invent statistics" and "do not make claims about results" belong here.

Output: Say What You Want Back

A table, a numbered list, three options, plain text ready to paste. Specifying the format saves you the reformatting job afterward, which is often longer than the writing job.

COPY THIS PROMPT

THE BLANK TEMPLATE

You are [ROLE].

My business is [BUSINESS NAME], a [INDUSTRY] in [LOCATION]. We sell [PRODUCT] to [TARGET CUSTOMER]. What makes us different is [USP]. Our tone is [BRAND TONE].

[TASK]

Requirements: [WORD COUNT] words maximum. [BRAND TONE]. Do not invent statistics or make claims about results.

Output: [OUTPUT FORMAT].

AVOID THIS

Do not stack five tasks into one prompt to save time. The AI assistant will do all five shallowly and you will spend longer fixing them than you would have spent asking five times. One prompt, one job.

ACTION STEP

Take the task you had in mind from the Introduction. Write it out using all five parts before you touch an AI assistant. It takes two minutes and you will immediately see which part you have been leaving out.

Your Business AI Profile

Fill this in once, by hand or in a note on your computer. It is the CONTEXT section of every prompt you will ever write, and it is the reason your results will look nothing like the generic example on the previous pages.

Do not overthink it. Rough and honest beats polished and vague — especially for the customer problem, which should be written the way a customer would say it, not the way your website says it.

Business AI Profile

WORKSHEET 01

1. Business name

2. Industry

3. Location or service area

4. Price range

5. Products or services — the three you most want to sell

6. Target customers — who, where, and what stage of life or business

7. Main customer problems — in their words, not your marketing words

8. Unique selling proposition — what a competitor could not honestly claim

9. Brand personality

10. Preferred writing tone

11. Marketing channels you actually use

12. Main competitors — names only, public information

13. Main business objectives for the next 90 days

14. Questions customers ask you constantly

PRO TIP

Stuck on field 7? Look at your last ten customer emails or messages. The problem people describe in their own first sentence is almost always the real one — and it is rarely the one your website leads with.

The Master Business Context Prompt

Now turn the worksheet into something you can paste. This is your Master Business Context Prompt. Send it once at the start of an AI session, and every request after it inherits the context automatically — you never type your business details twice.

COPY THIS PROMPT

PASTE THIS FIRST, EVERY SESSION

I am going to give you context about my business. Read it, confirm you have it in one short sentence, then wait for my first task. Do not write anything else yet.

BUSINESS: [BUSINESS NAME], a [INDUSTRY] based in [LOCATION].

WHAT WE SELL: [PRODUCT] / [SERVICE], priced around [PRICE].

WHO WE SELL TO: [TARGET CUSTOMER].

THEIR MAIN PROBLEM: [CUSTOMER PROBLEM].

WHAT MAKES US DIFFERENT: [USP].

OUR TONE: [BRAND TONE].

WHERE WE PUBLISH: [CHANNEL].

GOAL FOR THE NEXT 90 DAYS: [OBJECTIVE].

QUESTIONS CUSTOMERS ALWAYS ASK: [CUSTOMER PROBLEM].

STANDING RULES for everything you write for me:

1. Never invent statistics, research, reviews or customer quotes.
2. Never promise a specific result, ranking or income figure.
3. If you need a fact about my business that I have not given you, ask me instead of guessing.
4. Match my tone. Plain words over clever ones.
5. Give me a first draft, not a finished product. I will edit it.

EXAMPLE · HALDEN & ROWE BOOKKEEPING

Business: Halden & Rowe Bookkeeping, a one-person bookkeeping practice in Charlotte, NC.

What we sell: monthly bookkeeping packages, around \$450/month.

Who we sell to: owner-operator trades businesses — electricians, plumbers, HVAC — doing \$200k to \$800k a year, usually with no office staff.

Their main problem: "I'm three months behind on my books and I'm scared to look."

What makes us different: we do the catch-up work first, without lecturing anyone about it.

Our tone: calm, plain, no accounting jargon, never condescending.

Notice that the customer problem is written as a sentence a real person would say out loud. That single line will do more for your marketing copy than any other field on the worksheet.

PRO TIP

Save your finished Master Business Context Prompt somewhere you can get to in two taps — a pinned note, a saved reply, a text-replacement shortcut on your phone. If it takes effort to find, you will stop using it, and everything you write will drift back toward generic.

Chapter Action Plan

ACTION STEP · DO THESE FOUR THINGS

1. **Complete Worksheet 01** — all fourteen fields. Fifteen minutes. Rough answers are fine; blank ones are not.
2. **Build your Master Business Context Prompt** from the worksheet and save it somewhere you can reach in two taps.
3. **Test it.** Paste it into any AI assistant, then ask for the one task you have been dreading. Compare the result to what you would have gotten without it.
4. **Start your prompt note.** Create a note called *My AI Prompts* and paste your Master Business Context Prompt in as entry one. You will add to it in every chapter from here.

Next: with your foundation in place, Chapter 2 turns it into content — starting with the social posts, emails and product descriptions you have been putting off.

Before You Start

Rough and honest beats polished and vague. Blank fields are the only real mistake — a blank field is one the AI assistant will guess at.

Two fields matter more than the rest, so give them the most thought.

FIELD 7 · THE CUSTOMER PROBLEM

Write it in your customers' words, not your marketing words. Your website says "comprehensive bookkeeping solutions." Your customer says "I'm three months behind and I'm scared to look." Only one of those is how a person talks — and it will do more for your copy than anything else on this page.

Stuck? Read your last ten customer messages. The problem described in their first sentence is almost always the real one.

FIELD 8 · WHAT MAKES YOU DIFFERENT

The test: could a competitor honestly claim the same thing? "Quality service and friendly staff" is a description, not a differentiator. "The only late-opening café on the street" is a differentiator.

Business AI Profile

WORKSHEET 01

1. Business name

2. Industry — plainly

3. Location or service area

4. Price range

5. Products or services — the three you most want to sell

6. Target customers — who, where, and what stage of life or business

7. Main customer problems — in their words, not your marketing words

8. Unique selling proposition — what a competitor could not honestly claim

9. Brand personality

10. Preferred writing tone

11. Marketing channels you actually use

12. Main competitors — names only, public information

13. Main business objectives for the next 90 days

14. Questions customers ask you constantly

W03 The Lead Magnet in a Day

MARKETING

BUSINESS PROBLEM

You want an email list but have nothing worth trading an email address for.

WHEN TO USE IT

When you have one free day and want an asset that keeps working.

WHAT YOU NEED

The question you answer most often, and what you sell after.

COPY THIS PROMPT

W03

The question I answer most often is [CUSTOMER PROBLEM]. I sell [SERVICE].

Design a one-page lead magnet that answers it properly. Give me the title, the sections, what goes in each, and the one line that connects it to what I sell.

Requirements: must be genuinely useful on its own. Buildable in under one working day. No gated "part two".

Output: the title, then the full section plan.

EXAMPLE

Halden & Rowe: "The Three-Month Catch-Up Checklist" — exactly what a trades business needs to gather before a bookkeeper can fix a backlog. Turns dread into a finite list.

NEXT ACTION

Build it today, put it behind an email form, and mention it in your next three posts. Do not redesign it.

W04 The Referral Ask That Is Not Awkward

MARKETING

BUSINESS PROBLEM

Your best customers would happily recommend you, and you have never actually asked.

WHEN TO USE IT

Right after a customer says something positive, or a job finishes well.

WHAT YOU NEED

What went well, and who specifically you would like more of.

COPY THIS PROMPT

W04

Write a referral request from [BUSINESS NAME] to a customer who just had a good experience with [SERVICE].

Requirements: under 70 words. Name the specific type of person I want introduced to — not "anyone who might need us". Make it genuinely easy to ignore. No incentive, no discount, no pressure.

Output: the message only.

EXAMPLE

Mara Quinn Coaching: "If anyone in your team is at the same crossroads you were in January, I have two spots in the March group. No pressure at all — just easier than them finding me cold."

NEXT ACTION

Send it to the three customers who said something kind in the last month. Do not send it to a list.

MK-01 A balanced month of post ideas

Give me 20 post ideas for [BUSINESS NAME]: 10 educational, 6 engagement, 4 promotional. Table format with the hook for each.

MK-02 Fill your slowest period

Suggest 6 ways to fill [TIMEFRAME], my quietest period, appealing to [TARGET CUSTOMER] who are genuinely free then. No discounting below [PRICE].

MK-03 New reasons to buy a tired product

List 10 fresh angles for promoting [PRODUCT] that I have probably not used. No invented benefits – only reframings of what it genuinely does.

MK-04 Your positioning in one sentence

Write 6 one-sentence positioning statements for [BUSINESS NAME], each emphasizing a different thing. Say which is hardest for a competitor to copy.

MK-05 Describe the business in 20 seconds

Write three versions of how I describe [BUSINESS NAME] out loud: to a stranger, to a potential customer, and to another business owner.

MK-06 Seasonal angle nobody else will use

Suggest 5 ways [BUSINESS NAME] could tie a promotion to [TIMEFRAME] that most competitors would not think of. The link must be genuine.

MK-07 A loyalty scheme that still makes money

Design 3 loyalty options for [BUSINESS NAME] at [PRICE] average sale. Show the cost of each per customer per year.

MK-08 Businesses worth partnering with

List 10 types of business in [LOCATION] that serve [TARGET CUSTOMER] without competing with me, and the natural partnership for each.

MK-09 A referral program people will use

Design a referral approach for [BUSINESS NAME] that does not feel transactional. Include what to say and when to say it.

MK-10 Bring back customers who drifted

Write a three-message sequence to customers who have not bought in [TIMEFRAME]. Message one must contain something genuinely new.

MK-11 Name an offer properly

Give me 12 names for [OFFER] aimed at [TARGET CUSTOMER]. Mix plain-descriptive and outcome-led. No puns unless they are actually good.

MK-12 Choose between two campaign ideas

I can run one of these two campaigns: [OBJECTIVE]. Compare effort, risk, and who each reaches. Do not pick for me – tell me what the choice depends on.

MK-13 A reason to make contact this month

Suggest 8 honest reasons [BUSINESS NAME] could contact its customers this month that are not a sale. Each must be useful to them.

MK-14 Get more from one testimonial

Here is a customer testimonial: [CUSTOMER PROBLEM]. Show me six places and formats I could use it, without editing what they said.

MK-15 A small event worth running

Suggest 5 small events or workshops [BUSINESS NAME] could run in [LOCATION] for under [PRICE], and what each would realistically achieve.

MK-16 A giveaway that attracts buyers

Design a giveaway for [BUSINESS NAME] that attracts genuine potential customers rather than people who only enter competitions. Explain the mechanism.

MK-17 Spend a small budget sensibly

I have [PRICE] to spend on marketing this quarter for [BUSINESS NAME]. Suggest an allocation and what each part should achieve. Flag anything not worth doing at this budget.

MK-18 What to stop doing

Here is everything I currently do to market [BUSINESS NAME]: [OBJECTIVE]. Which of these are probably not worth the time, and why?

MK-19 A one-page marketing plan

Write a one-page marketing plan for [BUSINESS NAME] for the next 90 days. One goal, three activities, one number to track. Nothing more.

MK-20 Frame a price rise for customers

Help me explain a price change for [SERVICE] in marketing terms – what stays the same, what improves, and what I should not claim.
