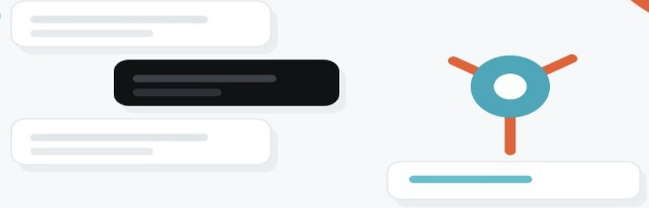


AI + Authenticity

Five prompts that save real time, plus the practical habits that keep the output sounding like you instead of like everyone else using the same tool.



Why this exists

AI is genuinely useful for a small business. It drafts faster, repurposes faster and gets you past the blank page. It also has a default voice — polite, generic, slightly over-enthusiastic — and if you publish that voice unedited, your content starts sounding like everybody else's. This guide is about getting the time back without giving your voice away.

WHAT IT IS

Five copy-and-paste prompts for the jobs that eat the most time, then a best-practice layer for writing stronger prompts of your own, then an edit pass for the output.

HOW WE USE IT AT BAP

AI speeds up drafts and repurposing. The strategy, the facts, the decisions and the final voice come from people who know the brand, the audience and the community.

WHY THE EDIT MATTERS MOST

A mediocre prompt with a good edit beats a brilliant prompt published raw. The edit is where the output becomes yours — do not skip it to save five minutes.

What this guide gives you

1

Five working prompts

Exactly as they appeared in the email, ready to copy and adapt.

2

A better-prompt framework

Six ingredients that turn a vague request into a useful first draft.

3

An edit pass

A short checklist for making anything AI wrote sound like it came from you.

Where AI helps, and where it does not

Worth being clear about before you start, because the failures are predictable.

GOOD AT

First drafts. Reformatting one thing into five. Brainstorming lists. Tightening a paragraph you already wrote. Anything where a starting point saves more time than it costs to fix.

BAD AT

Knowing your customers. Knowing what actually happened on a job. Having an opinion worth reading. Facts, numbers and names, which it will invent with complete confidence.

THE RULE

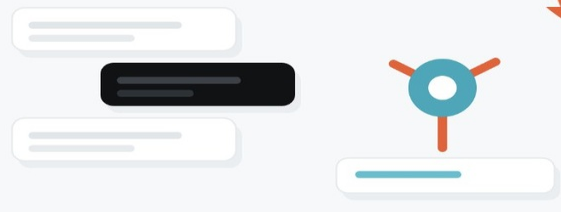
AI drafts, a person decides. Nothing it writes goes out without somebody who knows the business reading every word of it.

ON THE NEXT PAGES

Page 2 is the five prompts, with when to use each one. Page 3 is the best-practice layer — the six ingredients that make any prompt stronger, with a before-and-after. Page 4 is the edit pass.

The five prompts

Copy them as written, swap in your own material, and use them as a first draft — never as the finished thing.



01 Repurpose a blog or video

"Summarize the following into 5 social media posts in a friendly, conversational tone that matches a small, service-based business: [paste content]."

WHEN TO USE IT

When you have one good piece and need it in several places. This is the highest-value prompt of the five because the thinking is already done — it is reformatting, which AI does well.

Watch for: five posts that all say the same thing slightly differently.

02 Draft an email from bullets

"Turn these bullet points into a clear, helpful email to my clients: [paste bullets]."

WHEN TO USE IT

When you know what you want to say but not how to say it. You supply the substance; it supplies the sentences.

Watch for: an opening line that thanks them for something they did not do.

03 Brainstorm content ideas

"Give me 15 content ideas for [your audience] about [topic], focusing on practical tips and encouragement."

WHEN TO USE IT

When you are stuck for topics. Expect most of the fifteen to be obvious — the value is in the two or three that spark something better.

Watch for: ideas every competitor could also post.

04 Clarify messaging

"Rewrite this paragraph to be clearer and more benefit-focused, while keeping the same meaning and warm tone: [paste paragraph]."

WHEN TO USE IT

When something you wrote is right but clumsy. Keep your version next to it and take only the improvements you agree with.

Watch for: meaning quietly changed along with the wording.

05 Outline a landing page

"Create a basic landing page outline for [offer] targeting [audience], with sections: headline, problem, solution, benefits, social proof, call to action."

WHEN TO USE IT

When you need a structure to fill in. Use the headings, then write the words yourself — the outline is the useful part.

Watch for: invented testimonials or statistics in the draft.

GIVE IT YOUR MATERIAL, NOT A TOPIC

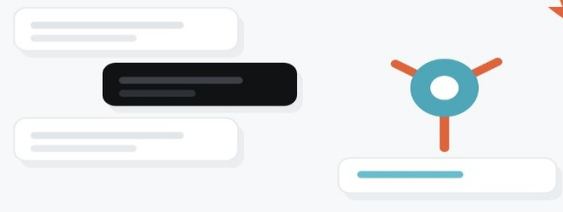
Every one of these prompts has a [paste] slot for a reason. AI working from something you wrote produces something close to you; AI working from a topic produces something close to the internet.

ASK FOR MORE THAN YOU NEED

Ask for five and keep one. Ask for three versions of a paragraph and combine the best lines. The first answer is rarely the best, and asking again costs nothing.

Make any prompt stronger

The five prompts work. These six ingredients are what make them — and anything you write yourself — work noticeably better.



- | | | |
|----|--|---|
| 01 | Context
Who you are and what the business does. | WHY IT HELPS
Without it, AI writes for a generic company. Two sentences about your business changes everything downstream. |
| 02 | Audience
Who is going to read it. | WHY IT HELPS
“Busy homeowners in Redding” produces different writing from “people.” The more specific, the less editing. |
| 03 | Goal
What the reader should do or feel afterwards. | WHY IT HELPS
A post meant to start a conversation is written differently from one meant to explain a process. Say which. |
| 04 | Voice
How you actually sound. | WHY IT HELPS
Paste in something you wrote that you like and say “match this tone.” It works far better than adjectives. |
| 05 | Format
Length, structure and where it will appear. | WHY IT HELPS
“Under 80 words, for Instagram, no hashtags” saves a round of back-and-forth every time. |
| 06 | Guardrails
What it must not do. | WHY IT HELPS
No invented facts, no exclamation marks, no “in today’s fast-paced world.” Telling it what to avoid is often more useful than telling it what to do. |

BEFORE

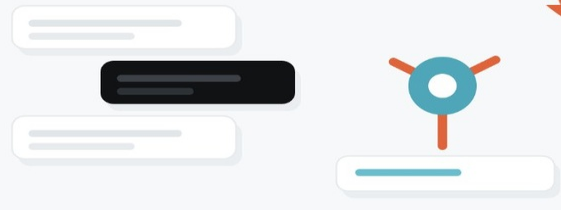
“Write a Facebook post about our spring cleanup service.” — You will get something cheerful, generic and interchangeable with every other landscaper on the platform.

AFTER

“We are a two-person landscaping business in Redding. Write a Facebook post for homeowners who put off yard work all winter. Goal: get them to message us for a quote. Match the tone of this post: [paste]. Under 80 words. No invented details.”

The edit pass

Everything AI writes gets this treatment before it goes anywhere. It takes five minutes and it is the whole difference.



BEFORE ANYTHING AI WROTE GOES OUT

- ☐ Read it out loud. If you would not say a sentence to a client, rewrite or cut it.
- ☐ Check every fact, number, name and claim. If you cannot verify it, it comes out.
- ☐ Delete the first sentence. It is almost always a warm-up that says nothing.
- ☐ Remove the tells: “delve,” “elevate,” “in today’s world,” strings of three adjectives, and exclamation marks.
- ☐ Add one thing only you could know — a detail from a real job, a real client, a real opinion.
- ☐ Ask whether a competitor could post it unchanged. If yes, it is not finished.

How we blend AI with our values

1

People own the strategy

What to say, to whom and why is decided by someone who knows the business. AI never sets the direction.

2

AI speeds the middle

Drafting, reformatting and repurposing — the work between the decision and the final version.

3

People own the final word

Tone, facts and the last read belong to a person who cares how it lands in the community.

BUILD A VOICE FILE

Keep three or four pieces of your own writing that you are proud of in one document. Paste one into every prompt that asks for tone. It is the single best upgrade to your results.

SAVE THE PROMPTS THAT WORK

When a prompt produces something good, save it with the result. In a month you will have a library tuned to your business rather than to the internet.

A WORD ON PRIVACY

Do not paste client names, contact details, financial information or anything shared with you in confidence into a public AI tool. Anonymise the story first — “a homeowner in Redding” works just as well for drafting, and the real details go back in during the edit.

YOUR NEXT MOVE

Pick the one prompt on page 2 that matches your most time-consuming task this week. Add the six ingredients from page 3, run it, and put the result through the edit pass on this page. AI should be your assistant, not your replacement — if you would like help building that into a repeatable content system, that is the work we do. www.bap.digital