



STUDENT WORKBOOK

AI for Shop and Small Business Owners

7 days, 2 hours a day · Online across India, in person from Jaipur



AI Coaching India

This workbook belongs to _____

Batch code: _____

AI for Shop and Small Business Owners: Your Workbook

Dear shop owner,

You already run the hardest part: the shop itself. This workbook is for the part you never had time or staff for: the replies, the posters, the reviews, the records. Keep it on the counter, write in it, fold it, spill chai on it. Every prompt from class is here with blanks for your shop's details, so before any festival you can open a page and get to work in minutes. Nothing here needs a computer or an agency. Your phone, your shop, your words.

At your service,

Team AI Coaching India

Before day one

- Install **ChatGPT** (free, by OpenAI) and **Google Gemini** (free, signs in with your Gmail).
- Install **WhatsApp Business** (free). If your shop already uses it, just bring the phone. If you use normal WhatsApp for the shop, do not change anything yet, we plan the switch together on Day 2.
- Install **Canva** (free) and open it once so the account is ready.
- Check whether your shop appears on Google Maps. Just search your shop's name and note what you see, right or wrong.
- Check **Google Sheets** (free) opens with your Gmail.
- Bring: your charged phone, charger, your price list in any form (even a diary page), and the three questions customers ask you most.
- One reassurance: if you can send a WhatsApp message and take a UPI payment, you are fully qualified for this course.

Day 1: AI meets your shop

What today was really about

Within thirty minutes today, AI wrote a customer reply for your shop, in Hindi and English, faster than most of us type. That is the course in miniature: your shop knowledge plus AI's speed with words. Two rules keep it safe: prices and dates get checked before sending, and customer details never enter any chatbot.

Prompts we used

1. Meri _____ ki dukaan hai _____ area mein. Customer ne poochha: _____ . Iska ek chhota, seedha jawab Hindi mein likho, phir English mein.
2. Mere shop ke liye customers ke 10 sabse common sawaal socho aur har ek ka ready jawab banao. Dukaan: _____ , kya bechte hain: _____ .
3. Rewrite this reply so it sounds polite but firm, in Hindi and English: _____

4. Ek customer ka payment pending hai. Ek polite reminder message likho jo rishta na bigaade. Naam nahi daalna, bas "bhaiya" ya "madam" use karna.
5. Explain in simple words what you can do for a busy shop owner like me. Give 10 examples, one line each.

Now you try

1. Write your shop's three most common customer questions and get AI replies for each. Which reply will you use as it is? _____
2. Try voice typing one full reply in Hinglish. Faster than typing? _____
3. Save your best 15 replies in a note or quick replies. How many are saved? _____

Watch out

WATCH OUT

AI does not know your prices, your stock, or today's rates. It writes confidently anyway. Rule from today: any price, date, or promise in an AI draft gets checked by you before it reaches a customer. And never paste customer numbers, payment details, or your full ledger into any AI tool.

My notes

Day 2: WhatsApp Business, set up properly

What today was really about

Your WhatsApp is now a front counter that works even when you are busy at the real one. Greeting message for new customers, away message for after hours, quick replies for prices and delivery, and a catalogue customers can browse. The angry-customer drill mattered most: when someone is shouting in the chat, AI drafts the calm first reply so you never type in anger.

Prompts we used

1. Mere shop ke liye greeting message likho: shop _____, kya milta hai _____, timing _____. 30 words se kam, warm aur professional.
2. Ek away message likho jo raat ko aur chhutti ke din chale, jisme agla open time ho: _____.
3. Write 5 quick replies for my shop covering: price asking, item availability, delivery area and charge, UPI payment details, and shop timing. Shop type: _____.
4. Ek customer gussa hai kyunki _____. Pehla reply likho jo thanda kare, sorry bole jahan sahi ho, aur solution ka raasta de. Hindi mein, phir English mein.

5. Broadcast list ke liye ek chhota offer message likho jo spam jaisa na lage: offer _____, valid till _____.

Now you try

1. Your greeting and away messages are live. Send a test from a family member's phone. Did both fire correctly? _____
2. Which five quick replies did you set? _____
3. Recall your last difficult customer chat. Draft the reply you wish you had sent: _____

Watch out

WATCH OUT

Broadcast lists reach only customers who saved your number, and over-messaging gets you blocked or reported. One useful message a week beats daily forwards. Respect the customer's inbox like you respect their time in your shop.

My notes

Day 3: Posters that pull customers

What today was really about

Today you became your own designer. A festival offer poster, made by you in Canva, with your shop's name, your colours, your offer, exported in the right sizes for WhatsApp status and print. The poster you used to pay a designer for now takes you twenty minutes. Design is taste plus templates, and you have both.

Prompts we used

1. Mere _____ ke shop ke liye _____ festival offer poster ka text likho: ek headline 6 words se kam, ek offer line, aur ek chhota action line jaise "Aaj hi aayein". 3 versions do.
2. Give me 5 honest offer ideas for a _____ shop for the _____ season that do not require heavy discounting.
3. Is offer line ko aur chhota aur seedha banao, koi over-promise nahi: _____
4. Mera shop ka naam _____ hai. Iske liye 2 rang suggest karo jo poster mein achhe lagenge aur har baar same rakh sakoon.
5. Write the same poster text in Hindi and English so I can make both versions.

Now you try

1. Your festival poster is done. Which festival, and what is the offer? _____
2. Export it in status size and print size. Where did you save both? _____
3. Show the poster to one regular customer tomorrow and note their reaction: _____

Watch out

WATCH OUT

Whatever the poster promises, the counter must deliver. An offer with hidden conditions costs more trust than it brings footfall. Also, keep your shop name and colours the same on every poster: repetition is what makes a small shop look like a brand.

My notes

Day 4: Get found on Google

What today was really about

When someone in your area searches for what you sell, Google decides whether they find you or your competitor. Today you claimed or fixed your Google Business Profile: photos, timings, category, description. Then reviews: thanking the five-star ones, answering the unfair ones professionally, because every reply is read by future customers, not just the reviewer.

Prompts we used

1. Mere shop ke liye Google Business Profile ka description likho, 100 words ke andar: shop _____, kya milta hai _____, area _____, khaas baat _____.
2. Is 5-star review ka warm chhota reply likho, English aur Hindi dono: _____
3. Is naraaz review ka professional reply likho: pehle sunne wala tone, phir hamari side seedhe shabdon mein, phir aage ka raasta. Review: _____
4. Ek review humein galat business samajh kar diya gaya hai. Polite correction reply likho: _____
5. Suggest 8 photo ideas for my shop's Google profile that build trust: shop type _____.

Now you try

1. Your Google Business Profile status: claimed, fixed, or newly created? What did you change? _____

2. Reply to your two most recent real reviews with AI drafts you edited. What did you edit?

3. Which three profile photos will you take tomorrow morning? _____

Watch out

WATCH OUT

Never buy or post fake reviews, and never ask family to pose as customers. Google detects patterns, customers detect fakes, and one exposed fake review costs years of trust. Earn slow reviews by asking happy customers honestly; we practise that message today.

My notes

Day 5: Price lists, catalogues, and paperwork

What today was really about

A clean price list that forwards in seconds, a catalogue customers browse before visiting, and a daily sales record your phone keeps tidy. Money hygiene got its own lesson: a payment is real when your soundbox announces it or your bank app shows it, never when a customer flashes a screenshot. And a boundary worth repeating: AI records and summarises, but your accountant and GST filings still matter.

Prompts we used

1. Mera price list yeh hai: _____. Isse ek saaf format mein arrange karo, categories ke saath, jo main Canva mein daal sakoon.
2. Write catalogue descriptions under 20 words each for these items, plain and honest:

3. Aaj ki sale aur kharcha yeh raha: _____. Isse ek simple daily record format mein daalo: date, item, amount in, amount out.
4. Ek polite but firm payment reminder likho ek customer ke liye jiska udhaar _____ din se pending hai. Rishta kharab nahi karna.
5. Make me a simple Google Sheets structure for daily shop records: columns for date, cash sales, UPI sales, expenses, and one line note.

Now you try

1. Your price list is Canva-ready. How many categories? _____
2. Set up your daily record sheet and enter today's real numbers. Done? _____

3. Write your standard payment reminder and confirmation messages: _____

Watch out

WATCH OUT

Screenshot fraud visits every shop eventually. Trust only your UPI soundbox announcement or your own bank app, never the customer's screen. If a "payment failed but money left my account" argument starts, note the transaction ID and let the bank confirm. If fraud ever succeeds, call 1930 the same hour.

My notes

Day 6: Customer messages that sell

What today was really about

Posters bring walk-ins, messages bring back customers you already earned. Today you built a full festival campaign as one set: poster, announcement, follow-up. Then the two messages most shops never send: the new-stock announcement that reads like news, not noise, and the win-back message to customers who quietly stopped coming. Replies teach you what your customers respond to; do more of that.

Prompts we used

1. _____ festival aa raha hai. Mere shop ke liye ek campaign set banao: ek announcement message, ek reminder message 2 din pehle, aur ek last-day message. Offer: _____. Sab chhote aur warm.
2. Naya stock aaya hai: _____. Ek announcement likho jo news jaisa lage, ad jaisa nahi. Hindi aur English dono.
3. Ek customer 2 mahine se nahi aaya. Ek warm win-back message likho jo guilt na de, bas yaad dilaye aur ek chhota reason de aane ka.
4. Is message ko Hindi se English mein translate karo, tone same rakhna: _____
5. In 3 messages mein se kaunsa sabse zyada replies laayega aur kyun? Phir sabse achhe wale ko aur behtar karo: _____

Now you try

1. Your festival campaign set is ready. Which festival, which offer, which three messages?

2. Send the win-back message to five real quiet customers today. Any replies by evening?

3. Which message from today felt most like your own voice? _____

Watch out

WATCH OUT

Translation can flatten warmth or turn formal words odd. Read every translated message aloud once; if it does not sound like you across the counter, fix a word or two. Your customers come for you, and your messages should sound like you.

My notes

Day 7: Your 30-day marketing calendar

What today was really about

Today everything became a system. You mapped the next 30 days: festivals, paydays, weekends, slow days, then filled the calendar with which poster and message goes out when. Week one's material is ready before you leave the room. From now on, marketing is a 20-minute weekly routine, not a guilty thought at midnight. That is what agencies sell, and you just built your own.

Prompts we used

1. Agle 30 din mein yeh festivals aur events hain: _____. Mera shop _____ hai aur mere slow days _____ hain. Ek 30-din ka marketing calendar banao: kis din kya poster, kya message, kis liye.
2. Is calendar ke pehle hafte ke saare messages likh do, har ek 40 words se kam: _____
3. Mere shop ke liye ek 20-minute weekly routine banao: kis din baithna hai, kya check karna hai, kya bhejna hai.
4. Pichhle hafte maine yeh bheja aur itne replies aaye: _____. Isse kya seekh milti hai aur agle hafte kya change karoon?
5. Warn me: what marketing mistakes do small shops make during festival season? Give 5, one line each.

Now you try

1. Your 30-day calendar covers which festivals and paydays? _____
2. Week one's posters and messages are ready. List them: _____

3. Which day and time is your weekly 20-minute marketing sitting? Write it like an appointment:

Watch out

WATCH OUT

Scams aimed at shop owners peak in festival season: fake payment screenshots in the rush, fake supplier offers with advance payment demands, and fake "Google listing renewal" calls asking fees. Google does not call for listing money. Verify every new supplier independently, and let the soundbox, not the screenshot, confirm every payment.

My notes

Your complete prompt library

Day 1: AI meets your shop

1. Meri _____ ki dukaan hai _____ area mein. Customer ne poochha: _____. Iska ek chhota, seedha jawab Hindi mein likho, phir English mein.
2. Mere shop ke liye customers ke 10 sabse common sawaal socho aur har ek ka ready jawab banao. Dukaan: _____, kya bechte hain: _____.
3. Rewrite this reply so it sounds polite but firm, in Hindi and English: _____
4. Ek customer ka payment pending hai. Ek polite reminder message likho jo rishta na bigaade. Naam nahi daalna, bas "bhaiya" ya "madam" use karna.
5. Explain in simple words what you can do for a busy shop owner like me. Give 10 examples, one line each.

Day 2: WhatsApp Business

6. Mere shop ke liye greeting message likho: shop _____, kya milta hai _____, timing _____. 30 words se kam, warm aur professional.
7. Ek away message likho jo raat ko aur chhutti ke din chale, jisme agla open time ho: _____.
8. Write 5 quick replies for my shop covering: price asking, item availability, delivery area and charge, UPI payment details, and shop timing. Shop type: _____.
9. Ek customer gussa hai kyunki _____. Pehla reply likho jo thanda kare, sorry bole jahan sahi ho, aur solution ka raasta de. Hindi mein, phir English mein.
0. Broadcast list ke liye ek chhota offer message likho jo spam jaisa na lage: offer _____, valid till _____.

Day 3: Posters

1. Mere _____ ke shop ke liye _____ festival offer poster ka text likho: ek headline 6 words se kam, ek offer line, aur ek chhota action line jaise "Aaj hi aayein". 3 versions do.
2. Give me 5 honest offer ideas for a _____ shop for the _____ season that do not require heavy discounting.
3. Is offer line ko aur chhota aur seedha banao, koi over-promise nahi: _____
4. Mera shop ka naam _____ hai. Iske liye 2 rang suggest karo jo poster mein achhe lagenge aur har baar same rakh sakoon.
5. Write the same poster text in Hindi and English so I can make both versions.

Day 4: Google

6. Mere shop ke liye Google Business Profile ka description likho, 100 words ke andar: shop _____, kya milta hai _____, area _____, khaas baat _____.
7. Is 5-star review ka warm chhota reply likho, English aur Hindi dono: _____
8. Is naraaz review ka professional reply likho: pehle sunne wala tone, phir hamari side seedhe shabdon mein, phir aage ka raasta. Review: _____
9. Ek review humein galat business samajh kar diya gaya hai. Polite correction reply likho: _____
10. Suggest 8 photo ideas for my shop's Google profile that build trust: shop type _____.

Day 5: Price lists and records

1. Mera price list yeh hai: _____. Isse ek saaf format mein arrange karo, categories ke saath, jo main Canva mein daal sakoon.
2. Write catalogue descriptions under 20 words each for these items, plain and honest: _____
3. Aaj ki sale aur kharcha yeh raha: _____. Isse ek simple daily record format mein daalo: date, item, amount in, amount out.
4. Ek polite but firm payment reminder likho ek customer ke liye jiska udhaar _____ din se pending hai. Rishta kharab nahi karna.
5. Make me a simple Google Sheets structure for daily shop records: columns for date, cash sales, UPI sales, expenses, and one line note.

Day 6: Messages that sell

6. _____ festival aa raha hai. Mere shop ke liye ek campaign set banao: ek announcement message, ek reminder message 2 din pehle, aur ek last-day message. Offer: _____. Sab chhote aur warm.
7. Naya stock aaya hai: _____. Ek announcement likho jo news jaisa lage, ad jaisa nahi. Hindi aur English dono.
8. Ek customer 2 mahine se nahi aaya. Ek warm win-back message likho jo guilt na de, bas yaad dilaye aur ek chhota reason de aane ka.

9. Is message ko Hindi se English mein translate karo, tone same rakhna: _____
10. In 3 messages mein se kaunsa sabse zyada replies laayega aur kyun? Phir sabse achhe wale ko aur behtar karo: _____

Day 7: The 30-day calendar

11. Agle 30 din mein yeh festivals aur events hain: _____. Mera shop _____ hai aur mere slow days _____ hain. Ek 30-din ka marketing calendar banao: kis din kya poster, kya message, kis liye.
12. Is calendar ke pehle hafte ke saare messages likh do, har ek 40 words se kam: _____
13. Mere shop ke liye ek 20-minute weekly routine banao: kis din baithna hai, kya check karna hai, kya bhejna hai.
14. Pichhle hafte maine yeh bheja aur itne replies aaye: _____. Isse kya seekh milti hai aur agle hafte kya change karoon?
15. Warn me: what marketing mistakes do small shops make during festival season? Give 5, one line each.

Your safety card

Keep this near the counter, and teach it to whoever handles the shop phone.

Payments:

- A payment is real when your UPI soundbox announces it or your own bank app shows it. A customer's screenshot proves nothing.
- Never approve a UPI collect request to "receive" money. Receiving money never needs your PIN.
- In the festival rush, the screenshot trick works best. Slow down for two seconds, listen for the soundbox.

Calls and offers:

- Google never calls asking money to "renew" or "verify" your business listing. Hang up.
- New supplier with a great deal but advance payment to an unknown account: verify the firm independently first, every time.
- Bank KYC, electricity disconnection, and courier-fee calls follow the same script: urgency plus a link or an OTP. Real institutions do neither.

Data:

- Never paste customer phone numbers, payment details, or your full ledger into AI tools. Describe patterns, not people.
- OTPs and UPI PINs are shared with no one, including "bank officers".

If money is taken: call **1930**, the national cyber fraud helpline, immediately, and inform your bank. The first hour matters most.

Keep going: your 30-day plan

Week 1: Run your calendar's first week exactly as built in class. Keep the daily record sheet going every evening, two minutes.

Week 2: Hold your first solo 20-minute marketing sitting: check what got replies, prepare next week's poster and message. Reply to any new Google reviews.

Week 3: Refresh your catalogue: new photos of your three best sellers, prices verified. Send one win-back batch to quiet customers.

Week 4: Month-end sitting: read your record sheet totals, ask AI to summarise the month, and note your one best-performing message. Then build next month's calendar the same way. The routine is the result.

Plain-words glossary

- **AI:** a computer helper that drafts replies, posters, and summaries when you describe the task.
- **Prompt:** the instruction you give AI. More shop details, better draft.
- **Hallucination:** AI stating wrong facts confidently. Prices and dates get your check, always.
- **Quick reply:** a saved WhatsApp Business message sent with two taps.
- **Greeting message:** the automatic welcome new customers get on first message.
- **Away message:** the automatic reply sent outside your set hours.
- **Broadcast list:** one message sent privately to many saved customers at once, no group needed.
- **Catalogue:** your browsable product list inside WhatsApp Business, with photos and prices.
- **Google Business Profile:** your shop's free listing on Google Search and Maps: timings, photos, reviews.
- **Review reply:** your public answer to a review, read by future customers more than by the reviewer.
- **UPI soundbox:** the speaker that announces received payments. Its voice, or your bank app, is the only proof.
- **UPI collect request:** a request asking you to approve a payment out. Unknown ones are fraud.
- **Status size:** the tall image size that fits WhatsApp status perfectly.
- **Win-back message:** a warm message inviting quiet customers back, without pressure.