



# 50

# WAYS AI CAN HELP YOU GET MORE SALES

A practical guide for small businesses



01

# Find more sales opportunities

01

**Find ways to grow sales in your business.** Give AI your website, products and customer information as context. Ask where you may be missing opportunities to attract or convert customers.

#### HOW TO DO THIS

Run a Deep Research report on your business. Give it your website and explain who your customers are. Ask it to identify your five biggest sales opportunities, with evidence and practical next steps.

#### AI TOOLS

ChatGPT Deep Research or Gemini Deep Research, on free or paid plans where available. Usage limits vary by plan. Claude Research requires a paid Claude plan.

02

**Spot changes in customer demand.** Research trends and changing needs so you can promote the products or services people are becoming more interested in.

#### HOW TO DO THIS

Ask for a research report on your industry and target customer. Request recent sources, then ask which findings could affect what you stock, offer or promote.

#### AI TOOLS

ChatGPT Deep Research or Gemini Deep Research. Claude free or paid can also help you explore findings when you provide sources or use its web search.

03

**Find out what influences a buying decision.** Identify what customers care about most, then make sure your marketing answers those concerns.

#### HOW TO DO THIS

Give AI your customer reviews, enquiries and product pages. Ask it to group the questions and concerns that come up before a purchase.

#### AI TOOLS

ChatGPT, Gemini or Claude, free or paid. A Project with your business research attached will give it more context.

01

# Find more sales opportunities

04

**Find products or services you could add.** Look for things your existing customers may want that you do not currently offer.

**HOW TO DO THIS**

Ask AI to compare your current range with customer needs, competitor ranges and relevant trends. Request a shortlist ranked by likely demand and ease of testing.

**AI TOOLS**

ChatGPT Deep Research or Gemini Deep Research for external research; ChatGPT, Gemini or Claude free or paid to assess your existing range.

05

**Create bundles that increase order value.** Explore products or services that work well together and give customers a useful reason to buy more.

**HOW TO DO THIS**

Supply your product list and typical customer purchases. Ask for useful combinations, who each bundle suits and how you could present it on a product page or in an email.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid. Use a Project if you have already added your product and customer research.

06

**Make your offer more attractive without cutting the price.** Ask AI how you could improve the way you explain, package or present its value.

**HOW TO DO THIS**

Paste in a product or service page and ask what value is unclear. Request improvements to the explanation, reassurance, options or presentation before considering a discount.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

01

## Find more sales opportunities

07

**Find a reason for customers to choose you.** Compare competitors' offers and identify strengths you could communicate more clearly.

### HOW TO DO THIS

Give AI your website and a few competitor pages. Ask for a comparison of what each business promises, followed by differences you can genuinely substantiate.

### AI TOOLS

ChatGPT, Gemini or Claude with web access, free or paid; ChatGPT or Gemini Deep Research for a fuller comparison.

08

**Get sales advice tailored to your business.** Put your business and industry research into an AI Project so future ideas take your customers, products and goals into account.

### HOW TO DO THIS

Create a Project. Add your business research, industry report, customer description and goals. Include instructions such as "Prioritise affordable ideas that could increase sales." Ask future questions inside that Project.

### AI TOOLS

ChatGPT Projects or Claude Projects, free or paid. In Gemini, use a Gem or attach the relevant research to your chat.

02

## Turn more website visitors into customers

09

**Find what might stop visitors buying.** Ask AI to review your website from a potential customer's point of view and flag confusion, missing information or reasons to hesitate.

**HOW TO DO THIS**

Give AI the page URL and describe the intended customer. Ask it to follow the route from arriving on the page to buying or enquiring, then identify the points where someone may stop.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid. Use a Project for advice informed by your wider business context.

10

**Improve a product or service page.** Ask for the three changes most likely to help that particular page generate more sales or enquiries.

**HOW TO DO THIS**

Paste the page text or share its URL. Ask AI to rank three proposed changes by likely impact, explain each one and draft the replacement wording.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

11

**Write headlines that make people want to read on.** Explain the main benefit quickly so the right visitor knows they are in the right place.

**HOW TO DO THIS**

Give AI a link to the product page. Ask what three things customers look for most in this type of product, then request headline options that reflect those priorities.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

02

## Turn more website visitors into customers

12

**Make sales pages easier to scan.** Put the information customers need most near the top and make the next step easy to find.

**HOW TO DO THIS**

Paste your page copy and ask AI to reorganise it with short sections, useful subheadings and the most important buying information first. Review the proposed order before changing the page.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

13

**Explain why your offer is worth buying.** Turn product features into clear benefits that matter to the customer.

**HOW TO DO THIS**

Give AI a list of features and ask: "For each one, explain why this matters to this customer." Use the strongest, supportable answers in your page copy.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

14

**Answer questions that hold up a purchase.** Identify missing details about sizing, delivery, suitability, availability or what happens after someone orders.

**HOW TO DO THIS**

Ask AI to inspect your page as a first-time buyer and list the questions it cannot answer. Check the list against real customer emails or messages, then add accurate answers.

**AI TOOLS**

ChatGPT Work, Gemini or Claude

## Turn more website visitors into customers

### 15

**Make the next step obvious.** Improve buttons and calls to action so visitors know how to buy, book or enquire.

**HOW TO DO THIS**

Show AI your page and explain the action you want a visitor to take. Ask where the call to action should appear and for clear button wording that matches what happens when it is clicked.

**AI TOOLS**

ChatGPT Work, Gemini or Claude

### 16

**Create pages that support the sale.** Plan buying guides, service pages or FAQs that help customers choose the right option with confidence.

**HOW TO DO THIS**

Give AI your products and common pre-purchase questions. Ask which supporting pages would help customers make a decision, then outline and draft the highest-priority page.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid. Deep Research in ChatGPT or Gemini can help if the page needs external information.

03

# Attract more people who are likely to buy

17

**Find searches that could bring you customers.** Research the questions and product terms people use before they buy.

**HOW TO DO THIS**

Describe your products, location and customers. Ask AI for searches grouped by buying stage, then check promising terms in your search data before choosing pages to create.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid, for ideas; ChatGPT or Gemini Deep Research for a more detailed investigation.

18

**Make your search listings more compelling.** Improve page titles and descriptions so relevant people understand why they should visit your page.

**HOW TO DO THIS**

Give AI the page content, target search and existing title and description. Ask for alternatives that accurately describe the page and give the right person a reason to click.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

19

**Write articles that lead towards a sale.** Answer a customer question, then guide readers to a relevant product or service.

**HOW TO DO THIS**

Choose a question customers ask before buying. Have AI outline a useful answer and suggest a natural place to mention and link to your relevant offer. Add your own examples and expertise.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid. Use Deep Research in ChatGPT or Gemini when the article needs current facts.

03

## Attract more people who are likely to buy

20

**Find local searches with buying intent.** Identify what people search for when they need a business like yours in your area.

**HOW TO DO THIS**

Ask AI to combine your services or products with the places you serve and the wording customers might use. Check which searches deserve a dedicated page or clearer mention on an existing one.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

21

**Match your pages to what searchers want.** Check whether each page gives visitors the answer or product they expected to find.

**HOW TO DO THIS**

Give AI the search phrase and the page. Ask what the person probably wants, where the page meets that need and what information is missing.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

22

**Turn your expertise into content that attracts customers.** Use your notes and frequently asked questions to create pages that bring in relevant visitors and help them decide.

**HOW TO DO THIS**

Upload notes, a transcript or a list of customer questions. Ask AI to identify useful page topics, draft one page and include a relevant next step for the reader.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid, subject to file upload limits.

## Create content that moves people closer to buying

23

**Find content ideas linked to sales.** Brainstorm posts around your products, customer questions and reasons people choose to buy.

**HOW TO DO THIS**

Tell AI what you sell, who buys it and what you want to promote. Ask for ideas grouped by the customer question each post answers and the action you want it to encourage.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid. A business Project will make the ideas more specific.

24

**Choose a stronger angle for each post.** Ask AI what would make your message relevant to someone who might become a customer.

**HOW TO DO THIS**

Paste your proposed post idea. Ask for three angles: one based on a customer problem, one on a benefit and one on a product detail. Choose the most relevant.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

25

**Write video openings that earn attention.** Start with a customer problem, desire or question related to what you sell.

**HOW TO DO THIS**

Explain the video topic and target customer. Ask for short opening lines that would make that customer want to watch the next ten seconds. Say them aloud before choosing one.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

## 26

**Plan Reels with a clear sales purpose.** Work out the opening, key points, visuals and next step before you film.

**HOW TO DO THIS**

Ask AI for a shot-by-shot plan: what to show, what to say, what text to put on screen and how to direct interested viewers to the product or service.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

## 27

**Get feedback on videos before posting.** Check whether a potential customer would understand the offer and know what to do next.

**HOW TO DO THIS**

Upload the video where supported, or provide its transcript and a description of the visuals. Ask what is unclear, where attention may drop and whether the next step is obvious.

**AI TOOLS**

ChatGPT or Gemini, free or paid where video upload is supported. Claude, free or paid, can review a transcript and still images.

## 28

**Write marketing emails that sound like you.** Give AI examples of your writing so it can draft an email about your offer in a style closer to your own.

**HOW TO DO THIS**

Give AI several emails or articles you have written. Ask it to describe your writing style, then give it your new offer and ask for a draft. Edit the result before sending it.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid. Store your writing examples and guidance in a Project for future drafts.

## 04

## Create content that moves people closer to buying

## 29

**Put one sales idea in several places.** Adapt a useful message for a Reel, carousel, Story and email so more potential customers see it.

**HOW TO DO THIS**

Start with one clear offer or customer question. Ask AI to adapt the same core message to each format, including the appropriate length and call to action.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

## 30

**Write emails that give people a reason to act.** Make the offer, its value and the next step clear.

**HOW TO DO THIS**

Give AI the product details, audience, reason for emailing and destination link. Ask for a subject line and a short email built around one main action. Check every claim and link.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

## 04

## Create content that moves people closer to buying

### 31

**Create content for each stage of a buying decision.** Introduce your business to new people and answer the more specific questions of those nearly ready to buy.

**HOW TO DO THIS**

Ask AI to map the questions a customer has when first discovering you, comparing options and preparing to purchase. Create one useful piece of content for each stage.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid. Use your business Project for more tailored suggestions.

### 32

**Learn which messages to use again.** Review past content to see what attracted interest, prompted enquiries or helped generate sales.

**HOW TO DO THIS**

Upload a spreadsheet of post or email results, including clicks, enquiries or sales if you have them. Ask AI to identify patterns and suggest two messages to test next.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid, subject to file and analysis limits. If you only provide likes or views, ask about engagement rather than assuming those posts made sales.

05

## Use visuals to help customers choose and buy

For the image tasks below, use your real product photo as the reference and compare the result carefully with the original. AI can alter colour, fit, shape, labels and other details a customer relies on. ChatGPT and Gemini both support image creation and editing; Midjourney is a paid image option.

33

**Help customers picture owning your product.** Improve a basic product photo by showing the item in a relevant setting.

### HOW TO DO THIS

Upload a clear product photo to an image tool. Describe the customer, setting and style you want, and tell it to preserve the product's actual appearance.

### AI TOOLS

ChatGPT Images or Gemini image creation, free or paid; Midjourney paid.

34

**Show products in use.** Create lifestyle images that communicate their appeal, while checking that the product itself remains accurate.

### HOW TO DO THIS

Upload the original photo and ask for a believable use case, such as an outfit worn at an occasion or an item shown in a home. Compare all important product details with the original.

### AI TOOLS

ChatGPT Images or Gemini image creation, free or paid; Midjourney paid.

05

## Use visuals to help customers choose and buy

35

**Show details that help customers decide.** Create another view of a product so its shape, finish or features are easier to understand.

### HOW TO DO THIS

Supply several real reference photos if possible. Ask for the view you need, then verify it against the actual product. If accuracy matters and you cannot verify the result, take another real photo.

### AI TOOLS

ChatGPT Images or Gemini image creation, free or paid; Midjourney paid.

36

**Make the product easier to see.** Extract it from a busy photo for a clearer product page or advert.

### HOW TO DO THIS

Upload the photo and ask the image tool to isolate the product on a plain or transparent background. Check that edges, straps, sleeves and small details have been retained.

### AI TOOLS

ChatGPT Images or Gemini image editing, free or paid.

37

**Remove distractions from sales images.** Clear unwanted objects or people that draw attention away from the product.

### HOW TO DO THIS

Upload the image, identify exactly what to remove and ask the tool to preserve the product and the rest of the scene. Inspect the edited area closely.

### AI TOOLS

ChatGPT Images or Gemini image editing, free or paid; Midjourney's Editor on a paid plan.

05

## Use visuals to help customers choose and buy

38

**Fit your best images to more sales channels.** Adapt them for your website, Instagram posts, Stories and adverts.

### HOW TO DO THIS

Give the tool the original image and the required aspect ratio. Ask it to expand the surroundings while keeping the product fully visible and leaving suitable space for text.

### AI TOOLS

ChatGPT Images or Gemini image editing, free or paid; Midjourney paid.

39

**Show products that work well together.** Create visuals that suggest useful combinations and encourage a larger order.

### HOW TO DO THIS

Upload photos of the actual products. Ask AI to place them together in one relevant scene, then check that it has represented every item accurately.

### AI TOOLS

ChatGPT Images or Gemini image creation and editing, free or paid; Midjourney paid.

40

**Make promotional offers easy to understand.** Create graphics with a clear offer, readable text and an obvious next step.

### HOW TO DO THIS

Supply the product image, exact offer wording, logo, colours and required size. Ask for several layouts. Check the price, dates, spelling and readability before publishing.

### AI TOOLS

ChatGPT Images or Gemini image creation, free or paid. ChatGPT Work may be useful for producing a set of campaign assets when available on your plan.

## Use visuals to help customers choose and buy

### 41

**Explain a buying decision visually.** Use an infographic to compare options, show benefits or answer a common customer question.

#### HOW TO DO THIS

Write and verify the facts first. Give AI the approved wording and ask it to arrange the information visually with a clear heading and very little text per section.

#### AI TOOLS

ChatGPT Images or Gemini image creation, free or paid; Claude Artifacts free or paid can help create an editable visual layout.

### 42

**Create short product videos from images.** Show the product, its details and a reason to buy in a simple video.

#### HOW TO DO THIS

Plan a short sequence: product introduction, useful detail, product in use and next step. Create or select the images first, then animate or assemble them and check the finished video for product accuracy.

#### AI TOOLS

Gemini video generation with a paid Google AI plan; Midjourney video on a paid plan. You can also use ChatGPT, Gemini or Claude free or paid to plan the sequence before making the video.

## Launch and improve sales campaigns

43

**Build a campaign around a product.** Give AI the product page and use it to draft posts, Stories, an email and advert options that all lead back to the sale.

**HOW TO DO THIS**

Give AI the product URL, offer, audience, brand guidance and required formats. Ask for all the assets together, then check them against the page before using them.

**AI TOOLS**

ChatGPT Work on an eligible paid plan for the complete job. ChatGPT, Gemini or Claude free or paid can draft the plan and copy; ChatGPT Images or Gemini can make the visuals.

44

**Test different reasons to buy.** Try messages focused on a practical benefit, a customer problem, a product detail or a direct offer.

**HOW TO DO THIS**

Give AI one product page and request four distinctly different messages. Keep the audience and offer the same so you can compare which angle gets a better response.

**AI TOOLS**

ChatGPT, Gemini or Claude, free or paid.

45

**Compare visuals before you publish.** Create several layouts or image options and choose the clearest way to present the product.

**HOW TO DO THIS**

Give the image tool the same product, offer and format, but request different compositions. Compare whether the product, message and next step are easy to notice.

**AI TOOLS**

ChatGPT Images or Gemini image creation, free or paid; Midjourney paid.

06

## Launch and improve sales campaigns

46

**Make your business recognisable across the campaign.** Give AI your logo, colours, design examples and writing guidance so customers see a consistent offer wherever they find you.

### HOW TO DO THIS

Put your brand assets and instructions in a Project. Refer to them when requesting each campaign asset and check that the final results actually follow them.

### AI TOOLS

ChatGPT Projects or Claude Projects, free or paid. Gemini can use uploaded brand examples or a Gem. Use ChatGPT Images or Gemini image creation for the visuals.

47

**Repeat a campaign process that works.** Turn the steps into an AI Skill so you can promote future products without starting from scratch each time.

### HOW TO DO THIS

Write down the inputs, outputs, sizes, brand rules and checks from a successful campaign. Turn that process into a Skill and test it with a different product.

### AI TOOLS

ChatGPT Skills where available to your account or workspace.

48

**Connect your campaign from idea to sale.** Use AI to carry your customer research through to the message, visuals, email and product page, with the same offer and next step throughout.

### HOW TO DO THIS

Keep the research, product details and campaign brief together. Ask AI to check each draft against the brief, including whether the offer and destination link are consistent.

### AI TOOLS

ChatGPT Work on an eligible paid plan for a larger joined-up task. ChatGPT Projects or Claude Projects, free or paid, can keep the context together while you work through each asset.

## Use your results to increase future sales

### 49

**Find sales opportunities in your figures.** Analyse reports or spreadsheets to see which products, customers and campaigns deserve more attention.

#### HOW TO DO THIS

Upload a sales or campaign spreadsheet. Ask AI to show its calculations, identify patterns and suggest actions such as promoting a strong product or improving a page with traffic but few sales.

#### AI TOOLS

ChatGPT, Gemini or Claude, free or paid, subject to file upload and analysis limits. Check the calculations against the spreadsheet.

### 50

**Bring previous customers back to buy again.** Use AI to find sensible reasons to contact past customers, such as a complementary product, a new arrival or a service they may need again.

#### HOW TO DO THIS

Give AI an anonymised summary of past purchases and your current products or services. Ask it to suggest customer groups, a relevant offer for each group and a short follow-up email. Choose suggestions that genuinely fit what those customers bought.

#### AI TOOLS

ChatGPT, Gemini or Claude, free or paid. You can upload a spreadsheet where your plan allows file analysis.