




BRAVO
STORE SYSTEMS

A PRACTICAL GUIDE

TO USING AI TOOLS FOR EVERYDAY WORK

A black and white photograph of a man wearing a fedora-style hat, looking down with his hand to his face in a stressed or thoughtful pose. In the background, an 'OPEN' sign is visible, with a smaller sign that says 'Yes, WE ARE' partially obscured. The image is overlaid with a dark semi-transparent layer containing text and decorative elements.

THE PROBLEM

The struggle is real:
Small businesses need to do
more with less



Use AI to Help in All Areas of Your Business



Human Resources



Online Sales



Customer Engagement



In-Store Sales



Customer Acquisition



2024 Company Strategy



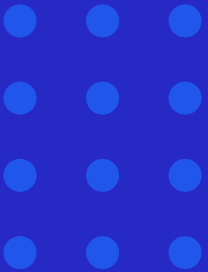
Marketing



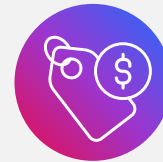
Other



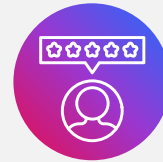
Our Favorite AI Tools & Resources



Content Creation



Video Creation



Freelance Resources





AI TOOLS

Content Creation



Claude AI Program

Personal Creative Writer



- Emails
- Social posts
- Blogs
- Text messages
- Video scripts
- Review responses

Google's AI Program



Your Personal Assistant

- Performs research
- Create plans and project tasks
- Brainstorm ideas
- Create blogs, social media, text messaging, video scripts
- Create images

Tips for AI Prompts

- Include your preferred writing style
- Mention desired format
- Set length limits
- Include the audience you're writing for
- Give feedback/ask for changes



Ideas for How to Use Claude & Gemini



HUMAN RESOURCES

HIRING

I am a [type of business] owner looking for a Sales Associate. Write me a job description for the role.

I am a sales manager hiring for a Sales Associate. What questions should I ask in a screening call?

I am a sales manager hiring for a Sales Associate. What questions should I ask in an interview?

I have a [type of business]. Help me create an 8-employee org chart.

RETAINING

I am a [type of business] operator with 10 employees. How do I best retain my current employees.

I have 10 employees. How do I meaningfully recognize my team?

What are the 5 best ways I can be an effective leader and operator a brick-and-mortar retail store.

What is a thoughtful way to celebrate an employee's birthdays?

I have 30 employees. How do I increase my ENPS without giving raises?



CUSTOMERS

CUSTOMER ENGAGEMENT

I am a [type of business] owner and need help with customer engagement. Give me 5 ideas that I can implement before the end of the year.

Write me a 160-character text message to customers about coming into our store store to put something on layaway in time for the holidays.

- Make it funny
- For millennials
- For Gen Z

Write me a 3-sentence social post about our protection plans and how customers can add them to any item to return or exchange any item for up to 12 months.

Write me a short social post about our range membership program where a customer can get a 20% discount for a limited time.

CUSTOMER ACQUISITION

How do I acquire a new customer in a [type of business]?

I am a [type of business] and need help acquiring millennial and gen z customers. Give me 3 ideas that I can implement in the next 30 days.

Write me an email about our referral program where customers get a 1-month free at our gun range for referring a new customer.



MARKETING & SALES

Help me write an online web description for a Glock 19.

Make it a social post.

I am a retailer. I need a marketing calendar with one event January through December for a retail store.

Write me a Facebook post for a sidewalk sale that my store is having next Saturday. Bring a friend and get an extra 10% off any item.

I am a [type of business]. I want to do more in my community. I need 5 ideas with a PR strategy for each of them.

3 social marketing ideas for my gun store

I have scopes that I need to sell in my brick-and- mortar store. How do I sell them faster?

I have aged inventory in my store. How do I increase inventory turnover.

How do I increase the number of online reviews my gun store has?



COMPANY

STRATEGY

I am a [type of business] with 2 stores. How can I use Gemini to help me with my [strategy], [marketing], [sales], [human resources]...

I am a [type of business] of a single store. Help me write a simple 2024 strategy.

I am a retailer and am scared to sell online. Write me 5 actions I can take to start selling online.

I am a [type of business]. What kind of data should I be looking at daily for my store?

MISSION, VISION, CULTURE

I am a [type of business] owner located in Georgia. Write me a 3-sentence mission statement.

I am a 5-store [type of business] operator in Texas. Write me a vision statement that incorporates community.

I am a small business retailer. I need 3 ideas to implement a better culture in my brick-and-mortar store.





AI TOOLS

Video Creation



Common Challenges

THE PROBLEM

- It's expensive
- It's time consuming
- Need video professionals
- Difficult to prove ROI



Our Favorites



- Turn long videos into bite-sized social media content
- Best for social media videos/shorts



- Turn written content into videos. Include voice over and human-like avatars
- Best for creating promo or explainer videos from blogs, webpages or other written content



- Gather video testimonials in minutes. Professional produced with AI
- Best for one person videos like customer/employee testimonials, employee spotlights, management announcements



NEED TEMPORARY WORK? —

Resources for Freelance Work



Common Challenges

THE PROBLEM

- Full time employees are expensive
- No time to onboard new FTEs
- Don't have 40 hours of work
- Only need short term help



Our Favorites



- Affordable freelancers for wide variety of tasks/work
- Quick turnaround
- Best for small, ad hoc projects



- Affordable freelancers for wide variety of tasks/work
- Flexible payment arrangements
- Best for more complex projects or tasks needs specified skills



- Talent sourcing company for creative professionals
- Fully vetted candidates
- Best for ongoing needs, part time work or highly skilled freelancers



WHAT'S ON YOUR MIND?

Q&A



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