

Words for your business

Use AI for social posts, website text and product descriptions that sound like you and only say what's true.

Try it

1 A social post.

Write a short Instagram post for my *florist* about our *autumn wreaths, £25 each, available from 1 November*. Friendly, with no more than three hashtags.

2 Only the facts.

Write a 50-word description of this product. Use only these facts and don't add any: *handmade in Sheffield, oak, 30 cm wide, £45*.

3 About your business. Give it three true facts about your business (how long you've run it, what you do, who you help) and ask:

Write a short "about us" paragraph using only these facts.

4 Read it out loud. Read your favorite one out loud. Change any words you'd never say. Cross out claims like "the best in Sheffield" or "guaranteed" unless you can back them up.

Check it

- ☐ Every fact, price and date is true and exact.
- ☐ No claims you can't back up (best, cheapest, guaranteed).
- ☐ It sounds like you when read aloud.
- ☐ A regular customer would recognize your business in it.

TAKE-HOME RULE

Give it the facts, and keep only what's true.