

3 Ways AI Is Making Businesses More Money

Real results from real businesses in Ghana and West Africa.
No coding skills. No expensive software.

01 Writing & content

02 Data & dashboards

03 Market research

Scroll through — each section has a prompt you can use today.

Most businesses are leaving money on the table — and don't know it.

AI doesn't replace your team or your expertise.
It removes the work that wastes their time —
so you can focus on what actually makes money.

10 min

To find GHS 7,200 in uncollected revenue from a spreadsheet

80%

Reduction in content production time using AI workflows

2x

More deals closed by businesses that follow up within 24 hours

These are not projections. These are documented results from businesses using AI right now.

Writing & content

Listings. Social posts. Emails. Proposals.
All the writing that eats your week.

BEFORE

Writing one property listing: 2 hrs
Monthly Instagram content: full weekend
Investor proposal: 2–3 days

WITH AI

One listing: 8 minutes
30 days of posts: one session
Full investor brief: 45 minutes

8 min

To write a publish-ready property listing with AI

Copy this prompt. Paste into Claude or ChatGPT.
Replace the [brackets] with your details.

TRY THIS: WRITE A PROPERTY LISTING OR MARKETING EMAIL

You are an expert business copywriter in West Africa.

Write a [FORMAT: Instagram caption / email / WhatsApp message / LinkedIn post] for:

- Business / product: [YOUR BUSINESS AND WHAT YOU ARE PROMOTING]
- Location: [YOUR CITY / AREA]
- Target audience: [WHO YOU ARE SELLING TO]
- Key selling points: [3-4 THINGS THAT MAKE IT VALUABLE]
- Tone: [professional / warm / urgent / educational]
- CTA: [what you want them to do - call, WhatsApp, visit, buy]

Max [200] words. No generic filler. Make it specific to this business and audience.

Works for: property listings · product launches · event promotions · job ads · investor emails

Data & dashboards

Your business data already has the answers.
Most people just can't read it fast enough.

10 min

To find GHS 7,200 in hidden debt

Real example:

A West African retail business uploaded 184 rows of monthly sales data. In 10 minutes, AI found:

- GHS 7,200 owed by a single buyer — invisible in the raw spreadsheet
- 57% of August revenue was uncollected
- 3 buyers accounted for 90% of the outstanding debt

Paste this prompt + your spreadsheet data into Claude.
No formulas. No coding. Just paste and ask.

TRY THIS: ANALYSE MY BUSINESS DATA

I am going to share [SALES / PAYMENTS / LEADS / INVENTORY] data with you.

Before drawing any conclusions, please:

1. State what the data shows on the surface
2. Identify any concentrations – who owes the most, what sells most, what is stale
3. Flag any anomalies or numbers that look unusual
4. Then give me: a summary, the top 3 insights, and my 5 most important next actions

[PASTE YOUR DATA OR DESCRIBE YOUR SPREADSHEET HERE]

Works for: sales records · payment tracking · lead pipelines · inventory · payroll · consignment data

Market research & competitor analysis

20 min

To produce a full market brief on any corridor or sector

What used to take a consultant 3 days and cost \$500 can now take 20 minutes.

BEFORE

Research brief: 2–3 days + consultant fee
Competitor summary: manually browsing all week
Price benchmarking: word-of-mouth guesses

WITH AI

Full market brief: 20 minutes
Competitor analysis: one structured prompt
Price & trend data: structured, shareable report

Run this prompt to get a structured market brief on any industry, location, or competitor.

TRY THIS: MARKET RESEARCH BRIEF

Produce a structured market research brief for:

- Industry / sector: [YOUR INDUSTRY — e.g. real estate, retail, logistics, food]
- Location / market: [YOUR CITY OR COUNTRY]
- My business / product: [BRIEF DESCRIPTION OF WHAT YOU DO]

Cover:

1. What is driving demand in this market right now
2. Typical pricing and what buyers / clients expect
3. Top 3 competitors and how they position themselves
4. Gaps or underserved segments I could target
5. Top 3 risks to be aware of
6. A 3-sentence summary I can paste into a client email

Works for: new market entry · investor presentations · grant applications · pricing decisions · pitch decks

Want to try this with your own business?

I run AI training sessions for business owners, teams, and professionals across Ghana and West Africa. Every session uses your actual data, your actual products, and produces something you can use the same day.

Free intro session - first 3 people to reach out

Bring one business challenge. We solve it together in 30 minutes — no cost.

1:1 Training

2-hour session on the AI use case most relevant to your business. From GHS 200.

Team Workshop

Half-day session for your full team. Hands-on, practical, with real outputs.

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Let's continue the conversation.

Scan for today's slides & bonus resources.

