

Tell the AI about your business

Fill in your AI business profile once, with real facts and a tone, so the drafts it writes fit your business.

The AI assistant works from a short profile of your business. You fill it in once, and the assistant uses it each time you ask for words. The better the profile, the less you fix later.

Steps

1. Log in to your site editor.
2. Click any text block to open the text editor.
3. Click the **AI Assistant** drop-down and choose a **Write with AI** action, such as **New Title**, **Title for This Text** or **Paragraph**. If you haven't filled in the profile yet, it opens now.
4. Check **Business name**. It fills in from your business details. Leave it as it is. If you change it here, it stops following your business details.
5. In **What does your business do?**, write one or two sentences: what you offer, and who it's for.
6. In **Provide additional business details**, add what didn't fit: more about your services, your customers and what makes you different.
7. Pick a **Tone**: **Conversational**, **Humorous**, **Enthusiastic**, **Informative**, **Professional**, **Authoritative** or **Witty**.
8. Finish the form. It's a one-time job. To edit it later, open any AI assistant action again and click the icon in the pop-up that opens your profile.

How much detail

Specific beats general. Compare:

- **Too thin:** Hair salon.
- **Useful:** Family-run hair salon in Hialeah. Cuts, color and blowouts for women, men and kids. Walk-ins welcome on weekdays. We speak English and Spanish.

For the second box, add what a new customer would want to know: how long you've been open, what you're known for, what you don't do.

Tips

- Stick to facts you could put on your sign. The assistant repeats what you tell it.
- Leave out prices and offers that change. You can type those into a request when you need them.
- No health claims, awards or promises you can't back up.
- If the drafts sound off, try a different tone.
- If drafts keep missing the point, add detail to the second box.
- For the request you type each time, see [Write a good AI prompt](#).

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Email hello@zossoz.com with your business name and a few lines about what you do, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [How the editor's AI tools work](#) · [Write a good AI prompt](#) · [Write or rewrite text with AI](#) · [Add a section with AI](#) · [Update your business details in one place](#)

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