

Write a good AI prompt

How to ask the editor's AI assistant for words so the first draft is close to what you'd say, with examples for a small business.

A prompt is the short note you type when you ask the AI assistant for words. A vague note gets a vague draft. A note with real facts gets a draft you can use. This is how to write the second kind.

Before you start

Fill in your business profile first. It gives the assistant the basics, so your note only has to cover the page in front of you. See [Tell the AI about your business](#).

Steps

1. Log in to your site editor and open the page.
2. Click a 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** or **Paragraph**. See [Write or rewrite text with AI](#).
4. In the box that asks what to write, type your note. Be specific about what you want included. It helps to cover:
 - What it's for: the page and the spot, such as the intro on your catering page.
 - What to include: the real details, such as services, places, hours or a special.
 - Who it's for: the customer you're talking to.
5. Read the draft. If it's close, ask again with a small change to your note. If it's off, add the detail it missed.

An example

A weak note: *Write about my salon.*

A stronger one: *Write a short paragraph for our homepage. We're a family-run salon in Hialeah. We do cuts, color and blowouts for women, men and kids. Walk-ins welcome on weekdays. Friendly, plain tone.*

The first gets words that could belong to any salon. The second gets words about yours.

Tips

- Say what you want included. The more specific the note, the more specific the draft.
- Try more than one version of a note, and more than one tone, to see what fits.
- Use full words. Skip abbreviations and slang.
- Leave out prices unless you type the exact price.
- Don't ask for health claims or promises you can't keep, such as "the best in Miami".
- Read the result and fix it. It's a draft.

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like it to say, and we'll take care of it. We reply within one business day. It counts as one of your small changes for the month. See [Request a change](#).

Related guides: [Tell the AI about your business](#) · [How the editor's AI tools work](#) · [Write or rewrite text with AI](#) · [Add a section with AI](#) · [Write search titles and descriptions with AI](#)

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