PRACTICAL GUIDE

How to Use AI to Brainstorm Business Ideas

Explore possibilities. Shape an offer. Find your first step.

04

Mastering AI
Make AI Work for You

Turn an interest into something to explore

You have a skill or an interest and wonder whether you could build a business around it. Use AI to explore possibilities, compare a few options, and shape one into an offer you can discuss with potential customers.

Open a conversation in your preferred AI assistant. We will use photography as an example; replace it with your own skill or interest.

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01 / Give AI a useful starting point

Describe what you enjoy, what you can already do, who you would like to help, and how much time you have. These details give the conversation direction.

> *I enjoy photography and can take and edit product photos. I have a camera, a laptop, and five hours a week. I would like to help small local businesses. Ask me three questions that will help us explore business ideas suited to me.*

Answer the questions in the same conversation. If you already run a business, describe your current customers and the new service you would like to explore.

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02 / Explore and compare ideas

Now ask for a small set of distinct options you can compare.

> *Based on my answers, suggest five different services I could offer. For each, describe the customer, the problem it could solve, what I would deliver, and a simple first version I could try within my available time.*

Pick two that interest you. Perhaps one involves photographing products for local shops, while another helps independent makers prepare images for online listings.

> *Compare these two ideas by how well they fit my skills, the effort to deliver a first job, and how easily I could reach potential customers. What would I need to find out before choosing?*

Choose the idea you most want to explore. If the suggestions feel repetitive, ask for a different audience or a simpler version of the service.

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03 / Shape one clear offer

Turn your chosen idea into something another person can understand quickly.

> *Help me shape a product photography service for local makers. Draft a simple offer with the customer, the problem I would help solve, the deliverables, and what I would need from them. Finish with a two-sentence description I can use in a conversation.*

Illustrative offer: "I help local makers show their products clearly online. My starter package includes five edited photos of one product, ready for an online listing."

Adjust the package to something you can deliver. You can then ask for a few working names or taglines that match the offer.

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04 / Try the idea with real people

Use the conversation to prepare a small next step: speaking with a few people who might use the service.

> *Help me prepare five questions for local makers about how they currently get product photos, what is difficult, and what they have tried. Then suggest a small sample I could show them to learn whether my offer would be useful.*

Start by listening to how they handle the task today. Show a sample and ask what would make it useful enough to try. A clear next step, such as requesting a quote or discussing a first job, tells you more than a general compliment.

Bring the feedback back to your AI conversation: "Here is what I heard. What should I change about the customer, the package, or the way I explain it?"

> **Your result: a business idea that fits your starting point, a clear first offer, and a practical way to learn from potential customers.**

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