

Starter guide to leveraging AI for craft business productivity

Goal: Learn how AI can speed up the non-making side to your business so you can spend more time on your craft!

This guide summarises how AI can help a craft business, based on Heritage Crafts' member 2025 survey responses.

Note: We are aware of the issues around generative AI tools farming creative content in order to feed their databases without crediting or compensating creators, and we are working with the rest of the creative sector to address this ongoing challenge. This guide focuses solely on using AI to help with the administrative side of craft businesses, and not to generate marketable craft works based on the creativity and designs of others.

1. Finding and starting to use an AI tool

Open your web browser and type in an AI engine like ChatGPT or Gemini and click on the official website. Please note some AI platforms require you to login to use their free services; others do not. The list below provides several options that you can explore and see which one you like the best.

- Free AI tools with login:
 - ChatGPT
 - Gemini (Google's AI tool)
 - Deepseek
 - Claude
- Free AI tools without login:
 - TalkAI (GPT-based)
 - Perplexity AI

Once you have selected the AI tool you like, start typing in the textbox to start a conversation.

Note: AI can seem very knowledgeable, but is also very eager to please, to the extent that it sometimes makes things up and presents them as factual, just to make



you happy. It is therefore vitally important to fact check anything that it comes up with prior to using it for your business.

2. How can AI help my maker business?

AI can help you get through admin tasks faster so you can do more of the craft side of the business and less of the non-making bits that go into running your maker business.

A. Emails

Provide a prompt into AI textbox to turn a few notes into a professional email (save even more time by saving common email responses as a template for next time)

Examples

Your goal	What to type into AI textbox (your prompt)
Send an invoice reminder	Write a polite and professional email to a client named X reminding her that her invoice for £250 for the X product is seven days overdue. Keep the tone friendly but firm and ask her to confirm when payment will be sent.
Reject a custom order	A potential customer asked for a custom [your product] that is too large for me to make. Write a kind email in a friendly tone explaining that I can't do that size, but suggest two smaller options I have available and include my website link.
Answer a question	A customer asked, "How do I clean the X product I bought?" Write a short, simple email response with three bullet points. Tell them to use [provide three notes on how to clean the product].

Note: AI is a wonderful tool for brainstorming and creating first drafts of text, but it is often less good at the final product. A good rule of thumb to remember is the "80/20 rule". You can use AI to do 80% of the work and you finish to project the last 20% to input your unique voice, facts and human touch. This is especially important when it comes to the unique intangible nature of craft skills, and properly communicating what you do as a maker.

B. Marketing and social media

Save on creation time for social media posts or even create a six-month marketing campaign in minutes with AI.

Examples

Your goal	What to type into AI textbox (your prompt)
Daily Instagram posts	I am a fibre artist who makes hand-woven scarves. Give me five different Instagram caption ideas to promote a new line of indigo-dye scarves. The tone should be earthy and passionate. Include relevant hashtags for each one.
'About me' bio	I need a short, friendly maker bio for my website. I've been a potter for 15 years and I specialise in functional, minimalist stoneware inspired by the ocean and natural textures. Mention that all my pieces are dishwasher safe.
Newsletter outline	I am a custom green woodworker writing my monthly newsletter for my customers and followers. My brand voice is rustic and friendly. Draft a three-paragraph section that covers the following three topics: [list three points you want in your newsletter]

C. Writing funding applications

AI is excellent at creating the structure and first draft of an application, but remember to fact-check everything!

Examples

Your goal	What to type into AI textbox (your prompt)
Drafting a mission statement	Draft a clear, concise 150-word mission statement for my craft business. I create hand-stitched leather goods. My mission is to create durable, heirloom-quality products using sustainable leather practices to reduce waste.
Summarising a project	I am applying for a £5,000 grant to buy a new, larger kiln. I need 200 words for the 'Project Summary' section. Use a formal, strong tone. Explain that this kiln will allow me to increase production by

	40% and open my first three paid apprenticeship spots for local students.
Refining a section	[Copy and paste a grant section you already wrote, then add:] Rewrite the above paragraph in a more compelling and persuasive tone. Focus on the community benefit and the long-term sustainability of the project.

Note: If you enter specific application questions into AI and ask it to give you an answer, go back in and add your voice and details. If you are using AI to answer a specific question for a grant, odds are someone else is too and you want to stand out in your answer.

3. Tips and tricks for AI prompts

AI content can feel robotic. To fix this, always include these instructions in your prompts:

1. Set the **Role**: "Act as a friendly, expert weaver..." or "Act as a social media manager with an expertise in promoting handmade goods..."
2. Set the **Tone**: "Make the writing sound warm and approachable..."
3. Set the **Goal**: "The goal of this text is to encourage people to attend my upcoming market."

By giving the AI a role, tone and goal, you make the text sound much more like you.

4. Data protection and privacy

When you interact with a free, public generative AI tool (like ChatGPT, Gemini, Deepseek or Claude) what you type in (your prompt) is often collected and used by the company to train and improve the AI model. This means any proprietary ideas, customer information, or secret recipes you enter could potentially become part of the system's knowledge base.



Key tips for protecting your data:

1. **Never input confidential**, proprietary, or personal data. Treat any public, free AI chat box like a public social media post. Do not enter:
 - a. Customer names, addresses, or contact information
 - b. Specific financial data or unreleased product details
 - c. Proprietary formulas, unique code or business secrets
2. **Use Anonymised or generic information**
 - a. *Instead of:* "Write a product description for my new 'Moonstone' necklace that costs £1,200."
 - b. *Use:* "Write a product description for a premium celestial-themed jewelry piece at a luxury price point."
3. **Review the AI tool's privacy settings**
 - a. Many major AI tools offer a way to opt-out of having your chat history used for model training. Look in the settings menu of your chosen tool to find and activate this option.

5. AI and accessibility

If you are someone who finds typing your prompts and reading the responses not user friendly, try using the **voice feature**. You can share your ideas, prompts and questions verbally to AI and it will generate the text for you. Additionally, you can have the AI read back its responses and edit it in real time with verbal commands. Think of AI as your personal admin assistant and speak normally to it on tasks and ideas you wish it to work on for you.