

EDUKOS.ONLINE



Words that work

BE SEEN. SPEAK UP. SELL MORE.

A simple communication guide for small business owners – no jargon, just useful stuff

Hey there!



Hi you – stumbling through the early days of entrepreneurship, chasing dreams with a cup of cold coffee in your hand!

This guide is made just for you. No jargon soup or boring theory – just clear, practical advice with a friendly wink.

I'm a small business owner too, so I know exactly what it's like to try to communicate clearly while your head is spinning and there's a mountain of dishes waiting at home.

Communication can feel overwhelming, but don't worry – I'll show you how to keep it simple, relaxed, and totally doable (no Googling every word needed).

Whether you're selling massages, pizza, handmade crafts, online courses or even magic beans – one thing connects us all: your customers need to understand why you are the right choice.

This guide helps you with just that. One step at a time. No lectures, I promise.

So grab a coffee (or tea, or kombucha if you're feeling wild) and take a moment. This is your time.



What is business communication – in simple terms?

The word communication often sounds like something big companies do in PowerPoint presentations while talking about strategy and brand guidelines.

But in reality – business communication is simply how you talk to your customers.

Everything your business says, does, or shows is communication.

Yes, everything.

Here are a few examples – just look how many places your communication shows up:

SPEAKING

When a customer looks at a product on the shelf and asks, *“How much is this?”* and you reply, *“It’s on special this week – 20 euros, and you’ll get a little surprise with it,”* → that’s communication.

But if you mumble something unclear and leave the customer unsure whether to stay or walk away → that’s also communication.

Communication is more than just words.

It’s the whole package – how you speak, write, reply, present yourself, and act.

And hey, good news: communication is a skill you can practice!

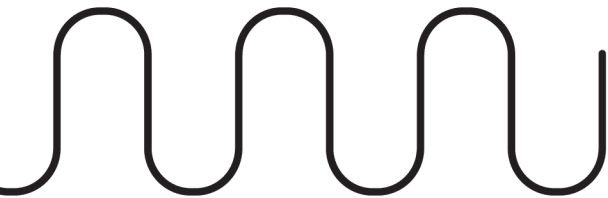
This guide gives you clear tips for that – no complicated fluff included.

WRITING

Your website texts, price list, emails and social media posts – they're all part of your communication.

If your pricing says clearly: *Massage 45 min – €45*, the customer knows right away whether to book or not.

But if it just says: *I offer relaxing moments*, the customer is left wondering what that actually means.



Even what you don't say is communication.

If you're not visible anywhere, don't update your socials, and don't tell people what you do – you're sending silence. And that can make people think you're not looking for customers, or that your business might not even be active anymore.



Wondering if your communication is on track?

Check out **Appendix 1** – there's a simple checklist that quickly shows you where you stand.

IMAGES AND VISUAL STYLE

The style and mood of your images say a lot. If you use light, calm photos and a clear font, you're telling people your brand is trustworthy and peaceful.

But if everything is bright pink and your font looks like it's from a comic book, you're probably giving off a playful and bold vibe – which is great, if that's what you're going for!

YOUR SPACE OR BOOTH AT AN EVENT

If your business shows up in the real world – like a market stall, a brick-and-mortar shop, or a studio – its appearance is also communication.

Example: a sign on the door that says “Open” vs. “Welcome! We're open Mon-Fri 10-17”

→ which one feels more reliable?

MESSAGES AND RESPONSES

How do you reply to messages? A quick and friendly answer shows the customer they matter. If you don't reply at all – well, that sends a message too (and usually not a good one).

For example:

Customer: “Hi, are you still selling those handmade notebooks?”

You: “Hey! Yes, I still have a few left. Want me to reserve one for you?”

→ Simple, kind, and effective.

Your business reputation – what others say about you

Your reputation isn't what you say about yourself. It's what others say about you when you're not around.

You can build a beautiful brand and create amazing social media posts, but if a customer feels treated rudely, their delivery is late, or their message goes unanswered, that's what they'll remember – and might even share with their friends.

A good reputation is built through actions, not just words. And sometimes, even a small, friendly gesture can turn someone's day around and leave them thinking, *"I'm definitely buying from them again."*

Reputation doesn't happen overnight. It takes time to build – and only a moment to break.

The good news? You can work on it every single day!



*A SMALL TASK FOR YOU

What's the most common comment you've received about your business or service?

Do people often compliment your fast service?

Or has someone said they weren't quite sure what you were offering?

Write down 1–3 things people have actually said – whether good or bad.

Then ask yourself:

Does this support the reputation I want to build, or is there something I could improve?

If you haven't gotten much feedback yet, you can always ask for it – on social media or from a friend who has seen your business from the outside.

5 tips for building a good reputation

→ REPLY TO MESSAGES QUICKLY AND KINDLY

Customer: “Hi, do you still have these in stock?”

You (preferably the same day): “Hey! Yes, I still have some left – and if you want, I can reserve one for you 😊”

→ A quick and warm reply gives the impression that you’re reliable and genuinely care about your customers.

→ ADMIT MISTAKES HONESTLY AND OFFER A SOLUTION

Sometimes things go wrong – it’s only human.

Example: the delivery is delayed.

You say: “Hi, sorry for the delay! Your package will be sent out tomorrow, and I’m adding a little extra as an apology.”

→ This can turn an annoyed customer into a happy, loyal fan.



→ BE YOURSELF – PEOPLE LIKE REAL PEOPLE

You don't have to pretend to be a big company if that's not what you are.

Example:

"Hi! Unfortunately, I'm sick and need to cancel today's and tomorrow's appointments. I'm really sorry for the last-minute change – thank you for your patience and understanding ❤️"

→ Honesty and authenticity build trust. People will understand – as long as you're open about it.

→ SURPRISE YOUR CUSTOMER IN A POSITIVE WAY

Slip a small thank-you card into the order or add a little sample gift.

Example:

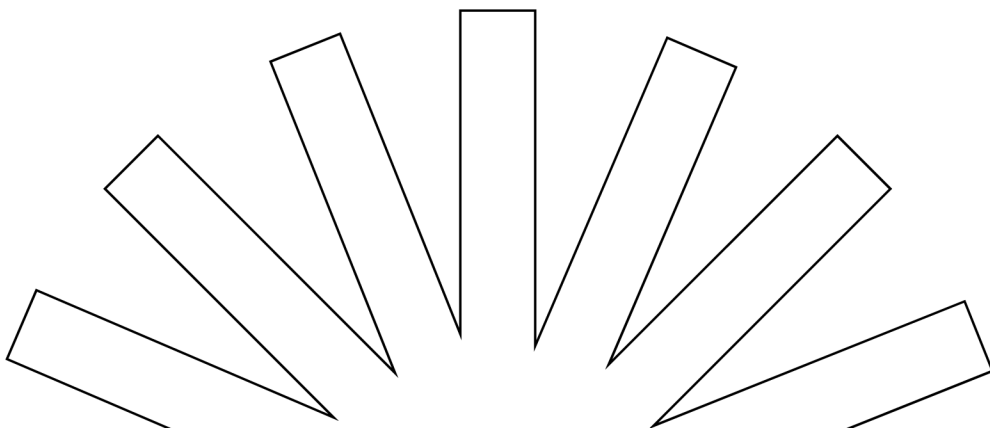
"Thanks for your order! Here's a little extra to brighten your day – because good things are meant to be shared. ❤️"

→ This can inspire the customer to share their experience on social media – without you even asking.

→ ASK FOR FEEDBACK – AND REALLY LISTEN

"It would be lovely to hear how the service went – what worked well and what could be improved?"

→ And when the customer replies, don't just say "ok" – respond, thank them, and think about how you can grow from it.



Your brand voice – are you speaking your customer’s language?

Is your business voice relaxed like a summer patio, or formal like a tax office? And even more important: does it fit your customer?

Your brand voice is the way your business speaks, writes, and presents itself. It's like your company's personality: does it show up in your text? Can people hear it when you talk? Does it feel right to your customer?

If you say, “*We offer customer-centric modular service solutions,*” but your customer is a first-time online store owner, your message might completely miss the mark. But if you say, “*Let’s make selling easier – no complicated stuff,*” the customer thinks: *yeah, this person gets me.*

YOUR VOICE ISN'T A MASK – IT'S YOUR TRUE STYLE.

A good brand voice isn't about pretending – it's about being real. It should sound natural to you and feel right to your customer.

It can be playful, calm, enthusiastic, or straight to the point – as long as it's truly yours and fits your audience.

For example:

If you offer wellness services for pregnant clients, a gentle and professional tone might work best.

If you're helping entrepreneurs master social media, you can speak in a direct, energetic, and encouraging way.

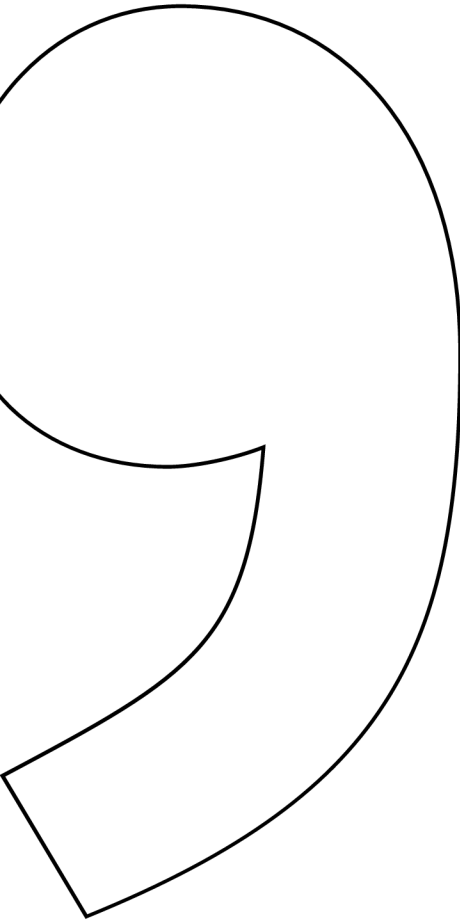
And if you're selling luxury products, you might choose a more refined, polished tone – while still staying approachable.



Wondering how you should speak to your customer?

Check out **Appendix 2** for a handy two-step guide to finding your brand voice.

Customer focus – put your customer at the center



Customer focus doesn't mean the customer always gets what they want – it means you try to understand what they truly need and value.

It's about pausing for a moment and asking:

“If I were my customer – what would I want to know?
How would I want someone to speak to me?
What would make it easier for me to decide?”

Customer-focused communication isn't just about the product.
It's about how the product or service makes the customer's life easier.

It doesn't go on about the company's history – it explains what the customer gets out of it, right now.

“THE CUSTOMER IS ALWAYS RIGHT” – YEAH, NOT REALLY.

This phrase has been repeated for decades, but it's not a great starting point for working with customers.

Why not?

Because if you believe the customer is always right, you might end up accepting bad behavior, bending over backwards, or making your business unclear and confusing – just to please everyone.

Your customer doesn't need you to bow down.
They need clarity, respect, and honesty.

Customer focus doesn't mean being everyone's servant – it means building your service from the customer's point of view and communicating in a way that feels easy and understandable.

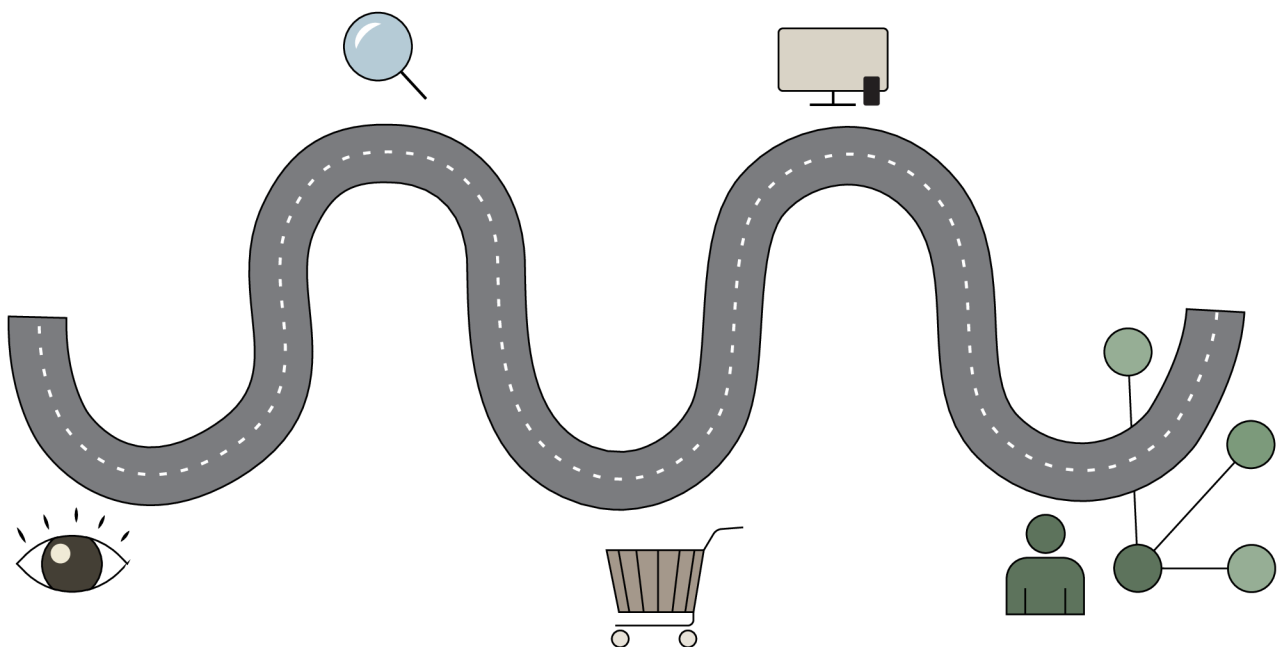
Customer journey – what is it really?

The customer journey is the path your customer takes before, during, and after buying. It starts the moment they realize they have a need – and continues until they either recommend you to others or come back to buy again.

Many people think communication starts when the customer reaches out. But nope! It starts the moment the customer feels they need something – whether they realize it or not.

When you understand the steps of the customer journey, you can communicate the right way at the right time.

And when your message hits the mark, the customer feels like you truly get them.



#1 Need



"OUCH, MY LOWER BACK!"

At this stage, the customer doesn't yet know exactly what they need.

They just feel something – maybe their body aches, something at home is bugging them, or they're craving something new in life. The need can come from anywhere – a physical sensation, a longing, a spark of inspiration, or even a bit of Instagram envy. And they likely don't yet realize that you might have the solution.

This is where communication means visibility. Your job isn't to sell yet – it's to spark curiosity and be memorable. The most important thing is to be in the right place at the right time.

EXAMPLE 1

Someone wakes up with lower back pain.

At the same time, they see a massage therapist's Instagram post:
"3 reasons why your lower back might hurt in the morning – plus a quick stretch video."

EXAMPLE 2

Someone is scrolling through social media, admiring beautiful homes.

At the same moment, a home décor webshop posts a TikTok video:
"5 easy ways to turn your home into an inspiring oasis."



#2 Interest

"HMM... HOW COULD I SOLVE THIS?"

Now the customer knows they're looking for a solution. They're comparing options, asking for recommendations, and checking which business seems trustworthy and fits their need.

First impressions matter here: is your website, social media profile, or sales pitch clear and inviting?

This is the stage where the customer is thinking, "*Why should I choose this business?*"

And your job is to answer that question – before they even ask it.

EXAMPLE 1

The customer is looking for a massage therapist who can treat lower back pain.

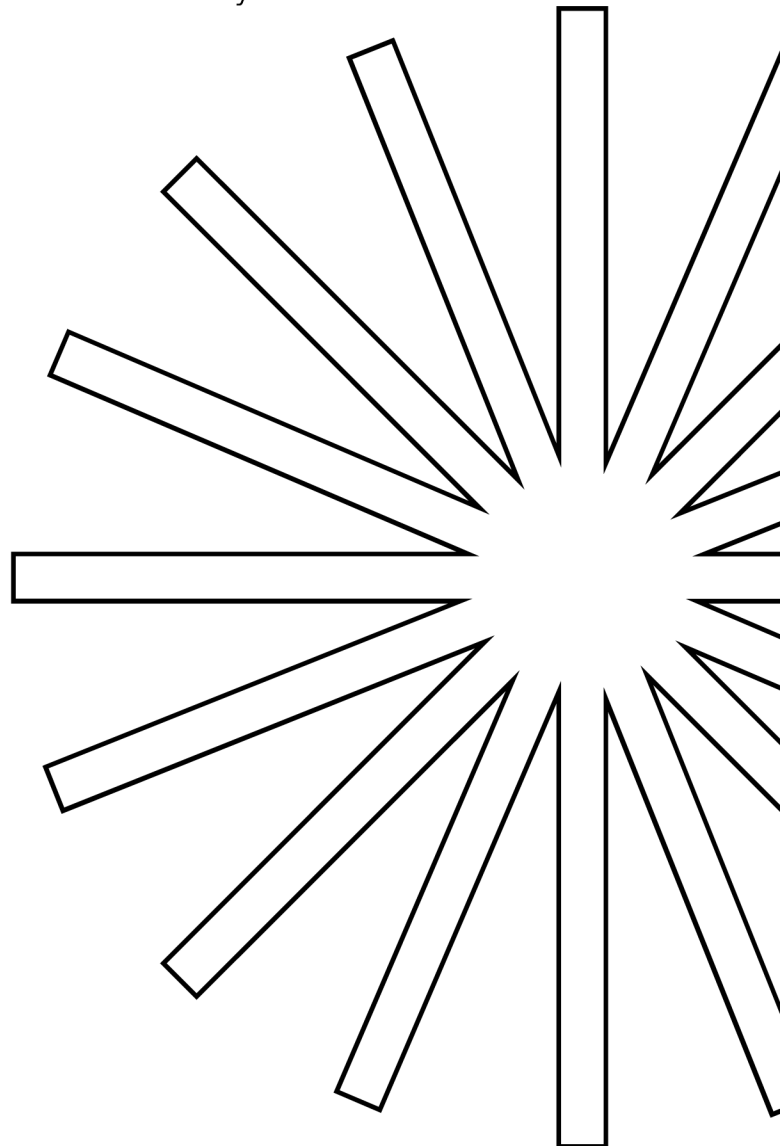
They search on Google and land on X-Massage's website, where it says: "*Specialized in lower back pain relief – over 300 happy clients.*"

EXAMPLE 2

The customer is browsing online stores, looking for home décor items.

One webshop's homepage features photos from real customers and the text:

"Products loved by lifestyle influencers."



#3 Purchase decision

"ALRIGHT, THIS IS THE ONE."

The customer is convinced and ready to act. Now's not the time for friction – your booking system needs to work, payment should be smooth, and info must be easy to find. Even a small moment of confusion can send the customer elsewhere.

This is the moment when your communication must deliver. Be clear, guide the customer, and make them feel: *“Well, that was easy.”*

EXAMPLE 1

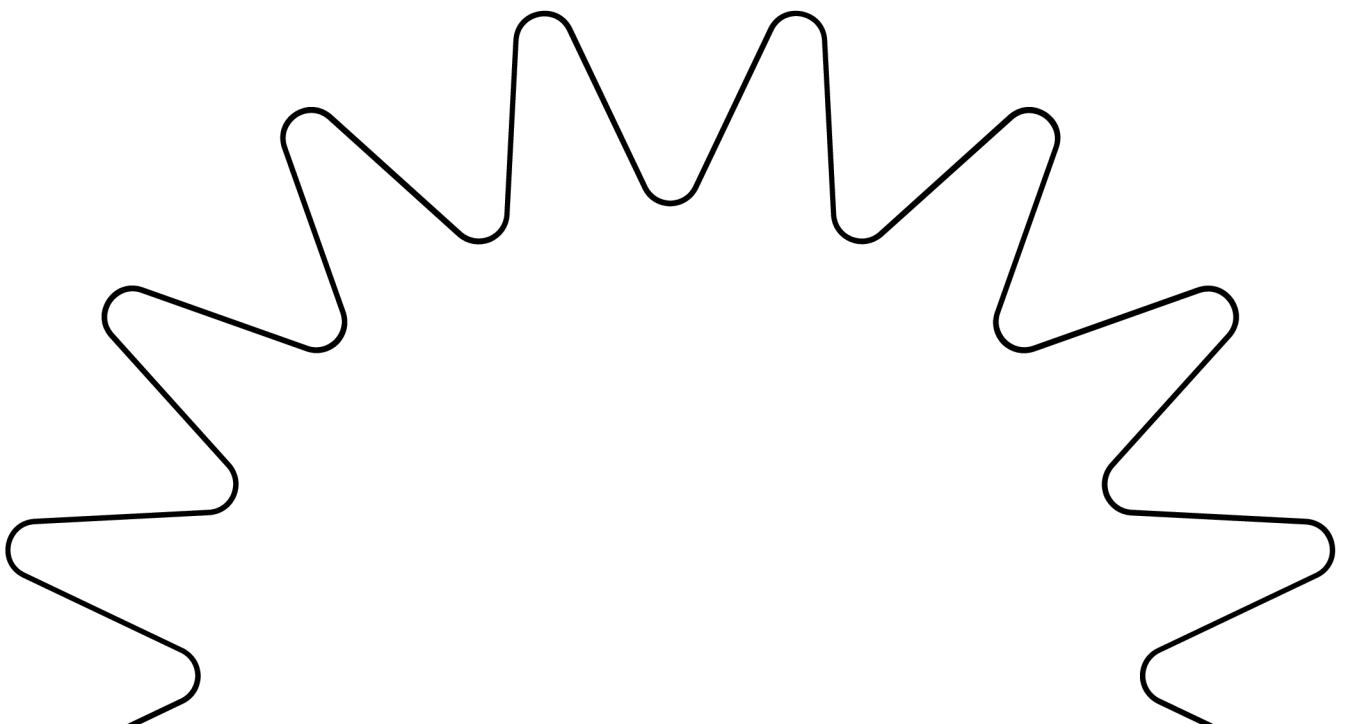
The customer decides to book a massage.

The massage therapist offers an easy-to-use booking calendar where available times are clearly shown, and the appointment can be booked in just three clicks.

EXAMPLE 2

The customer decides to buy a home décor item.

The online store shows payment options right away and highlights: *“Order before 2 PM, and your package ships today!”*



#4 Product or service experience

"YES! IT ARRIVED!"

The customer has received the product or experienced your service. This is the moment of truth: did you deliver what you promised?

If expectations are met and the experience feels good, the customer might become a fan. If not, disappointment can quickly turn into a negative review.

At this stage, communication means care: how do you follow up after the purchase? How do you show the customer they matter and are welcome back?

EXAMPLE 1

The customer has had their massage appointment.

After the session, they receive a message:

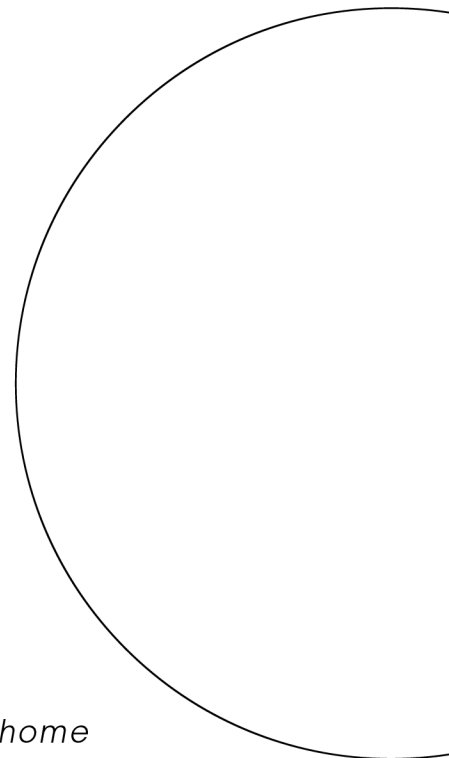
"Thank you for your visit! Here's a link to a short feedback form and your take-home care instructions."

EXAMPLE 2

The customer has received their online order.

Inside the package is a thank-you card:

"So glad you ordered! If these items become part of your home décor, snap a pic and send it our way – you'll be automatically entered into our gift card giveaway. 🍷"



#5 Suositteleva ja uudelleenosto

"I SHOULD TOTALLY TELL MY FRIEND ABOUT THIS."

After some time has passed, a customer either forgets about you – or remembers you fondly. Communication can keep you on their mind and bring them back.

This stage is a secret weapon for sales. Recommendations, reviews, and repeat purchases happen when the customer feels genuinely cared for. And that care comes through in your words, actions, and timing – in your communication.

EXAMPLE 1

It's been a month since the customer's last massage.

The massage therapist sends a message:
"Does your body need some care again? This week, returning clients get -10%."

EXAMPLE 2

The customer has previously bought items from a home décor webshop.

The store sends a newsletter:
"New summer arrivals for your balcony and patio! Share with a friend, and you'll both get 10% off! Use code: SUMMERFRIENDS."



Wondering how your customers move through the buying journey – and how you could communicate smartly at each step?

Check out **Appendix 3** – it helps you plan your own customer journey step by step!

AI as your communication sidekick

NOT ROCKET SCIENCE – JUST EVERYDAY SUPPORT

You don't need tech skills to use AI in your business communication.

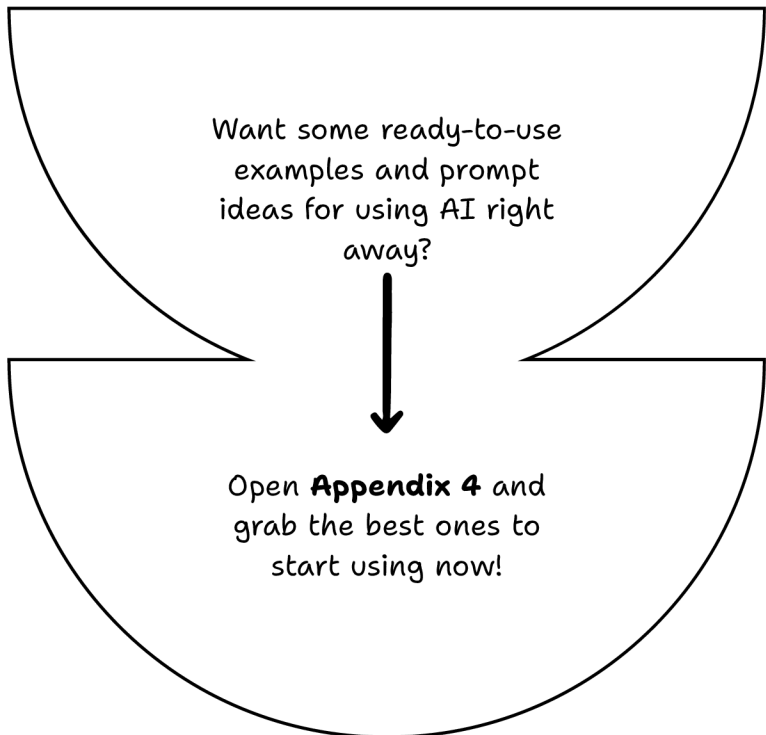
AI might sound technical and complicated – but for a small business owner, it can simply be a smart tool that saves time and clears your head.

Think of ChatGPT as your personal brainstorming buddy, writing assistant, and idea machine in your pocket. It doesn't replace you – it helps you write, create, plan, and organize.

WHY SHOULD A SMALL BUSINESS OWNER TRY AI?

- ✓ Save time – no more spending weeks writing your “About Us” page
- ✓ Make your message clearer – AI helps you say things simply and effectively
- ✓ Get fresh ideas – for headlines, campaigns, social media posts, even customer gifts
- ✓ Ask for help anytime – AI doesn't sleep, take vacations, or get stuck at the coffee machine
- ✓ Low cost – many tools are free or very affordable

You don't need tech skills. You don't need training. All you need is curiosity – and a couple of good questions.



Want some ready-to-use examples and prompt ideas for using AI right away?

Open **Appendix 4** and grab the best ones to start using now!

APPENDIX 1

YOUR BUSINESS COMMUNICATION

TICK THE BOXES THAT ARE ALREADY IN GOOD SHAPE – AND MAKE A NOTE OF THE ONES YOU COULD IMPROVE.

| | | | |
|----|--|---------------------------------|--------------------------------|
| 01 | WEBSITE OR ANOTHER PLACE WHERE THE CUSTOMER CAN SEE WHAT YOU OFFER | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 02 | CLEAR PRICING DISPLAYED | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 03 | SOCIAL MEDIA PROFILES ACTIVELY USED (OR AT LEAST EXIST) | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 04 | IMAGE STYLE MATCHES YOUR BRAND (NOT JUST RANDOM ONES FOUND ONLINE) | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 05 | YOU REPLY TO MESSAGES POLITELY AND ON TIME | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 06 | IT'S EASY FOR THE CUSTOMER TO GET IN TOUCH WITH YOU | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 07 | YOUR PHYSICAL SPACE GIVES A TRUSTWORTHY AND WELCOMING IMPRESSION | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 08 | YOU USE YOUR OWN VOICE IN YOUR COMMUNICATION (YOU'RE NOT PRETENDING TO BE SOMETHING YOU'RE NOT) | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 09 | THE CUSTOMER QUICKLY UNDERSTANDS THE BENEFIT OF YOUR PRODUCT/SERVICE FOR THEM | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 10 | IT'S IMMEDIATELY CLEAR TO THE CUSTOMER WHY THEY SHOULD CHOOSE YOUR BUSINESS OVER A SIMILAR ONE NEXT DOOR | YES <input type="checkbox"/> | NO <input type="checkbox"/> |

NEED A HAND?

contact@edukos.online

APPENDIX 2

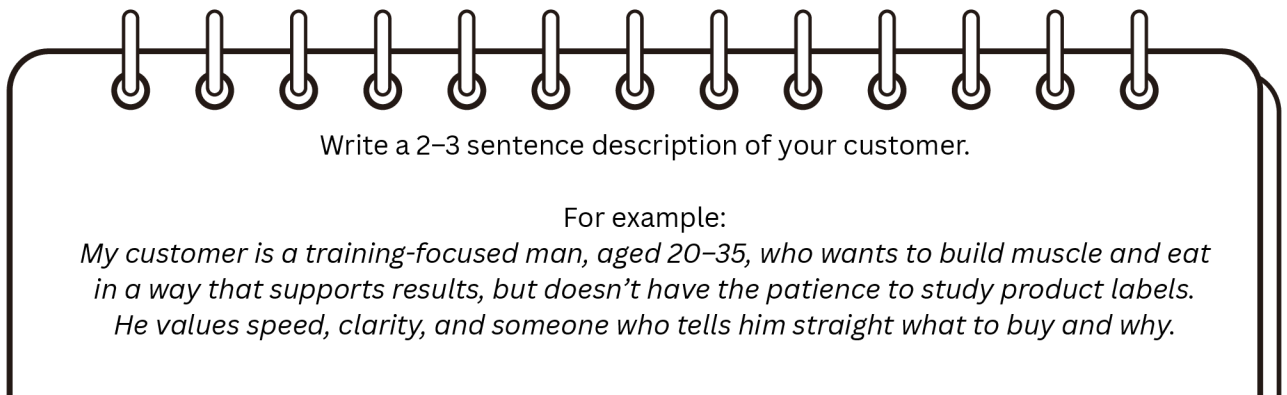
HOW DO YOU FIND YOUR OWN VOICE?

01 WHO IS YOUR CUSTOMER?

Who are you speaking to? What kind of life does your customer live?

Are they a busy parent, a new entrepreneur, a sensitive caregiver, or an ambitious startup shark?

What do they hope for? What do they fear? What platforms do they use?



Write a 2-3 sentence description of your customer.

For example:

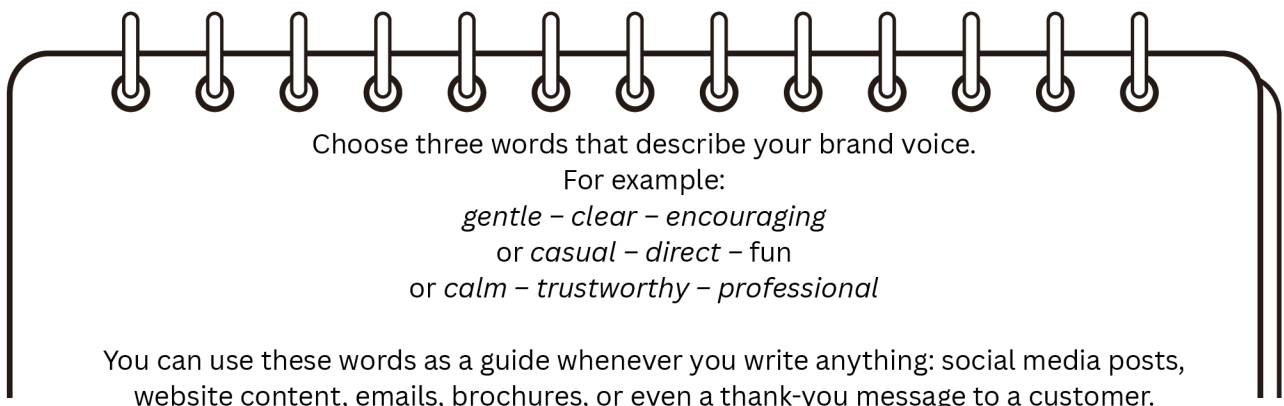
My customer is a training-focused man, aged 20-35, who wants to build muscle and eat in a way that supports results, but doesn't have the patience to study product labels. He values speed, clarity, and someone who tells him straight what to buy and why.

02 WHAT KIND OF VOICE SUITS THIS CUSTOMER BEST?

Do you want to sound like a friend, a teacher, a motivator, or an expert?

Does your customer speak everyday casual language, or do they use professional terms?

Do you want to encourage, make them smile, calm them down, inspire action, or build trust?



Choose three words that describe your brand voice.

For example:

gentle - clear - encouraging
or casual - direct - fun
or calm - trustworthy - professional

You can use these words as a guide whenever you write anything: social media posts, website content, emails, brochures, or even a thank-you message to a customer.

NEED A HAND?

contact@edukos.online

APPENDIX 3

PLAN YOUR CUSTOMER COMMUNICATION STEP BY STEP

This template helps you think through each step your customer takes toward a purchase
– and how you can communicate smartly at every stage.

01 NEED

How does your customer realize they need your product or service?
(A typical feeling, problem, or everyday moment?)

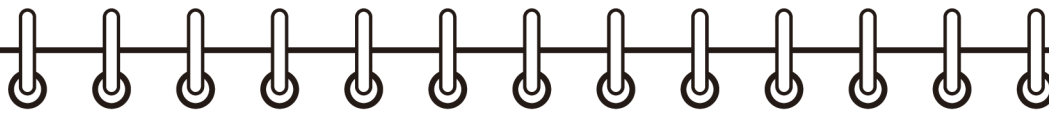
Where can you reach them at this stage?
(e.g. Instagram, TikTok, Google, blog...)

What kind of content could spark their interest?
(e.g. a tip post, a funny video, a story...)

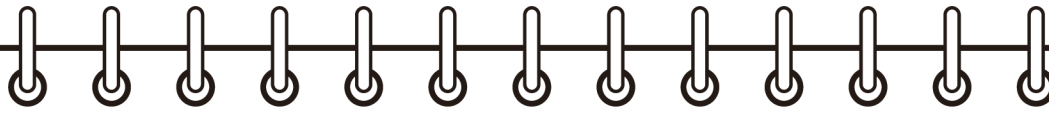
NEED A HAND?

contact@edukos.online

02 INTEREST




How does the customer get to know your business?
(Where do they find you? What kind of first impression do they get?)




How do you quickly show why your business is the right choice?
(Benefits, customer experiences, before-and-after photos...)

03 PURCHASE DECISION

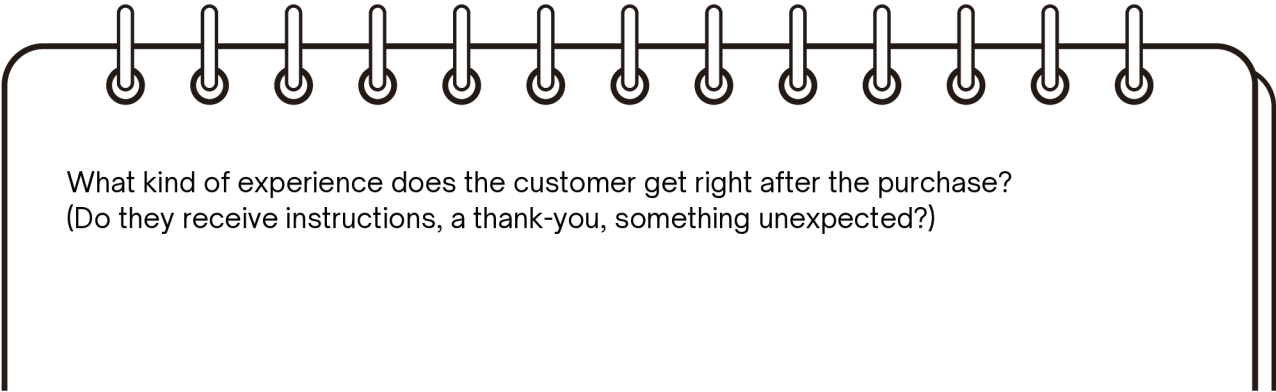


How can the customer buy from you easily?
(Do they book an appointment? Place an order? Visit your location?)

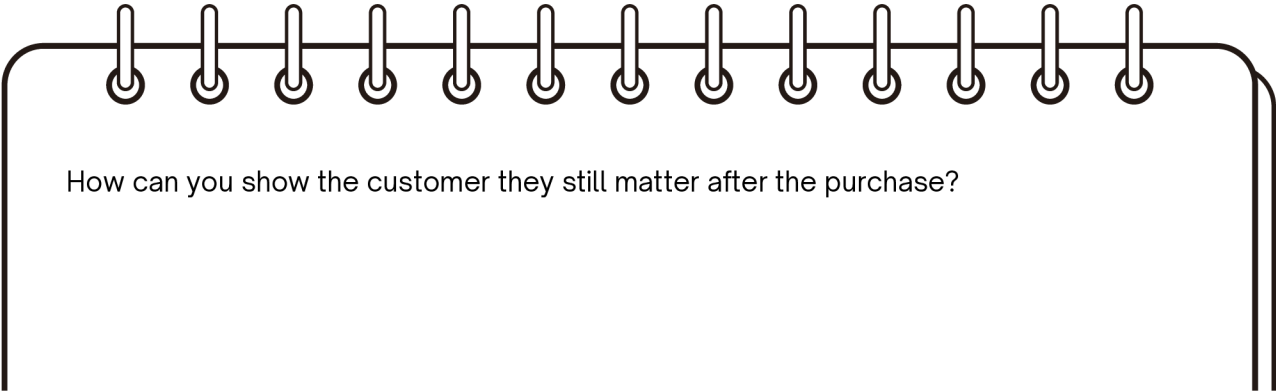


Is the buying process clear and quick?
If not, what could you improve?

04 PRODUCT OR SERVICE EXPERIENCE




What kind of experience does the customer get right after the purchase?
(Do they receive instructions, a thank-you, something unexpected?)

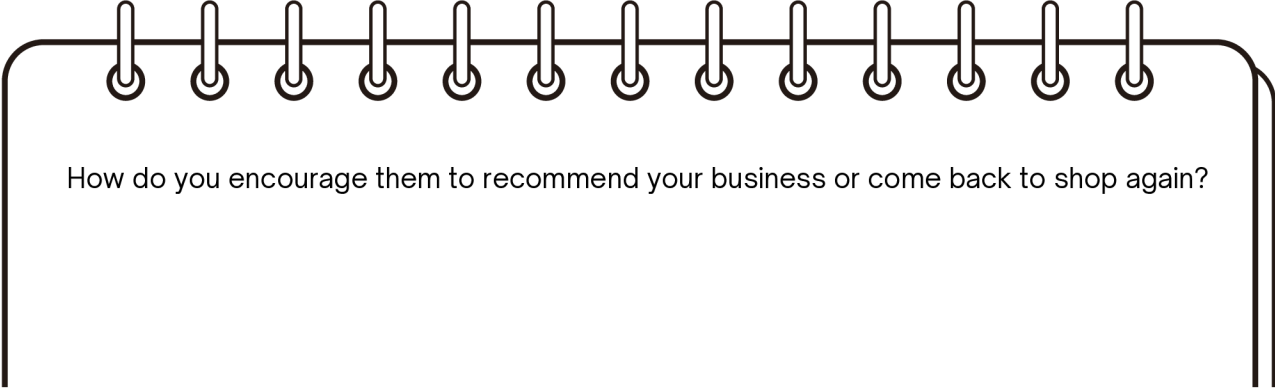


How can you show the customer they still matter after the purchase?

05 RECOMMENDATION AND REPEAT PURCHASE



How do you stay in touch with the customer over time?
(Newsletter, message, social media, loyalty offer...)



How do you encourage them to recommend your business or come back to shop again?


APPENDIX 4

READY-TO-USE CHATGPT PROMPTS FOR SMALL BUSINESS OWNERS

What's *a prompt*, anyway?

A prompt is a question or instruction you give to the AI.

The clearer and more specific your request, the better the result you'll get.

 Always start the chat by briefly saying who you are and what you sell.

READY-MADE SOCIAL MEDIA POST

...Write a relaxed and customer-friendly Instagram post where I announce that I have new massage appointments available next week. Emphasize well-being and self-care. Use emojis and an inviting tone.

PRICE LIST AND SERVICE DESCRIPTIONS

...Create a clear and friendly pricing page for a massage therapist who offers the following services: classic massage €xx, neck and shoulder care €xx, and sports massage €xx. Write the service descriptions briefly and in a way that's easy to understand from the customer's point of view.

RESPONSE TO A CUSTOMER COMPLAINT

...The customer emailed to complain that the product they ordered arrived damaged. Write a friendly and calm response message that includes an apology, an offer to replace the item, and reassurance that the customer is being heard. Use empathetic and clear language..

THANK YOU MESSAGE TO A CUSTOMER

...Write a warm and friendly thank-you message to a customer who came in for their first massage. Mention that they're welcome to give feedback if they'd like, and that they're always welcome to come again.



Chat GPT help meeeee.....

Feeling sweaty just thinking about using some strange "AI tool"?
I'll teach you how to use ChatGPT in a way that helps your communication in
seconds –
sign up for my affordable training now!

NEED A HAND?

contact@edukos.online

Here to support small business owners

If this guide has your head spinning with ideas (or questions) and you're not sure where to begin...
or if you'd love a bit of sparring, clarity, or a fresh pair of eyes — you're more than welcome to reach out.

I help small business owners with things like:

- ✦ planning business communication
- ✦ brainstorming social media content
- ✦ finding and fine-tuning your brand voice
- ✦ analyzing your customer journey and messaging
- ✦ building simple, affordable websites
- ✦ using AI (like ChatGPT) in everyday business communication

You don't need to know exactly what you need — you can just send a message saying: *"Hey, can you help me a little?"* ...and we'll take it from there.

Reach out anytime:
contact@edukos.online

♥ Thank you for being here — and all the best on your business journey!

From one entrepreneur to another,

Anastasia Monastyreva



EDUKOS.ONLINE

