

YOU EXPORT | AGRI & ALL TRADE CHAMBER, MADURAI

ONLINE CLASS FOR BUDDING EXPORTERS

Export Smarter

AI & Digital Marketing Strategies

A practical handbook with ready-to-use prompts for finding customers, pricing, branding, documents and daily export work.

PRESENTED BY

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DATE & TIME

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4:30 PM to 6:00 PM | Online Session

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About This Session

Artificial Intelligence (AI) is now a daily business tool, just like WhatsApp or email. For a new exporter it works like a team of assistants: a market researcher, a costing clerk, a designer, a content writer and a documentation executive, all available on your mobile phone at very low cost.

This handbook follows the session topic by topic. Every topic has the same four parts so it is easy to follow:

- Why it matters – the business use in simple words
- Tool to use – which AI tool suits the job
- How to do it – three or four steps
- Sample prompts – copy, change the words inside [BRACKETS] and use

All examples use one product, moringa leaf powder from Madurai, so you can see the full journey. Replace it with your own product.

Session plan (90 minutes)

Time	Part	Topics covered
4:30 – 4:45	AI basics	What is AI, which tool for which job, how to write a good prompt
4:45 – 5:10	Market and money	Find customers, product detailing, pricing, multi-currency pricing, competitor and complaints analysis
5:10 – 5:35	Brand and marketing	Brand names, logo and taglines, social media images, product ad video, voice description, presentation, website
5:35 – 5:50	Daily export work	Quotations and proposals, email summary and replies, export worksheet and checklist
5:50 – 6:00	Wrap-up	Safe use of AI, 7-day action plan, questions

1. Generic AI and Prompting

WHAT IS AI, IN SIMPLE WORDS

An AI tool is a computer assistant that has read a huge amount of text and can understand and reply in normal language. You type or speak a request, and it writes, calculates, designs or summarises for you. The request you give is called a prompt.

Think of AI as a very fast, well-read junior employee. It works hard and never gets tired, but it does not know your business unless you tell it, and it can sometimes be confidently wrong. You are the manager; you must check the work.

WHICH TOOL FOR WHICH JOB

Tool	Best used for	In this handbook
ChatGPT	General questions, ideas, emails, names, images	Brand names, email replies, logo and post images
Claude	Long documents, careful writing, Word / Excel / PDF files	Quotations, proposals, worksheets, checklists, email summary
Gemini	Google-connected work, images (Nano Banana) and video	Social media images, product ad video
NotebookLM	Answers and audio made only from your own documents	Voice product description
Google AI Studio	Building a website or small app by describing it	AI website design

All of these have free versions to start with. Begin with one tool, become comfortable, then add others.

THE PROMPT FORMULA: R – T – C – F

A good prompt gives a good answer. Use these four parts every time:

Part	Meaning	Example
R – Role	Who should AI act as?	Act as an export marketing consultant.
T – Task	What exactly do you want?	List the top 5 countries to export moringa powder.
C – Context	Your business details	I am a new exporter in Madurai with 2 tons monthly capacity and organic certificate.
F – Format	How should the answer look?	Give a table with country, reason and entry difficulty. Simple English.

PROMPT Weak prompt vs strong prompt

Weak: "How to export moringa?"

Strong: "Act as an export consultant. I am a first-time exporter from Madurai with 2 tons per month of organic moringa leaf powder. Explain, step by step, how I can get my first order from the UAE. Give a 10-step action plan in a table with the time needed for each step. Use simple English."

PROMPT Let AI ask you questions

I want to start exporting [PRODUCT] from Tamil Nadu. Before you answer, ask me 8 questions one by one to understand my business. After I answer, give me a personalised 90-day export starting plan.

PROMPT Improve any answer

Make it shorter. / Explain like I am a beginner. / Give it as a table. / Translate to Tamil. / Give 3 more options. / What did you assume? Which points should I verify?

FIVE HABITS OF A GOOD AI USER

1. Give details. The more you tell, the better the answer.
2. Continue the conversation. Ask for changes instead of starting again.
3. Upload your documents and photos. AI works best with your real material.
4. Ask for the format you need: table, email, checklist, Word or Excel file.
5. Verify facts, numbers, rules and names before you act on them.

2. Find Customers (Buyers & Importers)

Tool to use: ChatGPT, Gemini or Claude (turn on web search)

WHY IT MATTERS

Finding the right buyer is the hardest part of export. AI cannot hand you a ready customer, but it can quickly tell you which countries buy your product, what type of buyer to approach, where to find them, and how to write your first message.

HOW TO DO IT

1. Ask AI which countries import your product the most, and why.
2. Ask what kind of buyers exist there: importers, distributors, supermarket chains, online sellers.
3. Ask where such buyers can be found: trade directories, trade fairs, B2B portals, LinkedIn, embassy trade desks.
4. Ask AI to write your first introduction email and WhatsApp message.

SAMPLE PROMPTS

PROMPT Choose the right market

Act as an export market research expert. I am a new exporter from Madurai, Tamil Nadu, India. My product is [MORINGA LEAF POWDER].

List the top 10 importing countries for this product. For each country give: why demand is high, type of buyers, typical quality or certificate expected, and how difficult it is for a beginner (Easy / Medium / Hard).

Give the answer as a simple table. Mention the source for each fact so I can verify.

PROMPT Buyer profile and where to find them

For [MORINGA LEAF POWDER] in [GERMANY], describe my ideal buyer: type of company, size, what they care about most, and the job title of the person who decides.

Then list 10 practical ways to find such buyers: trade directories, B2B portals, trade fairs, associations, LinkedIn search words and Google search words I can type.

PROMPT First introduction email

Write a short, polite first email to an importer in [GERMANY] introducing my company [COMPANY NAME], Madurai, India. We supply [PRODUCT] with [CERTIFICATES]. Minimum order is [MOQ].

Keep it under 120 words, simple English, no exaggeration, end with one clear question. Also give 3 subject lines and a 3-line WhatsApp version.

Remember: AI can invent company names and email IDs. Use it to find the type of buyer and the places to look. Always verify every buyer on their own website, LinkedIn or a trade directory before sending samples or documents.

3. Product Detailing & Analysis

Tool to use: ChatGPT or Claude

WHY IT MATTERS

A foreign buyer decides from your product sheet, not from a phone call. AI helps you write a clear, professional product specification and shows you the strengths and weak points of your product for a target market.

HOW TO DO IT

1. Tell AI everything you know about your product in your own words. Tamil or English is fine.
2. Ask it to convert this into a buyer-ready specification sheet.
3. Ask for a strengths and weaknesses analysis for one target country.
4. Ask for the questions a buyer will ask, with model answers.

SAMPLE PROMPTS

PROMPT Product specification sheet

Act as an export documentation expert. Create a one-page product specification sheet for a foreign buyer.

Product: [NAME]. Origin: [PLACE]. Details I know: [COLOUR, MOISTURE, MESH SIZE, SHELF LIFE, PACKING SIZES, CERTIFICATES, MONTHLY CAPACITY].

Use a table with: Product description, Specifications, Packing, Shelf life, Storage, MOQ, Lead time, Certificates. Mark anything I have not given as "To be confirmed". Do not invent values.

PROMPT Strengths, weaknesses and uses

Do a simple SWOT analysis for exporting [PRODUCT] from Tamil Nadu to [COUNTRY]. Use simple words. Then list 8 uses of the product and which type of customer buys it for each use.

PROMPT Buyer questions

List 15 questions an importer in [COUNTRY] will usually ask about [PRODUCT] before placing a first order. Write a short model answer for each, leaving blanks where my own data is needed.

Remember: Lab values, certificates and shelf life must come from your real test reports. Never let AI fill them with guesses.

4. Pricing Analysis

Tool to use: ChatGPT or Claude (Claude can also build the Excel sheet)

WHY IT MATTERS

Many new exporters lose money because they forget a cost. AI can act as your costing assistant: it lists every cost head, builds the calculation from factory to port, and shows how the price changes with quantity.

HOW TO DO IT

1. Give AI your real costs: product, packing, transport, agent charges, bank charges.
2. Ask it to build an export costing sheet from ex-works to FOB and CIF.
3. Ask it what costs you may have missed.
4. Ask for prices at different order quantities and profit margins.

SAMPLE PROMPTS

PROMPT Export costing sheet

Act as an export costing consultant. Build a step-by-step export price calculation for [PRODUCT], quantity [1,000 KG] in [25 KG BAGS], shipped from [TUTICORIN PORT] to [HAMBURG].

My costs: product cost Rs [] per kg, packing Rs [], local transport Rs [], CHA and port charges Rs [], freight USD [], insurance []%, bank charges []%, profit margin []%.

Show Ex-Works, FOB and CIF price per kg in INR and USD in a table. List any cost I have missed. Show every formula so I can check it.

PROMPT Quantity-wise price slabs

Using the above costing, prepare a price slab table for 500 kg, 1 ton, 5 tons and a full container. Explain in one line each why the price per kg reduces.

PROMPT Price position

My FOB price for [PRODUCT] is USD [] per kg. Explain how I can check if this is competitive in [COUNTRY], which public sources show import prices, and 5 ways to justify a higher price without discounting.

Remember: Freight, exchange rates and duty rates change often. Take them from your freight forwarder, your bank and official sources on the day you quote.

5. Multi-Currency Pricing

Tool to use: ChatGPT, Gemini or Claude

WHY IT MATTERS

Buyers like to see prices in their own currency. AI can prepare one price list in several currencies and explain the risk when the rupee moves up or down.

HOW TO DO IT

1. Fix your base price in INR or USD.
2. Give AI today's exchange rates from your bank or the web.
3. Ask for a multi-currency price list with a validity date.
4. Ask what happens to your profit if the rate changes.

SAMPLE PROMPTS

PROMPT Multi-currency price list

My FOB price is USD [3.20] per kg for [PRODUCT]. Use these rates: 1 USD = Rs [], 1 EUR = Rs [], 1 GBP = Rs [], 1 AED = Rs [], 1 SGD = Rs [].

Create a price list table in USD, EUR, GBP, AED and SGD for 3 pack sizes: [250 G, 1 KG, 25 KG]. Round prices neatly. Add the line "Prices valid for 15 days, subject to exchange rate on date of order".

PROMPT Exchange rate risk

I quoted USD [3.20] per kg when 1 USD = Rs []. Show in a small table my profit or loss per kg if the rupee moves 1, 2 and 3 rupees stronger or weaker. Then explain in simple words 4 ways a small exporter can protect against this.

Remember: AI does not always know today's rate. Type the rate yourself, or ask it to search and then check with your bank.

6. Competitor Analysis

Tool to use: ChatGPT, Gemini or Claude with web search

WHY IT MATTERS

Before you enter a market, know who is already selling there. AI can read competitor websites and listings and give you a simple comparison, so you can decide how to be different.

HOW TO DO IT

1. Collect 3 to 5 competitor website links or product listings.
2. Ask AI to compare them on product range, packing, certificates, price and message.
3. Ask what gap exists that you can fill.
4. Ask for your own positioning line.

SAMPLE PROMPTS

PROMPT Compare competitors

Act as a market analyst. Visit these competitor websites: [LINK 1], [LINK 2], [LINK 3]. They sell [PRODUCT].

Compare them in a table: products, pack sizes, certificates, countries served, price if shown, main selling message, weak points.

Then tell me 5 gaps I can use as a new exporter from Madurai.

PROMPT My positioning

Based on this comparison, suggest 3 ways my company can be different. For each, write one positioning sentence I can use on my website and brochure.

PROMPT Competing countries

Which other countries export [PRODUCT] to [TARGET COUNTRY]? Compare India with them on price, quality image and delivery time. Mention sources.

Remember: Paste links or actual text from competitor pages. Without real input, AI will give general answers.

7. Complaints Analysis

Tool to use: ChatGPT or Claude

WHY IT MATTERS

A complaint handled well can save a customer. AI helps you find the pattern behind many complaints, find the root cause, and write a calm, professional reply.

HOW TO DO IT

1. Copy complaint emails, WhatsApp messages or online reviews into AI (remove private details).
2. Ask it to group them by type and count them.
3. Ask for root cause and corrective action.
4. Ask for a polite reply for each complaint.

SAMPLE PROMPTS

PROMPT Find the pattern

Below are [20] customer complaints we received in the last 6 months. Group them into categories such as quality, packing, delay, documents, communication. Show a table with category, number of complaints, example, likely root cause and corrective action. Finally tell me the top 3 things to fix first.
[PASTE COMPLAINTS]

PROMPT Reply to an unhappy buyer

A buyer in [COUNTRY] complains that [10 BAGS ARRIVED DAMP]. The facts: [WHAT WE KNOW]. Write a polite, professional reply that accepts responsibility where it is ours, asks for photos and batch number, and offers [REPLACEMENT / CREDIT NOTE]. No excuses, under 150 words.

PROMPT Learn from competitor reviews

Here are customer reviews of similar products on [AMAZON / OTHER SITE]: [PASTE REVIEWS]. List what customers love, what they complain about, and 5 improvements I can make in my product or packing.

Remember: Remove customer names, phone numbers and bank details before pasting anything into an AI tool.

8. Brand and Product Name Ideas

Tool to use: ChatGPT

WHY IT MATTERS

A good name is easy to say, easy to remember and safe in the buyer's language. AI can give you many options in minutes and explain the meaning behind each one.

HOW TO DO IT

1. Describe your product, your customer and the feeling you want.
2. Ask for 20 names in different styles.
3. Shortlist 5 and ask for meaning checks in other languages.
4. Check trademark and domain availability yourself.

SAMPLE PROMPTS

PROMPT Name ideas

Act as a brand naming expert. Suggest 20 brand names for [ORGANIC MORINGA AND SPICE PRODUCTS] from Madurai, India, to be sold in [EUROPE AND MIDDLE EAST].

Give 5 names in each style: Tamil or Indian heritage, modern short names, nature based, premium sounding. Each name must be easy to pronounce for foreigners and within 2 to 3 syllables. Give the meaning in one line.

PROMPT Safety check

For these 5 names: [LIST], check if any of them has a bad or funny meaning in English, Arabic, German, French or Spanish. Suggest a matching .com domain idea for each. Tell me which 2 are strongest and why.

Remember: AI cannot confirm legal availability. Check the name in the Indian trademark public search and in the target country before printing anything.

9. Company or Product Logo and Taglines

Tool to use: ChatGPT (image) or Gemini (Nano Banana)

WHY IT MATTERS

You can create a first logo concept and tagline without a designer. Use it to test ideas quickly, then get the final file redrawn professionally for printing.

HOW TO DO IT

1. Decide the name, colours and feeling.
2. Ask for taglines first.
3. Ask for 3 or 4 logo concepts in simple style.
4. Pick one and ask for small changes one at a time.

SAMPLE PROMPTS

PROMPT Taglines

Write 15 taglines for [BRAND NAME], an exporter of [PRODUCT] from India. Maximum 5 words each. Mix of trust, purity, heritage and health themes. Simple English that a non-native speaker understands.

PROMPT Logo concept

Create a clean, modern, flat logo for an export brand called "[BRAND NAME]". Products: [MORINGA AND SPICES]. Use a simple leaf symbol, colours deep green and gold, white background, bold readable lettering, no small details, suitable for printing on a carton box. Show the brand name spelled exactly as given.

PROMPT Refine

Keep the same logo. Change only this: [MAKE THE LEAF SIMPLER / CHANGE GOLD TO ORANGE / ADD THE TAGLINE "PURE FROM THE SOURCE" BELOW].

Remember: Always read the spelling inside the generated image. Keep logos simple so they look good on a small label.

10. Simple Branding Images for Social Media Posts

Tool to use: Gemini (Nano Banana) and ChatGPT Image

WHY IT MATTERS

Good pictures bring enquiries on Instagram, Facebook and LinkedIn. With one clear phone photo of your product, AI can create clean product shots, lifestyle scenes and festival posts.

HOW TO DO IT

1. Take a clear photo of your real product in daylight.
2. Upload it and ask AI to keep the product exactly the same and change only the background.
3. Ask for the size you need: square for Instagram, vertical for status and stories.
4. Ask AI to write the caption and hashtags too.

SAMPLE PROMPTS

PROMPT Product photo to studio shot

Use the uploaded photo of my product pack. Keep the pack, label and text exactly the same. Place it on a clean wooden table with fresh moringa leaves around, soft natural light, white background, premium look. Square format for Instagram.

PROMPT Social media post

Create a square social media post for [BRAND NAME]. Heading: "[PURE MORINGA POWDER – EXPORT QUALITY]". Small line: "[FROM THE FARMS OF TAMIL NADU]". Colours green and gold, modern clean design, product image in the centre, space at the bottom for contact details.

PROMPT Caption and monthly plan

Write a LinkedIn caption and an Instagram caption for this post, under 60 words each, with 8 hashtags aimed at importers. Then give me a 30-day posting calendar with one idea per day: product, process, quality, people, customer and festival posts.

Remember: Do not show a certificate logo, award or claim in an image unless you really have it. Buyers check.

11. Product Ads Video

Tool to use: Gemini (video generation)

WHY IT MATTERS

Short videos get far more attention than photos. Gemini can create a short advertisement clip from a text description or from your product photo. Make a few clips and join them in any free mobile editor.

HOW TO DO IT

1. Plan 3 or 4 short scenes: farm, processing, packing, final product.
2. Write one prompt per scene with camera, lighting and mood.
3. Upload your product photo for the product scene so the pack looks real.
4. Join the clips and add your logo, music and contact details.

SAMPLE PROMPTS

PROMPT Scene 1 – origin

Create a short cinematic video. Early morning in a green moringa farm in South India, a farmer gently plucking fresh leaves, sunlight through the trees, slow camera movement, natural sounds, warm and authentic mood.

PROMPT Scene 2 – product

Using the uploaded product photo, create a short product advertisement video. The pack stands on a wooden table, green moringa powder is poured into a bowl beside it, slow rotating camera, soft studio light, premium feel, no text on screen.

PROMPT Script and storyboard first

Write a 30-second product ad script for [PRODUCT] aimed at importers in [COUNTRY]. Give 4 scenes in a table: what we see, voice-over line, on-screen text. Then write a separate video generation prompt for each scene.

Remember: AI video clips are short. Think in scenes of a few seconds each, and use real footage of your own unit wherever you can.

12. Voice Product Description

Tool to use: NotebookLM (Google)

WHY IT MATTERS

NotebookLM turns your own documents into an audio explanation, like a small podcast about your product. Buyers can listen instead of reading, and you can share the audio on WhatsApp.

HOW TO DO IT

1. Open NotebookLM and create a new notebook.
2. Upload your product sheet, brochure, certificates and website link as sources.
3. Choose Audio Overview and, in the customise box, tell it who the listener is.
4. Download the audio and share it. You can also ask questions and get answers only from your documents.

SAMPLE PROMPTS

PROMPT Customise the audio

Explain this product to a food importer who has never bought from India. Focus on product quality, certificates, packing options and how to order. Keep it short, clear and professional. Do not add any claim that is not in the uploaded documents.

PROMPT Ask your own documents

From the uploaded documents, prepare a 10-point FAQ for buyers with short answers. Tell me which important buyer questions are NOT answered in my documents.

PROMPT Short voice-over script

Write a 45-second voice script introducing [PRODUCT] from [COMPANY], in friendly simple English, that I can record in my own voice for WhatsApp.

Remember: NotebookLM answers from what you upload. Better documents in, better audio out.

13. Company & Product Presentation

Tool to use: Claude, ChatGPT or Gemini

WHY IT MATTERS

Every serious buyer asks for a company profile. AI can plan the slides, write the content and even create the presentation file for you.

HOW TO DO IT

1. Give AI your company facts: year started, products, capacity, certificates, customers, contact.
2. Ask for a 10 to 12 slide structure.
3. Ask it to write each slide in few words.
4. Ask it to create the file, then replace with your real photos.

SAMPLE PROMPTS

PROMPT Company profile deck

Act as a presentation designer. Create a 10-slide company presentation for [COMPANY NAME], an exporter of [PRODUCTS] from Madurai, India, for foreign buyers.

Slides: Cover, About us, Products, Quality and certificates, Process, Packing, Capacity and lead time, Markets served, Why choose us, Contact.

Company facts: [PASTE]. Maximum 30 words per slide, simple English, suggest one photo for each slide. Do not invent facts; mark missing ones as "To be added".

PROMPT One-page product flyer

Create a one-page product flyer for [PRODUCT] with headline, 5 key benefits, specification table, packing options and contact section.

Remember: Use real photos of your unit, team and product. They build more trust than any AI image.

14. AI Website Design

Tool to use: Google AI Studio (Build)

WHY IT MATTERS

A buyer will search your company name before replying. A simple, clean website is your digital visiting card. In Google AI Studio you describe the website in plain words and it builds a working site that you can keep improving by chatting.

HOW TO DO IT

1. Open Google AI Studio and choose Build.
2. Describe your website: pages, colours, products and contact details.
3. See the preview and ask for changes in simple words.
4. Publish it or hand the code to your web developer to host on your domain.

SAMPLE PROMPTS

PROMPT Build the website

Build a modern, mobile-friendly export company website for [COMPANY NAME], Madurai, India. We export [PRODUCTS].

Pages: Home, About Us, Products (with a card for each product showing specifications and packing), Quality & Certificates, Contact with enquiry form and WhatsApp button.

Style: clean, green and white, large product photos, simple English. Add a "Request a Quote" button on every page.

PROMPT Improve it

Add a product enquiry form that asks for name, company, country, product, quantity and message. Add a section "Countries We Serve" and a FAQ section with 6 questions buyers usually ask.

PROMPT Website content

Write the Home page and About Us content for my export website. Company facts: [PASTE]. Tone: trustworthy and simple. Include a headline, a 2-line introduction and 4 reasons to choose us.

Remember: Before publishing, check every phone number, email ID, address and certificate name on the site yourself.

15. Automatic Quotation & Proposals

Tool to use: Claude

WHY IT MATTERS

A fast, neat quotation often wins the order. Claude can create a ready Word, Excel or PDF quotation from a few lines of information, and reuse the same format every time.

HOW TO DO IT

1. Upload your letterhead or an old quotation once, as the model format.
2. Give the buyer details, product, quantity, price and terms.
3. Ask Claude to create the quotation file.
4. For the next buyer, simply say "same format, new details".

SAMPLE PROMPTS

PROMPT Export quotation

Act as an export sales executive. Create a professional export quotation as a Word document.

Seller: [COMPANY, ADDRESS, IEC NUMBER, GST]. Buyer: [NAME, COUNTRY].

Product: [NAME], Specification: [], Quantity: [], Price: USD [] per kg [FOB TUTICORIN / CIF HAMBURG], Packing: [], Payment terms: [50% ADVANCE, BALANCE AGAINST BL COPY], Delivery: [] days, Validity: 15 days.

Include a quotation number, date, price table with total, terms and conditions, bank details section and signature block.

PROMPT Business proposal

Write a 2-page supply proposal to [BUYER COMPANY], a [SUPERMARKET CHAIN / DISTRIBUTOR] in [COUNTRY], for regular monthly supply of [PRODUCT]. Sections: Understanding your need, Our offer, Quality assurance, Pricing and terms, Why us, Next steps. Use only these facts: [PASTE].

PROMPT Proforma invoice

Convert the above quotation into a Proforma Invoice with the same details. Add HS code [], country of origin, port of loading, port of discharge and Incoterm.

Remember: Check every number, HS code and bank detail before sending. AI drafts the document; you remain responsible for it.

16. Email Summary & Smart Replies

Tool to use: ChatGPT and Claude

WHY IT MATTERS

Export business runs on email. AI can summarise a long mail chain in seconds, tell you what the buyer really wants, and draft a correct, polite reply in good English.

HOW TO DO IT

1. Copy the email or full mail chain into AI.
2. Ask for a summary and the action points.
3. Tell AI what you want to say, in your own simple words or in Tamil.
4. Ask for the reply in professional English, then read and send.

SAMPLE PROMPTS

PROMPT Summarise

Summarise this email chain in 5 bullet points. Then list: what the buyer is asking, deadlines, what I must do next, and any risk or unclear point I should clarify.

[PASTE EMAILS]

PROMPT Smart reply

Write a reply to this buyer. What I want to say: [WE CAN SUPPLY 2 TONS, DELIVERY IN 20 DAYS, PRICE CANNOT BE REDUCED BUT WE CAN GIVE FREE SAMPLES]. Tone: polite, confident, short. Under 120 words. Give me two versions: one firm, one friendly.

PROMPT Tamil to English and follow-up

I will type in Tamil. Convert it into a professional business email in simple English: [TAMIL TEXT]. Also write a gentle follow-up email for a buyer who has not replied for 7 days after receiving my quotation.

Remember: Never paste passwords, bank account details or confidential contracts into a free AI tool.

17. Export Process Worksheet & Checklist Preparation

Tool to use: Claude

WHY IT MATTERS

Export has many steps and documents. Missing one paper can hold a shipment at the port. Claude can prepare a step-by-step worksheet and a printable checklist for your product and your destination.

HOW TO DO IT

1. Tell Claude your product, destination country, port and payment terms.
2. Ask for the full process from enquiry to payment as a worksheet.
3. Ask for a document checklist with who issues each document.
4. Ask for it as an Excel or Word file and reuse it for every order.

SAMPLE PROMPTS

PROMPT Process worksheet

Act as an export operations manager. Prepare a step-by-step export process worksheet for shipping [PRODUCT] from [MADURAI] through [TUTICORIN PORT] to [COUNTRY] on [FOB] terms with [ADVANCE + BALANCE AGAINST DOCUMENTS] payment.

Create it as an Excel sheet with columns: Step number, Activity, Responsible person, Document needed, Days required, Status, Remarks. Cover enquiry, quotation, order confirmation, production, quality check, packing, documents, customs clearance, shipment, bank documents and payment follow-up.

PROMPT Document checklist

Prepare a pre-shipment document checklist for the same order with tick boxes. For each document mention who issues it and at what stage. Include commercial invoice, packing list, shipping bill, bill of lading, certificate of origin and any product-specific certificate. Mark clearly which items I must confirm with my CHA or the buyer.

PROMPT One-time registration checklist

I am a first-time exporter in Tamil Nadu. Prepare a simple checklist of registrations and accounts I need before my first shipment, with the purpose of each in one line.

Remember: Rules differ by product and country. Treat the AI checklist as a first draft and confirm it with your CHA, freight forwarder and the concerned export promotion council.

Using AI Safely and Getting Started

Do's and don'ts

Do	Do not
Verify buyers, HS codes, duty rates and rules with official sources, your CHA and your bank	Trust a buyer name, price or regulation only because AI said it
Give your real product data, test reports and photos	Let AI invent specifications, certificates or awards
Remove private details before pasting emails and complaints	Share passwords, bank details or confidential contracts
Read every email, quotation and document before sending	Copy and send AI output without reading
Save your best prompts and reuse them	Start from zero every time

Your 7-day action plan

Day	Task	Tool
Day 1	Create accounts and try the R-T-C-F formula with your product	ChatGPT, Claude, Gemini
Day 2	Prepare product specification sheet and SWOT	ChatGPT or Claude
Day 3	Shortlist 3 target countries and buyer profile	Any tool with web search
Day 4	Build export costing sheet and multi-currency price list	Claude
Day 5	Finalise brand name, tagline, logo concept and 5 social media posts	ChatGPT, Gemini
Day 6	Create company presentation, voice description and a simple website	Claude, NotebookLM, Google AI Studio
Day 7	Prepare quotation format, export checklist and send 10 introduction emails	Claude, ChatGPT

PROMPT One master prompt to keep

You are my export business assistant. My company: [NAME], Madurai, India. Product: []. Capacity: []. Certificates: []. Target markets: []. Minimum order: []. Always answer in simple English, use tables where useful, never invent facts about my company, and tell me clearly which points I should verify with official sources.

Paste this at the start of any new chat. The AI will then understand your business from the first question.

AI will not replace exporters. Exporters who use AI will move faster than those who do not.

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