

PRIVATE CONSULTATION REPORT

1-on-1 Prompt Strategy Session – SME Social Media & Customer Service

Justdhani Prompt Consultation & Training

Making AI Work for Your Business—Practically

Client Type: SME Owner – Artisan Bakery (home-based business)

Session Duration: 1.5 Hours

Service Package: Private Consultation (1-on-1)

Session Date: October 2025

Confidential Mock Deliverable – Service Demonstration

Executive Summary

This mock report demonstrates the typical deliverable format provided to clients who engage **Justdhani Prompt Consultation & Training** for private 1-on-1 consultation sessions.

The Challenge

A home-based artisan bakery owner was struggling to use AI tools (ChatGPT) effectively for daily business tasks:

- Generic Social Media Captions** – Instagram posts felt "robotic" and didn't reflect her brand voice (warm, personal, artisan-focused)
- Inconsistent Customer Messaging** – DM responses to customer inquiries were time-consuming and inconsistent in tone
- No System for Promotions** – Creating promo announcements felt like starting from scratch every time
- Overwhelmed by AI** – Tried using ChatGPT but frustrated with vague results; didn't know how to "talk to AI" properly

She needed practical, ready-to-use prompts that fit her actual workflow and could be implemented immediately—without needing to become an AI expert.

Our Approach: Private 1-on-1 Consultation

Justdhani Prompt Consultation & Training conducted a **1.5-hour personalized consultation session** via Zoom using a structured framework:

Session Structure:

Phase	Activity	Duration
Phase 1: Problem Mapping	Identify client's pain points, daily tasks, and current AI usage	20 min
Phase 2: Use Case Prioritization	Select 3-5 high-impact use cases where AI can help immediately	15 min
Phase 3: Live Prompt Building	Co-create custom prompts with client in real-time, test outputs	40 min
Phase 4: Documentation & Handoff	Compile prompts into worksheet template, explain how to customize	10 min
Phase 5: Q&A & Next Steps	Answer questions, provide follow-up guidance	5 min

Key Differentiator:

We don't teach theory—we build solutions live with the client. Every prompt created during the session is immediately tested and refined until it produces usable outputs.

Session Rundown

Phase 1: Problem Mapping (20 minutes)

Questions Asked:

- What are your 3 most time-consuming daily tasks?
- Which tasks feel repetitive and "should be faster"?
- What have you tried with AI so far? What worked/didn't work?
- What's your brand voice? (How do you want to sound to customers?)

Client Responses:

1. Most time-consuming tasks:

- Writing Instagram captions (30-45 min per post)
- Responding to DM inquiries about products, prices, delivery
- Creating promo announcements for holidays/special orders

2. Frustrations with AI:

- "ChatGPT gives me generic captions that sound like a corporation, not a home bakery"
- "I don't know what to tell ChatGPT to make it sound like me"
- "Every time I ask for help, I get different results—no consistency"

3. Brand voice:

- Warm, personal, storytelling-focused
- Emphasizes "handmade with love," local ingredients, family tradition
- Conversational Indonesian with occasional English terms

Outcome:

Identified 3 priority use cases:

1. Instagram captions (product posts, behind-the-scenes, customer testimonials)
2. DM response templates (inquiry about products, pricing, custom orders)
3. Promo announcements (holiday specials, new products)

Phase 2: Use Case Prioritization (15 minutes)

We ranked use cases based on:

- **Impact:** How much time/effort will this save?
- **Ease:** How quickly can client implement this?
- **Frequency:** How often does this task happen?

Final Priority:

1. **Instagram Captions** (High impact, daily frequency) → Priority #1
2. **DM Response Templates** (Medium impact, high frequency) → Priority #2

3. Promo Announcements (Medium impact, weekly/bi-weekly frequency) → Priority #3

Phase 3: Live Prompt Building (40 minutes)

We co-created custom prompts for each use case, tested them in real-time, and refined based on client feedback.

Custom Prompt Templates Created

Template 1: Instagram Caption – Product Post

Prompt:

Kamu adalah social media content creator untuk Dapur Hana, sebuah home bakery artisan di Jakarta yang fokus pada kue handmade dengan bahan lokal berkualitas.

Tulis caption Instagram (150-200 karakter) untuk produk: [NAMA PRODUK].

Tone: hangat, personal, storytelling

Gaya: seperti ngobrol dengan teman, pakai bahasa Indonesia campur sedikit English

Highlight: 1 benefit utama (rasa/bahan), 1 emotional hook (kenangan/momen)

CTA: ajak order via DM atau klik link di bio

Hashtag: 3 hashtag relevan (#homemade #artisanbakery #jakartafood)

Contoh produk: Brownies Cokelat Premium

Before Optimization (Client's Original ChatGPT Output):

> "Rasakan kelezatan brownies coklat premium kami yang terbuat dari bahan berkualitas tinggi. Pesan sekarang! #brownies #chocolate #jakarta"

Issues:

- Generic, sounds like a corporation
- No personal touch or storytelling
- No brand voice

After Optimization (Using New Prompt):

> "Brownies coklat premium yang bikin kangen suasana ngumpul keluarga ☺ Pakai Belgian chocolate asli dan mentega premium, dipanggang fresh setiap hari. Perfect buat nemenin ngopi sore atau buat hadiah special! Order yuk, DM atau klik link di bio ☺ #homemadedbakery #artisanbrownies #jakartafood"

Improvement:

- Emotional hook ("kangen suasana ngumpul keluarga")
- Specific ingredients (Belgian chocolate, mentega premium)
- Conversational tone ("nemenin ngopi sore")
- Clear CTA

Client Reaction:

"Ini baru terasa kayak brand saya! Langsung bisa pakai!"

Template 2: DM Response – Product Inquiry**Prompt:**

Kamu adalah customer service untuk Dapur Hana, home bakery artisan yang ramah dan personal.

Balas DM customer yang menanyakan: [PERTANYAAN CUSTOMER]

Tone: ramah, helpful, personal (seperti teman yang membantu)

Format:

- Sapa dengan nama jika ada
- Jawab pertanyaan dengan jelas
- Berikan info tambahan yang relevan (harga, varian, cara order)
- Tutup dengan ajakan bertransaksi tapi tidak hard-selling

Bahasa: Indonesia conversational, friendly

Contoh pertanyaan: "Kak, brownies nya ada rasa apa aja? Harga berapa?"

Before Optimization (Client's Manual Response):

> "Ada coklat, matcha, red velvet. Harga 75rb per box. Terima kasih."

Issues:

- Too formal and transactional
- No warmth or brand personality
- Misses upselling opportunity

After Optimization (Using New Prompt):

> "Hai kak! ✨ Untuk brownies, kami ada 3 varian favorit:

> - Cokelat Premium (Belgian chocolate, the classic!)

> - Matcha (fresh & creamy)

> - Red Velvet (special untuk gift!)

>

> Harga Rp 75.000/box (isi 9 potong). Kalau mau mix varian juga bisa kok, kak! 😊

>

> Mau order atau ada yang mau ditanyakan lagi? Happy to help! 🙌"

Improvement:

- Warm greeting with emoji
- Descriptive flavor profiles
- Upselling opportunity (mix varian)
- Inviting follow-up questions

Client Reaction:

"Ini jauh lebih friendly! Sekarang DM saya nggak terkesan kaku lagi."

Template 3: Promo Announcement – Holiday Special**Prompt:**

Kamu adalah social media manager untuk Dapur Hana, home bakery artisan Jakarta.

Buat pengumuman promo untuk: [OCCASION/HOLIDAY]

Format:

- Opening hook (1 kalimat catchy tentang momen spesial)
- Deskripsi promo (produk spesial/diskon/paket)
- Benefit (kenapa harus beli sekarang)
- CTA (cara order + deadline promo)
- Closing warm & personal

Tone: excited tapi tetap warm & authentic

Bahasa: Indonesia conversational

Contoh: Promo Natal – Paket Hampers Kue Kering

Sample Output:

> "🎄 Natal tinggal 2 minggu lagi, saatnya siapkan hampers spesial untuk orang tersayang!
>
> Dapur Hana hadirkan Paket Hampers Kue Kering Premium:
> 🍌 Nastar Nanas Asli
> 🍌 Kastengel Keju Edam
> 🍌 Putri Salju Lembut
>
> Harga spesial: Rp 250.000 (hemat 50rb dari harga normal!)
> Bonus: packaging cantik & greeting card gratis 🎁
>
> Limited slot sampai 15 Desember aja ya, kak! Order sekarang via DM atau klik link di bio 📲
>
> Mari rayakan Natal dengan rasa homemade yang penuh cinta 🥰
> #natalhampers #kuekeringpremium #dapurhana"

Why It Works:

- Timely hook (Natal countdown)
- Clear value proposition (hemat 50rb, bonus packaging)
- Urgency (limited slot + deadline)
- Emotional closing (rayakan dengan cinta)

Worksheet Delivered**Prompt Customization Worksheet**

Use Case	Your Prompt Template	How to Customize	Example Variables
Instagram Caption	See Template 1	Replace [NAMA PRODUK] with product name	Brownies, Kue Lapis, Cheesecake

Use Case	Your Prompt Template	How to Customize	Example Variables
DM Response	See Template 2	Replace [PERTANYAAN CUSTOMER] with actual question	Harga, Varian, Cara Order, Custom Request
Promo Announcement	See Template 3	Replace [OCCASION/HOLIDAY] with event	Natal, Lebaran, Valentine, Ulang Tahun

Quick Tips for Using Your Prompts:

1. **Copy-Paste the Full Prompt** – Don't shorten it; AI needs context to give good results
2. **Customize Variables** – Replace bracketed text [like this] with your specific info
3. **Test & Tweak** – If output isn't perfect, tell AI "make it more [warmer/shorter/detailed]"
4. **Save Your Favorites** – Keep a Google Doc with your best prompts for quick access
5. **Iterate** – As you use them, refine prompts based on what works best

Before vs. After Comparison

Metric	Before Consultation	After Consultation	Improvement
Time per Instagram Caption	30-45 minutes	5-8 minutes	-80%
DM Response Consistency	Inconsistent (manual every time)	Consistent (template-based)	+95% consistency
Promo Quality	Generic, minimal engagement	Engaging, storytelling-driven	+60% engagement (client feedback)
AI Confidence	3/10 (frustrated, didn't know how to prompt)	8/10 (confident using prompts daily)	+167%

Client Testimonial (Simulated)

> "Sebelum konsultasi, saya pakai ChatGPT cuma trial-error dan hasilnya nggak pernah cocok sama brand saya. Sekarang saya punya 5 prompt yang benar-bener jadi 'asisten' saya sehari-hari. Instagram caption yang dulu butuh 45 menit, sekarang cuma 5-10 menit. DM ke customer juga lebih cepat dan tetap ramah. Worth it banget!"

— Hana, Owner Dapur Hana Artisan Bakery

Deliverables Provided

1. **Session Recording (1.5 hours)** – Full Zoom recording for client reference (if agreed)
2. **Prompt Customization Worksheet (Google Docs)** – Editable template with all 5 prompts
3. **Before/After Examples (PDF, 2 pages)** – Visual comparison of outputs
4. **Quick Start Guide (PDF, 1 page)** – Step-by-step instructions for using prompts
5. **1x Follow-Up Support (7 days)** – WhatsApp/email follow-up to answer questions or refine prompts

Implementation Results (Week 1-4 Post-Session)

Week 1: Immediate Adoption

- Client used Instagram caption prompt for 5 posts
- Average creation time reduced from 35 minutes to 7 minutes
- Engagement rate increased 22% (more saves and shares)

Week 2-3: Workflow Integration

- Integrated DM response templates into daily routine
- Response time to customer inquiries dropped from 2 hours to 15 minutes
- Customer satisfaction improved (feedback: "fast & friendly response!")

Week 4: Expanding Use Cases

- Client independently created 2 new prompts using the framework learned in session
- Started using AI for product descriptions (Shopee, Instagram Shop)
- Confidence level: "I don't need to schedule another consultation—I can do this myself now!"

Why Choose Justdhani Private Consultation?

Our Philosophy:

AI is only as good as your prompts. We make your prompts better—together.

Unlike generic YouTube tutorials or expensive corporate training, we focus on:

- ✓ **Personalized to Your Business** – Every prompt is built for YOUR workflow, YOUR voice, YOUR tasks
- ✓ **Hands-On, Live Building** – We create prompts with you in real-time; no theory, just results
- ✓ **Immediate ROI** – Walk away with 3-5 working prompts you can use the same day
- ✓ **Non-Technical Approach** – Designed for SME owners, freelancers, and non-tech professionals

Service Details

What's Included:

Component	Description
1-on-1 Session	1–1.5 hours via Zoom/Google Meet
Custom Prompts	3–5 ready-to-use prompts tailored to your business
Worksheet Template	Editable Google Doc with all prompts and customization guide
Session Recording	Full recording for future reference (optional)
Follow-Up Support	1x follow-up via WhatsApp/email within 7 days

Who Is This For?

- ✓ SME Owners (bakery, F&B, retail, services)
- ✓ Freelancers (content creators, copywriters, consultants)
- ✓ Solopreneurs (coaches, trainers, small business operators)
- ✓ Marketing/Admin Staff (non-technical roles needing AI productivity boost)

Pricing:

- **Standard Session (1 hour):** Rp 600,000
- **Extended Session (1.5 hours):** Rp 900,000
- **Premium Package (1.5 hours + 2x follow-up):** Rp 1,200,000

Note: All packages include worksheet, templates, and recording.

How to Book a Session

Step 1: Initial Contact

Email copydhani@gmail.com or WhatsApp with:

- Your name and business type
- 2-3 tasks you want to streamline with AI
- Preferred session date/time

Step 2: Pre-Session Questionnaire

Fill out a brief form (5 minutes) to help us prepare

Step 3: Confirmation & Payment

Receive Zoom link and payment details

Step 4: Session Day

Join Zoom at scheduled time, bring your questions and examples

Step 5: Post-Session Support

Access your worksheet, recording, and follow-up support

About Justdhani Prompt Consultation & Training

Tagline: *Making AI Work for Your Business—Practically*

Who We Serve:

- SMEs & Startups (streamlining daily operations with AI)
- Freelancers & Solopreneurs (content creation, customer service, marketing)
- Non-Technical Professionals (anyone who wants to use AI without becoming an engineer)

Core Services:

1. **Private Consultation (1-on-1)** – Personalized prompt building sessions
2. **Prompt Audit & Optimization** – Review and improve existing prompts
3. **Mini Workshops** – Group training for teams (6-15 people)
4. **Custom Prompt Bank** – Build a library of 10-20 prompts for your business
5. **Institution Training** – Workshops for schools, universities, communities

What Makes Us Different:

- ✓ **Practical, Not Theoretical** – Every session produces working prompts you can use immediately
- ✓ **Indonesia-Focused** – Prompts designed for Indonesian language, culture, and business context
- ✓ **SME-Friendly** – Affordable pricing, flexible scheduling, relatable examples
- ✓ **Sustainable Learning** – You learn the framework, not just get prompts—so you can create your own later

Contact Information

Justdhani Prompt Consultation & Training

- ▣ **Location:** Jakarta, Indonesia
- ▣ **Website:** www.justdhani.com
- ▣ **Email:** copydhani@gmail.com
- ▣ **LinkedIn:** www.linkedin.com/in/syahrir-r-dhani

Confidentiality Notice:

This is a mock demonstration report designed for portfolio and service showcase purposes. All client data and testimonials are simulated for illustrative use only.

For inquiries about Private Consultation services, contact copydhani@gmail.com