

*"Spend less time writing, more time growing  
your brand."*



# AI Prompt Pack

**Write better promos, replies & descriptions  
in seconds**

**by Mathieu Gsell**  
[thegrabmethod.com](https://thegrabmethod.com)



Part of The Grab Method™ Tools for Restaurant Growth

## About the Author

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Mathieu Gsell helps independent restaurants transform delivery apps into reliable revenue channels.

With hands-on experience across Southeast Asia, he created **The Grab Method™** — a practical framework that empowers restaurateurs to grow online visibility, fix underperforming menus, and boost Grab performance without relying on costly agencies or gimmicks.

From food stalls to delivery-only brands, Mathieu focuses on simple, actionable strategies that make a measurable difference. When he's not refining menus, he develops no-nonsense growth tools that blend local insight with smart digital tactics.

## Work With Me

Need help applying The Grab Method™ to your business?

### **Done-for-You Services**

- **Grab account setup & optimization**  
Categories, keywords, photos, SEO descriptions, smart menus
- **Complete Grab audit & strategy report**  
Identify visibility leaks, pricing errors, and menu traps
- **Menu design & visual revamp**  
Professional layout, translation, and conversion-focused photos
- **Promo campaign strategy**  
Launch high-converting campaigns without burning your margins
- **Restaurant website creation**  
Clean, mobile-friendly landing page to boost your online presence
- **Multiplatform strategy (Lineman, ShopeeFood,...)**  
Stay ahead of competition across all delivery channels
- **English/local translation services**  
Make your listing accessible to both locals and tourists
- **Ongoing growth consulting** *(optional)*  
Monthly support to keep improving based on real data

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To discuss your project or request a quote:

 **Email:** [hello@thegrabmethod.com](mailto:hello@thegrabmethod.com)

Let's turn your delivery app into your most reliable revenue channel.



# AI Prompt Pack Handbook for Grab Restaurant Owners

*Write Better Promos, Replies & Descriptions in Seconds*

## What is AI and Why Should Restaurant Owners Care?

Running a restaurant means wearing many hats – chef, manager, marketer, customer service, and more. **Artificial Intelligence (AI)** is like getting a smart extra pair of hands (or rather, a smart assistant) to help with some of those tasks. In simple terms, AI refers to computer programs that can learn and make human-like decisions or responses. For example, **ChatGPT** is an AI chatbot that can have conversations, answer questions, and even create written content based on your prompts. Think of it as a friendly assistant that has learned from tons of information and can produce human-like answers to a variety of questions. In fact, it became widely popular very quickly (over 100 million users within two months of launch), which shows how many people find it useful!

For a **small restaurant owner in Southeast Asia (like a GrabFood merchant)**, AI can be a game-changer. It can help you:

- **Improve Communication:** Need to reply to a tricky customer review or write an update to customers? AI can draft a polite, well-worded response or message for you in seconds.
- **Speed Up Writing:** Instead of spending an hour trying to write a Facebook promo post or describe a new dish on your menu, you can let AI do the first draft in moments. This frees up your time to focus on cooking or managing your business.
- **Automate Content Tasks:** From coming up with promotional ideas to writing out detailed menu descriptions, AI can handle a lot of the creative grunt work. You provide the details, and the AI provides a written output that you can then tweak and use.

Most importantly, **you remain in control**. Think of the AI as your helper – it gives you a head start by generating content, but you get to review and edit that content to make sure it's perfect for your restaurant. This partnership between your expertise (you know your business and customers best) and the AI's speed and writing ability can lead to great results. Business owners with limited resources can rely on such innovation to thrive in a competitive landscape. The AI can help with everything from promotions and menu ideas to social media posts and more, making it a versatile tool for your day-to-day operations.

## Getting Started: Using AI Tools Like ChatGPT

Using an AI writing assistant might sound technical, but it's actually very easy – no special tech skills required. Let's walk through how you can start using a tool like ChatGPT step by step.

1. **Access the AI Platform:** To use ChatGPT (a popular AI assistant), go to the OpenAI platform's website and create a free account if you don't have one. Once logged in, you'll see an interface that looks like a chat or messaging app. This is where you will interact with the AI.
2. **Understand the "Prompt":** In AI terms, the message or instruction you type in the chat box is called a **prompt**. It's essentially what you ask the AI to do. For example, a prompt could be as simple as, "Give me a recipe for mango sticky rice," or as detailed as, "I run a Thai restaurant; draft a happy birthday email to a customer with a discount code." To get a useful answer, make your prompt clear and specific.
3. **Type Your Prompt and Hit Enter:** Just type your request in plain language and press Enter. The AI will think for a

moment and then generate a response right there in the chat window. It's like texting a very knowledgeable friend who replies instantly.

4. **Review the AI's Response:** Read what the AI wrote. It might be exactly what you need, or you might want some changes. This is where the real advantage of AI shines: you can **refine and continue the conversation**. If the answer isn't perfect, you don't have to start from scratch – you can just tell the AI what to adjust.
5. **Iterate (Refine Your Prompt):** ChatGPT allows back-and-forth interaction. You can type a follow-up prompt to fine-tune the output. For example, you can say, "Can you make it shorter?" or "Please add a friendly joke." The AI will generate a revised answer based on your new instructions. Don't be shy about this step – **treat it like a collaboration**. Many times, the first response is just a draft, and you can improve it by asking for tweaks.
6. **Save or Copy the Result:** Once you're happy with the AI's answer, you can copy the text and use it wherever you need – your Facebook page, Grab app listing, review response, etc. Always give it a quick proofread to ensure everything is accurate and fits your authentic voice.

**Tip:** A good prompt usually has three parts:

- *Context/Introduction* – briefly tell the AI what the situation is or who it needs to be. (E.g. "I own a family-run pizza restaurant in Jakarta.")
- *Your Request* – clearly state what you want. (E.g. "Write a promotional Facebook post about our new spicy tuna pizza.")
- *Any Details or Style Preferences* – add specific details you want included, or how the tone should be. (E.g. "Mention the 20% discount this weekend and use a fun, friendly tone.")

By giving context + request + details, you're more likely to get a useful response on the first try. And if the initial response doesn't hit the mark, you can always refine your prompt and try again. The more you practice writing prompts, the better the AI's output will match your needs.



## Smart Prompting Tips (and Common Mistakes to Avoid)

Before we dive into specific use cases, let's go over some general tips for getting the best results from AI, as well as a few common mistakes to avoid. These apply no matter what you're using the AI for – promotions, replies, descriptions, anything. Consider this your prompt craft cheat-sheet!

 **Be Specific and Provide Details:** AI isn't a mind-reader; it works with what you give it. A common mistake is using **vague prompts** that lead to generic responses. For instance, if you prompt just "Write a promo for my restaurant," the result will be very general. Instead, specify the type of restaurant, the promo details, and the desired style: *"Write a fun 50-word Facebook promo for my Thai restaurant announcing a new spicy papaya salad, with a discount for this weekend."* The more context and specifics you include, the more tailored and engaging the output will be. Clear in = clear out!

 **Define the Tone or Role if Needed:** If you want the message to sound a certain way, tell the AI. You can say, "Respond as a friendly owner," or "Write in a casual, youthful tone," or even specify a persona like "You are a professional chef explaining to a

customer...". This helps the AI set the right voice. Without guidance, it might produce text that's correct but lacks the personality or warmth you want. Don't hesitate to mention the tone (friendly, formal, enthusiastic, etc.) in your prompt.

 **Iterate and Refine:** A very powerful feature is the ability to have a conversation. Don't settle for the first output if it's not perfect – **not treating the first answer as final is key**. You can always press further: "Actually, make it shorter and catchier," or "Can you include a thank-you at the end?" Each follow-up prompt helps steer the AI closer to what you envision. Think of it like working with an assistant or an employee – you give feedback to get a better result. This iterative approach is where you put your own stamp on the content and ensure it represents your restaurant well.

 **Break Down Complex Tasks:** If you have a very broad request, it might help to break it into smaller prompts. For example, instead of asking "Create a full marketing campaign for my cafe," you could first ask for **ideas** ("Give me 5 promo ideas for a cafe during New Year"), then pick one and ask the AI to flesh out the social media post, the flyer text, etc. Step-by-step prompting prevents confusion and often yields better organized content.

 **Avoid Overloading or Jargon:** Another mistake is cramming too many questions or lots of insider jargon into one prompt. If your prompt is long and complicated, the AI might get confused or produce a muddled answer. It's okay to write a multi-sentence prompt (especially when providing context), but ensure it's clear and focused on one task at a time. If you have industry-specific terms or local slang, consider explaining them or keeping it simple, as the AI may not know niche terms (for example, instead of "our kueh is best," say "our traditional rice cakes (kueh) are our best-sellers" to make it clear).

 **Always Review and Edit the AI's Output:** AI can sometimes **get things wrong or sound slightly off**. It might use an unusual phrase or assume something incorrectly. Always read the draft it gives you and make sure facts (like dates, prices, names) are correct and the tone feels right. Remember, ChatGPT's knowledge has a cutoff (it doesn't know about very recent events or changes after 2021). So if you ask it about current trends or refer to something very new, it might not have that info. Use your judgment and don't blindly copy-paste – a quick check can save you from posting a mistake.

**▲ Common Pitfalls to Avoid:** Don't use AI to vent or respond emotionally – if you're upset at a bad review, cool down first. Avoid giving prompts that

are too short ("Write reply.") or too broad ("Do my marketing."). Don't ignore platform limits – if Twitter only allows 280 characters, make sure to tell the AI to keep it brief. And importantly, **don't rely on AI for sensitive or confidential communications** (like legal issues or serious customer complaints) without proper review – AI is best at helping with routine content, but you should handle critical matters personally or with professional help. Also, be cautious about sharing private data in your prompts (like customer personal info); if using a public tool like ChatGPT, keep prompts general to protect privacy.

By keeping these tips in mind, you'll get the most out of your AI assistant. Now, let's explore specific scenarios – Promotions, Replies, and Menu Descriptions – and see how AI can help with each, step by step. Each section will include examples and a handy checklist at the end.

## AI for Promotions: Writing Great Offers and Social Posts

Promotions are the lifeblood of attracting customers – whether it's a special discount, a holiday offer, or a new menu item announcement. However, writing a catchy promo message or social media post can be challenging if writing isn't your forte (especially in a second language). AI to the rescue! By using AI tools like ChatGPT, you can quickly craft engaging promotional content that grabs attention and highlights your offering.

*Figure: ChatGPT can brainstorm creative promotion ideas based on your input. In this example, the AI was asked for holiday promotion ideas for a restaurant.*

Imagine you want to promote a **weekend deal** at your restaurant. Traditionally, you might struggle for 30 minutes to write a fun caption. Now, you can do it in a few simple steps:

### Step-by-Step: Creating a Promotion with AI

**This is just the beginning — the full AI Prompt Pack gives you the exact tools and proven prompts that restaurant owners across Southeast Asia use to write faster, market smarter, and stand out on Grab.**

## **Ready to Write Like a Pro (in seconds)?**

This is just the beginning — the full AI Prompt Pack gives you all the pre-built templates and smart prompts used by top-performing restaurant owners to write faster, respond better, and market smarter on Grab.

 [\*\*Download the Full AI Prompt Pack now for just \\$29\*\*](#)

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## **Need help setting up your Grab presence or AI workflow?**

We also offer tailored services to optimize your restaurant's listing, content, and strategy.

 [hello@thegrabmethod.com](mailto:hello@thegrabmethod.com)

 [thegrabmethod.com](https://thegrabmethod.com)

Let's put AI to work for your restaurant — and turn content into conversions.

# **AI Prompt Pack**

**Write better promos, replies & descriptions in seconds.**

Built for busy restaurant owners & marketers who want more results with less effort.

- ✨ Automate your writing.
- ⚡ Boost engagement.
- ... Communicate like a pro – without the struggle.

## **Written by:**

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