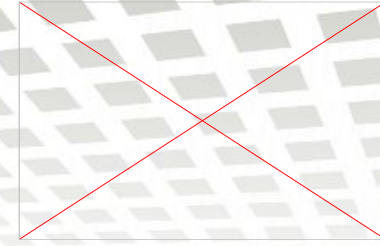


**AI** FOR DRIVING  
INSTRUCTORS



# 8 Ways AI Can Help Driving Instructors Become More Successful in Business

Des O'Connor

# The 3 Types of People

## The Sceptic



Watching others  
move ahead  
Stuck in Fear

## The Fence-Sitter



Curious but Waiting  
Missing Out Daily

## The Go-Getter



Using AI,  
Winning Clients,  
Leading the Field

**Which One Are YOU?**

# ***What is AI (and how does it help you)***

Think of it as a powerful word engine that understands your questions and gives you useful answers. You've already seen AI in chatbots or Netflix recommendations.

Now it's here to save you time, reduce stress, and help you grow your business.

# ***What is AI (and how does it help you)***

AI (Artificial Intelligence) is when computers are trained to think and act a bit like humans.

It can answer questions, write content, talk to you, make suggestions, and even solve problems.

The main type of AI today is called an LLM (Large Language Model).

# 1. AI Prompt Formula For Driving Instructors

## 1. Give AI a role

“Act as a world-class marketing expert for driving instructors.”

## 2. Add your context

Explain your driving school, local area, audience, challenge, and goals.

## 3. Ask AI questions

“Ask me 7 questions so you can prepare this properly.”

## 4. Improve the result

“Now improve this by 10% and create 3 stronger versions.”

# AI Growth Prompt For Driving Instructors

FOR DRIVING  
INSTRUCTORS

“You are a world-class driving school growth consultant who specialises in helping driving instructors and driving school owners attract more learner drivers, recruit new instructors, and generate local enquiries using social media, AI, and modern marketing strategies for free.

Create a simple marketing plan using social media and AI strategies to help a driving instructor attract 10 new pupil enquiries this week and recruit potential instructors locally.

Ask me 7 questions so you can fully understand the driving school, the local area, the target audience, and the business goals. Keep the plan practical, easy to follow, and focused on strong local reach, engagement, visibility, referrals, recruitment, and lead generation.”

**Improve x 10% and Do  
Deep Research**

## 2. How to Design Like a Professional Without Being One

- Create logos in minutes – **Looka**
- Design presentations quickly – **Gamma**
- Build website mockups and layouts  
**Hostinger and Durable**
- Generate social media graphics – **Canva**

# **3. How You Can Talk to AI 24/7 and Get Help with Anything You Need Using Just Your Voice or Video**



## 4. Which AI Tool Is Best?

- ChatGPT excels at creativity and problem-solving.
- Claude often produces natural writing.
- Use Both to Compare



**ChatGPT**

 **Claude**

The logo for Claude, featuring a stylized orange starburst icon to the left of the word "Claude".

# 5. Spy on Your Website Competition Legally

- Discover what competitors are doing.
- Find keywords people search for.  
Improve your Google visibility.
- Learn what content attracts customers.

# How to Improve Your SEO and Google Rankings for Free Using AI

“These tools simplify complex SEO tasks, help your website rank higher, and give you insights into your competitors.”

- SimilarWeb
- Surfer SEO
- Neuron Writer
- Frase.io
- Answer The Public
- Uber suggest

# 6. Create Marketing Materials in Minutes

- Create birthday vouchers.
- Design Christmas promotions.
- Create gift vouchers for lessons.
- Generate social media graphics.

# Seasonal Voucher Campaigns Work Extremely Well

Post voucher campaigns for:

- Birthdays
- “Just Turned 17”
- Christmas
- Easter
- Valentine’s Day
- Congratulations gifts
- Exam pass gifts
- University students
- Back-to-school campaigns

**Johns**  
DRIVING SCHOOL

**Birthday**  
**VOUCHER**  
for Driving Lessons

The gift of confidence, freedom  
and **new journey's** ahead!

EXPERIENCED INSTRUCTORS | PATIENT & FRIENDLY | PASS WITH CONFIDENCE

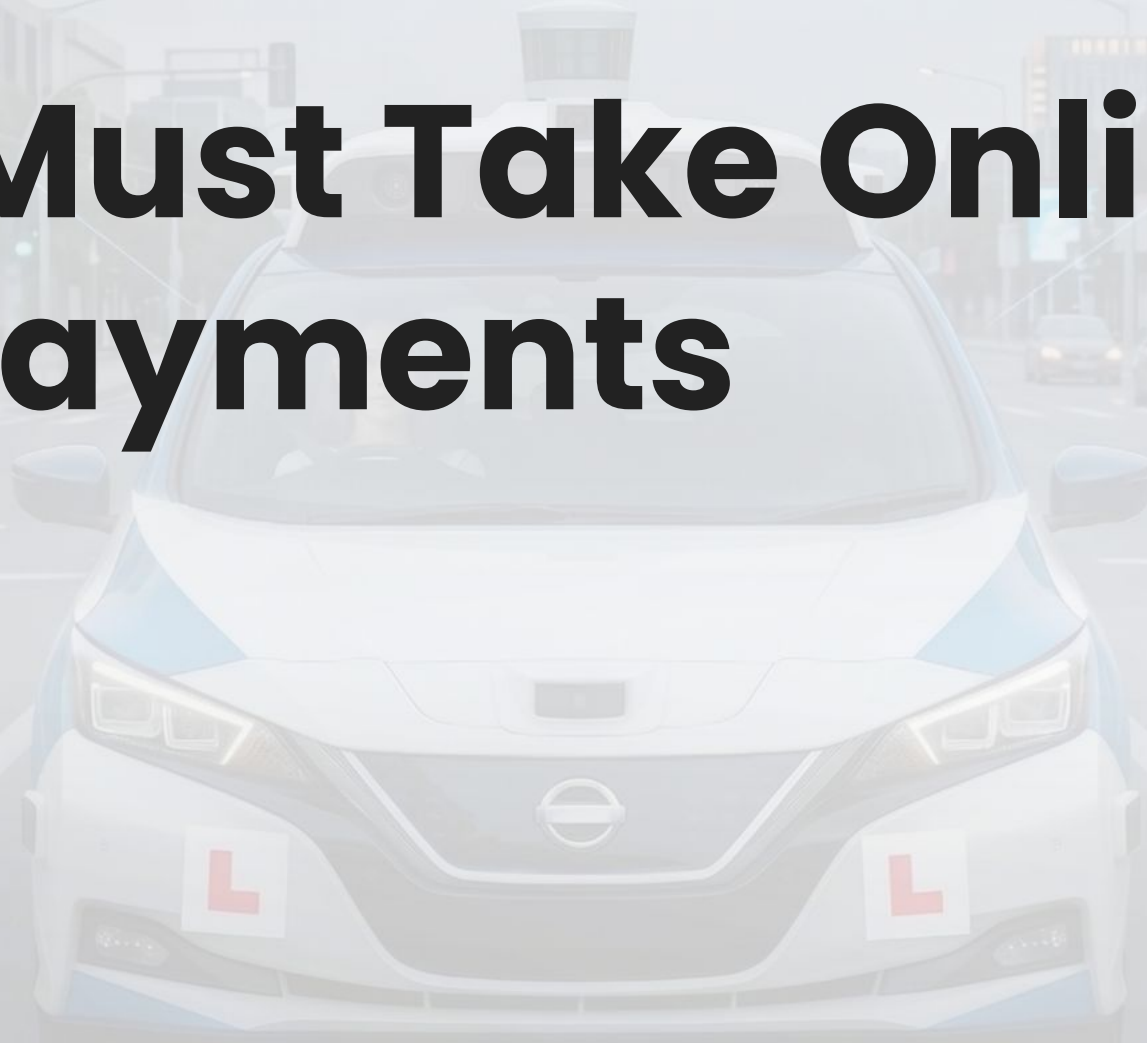
TO: .....  
FROM: .....

LOCAL TUITION  
REAL RESULTS

LEARN TODAY. DRIVE TOMORROW. **SUCCEED FOR LIFE.**

**Families LOVE Convenience Gift Ideas.**

# **7. You Must Take Online Payments**





# 8. How AI Can Take Your Website Enquiries 24/7 Using Live Voice and Video



# The 3-Minute ChatGPT Setup Every Driving Instructor Should Do First



A white Nissan car with 'L' learner plates on the front bumper, equipped with a roof-mounted sensor unit, is shown from a front-facing perspective on a city street. The background is a blurred urban environment with buildings and traffic lights.

**“AI Will Not Replace Driving  
Instructors.  
Driving Instructors Who Use  
AI Will Replace Those Who  
Don’t.”**

# DRIVING LESSON GIFT VOUCHERS

*Never Miss a Gifting Occasion*

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**Birthday** especially just turned 17



**New Year** new skill, new start



**Christmas** 10% of the entire Christmas gift market



**Easter** spring gifting season



**Valentine's Day** fastest growing gifting occasion in the UK



**Mother's Day / Father's Day**



**Exam Pass** GCSE, A-Level, graduation



**New Job or Promotion**



**Leaving for University** learn before you go



**Moving to a New Area**



**Anniversary** a practical gift that lasts



**Corporate Staff Incentive**

**84% of UK consumers bought a gift in the last 12 months.** *Are any of them buying from you?*

# July 5 Event Zoom or In person



**PETER HARVEY**



**GRAHAM HOOPER**



**CHRIS BENSTED**



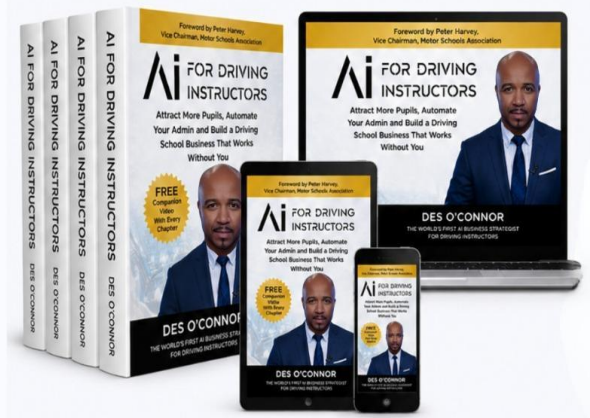
**RAJ AKUTHOTA**



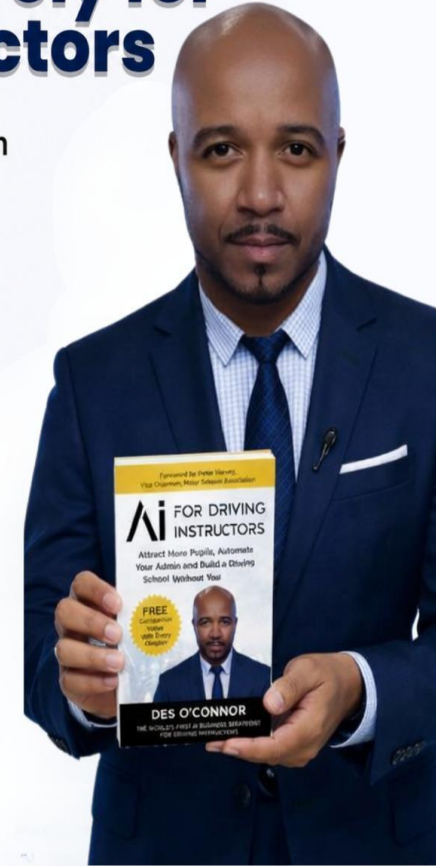
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**£9.99**

# The World's First AI Book Written Exclusively for Driving Instructors

Attract More Pupils, Automate Your Admin  
and Build a Driving School Business That  
Works Without You



- Free £199 Video Course
- Physical Book Delivered
- Step-by-Step Chapters
- Proven Strategies



**THANK YOU**

