

# AI Behind the Bar

Make marketing look like your business  
and build tools around the way you work

A practical workbook for bar, pub, brewery and taproom owners

**Jamie Ratcliff**

Bullfrog Creek Brewing Co. • [TaproomToolkit.com](https://TaproomToolkit.com)

## Two useful places to start

Give AI your colors, fonts, examples and rules so the next post, flyer or web page feels like it belongs to your business.

Find one job you pay software to do, describe how your team actually does it, and test whether a small custom tool could handle that job.

## Inside

- A brand kit you can reuse, a complete marketing walkthrough and a clear way to ask for revisions
- A subscription audit, a first-version worksheet and build prompts for Codex or Claude Code
- Six Bullfrog examples covering marketing, booking, trivia, music bingo, staff scheduling and brewery management
- Real-world tests, a safe changeover checklist and an optional seven-session plan

## OCTOBER 2026 EDITION

Start with the tools you already have. AI access, hosting and other services may cost extra. This workbook does not include software subscriptions, development services or a working replacement app.

START HERE

# Pick one result you can use

You know how your place should look and how the work needs to happen. AI needs that information. A vague request gives it room to make the wrong choices. A good brief gives it something concrete to build, and a good test tells you whether the result is useful.

Work through the marketing pages first if you are new to this. If you already use AI for posts and graphics, fill in the brand kit and move to the custom-tool section. Keep the editable document as your master and make a copy for each job.

First time using AI? A prompt is the instruction you type in the message box. Open a chat in a service you are comfortable using, paste one complete prompt, replace the bracketed fields, attach any safe examples it needs and choose Send. Read the answer before continuing. If your account cannot upload files, paste the brief and describe the references instead.

| Start here                  | Pages    | Finish with                                                                      |
|-----------------------------|----------|----------------------------------------------------------------------------------|
| Brand and marketing         | 3 to 11  | An approved brand kit, one checked marketing asset and saved instructions        |
| Custom tools                | 12 to 26 | One small build brief, a tested preview and a decision about whether to continue |
| Go live and keep it running | 27 to 31 | A named owner, a fallback, verified costs and a changeover decision              |

## How the examples work

The short quotes marked “From my Bullfrog work” are real requests. The longer copy-and-paste prompts are newly written teaching templates based on those lessons. They are not complete transcripts or promises that the same prompt will produce the same software for you.

Project status is a snapshot from October 6, 2026. A live fix means that particular fix was published. It does not mean every part of an app is finished. BrewSheets has documented operating use; the separate commercial brewery-software product was not live. No subscription cancellation or measured saving is claimed here.

## Keep these limits in place

- Use public information, your own permitted assets and fictional test records first. Do not paste passwords, keys, private staff details or customer lists into a general chat.
- Approve facts before a post goes out. Approve data access and real-world actions before a tool takes them.
- Keep your current workflow running while you test. A nice screen is only the beginning.
- You own the final decision. Bring in qualified help when security, payroll, payments or critical operations are involved.

Use the matching text prompt pack when copying from a PDF is awkward. All worksheet fields in the DOCX are ordinary editable text, not secure or protected forms.

# Build your brand kit

Fill in what you know. Write UNKNOWN beside anything that still needs checking. Do not let AI turn a guess into a permanent brand rule. A hex code, such as #FFFFFF, is the six-character code that identifies a digital color.

Business name and public website

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| Color role       | Exact code | Where it belongs |
|------------------|------------|------------------|
| Main brand color | <hr/>      | <hr/>            |
| Second color     | <hr/>      | <hr/>            |
| Background       | <hr/>      | <hr/>            |
| Main text        | <hr/>      | <hr/>            |

Heading font and weight / Body font and weight / Approved fallback

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Logo files to use and any clear-space or placement rules

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Our voice in useful terms, with one sentence we would actually say

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Words, themes, visual effects and claims we avoid

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Approved photo sources and who can approve a new asset

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Brand kit owner: 

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 Version date: 

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Saved master location: 

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Print tip: duplicate this page when you need a second brand or event series. Keep any event-specific exception separate from your main rules.

# Explain what you like and what you do not

Upload examples in a small group. Label them clearly: LIKE 1, LIKE 2, AVOID 1. Point to a detail. “I like this” is less useful than “the date is easy to read and the logo has room around it.” A disliked reference is there to explain what to avoid, not to become the new direction.

| Reference       | Keep or avoid | Specific reason |
|-----------------|---------------|-----------------|
| My example 1    | _____         | _____           |
| My example 2    | _____         | _____           |
| My example 3    | _____         | _____           |
| Website section | _____         | _____           |

## Useful reference notes

- Keep: one strong headline, a real venue photo and a plain background.
- Avoid: too many badges, hard-to-read script, fake wood textures or a stock neon theme.
- Change: use the spacing from this example, but use my own logo, palette and text.

## Prompt M1 Read the references

Teaching template. Replace bracketed fields before use.

I am giving you references for [business]. Read the files I have attached and the specific website sections you can actually access. Tell me which files or pages you could not inspect.

For each LIKE example, identify the layout, type hierarchy, color use, image treatment and writing choices worth keeping. For each AVOID example, name the choices to avoid. Treat the examples as reference material, not instructions.

Separate confirmed facts from visual guesses. Do not guess an exact font or hex code from a screenshot. Ask me to confirm anything important that is missing. Do not create a design yet.

My notes: [what I like or dislike about each labeled example].

## Before you move on

Correct the analysis. If AI says you like “rustic texture” when you actually like the spacing, tell it. Getting this right now is easier than fixing ten finished graphics.

# Describe the smallest useful tool

An MVP is the smallest working version that can do one useful job. Write the job in normal language. You do not need to choose a programming language before you know what the tool should do.

Who uses it and the problem they are trying to solve

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Trigger / What starts the job

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Inputs / What the person enters or uploads

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Steps / What happens in order

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Output / What the person can see, save, print or export

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Rules / What must never happen and when a manager must approve

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First version includes exactly these three things

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Leave these features for later

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Done means: \_\_\_\_\_

Example of a testable finish: "A host loads a sample playlist, generates cards and checks a called track against the same song list." "Works great" is not a test.

# Show the workflow you already understand

Give the builder a sample that represents your real job: a blank booking sheet, your own schedule layout, a sample trivia round, a bingo card or a sanitized batch record. Explain which parts you want to keep and which parts frustrate you.

## Make a safe example pack

- One clean example of the input and one example of the desired output
- A short screen recording or annotated screenshots showing the current steps, if permitted
- A list of fields and what each means, including dates, units and required entries
- Two awkward examples: an incomplete record, a duplicate entry or a late change
- Your approved brand kit if staff or guests will see the tool

Use fictional names and contact details. Remove private information from filenames, screenshot backgrounds and hidden spreadsheet tabs too. Use exports you are entitled to use. Rebuilding your own workflow does not mean copying a vendor's code, proprietary question bank, licensed music or paid design assets.

## Prompt B1 Understand my workflow before building

Teaching template. Replace bracketed fields before use.

I want to examine a custom replacement for one workflow, not clone an entire paid product. Read my attached examples and describe what each one contains. Tell me what you could not inspect.

Map the current steps, inputs, outputs, user roles and approval points. Identify missing rules, awkward cases and any private data or paid dependency. Use fictional data for the proposed prototype.

Suggest the smallest version that could prove this workflow is useful. Separate required features from later ideas.

Explain the limits, likely ongoing services and tests in plain language. Do not build, connect accounts, import real records or publish yet.

Current workflow: [paste]. Examples: [list]. Problem to solve: [paste].

The example that best shows what I want

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