

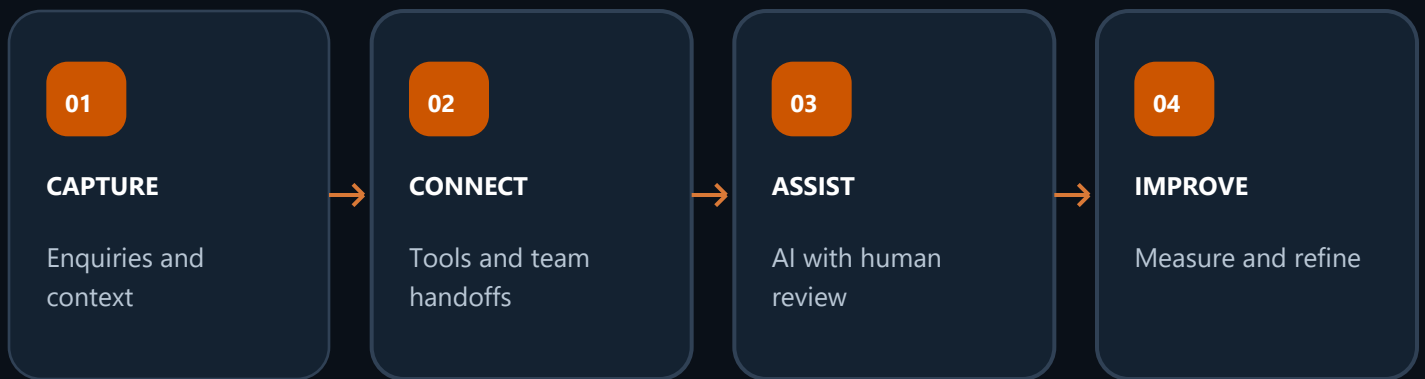
THE PRACTICAL AI SERIES

Your AI Growth Blueprint

Less repetitive work.
Clearer customer journeys.
A focused first project.

SMALL & MIDSIZE BUSINESSES

LOCAL TEAMS & SOLO OPERATORS



Eight service areas. Practical example workflows.
A clear brief for the conversation that comes next.

Choose the job AI should do

Begin with a business problem, then agree the tools, boundaries and success measures.

01

AI Strategy & Audit

Scope. Review goals, workflows, tool fit, access needs and practical AI opportunities.

Possible deliverables. Prioritized use cases, pilot requirements, an adoption roadmap and review measures.

To enquire. Describe the bottleneck, current process and desired outcome.

02

AI Automation

Scope. Map an agreed workflow across enquiries, bookings, notifications, reporting and handoffs.

Possible deliverables. Workflow map, scoped connections, approval steps and testing of the agreed process.

To enquire. List the trigger, current tools, manual steps and exceptions.

03

AI Marketing

Scope. Apply AI-supported research, audience and creative testing, tracking and campaign review.

Possible deliverables. An agreed campaign plan, conversion tracking and performance reporting. Channels depend on scope.

To enquire. Share your offer, audience, channels, current activity and goals.

04

AI Content & Search

Scope. Combine editorial review with SEO, local search, GEO and AI-supported content planning.

Possible deliverables. An agreed content plan, website or search improvements, reviewed content and measurement.

To enquire. Share your website, service area, priority topics and content gaps.

The final scope, fees, timing and responsibilities are agreed before work begins.

Make AI useful in everyday work

Development and training start with a defined task, suitable information and clear human review.

05

AI Development

Scope. Check the workflow, approved information sources, existing tools, access and feasibility.

Possible deliverables. A scoped prototype or pilot, agreed test cases, human review points and handover guidance.

To enquire. Describe the task, users, tools and intended outcome. Do not send credentials or confidential records.

06

AI Training & Enablement

Scope. Agree role-specific tasks, experience levels and tools. Cover prompts, output checks and information handling.

Possible deliverables. Sessions may include example workflows, reusable prompt resources and a follow-up review.

To enquire. Tell us who needs training, their experience and the tasks they want to improve.

07

CRM & Follow-Up Automation

Scope. Agree routing, triggers, email or SMS follow-up, reminders, segmentation and team ownership.

Possible deliverables. Scoped CRM workflows, reviewed messages, handoff rules and reporting for the agreed process.

To enquire. Share how leads arrive, where they are stored and where follow-up is missed.

08

Websites & AI Integrations

Scope. Scope design, mobile usability, conversion improvements, booking, CRM and assistant connections.

Possible deliverables. Agreed page or website work, integration requirements, testing and handover or support scope.

To enquire. Share your website, key conversion action, current tools and main friction points.

Data suitability, integration feasibility and ongoing support are confirmed during scoping.

Start with work you already do

Three illustrative ideas per niche. These are not client case studies or guaranteed outcomes.

01 Real estate

- Capture property enquiries and route them by location or property type for agent follow-up.
- Draft listing descriptions from approved property details, with agent review before publishing.
- Create viewing reminders and follow-up tasks in the existing CRM.

Measure: response time, follow-up completion and content preparation time.

02 Property management

- Collect maintenance requests and prepare structured handoffs for staff review.
- Draft routine owner or tenant replies using approved policies and information.
- Track lease-renewal dates and create reminders for the responsible team member.

Measure: request completeness, administrative time and missed reminders.

03 Field services

- Turn enquiry or call notes into a quote-request checklist, highlighting missing details.
- Route enquiries by service type and coverage area for dispatcher review.
- Send appointment reminders and follow up on estimates using approved messages.

Measure: time to quote, routing accuracy and follow-up completion.

04 eCommerce

- Prototype support answers using approved product, delivery and returns information.
- Create product-description and campaign-content drafts for editorial review.
- Organize post-purchase follow-up tasks around agreed customer-journey steps.

Measure: answer accuracy, content preparation time and handoff completion.

Confirm information, access and human approvals before choosing a tool.

More ways to put AI to work

Three illustrative ideas per niche. These are not client case studies or guaranteed outcomes.

05 Solo entrepreneurs

- Turn business notes into blog, email or social-content drafts for owner review.
- Capture enquiries in one place and create reminders for the next action.
- Build reusable prompts and checklists for recurring research and planning tasks.

Measure: preparation time, consistency and missed follow-ups.

06 Solo practices

- Organize non-sensitive administrative enquiries for staff-reviewed responses.
- Draft appointment instructions or FAQ replies from approved business information.
- Create reminders for administrative tasks and routine team handoffs.

Measure: administrative time, response accuracy and handoff clarity.

07 Local services

- Connect website enquiries to CRM records with a named owner for the next action.
- Draft service-page and local-content updates for owner review.
- Prepare enquiry acknowledgements and follow-up reminders using approved templates.

Measure: routing accuracy, response time and content preparation time.

Keep a person responsible for approvals, exceptions and customer-facing decisions. Confirm access and information requirements before choosing a tool.

Bring a clear brief to the conversation

A useful first project is small enough to test and specific enough to evaluate.



YOUR PROJECT BRIEF

- | | |
|-------------------------------|---|
| 01 The task | What repeated task or customer journey needs attention? |
| <hr/> | |
| 02 Current tools | Which website, CRM, booking, email or other systems are involved? |
| <hr/> | |
| 03 People & review | Who uses the workflow, owns it and approves important actions? |
| <hr/> | |
| 04 Information | What approved sources are available? What must stay out of scope? |
| <hr/> | |
| 05 Success measure | What would you measure before and after a pilot? |
| <hr/> | |
| 06 Constraints | What access, budget, timing or support needs should we discuss? |
| <hr/> | |

Tell us what you want to improve.

Select a service and describe your task, tools and desired outcome.
Use the enquiry form to arrange the next conversation.

[Start a conversation](#)