



WELCOME

WHY THIS WORKBOOK MATTERS

Small business owners wear many hats. You're the decision maker, problem solver, marketer, customer service representative, and more.

Artificial Intelligence (AI) can help take some of the pressure off by automating repetitive tasks, improving communication, and giving you more time to focus on growing your business.

This workbook will guide you step-by-step to identify where AI can create the biggest impact for you.

THIS WORKBOOK WILL HELP YOU:

-  **Assess** your current business operations
-  **Identify** time-consuming and repetitive tasks
-  **Discover** communication opportunities
-  **Explore** marketing improvements
-  **Prioritize** potential AI projects
-  **Create** a simple 30-day action plan



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AI is not about replacing people. It's about removing the busywork so you can focus on what only you can do.



HOW TO USE THIS WORKBOOK

- 1 Work through each section at your own pace.
- 2 Be honest and specific in your answers.
- 3 Use the examples provided to spark ideas.
- 4 Focus on progress, not perfection.
- 5 Take action on one opportunity at a time.



Small steps today can create big results for your business.



YOUR BUSINESS. YOUR FUTURE.

You know your business better than anyone.

This workbook will help you unlock the power of AI to build a more efficient, profitable, and sustainable business.





FREE BONUS WORKBOOK

SMALL BUSINESS AI READINESS — WORKBOOK —

Identify Opportunities.
Save Time. Work Smarter.
Grow Your Business.



Identify repetitive tasks
taking up your time



Improve customer
communication



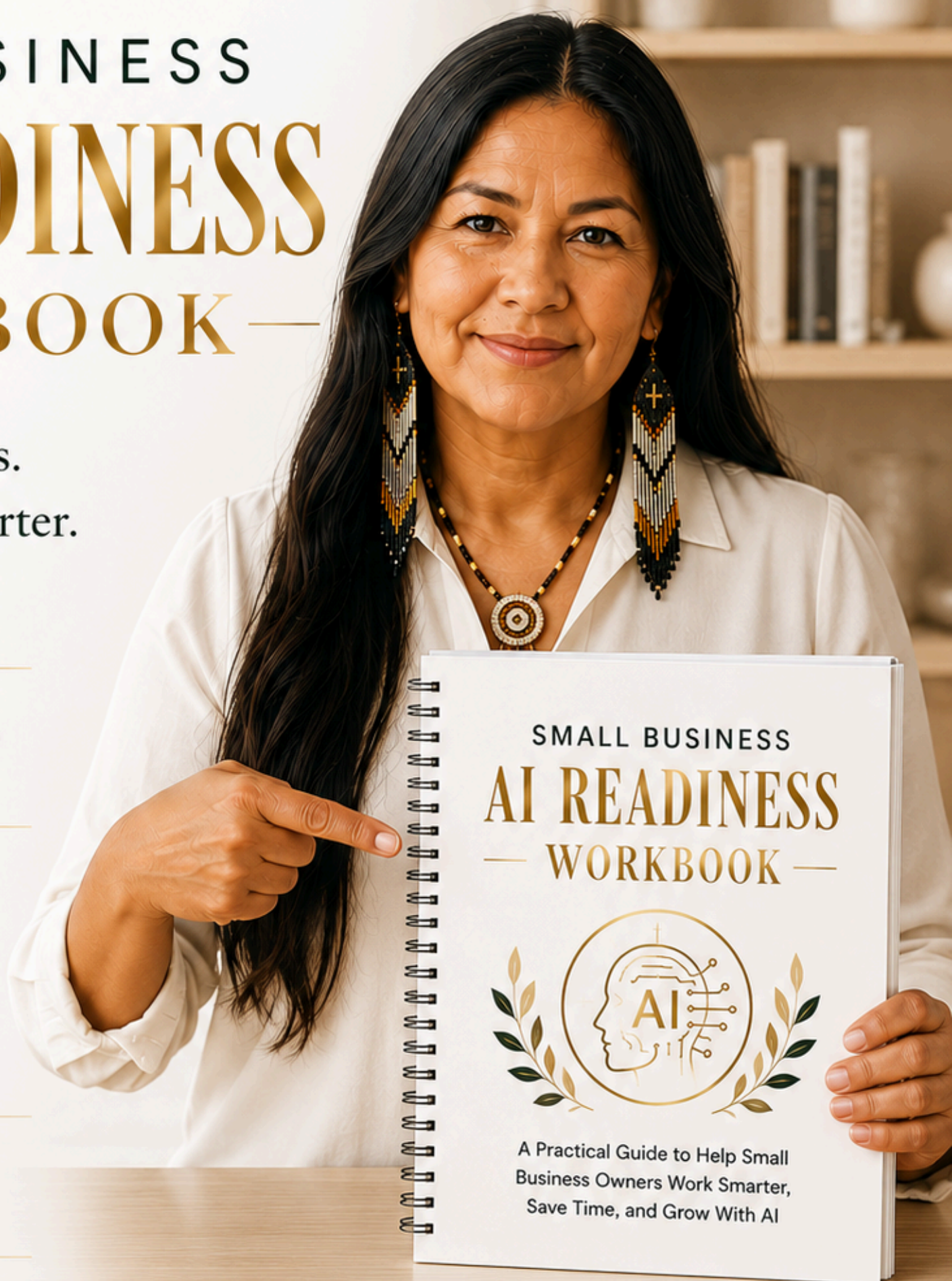
Discover marketing
opportunities



Explore operational
improvements



Create your 30-day
AI action plan



PRACTICAL STRATEGIES. SMART TOOLS.
REAL RESULTS.

CREATING POSSIBILITIES WITH *ChatGPT*



YOUR BUSINESS SNAPSHOT



Before we explore AI opportunities, let's take a moment to understand your business today.

This is your starting point.



BUSINESS OVERVIEW

A clear picture helps you find the right AI opportunities.

BUSINESS NAME

INDUSTRY

PRODUCTS / SERVICES

LOCATION

YEARS IN BUSINESS

NUMBER OF EMPLOYEES

YOUR ROLE

WHAT MAKES YOUR
BUSINESS UNIQUE?



★ You don't need to be an AI expert.
You just need to know your business.





IDENTIFY YOUR TIME DRAINS



Busy work can keep you from growing your business. Let's identify the tasks that take the most time, so you can focus on what matters most.



STEP 1

LIST YOUR REPEITIVE TASKS

Write down tasks you do regularly. Include both important and time-consuming tasks.

- 1.
- 2.
- 3.
- 4.
- 5.



STEP 2

ESTIMATE THE TIME

How much time do you spend on each task every week? Be honest—this is for your business, not anyone else.

TASK

HOURS PER WEEK



REFLECTION

Every hour you save on repetitive tasks is an hour you can invest in growing your business.



Work on your business, not just in your business.



STEP 3

FIND THE BIGGEST DRAINS

Which tasks take the most time but don't require your unique skills or personal touch? These are your best opportunities for AI support.

Top 3 tasks I want to explore with AI:

- 1.
- 2.
- 3.



Awareness is the first step to change.
The clarity you create here will guide your AI opportunities.





KNOW YOUR CUSTOMERS



When you understand your customers, you can serve them better and build stronger relationships.

Let's capture who you serve today.



WHO ARE YOUR IDEAL CUSTOMERS?

Describe the people or businesses you serve best.



WHAT DO THEY VALUE MOST?

What matters most to your customers when they choose your business?



HOW DO THEY PREFER TO COMMUNICATE?

Email, text, social media, phone, in person?
What works best for them?



WHAT PROBLEMS DO YOU SOLVE FOR THEM?

What challenges do your customers face that you help them overcome?



QUICK TIP

The more you understand your customers, the easier it is to use AI to support, communicate, and create offers they love.



Great businesses solve real problems for real people.



When you know your customers,
you can use AI to serve them even better.





EXPLORE YOUR BUSINESS TODAY



Your business is always evolving.
Take a moment to look at where you are now
so you can move forward with clarity.

This is your current snapshot.



WHERE IS YOUR BUSINESS STRONG?

What's working well right now?
What are you most proud of?



WHAT CHALLENGES ARE YOU FACING?

What slows you down?
Where do you need support?



WHAT ARE YOUR TOP PRIORITIES?

What do you want to
focus on in the next
3 to 6 months?



WHAT ARE YOUR BIG GOALS?

Where do you see your
business in 1 year?
In 3 years?



QUICK TIP

When you understand
your business today,
you can make
better decisions
and use AI to help
you grow faster,
work smarter, and
serve better.



A clear snapshot creates a strong foundation
for smart decisions and future growth.





DISCOVER YOUR AI OPPORTUNITIES

AI works best when it solves real problems in your business. Let's explore where it can make the biggest impact for you.

Think opportunities, not technology.



WHERE COULD YOU SAVE TIME?

What tasks take up too much of your time each week?



WHERE COULD YOU SERVE CUSTOMERS BETTER?

What areas of communication, support, or service could be stronger?



WHERE COULD YOU GROW YOUR BUSINESS?

What marketing, visibility, or sales activities could help you reach more people?



WHERE COULD YOU MAKE THINGS RUN SMOOTHER?

What behind-the-scenes processes could be easier or more efficient?



QUICK TIP

Look for tasks that are repetitive, time-consuming, or easy to forget. These are often the best places to start with AI.



Opportunities are everywhere.
The key is knowing where to look.





ALIGN YOUR GOALS WITH AI SUPPORT

AI is most powerful when it supports the goals that matter most to you and your business.

Let's connect your goals to what AI can help you achieve.



WHAT ARE YOUR TOP BUSINESS GOALS?

List 3 goals you want to achieve in the next 6 to 12 months.

- 1.
- 2.
- 3.



WHY DO THESE GOALS MATTER TO YOU?

What impact will reaching these goals have on your business and your life?



HOW CAN AI HELP YOU REACH THESE GOALS?

Think about the tasks, information, or support AI could provide.



WHAT IS ONE SMALL STEP YOU CAN TAKE TODAY?

What is one action you can take right now to move closer to your goals with AI?



QUICK TIP

Clear goals help you focus. AI helps you move faster, work smarter, and turn your vision into reality.



Your goals are your direction.
AI can be the momentum that takes you there.





STRENGTHEN YOUR BUSINESS WITH AI INSIGHTS



AI can help you see what's working, what's not, and what to try next. Use insights to make confident, informed decisions.

Knowledge leads to better choices.



WHAT DATA OR INFORMATION WOULD HELP YOU MAKE BETTER DECISIONS?

What numbers, feedback, or patterns would be most useful?



WHAT CUSTOMER FEEDBACK WOULD YOU LIKE TO UNDERSTAND BETTER?

What do you wish you knew about your customers?



WHAT INSIGHTS COULD HELP YOU IMPROVE OR INNOVATE?

Where could you make your products, services, or operations even better?



WHAT DECISIONS DO YOU WANT TO MAKE WITH MORE CLARITY?

What choices feel important but difficult right now?



QUICK TIP

Ask AI to analyze information, identify trends, summarize feedback, and suggest actionable ideas. Better insights lead to stronger decisions.



Insights turn information into action.
The more you know, the better you grow.





CREATE A SIMPLE AI ACTION PLAN YOU CAN FOLLOW

Big change starts with small steps.
Let's turn your insights into a clear,
practical plan you can put into action.

Start small. Stay consistent. Grow with AI.



WHAT IS ONE AI TOOL
YOU WANT TO TRY FIRST?

Which tool or feature will
help you most right now?



WHAT IS ONE TASK
YOU WILL HAND OFF
TO AI THIS WEEK?

Be specific. What will you
ask AI to help you do?



WHEN WILL YOU TAKE
THIS FIRST STEP?

Choose a day and time
to get started.



WHO CAN SUPPORT
YOU ALONG THE WAY?

Who can encourage you,
offer feedback, or help
you stay on track?



HOW WILL YOU KNOW
IT'S WORKING?

What results or improvements
will show you're on the
right track?



QUICK TIP

A simple plan
helps you take
action today and
build momentum
for tomorrow.

Progress comes
one small step
at a time.



A plan turns intention into action.
Small steps today create big results tomorrow.



COMMUNICATE BETTER. SERVE STRONGER.

AI can help you write clearer messages, respond faster, and build stronger relationships with your customers.

Clear communication builds trust and loyalty.



WHAT KIND OF MESSAGES DO YOU SEND MOST OFTEN?

e.g., customer replies, follow-ups, reminders, thank you notes, promotions?



WHAT IS ONE COMMUNICATION CHALLENGE YOU FACE?

What takes too much time or feels difficult to get right?



HOW COULD AI HELP YOU COMMUNICATE MORE EFFECTIVELY?

Think about saving time, improving tone, or reaching more people.



WHAT WOULD BETTER COMMUNICATION ALLOW YOU TO ACHIEVE?

More sales? Happier customers? Stronger relationships?



WHAT IS ONE MESSAGE YOU COULD CREATE WITH AI TODAY?

Be specific. What will you write or improve first?



QUICK TIP

Use AI to draft emails, replies, and follow-ups. Then personalize them in your own voice.

Faster responses.
Stronger relationships.



Better communication opens doors.
AI helps you say the right thing at the right time.





MY TOP 3 AI OPPORTUNITIES

Think about your business
and where AI can make
the biggest difference.



Focus on opportunities
that save time, improve
service, increase sales,
or help your business grow.



List your top 3 AI opportunities below. Be specific about how ChatGPT can help.

1



WHAT IS THE
OPPORTUNITY?

What do you want
to improve?

HOW CAN AI HELP?

How can ChatGPT
make this easier
or more effective?

2



WHAT IS THE
OPPORTUNITY?

What do you want
to improve?

HOW CAN AI HELP?

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3



WHAT IS THE
OPPORTUNITY?

What do you want
to improve?

HOW CAN AI HELP?

How can ChatGPT
make this easier
or more effective?

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GREAT BUSINESSES GROW WITH INTENT.

Small steps with AI today can lead
to significant results tomorrow.

Start small. Think big. Stay consistent.



QUICK TIP

Try one opportunity this week.
Then build on your success.
AI works best when
you take action!



MY 30-DAY AI ACTION PLAN



Small steps today.
Big impact tomorrow.

Commit to consistent action for the next 30 days. Use ChatGPT to work smarter, save time, and serve your customers better.

Choose 3 important actions for your business. Use ChatGPT to help you complete them.

 MY ACTION	 CHATGPT WILL HELP ME...	 TARGET DATE	 SUCCESS LOOKS LIKE
1 _____	_____	_____	_____
2 _____	_____	_____	_____
3 _____	_____	_____	_____

30-DAY SUCCESS CHECKLIST

- ☐ Choose one project to focus on.
- ☐ Use ChatGPT at least once each week.
- ☐ Measure your results.
- ☐ Adjust and improve.
- ☐ Celebrate your progress!



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CONSISTENT ACTION
CREATES EXTRAORDINARY RESULTS.

Small steps, taken every day for 30 days,
can transform the way you run your business.

You've got this!





Creating Possibilities *With* ChatGPT

EMPOWERING SMALL BUSINESSES. ONE PROMPT AT A TIME.



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The future of small business isn't about replacing people with AI. It's about empowering people with better tools, better decisions, and more time to focus on what matters most.

You bring the vision. ChatGPT helps you realize it.

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Learn-AI-Skills
EMPOWER. APPLY. GROW.



PRACTICAL.
Real examples for real small businesses.



ACCESSIBLE.
No tech background needed.



ACTIONABLE.
Small steps today. Big impact tomorrow.



HUMAN-CENTERED.
AI is the tool. You are the expert.

Keep learning. Keep growing.

**COMPLETE BOTH CHATGPT
MASTERCLASS COURSES
TO RECEIVE THIS WORKBOOK.**



*Scan to
learn more!*

