New Phase
MARKETING INTELLIGENCE

The AI Productivity Checklist

12 Ways to Put AI to Work in Your Small Business

Stop just chatting with AI. Start getting things done.

You don't need to be a programmer or AI expert to make artificial intelligence useful in your business. Start with one everyday problem, give AI a clear assignment, and see what happens.

Check off each assignment as you try it.

- [ ] **1. Find Your Biggest Time Wasters**

  Identify repetitive tasks that consume valuable time.

  Try this prompt:

  "Help me identify five repetitive tasks in my business that could benefit from AI. Ask me questions about my typical workday first."

- [ ] **2. Write a Better Customer Follow-Up**

  Reconnect with prospects without sounding robotic.

  Try this prompt:

  "Draft a friendly follow-up email for a customer who requested a quote but hasn't responded. Keep it personal and professional."

- [ ] **3. Improve Your Website**

  Discover opportunities to make your website clearer and more persuasive.

  Try this prompt:

  "Review the text from my homepage and identify five improvements that could make it clearer and more persuasive."

- [ ] **4. Research Your Competitors**

  Look for opportunities to differentiate your business.

  Try this prompt:

  "Help me compare my business with three competitors. Identify their strengths, weaknesses, and possible opportunities for differentiation."

- [ ] **5. Generate Useful Content Ideas**

  Turn customer questions into helpful marketing content.

  Try this prompt:

  "Suggest ten educational article ideas based on the questions my customers commonly ask."

- [ ] **6. Turn One Idea Into Multiple Posts**

  Get more value from the content you already create.

  Try this prompt:

  "Transform this article into an Instagram caption, a Facebook post, and a short video script. Adapt each to its audience."

- [ ] **7. Prepare for a Customer Meeting**

Walk into your next meeting better prepared.

Try this prompt:

"Create a meeting agenda and five insightful questions for a prospective customer interested in my services."

- [ ] **8. Organize a Messy Project**

Turn scattered notes into a practical action plan.

Try this prompt:

"Turn these scattered project notes into a prioritized action plan with tasks, owners, and deadlines to confirm."

- [ ] **9. Analyze Your Business Numbers**

Find patterns and questions worth investigating.

Try this prompt:

"Help me interpret this sales report. Identify trends, anomalies, and three questions I should investigate."

- [ ] **10. Build a Reusable Procedure**

Capture knowledge so routine work becomes easier to delegate.

Try this prompt:

"Interview me about how I handle a recurring task, then turn my answers into a step-by-step operating procedure."

- [ ] **11. Explore Your First AI Automation**

Move beyond asking questions and start designing workflows.

Try this prompt:

"Help me design a workflow that automatically handles one repetitive administrative task. Identify the tools, permissions, and human approval points required."

- [ ] **12. Create Your AI Command Center**

Bring your business knowledge, projects, and AI workflows together.

Try this prompt:

"Help me design a central place to organize my business knowledge, projects, procedures, and AI workflows so the information remains under my control."

Your Next Move

Choose three assignments to try this week.

Start small, evaluate the results, and build on what works.

Always review AI-generated work, protect confidential information, and require human approval for consequential actions.