

BUSINESS AUTOMATION STARTER GUIDE

LEVERAGE THE A.I. REVOLUTION TO GROW ...



THE RUB

This is not rocket science...

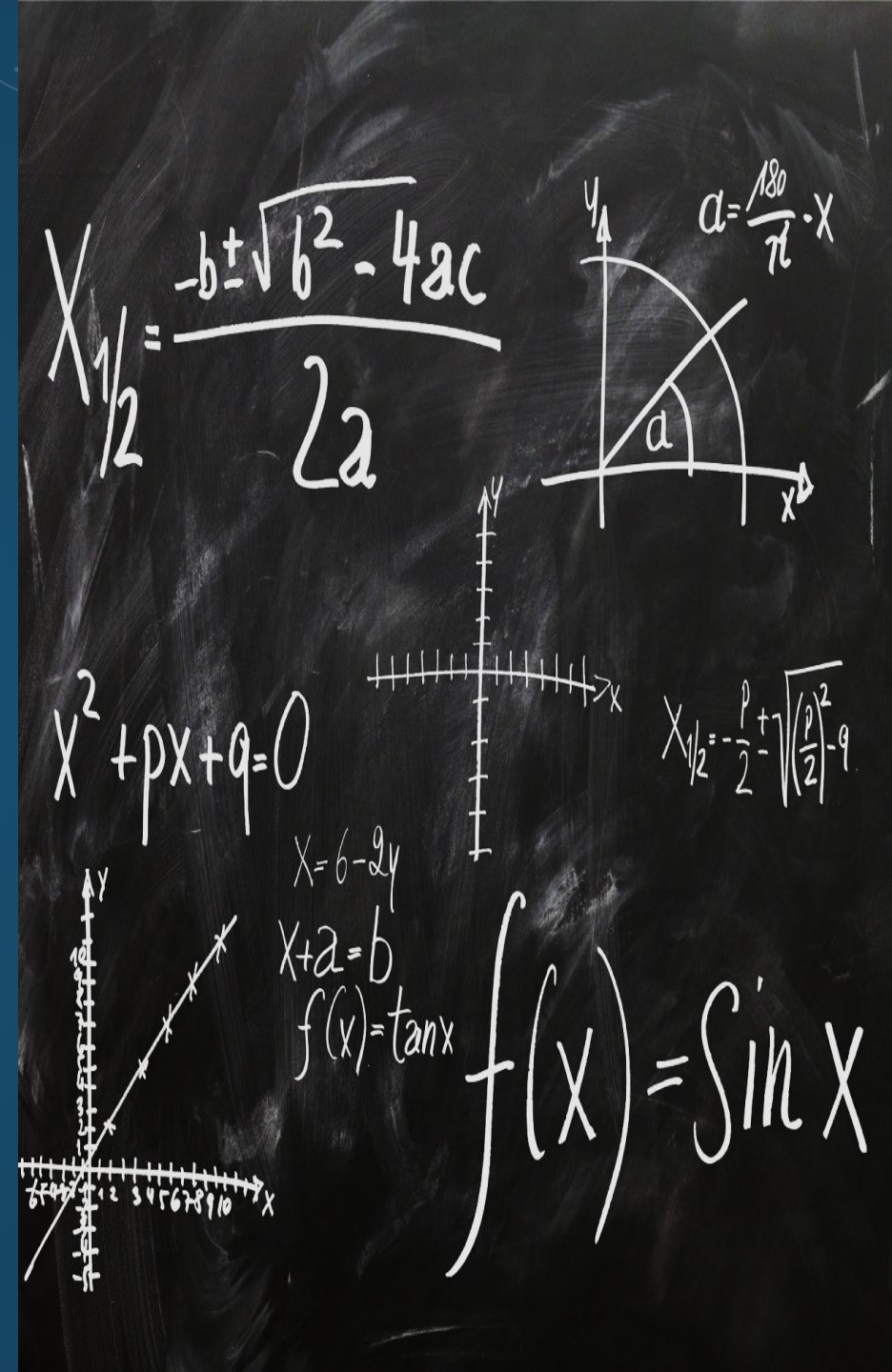
Most small business owners wear too many hats.

Lost time = lost leads.

Manual follow-up = missed sales.

Automation = a 24/7 marketing assistant that never sleeps.

**This guide shows how to reclaim your time, reduce stress,
and grow with systems that work even when
you're off the clock....**



A.I. HISTORY

It took ~ 20 years for a practical, consumer-grade Artificial Intelligence to go mainstream.

[1950]
Alan Turing
Predicts
Thinking
Computers.

[1956]
Dartmouth
Conference coins the
term *Artificial
Intelligence*

[2006]
Machine Learning
Neural Networks
Introduced.

[2020]
Capabilities
and Interest in
A.I. Grows

[2024+]
A.I. Becomes
A Powerful
Mainstream
Toolset

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The "Core 4" to Automate First

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Lead Capture
Instant Follow-Up
Appointment Booking
Customer Nurture Flow

LEAD CAPTURE

- Stop relying on phone calls.
- Use simple forms on your website or landing pages to catch visitors.

INSTANT FOLLOW-UP

- Send a thank-you email or text when someone opts in or contacts you.
- First impressions win deals.

APPOINTMENT BOOKING

- Use booking tools that let customers choose their own time.
- No more human back-and-forth

CUSTOMER NURTURE FLOW

- Send a short series of messages (email or SMS) over a few days.
- Teach, build trust, and invite the next step.

WHERE AI FITS IN

- AI isn't hype. It's a shortcut to doing what you already do faster.
- **Use AI to:**
 - Write answers to common customer questions
 - Create social media posts, emails, and ads
 - Draft landing page copy or special offers

Tools like ChatGPT let you feed in your own tone and offers, so everything sounds like you.

TOOL SUGGESTIONS THAT WORK

You don't need fancy setups. Here are simple, proven tools:

- **Calendly** – Easy appointment booking
- **ChatGPT** – Content, replies, offer generation
- **MailerLite** – Affordable email automation
- **Jotform or Typeform** – Lead forms that convert
- **Google Sheets** – Still a power tool when connected right

THREE AUTOMATION WINS YOU CAN LAUNCH THIS WEEKEND

1. Lead Magnet Funnel

A landing page + opt-in form

Instant delivery of a PDF or checklist

3-email follow-up with soft CTA

THREE AUTOMATION WINS YOU CAN LAUNCH THIS WEEKEND

2. Missed Call Text Back

When a customer calls but you miss it

Send a text: "Sorry we missed you! Can we help via text?"

THREE AUTOMATION WINS YOU CAN LAUNCH THIS WEEKEND

3. Auto-Book Consults from Facebook Messages

Link your DMs to a booking calendar

Answer common Qs with a bot or saved replies

Invite them to book a free call

NEXT STEPS...

You now have a clear plan to save time and win more business with automation.

Want help setting it up?

Book a free consult (we'll map your systems together)

Send me your biggest roadblock and I'll send back a custom approach or video walkthrough

Let's build your business to run smoother ...with less stress and more sales.