

AIVISTA ACADEMY

Baby Steps With AI

AI made simple. One step at a time.

MODULE 4

AI for Your Business

Where the hours actually come back

STUDENT WORKBOOK

NAME

DATE

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What you'll be able to do

- Produce content and social posts that sound like your business.
- Build reusable customer service replies for your most common situations.
- Draft the documents you keep meaning to write.
- Research a competitor or a market question and know what to distrust.
- Write down where your saved hours will come from.

THE BIG IDEA

In a business, AI pays off most on the work that is necessary, repetitive, and not why you started the business.

BY THE END OF THIS MODULE

You have a working set of business assets made with AI, and a written list of where your own hours are going to come from.

First - what not to put in

Before anything else. Do not paste customer Social Security numbers, card numbers, bank details, passwords, medical records, or anything covered by a confidentiality agreement you signed.

A good test: would you be comfortable putting this in an email to someone outside your company? If yes, it is generally fine. If you hesitate, don't.

If you are in healthcare, law, finance, or education, you have specific rules. Find out what they are before you use AI on client work. Ask, don't assume.

REMEMBER THIS

This is the one slide in the course where being careless creates a real problem. Take the two minutes.

Content and social posts

The hardest part of posting consistently is not writing - it is deciding what to write about. Start there.

Step 1, get ideas: 'I run a [type of business] serving [who]. Give me 20 social post ideas that would be genuinely useful to them. No generic motivation.'

Step 2, pick three and write them: 'Write post number 4 as a LinkedIn post. Conversational, under 120 words, one clear takeaway, ends with a question.'

Step 3, make it yours: paste in two posts you have written before and say 'match this voice.' Then do the last 10 percent edit.

Step 4, batch it: once a month, do this for a month's worth of posts in one sitting. That is the actual time saver - not the writing, the batching.

Customer service replies

Most businesses answer the same eight questions forever. Turn them into a set of drafts once, then reuse.

The pattern: 'You are the owner of [business]. A customer has written to say [situation]. Write a reply that is [tone], takes responsibility without over-apologizing, and offers [what you can actually do]. Under six sentences.'

Build a set: late delivery, pricing objection, request for a refund, request you have to decline, a genuinely angry customer, a positive review to thank, a quote request, a scheduling change.

Save all eight as templates with blanks. Then handling a complaint takes two minutes instead of twenty minutes of rewriting the same sentence in your head.

The angry customer one is worth extra care. Ask for a version that is calm and does not escalate, then read it out loud before sending. AI is unusually good at this because it is not the one who got insulted.

REMEMBER THIS

Eight templates built once will serve you for years.

The documents you keep meaning to write

Every small business has a list: a one-page service description, a welcome packet, a refund policy, an FAQ, a simple job description, onboarding steps for a new hire, a standard quote letter.

These never get written because they are not urgent. AI removes the blank-page excuse.

The pattern: 'You are helping a [type of business] owner. Write a [document] that covers [points]. Plain language, no legal jargon, one page, ready for a customer to read.'

Important limit: for anything with legal weight - contracts, employment terms, liability language, privacy policies - use AI to produce a draft and a list of questions, then have a qualified person review it. A draft saves your lawyer's time. It does not replace them.

Research a competitor or a question

AI is useful here, and this is also where it is most likely to confidently make things up. Both are true.

Safe uses: 'What questions should I be asking before I raise my prices?' 'What are the usual objections when someone sells [service], and how do people answer them?' 'Read this competitor's website copy I pasted below and tell me what they emphasize and what they leave out.'

Unsafe without verification: any specific number, price, statistic, market size, or claim about what a named company currently does. Verify every one of those yourself before you act on it or repeat it.

The honest framing: AI is excellent at helping you think. It is unreliable as a source. Use it for the questions, not the facts.

REMEMBER THIS

Use it for the questions. Verify the facts yourself. Every time.

Where your hours actually come from

Be realistic. Nobody saves ten hours in week one. The savings build as your templates and prompt library grow.

A typical pattern, once someone has a library in place: an hour or two a week on written communication, an hour on content, half an hour to an hour on customer replies, and an unpredictable amount on the documents that used to sit undone for months.

Your number will be different. The point of tracking it is not to hit a target - it is to know whether this is worth continuing. Track it honestly, including the weeks it did not help.

Words worth knowing

You will hear these. Now you can use them.

TERM	WHAT IT MEANS
Template with blanks	A saved prompt or reply with placeholders, ready to reuse.
Batching	Doing a month of one task in one sitting. Where most of the real savings live.
Voice matching	Feeding it your existing business writing so output sounds like your brand.
Verification	Checking a fact yourself before acting on it. Non-negotiable for business use.
Confidential data	Anything you would not email outside your company. Keep it out.
Draft, not decision	AI produces drafts. A qualified human makes decisions that carry risk.

Your turn

Write in this book. The people who write things down are the people who still use this in six months.

Exercise 4.1 - Twenty ideas, three posts

15 MINUTES

1. Ask for 20 content ideas for your business. Pick three that are genuinely useful, not generic.
2. Write one of them fully, in your voice. Note your three ideas below.

Exercise 4.2 - Build three service templates

15 MINUTES

1. Pick your three most common customer situations. Build a reply template for each, with blanks.
2. Save them outside this workbook before you leave today.

Situation 1

Situation 2

Situation 3

Exercise 4.3 - Write the document you've been avoiding

15 MINUTES

1. Name the document your business has needed for months. Draft it with AI right now.
2. Note below what still needs a human to review before you use it.

Exercise 4.4 - Your hours

10 MINUTES

1. List the repetitive written work in your week and roughly how long each takes you now.
2. Mark which ones a template could handle. Total the hours. Be honest, not optimistic.

Check yourself

Tick each one honestly. Anything unticked is the thing to go back to.

- ☐ I know exactly what I must not paste in.
- ☐ I have three customer reply templates saved.
- ☐ I have drafted a document I had been putting off.
- ☐ I know which business facts I must verify myself.
- ☐ I have written down where my saved hours will come from.

Before the next module

- Batch next month's content in one sitting this week.
- Build the remaining customer service templates until you have eight.
- Send the legally-weighted draft to a qualified person for review.
- Track your actual saved hours for two weeks. Honest numbers only.

Stuck on anything?

Email gripent@babystepswithai.com and say exactly where you got stuck. Nobody gets left behind in this course.