



## Getting Started with AI in Your Business

A practical guide for small and micro-businesses curious about using AI in everyday work.

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### Why AI Matters for Small Businesses

AI isn't just for tech companies anymore — it's now accessible, affordable, and often built into tools you already use.

If you've ever relied on spell-check, predictive text, or automatic email replies — you're already using AI.

For small businesses, AI means:

- **Less admin:** automate repetitive tasks.
- **More consistency:** every message or design stays on brand.
- **Better communication:** faster, more helpful replies for customers.
- **Smarter insights:** decisions based on data, not guesswork.

The real goal isn't to replace people — it's to *remove friction* so humans can focus on higher-value work.

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### Where to Start: The 4 Entry Points

#### Automate Repetitive Work

Free up hours each week by letting AI handle routine admin.

**Tools:** Make.com · Zapier · Microsoft Copilot Studio

# Asistu

## Examples

- Automatically send thank-you emails after new sales
- Log form responses straight into Google Sheets
- Generate invoices or reports on a schedule

💡 *Start small — automate one simple task, then expand.*

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## 2 Improve Customer Communication

Use AI chat or voice assistants to handle common queries or booking requests 24/7.

**Tools:** Voiceflow · OpenAI Realtime API · Vapi · Gemini Voice

### Examples

- Website chatbot that answers FAQs instantly
- Phone receptionist that takes messages and books calls
- WhatsApp bot that confirms appointments automatically

💡 *Your customers get faster replies; you get your evenings back.*

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## 3 Create Consistent Marketing

AI can help you plan, write, and design content that feels professional and on-brand.

**Tools:** GPT-5 · Claude 3.7 Sonnet · Nano Banana · Midjourney V7 · Canva Magic Studio

### Examples

- Draft blog posts or newsletters automatically
- Turn one idea into multiple social media posts
- Generate branded images or short promotional videos

💡 *You still bring the ideas — AI just helps you execute faster.*


## **4 Make Smarter Decisions**

Use AI to analyse and summarise data you already have – from spreadsheets to customer feedback.

**Tools:** GPT-5 · Gemini 2.5 Pro · Microsoft Copilot for Excel

### **Examples**

- “What were our top 3 best-selling products last quarter?”
- “Summarise recurring themes from 100 customer reviews.”
- “Highlight which leads are most likely to convert.”

 *AI spots patterns you might overlook.*

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## **Getting Ready Internally**


Before diving in, take a few minutes to clarify:

1. **Your biggest bottlenecks** – Where are you losing time or money?
  2. **Your main goal** – Save hours, boost sales, or improve service?
  3. **Your data sources** – Where does information live (emails, Sheets, CRM)?
  4. **Your boundaries** – What should always stay human (e.g., pricing, legal, creative judgement)?
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## **Common Mistakes to Avoid**

- Jumping into tools without a plan
- Expecting perfect results on the first try

- Ignoring data consent
- Over-automating to the point of losing the personal touch

 *The best AI systems enhance your people – not replace them.*

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## The Asistu 3-Step Method

- 1 Discover** – Identify where AI fits best in your current workflow.
- 2 Design** – Choose the right mix of tools and connect them into one system.
- 3 Deploy** – Test, train your team, and measure improvements.

This structured approach ensures every new automation actually saves time and adds value.

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## Small-Win Examples

- ✓ Use Copilot in Word to rewrite proposals in plain English.
  - ✓ Use GPT-5 to summarise your last client email chain.
  - ✓ Use Make.com to send follow-up texts automatically after form submissions.
  - ✓ Use Canva Magic Studio to generate five new social posts from your latest blog.
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## Case Study Example

**Before:** A local estate agency manually followed up every enquiry via email.

**After:** We built a Make.com flow that drafts personalised replies using GPT-5 and sends them within minutes.

**Result:** Response time dropped by 80%, freeing staff for higher-value tasks.

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## Your Next Step

Start small, measure the result, then scale what works.

You don't need a developer – just the right guidance.



When you're ready to  
smart automations, or train your team –  
that's where **Asistu** comes in.

connect your tools, build

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 **Ready to Find Your First AI Win?**

Book a free consultation at **[www.asistu.ai](http://www.asistu.ai)**

We'll identify 2–3 practical AI opportunities you can implement immediately – no jargon, no hype,  
just results.