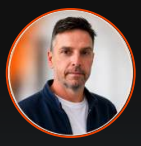
A PRACTICAL LOCAL GUIDE

USING AI IN YOUR SKIPTON BUSINESS

Where it saves you time, where it saves you money, and four things to try this week.

WHAT ARE YOUR REPEAT JOBS COSTING YOU?

5 hours a week at £25 an hour is £6,500 a year. What's yours?



By Andy Hall, AI with Andy, Skipton, North Yorkshire



YOU'RE PROBABLY LOSING MORE THAN YOU THINK

Most small business owners don't have a time problem. They have a same-jobs-again-and-again problem. Replying to the same kinds of enquiries, chasing the same late payments, writing the same sort of post. Each one only takes a few minutes, so it never feels worth fixing. Added up, it is a lot.

Here is the sum. Use your own numbers.

5 hours a week

lost to jobs like these

× £25 an hour

(what your time is worth)

= £6,500 a year

That is an example. If your time is worth more, or you lose more than five hours, the number is bigger.

THREE WAYS AI PAYS YOU BACK

1. **Time saved.** Jobs that took an hour take minutes, so you get evenings and weekends back.

2. **Revenue gained.** Enquiries get answered faster and quotes get chased, so fewer leads go cold and fewer invoices sit unpaid.

3. **Happier customers.** People get a quick, clear reply instead of waiting, and they notice.

Not sure where your leaks are? **Do the free 5-Minute AI Check-Up**

SIX LEAKS.

TICK THE ONES THAT SOUND LIKE YOU.

- [ ] 1. I'm catching up on admin on a Sunday night, and it's been that way for months.
- [ ] 2. A customer messaged, and by the time I replied they'd already gone somewhere else.
- [ ] 3. There's a job I do the same way every week, and I know there must be an easier way.
- [ ] 4. I've sent quotes I never chased, and I keep putting off chasing invoices.
- [ ] 5. I know my business should be showing up online, but the posts never get written.
- [ ] 6. I've tried ChatGPT, got an answer I couldn't use, and never went back.

WHAT YOUR TICKS MEAN

Ticked **2**? Start with Try This Week #1 on page 4.

Ticked **4**? Start with #2 on page 5.

Ticked **5**? Start with #3 on page 6.

Ticked **1, 3 or 6**? Start with #4 on page 7. It is the one that changes how you use AI.

Ticked three or more? That is a lot of lost hours, and the next four pages are for you.

Want a second pair of eyes on your answers? **Send them in with the free 5-Minute AI Check-Up** and I will reply personally with one specific idea.

TRY THIS WEEK #1

REPLY TO ENQUIRIES FASTER

The problem: A customer messages and it is an hour before you can answer, or the next morning. Some of them have booked with someone else by then.

Paste this into ChatGPT or Claude. Swap the bits in **[brackets]**.

> You're helping me reply to a customer enquiry for my business, **[business name]**, a **[type of business]** in **[town]**. Write a friendly, plain-English reply that thanks them, answers their question using only the facts I give you, and suggests a next step. Keep it under 120 words. If you need anything else from me before you write it, ask me first.
>
> Their message: **[paste the enquiry]**
>
> Facts you can use: **[your opening hours, what you do, when you're free, a rough price range if you give one]**

What good looks like: A draft you read, tweak and send. A reply that might take ten minutes to write from scratch takes a couple of minutes to check.

Check before you send: names, dates and prices. You are always the final check.

Want this set up so replies are drafted for you automatically? Start with the free 5-Minute AI Check-Up

TRY THIS WEEK #2

CHASE QUOTES AND INVOICES WITHOUT THE AWKWARDNESS

The problem: Chasing money feels uncomfortable, so it gets put off. A quote that never gets chased is a job you may have lost for the sake of one message.

Paste this into ChatGPT or Claude. Swap the bits in **[brackets]**.

> Write a polite, friendly message chasing **[a quote I sent / an unpaid invoice]**. Details: customer name **[name]**, what it was for **[the job]**, date sent **[date]**, amount **[£amount]**, due date **[date]**. Give me three versions: a gentle first nudge, a firmer second reminder, and a final message. Plain English, no stiff wording, each under 80 words.

What good looks like: Three messages ready to go. Send the first today and put the other two in your diary for later in the week.

Tip: Keep a simple list of every quote and invoice that is out. Paste the list in once a week and ask: "Which of these need chasing today, and what should I say to each?"

Want chasing to happen without you having to remember? Start with the free 5-Minute AI Check-Up

TRY THIS WEEK #3

SOCIAL POSTS

IN YOUR OWN VOICE

The problem: You know people should be seeing your business online, but a blank box and a busy week mean it doesn't happen.

Paste this into ChatGPT or Claude. Swap the bits in **[brackets]**.

> I run **[business]** in **[town]**. Write a Facebook post for this week in a warm, straight-talking voice. Here's what happened: **[three facts, such as a job you finished, something a customer said, a tip you'd give anyone]**. Keep it under 100 words, use no more than three hashtags, and end with one simple line telling people how to get in touch. Then give me two alternative opening lines.

What good looks like: A post that sounds like you, built from things that really happened this week.

Make it sound more like you: Paste in two or three of your best old posts first and add: "Match the voice of these."

Want a simple weekly routine for posting? Start with the free 5-Minute AI Check-Up

TRY THIS WEEK #4

STOP ASKING IT QUESTIONS.

GIVE IT A JOB INSTEAD.

Most people use AI like a search engine. They ask a question, read the answer, then go and do the work themselves. The people who get real hours back do something different. They give it a job.

A question gets you an answer. A job gets you finished work.

> **A question:** "What should I say to a customer who hasn't paid?"

> **A job:** "Write the reminder to Mr Smith for invoice 1042, which is three weeks overdue, and give me a follow-up for next Friday."

One more rule that makes a big difference: tell it to ask you questions before it starts. It will pick up what is missing, and the result is far better.

Here is a job you can give it every Monday morning.

> Every Monday morning I want a summary of my week. Look at my diary for the week and my inbox, list the three things that need my attention first, tell me which emails need a reply from me, and flag anything that looks overdue. Before you start, ask me any questions you need to get it right.

Tools like Claude can connect to your email and diary so this runs without you pasting anything in. If you would rather not connect anything, paste in your diary and emails by hand and it works the same way.

Want a job like this running for your business? Start with the free 5-Minute AI Check-Up

WHEN A PROMPT ISN'T ENOUGH,

SET IT UP PROPERLY

The four ideas in this guide are a good start, and plenty of people will run with them. Some jobs go further than copying and pasting. They are big, they repeat, or they touch your systems. That is where it pays to have it set up once, properly, so it simply runs.

A REAL EXAMPLE

AN ELECTRICAL COMPANY CLIENT

6 to 8 hours

back every week (estimated)

I worked with an electrical company whose team spent hours every week reading through documents and retyping the details into a spreadsheet by hand. It is the kind of job nobody enjoys and everyone puts off.

We set up one tool that reads the documents and puts the details straight into the spreadsheet. The team now gets an estimated 6 to 8 hours a week back, and that time goes to the work they're actually paid for.

The hours are an estimate based on how long the job took before.

Do it yourself when…
- it is a one-off or occasional job
- you are happy to paste things in
- you enjoy tinkering

Get it set up when…
- the same job comes round every week
- it involves lots of documents, emails or spreadsheets
- you would rather the time went on the business

See more at **aiwithandy.co.uk** and watch me work through real examples on **YouTube**

PICK YOUR
ONE THING

Don't try everything. Pick one leak and fix it this week. Fill this in now.

1. The leak that costs me the most time or money is: _____

2. It costs me about _____ hours a week.

3. At £_____ an hour, that is £_____ a year.

4. The Try This Week idea I'll use first is: _____

5. I'll do it on (day): _____

MORE IDEAS WORTH A GO

Booking reminders: write polite reminders so fewer people forget appointments

Job descriptions: turn a few notes into a clear job advert

Review replies: reply to Google and Facebook reviews in your own voice

Voice note to to-do list: talk through your day and get a clean list back

Long emails and documents: get the key points and any dates in a few lines

Quote follow-up list: a weekly list of who to chase and what to say

Not sure which one to pick? That is exactly what the free Check-Up is for.

START MY FREE 5-MINUTE AI CHECK-UP

YOUR NEXT STEP:

FIND YOUR LOST HOURS

Do the free 5-Minute AI Check-Up. Answer five questions about how your business runs, and I will reply personally with one specific idea for where AI could save you time or money.

1. **ANSWER 5 QUICK QUESTIONS**
2. **ANDY REVIEWS THEM PERSONALLY**
3. **YOU GET ONE CLEAR IDEA**

START MY FREE 5-MINUTE AI CHECK-UP

Scan to start

PREFER TO TALK?

Free 15-minute discovery call. **Email me** at andy@aiwithandy.co.uk or **ring me** on 07939 413526.

TEAMS AND BUSINESS GROUPS: I'LL COME TO YOU

If you run a business with a handful of staff, or you organise a networking group, chamber of commerce or business club, I can come and run a short, practical session on getting started with AI. I'll show people where the repeat jobs are hiding and how to hand them over. **Email me** at andy@aiwithandy.co.uk or **ring me** on 07939 413526 to talk it through.

ABOUT ME



I'm Andy Hall, and I run AI with Andy here in Skipton. I help small business owners use AI to save time and money in ways that fit how they already work.

KNOW SOMEONE WHO'D FIND THIS USEFUL?

Pass this guide on. Send them to aiwithandy.co.uk.

Website: aiwithandy.co.uk | YouTube: @ai_withandy | Facebook: AI with Andy | LinkedIn: Andy Hall