# Where are you with AI?

*Three ways people see AI. Do you recognize yourself in one of them?*

**Bucket 1**

## AI is a TOOL

*"When all you have is a hammer, everything looks like a nail."*

You use AI like a smart search box: one question, one answer, done. Useful, but you are only scratching the surface.

**You're here if…**

- You ask ChatGPT a quick question now and then
- You copy the answer and start from scratch the next time
- AI feels like a handy gadget, not a helper

**Next step:** Pick one task you repeat every week and ask AI to help with it, start to finish.

**Bucket 2**

## AI is a TOOLBOX

*So many tools… but you only see the few you already know.*

You know there is a lot out there. New tools appear every week, and it is hard to know which ones matter for you.

**You're here if…**

- You have tried a few apps but none really stuck
- You feel behind and a little overwhelmed
- You are not sure where to begin

**Next step:** Stop chasing tools. Start from one problem in your business and choose for that.

**Bucket 3**

## AI is an ASSISTANT

*It understands your ideas and acts on them.*

You give AI a role, the know-how it needs and clear limits. It does real work for you, and you check the results.

**You're here if…**

- You would like AI to handle the routine, not just answer questions
- You think in jobs to be done, not in apps
- You want more time for the work only you can do

**Next step:** Start with two assistants. Learn, adjust, then add more when you are ready.

## A real conversation: an adventure tour company

A friend wants to start an adventure tour company. He had used ChatGPT for a few suggestions here and there (bucket 1) and had no idea how far AI has come. Here is a team of assistants that could help his business:

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| **Planning & setup** business plan, permits, suppliers | **Itineraries & logistics** routes, lodging, bikes, timing | **Marketing & website** pages, posts, photos, newsletters | **Bookings & customers** inquiries, reservations, follow-up | **Finances** pricing, budget, cash flow |

**What bucket 3 looks like:** his bookings assistant answers tour inquiries, sends each rider the pre-departure checklist, and follows up after the trip to ask how it went. He reviews, approves and stays in charge.

**My advice to him:** don't build all five at once. Start with two, see what works, then grow.

**A word of honesty:** AI makes mistakes. An assistant works best with clear instructions and a human checking its work. Start small.

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I and my AI assistants help small and mid-size business owners put AI to work.

**Free 30-minute conversation**