

AI FOR BUSINESS · FREE STARTER KIT

Where to Start with AI

A readiness checklist with a score, your first use case and 10 business prompts.

The honest starting point

You do not need to be technical, and you do not need a big budget to start with AI. What you need is a clear problem, a small first test and someone who reviews the results. Most failed AI projects started too big, with no way to measure success. This kit helps you start small and well.

Step 1 · Score your readiness (10 min)

Answer the 20 statements in the checklist. Each has 2 points for Yes, 1 for Partly, 0 for No. The sheet shows your score and your weakest area.

Score	Level	What to do
0–39%	Getting started	Do not buy tools yet. Write down your processes and key information, then try a free AI assistant on one task.
40–69%	Ready to pilot	Run a small, low-risk pilot (1 task, 1 person, 30 days) and improve your weakest area in parallel.
70–100%	Ready to scale	Pilot your top use case, measure it, and then add a second one.

Step 2 · Pick your first use case (15 min)

List 5 to 10 tasks where AI could help. Score each one from 1 to 5 on three questions: **Impact** (how much time or money it saves), **Effort** (how hard it is to set up) and **Risk** (how bad is it if the AI makes a mistake). The sheet calculates the priority and tells you where to start.

Good first use case	Avoid at first
Repetitive and frequent	Rare or one-off tasks
A person reviews the result before it is used	Automatic decisions about money, health or legal matters
Easy to measure (hours, response time)	Anything that needs sensitive customer data

Step 3 · A safe 30-day pilot

Week	Do this
1	Write the goal and the measure (example: "reduce reply time from 4 hours to 1 hour"). Record today's number.
2	Test 3–5 prompts on real (non-confidential) examples. Save the best version of each prompt.
3	Use it on the real task with a human review every time. Note errors and time saved.
4	Compare with the number from week 1. Decide: keep, adjust or stop. Write the rule for your team.

Five rules for using AI safely

1. **Protect information.** Do not paste passwords, bank data, or customers' personal or confidential information.
2. **A human reviews.** AI can be wrong or invent facts. Check names, prices, dates and claims before sending anything.
3. **Give it the facts.** Provide your real information and tell it to ask when something is missing.
4. **Be transparent.** Follow the rules of your industry and tell customers when they are talking to AI if it matters.
5. **Measure.** If you cannot measure it, you cannot know if it works.

This guide is general information for business planning. It is not legal advice; check the rules that apply to your industry and country.

10 business prompts

1 · CUSTOMERS · REPLY TO A CUSTOMER MESSAGE

"You are customer support for [business]. Write a polite, short reply to this message using ONLY the facts I give you. If a fact is missing, ask me instead of guessing. Message: [paste]. Facts: [prices, hours, policies]."

2 · OPERATIONS · TURN MEETING NOTES INTO ACTIONS

"Summarize these meeting notes into: decisions made, action items with owner and due date, and open questions. Do not add anything not in the notes: [notes]."

3 · SALES · FIRST DRAFT OF A PROPOSAL

"Write a one-page proposal draft from these call notes. Structure: understanding of the problem, proposed approach, deliverables, timeline, investment as [placeholder]. Notes: [paste]."

4 · OPERATIONS · PLAN MY WEEK

"Here is my task list: [paste]. Prioritize it by impact and urgency, propose a schedule for Monday to Friday with 4 focused hours a day, and flag what I should delegate or drop."

5 · WRITING · REWRITE CLEARLY AND SHORTER

"Rewrite this text so it is clearer and 30% shorter, in a friendly professional tone. Keep all facts and numbers unchanged: [text]."

6 · SPREADSHEETS · EXPLAIN OR WRITE A FORMULA

"I use [Excel / Google Sheets]. Explain this formula in plain words: [formula]. Or: write a formula that [what you need], with my columns being [A: date, B: amount, ...]."

7 · RESEARCH · SUMMARIZE A TOPIC (THEN VERIFY)

"Give me a 10-line overview of [topic] for a small business owner, listing the 3 most important points to check with a reliable source. Mark anything you are not sure about."

8 · CUSTOMERS · BUILD AN FAQ

"From these real customer questions, write a clear FAQ with short answers, grouped by topic. If a question needs information I did not give, mark it [NEEDS ANSWER]: [questions]."

9 · OPERATIONS · TURN NOTES INTO A PROCEDURE

"Turn these rough notes into a step-by-step procedure that a new employee could follow. Add a checklist at the end and a list of common mistakes: [notes]."

10 · DECISIONS · THINK THROUGH A DECISION

"I need to decide between [option A] and [option B]. Give me pros and cons for each, the 3 biggest risks, and 5 questions I should answer before deciding. Do not decide for me."

Next step: Ready to go further? The **AI Use-Case Prioritizer & Roadmap**, **Business Prompt Library**, **AI ROI & Cost Calculator** and **Automation Blueprint** are in the AI bundle (15% off) at gelka.co/templates.