

3 WAYS TO TRIPLE YOUR BUSINESS WITH AI



This practical, copy-and-paste playbook to get more leads, close more sales, and support customers with less effort

Audience: Business owners and team leads

Goal: Give you prompts, tools, and step-by-step recipes you can launch this week

WHAT YOU WILL BUILD IN THIS GUIDE



Marketing

The AI Content Engine that turns one topic into a week of high-performing content



Sales

Speed to Lead plus an AI-assisted 7-day follow-up that books more meetings and raises the show rate



Customer Success

The AI Support Suite that deflects repetitive questions, onboards customers, and flags churn risk

You also get a 14-day rollout plan, KPI sheets, and an ROI calculator.

QUICK START TOOL STACK

Pick one from each line. Keep it simple.

Category	Options
AI Writer	ChatGPT or Claude
Notes and Docs	Google Docs and Google Sheets or Notion
Design	Canva
Video Recording & Edits	Phone Camera and CapCut or Descript
CRM and Email or SMS	Go High Level or HubSpot or Pipedrive
Calendar and Booking	Cal.com or Calendly or your CRM booking
Helpdesk or Shared inbox	Help Scout or Zendesk or Intercom or Freshdesk
Automation (if you want it)	Zapier or Make
Data Store for help articles and SOPs	Google Docs or Notion

Initial Setup

Create a Google Drive folder called "AI Growth System" with three items:

- Brand Brief
- Content Calendar Sheet
- Customer FAQ and SOP Library

60-MINUTE QUICK START

01

10 Minutes

Fill a Brand Brief: who you serve, top 3 problems, your promise, voice, main CTA link

02

20 Minutes

Use the Content Engine prompt to generate a week of assets

03

15 Minutes

Turn on the Speed to Lead reply in your CRM

04

15 Minutes

List your top 20 customer FAQs in a document.

Start posting and replying to leads today.

1: MARKETING

The AI Content Engine



Outcome: Publish quality content all week without a media team

Tools:

- ChatGPT or Claude
- Canva
- CapCut or Descript
- Google Docs and Sheets

What You Will Create

3 short videos

2 emails

1 long or LinkedIn post

3 carousels or image posts

Prompt

Copy and Paste:

☐ You are my content strategist. Using this Brand Brief {{paste}} and the pillar topic {{topic}}, produce: 3 short video scripts 30 to 60 seconds, 2 nurture emails 120 to 180 words, 1 long or LinkedIn post outline, and 3 carousel outlines with 5 slides each. Audience is {{ICP}}. Tone is {{brand_voice}}. Each asset ends with a clear CTA to {{desired_action}}.

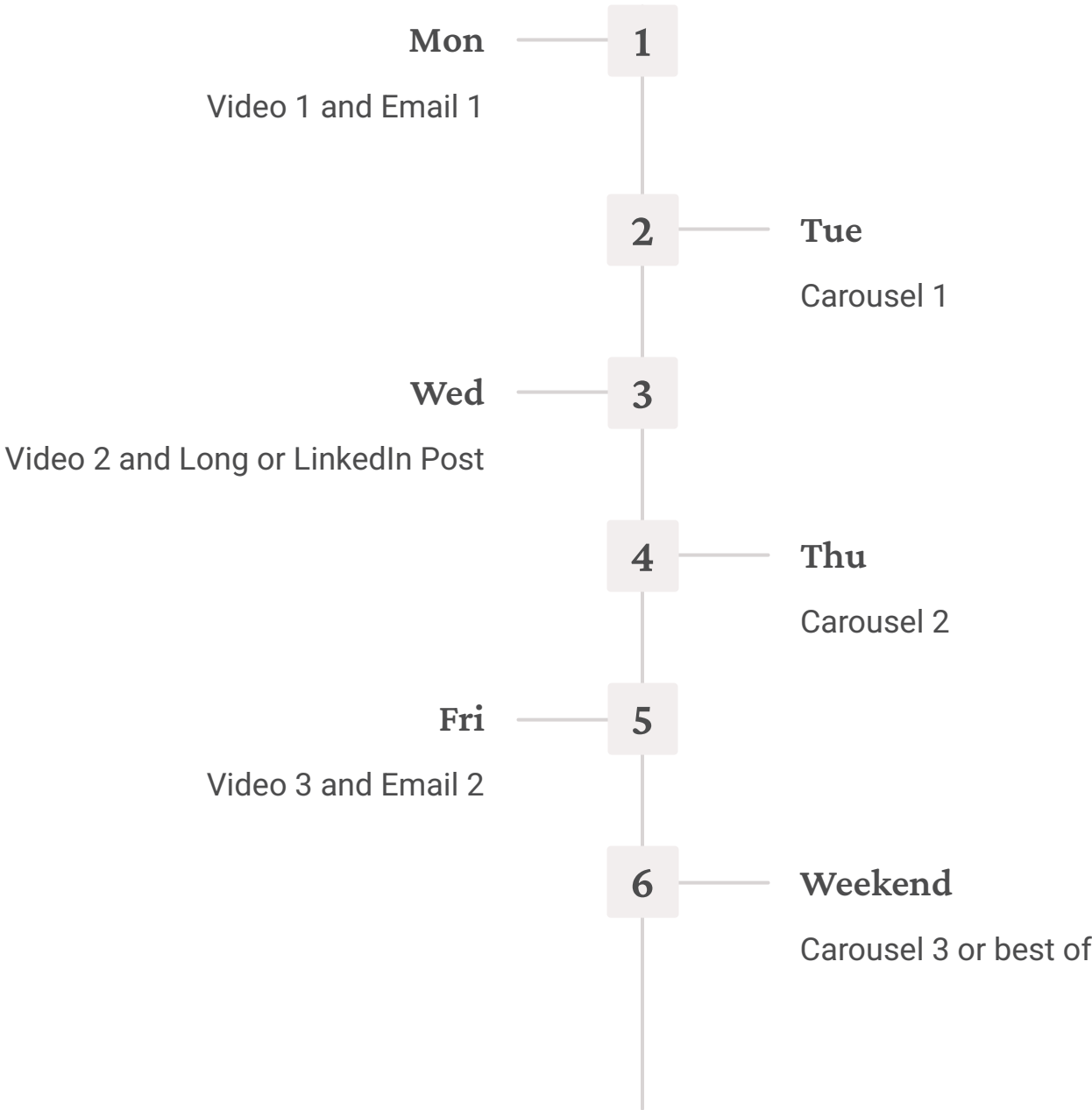
Hook and Angle Bank

- Stop doing X if you want Y
- Everyone says X. Here is why Y works better
- The 3 minute fix that saves you hours
- 5 mistakes that cost you money
- Before you buy X, check this

Filming Checklist

Light in front of you. Phone at eye level. Captions on. Hook in the first line. One idea per clip.

Publish Plan



KPI

Profile or site clicks, replies, saves, leads, booked calls.

2: SALES

Speed to Lead Plus a 7 Day Follow-Up

Outcome: Reply in minutes, book more meetings, increase show rate and win rate

Tools:

- CRM with email or SMS
- Calendar link
- ChatGPT or Claude

Instant Reply Script

Copy and Paste:

- ☐ Hi {{first_name}}. Thanks for reaching out about {{topic}}. I can help. Do you prefer a quick call today at {{time_1}} or tomorrow at {{time_2}}. If you want to see how we do this, here is a short resource: {{link}}.

Send by SMS and email. Keep it short.

Follow Up Generator

Copy and Paste:

- ☐ Create a 7-day follow-up for a {{lead_type}} from {{source}}. Day 1 to 3 deliver fast value such as a checklist, short video, or a single step. Day 4 to 7 include one client story, one mistake to avoid, one FAQ, and a soft ask with two time options to talk. Keep each message under 120 words. Friendly tone. Seventh-grade reading level.

Objection Helper

Copy and Paste:

- ☐ Write 3 versions of a reply to this objection: {{objection}}. Version 1 uses data. Version 2 uses a short story. Version 3 uses questions to learn more. End each with a soft next step and two time options.

Call Prep Brief

Copy and Paste:

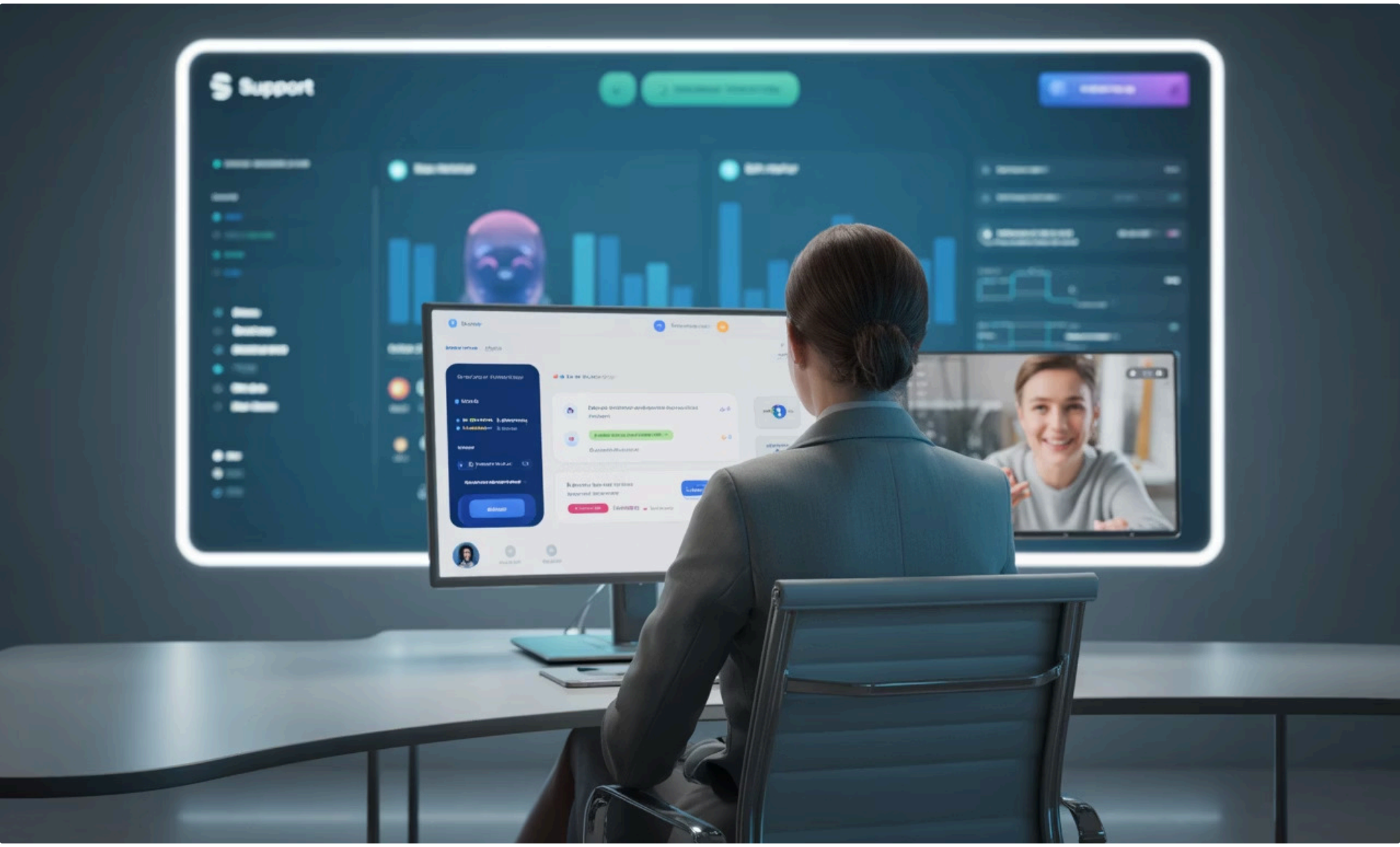
- ☐ Summarize this lead record {{paste notes}} into 5 bullets: goal, timeline, budget or price comfort, key concern, next best step. Add a one-sentence opening line for my call.

KPI

First response time, demo or consult rate, show rate, win rate, and days from inquiry to decision.

3: CUSTOMER SUCCESS

The AI Support Suite



This is far more than a simple FAQ bot. It is a set of small systems that reduces repetitive work, makes onboarding smooth, and creates expansion opportunities.

Outcome: Faster answers, fewer tickets, better onboarding, higher retention

Tools:

- Help Scout, Zendesk, Intercom, or Freshdesk
- Google Docs or Notion for the Knowledge Base
- ChatGPT or Claude
- Zapier or Make
- Your calendar link

Part A: Build a One-Page Knowledge Base in 60 Minutes

Create a Doc called "Help Center" with 20-30 questions. Each answer should fit this format:

- What this is
- When to use it
- How to do it in 3 to 5 steps
- Links to forms or guides
- When to contact support

Knowledge Base Writer

Copy and Paste:

- ☐ Turn these rough notes {{paste}} into a clear Help Center article with sections: What this is, When to use it, Steps, Links, and When to contact support. Use short sentences and plain English. Avoid jargon.

Part B: Triage and Templates in Your Inbox

Set three categories for incoming messages: How to, Billing, and Technical. Create short macros for each.

Triage Classifier

Copy and Paste:

- ☐ Classify this customer message {{paste}} as How to, Billing, or Technical. Suggest a 2-sentence reply using our voice {{voice words}}. If more detail is needed, ask one clarifying question and include a link to the matching Help Center article here {{link}}.

Macro Writer

Copy and Paste:

- ☐ Write a 2 to 4-sentence reply for a {{category}} question that references this Help Center article {{link}}. Include one checklist or link. Offer the option to book a quick call at {{calendar_link}} if needed.

Part C: Onboarding Sequence That Reduces Questions

Create a 3-email onboarding series for new customers.

Onboarding Generator

Copy and Paste:

- ☐ Write 3 onboarding emails. Email 1 is a welcome and the first action with a 5-step checklist. Email 2 is a tip plus a short video script I can record. Email 3 is a progress check with a one-question survey and a link to the Help Center. 120 to 180 words each. Friendly tone.

Part D: Customer Updates That Prevent Churn

Send a short monthly update with wins and next steps.

Update Generator

Copy and Paste:

- ☐ Summarize the last 30 days of customer activity from these notes {{paste}} into a 120-word update with 3 bullets: what is working, what to change, and what to do next. End with a link to book a quick review call.

Part E: Sentiment and Early Warning

Scan support conversations weekly to find red flags.

Sentiment Scanner

Copy and Paste:

- ☐ Review these 10 tickets {{paste}} and flag any negative sentiment or risk. For each risky ticket, write one action for the success team and a 2-sentence outreach message to schedule a quick review.

Part F: Optional Chat Widget That Stays Safe

If you add a chat widget later, keep it simple. Start with links to the Help Center and the booking link. Only answer what is in the Help Center. Anything else goes to a human.

Safe Chat Prompt

Copy and Paste:

- ☐ Use this Help Center {{paste}} to answer general questions. If the question needs account access, personal data, pricing quotes, legal or medical advice, or anything not covered here, say we need a quick call and share {{calendar_link}}. Protect privacy. Do not ask for sensitive data. If unsure, escalate to a human and create a short note with name, email, and the question.

KPI

First response time, one reply resolution rate, onboarding email open and click, time to first value, renewal or repeat purchase rate, CSAT, or simple thumbs up rating.

Common Mistakes to Avoid

- Letting the bot guess or invent answers
- Hiding the path to a human
- Skipping onboarding education and forcing customers to ask
- Writing long replies that bury the next step

14 DAY ROLLOUT PLAN

Day	Focus Area	Tasks
Day 1	Setup	Fill the Brand Brief. Choose a Pillar Topic.
Day 2	Content Planning	Run the Content Engine Prompt. Schedule 2 Assets.
Day 3	Content Creation	Record 3 Short Videos. Publish Video 1 and Email 1
Day 4	Content Publishing	Publish 1 Carousel. Publish 1 Long or LinkedIn Post.
Day 5	Sales Setup	Turn on the Speed to Lead Reply. Write Follow-Up Days 1 to 3.
Day 6	Sales & Content	Write Follow Up Days 4 to 7. Publish Video 2.
Day 7	Review & Content	Publish Carousel 2 and Email 2. Review content KPIs.
Day 8	Customer Success Setup	List the Top 20 Customer FAQs. Draft 10 Help Center Articles.
Day 9	Customer Success Build	Draft 10 More Help Center Articles. Create 3 Inbox Macros.
Day 10	Onboarding Launch	Launch the 3 Email Onboarding Series.
Day 11	Integration	Add links to the Help Center on your site. Add links to the Booking Page on your site and email signatures.
Day 12	Monitoring	Run the Sentiment Scanner on Last Week's Tickets.
Day 13	Content Completion	Publish Video 3. Publish Carousel 3
Day 14	Final Review	Review KPIs across marketing, sales, and support. Keep what worked. Plan next pillar topic.

METRICS SHEETS AND ROI CALCULATOR

Create a Google Sheet with three tabs.

Marketing Tab Columns

Date | Topic | Asset | Platform | Views | Saves | Comments | Link Clicks | Leads | Booked Calls

Sales Tab Columns

Date | Source | First Response Minutes | Follow Up Day Sent | Meetings Booked | Show Rate Percent | Wins | Days To Decision

Success Tab Columns

Date | Tickets | First Response Minutes | One Reply Resolution Percent | Onboarding Open and Click Percent | Reviews or CSAT | Renewals or Repeat Purchases

Simple ROI

- Time saved this week times your hourly value equals time ROI.
- Leads times close rate times average order value equals revenue.
- Add the two for a rough weekly impact.

ALL PROMPTS IN ONE PLACE

Content Engine

You are my content strategist. Using this Brand Brief {{paste}} and the pillar topic {{topic}}, produce 3 short video scripts 30 to 60 seconds, 2 nurture emails, 120 to 180 words, 1 long or LinkedIn post outline, and 3 carousel outlines. Audience is {{ICP}}. Tone is {{brand_voice}}. Each asset ends with a clear CTA to {{desired_action}}.

Short Video Ideas

Generate 10 short video script ideas about {{topic}} for TikTok, Reels, and Shorts. Each script should include a pattern interrupt in the first 3 seconds, one actionable tip, and a CTA to comment or save—format as Hook, Value Points, Call to Action.

LinkedIn Post

Write a mobile-friendly LinkedIn post about {{industry_insight}}. Start with a bold statement. Add a short story. Give 3 to 5 steps. End with a question for comments. Use short paragraphs and 3 relevant hashtags.

Speed to Lead

Hi {{first_name}}. Thanks for reaching out about {{topic}}. I can help. Do you prefer a quick call today at {{time_1}} or tomorrow at {{time_2}}. If you want to see how we do this, here is a short resource: {{link}}.

7 Day Follow-Up

Create a 7 day follow up for a {{lead_type}} from {{source}}. Days 1 to 3 value. Days 4 to 7 story, mistake to avoid, FAQ, and a soft ask with two time options. Under 120 words each.

Objection Helper

Write 3 versions of a reply to {{objection}}. One data-based. One story-based. One question based. End with a soft ask and two-time options.

Call Prep

Summarize this lead record {{paste}} into 5 bullets and a one-sentence opener. Bullets are goal, timeline, budget, concern, and next step.

Help Center Writer

Turn these notes {{paste}} into a Help Center article with What this is, When to use it, Steps, Links, and When to contact support.

Triage Classifier

Classify this message {{paste}} as How to, Billing, or Technical. Suggest a 2-sentence reply in our voice {{voice}} and link the right Help Center article.

Onboarding Emails

Write 3 onboarding emails. Email 1 welcome and first action with a checklist. Email 2 tip plus a short video script. Email 3 progress check with a one-question survey and Help Center link.

Customer Update

Summarize 30 days of activity from these notes {{paste}} into 3 bullets and a 2-sentence invite to book a review.

Sentiment Scanner

Review these tickets {{paste}} and flag any risk. Propose one action and a 2-sentence outreach for each.

Safe Chat Prompt

Use this Help Center {{paste}} to answer general questions. If the question needs personal data, account work, pricing quotes, legal or medical advice, or anything not covered here, say we need a quick call and share {{calendar_link}}. Do not request sensitive data. Escalate to a human if unsure.

QUALITY AND SAFETY CHECKLIST

- Edit every AI draft to match your voice
- Keep promises realistic and specific
- Credit sources for stats and quotes
- Remove private or sensitive data before pasting into prompts
- Add any industry-required disclosures

You now have a robust, step-by-step system for marketing, sales, and customer success. Launch one play today. Measure results. Improve next week.