



■ The AI Communication Starter Guide

Practical steps to use AI and improve client communications

Step 1: Identify Your Top 5 Client Questions

- List the 5 questions you get asked most often (hours, pricing, walk-ins, etc.).
- Circle the ones that eat up the most time.

Step 2: Choose the Right AI Tool for the Job

- Emails → Gmail Smart Reply, ChatGPT, Jasper.
- Scheduling → Calendly, Motion.
- FAQs → Tidio, ManyChat, Intercom.
- Meetings → Otter.ai, Fireflies.ai.
- Updates/Newsletters → ChatGPT first draft + personalize.

Step 3: Personalize AI Responses With Your Voice

- Write 3–5 signature phrases you use (like 'Hey there,' or 'Talk soon, Brian').
- Save them as templates for AI tools.
- Always add your authentic sign-off.

Step 4: Automate, But Set Boundaries

- Automate routine, repetitive, and factual communication.
- Keep sensitive issues and personal thank-yous human.
- Set up a handoff rule for when clients need a person.

Step 5: Test Before Going Live

- Send yourself test emails/messages to see if it feels natural.
- Ask a friend: 'Does this sound like me?'
- Adjust tone until it's authentic.

Step 6: Launch With Transparency

- Tell clients: 'We've added quick-reply to serve you faster.'
- Reassure: 'If you need me personally, just ask.'
- Be clear on when AI vs. you will respond.

Step 7: Track and Improve (Weekly)

- How many emails/messages did AI handle this week?
- Did response time improve?
- Any client confusion? Refine responses.
- Add one new script each week.

Step 8: Keep It Human

- Block 15 minutes/day for high-value client replies.
- Send one personal thank-you weekly.
- Use saved time to deepen real client relationships.

■ Quick Wins in the First Week

- Automate 5 FAQs with a chatbot → save 2–3 hours.
- Use AI to draft daily emails → save 30–60 minutes/day.
- Add a scheduling link → eliminate back-and-forth for appointments.

■ Final Word

AI isn't about replacing you—it's about supporting you. Start small. Pick one tool. Automate one task. In just a week, you'll see the difference.