



POWER HOUR WORKSHEET

Staying One Step Ahead of AI

Use this worksheet to quickly assess how you are currently using artificial intelligence in your business and identify opportunities to improve, automate tasks, and stay competitive.

AI Awareness

- ☐ I understand at least **three ways AI could support my business**
- ☐ I have experimented with **at least one AI tool in the last 6 months**
- ☐ I regularly **learn about new AI tools or updates** in my industry

Notes:

Marketing & Content

- ☐ I use AI to help draft **social media posts, blogs, or emails**
- ☐ I use AI to **brainstorm marketing campaigns or content ideas**
- ☐ I use AI to generate **captions, hooks, or headlines**

Where AI could improve my marketing:



Sales & Communication

- ☐ I use AI to **draft follow-up emails or sales messages**
- ☐ I use AI to **refine my elevator pitch or messaging**
- ☐ I use AI to **outline proposals or presentations**

One sales task AI could help me with:

Productivity & Operations

- ☐ I use AI to **summarize meetings or notes**
- ☐ I use AI for **research or idea generation**
- ☐ I use AI to **organize outlines, tasks, or workflows**

One weekly task AI could save time on:

10 AI Tools Small Businesses Should Know

- ChatGPT – writing, brainstorming, research
- Canva AI – design, presentations, social graphics
- Grammarly – editing and writing clarity
- Descript – video editing and transcription
- Notion AI – organizing documents and plans
- Otter.ai – meeting recording and summaries
- Zapier – automation between apps
- Claude – document analysis and writing
- Perplexity – AI-powered research engine
- DALL-E / Midjourney – image generation

Example AI Prompts for Business Owners

Prompt 1

Role: Marketing Strategist

Task: Create 10 social media post ideas

Context: I help small businesses improve brand visibility

Output: Provide short LinkedIn or Instagram post ideas

Prompt 2

Role: Sales Communication Coach

Task: Rewrite my outreach email

Context: A potential client asked for more details about my services

Output: Make the email clear, confident, and persuasive

Prompt 3

Role: Business Productivity Consultant

Task: Identify ways AI could save time

Context: I spend a lot of time on marketing, research, and emails

Output: Provide five specific ways AI could streamline my workflow

Prompt 4

Role: Business Strategist

Task: Identify opportunities to use AI

Context: My business currently relies on manual marketing processes

Output: Suggest practical AI tools or workflows to test this month



Prompt 5

Role: Brand Messaging Expert

Task: Improve my elevator pitch

Context: I help companies strengthen their brand visibility and marketing strategy

Output: Provide three improved pitch variations

Your Next AI Action Step

What is one way you will begin using AI more effectively this month?

Competitive Advantage Reflection

Where could AI give your business a competitive advantage this year?
