

AI Implementation Guide for SME Owners

For Small and Medium Sized Businesses



Real-world workflows,
tools and prompts



Automate admin,
save hours



Unlock growth with
simple AI wins

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Less admin. More clarity.

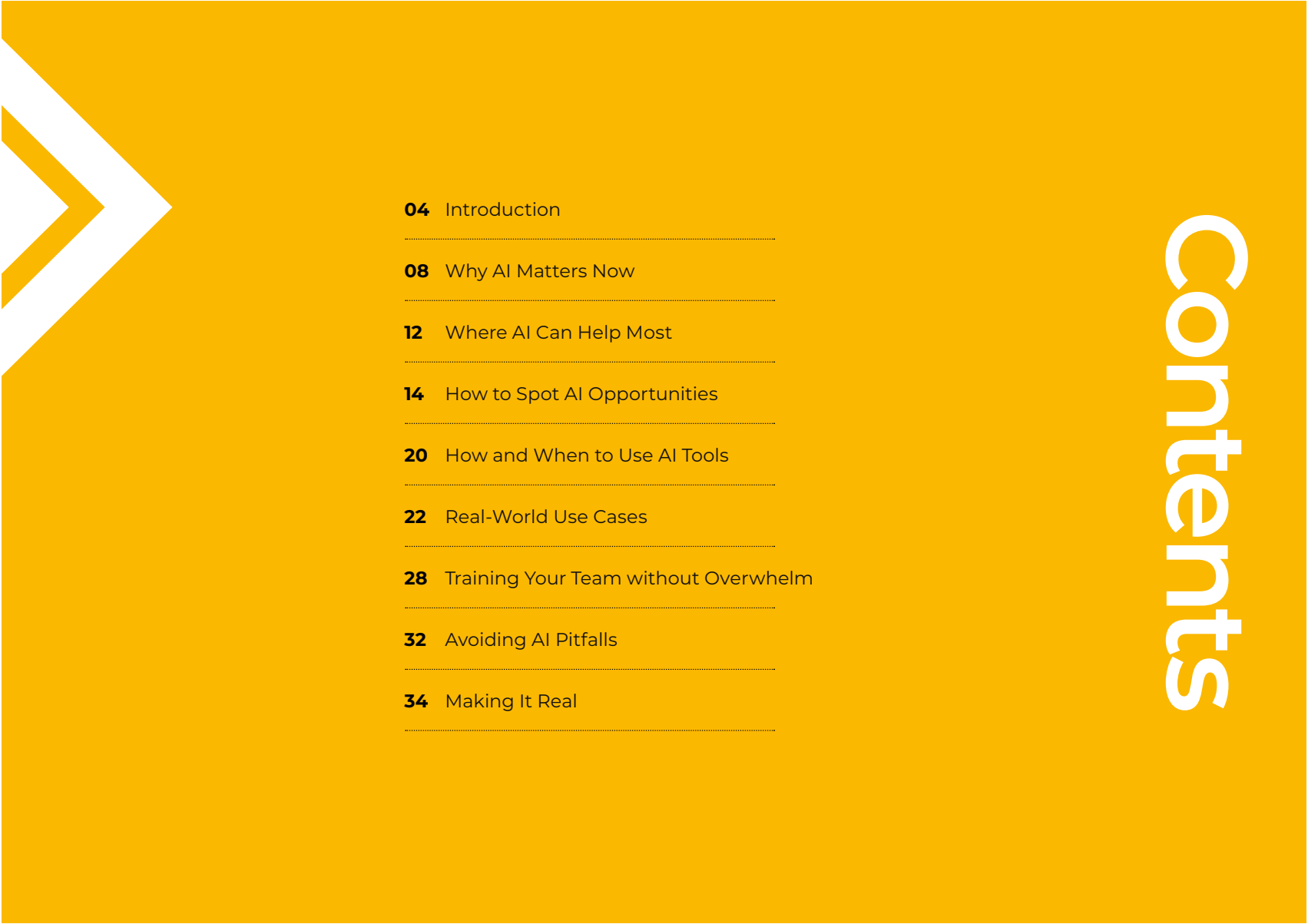
AI that works for you.

Practical AI for Small Business Success is your no-jargon, no-hype guide to using artificial intelligence where it matters most — in the day-to-day reality of running of your business.

Built for SME owners, managers, and teams with limited time, this manual shows you how to turn repetitive admin, delayed decisions, and chaotic workflows into streamlined, AI-assisted processes. You'll learn exactly where AI can save you time, reduce costs, and simplify your operations — starting with tools like ChatGPT, Claude, and Zapier.

Created by the experts at Artemis — the UK's top-rated SEO and AI consultancy for SMEs — this guide brings together tested workflows, real-world examples, and ready-to-use templates. You'll walk away with practical prompts, automation ideas, and a confident understanding of how to apply AI inside your business, without hiring a developer or buying expensive software.

Whether you're AI-curious or just exhausted by everyday inefficiencies, this manual gives you a proven, actionable path forward — helping you unlock clarity, capacity, and calm in your workday.



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Welcome to Practical AI

A simple, no-hype starting point for real SME owners

Introduction

You don't need to understand artificial intelligence to benefit from it — and you certainly don't need to fear it. This guide was built for real business owners like you: time-poor, spinning plates, and looking for ways to simplify the chaos without adding another confusing tool to your stack.

- We created Practical AI for Small Business Success because too many SME owners are being left behind while others are quietly getting ahead. Not by replacing people. Not by overhauling their operations. But by introducing small, smart changes — powered by AI — that cut hours of admin, speed up decision-making, and bring order to the mess.

Why You Can Trust This Guide

- This isn't theory. The writers of this guide are part of the team at Artemis Marketing, the UK's no.1-rated SEO and digital agency with 20+ years' experience helping SMEs grow online. Since 2016, Artemis have invested over £2.5 million into R&D focused specifically on AI's role in search, marketing, and business automation.

- Their flagship innovation, ARTEMIS INTELLIGENCE®, uses proprietary AI-driven methodologies to optimise websites, content, and processes for today's AI-first world. We're not teaching theory — we're sharing systems already tested with hundreds of small businesses, delivering fast wins and measurable impact.



Who this guide is for

- SME owners, directors, and managers in teams of 1–50
- People still using spreadsheets, email, and manual follow-ups
- Anyone curious about AI but unsure where to start

If you've ever felt stuck doing the same tasks over and over — or worried you'll fall behind if you don't start using AI soon — this guide is your practical way in.

What you'll learn

- How to spot everyday tasks AI can take off your plate
- Which tools (like ChatGPT, Claude, Zapier, and others) actually help SMEs
- How to test, train, and use AI without needing technical skills
- What real results SME owners like you are already seeing

What you won't need

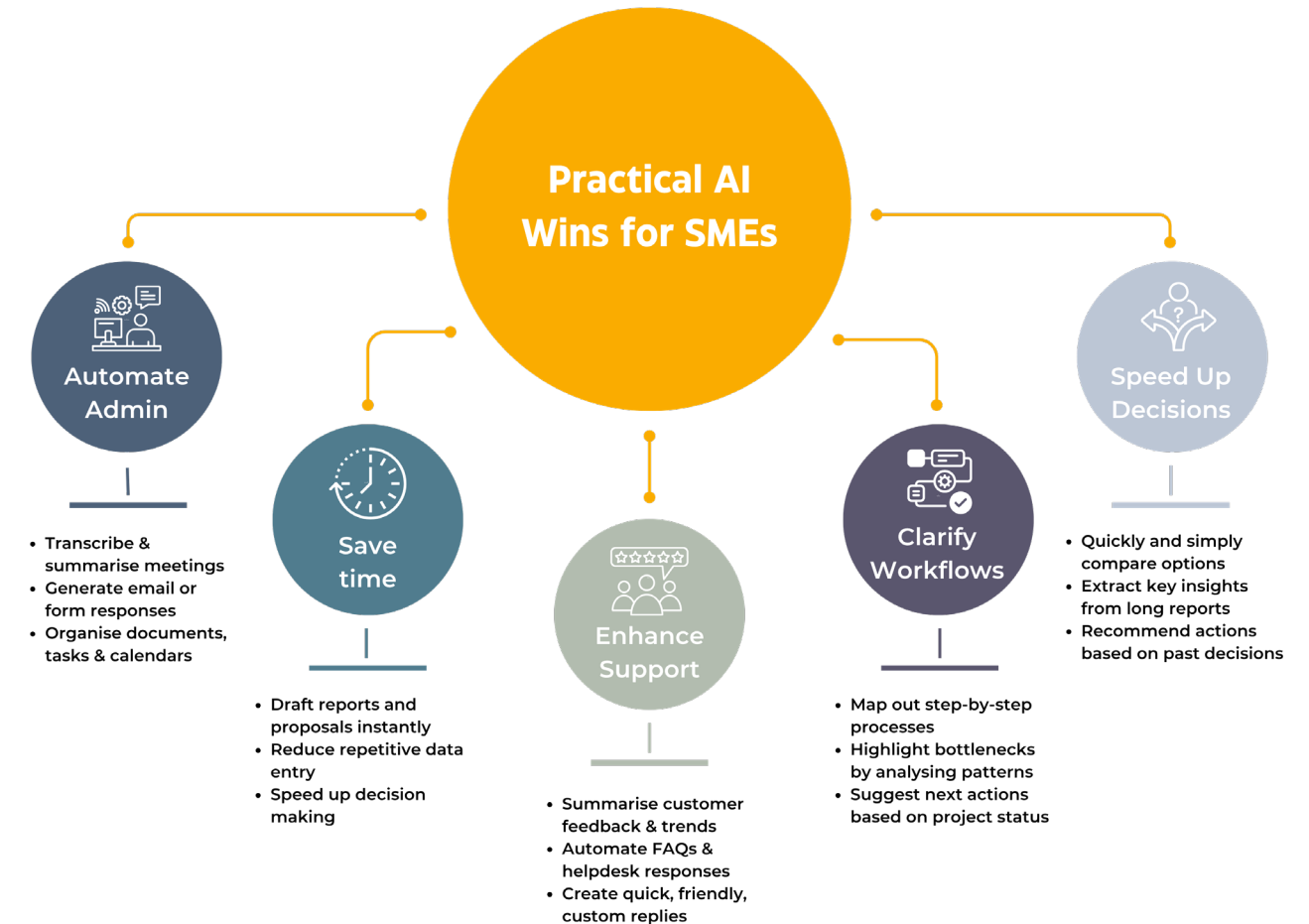
- You won't need experience in coding or software development
- You won't need a degree in data science or a technical background
- You don't need a “digital transformation strategy”

All you need is curiosity and a willingness to explore new ways of working. You don't need to be technical — just open to testing small changes that can lead to big time savings.

What you'll walk away with

- Hours back in your week and time to refocus your energy where it matters most
- Clearer processes and fewer dropped balls by automating routine steps
- Less stress and decision fatigue by letting AI handle the small decisions
- A confident plan to use AI in your business by following a clear, practical roadmap

Let's get started by looking at why **AI matters now more than ever...**



This is not theory.

It's here, and it works — right now, for teams just like yours.

1. Why AI Matters Now

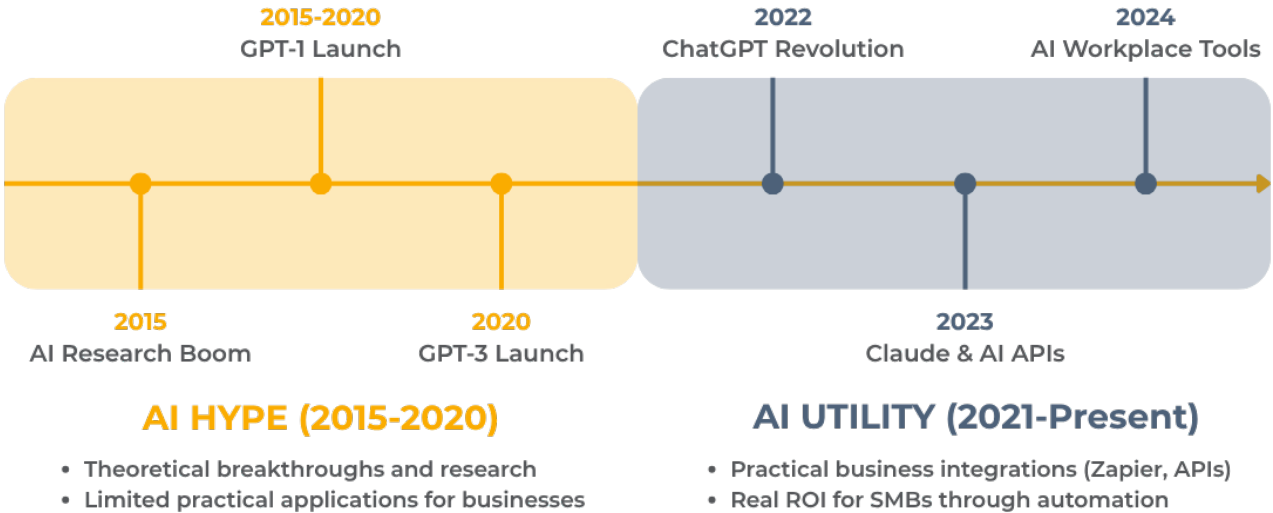
The Shift from Hype to Utility

AI is no longer just a buzzword or Silicon Valley experiment. It has moved from theory into everyday business practice. What used to require a team of data scientists is now accessible through tools like ChatGPT, Claude, and Zapier — no coding or technical background needed. Businesses of every size are quietly integrating AI into daily workflows to save time, cut costs, and reduce stress. The question is no longer “What is AI?” but rather “How can AI help me today?”

In the past, AI was hyped as a futuristic solution for massive corporations. Now, it’s a practical tool that small and medium-sized businesses (SMBs) are using to:

- Write customer emails in seconds
- Automate repetitive admin tasks
- Turn meeting notes into project plans
- Create marketing content without an agency

If you use email, spreadsheets, or have a website — AI can help you. Right now.



Real-World Example 1: Retail

Problem: A boutique clothing store was spending 8–10 hours a week writing product descriptions and promotional emails.

AI Solution: The owner began using ChatGPT to generate product descriptions from bullet points and draft weekly emails.

Outcome: Time savings of 8 hours per week, faster product launches, increased online engagement.

Real-World Example 2: Trades

Problem: A plumbing business struggled to keep up with quoting and follow-up emails.

AI Solution: AI was used to generate quote emails based on a simple form the technician filled out after each visit.

Outcome: 75% faster quote turnaround and 30% increase in accepted quotes due to quicker follow-up.

Real-World Example 3: Nonprofit

Problem: A small nonprofit needed to produce quarterly impact reports but lacked the staff time.

AI Solution: Used AI to turn meeting notes, email updates, and donor data into polished narratives and reports.

Outcome: Reports completed in 90% less time with increased clarity and professionalism.



Boost Profits

- Replace expensive outsourcing with AI-assisted content writing, design, or research
- Automate basic customer support instead of hiring more staff
- Avoid costly human errors in data entry or documentation



Time Savings

- Draft reports, quotes, or responses in seconds
- Eliminate hours of copy-paste or repetitive tasks
- Reduce back-and-forth by generating summaries, proposals, or email replies instantly



Clarity Improvements

- Turn messy data into clear summaries
- Use AI as a second brain to brainstorm, prioritise, or troubleshoot
- Create Standard Operating Procedures (SOPs), training guides, and checklists without starting from scratch

Common AI Myths Debunked

AI is everywhere right now — but so are the myths. Many SME owners hesitate to try AI because of outdated assumptions or exaggerated headlines. The truth is far simpler (and far more practical). In this section, we'll bust the most common

misconceptions — like “AI is only for tech giants” or “you need to be technical to use it” — and show how AI is already delivering real results for small businesses like yours. Let's clear the fog and replace fear with facts.

Myth	Reality
AI is only for tech companies	Local florists, plumbers, consultants, retailers, and nonprofits are using AI today
AI will replace all my staff	AI replaces tasks, not people. It gives your team superpowers, helping them focus on higher-value work
It's too expensive or complex to get started	Most of the best AI tools are free or low-cost — and many work right inside your browser.
I'll break something or do something wrong	Most tools are designed to be safe and forgiving — like having a digital assistant that's always learning with you.
AI can't understand my business — it's too niche or personal	AI doesn't need to know your industry inside out. With a clear prompt, it can adapt to almost any context

Summary

You've seen that AI isn't just for tech giants anymore — it's already transforming the day-to-day operations of small and medium-sized businesses across every sector. Whether it's speeding up quotes, simplifying reports, or drafting customer emails in seconds, AI is solving real problems with real results.

But this isn't about replacing your team — it's about equipping them (and you) with smarter tools to handle repetitive work, reduce stress, and free up time for what matters most: growth, customers, and clarity.

The most important takeaway? You don't need to understand the code behind AI. You just need to know what's possible — and how to apply it in practical ways.

In the next module, we'll show you how to do exactly that — starting with a simple business audit to help you identify where AI can immediately make a difference. Get ready to uncover hidden time-wasters, streamline your processes, and put AI to work in the areas that need it most — starting now.

Get ready to streamline your processes, uncover missed opportunities and put AI to work in the areas that need it most...

2. Where AI Can Help Most

Targeting High-Impact Wins First

Most businesses don't need AI everywhere — they just need it in the right places. The goal isn't to automate your entire company overnight, but to identify a few high-friction areas where AI can make an immediate difference. These are usually the repetitive, manual, or time-consuming tasks that eat up hours but don't necessarily require human creativity or judgment. When you focus AI efforts where the return is fastest — like admin, customer queries, or routine content creation — you create quick wins that free up your team and build confidence for broader adoption.

Admin & Operations

- Transcribe and summarise meetings
- Draft SOPs and internal training documents
- Automate form responses and email templates
- Schedule follow-ups or reminders with Zapier integrations

Customer Service

- AI chatbots for FAQs and instant responses
- Email autoresponders trained on support history
- Voice-to-text summaries of customer calls
- Triage system to route tickets by topic or urgency

Leadership & Strategy

- Brainstorm campaigns or service names
- Draft internal comms and slide decks
- Use AI to summarise research or trends
- Turn voice memos into reports or action items

Sales & Marketing

- Generate blog posts, captions, emails, and ads
- Personalise outreach campaigns
- A/B test email variations with AI suggestions
- Summarise competitor websites or product reviews

Data & Reporting

- Auto-generate monthly reports from spreadsheets
- Visualise data trends with minimal formatting
- Clean and label CRM or inventory data
- Highlight anomalies in financial or operations data

Human Resources

- Write or revise job descriptions
- Screen candidate CVs using AI filters
- Automate onboarding documents and checklists
- Draft interview questions based on role requirements

Inventory & Logistics

- Predict inventory needs from sales data
- Translate manuals or logistics documentation
- Summarise delivery data and flag delays
- Create reorder alerts and supplier follow-up templates

Finance & Accounting

- Summarise expense reports
- Draft cash flow memos or investor updates
- Explain financial metrics to non-financial staff
- Categorise and tag transactions from exports

Service-Based Extras

- Summarise client notes into session records
- Auto-draft reports, briefs, or advice summaries
- Translate jargon for client-friendly emails
- Draft follow-up plans or next-step recommendations

3. How to Spot AI Opportunities

Where to Start (and What to Leave for Later)

AI isn't about changing everything you do — it's about making what you already do easier, faster, and more efficient. This module shows you how to analyse your daily operations, identify time-draining bottlenecks, and isolate high-value tasks where AI can take on the burden — without breaking or rebuilding your systems.

We'll guide you step-by-step, in plain English, with case examples, templates, and tips to help you and your team spot real opportunities — even if you're not tech-savvy.



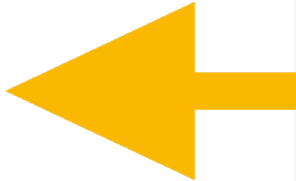
Use ChatGPT to assist with your audit

Before filling out the audit table, open ChatGPT and try this prompt:
“Act as a business efficiency expert. I want to find opportunities in my day-to-day work where AI might help. I’m going to list my tasks, and I’d like you to ask follow-up questions to identify which are repetitive, logic-based, or data-heavy. Here’s my list: [insert tasks].”

ChatGPT will help clarify:

- Which tasks repeat often
- Where the highest time-waste is occurring
- Which could be delegated to AI safely and quickly

Use it like a thinking partner. You don't need to know what qualifies as an “AI task” — ChatGPT will guide you.



Step 1: Perform a Simple AI Workflow Audit

Auditing your business for AI readiness doesn't require a consultant — just a clear lens on your current activities. Most businesses lose time and money not from poor strategy, but from inefficiency hidden in plain sight.

Start by answering these questions across each department or role:

Need some help?

- Use this [downloadable](#) worksheet across your team. Encourage everyone to fill this out for their role.
- Don't forget that they can ask ChatGPT to help them with this - see idea box opposite.

- 1. What tasks do you repeat every day, week, or month?**
Example: Creating staff rotas, replying to similar customer queries, checking social stats.
- 2. What jobs feel like a time drain or distraction from real work?**
Example: Rewriting bios for a proposal, summarising meeting notes, reformatting reports.
- 3. Where do things get delayed due to handovers, formatting, or admin?**
Example: Sending invoices, prepping presentations, editing documents for consistency.
- 4. Where are human errors common (and costly)?**
Example: Copy-paste from emails to CRM, missing attachments, forgetting follow-ups.
- 5. Where are you doing similar things repeatedly but not documenting them?**
Example: Answering the same question in emails, explaining processes to new staff.

Step 2: Match Tasks to AI Strengths

Once you've filled out the audit, group tasks by what kind of automation or assistance AI can realistically provide. Keep this question in your head: "If I have to [repeat X task] and it follows [a clear pattern or rule], then AI can likely help."

Example:

"If I have to write the same reply to 15 customer emails a week and they follow a predictable pattern, then AI can likely help."

AI is best at:

Repetitive work that follows a pattern e.g.

scheduling, email replies, invoice reminders

Data-heavy tasks that involve sorting or filtering

e.g. spreadsheet insights, CRM tagging

Logic-based jobs that involve if-this-then-that

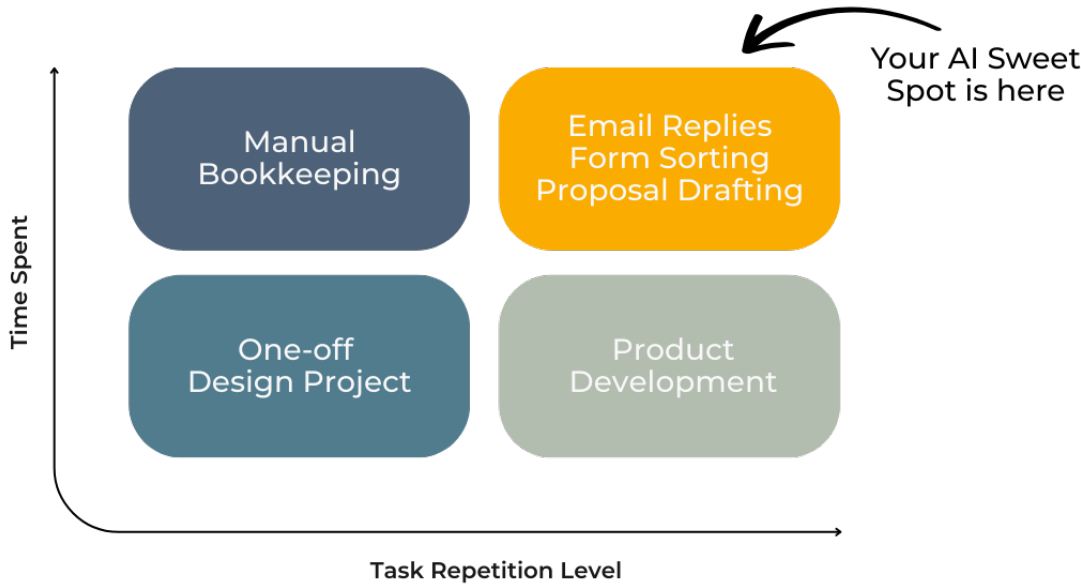
steps e.g. approval flows, quote generation

Text-based tasks that mean writing or

summarising e.g. policies, content, FAQs

Speed-sensitive work where a fast response wins

e.g. Live Chat, intake forms.



Step 3: Spot Quick Wins

Look for the tasks that offer a high ROI in return for a small risk, such as:

- Tasks that burn 30+ minutes per week
- Areas where mistakes are frequent and expensive
- Jobs that happen often and follow a script
- Things you've outsourced that AI could do in-house

Role-Based Use Case Scenarios

Receptionist:

- Use AI to auto-summarise voicemails and emails
- Generate appointment confirmations from calendar entries

Operations Manager:

- Build a prompt to turn meeting minutes into structured weekly reports
- Auto-detect delays from project tracking sheets

Marketing Coordinator:

- Auto-create campaign briefs from creative notes
- Use AI to format monthly performance updates with visuals

Bookkeeper

- Use AI to clean transaction data exports for uploads
- Auto-translate financial summaries for clients

The best AI use cases are the ones you don't notice. They just save time quietly.

Step 4: Turn Patterns into Prompts

Each task you listed is a potential prompt recipe — a way to translate your real-world work into a short, structured instruction that AI can follow. Instead of starting from scratch every time, you can use what you already do (like replying to customers or writing reports) as the raw material for a reusable prompt. Think of it like turning your to-do list into a set of AI-ready instructions that save you time, reduce errors, and speed up the boring bits. Here’s how to turn those tasks into smart prompts that actually work.

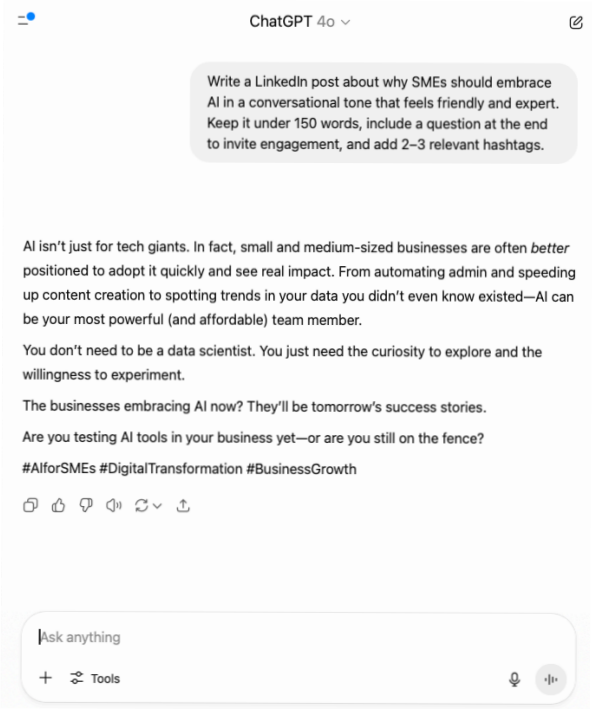
Prompt Framework

“You are a [role/expert]. Your task is to [generate/write/transform] a [type of content] using the following inputs: [details]. Please format it as [email/SOP/checklist/etc.].”

Example:

“You are a customer service assistant. Generate a polite email response to a shipping delay using the following notes: customer name is Sarah, parcel delayed by 3 days due to courier issues. Apologise and offer 10% voucher.”

A good prompt is the key to getting a good and consistent AI result. Build a team-specific prompt library, refine it, and store it in Notion, Google Docs, or your SOP hub.



HR

“Create an onboarding welcome message for a new hire starting Monday. Include a warm greeting, an outline of what to expect in their first week, and who they should contact for support or questions.”



Marketing

“Write a LinkedIn post about [blog topic] in a conversational tone that feels friendly and expert. Keep it under 150 words, include a question at the end to invite engagement, and add 2–3 relevant hashtags.”



Admin

“Create a daily task checklist for the team using these priorities: [list]. Format it by team member, include estimated time for each task, and ensure it’s easy to copy into an email or internal doc.”



Sales

“Draft a follow-up email to a client after a meeting where we discussed [topics]. Make it polite, summarise the main points clearly, and include a friendly next step or call to action that encourages a response.”

4. How and When to Use AI Tools

ChatGPT, Claude, Zapier & Make

You don't need to be a tech expert to start using AI. This module gives you a clear, practical guide to the most helpful AI tools for SMEs. We'll show you what they do, how to get started, and how to use them to save time and cut admin.

ChatGPT (OpenAI)	Claude (Anthropic)
<p>A smart writing and thinking assistant that can draft, summarise, brainstorm, and organise — all from your instructions.</p> <p>Get Started:</p> <ul style="list-style-type: none">Go to chat.openai.comSign up for a free accountUse GPT-3.5 (free) or GPT-4 (paid) <p>Try this prompt:</p> <p>"You are a business assistant. Create a 300-word proposal from these notes: • Client: The Green Office Co • Service: Office plant design + maintenance • 12-month contract • £480/month • Starts: 1st Sept."</p>	<p>Another AI chatbot, great at structure, tone, and handling long documents. Good for the more privacy-conscious.</p> <p>Get Started:</p> <ul style="list-style-type: none">Go to claude.aiSign up for a free accountUse Claude Opus 4 or Sonnet 4 <p>Try this prompt:</p> <p>"You are a communications expert. Rewrite the company policy below to be clearer and more friendly for new staff. Use plain English, headings, or bullet points if helpful. Current policy as follows: [Paste your policy here]."</p>

Common Tools to Connect to AI

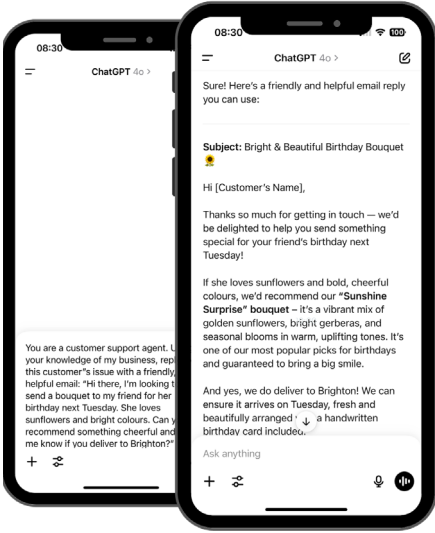
- Gmail/Outlook
 - Google Sheets
 - Calendly
 - CRMS (HubSpot, Zoho, Pipedrive)
- Forms (Google Forms, Typeform)
 - Slack/Microsoft Teams
 - Trello/Asana
 - Dropbox/Google Drive

Zapier	Make
<p>A tool that connects your apps (Gmail, Sheets, Forms) and automates workflows — no coding needed.</p> <p>Get Started:</p> <ul style="list-style-type: none">Go to zapier.comSign up for a free accountBrowse "Zap" templates or create your own <p>Try this Auto-Reply to New Enquiries:</p> <p>Form entry → Send data to ChatGPT → AI writes reply → Email sent to prospect.</p> <p>Prompt: "Write a reply to {{Name}} about their {{Project Type}} enquiry. Thank them and invite them to book a call."</p>	<p>Works in a very similar way to Zapier, but more flexible with a visual layout. Great for complex automations.</p> <p>Get Started:</p> <ul style="list-style-type: none">Go to make.comSign up for a free accountBuild a "Scenario" with your tools <p>Try this Send an Auto Welcome Email:</p> <p>New CRM record → Sheet → AI writes email → Send via Gmail.</p> <p>Prompt: "Write a welcome email for {{Name}} who signed up for our {{Service}}. Include next steps."</p>

5. Real-World Use Cases

How SMEs are using AI today – And how you can too

AI isn't about replacing people or upending your business overnight. It's about making everyday tasks faster, easier, and smarter. This module gives you relatable, real-world examples of how SMEs are already benefiting from AI — and how you can apply the same approaches today.



From theory to action – Putting AI to work

Now it's time to put everything we've covered into practice. You've seen what AI can do, where it fits in your workflow, and which tools to use — but real change happens through action.

In this next section, we'll walk through specific business scenarios where AI can make a tangible difference. Each one is

designed to be practical, doable, and directly relevant to the way your SME operates.

- Each section includes:
- A practical use case
 - A short real-world example (anonymised but realistic)
 - A detailed step-by-step guide with a hands-on exercise to try it yourself

1: Admin - Smarter Document Drafting

Use Case: Creating quotes, reports, or meeting summaries automatically

Example: A London-based bookkeeping firm uses ChatGPT to convert client notes into polished monthly summaries sent to clients

Tools: ChatGPT or Claude + Google Docs

Step-by-Step practical exercise:

1. Open ChatGPT.
2. Paste your notes from your last meeting (the topic doesn't matter) into ChatGPT and use this prompt:

“You are a professional admin assistant. Turn the notes below into a clear, client-ready summary under 500 words. Use a friendly, professional tone and include: a brief intro, key decisions, next steps, and important dates. Make it easy to scan. Here are the notes: [Paste notes]”.

3. Review the output. You can tweak the prompt to make the tone or layout align with your SME's tone of voice and style.
4. Copy into Google Docs, Word, or email as needed.
5. Save the final version to reuse next month.
6. Once you are happy with your prompt, save it to your prompt library.



Did you know..?

- You can upload audio recordings of your meetings in MP3 or WAV format and ChatGPT can transcribe and summarise them.
- Only got rough, handwritten notes? Take a picture of them, upload to ChatGPT and ask Chat to turn them into a clean summary, action points, a client-facing report, or team tasks.

2: Marketing - Creating Campaign Content

Use Case: Generating social media posts, blog outlines, and email campaigns

Example: A Manchester florist uses Claude to draft seasonal newsletters and Instagram captions

Tools: Claude + Canva or Mailchimp (optional)



Try this...

- Ask Claude to suggest a subject line and preview text for better open rates.
- Ask Claude to reuse parts of this email for social captions or a blog intro to maximise your effort.
- Ask Claude for a visual layout suggestion to recreate in Canva or Mailchimp.

Step-by-Step practical exercise:

1. Choose a product, service, or announcement you want to share in your next newsletter.
2. Go to claude.ai and log in.
3. Paste this prompt:

"You are a marketing copywriter for a small business. Write a friendly, engaging email newsletter (500–550 words) promoting our [describe product/service/offer]. Include a short intro, a compelling main message, and a soft call to action to learn more or book. Write in a conversational, helpful tone that feels human — not salesy."

4. Review Claude's draft and tweak any language to match your brand voice or add personal touches.
5. Paste the final version into your email platform e.g. Mailchimp and format it with a bold heading, short paragraphs, and a clear CTA button or link.

3: Customer Service - Fast FAQ Replies

Use Case: Using AI to answer customer enquiries automatically or assist support staff

Example: A Brighton-based IT support firm uses ChatGPT to write email responses for common tech issues

Tools: ChatGPT + Gmail (manual) or Zapier (automated)



Try this...

- If you regularly receive similar queries, set up a Zapier flow to automatically pull responses into Gmail using form data and pre-written prompts.
- Start a shared doc or folder of your best ChatGPT replies and adapt them into ready-to-use canned responses for your support team.

Step-by-Step practical exercise:

1. Find a recent customer email or query — ideally one you or your team responded to manually.
2. Go to chat.openai.com and log in.
3. Paste the following prompt:

"You are a professional customer support agent for a small business. Write a friendly, helpful email response to this customer's issue. Keep it under 200 words. Use a warm, human tone and clearly explain next steps. Here's the customer message: [Paste issue]"

4. Review the AI-generated reply — does it reflect your tone? Does it offer a clear, helpful answer?
5. Copy the result into Gmail or your email tool, and send or save it.
6. Compare it with what you would normally write — what's better, what needs adjusting, and how much time did it save?

4: HR - Job Descriptions & Onboarding

Use Case: Writing job ads, filtering CVs, and sending onboarding materials

Example: A small design agency in Bristol uses Claude to write inclusive job descriptions and ChatGPT to create onboarding templates

Tools: Claude + Google Docs + ChatGPT + Make.com (optional automation)



Try this...

- Use Make.com to build a simple automation that sends the onboarding checklist to new hires via email when they're added to your staff database or CRM.
- Save these documents in a shared "HR AI Assets" folder to build your own internal library of reusable, AI-enhanced templates.

Step-by-Step practical exercise:

1. Open Claude and paste this prompt:
"You are an experienced HR manager. Write an inclusive, engaging job description for a Junior Graphic Designer at a small creative agency. Include a short intro about the company, core responsibilities, must-have skills, nice-to-haves, and employee benefits. Use clear language that appeals to diverse candidates."
2. Review and refine the output, making sure it fits your tone and values.
3. Next, open ChatGPT and use this prompt:
"You are part of an HR team preparing for a new hire. Write a week-one onboarding checklist for a remote Junior Graphic Designer. Include tech setup, team intros, key tasks, and useful links. Make it friendly and easy to follow."
4. Copy both outputs into a shared Google Doc or your HR platform so they can be reused or edited by your team.

5: Finance: Invoice & Cash Flow Summaries

Use Case: Using AI to summarise cash flow trends or explain invoices

Example: A Leeds-based consultancy uses ChatGPT to turn Excel data into easy-to-read cash flow insights for internal use or client reporting.

Tools: Google Sheets + ChatGPT



Try this...

- Ask ChatGPT to rephrase the summary in simpler language if sharing with a non-financial audience, or format it into a slide or email.
- Keep a running Google Doc or Sheet titled "AI Finance Reports" so you can paste in fresh data each month and track how your cash flow advice evolves over time.

Step-by-Step practical exercise:

1. Export your latest financial data from your accounting software (like Xero, QuickBooks, or Sage) into Google Sheets or Excel.
2. Copy a relevant section of figures — ideally 2–3 months of income and expenses or a monthly summary.
3. Open chat.openai.com and paste the following prompt:

"You are a professional finance analyst. Based on this monthly income and expense data, write a short summary of the company's cash flow performance. Highlight any concerns (e.g. overspending or inconsistent revenue), and suggest 2–3 actions to improve financial health. Here is the data: [paste table or rows]"

4. Review the summary output. You can paste this into a client update, team meeting doc, or monthly report.

6. Training Your Team Without Overwhelm

Making AI Skills Accessible to Everyone in Your SME

One of the biggest barriers to AI adoption in SMEs isn't the tools — it's the people. Not everyone is confident with technology, and most employees are already stretched thin.

That's why this module focuses on simple, low-stress ways to bring your team on board — starting small, staying relevant, and building confidence as you go.

- You'll learn:
- How to introduce AI to your team in a role-relevant way
 - How to use "Train-the-Trainer" models to spread knowledge
 - How to identify and support an internal AI Champion
 - How to build habits and confidence through tiny wins



Train-the-Trainer Strategies

Trying to teach everyone at once often leads to confusion, disengagement, and wasted time. A more effective approach is to train one or two people per team – your **"AI Champions"** – and let them cascade the learning within their group. Champions act as translators, taking general AI capabilities and adapting them into practical tools their team can actually use.

- **Lower pressure** – staff don't feel overwhelmed or exposed in front of large groups.
- **Peer Learning** – People are more likely to ask questions and share tips with trusted colleagues.
- **Team Relevance** – Each department tailors the tools and prompts to their own workflows.

Internal Workshop Flow

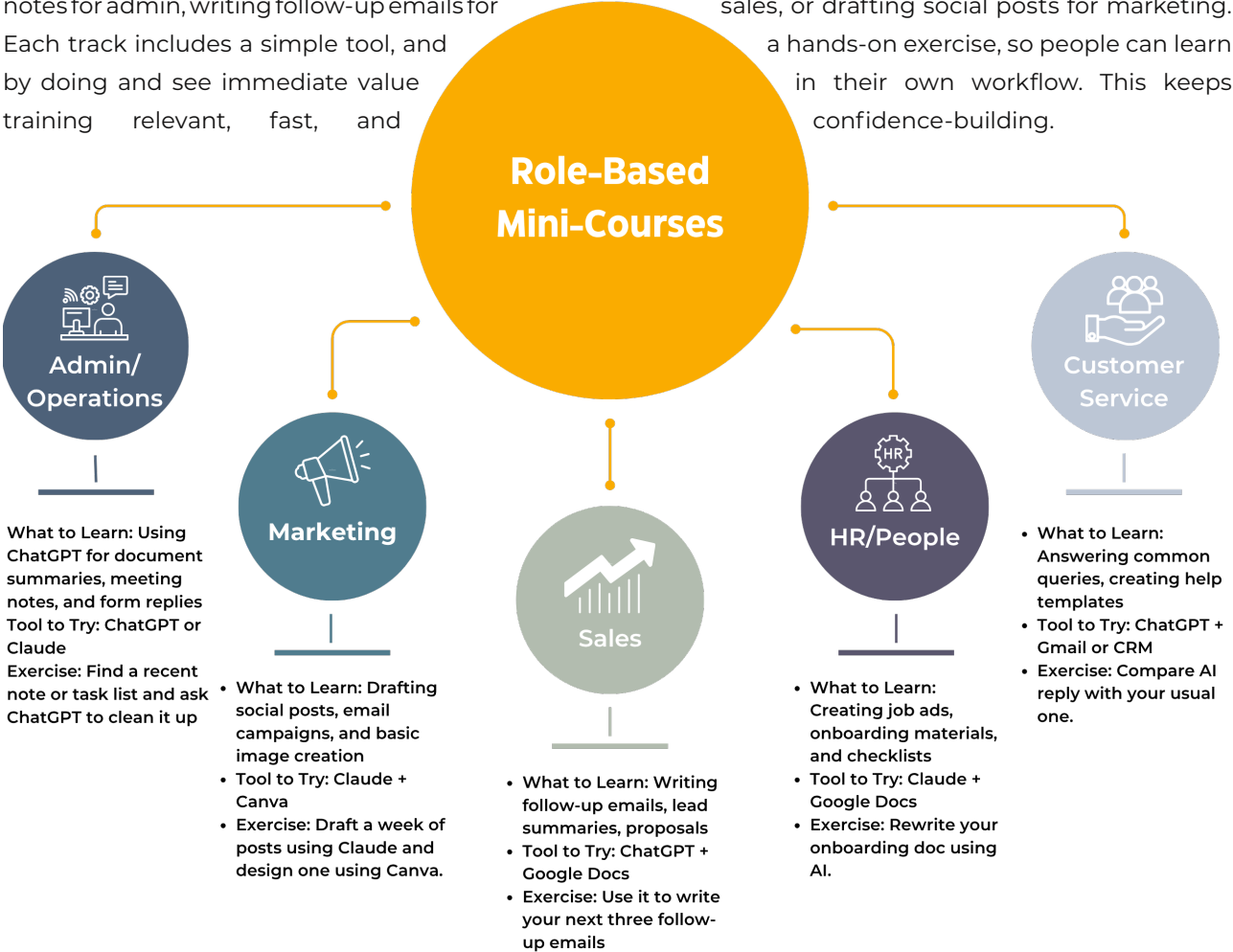
This simple 45-minute workshop format is designed to keep things practical, engaging, and low-stress. Led by an AI Champion or team manager, it combines a short intro, a live demo, hands-on practice, and a group reflection — all with a clear takeaway. The goal isn't to master AI in one session, but to build confidence and start using it in small, useful ways. One habit at a time adds up to real change.

You don't need everyone to be an expert – just a few champions to light the way.



Teach Only What Matters: AI by Department

Role-based mini-courses make AI training practical by focusing only on what each team member actually needs. Instead of overwhelming staff with broad tech concepts, you zero in on real tasks — like summarising notes for admin, writing follow-up emails for sales, or drafting social posts for marketing. Each track includes a simple tool, and by doing and see immediate value training relevant, fast, and confidence-building.



Building AI Champions

An AI Champion isn't the most technical person. They're the most curious and influential. They:

- Try tools first
- Share what works
- Encourage others to experiment

Traits to Look For:

- Naturally helpful
- Comfortable learning on the fly
- Respected by peers



Case Example

- In a 12-person firm in Glasgow, the office manager became the AI champion after discovering Claude.
- She created a folder of "Best Prompts" on Google Drive and now runs a monthly 20-minute "Prompt Club."

How to Support Them:

- Give them 1 hour/week to experiment
- Let them present small wins in team meetings
- Celebrate their results

Training Checklist

- ☐ Each team has one AI tool and prompt they've tried e.g. Admin using Claude for meeting notes
- ☐ One person per team feels confident teaching others
- ☐ An AI Champion has been chosen to help others explore and test
- ☐ You're running monthly mini demos or a Prompt Club to share wins and build habits
- ☐ You've made space for experimentation – even 15 minutes a week

7. Avoiding AI Pitfalls

How to sidestep common mistakes

AI can be transformative for your business – but only if used wisely. This module is about avoiding the most common mistakes that slow teams down, cause frustration, or even damage customer trust. You don't need to be perfect. You just need to spot the red flags early and make smart, simple choices.



Shiny Object Syndrome

It's easy to get swept up in the excitement of new AI tools, but before diving in, pause and run it through this quick checklist:

- Do we really need this? What problem is it solving?
- Will it save us time now — or just create more setup work?
- Is it simple to use and maintain?
- Do we have someone who can champion and test it properly?

Use the NVS-L filter:
Need → Value → Simplicity → Longevity



What not to Automate

Not everything should be handed over to AI, especially when trust, nuance, or ethical judgment are involved.

- HR or disciplinary conversations
- Complex financial forecasting
- Sensitive client interactions
- Anything where trust, tone, or judgment are essential

AI can support by drafting, researching, or organising, but delivery and decisions should always be human.

Run an AI Red Flag Audit

1. Make a list of 5 AI-powered tasks you currently use or plan to try, and for each, ask yourself:
- Is this solving a real problem?
 - Does the team know how it works?
 - What's the risk if it goes wrong?
 - Do we have a fallback if it fails?
2. Highlight 1 task that needs a second look. Maybe it's overcomplicated, misused, or not worth the effort.
3. Document any learnings and share them. Optional Tip: Use Claude to run a quick audit. Try: "You are an AI risk advisor. Here are 5 AI tasks we use. Highlight any that may carry high risk or need review: [list]."
- Optional Tip:** Use Claude to run a quick audit. Try: "You are an AI risk advisor. Here are 5 AI tasks we use. Highlight any that may carry high risk or need review: [list]."



8. Making It Real

Turning Smart Ideas Into Smarter Action

You should now understand why AI matters, where it can help, how to use the right tools, and what to avoid. You've seen how to streamline admin, simplify marketing, automate customer replies, and even spot cash flow trends — all without needing to code or hire a developer.

Now it's time to make it real. This isn't about launching a perfect system on day one. It's about making one small change that gives you back time, clarity, or confidence. And then doing it again.



What you've learned

Over the past 7 modules, you've explored:

- The AI shift from hype to utility
- Quick wins across departments
- How to write powerful prompts
- Toolkits like ChatGPT, Claude, Zapier, and Make
- Practical workflows and SOPs by role
- Mistakes to avoid (like over-automation or “shiny object” syndrome)

You've also seen how even the smallest teams — from independent florists to trade firms and nonprofit organisations — are using AI today to save hours, reduce stress, and boost output.

Now, it's your turn to take what you've learned and start applying it where it matters most: in your business.

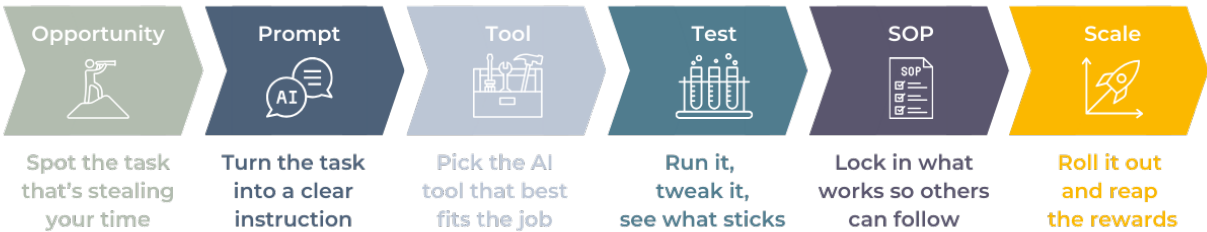
Your Next 5 AI Moves

To start applying what you've learned, follow this focused 5-step approach:

- Audit one team or department for repeatable, time-draining tasks
- Test a single AI tool — even just 15 minutes on ChatGPT or Claude
- Nominate an AI Champion — someone curious, helpful, and trusted
- Document one new AI-assisted process using our SOP format
- Share a small win in your next team meeting or company update

You don't need to do everything.
You just need to start.

AI won't run your business for you. But it can definitely help you run it better.

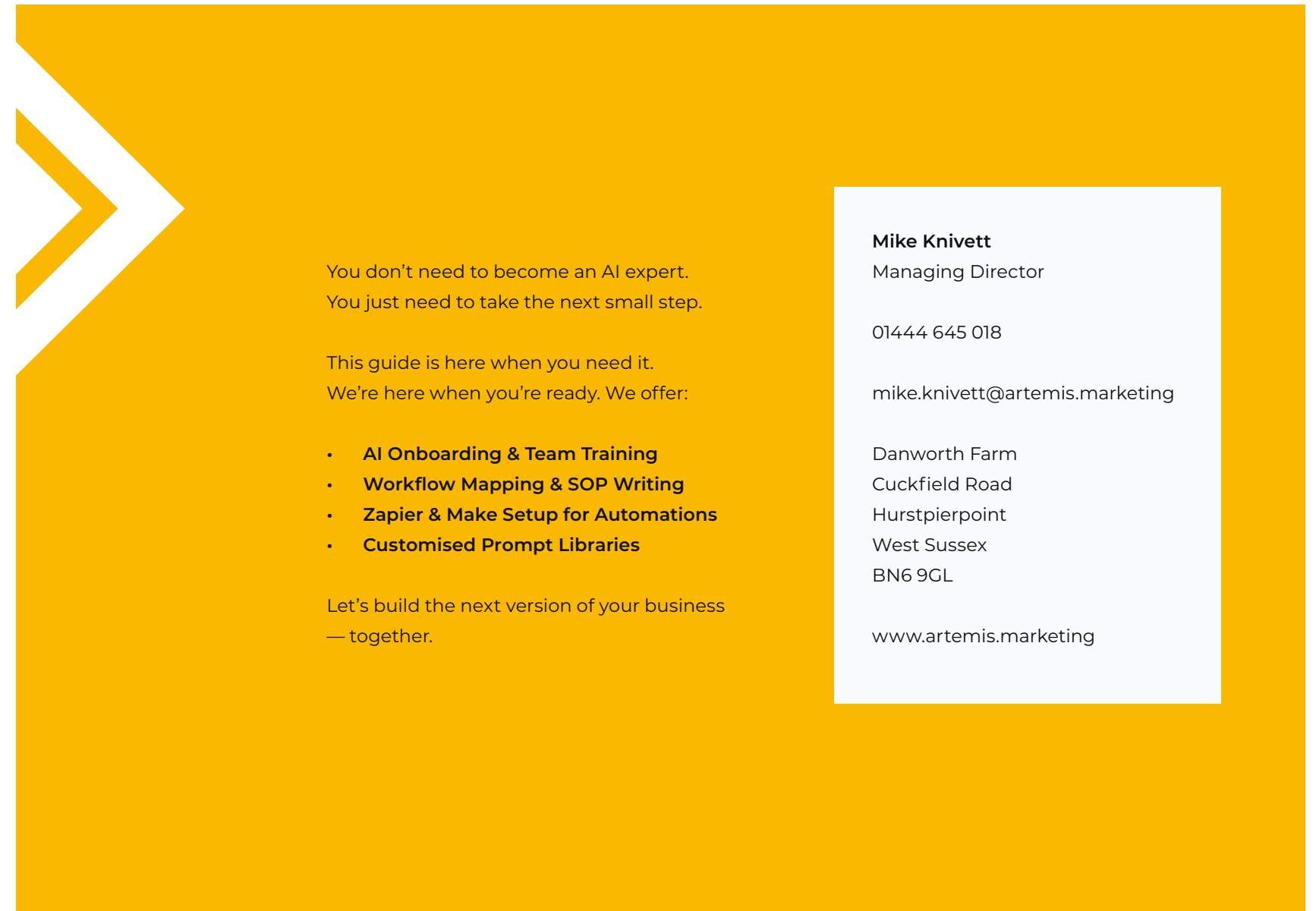


Contact Artemis Marketing

Need a hand? You don't have to go it alone.

Artemis has helped hundreds of businesses go from
“Where do I start?” to “Why didn't we do this sooner?”

Whether you want a one-off session to get unstuck,
or a full rollout plan – we can help you move faster,
without the overwhelm.



You don't need to become an AI expert.
You just need to take the next small step.

This guide is here when you need it.
We're here when you're ready. We offer:

- **AI Onboarding & Team Training**
- **Workflow Mapping & SOP Writing**
- **Zapier & Make Setup for Automations**
- **Customised Prompt Libraries**

Let's build the next version of your business
— together.

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