THE HONEST AI INCOME SERIES

50 WAYS TO MAKE MONEY with AI



SMALL BUSINESS

- ✓ Ready-to-use tools
- ✓ Automation workflows
- ✓ Spreadsheet templates
- ✓ Where to find customers

THE HONEST AI INCOME SERIES

50 Ways to Make Money with AI

for Small Business Owners

Each idea rated for difficulty, cost, risk and evidence, with prompts you can copy and use today.

How this book is checked

Last updated: 02/11/2026.

Each idea is checked against sources. Here is what that means, and what it does not.

- Sources opened and read: for 33 of 50 ideas, at least one source was opened and read (the date is on each idea, in the line "Source check").
- Of those, 30 ideas have every cited link opened, and 3 have some links opened and others only seen in search results.
- 0 ideas rest only on search results we have not yet opened, and 17 have no source we could find. Check those yourself before relying on them.
- Prices shown are asking prices on sellers' listings. They are not what anyone earns. We found no reliable income figures, and we do not promise any income.
- Rules change. Benefits, tax, work-rights, privacy and advertising rules differ by country and over time. The table "Rules to check yourself" at the end of the book names who to ask.
- This is general information, not legal, tax, financial or immigration advice.
- Found a mistake or a broken link? Tell us and we will fix it and update the date.

A note before we start

This book is not financial, legal, tax, employment or business advice. We do not promise that you will earn or save anything. Many people get nothing from some of these ideas, and some ideas will not suit your trade, your customers or the rules where you live.

Where we found a reliable income figure, we show it with its source. Where we did not, the card says so plainly. Prices you see are asking prices on listings, not earnings. We never invent numbers, stories or customers.

Rules change. Platform terms, tax rules and contract law are updated often. Every card shows the date we read each source. Please open the official pages yourself before you act.

Hello, and welcome

Running a small business means you are the receptionist, the quoter, the bookkeeper and the cleaner, often before breakfast. You are not behind, and you are not alone. This book is a quiet menu of 50 small things you can try, with AI doing the slow parts and you staying in charge.

Almost every idea is for your own business, so the gain is jobs not lost, time saved and fewer awkward moments, not a promise of new income. Each idea sits on its own few pages, laid out the same way, so you always know where to look. Pick one that feels doable this week and ignore the rest for now.

Every idea has a **Your first hour** section, so you can find out in one sitting whether it suits your business. Every idea has **copy-and-paste prompts**, so you never face a blank screen. And every idea ends with a small **helper** you save in your own AI tool, so the second time is quick.

Two things before you switch anything on: ask your regulator or accountant when a rule is unclear, and never put customer information into an AI tool whose terms you have not read. Both are covered in plain words in the check near the start of this book. A promise from us: we would rather tell you an idea is crowded or risky than sell you a dream.



A gentle path from the first idea to a keepable habit. Money is never guaranteed, and you can stop at any step.

The business rules check

Most ideas in this book run inside your own business, so they touch rules you already live with: tax, advertising, customer messages, privacy and staff. Read this page once before you switch anything on. It takes five minutes and can save you a lot of trouble.

Customer messages. A text or email that answers someone who has just contacted you is different from marketing. Marketing messages need consent in many places and must let people opt out. The main laws are the Spam Act in Australia, CAN-SPAM and the TCPA in the US, PECR in the UK and CASL in Canada. Keep automatic replies service-only, with no offers, and ask your regulator if you are unsure.

Reviews and advertising. Never pay for, write or trade favours for reviews, and do not hide honest bad ones. Prices and claims must be accurate and not misleading. The bodies to look up are the FTC in the US, the ASA and the CMA in the UK, the ACCC in Australia and the Competition Bureau in Canada.

Customer data and privacy. Names, phone numbers, addresses, photos and job notes are personal information. Collect only what you need, say why, keep it safe, and do not paste it into an AI tool. Privacy law differs by country, and some small businesses are covered while others are exempt in some places, so check whether the law applies to you: the OAIC in Australia, the FTC and your state in the US, the ICO in the UK, and the Privacy Commissioner in Canada.

Tax and records. Income from any extra service you sell, sales tax (GST, VAT or sales tax) and the records you must keep depend on your country and how your business is set up. Ask your tax office or a registered accountant. Nothing in this book is tax advice.

Staff. If you have employees, pay, hours, leave, probation and dismissal are set by law, not by a template. Ideas 42 and 43 help with wording only; a person who knows your local employment law must check anything about pay, leave or ending a job. In Australia that is the Fair Work Ombudsman, in

the US the Department of Labor and your state, in the UK ACAS, and in Canada your provincial labour standards office.

Licences and insurance. Many trades and food businesses need licences, insurance or health approvals. Before you offer anything new, check that your licence and insurance cover it, and do not give legal, tax, financial or health advice you are not qualified to give.

Tools and platforms. Read the terms of any AI tool, booking tool or platform before you put customer information into it. Some automation software has licence limits; for example, self-hosted n8n is for your own or internal use, and hosting it for other people needs permission from its maker.

Scams aimed at business owners. Be careful with invoices for listings, directories or services you never ordered, calls that claim to be from Google or your tax office, requests to change a supplier's bank details, and overpayment cheques that ask you to send money back. Check by calling a number you already trust. Scams can be reported to the FTC, Action Fraud, Scamwatch or the Canadian Anti-Fraud Centre.

If it feels like too much. Pick one idea. Your time is the scarce thing, so change one small thing, watch it for a week, then decide. This book is general information, not business, legal, tax or counselling advice.

Ideas 14 and 45 turn parts of this check into sheets for your own business. The table "Rules to check yourself" at the end of the book names who to ask in each country.

How each idea page works

What this is	One or two plain sentences on what you would actually do.
Badges	**Green** easy, low cost or low risk **Amber** some skill, money or care needed **Red** hard, costly or risky
At a glance	How soon money might arrive, what it can earn (only with a source), weekly hours, how crowded it is.
Is this a good fit for you?	Honest notes for a busy owner, including what to do if you only have an hour a day.
Your first hour	Small numbered steps so you can start today.
Copy-and-paste prompts	Four steps: research, build a sample, try it on your own customers or listing, then check and improve. Each prompt has a short note on what a good answer looks like.
Keep it	A reusable helper to save inside your AI tool.
Stay safe	The business rules check and the red flags for that idea.
Where this comes from	Our sources, whether we opened them, and the date we read them.

Using the prompts well

1. **Fill in the brackets.** Anything in [CAPITALS AND BRACKETS] is for you to replace with your own details.
2. **Keep customer information out.** Never paste customers' names, phone numbers, addresses, payment details or private messages into an AI tool. Use made-up examples, or strip the identifying details first.
3. **Check everything.** AI can sound sure and be wrong. Open the sources it names. Never publish or send a fact you have not checked yourself.
4. **Be honest about using AI.** If a client or platform asks, say how you used it. Some platforms and client briefs require a label or ban it outright.
5. **Treat [CHECK] as a to-do.** Where a prompt or an answer marks something [CHECK], it means "confirm this on an official page before you rely on it".

The map of all 50 ideas

Every idea in one picture. The colour shows which part of the book it lives in.

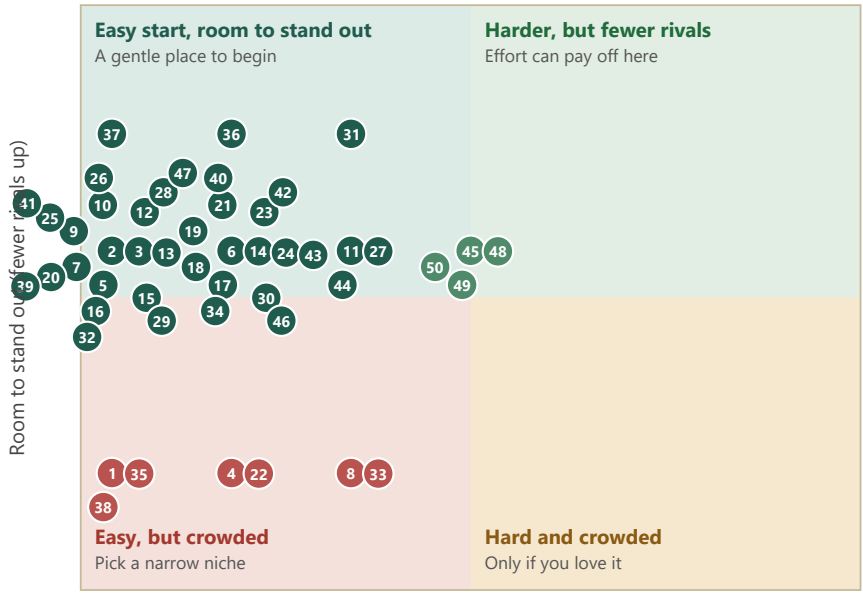
Answer customers faster · Quote, book, get paid · Keep the customers you already have · Be found and trusted locally · Price smarter, spend less · Side services for the business next door · Let the computer do the boring bits

1 Missed-Call Text-Back	**2** Enquiry Reply Library	**3** Enquiry Triage Board	**4** Website Answer Sheet	**5** Voicemail to Job Card
6 Calm Complaint Reply Coach	**7** Review Replies in Your Voice	**8** Reply Sheet for Other Languages	**9** Good, Better, Best Quotes	**10** Quote Follow-Up Trio
11 Plain-English Scope of Work for...	**12** Reminder Messages That Cut No-Shows	**13** Rebook-Before-They-Leave Script	**14** Plain-English Deposit and...	**15** Polite Invoice Chasers
16 Booking and Enquiry Form for Your...	**17** Win-Back Email to Old Customers	**18** Customer List Clean-Up	**19** Thank-You Plus Honest Review Ask	**20** Seasonal Reminder Calendar for...
21 Three-Question Customer Survey	**22** Pet and salon client notes	**23** Monthly customer newsletter	**24** Lapsed-quote revival	**25** Google profile refresh
26 Weekly profile posts from job photos	**27** Suburb pages with real content	**28** Holiday Closure Notices	**29** Job photo captions and alt text	**30** Local Partner Referral Swap
31 Before and After One-Pagers	**32** Directory Consistency Check	**33** Own-Price Health Check	**34** Job Costing Sheet	**35** Reorder Alert Sheet
36 Supplier Bill Review	**37** Slow-Day Fill Plan	**38** Add-On Menu	**39** Subscription and Tool Audit	**40** Job Logs for Rental Properties
41 A Clean One-Page Price List for...	**42** A Plain Price-Increase Letter	**43** Job Ads and Roster Messages That...	**44** A Monthly Customer Newsletter in...	**45** A Privacy Checklist Before You Use...
46 Cleaner Product Photos for Your Own...	**47** A Printable Sign and Price-Card Kit...	**48** An n8n Weekly Content Calendar...	**49** An n8n Invoice and Receipt Capture...	**50** An n8n Contact-Form Follow-Up Reply

Hard does not mean bad

On each idea page you will see badges for difficulty, cost and risk. A **red badge is not a stop sign**. It is a price tag.

In most markets, the harder an idea is to start, the fewer people finish it. So a harder idea can mean **less competition**, and a skill that is **harder for newcomers to copy**. An easy idea has the opposite problem: anyone can start it tomorrow, so you have to stand out.



Effort to start: difficulty, cost and risk (easier on the left, harder on the right)

Each dot is one idea, numbered as in the menu. Positions are our own rough judgement from the notes on each idea page, not a measurement, and not a promise of income.

- **Top left:** easy and with room. A friendly first project.
- **Top right:** hard but quiet. Worth it if the skill excites you.
- **Bottom left:** easy but busy. Choose a narrow niche.
- **Bottom right:** hard and busy. Only if you truly love it.

Contents

Part 1: Answer customers faster

1. Missed-Call Text-Back 18
2. Enquiry Reply Library 23
3. Enquiry Triage Board 28
4. Website Answer Sheet 33
5. Voicemail to Job Card 38
6. Calm Complaint Reply Coach 43
7. Review Replies in Your Voice 48
8. Reply Sheet for Other Languages 53

Part 2: Quote, book, get paid

9. Good, Better, Best Quotes 59
10. Quote Follow-Up Trio 64
11. Plain-English Scope of Work for Your Common Jobs 69
12. Reminder Messages That Cut No-Shows 75
13. Rebook-Before-They-Leave Script (for Mechanics, Cleaners and Groomers) 80
14. Plain-English Deposit and Cancellation Policy 85
15. Polite Invoice Chasers 90
16. Booking and Enquiry Form for Your Own Shop 95

Part 3: Keep the customers you already have

17. Win-Back Email to Old Customers (as Part of a Retention Pack) 101
18. Customer List Clean-Up 106
19. Thank-You Plus Honest Review Ask 111
20. Seasonal Reminder Calendar for Service Businesses 116
21. Three-Question Customer Survey 121
22. Pet and salon client notes (private regulars sheet) 127
23. Monthly customer newsletter 132
24. Lapsed-quote revival (texts and emails) 137

Part 4: Be found and trusted locally

25. Google profile refresh (do-it-yourself checklist) 143
26. Weekly profile posts from job photos 148
27. Suburb pages with real content 153
28. Holiday Closure Notices 158
29. Job photo captions and alt text 163
30. Local Partner Referral Swap 168

31. Before and After One-Pagers 174
32. Directory Consistency Check 179

Part 5: Price smarter, spend less

33. Own-Price Health Check 185
34. Job Costing Sheet 190
35. Reorder Alert Sheet 195
36. Supplier Bill Review 200
37. Slow-Day Fill Plan 205
38. Add-On Menu 210
39. Subscription and Tool Audit 215

Part 6: Side services for the business next door

40. Job Logs for Rental Properties 221
41. A Clean One-Page Price List for Your Own Shop 226
42. A Plain Price-Increase Letter 231
43. Job Ads and Roster Messages That Fill Your Shifts 236
44. A Monthly Customer Newsletter in Your Own Voice 241
45. A Privacy Checklist Before You Use AI With Customer Data 246
46. Cleaner Product Photos for Your Own Online Shop 251
47. A Printable Sign and Price-Card Kit for Your Market Stall 256

Part 7: Let the computer do the boring bits

48. An n8n Weekly Content Calendar Workflow (Advanced Appendix) 262
49. An n8n Invoice and Receipt Capture Workflow (Advanced Appendix) 267
50. An n8n Contact-Form Follow-Up Reply 272

The whole menu at a glance

A quick way to pick: start with green. Each little picture shows the level at a glance: three bars for difficulty, coins for cost, a shield for risk.

#	Idea	Level	Cost	Risk
1	Missed-Call Text-Back	Beginner	Free	Low
2	Enquiry Reply Library	Beginner	Free	Low
3	Enquiry Triage Board	Beginner	Free	Low
4	Website Answer Sheet	Beginner	Free	Low to Medium
5	Voicemail to Job Card	Beginner	Free	Low
6	Calm Complaint Reply Coach	Beginner	Free	Low to Medium
7	Review Replies in Your Voice	Beginner	Free	Low
8	Reply Sheet for Other Languages	Intermediate	Free	Medium
9	Good, Better, Best Quotes	Beginner	Free	Low
10	Quote Follow-Up Trio	Beginner	Free	Low
11	Plain-English Scope of Work for Your Common Jobs	Intermediate	Free	Medium
12	Reminder Messages That Cut No-Shows	Beginner	Free to Low	Low
13	Rebook-Before-They-Leave Script (for Mechanics, Cleaners and Groomers)	Beginner	Free	Low
14	Plain-English Deposit and Cancellation Policy	Beginner	Free	Medium
15	Polite Invoice Chasers	Beginner	Free	Low
16	Booking and Enquiry Form for Your Own Shop	Beginner	Free	Low
17	Win-Back Email to Old Customers (as Part of a Retention Pack)	Beginner	Free	Medium

18	Customer List Clean-Up	Beginner	Free	Medium
19	Thank-You Plus Honest Review Ask	Beginner	Free	Medium
20	Seasonal Reminder Calendar for Service Businesses	Beginner	Free	Low
21	Three-Question Customer Survey	Beginner	Free	Low to Medium
22	Pet and salon client notes (private regulars sheet)	Beginner	Free	Medium
23	Monthly customer newsletter	Beginner	Free	Medium
24	Lapsed-quote revival (texts and emails)	Beginner	Free	Low to Medium
25	Google profile refresh (do-it-yourself checklist)	Beginner	Free	Low
26	Weekly profile posts from job photos	Beginner	Free	Low
27	Suburb pages with real content	Intermediate	Free	Medium
28	Holiday Closure Notices	Beginner	Free	Low
29	Job photo captions and alt text	Beginner	Free	Low
30	Local Partner Referral Swap	Beginner	Free	Medium
31	Before and After One-Pagers	Intermediate	Free	Medium
32	Directory Consistency Check	Beginner	Free	Low
33	Own-Price Health Check	Intermediate	Free	Medium
34	Job Costing Sheet	Intermediate	Free	Low
35	Reorder Alert Sheet	Beginner	Free	Low
36	Supplier Bill Review	Intermediate	Free	Low
37	Slow-Day Fill Plan	Beginner	Free	Low
38	Add-On Menu	Beginner	Free	Low
39	Subscription and Tool Audit	Beginner	Free	Low

40	Job Logs for Rental Properties	Beginner	Free	Medium
41	A Clean One-Page Price List for Your Own Shop	Beginner	Free	Low
42	A Plain Price-Increase Letter	Beginner	Free	Medium
43	Job Ads and Roster Messages That Fill Your Shifts	Beginner	Free	Medium
44	A Monthly Customer Newsletter in Your Own Voice	Intermediate	Free to Low	Medium
45	A Privacy Checklist Before You Use AI With Customer Data	Intermediate	Free	High
46	Cleaner Product Photos for Your Own Online Shop	Beginner	Free	Low to Medium
47	A Printable Sign and Price-Card Kit for Your Market Stall	Beginner	Low	Low
48	An n8n Weekly Content Calendar Workflow (Advanced Appendix)	Advanced	Low	Medium
49	An n8n Invoice and Receipt Capture Workflow (Advanced Appendix)	Advanced	Low	Medium
50	An n8n Contact-Form Follow-Up Reply	Advanced	Low	Medium

PART 1

Answer customers faster

Missed calls, enquiries, reviews and complaints, answered quickly and in your own voice.

1 2 3 4 5 6 7 8

1 Missed-Call Text-Back

Think of a polite receptionist who says, "Sorry we missed you, here is what happens next." You write five short replies (missed call, after hours, busy day, holiday, weekend) and set them up on your phone or booking tool.

Difficulty Beginner **Cost** Free **Risk** Low

Crowd High for paid software

The balance. Easy to start, which is why many people do it. You will need a narrow niche or a clear edge.

At a glance

How soon might money arrive?	Days (the first job you would otherwise have lost)
What can it earn?	No reliable income figure found. The gain is jobs not lost, and you can only see it by counting your own missed calls.
Time each week and what AI does	About 1 hour to set up, then 5 minutes a week to review; the text sends itself, you still make the callbacks
Does it grow?	Works for one phone or a whole team; it does not make you faster at the actual job
How crowded is it?	High for paid software; low for a free do-it-yourself setup on one phone for one trade
Where it fits	US UK AU CA
Skill level	Beginner

Money to start	Free (your phone's auto-reply or your booking tool; an AI tool's free tier is enough)
What can go wrong	Low, if the text is service-only

Is this a good fit for you?

If you are under a sink, up a ladder or behind a counter, you cannot answer every call, and the first business to reply often wins the job. This costs nothing and needs no new skill. Paid tools exist, but one phone and five good texts is enough to start.

Only 1 hour a day? Spend 20 minutes counting last week's missed calls and 40 minutes drafting and setting up the texts. After that it needs about 5 minutes a week.

Your first hour

About an hour in all, one small step at a time

1. Open your call log and count last week's missed calls, and note the times.
2. Ask an AI to draft five short friendly texts in your voice, using only facts you give it.
3. Choose the best one for each situation and paste them into your phone's auto-reply or your booking tool.
4. Test by calling yourself from another phone, then check the wording on both a phone and a watch screen.

Copy-and-paste prompts

Paste each one into any AI chat tool. Replace every [BRACKET] with your own details first. Read the answer critically before you use it.

Step 1 **Research**

```
I run a [TYPE OF BUSINESS, e.g. plumbing] business in [YOUR TOWN AND
COUNTRY]. I miss about [NUMBER] calls a week. List the 5 situations
where an automatic text after a missed call helps most (for example
after hours, on a job, public holiday). For each, say what the
customer wants to know in that moment. Do not invent statistics
about lost sales. Remind me to check my own call log for real
numbers and to check local rules on texting customers.
```

What to look for. Each situation should match something you actually see in your call log; drop any that do not.

Step 2 **Build a sample**

```
Write 5 short text messages (each under 300 characters) for missed
calls to [BUSINESS NAME]. Situations: missed call during work hours,
after hours, busy day, public holiday, weekend. Use only these
facts: [HOURS], [SERVICE AREA], [HOW TO BOOK]. Friendly, plain
voice. Do not include offers, discounts or promotions. Do not invent
prices or promises. Mark anything you are unsure about with [CHECK].
```

What to look for. Every fact must come from your list, and there should be no offer or sales pitch in any text.

Step 3 **Try it with a real customer**

```
Give me a one-week trial plan to test these texts on my own phone:
where to paste them, which one to switch on each day, and a simple
table to record (a) missed calls, (b) replies received, (c) jobs
booked. Do not predict results. Add a short reminder to check my
country's rules on texting customers before I switch anything on.
```

What to look for. The table should be simple enough to fill in with a pen in under a minute a day.

Step 4 **Check and improve**

```
Here are my texts and my one-week results: [PASTE TEXTS AND
NUMBERS]. Tell me which text seems to get replies and which do not,
but say clearly that a small sample proves nothing. Suggest 2 edits
to the weakest text. Check that none contains an offer or promotion.
Do not invent numbers.
```

What to look for. The AI should be honest that one week of data is small, and should not claim a cause.

Keep it: your own reusable helper

You have just done the job once. Now save it as a small helper inside your own AI tool, so next time it takes two minutes. Name it **My Missed-Call Text Helper** and paste this into its instructions.

Save Instructions for your helper

```
You are a friendly assistant for a small business owner who
writes short automatic replies to missed calls. The owner
decides what is sent and checks every word.

Ask, one short question at a time: (1) What kind of business do
you run and in which country? (2) What are your opening hours
and service area? (3) How can customers book, for example by
phone, link or reply? (4) Which situation is the text for:
missed call, after hours, busy day, holiday or weekend?

Output format:
1. Up to 3 short text options, each under 300 characters.
2. A line saying which facts from the owner each text uses.
3. A list headed "[CHECK]" for anything uncertain.

Rules: Use only facts the owner gave you. Never invent prices,
availability or promises. Service-only wording: no offers,
discounts or promotions in an automatic reply to someone who
only called. Never ask the owner to paste callers' names or
numbers. Remind the owner that texting rules differ by country
(Spam Act in Australia, TCPA in the US, PECR in the UK) and to
check with the regulator. Plain, friendly language. End every
reply with: "Please read each text yourself before you switch
it on. You are in charge of what your business says."
```

Where. Claude: create a Project and paste into Project instructions. ChatGPT: create a Project or custom GPT and paste into Instructions. Gemini: create a Gem and paste into Instructions.

Each time you use it. Write: "Business = mobile dog groomer, hours = 8 to 4 Monday to Friday, situation = after hours, booking = reply with suburb." Then test the text on your own phone.

Check yourself, every time.

- Confirm every fact in the text is true today and that it contains no offer or promotion.

- Check your country's texting rules with your regulator before sending to anyone.

Your file

A one-page sheet with five fill-in text templates and a one-week missed-call tracking table.

File: `missed-call-text-pack` (a suggested name for your own copy, which you build with the prompts above).

Stay safe

The rules to know. A reply to someone who just called you is generally different from a marketing message, but keep it service-only: no offers, discounts or promotions. Marketing texts need consent in many places (Spam Act in Australia, TCPA in the US, PECR in the UK); check the rule for your country with your regulator. Do not store callers' numbers in an AI tool.

Red flags. Do not add offers or promotions to an automatic text to someone who only called. Be wary of "done for you" software that asks for long contracts before you have counted your own missed calls.

Where this comes from. Source check: no source found, check yourself No source link was opened for this idea. Check the Spam Act (ACMA), TCPA (FCC) and PECR (ICO) pages yourself before relying on any rule summary here.

2 Enquiry Reply Library

A private document of reply drafts for your 20 most common enquiries, edited to sound like you. You copy, adjust and send; nothing goes out automatically.

Difficulty Beginner **Cost** Free **Risk** Low

Crowd Not a product you comp

The balance. A gentle start with room to stand out. A good place to begin.

At a glance

How soon might money arrive?	Days to weeks (faster replies keep warm leads)
What can it earn?	No reliable income figure found. The gain is time saved and leads kept.
Time each week and what AI does	1 to 2 hours to build, then a few minutes to tweak each reply; you send every message
Does it grow?	Easy to extend; useful for staff or a partner too
How crowded is it?	Not a product you compete with; low risk of overlap
Where it fits	 US  UK  AU  CA
Skill level	Beginner
Money to start	Free
What can go wrong	Low, if you strip customer details before using AI

Is this a good fit for you?

You probably answer the same twenty questions every week: price range, availability, service area, what to expect. Writing them down once saves you hours and makes replies consistent, even on a tired Friday. The most useful library is built for one trade, such as plumbing, grooming or cleaning, with its own real questions.

Only 1 hour a day? Spend 30 minutes pulling 20 real past enquiries and removing names and numbers. Use the other 30 minutes to draft and fix the first five replies.

Your first hour

About an hour in all, one small step at a time

1. Open your last 50 messages and pick the 20 most common questions.
2. Remove customer names, phone numbers and addresses.
3. Paste them into an AI and ask for the common themes, then for a draft reply to each.
4. Correct every price, time and promise, and save the final set in one document.

Copy-and-paste prompts

Paste each one into any AI chat tool. Replace every [BRACKET] with your own details first. Read the answer critically before you use it.

Step 1 Research

```
I run a [TYPE OF BUSINESS] in [COUNTRY]. Below are 20 past customer
enquiries with all names, phone numbers and addresses removed. Group
them into themes and list the 10 most common questions. Do not guess
what customers want beyond what is written. If any enquiry still
contains personal details, tell me and do not repeat them.
Enquiries: [PASTE ENQUIRIES]
```

What to look for. The themes should match what you hear in real life; if a theme surprises you, check the original messages.

Step 2 Build a sample

```
For each of these questions, write a friendly reply of under 80
words in a [WARM / BRISK / FORMAL] voice. Use only these facts:
[PRICE RANGES], [HOURS], [SERVICE AREA], [POLICIES]. If a fact is
missing, write [FILL IN] instead of guessing. Never invent prices,
availability or guarantees. Questions: [PASTE 5 QUESTIONS]
```

What to look for. Every number and promise should come from your facts, and every gap should be marked [FILL IN].

Step 3 Try it with a real customer

```
Show me how to organise these replies in a single document with a
short heading for each question, a "when to use" note and a "never
say" note (for example no guarantees). Add a short line telling
staff to remove customer details before pasting into any AI tool.
Keep it to one page.
```

What to look for. A page you could hand to a new employee who has never answered an enquiry.

Step 4 Check and improve

```
Review my reply library below for (a) claims I cannot back up, (b)
vague wording, (c) anything that sounds pushy, and (d) any personal
details left in. List problems and suggest edits. Do not add new
facts. Library: [PASTE LIBRARY]
```

What to look for. Confirm each flagged claim yourself; the AI cannot know your real prices or policies.

Keep it: your own reusable helper

You have just done the job once. Now save it as a small helper inside your own AI tool, so next time it takes two minutes. Name it **My Enquiry Reply Helper** and paste this into its instructions.

Save Instructions for your helper

```
You are a reply-drafting assistant for a small business owner
who answers the same customer questions every week. The owner
approves every reply and sends it themselves.

Ask, one short question at a time: (1) What business and
country? (2) What voice do you want: warm, brisk or formal? (3)
What are your real price ranges, hours, service area and
policies? Then ask the owner to paste one enquiry with names,
phone numbers and addresses removed.

Output format:
1. A draft reply under 80 words.
2. A list headed "[FILL IN]" for any fact you were not given.
3. A one-line "never say" reminder for that kind of question.

Rules: Use only the facts the owner supplied. Never invent
prices, availability or guarantees. If an enquiry still shows a
name, phone number or address, tell the owner to remove it and
do not repeat it. Remind the owner that privacy rules (Privacy
Act in Australia, PIPEDA in Canada, UK GDPR, CCPA) apply to
customer details and to read the AI tool's terms. Plain,
friendly language. End every reply with: "Please read the reply
yourself before you send it. You know your business best."

Owner's usual style notes: [YOUR STYLE NOTES, e.g. short
sentences, no exclamation marks]
```

Where. Claude: create a Project and paste into Project instructions. ChatGPT: create a Project or custom GPT and paste into Instructions. Gemini: create a Gem and paste into Instructions.

Each time you use it. Paste one enquiry with details removed and write: "Task = draft reply, voice = warm, facts = price range $90 to $140, Tuesday to Saturday."

Check yourself, every time.

- Check every price, time and promise against your real information.
- Confirm no customer name, number or address was pasted in.

Your file

A one-page document layout with 20 empty reply slots, "when to use" and "never say" notes.

File: `enquiry-reply-library` (a suggested name for your own copy, which you build with the prompts above).

Stay safe

The rules to know. Privacy laws apply to customer details: the Privacy Act in Australia, PIPEDA in Canada, UK GDPR, and CCPA in California. PIPEDA's principles include stating your purpose, getting consent, collecting only what you need, keeping it only as long as necessary and safeguarding it. Removing names and phone numbers before pasting into an AI tool is the simplest safe habit. Read your AI tool's terms about how it uses what you paste.

Red flags. Never let the AI invent prices, availability or guarantees. Replies you have not read are replies you have not approved.

Where this comes from. Source check: opened and read on 01/11/2026 PIPEDA principles, Office of the Privacy Commissioner of Canada, read 01/11/2026.

3 Enquiry Triage Board

Picture a sorting tray on your desk with four slots. Each new enquiry lands in one slot, with a first reply drafted ready for you to check.

Difficulty Beginner · **Cost** Free · **Risk** Low · **Crowd** Etsy shows over 1

The balance. A gentle start with room to stand out. A good place to begin.

At a glance

How soon might money arrive?	Weeks (you learn which leads convert)
What can it earn?	No reliable income figure found.
Time each week and what AI does	1 hour to set up, 10 minutes a day to tag new enquiries; AI suggests the tag, you decide
Does it grow?	Scales with enquiry volume; a sheet suits one to a few staff
How crowded is it?	Etsy shows over 1,000 generic lead trackers listed at AU$2.59 to AU$43 (price seen on Etsy search, not income). None seen with AI-drafted first replies or trade-specific tags. For your own use, competition does not matter.
Where it fits	US UK AU CA
Skill level	Beginner
Money to start	Free (a spreadsheet and an AI tool's free tier)
What can go wrong	Low

Is this a good fit for you?

When enquiries pile up, the hot lead can sit behind five tyre-kickers. A simple board that tags each one (urgent, ready to book, price shopper, later) helps you answer the right person first. It suits owners who are time-poor and already live in a phone or spreadsheet.

Only 1 hour a day? Spend 40 minutes tagging last fortnight's enquiries and comparing tags with what really happened. Use 20 minutes to set up the board for next week.

Your first hour

About an hour in all, one small step at a time

1. Export or copy your last two weeks of enquiries into a sheet and delete names and phone numbers.
2. Ask an AI to tag each one as urgent, ready to book, price shopper or later.
3. Compare the tags to what actually happened and note where the AI was wrong.
4. Set up four columns for next week and use the best drafted reply for each tag.

Copy-and-paste prompts

Paste each one into any AI chat tool. Replace every [BRACKET] with your own details first. Read the answer critically before you use it.

Step 1 Research

```
I run a [TYPE OF BUSINESS] in [COUNTRY] and get about [NUMBER]
enquiries a week. Suggest 4 simple tags to sort them (for example
urgent, ready to book, price shopper, later). For each, list 3
wording clues that might indicate it. Do not claim any tag predicts
a sale. Remind me that these are guesses I must check by hand.
```

What to look for. Clues should be plain words from real messages, not assumptions about the person.

Step 2 **Build a sample**

```
Tag each of these enquiries (names and numbers already removed)
using the tags [YOUR TAGS]. For each, give the tag, a one-line
reason and a draft first reply of under 60 words using only these
facts: [YOUR FACTS]. If you are not sure of the tag, write [CHECK]
instead of guessing. Enquiries: [PASTE 10 ENQUIRIES]
```

What to look for. Count how many tags you disagree with; if it is more than a few, change the tags.

Step 3 **Try it with a real customer**

```
Design a simple spreadsheet layout for a triage board: columns, the
order to work in each day and a rule for what to do with each tag.
Add a column "What actually happened" so I can learn. Do not add any
column for personal characteristics of customers. Keep it to one tab.
```

What to look for. The board should be small enough to maintain in 10 minutes a day.

Step 4 **Check and improve**

```
Here is a week of tagged enquiries with what actually happened:
[PASTE TABLE]. Tell me where the tags matched or missed. Suggest 2
changes to the tags or wording clues. Say clearly that a small
sample does not prove anything. Do not invent patterns.
```

What to look for. Changes should follow your real outcomes, not general advice.

Keep it: your own reusable helper

You have just done the job once. Now save it as a small helper inside your own AI tool, so next time it takes two minutes. Name it **My Enquiry Triage Helper** and paste this into its instructions.

Save **Instructions for your helper**

```
You are a sorting assistant for a small business owner who tags
new enquiries and drafts first replies. Your tags are guesses.
The owner makes every decision.

Ask, one short question at a time: (1) What business and
country? (2) Which tags do you use, for example urgent, ready
to book, price shopper, later? (3) What facts can a first reply
use: hours, price range, service area? Then ask the owner to
paste enquiries with names and phone numbers removed.

Output format:
1. A table: enquiry number, tag, one-line reason using words
from the message, draft first reply under 60 words.
2. A list headed "[CHECK]" for any enquiry where you are not
sure of the tag.

Rules: Judge only by the words of the message. Never rank
people by name, accent, suburb or any personal trait. Never
invent facts, prices or availability. Say plainly that tags are
guesses to be checked by hand. If an enquiry shows personal
details, tell the owner to remove them. Remind the owner that
privacy rules (Privacy Act in Australia, PIPEDA in Canada, UK
GDPR, CCPA) may apply. Plain, friendly language. End every
reply with: "Please check a few tags by hand before you rely on
them. You decide who gets the first call."
```

Where. Claude: create a Project and paste into Project instructions. ChatGPT: create a Project or custom GPT and paste into Instructions. Gemini: create a Gem and paste into Instructions.

Each time you use it. Paste this week's enquiries and write: "Tags = urgent, ready to book, price shopper, later. Business = house cleaning, Perth."

Check yourself, every time.

- Compare at least 5 tags with what actually happened and change the tags if they miss.
- Confirm no personal details went into the AI tool.

Your file

A spreadsheet-style layout with four tag columns, a "what happened" column and a space for reply drafts.

File: `enquiry-triage-sheet` (a suggested name for your own copy, which you build with the prompts above).

Stay safe

The rules to know. Keep personal details out of AI tools unless the tool's terms allow it and your privacy notice says so. Privacy laws that may apply include the Privacy Act (AU), PIPEDA (CA), UK GDPR and CCPA. PIPEDA's principles include collecting only what you need and safeguarding it. If you keep a record of enquiries, delete old ones when you no longer need them.

Red flags. AI tags are a guess, so check a few by hand. Do not rank people by anything personal such as name, accent or suburb.

Where this comes from.

Source check: opened and read on 01/11/2026 (market and price links seen in search results, not yet opened)

PIPEDA principles, Office of the Privacy Commissioner of Canada, read 01/11/2026. Etsy price range from search results on 01/11/2026; the Etsy page itself was not re-opened, so check before relying on it.

4 Website Answer Sheet

One plain document of your real prices, hours, policies and service area. You turn it into a 15-question FAQ for your site, and an AI chat tool (if you use one) is told to answer only from that document.

Difficulty Beginner | **Cost** Free | **Risk** Low to Medium | **Crowd** High for general websi

The balance. Easy to start, which is why many people do it. You will need a narrow niche or a clear edge.

At a glance

How soon might money arrive?	Weeks (fewer back-and-forth messages first)
What can it earn?	No reliable income figure found. Fiverr shows over 5,900 results for website copy priced A$14 to A$394; those are prices other sellers list, not income.
Time each week and what AI does	2 to 3 hours to write the facts and FAQ, then occasional updates when prices change
Does it grow?	One document feeds your FAQ page, your Google profile and any chat tool
How crowded is it?	High for general website copy; low for a FAQ built only from your own facts. For your own business, competition matters less.
Where it fits	 US  UK  AU  CA
Skill level	Beginner

Money to start	Free (a document, your website editor, an AI tool's free tier)
What can go wrong	Low to Medium (wrong prices or claims on a public page)

Is this a good fit for you?

Customers decide within minutes, and many search at night. A clear answer sheet means fewer back-and-forth messages and fewer wrong-number quotes. You need only your own real prices, hours and policies, which you already know better than any AI.

Only 1 hour a day? Spend 30 minutes writing the facts document and 30 minutes turning five of them into FAQ entries. Finish the rest over the next few days.

Your first hour

About an hour in all, one small step at a time

1. Write your real facts in one document: prices or price ranges, hours, service area, cancellation policy, what to expect.
2. Ask an AI to turn them into 15 questions and answers using only that document.
3. Read each answer against the document and fix anything wrong.
4. Publish the FAQ on your site and ask a friend or past customer to test it.

Copy-and-paste prompts

Paste each one into any AI chat tool. Replace every [BRACKET] with your own details first. Read the answer critically before you use it.