



AI & DIGITAL STRATEGIES FOR HUMANS

## The Business Card - Your Casual Conversation Starter

Your business card, with your link to the top of the funnel, is the ultimate low-pressure call-to-action. The human conversation is what builds the trust and curiosity needed for your potential lead to take action.

The key here is to keep it genuinely helpful and focused on *their* pain point; you're not selling anything.

Here's a casual, three-part conversational script you can use, complete with the essential talking points on **why it matters**.

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### Part 1: The Casual Hook (The Question)

The goal is to open the conversation easily and naturally, acknowledging their business and industry **without being pushy**.

Of course, adapt these suggestions to your own personality and style.

"Hey, I love what you've done with your shop/site. I talk to a lot of small business owners focused on growth, and I'm genuinely curious: **What are you currently doing to leverage AI and digital tools in your business to pull in new customers?**"

*(Alternatively, if they look busy):*

"Hi, I won't take much of your time. I was just wondering, **how much of your current marketing relies on digital and AI, and are you happy with the results?**"

### Part 2: The Soft Warning (Why It Matters)

Once they answer (which is usually "not much" or "I'm confused"):

"That makes sense; it can be pretty confusing. The thing is, ignoring digital and AI isn't really an option these days. Right now, there's a **massive digital skills gap** creeping in for some businesses, especially when it comes to AI.

The companies getting ahead aren't just using AI; they're using it to write better copy, create better ads, and automate their sales follow-up. If you get behind that curve, you're not just losing customers; you're effectively wasting time on low-yield marketing while your competitors are building automated, 24/7 revenue machines."

### Part 3: The Low-Pressure Hand-off (The Solution)

Transition from the problem to the solution (the link on the back of your card) and leave the ball in their court:

"I know it all sounds confusing, but that's exactly why my group, **The Digital Catalyst**, exists. We help make the complex process simple and easy to catch up with the curve. Instead of trying to explain our system right now, here's my card.

*(Hand over your business card)*

"That link leads to some free resources you can use to land more customers, no charge at all. **Have a look when you have a minute, see what you think.**"

Do you have a card for me? (or get their contact details).

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### Key Conversational Reminders:

- **Acknowledge the Difficulty:** Use phrases like "It's a big thing," or "I know it's confusing." This builds empathy.
- **Focus on the Core Threat:** Reiterate that **stagnation** and **wasted spend** are the real risks of ignoring digital/AI.
- **Keep the Ask Small:** The goal is the *click*, not the sale. The business card is the simple, low-pressure next step left in the potential lead's hands.
- **Follow up** - it's a good idea to get the potential lead's details so you can follow up - but keep it all "low key" and friendly, this isn't pressure selling.