

Shield. Sharpen. Scale with AI

A practical session for small business

AI can help you move faster, but only when it is used with structure. Today is about using AI in a way that protects trust, improves the work, and helps your business grow without losing the human spark that sets you apart.



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“

The real win comes when AI accelerates our work while we stay firmly in control of our privacy, identity, and humanity. ”

-Maria Elena Duron, AI Early Adopter



Maria Elena Duron, CAIO

-  Chief AI Officer
-  AI + Visibility Strategist
-  Grow with Google Coach, U.S. Southwest

AI Is Not a Trend

AI is the terrain we are now operating in.

How Businesses Work

Operations, workflows, and team communication are all shifting with AI at the center.

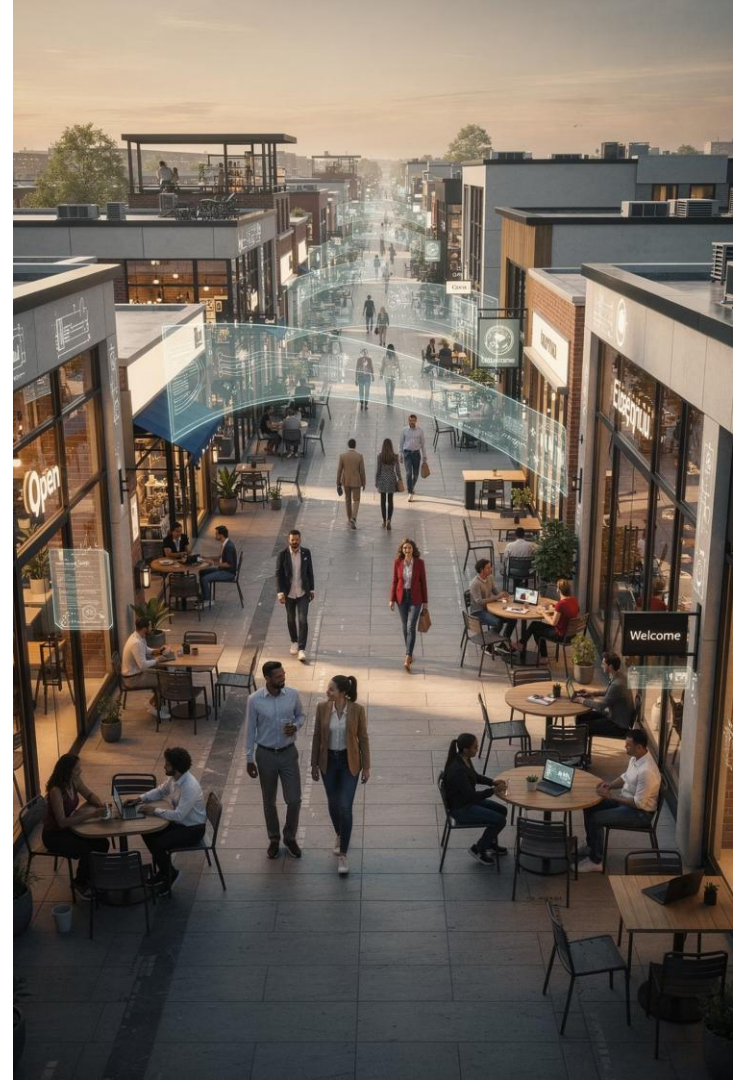
How Customers Search

The way people find and evaluate businesses has fundamentally changed.

How Platforms Decide

Algorithms and AI now determine what gets seen and what gets ignored.

Take AI out of the server room. Bring it into the business conversation. Make it part of the daily workflow, with the right guardrails.



The Goal

Protect trust. Increase calibration. Scale what works.



Reduce Repetitive Tasks

Free up time for the work that actually requires your expertise.



Strengthen Trust and Visibility

Build a reputation that compounds over time.

What You Will Learn Today

1

The 5 Biggest Mistakes Made with AI

Identify what is slowing growth and reducing trust right now.

2

What Privacy by Design Means for Your Business

Build protection into the process from the very start.

3

How to Build Simple AI Systems

Small, repeatable workflows that are easy to monitor and improve.

What You Will Learn Today

1

Why Trust and Visibility Now Rise Together

Understand the new relationship between credibility and discoverability.

2

Your Next Three Steps to Scale with Confidence

Leave with a clear, actionable plan you can start this week.



The Problem Most Owners Face

Most business owners are not behind because they are lazy. They are overwhelmed because there are:

Too Many Tools

Too Much Noise

Disconnected Tasks

No Clear Strategy



AI does not fix chaos. AI usually exposes it faster.

The Five Biggest AI Mistakes

These slow growth and reduce trust.

1

Tracking the Wrong Things

2

Copy Paste AI

3

Google Style Prompting

4

The Autopilot Problem

5

Random Acts of AI



The fix is not more tools. The fix is structure.

MISTAKE ONE

Random Acts of AI

Using tools without a clear goal or metric.

This Looks Like

Trying every new AI tool

Creating one off prompts

Letting each person use AI differently

Having no shared workflow

Having no way to measure whether it helped

Better Move

Pick one business problem. Build one repeatable AI supported workflow around it.



MISTAKE TWO

The Autopilot Problem

Letting AI act without a human in charge.

AI can draft, organize, summarize, and suggest. But AI should not make final decisions on:

Customer Issues

Sensitive responses require human judgment and empathy.

Public Brand Messaging

Your voice and reputation are too important to automate fully.

Financial, Legal, or Health Advice

Anything that affects trust must have a human decision maker.

 Better move: AI drafts. Human reviews. Human decides.

MISTAKE THREE

Google Style Prompting

Short prompts. Weak context. Low calibration. Most people prompt AI like they are searching Google. They ask for an answer, but they do not give enough direction.

The Task and Audience

The Goal and Context

The Tone and Format

The Guardrails

 Better input creates better output.

MISTAKE FOUR

Copy Paste AI

Using the first draft instead of aligning with your brand voice. AI first drafts are not finished work. They are starting points.

Is it accurate?

Verify facts, figures, and claims before anything goes out.

Does it sound like us?

Your brand voice is a trust signal. Protect it in every piece of content.

Does it fit the customer?

The right message for the right person at the right moment.

Does it protect trust?

Check for anything exaggerated, generic, or off brand.

AI can help you move faster. It should not make you sound less human.

Tracking the Wrong Things


Counting tools instead of outcomes. Counting activity instead of impact.

Stop Asking

How many AI tools are we using?

Start Asking

- Did we save time?
- Did we reduce errors?
- Did we follow up faster?

 AI should be measured by business value.

When You Avoid These Mistakes

Systems Get Sharper

Your workflows become more precise and easier to repeat.

Signals Get Clearer

You know what is working and what needs to change.

Visibility Gets Stronger

Your business becomes easier to find and easier to trust.

You stop treating AI like a novelty. You start using it as part of how the business works. That is where the advantage begins.





Shield

Protect your trust signals. Protect your data. Protect your customer experience.

Shield means putting guardrails in place before AI gets used in public facing or customer facing work.

1

What information should never go into AI?

2

What work needs human approval?

3

What tools are approved?

4

What customer data must be protected?

Sharpen Clarify what you want AI to improve. Give it structure. Give it outcomes.

Sharpen means you are not asking AI to "just help." You are telling it exactly what you need.

→ **What job it is supporting**

Define the specific task or role AI is filling in your workflow.

→ **What good work looks like**

Set the standard so AI output can be evaluated clearly.



Sharpen

- What tone to use and what to avoid — Protect your brand voice in every AI assisted output.
- How the output will be reviewed — Calibration comes before automation. Always.





Scale

Use AI to expand what works.

What Scale Is Not

Scale does not mean doing more of everything. It does not mean adding more tools or creating more noise.

What Scale Actually Means

Taking the work that already helps your customers and making it easier to repeat. Reduce the work that drains you. Create repeatable workflows that compound over time.

Privacy by Design

SHIELD

Your business earns trust when you handle data with intention from the very beginning.



Collect Only What You Need

Less data means less risk and more focused customer relationships.



Use It Responsibly

Every data decision reflects on your brand and your trustworthiness.



Communicate Clearly

Customers should always know how their information is being used.



Secure the Data You Hold

Protection is built into the process from the start, not added later.

SHIELD

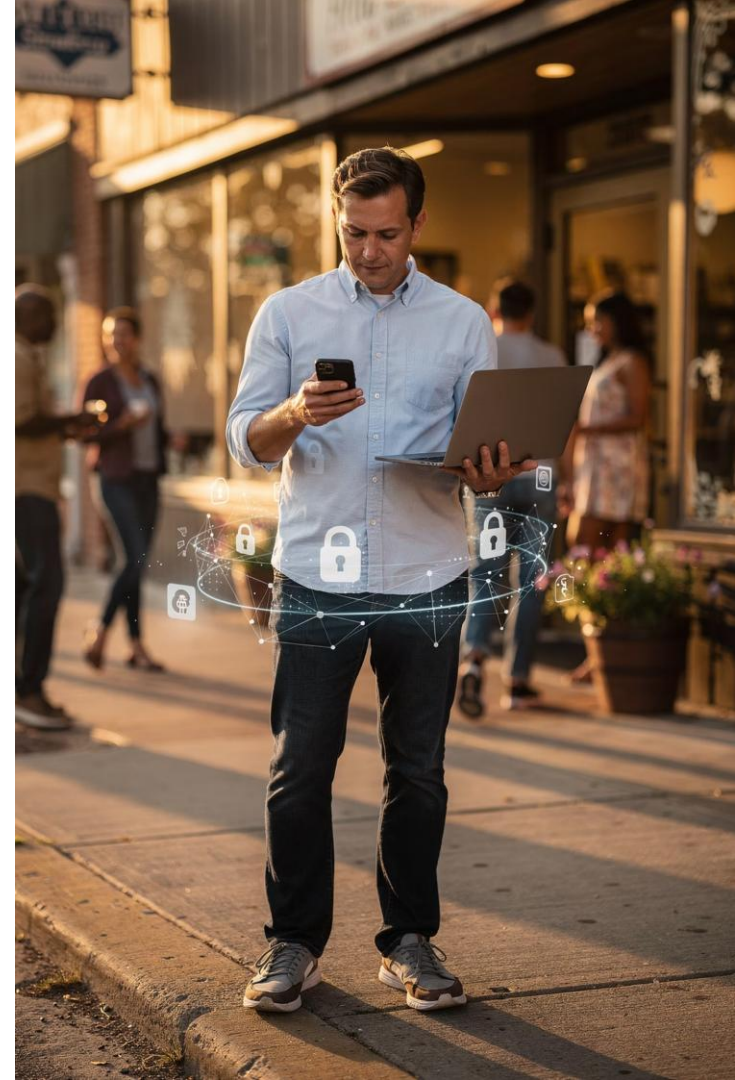
Before Using AI, Ask:

Do we need this data?

Do we have permission?

Would the customer expect this?

Is this safe to share with this tool?





Simple AI Systems Work Best Small. Repeatable. Easy to monitor.

That is where small businesses win. Do not start with a giant AI transformation.

Easy to Explain

If you cannot explain it simply, it is too complex to sustain.

Easy to Review

Every output should have a clear human checkpoint built in.

Easy to Improve

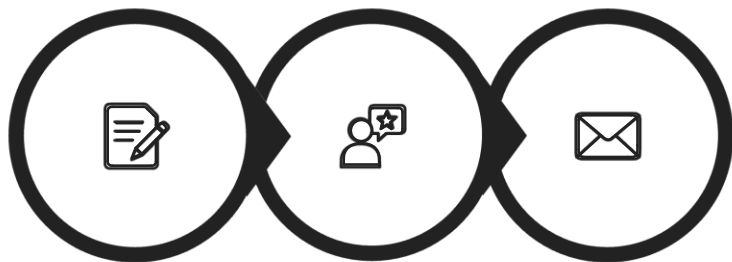
Simple systems can be refined quickly as you learn what works.

Easy to Repeat

Repeatability is what turns a good idea into a business asset.

System One: Daily Inbox Support

Use AI to reduce inbox drag without giving up your voice.



AI Drafts

**Human
Reviews**

Human Sends

This simple three step loop keeps you in control while AI handles the heavy lifting of drafting. Use this for follow ups, resource emails, meeting summaries, polite reminders, and customer questions. Human review stays in the middle every single time.

 SHARPEN

System Two: Weekly Visibility Checklist

AI can help keep your visibility signals fresh. Visibility is not built once. It is maintained.

01

Answer One Customer Question

Address a real question your customers are asking right now.

02

Create or Refresh One FAQ

Keep your most important answers current and accurate.

03

Update One Profile or Platform

A fresh signal tells platforms and customers you are active.



SHARPEN

System Two: Weekly Visibility Checklist

01

Post One Useful Update

Share something that genuinely helps your audience this week.

02

Add One Fresh Signal and Ask for One Review

Consistent signals compound into stronger visibility over time.

System Three: Monthly Review

Use AI to help spot patterns and find opportunities you might have missed.

What to Review

- Traffic and calls
- Customer questions and reviews
- Follow ups and response times
- Content that still works
- Content that needs refreshing

Monthly Review Prompt

Review this month's customer questions, calls, reviews, and content. Identify patterns, missed opportunities, and one practical improvement for next month.

Run this prompt every month to keep your systems calibrated and your strategy sharp.

SCALE

Your Next Three Steps

Step Three: Measure the Impact

Track time saved and calibration gained. Let results guide your next move.

Step Two: Add a Human Checkpoint

Every AI assisted workflow needs a human review built into the middle.

Step One: Pick One Task to Support with AI

Start with one workflow. Do not try to fix the whole business at once.



AI Is Powerful

But only when it sits inside a system that supports it.

Save Time

Reduce the hours spent on repetitive, low value tasks.

Reduce Errors

Structured workflows catch mistakes before they reach customers.

Respond Faster

AI drafts help you get back to customers without delay.

AI Is Powerful

But only when it sits inside a system that supports it.

Stay Consistent

Keep your message aligned across every channel and touchpoint.

Strengthen Trust

Every reliable interaction builds the credibility customers rely on.



Visibility is now a trust system, not just a marketing project.

Real Examples

Small owners who use AI well do not look more automated. They become more useful.

Reduce Errors and Shorten Response Times

Structured AI workflows catch mistakes and get customers answers faster.

Improve Visibility and Strengthen Trust

Consistent signals and accurate information build a reputation that compounds.




Real Examples

Repurpose Content and Keep Profiles Active

AI helps you stay present on every platform without starting from scratch.

Answer Questions and Follow Up Consistently

Common questions get clear answers. Follow ups happen without the drag.

-  The goal is not to look more automated. The goal is to become more useful.



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