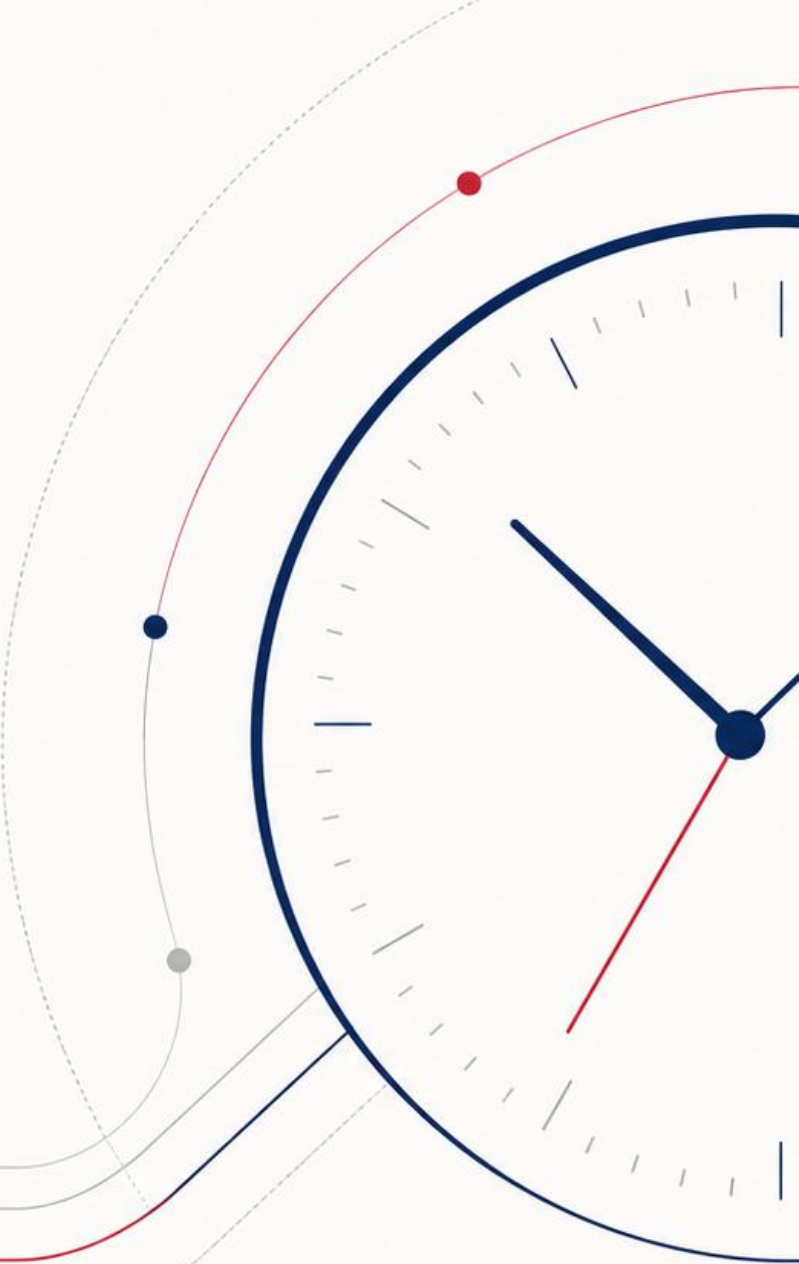


Take Back Your Time

How to use AI to save time without adding more tools



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- **Trinity Valley SBDC**
- **SCORE Rio Grande Valley**
- **SCORE Corpus Christi**
- **LiftFund**
- **Texas State SBDC**

“

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



How to Use AI To Take Back Time Without Adding More Tools

Already Have It

You already have more support sitting inside your Google account than you may realize.

Use With Intention

Today is about using it with intention. Not more apps. Not more subscriptions. Not more noise.

A Smarter Way

A smarter way to work. The tools are already there.



Welcome

Grab your coffee.

Not About Code

Today is not about learning complex code or chasing every new AI tool.

Find the Leaks

It is about finding the time leaks inside your business and using Google tools you may already have to reduce the drag.

You Lead

You are still the lead decision maker. AI becomes the assistant.

The Promise

By the end of this session, you will know how to use Google AI to:



Find Faster

Find information faster



Reduce Admin

Reduce repetitive admin



Draft Smarter

Draft without starting from scratch

The Promise (continued)

You will also learn how to:



Brand Voice

Organize your brand voice



Prepare First

Prepare before you execute



Review Before Sending

Review work before it goes out



Save time without adding more tools.





Q&A

Let's talk about your business specifically.

The Biggest Leak

What is the biggest time leak in your business right now?

Rewriting the Same Thing

Where are you rewriting the same thing over and over?

Always Searching

What information are you always searching for?

AI Can Support

What workflow could AI support this week?

Stays Human

What needs to stay human?



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The Real Problem

Most business owners do not have a motivation problem. They have a time leak problem.

Context Switching

Jumping between apps, tabs, and tasks constantly drains focus and energy.

Lost Information

Searching for the right email, file, note, or client detail wastes precious minutes every day.

Rewriting the Same Message

Writing the same reply, follow-up, or explanation over and over again.




The Real Problem (continued)

Repeating Admin Tasks

Tasks that could be drafted, summarized, or organized faster keep piling up.

Trying to Remember Too Much

Using tools without a simple workflow means everything lives in your head.

 AI helps most when it is pointed at the leak.



The Time Leaks We Are Solving Today

1

Context Switching

Too many apps, no clear workflow

2

Search Friction

Can't find the right file or email fast enough

3

Admin Bottlenecks

Repeatable tasks eating up your time

The goal is not to automate everything. The goal is to take back time from repeatable work.




The Big Shift

Old Question

What new tool do I need?

New Question

What workflow do I need to improve?

 The tool is only helpful when the workflow is clear.





Free Google Account vs Workspace Account

Know what you have before adding anything new.

Free Account

- Gmail
- Drive
- Docs
- NotebookLM

Workspace

- Gemini in Gmail & Docs
- Shared Drives
- Business email
- Admin controls

✔ Start with what you already have.



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The Take Back Your Time Framework

Use this simple workflow to keep AI useful without putting it on autopilot.



Prepare

Gather the right information before you start.



Execute

Draft, organize, summarize, or build the work.



Review

Check accuracy, tone, privacy, and next steps before anything goes out.

PREPARE: Stop Hunting for Information

AI works better when it has the right context.

Website copy

Client notes

Brand guidelines

Meeting notes





NotebookLM: Your Research and Source Hub

Give it your own sources. Ask questions. Get grounded answers.

Business notes

Service pages

FAQs

Client documents

Training materials



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Core System: Brand DNA with NotebookLM

Most business owners waste time trying to sound consistent. They rewrite the same ideas again and again.

Build a Brand DNA notebook with:

Voice and Values

- Your website copy
- Your mission or values
- Approved descriptions
- Strong social posts

Customer Language

- Customer FAQs
- Testimonials
- Your best emails
- Sales notes

Offers and Assets

- Your offers
- Sales notes
- Approved descriptions
- Strong social posts

☐ This gives your AI work a better starting point.



Brand DNA Prompt

Use this prompt inside NotebookLM:

"Based only on these sources, summarize our brand voice, key messages, audience, offers, values, and phrases we use often. Then create a simple brand voice guide I can use when writing emails, posts, website copy, and customer responses."



EXECUTE: Draft Without Starting From Scratch

Once your source material is ready, use AI to help you create the first draft. Use Gemini or your available AI assistant to:

Write and Polish

- Draft emails
- Polish rough notes
- Create outlines
- Turn bullets into paragraphs

Summarize and Organize

- Summarize long information
- Create meeting follow-ups
- Build simple checklists
- Repurpose content



Do not start with a blank page. Start with a clear instruction.



Gmail Prompt: Warm Follow-Up

"Write a warm, clear follow-up email based on these notes. The audience is [type of person]. The goal is [goal]. Keep it helpful and professional. Use a friendly tone. Include one simple next step. Do not exaggerate or sound salesy."

Before sending, check:

1

Accurate?

Is it accurate?

2

Sounds Like Me?

Does it sound like me?

3

Clear Next Step?

Is the next step clear?

4

Missing Anything?

Is anything missing or too much?



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The Detective Audit

You are the lead detective of your own business. Create saved searches or bookmarked searches for the things you check often.

Client and Finance

- Unread client emails
- Invoices or receipts
- Contracts

Follow-Up and Events

- Follow-up requests
- Event details
- Meeting notes

Customer and Content

- Customer questions
- Website updates
- Review requests

Stop scanning everything. Go directly to what matters.



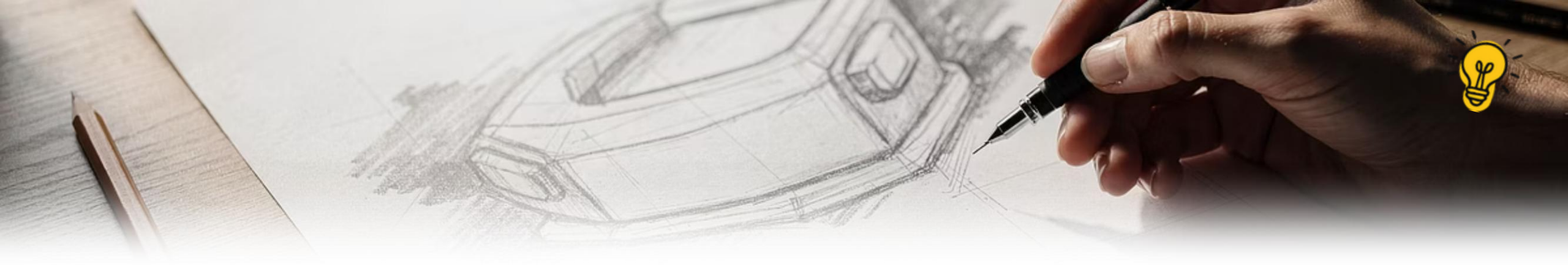
Docs: Turn Rough Thoughts Into Usable Drafts

Google Docs can help you move from scattered notes to something useful.

Use It For

- Blog outlines
- Email drafts
- Training notes
- Client summaries
- SOP drafts
- Offer descriptions
- Checklists, FAQs, Webinar scripts





Docs: Better Workflow

Better Workflow

01

Drop in messy notes

03

Review the outline

02

Ask for structure

04

Then refine

The goal is not a perfect first draft. The goal is a faster first structure.



Sheets: Make Your Data Easier to Use

Google Sheets can help you organize business information that is currently scattered. AI works better when your information is in rows, columns, and clear labels.

Client and Lead Tracking

- Client lists
- Lead tracking
- Follow-up dates
- Referral partners

Content and Reviews

- Content ideas
- Review requests
- Frequently asked questions
- Weekly visibility tasks

Planning and Campaigns

- Campaign planning
- Monthly reporting
- Project tracking
- Event planning



Sheets Prompt: Find Patterns

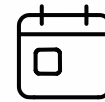
"Review this sheet and identify patterns. Show me which items need follow-up, which entries are missing information, and which next steps would save the most time this week."

Use this for:



Customer Follow-Up

Spot who needs a response and when.



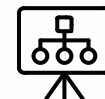
Content Planning

See gaps in your content schedule at a glance.




Review Requests

Track who has been asked and who has not.



Project Tracking

Identify what is stalled and what needs attention.

 A good sheet can become a simple control center.



REVIEW: Keep the Human in Charge

AI can draft, organize, summarize, and suggest. You still decide.

Before publishing or sending, review for:

Accuracy and Tone

- Is it accurate?
- Does the tone fit?
- Does it match brand voice?

Privacy and Fit

- Privacy protected?
- Right for this customer?
- Sensitive details removed?

Risk and Clarity

- Legal or financial risk?
- Promises you can keep?
- Next step clear?

☐ AI saves time. Human review protects trust.





What Not to Automate

Do not fully automate:

Sensitive Customer Situations

- Sensitive customer responses
- Refund issues
- Complaints
- Emotional customer situations

High-Stakes Advice

- Health, legal, or financial advice
- High-stakes decisions
- Anything that could damage trust

Private Data

- Anything involving private or sensitive data
- Promises you cannot keep

When in doubt, keep a human in the loop.



The One-Workflow Rule

Do not try to AI your whole business in one week. Pick one workflow.



Daily Inbox Support



Weekly Content Planning



Customer Follow-Up

The One-Workflow Rule (continued)

Continue refining your single chosen workflow with these additional areas:



Review Requests



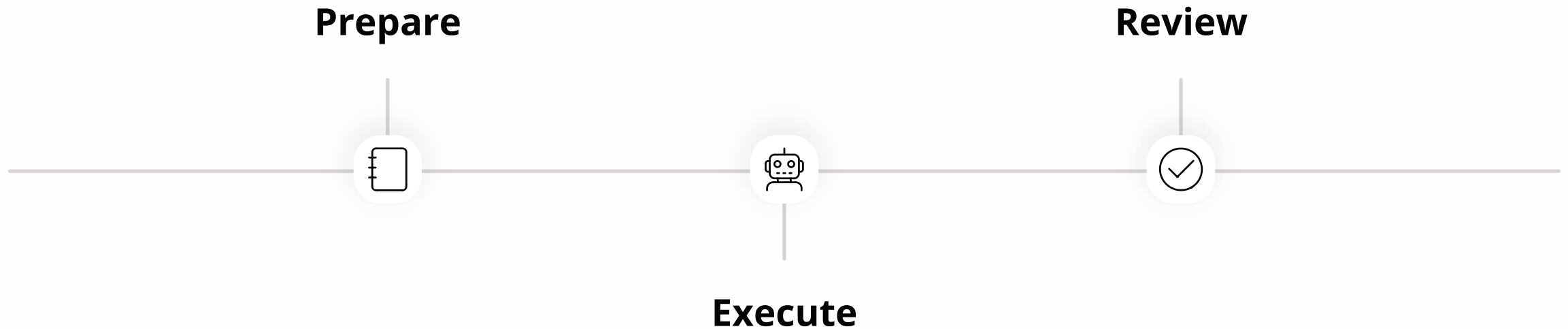
Meeting Summaries



Monthly Reporting

One clear workflow beats ten random experiments.

Example Workflow: Weekly Content Prep



Three simple phases keep weekly content production moving from planning to delivery to quality check.

Weekly Content Prep: Results

**Less blank page
time**

**More consistent
messaging**

More useful content

Repeat this every week and content creation stops feeling like a chore.

Example Workflow: Client Follow-Up

Prepare

Execute

Review

Client Follow-Up, Results

**Faster response
time**

Clearer next steps

Less mental clutter

A consistent follow-up system builds trust without burning time.

Monthly Business Review: Results

Better decisions

Less guessing

More focus

A monthly review habit turns scattered data into clear direction.

Bonus 1: Pomelli

Pomelli is a Google Labs experiment designed to help small businesses create more on-brand marketing.

This is useful because most businesses need:

Brand Clarity

- Website clarity
- Brand guidelines
- Better consistency

Campaign Direction

- Campaign ideas
- Social content
- Marketing assets

Faster Planning

- Faster creative planning
- From scattered brand ideas to usable campaign direction





Bonus 1: Pomelli (continued)

- ❏ Pomelli is not where you start your whole time-saving system. But it is a smart bonus for moving from scattered brand ideas to usable campaign direction.



How to Think About Pomelli

Pomelli can help you explore:



Brand Sound

What your brand sounds like and what language fits your audience.



Visual Direction

What your visual direction could be for campaigns and assets.



Campaign Ideas

What campaign ideas fit your business and support your offers.



Social Content

What social posts match your message and help you show up faster.



Use it as a creative assistant. Not as the final decision maker. Your job is to check the strategy, the accuracy, and the fit.

Bonus 1 Prompt: Pomelli Prep

Before using Pomelli, gather:

What to Bring

- Your website
- Your main offer
- Your audience
- Your brand colors
- Your best customer questions
- Your strongest testimonials
- Your upcoming promotion
- Your tone preferences
- A few examples of content you like

Bonus 1 Prompt: Pomelli Prep (continued)

Once you have your materials, ask:

Does this sound like us?

Would this help our audience?

Is the message clear?

Is the next step obvious?



Bonus 2: Vibe Coding

Vibe coding means using AI to help turn an idea into a quick prototype or small working tool. This is more advanced. Not every business owner will want to use it. But it helps you see what is possible.

Simple Tools

- Simple calculator
- Lead capture form
- Internal checklist

Customer Facing

- Customer portal mockup
- Event registration helper
- Quote request tool













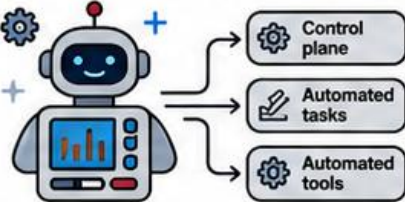




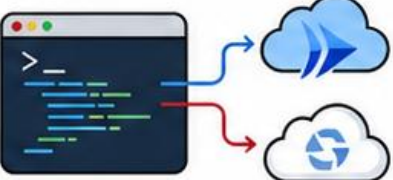








Internal Systems

- Basic resource directory
- Onboarding checklist
- Workflow map



The point is not to become a developer. The point is to prototype ideas faster.

Vibe Coding & Design Tool Comparison for Small Business Prototyping

TOOL	SMALL BUSINESS VIBE & FOCUS	EASE OF USE / PROTOTYPING	SMALL BUSINESS APPLICATIONS (4-5 EXAMPLES)				
Google AI Studio THE "ZERO-CODE" IDEA-TO-APP LAB		VERY LOW / FASTEST (Generate functional web apps in minutes)	 Local Lead Capture Form for a consulting service.	 Home Cleaning Cost Calculator with instant quotes.	 Curated Partner Resource Directory for a business network.	 Internal Employee Onboarding Portal with hosted checklists.	
Google Stitch (AI-NATIVE UI DESIGN SYSTEMS)		LOW / FAST (Create high-fidelity visual interfaces and design flows)	 E-commerce Checkout Prototype to test new layout.	 A Service Scheduling/Booking Interface with alternate calendar views.	 Customer Portal to manage an interior design project.	 "Meet the Team" Page Layout with high-conversion photography and visual style for a local point company.	
Google Antigravity (AGENTIC WORKFLOW ORCHESTRATION)		MODERATE / SPECIALIZED (Requires "Agentic Mission" prompt structure; no code)	 Competitor & Price Intelligence Agent to research and report on local services.	 Website Content Update Mission to refresh old pages and blog posts.	 Automated "Customer Service Agent-on-Duty" managing initial client queries with pre-defined knowledge.	 Autonomous SEO Audit on GEO, Answer Visibility, and Keywords.	
Gemini CLI (TERMINAL-FIRST AGENTIC WORKFLOWS)		HIGH (For power users comfortable in the shell; focused on tech ops)	 Automated Cloud Service Orchestration (e.g., setting up multiple Cloud Run instances).	 Rapid API Testing & Data Flow (e.g., pulling data to new systems).	 Security Patch Deployment Management across several web services from a terminal command.	 Serverless function management.	
Gemini Code Assist (IN-EDITOR DEVELOPER COLLABORATION)		HIGHEST (Requires dev workflow; best for pair-programming in codebases)	 Legacy Codebase Migration (e.g., restoring an old inventory system).	 Complex Feature Development (e.g., building backend logic within an existing CRM framework).	 Bug Debugging and Unit Test Generation for a large-scale application.		

How to Think About Vibe Coding

Vibe coding is best for:

→ **Test Before You Build**

Testing an idea before paying for a full build saves money and time.

→ **Build Internal Tools**

Creating an internal tool or mapping a workflow that a team uses repeatedly.

→ **Explain to a Developer**

Creating a prototype helps you show what you mean instead of only describing it.

→ **Turn Process Into Prototype**

Turning a repeated process into a simple prototype that saves time every week.

⊗ Do not use it for high-risk systems, payments, sensitive data, or anything customer-facing without proper review.

Vibe Coding Guardrails

Before you use vibe coding, ask:

1

Purpose

What is the purpose of this prototype?

2

Users

Who will use it?

3

Data

What data will it handle? Is any data sensitive?



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Vibe Coding Guardrails (continued)

1

Security

Does this need security review?

2

Real Use

Is this just a mockup, or will real people use it?

3

Testing

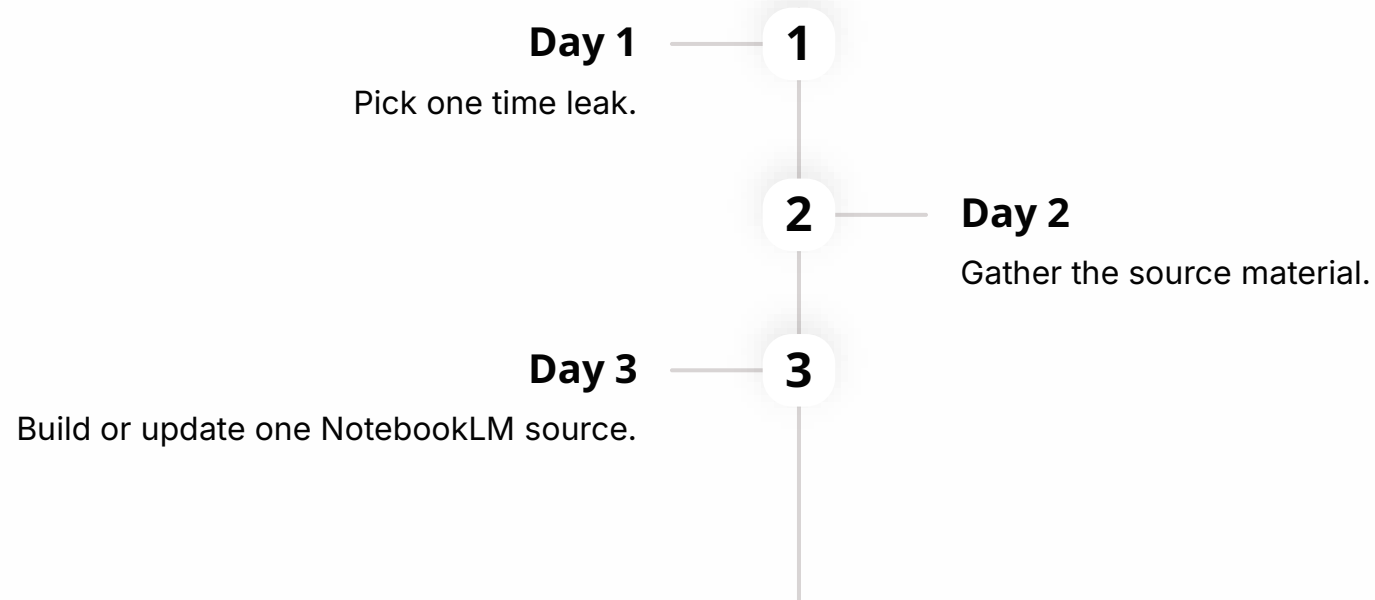
Who will test it before launch?

Prototype fast. Protect carefully. Get help before anything important goes live.



Your 5-Day Time Back Plan

Small steps create real time savings.





Your 5-Day Time Back Plan (continued)

Day 4

Use AI to draft, summarize, or organize one piece of work.

1

2

Day 5

Review the result, improve the prompt, and decide what to repeat.

📄 Five small steps. Real time back.



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Your First Action

Before you leave today, choose one:



Brand DNA Notebook

Set up a Brand DNA notebook in NotebookLM.



Saved Gmail Search

Create one saved Gmail search for something you check often.



Drive Folder

Organize one Google Drive folder with a clear structure.



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Your First Action (continued)



Reusable Email Template

Draft one reusable email template you send often.



Content Prep Workflow

Build one weekly content prep workflow.



Test Pomelli

Test Pomelli for one campaign idea.

Pick one. That is how you start getting time back.

The AI-Assisted Workflow

Prepare the Source

Gather the right information before you start.

Execute with AI Support

Draft, organize, summarize, and build with AI assistance.

Review with Human Judgment

You stay in charge. You protect the trust.

That is how AI helps you take back time without handing over your business.



You do not need more tools.

You need a smarter way to use the tools already sitting in front of you.

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