



New AI Business Models for Small Business Owners

How to stop trading only time and start packaging better results

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Presenter

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The Big Idea

AI does not replace your experience, service, or local trust.

It helps with the behind-the-scenes work:

Drafting

Organizing

Researching

Summarizing

Following up

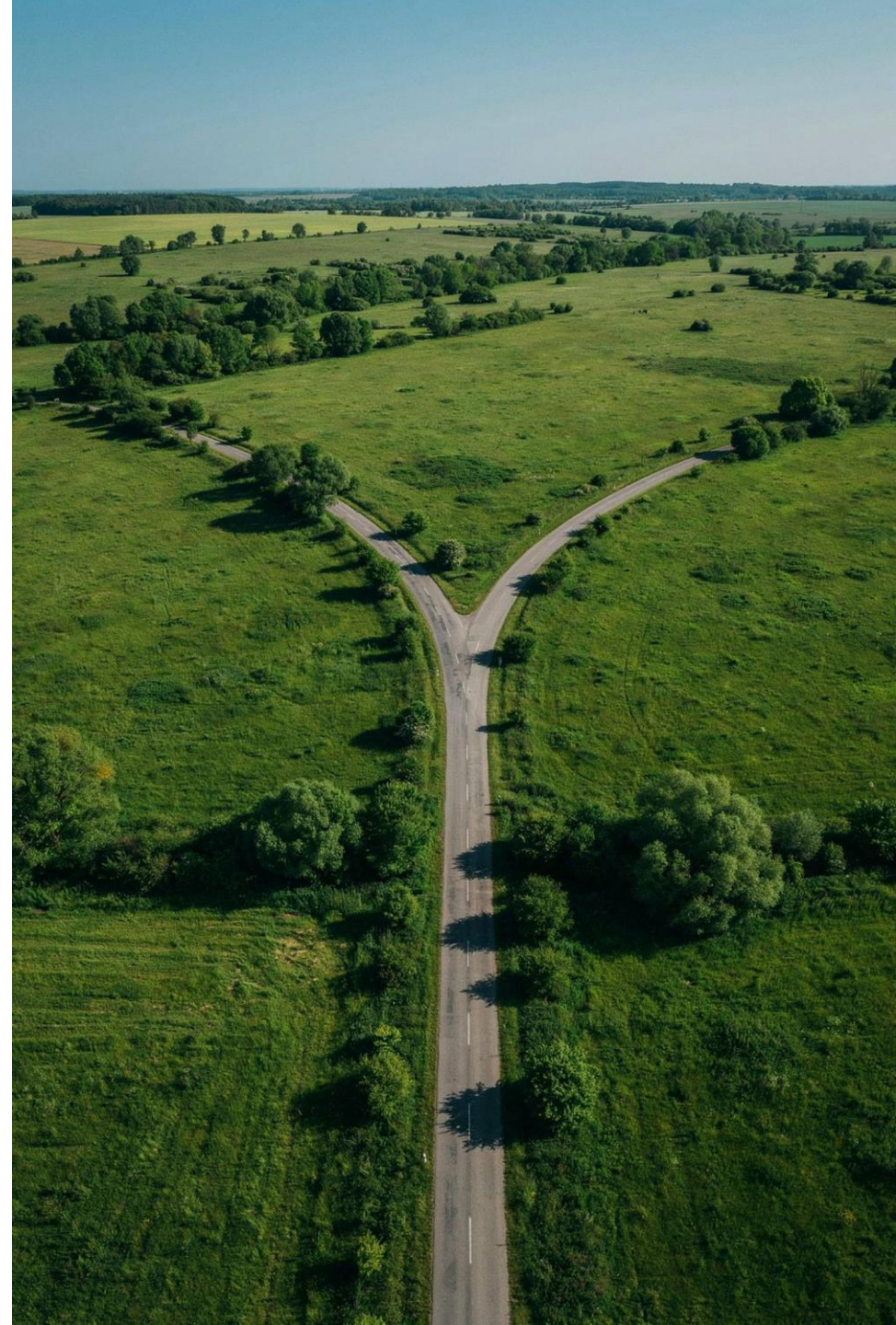
Turning what you know into clearer offers

The Shift

Old way: selling time.

New way: selling speed, clarity, support, and results.

AI helps you do more with what you already know.



Model 1: The One-Person Agency

You use AI to help do work that used to require a bigger team.

Good fit for:

Bookkeepers

Social media managers

Consultants

Designers

Copywriters

Virtual assistants

Your role changes from doing every task manually to reviewing, improving, and delivering quality work.

Example Offer

Instead of selling random hourly help, offer a complete package.

Examples:

Monthly marketing kit

Client onboarding setup

Business setup package

**Content repurposing
package**

**Simple operations
cleanup**

AI helps draft and organize.

You provide the judgment.

Model 2: Productized Services

A productized service is a clear service with a clear price and a clear result.

The customer knows:

What they get

What it costs

When they get it

What happens next

This is easier to sell than open-ended hourly work.



Productized Service Examples

24-Hour Local SEO Fix

1-Day Safety Audit

Ready-to-Post 30-Day Content Bundle

Google Business Profile Cleanup

Customer Follow-Up Email Pack

New Client Welcome Kit

The key is simple:

One problem. One result. One clear price.

Model 3: Intelligence-as-a-Service

This is the big mindset shift.

You are not just selling what you know.

You are packaging your knowledge so clients can get better answers faster.

Good fit for:

Coaches

Consultants

Tax preparers

Specialty trades

Business advisors

Niche experts

How It Works

You organize your best knowledge into a private source library.

This may include:

Guides

Contracts

FAQs

Client notes

Past advice

Checklists

Templates

Service records

Then you use Gemini Notebook or a source-grounded AI workspace to help pull useful answers faster.

Example Offer

Create a monthly support offer where clients can ask questions and get faster guidance.

Examples:

VIP question support

**Monthly advisory
access**

**Ask-me-anything
support tier**

Client knowledge vault

On-call clarity package

AI helps organize the knowledge.

You still review the answer.

Model 4: Automated Monthly Retainer

Instead of waiting for a problem, offer ongoing checkups and maintenance.

Good fit for:

Landscapers

Plumbers

HVAC techs

Digital marketers

Website managers

Bookkeepers

Local service providers

Retainer Offer Examples

Peace of Mind Monthly Plan

Seasonal Maintenance Check

Monthly Website Snapshot

Monthly Google Business Profile Check

Monthly Customer Follow-Up Support

Priority Booking Plan

The customer is not only buying the task.

They are buying consistency and peace of mind.

Model 5: Speed-First Local Provider

Many small businesses lose customers because they respond too slowly.

AI can help you answer, quote, and follow up faster.

Good fit for:

Roofers

Mobile mechanics

Pet groomers

Repair shops

Home service providers

Local appointment-based businesses

Speed-First Offer Examples

Same-day estimate

**30-minute response
window**

Fast quote follow-up

**Priority
appointment
request**

Quick service check

Speed builds trust when it is paired with accuracy and care.

Workflow A: 24-Hour Audit and Action Plan

Tools:

Google Forms

Google Sheets

Google Docs

Gemini

Use this when you want to collect information, review it quickly, and deliver a clear action plan.

How the 24-Hour Audit Works

01

Send a short Google Form with 5 to 7 questions.

02

Let the answers flow into Google Sheets.

03

Use Gemini in Google Docs to draft a simple action plan.

04

Review it, improve it, export it, and send it to the client.



Sample Prompt

Review these customer answers and create an easy-to-read Action Plan with:

- Three top priorities
- A simple step-by-step checklist
- Common mistakes to avoid

Keep it clear, practical, and easy for a small business owner to understand.



Workflow B: Monthly Client Update

Tools:

Google Sheets

Gemini Notebook

Gmail

Use this when you want to show clients what happened this month and what is coming next.

How the Monthly Update Works

01

Track weekly work in a Google Sheet.

02

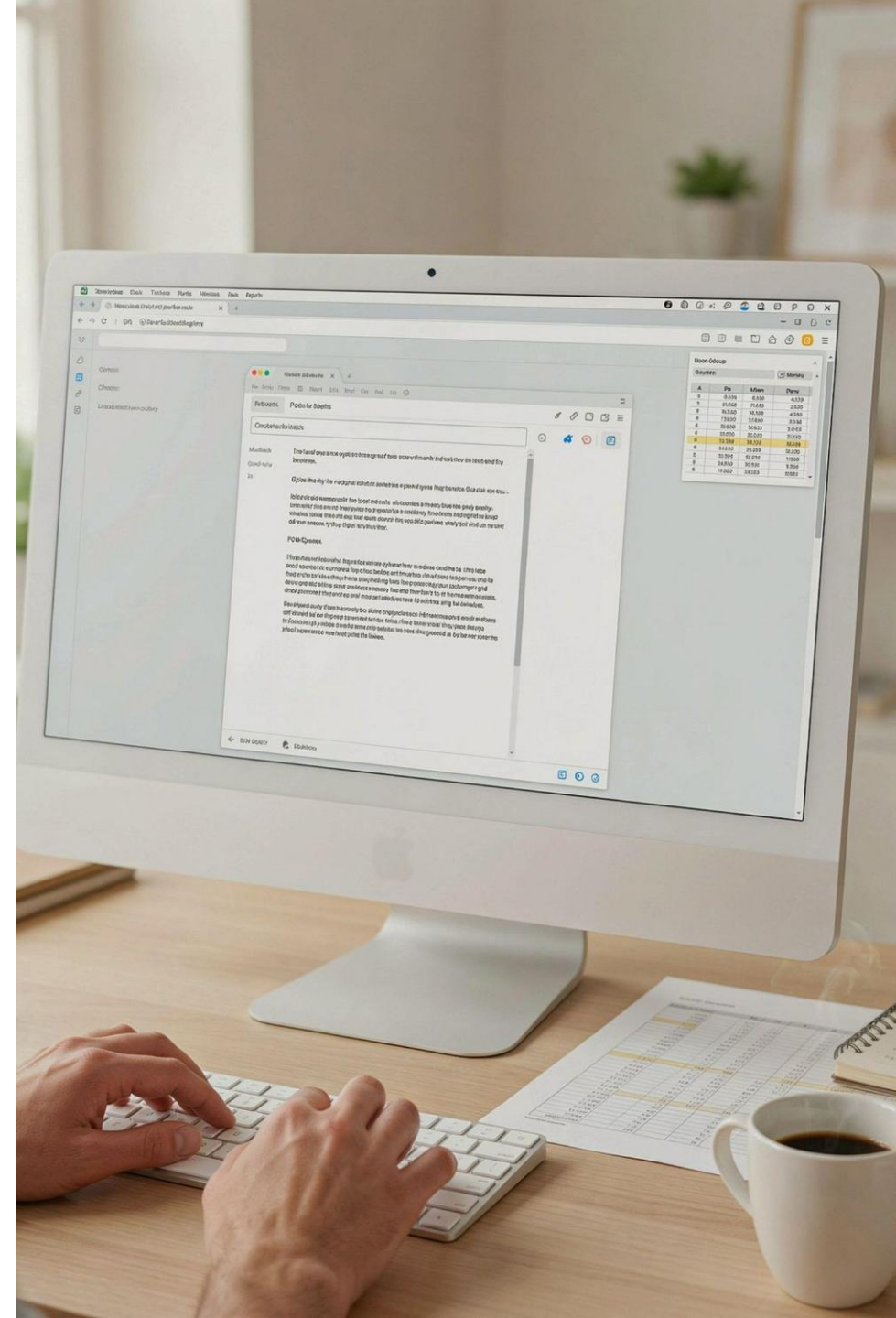
Add project notes or reports to Gemini Notebook.

03

Ask it to summarize the month.

04

Review the summary and send it in Gmail with the invoice.



Monthly Update Format

**What was completed
this month**

**What is planned for
next month**

**One helpful
recommendation**

**Any decision the
client needs to make**

Next step

This helps clients see the value of the work.

Workflow C: Rapid Quote and Follow-Up

Tools:

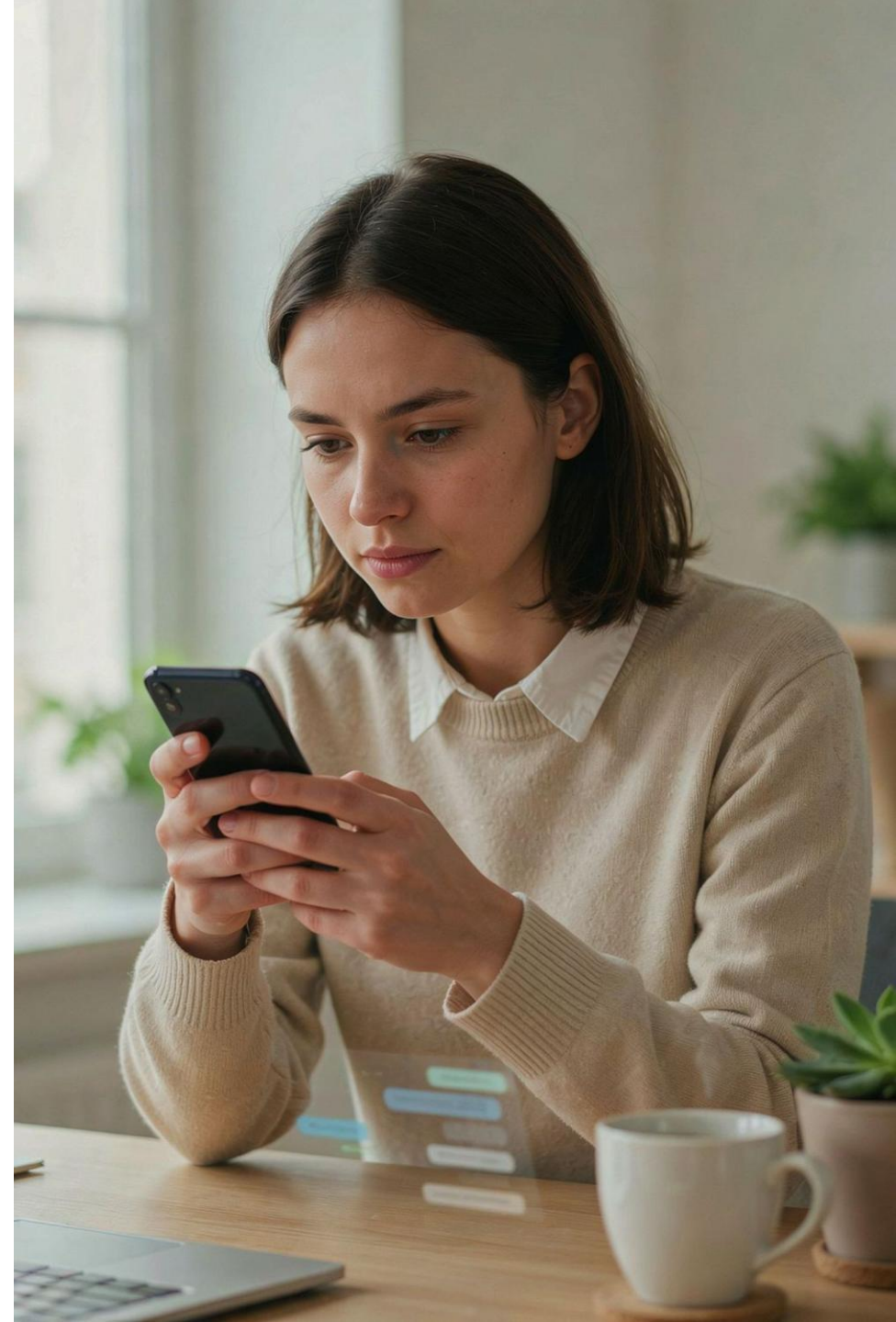
Google Business Profile

Gmail

Gemini

Google Calendar

Use this when you want to respond faster to new inquiries.



How the Rapid Quote Works

01

A customer asks a question through Google Business Profile or email.

02

Use Gemini in Gmail to draft a clear reply.

03

Add a price range or next step.

04

Include your Google Calendar booking link.

05

Review and send.

Sample Prompt

Write a friendly reply to this customer asking for a price quote on [service].

Thank them.

Give them the price range of \$X to \$Y.

Explain what affects the final price.

Provide a direct link to book a time on my calendar.

Keep it warm, clear, and professional.

Workflow D: Living Knowledge Vault

Tools:

Google Drive

Gemini Notebook

Use this when you need a better way to organize client or business knowledge.



How the Knowledge Vault Works

01

Create one Google Drive folder for the client or business area.

02

Add guides, notes, records, policies, and source documents.

03

Connect those sources to Gemini Notebook.

04

Ask questions and pull answers faster.

05

Review before using.

Knowledge Vault Examples

For a client:

- Brand rules
- Past work
- Meeting notes
- Policies
- Project details

For a trade business:

- Service records
- Paint colors
- Warranty notes
- Property notes
- Maintenance history

For your own business:

- FAQs
- Processes
- Offer details
- Customer questions
- Team instructions



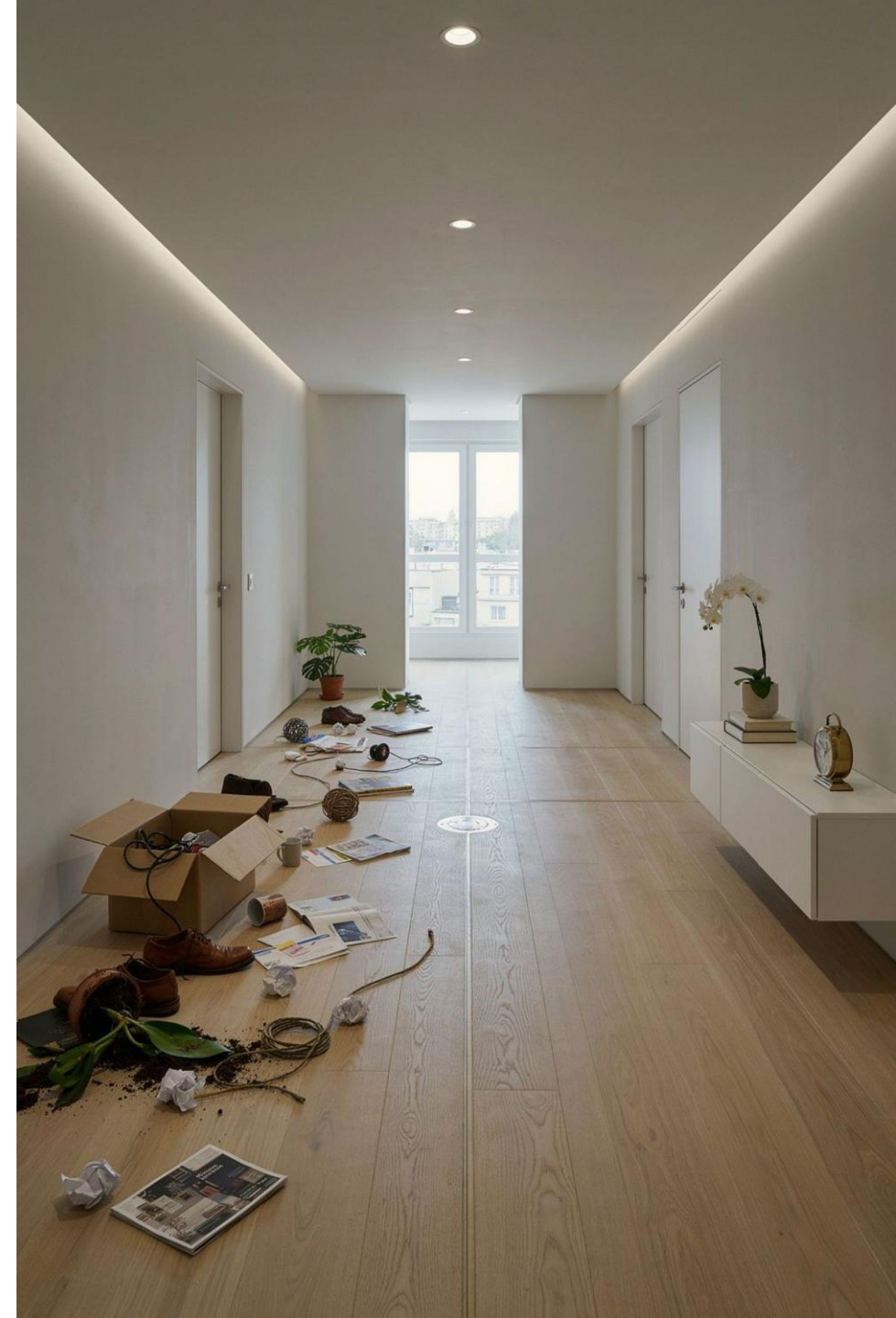
The Mindset Shift

Old way:

- Charging by the hour
- Starting from scratch
- Waiting for the next problem
- Doing everything manually

New way:

- Selling a clear result
- Using templates and systems
- Offering ongoing support
- Letting AI help with the first draft





Old Way vs. New Way

Old way:

\$50 per hour for manual research.

Waiting days to send a proposal.

Working only when a crisis happens.

New way:

\$300 for a finished audit delivered in 24 hours.

Sending a clear proposal within an hour.

Offering a monthly maintenance plan.

What AI Should Do

AI can help:

Draft

Sort

Summarize

Organize

Research

Create checklists

Prepare reports

Speed up follow-up

AI gives you a starting point. It does not replace your judgment.

What the Human Must Do

You still need to:

Check accuracy

Adjust the tone

Protect private information

Add real experience

Make the final decision

Take responsibility for what gets sent

AI can move faster. **You protect trust.**

Rule 1: Never Skip the Human Check

AI can create strong first drafts.

But it does not know your customer the way you do.

Before you send anything, ask:

Is this true?

Does this sound like me?

Is this right for this customer?

Is anything private included?

Would I feel good putting my name on this?



Rule 2: Keep Local Trust at the Center

Big tech cannot replace local trust.

It cannot walk into a home. It cannot shake a customer's hand. It cannot understand every local relationship. It cannot carry your reputation.

Use AI on the backend.

Keep people and trust on the front end.

Rule 3: Keep the Tools Simple

You do not need a complicated tech stack.

Start with tools many business owners already know:

Google Forms

Google Sheets

Google Docs

Google Drive

Gmail

Google Calendar

Google Business Profile

Gemini

Gemini Notebook

Simple tools are easier to keep using.

Start With One Offer

Do not try to change your whole business at once.

Pick one offer to improve.

Ask:

What do customers ask for again and again?

What takes too long right now?

What could become a fixed-price service?

What could become a monthly support offer?

What would save my customer time or stress?

Your First AI-Supported Offer

Fill this in:

I help _____.

They often struggle with _____.

I can create a faster, clearer offer called _____.

It will include _____.

The customer will get _____.

Final Takeaway

AI does not make your business valuable.

Your experience does.

AI helps you package that experience in a faster, clearer, more repeatable way.

Stop only selling time.

Start selling clarity, speed, support, and peace of mind.

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Inside the Circle, we share practical updates, training, and guidance around Google, Google AI, visibility, business systems, and how information moves through your business.

You do not need to figure out every Google update or AI change on your own.

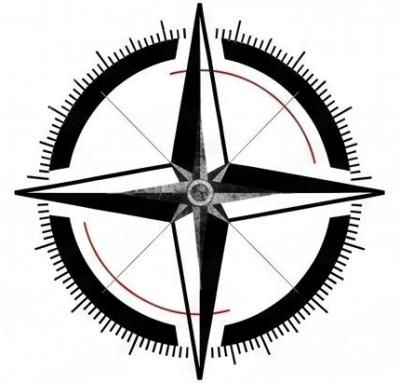
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