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# THREE FIERCE AI TIPS FOR SMALL BUSINESS OWNERS



By Deb Spence,  
Fiercepreneur

### 1. Stop Being Your Own Receptionist

How many times do you repeat the same answers? Hours, pricing, service areas, scheduling. That's time you'll never get back. Use AI to build a simple assistant that answers those questions 24/7 and collects names, numbers, and emails while you're busy doing real work.

The payoff: No more interruptions. You wake up to leads waiting instead of voicemails piling.

### 2. Replace "Nice to Meet You" with "Let's Talk Next Tuesday"

Business cards end up in drawers. Instead, send people to a one-page link with a QR code. Ask two quick questions, then guide them straight to a booking or quote request. You filter the curious from the serious—without chasing anyone.

The payoff: More appointments, less small talk.

### 3. One Fierce Hour a Week

Every Friday, block one hour. Choose a single workflow: follow-up texts, estimate reminders, review requests, or social posts. Test an AI prompt on three real cases. Save the winner. Put it on repeat.

The payoff: Small, weekly tweaks add up to dozens of hours saved each month — and consistent growth that doesn't eat your life.

Need more help? Scan the QR code for more information:



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