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THREE FIERCE AI TIPS TO GIVE BACK THIS CHRISTMAS



By Deborah Ann Spence,
Fiercepreneur

December always feels different. The lights, the music, the quiet reflection that hits when you realize another year is wrapping up. You start thinking about the people who showed up for you — the ones who

believed in you, even when you doubted yourself.

It's the season of giving, but not just gifts. It's about giving time, giving energy, and giving people a piece of your heart again — because business is built on *connection*.

So, this month, let's talk about how to use AI not just to *get* more, but to *give* more — smarter, deeper, and with purpose.

1. Give Back with Gratitude

You've got clients, partners, and followers who've been with you all year — and they deserve more than a generic "Happy Holidays" post. Use AI to help you write *personalized* thank-you messages. Have it pull key moments from your emails or projects to remind them of what you built together. Then send a voice note, a video, or a short-handwritten message that feels human again.

You can even create a digital gratitude wall — a simple landing page where clients can leave what they're thankful for this year. It builds community, and it reminds everyone, including you, how far you've come.

Fierce Truth: Gratitude doesn't need to be grand — it just needs to be real.

2. Give Yourself Permission to Rest

The hustle is addictive. But December should teach you something: peace is

productive too. Let AI take the night shift for once. Schedule your content, automate your responses, and let the system handle the details while you spend time with your family — or just sit in silence and breathe. Rest doesn't make you lazy. It refuels the part of you that dreams bigger. AI is your tool, not your rival. Let it buy back your time so you can refill your spirit.

Fierce Truth: You can't pour from an empty cup — so stop running it dry.

3. Give Forward—Not Just Back

This season isn't only about thanking the people who helped you — it's about *planting* into the next person. Maybe that's mentoring a new entrepreneur, creating a free resource for your community, or setting up an automated "gift" email that drops valuable tips every week in January. You already have the tools. Use AI to organize, schedule, and deliver it effortlessly. Giving forward doesn't take more time — it just takes more heart.

Fierce Truth: Legacy isn't about what you earn — it's about what you leave behind.

Final Thought

This Christmas, I want you to give fiercely. Give thanks. Give grace. Give yourself permission to rest and rise again stronger. Use AI to do what it does best — handle the work — so you can do what *you* do best: lead with heart, build with purpose, and live like you mean it.

Because *being fierce* isn't about doing more — it's about loving harder, giving freely, and standing tall in your truth.

Merry Christmas, Fiercepreneur. You've earned this peace.



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