

AI Cheat Sheet for Local Business Owners

What is AI?

Artificial Intelligence (AI) refers to technology that mimics human intelligence to perform tasks such as understanding language, recognizing patterns, and making predictions.

AI Applications for Local Businesses

- Customer Service: Chatbots (Tidio, Zendesk Chat)
- Marketing & Content: Canva, Jasper, ChatGPT, DALL-E
- Sales & CRM: HubSpot, Zoho CRM, Mailchimp
- Data Analytics: Google Analytics 4, Power BI
- Local SEO: Localo, BrightLocal, Birdeye
- Inventory/Scheduling: Square, Shopify, Calendly, Homebase

Beginner-Friendly Tools

Chatbots: Tidio (free & paid), Zendesk Chat (\$49/mo)

Content: Canva (free/\$12.99/mo), Jasper (\$39/mo), ChatGPT (\$0-\$20/mo)

CRM: HubSpot (free), Zoho CRM (free/\$23/user/mo)

Analytics: GA4 (free), Power BI (\$10/user/mo)

Local SEO: Localo (\$19/mo), BrightLocal (\$29/mo)

Scheduling: Calendly (free/\$8/mo), Homebase (free)

How to Get Started

1. Identify time-consuming/repetitive tasks.
2. Set clear goals (e.g., save 5 hrs/week).
3. Start small with one AI tool.
4. Involve your team & assign an AI champion.
5. Test, measure, and refine before scaling.

Pros of AI

- Saves time & automates repetitive tasks
- 24/7 customer service
- Data-driven decision making
- Improves marketing & sales efficiency

Cons of AI

- May feel impersonal if not edited
- Possible errors/misinformation
- Privacy & security concerns
- Upfront costs & training needed

Tips for Success

- Always review AI outputs for accuracy.
- Use AI to assist, not replace, human touch.
- Start with free trials before committing.
- Train staff on proper AI use.

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- Maintain transparency with customers about AI use.