



AI for Entrepreneurs Quick Start Guide

super**a**bound
COACHING

A New World At Work

Artificial Intelligence is transforming how business gets done, and this guide will help you get the most out of this new reality to grow your company and save you time.

To get the full benefit from AI you first need to shift your mindset and be open to operating in a new way.

For instance, leveraging AI for your business does not mean everything it produces will be perfect. And it doesn't mean that no human eyes will have to touch it to gain its full value. And most AI tools come with a subscription fee.

But the benefits of incorporating AI can be huge. Some will save you human effort and time, even enough to equal an entire employee's output or more. Others will unlock new possibilities for marketing or growth that you previously hadn't thought to invest in.

We're so excited to explore this new world of work with you. Let's dive in.

Marketing Copy

One of the most exciting forms of AI right now is writing. This is useful for business owners in creating content of all kinds, including:

- Blog posts to rank for SEO
- Video scripts for products
- Website pages about your company and team
- Social media posts
- Headlines for sales pages, and more.

If you want help generating ideas and creating strong first drafts of material, using AI for marketing will be a big win in your business.

You can see an example where we tweaked ideas generated by AI for the sales page of our mastermind [here](#).

Products that can help you do this include [Jasper](#) (paid) and [ChatGPT](#) (free, but frequently unavailable).

Images and Video

If you want to spread your ideas visually or catch people's attention as they scroll, you are going to love what's possible with AI for images.

The leader in the space is DALL-E from OpenAI which allows you to create original images available for commercial use, from simple text prompts.

Use DALL-E to:

- Add new creative elements to your existing images
- Combine ideas that would never go together in a real photo or picture
- Remix classic artwork with a new idea related to your business

For short form social video, try Vidyo with your longer pieces. It automatically selects clips and adds emojis, captions and gets them ready for the socials.

Transcriptions

Let AI turn your unstructured conversations into actionable business assets.

The tools for creating transcripts have evolved enormously over the years and can be leveraged for:

- Auto-generating text from interviews for things like podcast show notes or customer data
- Recording meeting notes and action items, to help your team work better asynchronously
- Recording sales conversations to give specific training feedback to your people
- Turning quick walkthrough videos into instant documentation for quicker learning

For creating our podcast show notes pages we used to send the recordings to a person who would manually type up the transcript. Now we use software to turn around a 95% perfect transcript in 10 minutes. See an example [here](#).

Products to check out include [Otter.ai](#) and [Gong.io](#)

Customer Service

Use AI to uplevel your customer service game.

You can use chatbots on your website to support customers and visitors by:

- Serving up articles from your knowledge base to save time
- Routing inquiries to the right person or department based on need and intent
- Creating tickets to track conversations and issues across teams

Chat with our bot at besuperabound.com

Options include: [Intercom](#), [HubSpot](#), and [Zendesk](#)

Productivity

Humans aren't always the best at seeing the big picture. Letting AI track important things and schedule them in ways that decrease context switching and interruptions can make you much more productive.

Motion AI is one tool that allows you to enter the things you want to do—both in your personal life and work—set the duration for each, then let it create your schedule.

It integrates with Google calendar and enables you to make fewer decisions about your time during the week, freeing up brain space for more creative activities.

Talent (Hiring Without Hiring)

As a business owner or leader, you're responsible for the work getting done, not for *doing* all the work. That's why you have a team.

But sometimes you need things to get done and you don't have a full-time person to do them. Enter the gig economy. And while this isn't technically AI, since you would be relying on a person to do the work in the end, it does have a similar effect of setting you up to get more done with minimal outlay of time and money.

Time-freeing support for your team could include:

- Integrating systems to automate a process that you're currently doing manually
- Data entry for specific projects
- Event or logistics management for a team offsite or other occasion

We've used freelancers for many projects at Superabound including design work, social media research, and more.

Options include: [Freelancer](#), [Guru](#), [Upwork](#), [Fiverr](#)

Your Turn

How will you put AI to work to grow your business and save time?

We'd love to hear what you're planning and what support might help you get there faster. Send us an email at hello@besuperabound.com.

And as a member of the Superabound Collective, you have access to the Superabound Treasure Chest with gems to help you sell, lead, and grow better.

[Get the gems here.](#)

See you around!

Erin Aquin & Steve Haase
Superabound co-founders

