FRAN MURAD

2026 EDITION

EXECUTION MANUAL

Sell AI services to businesses

How to spot what AI can solve in a small business, build an implementation offer, deliver it without breaking anything and charge a retainer to maintain it.

WRITTEN BY

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The tools, prices and plans mentioned reflect the time of publication and may change. Always check the current terms on each tool's official website before signing up. Appendix D lists the official links.

This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

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INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it and the promise I ask you never to make to a client.

Almost every small business owner has heard that artificial intelligence “is going to change everything”. Very few know what to do about it on Monday morning. Between those two things there's a job: sitting down with the business, seeing which tasks eat up its time and leaving concrete solutions running that someone on the team can use.

This book teaches you to offer that job as a professional service. You don't need to be a programmer or an expert in language models. You need to use today's AI tools well, understand how a business works and have a method to diagnose, propose, implement and follow up.

Who it's for

For freelancers and small agencies who already work with businesses (websites, social media, marketing, admin) and want to add a higher-value service. For consultants and professionals who know an industry inside out and want to help their peers use AI. And for anyone who already uses AI every day at work and realizes that many businesses don't know where to start.

If you read *Automate Your Business with AI*, this book is its natural sequel: there you applied AI to your own business; here you learn to do it for others and get paid for it.

What you'll have when you finish

- [ ] A diagnostic method to find the tasks in a business where AI truly saves time.
- [ ] A catalog of five concrete services, with examples by industry.
- [ ] A three-stage offer: diagnosis, implementation and retainer.
- [ ] A way to land your first clients and run the diagnostic meeting.
- [ ] A proposal template with scope, price, limits and responsibilities.
- [ ] A procedure to implement without breaking anything, with testing and a person reviewing.
- [ ] Clear rules to protect the client's data.
- [ ] A way to measure results in hours saved and sustain them with a retainer.

How it's organized

Part I defines the service: what it is, how to diagnose and what to offer. **Part II** is about selling: the offer, clients, the meeting and the price. **Part III** is about delivering: implementing, protecting data, training, measuring and sustaining. At the end, four appendices: the task map, the solution catalog by industry, the proposal template and the sources.

The promise you'll never make

I ask you not to promise any client that AI “replaces an employee”, “works on its own” or “never makes mistakes”. Today's tools are very useful and they also make mistakes: they make up data, misread requests and need supervision. Your value isn't in exaggerating what they do, but in implementing them so their mistakes don't cost the business dearly.

This book doesn't guarantee that you'll land clients or earn income either: that depends on your market, your offer and your work.

TOOLS CHANGE FAST

AI products are updated every few weeks: new features appear, and prices, plans and limits change. That's why this book teaches a method that works with any tool, and mentions products only as examples. Before recommending anything to a client, check its current terms on the official page.

BEFORE YOU TURN THE PAGE

Think of three businesses you know well (yours, a relative's, a client's). For each one, write down the three tasks that take the most time every week and that are repeated almost identically. That list is your first diagnostic exercise, and you'll use it in chapter 2.

THE SERVICE

01

What implementing AI in a small business means

It isn't installing a robot or selling “digital transformation”. It's solving concrete tasks with tools the team can use the very next day.

A small business doesn't need an artificial intelligence strategy. It needs replies to customers to go out faster, quotes that don't take a whole afternoon, and someone to stop copying data from one place to another. Implementing AI is exactly that: concrete tasks, solved, with results people notice.

Three levels of implementation

LEVEL	WHAT IT IS	EXAMPLE
Assisted use	The team uses an AI assistant for specific tasks, with instructions and templates	Drafting replies to reviews with a tested prompt
Semi-automated flow	AI does part of a process and a person reviews it before it goes out	A draft quote built from a form, which the owner approves
Automation	A process runs on its own, with controls and alerts	Sorting incoming inquiries and notifying the person in charge

For most small businesses, the greatest value lies in the first two levels. They're cheaper, safer and easier to adopt. Full automation makes sense for low-risk, high-volume tasks.

What AI does well today

- [ ] Writing and rewriting text: replies, emails, descriptions, posts.
- [ ] Summarizing documents, conversations and meetings.
- [ ] Extracting data from text, forms or documents and organizing it.
- [ ] Sorting inquiries, complaints or orders by type.
- [ ] Answering questions based on information you give it (a knowledge base).
- [ ] Translating and adapting the tone of a text.
- [ ] Producing first drafts of documents: proposals, procedures, template contracts to review.

What requires care

- [ ] **Precise data:** prices, stock, dates, amounts. AI can make them up if it doesn't have them clearly.
- [ ] **Decisions with consequences:** approving credit, giving a diagnosis, rejecting a claim. A person decides those.
- [ ] **Sensitive information:** customers' health, financial or personal data (chapter 9).
- [ ] **Legal, medical or accounting matters:** AI can help prepare, but it doesn't replace the professional.

Your role

You're not the one selling a tool. You're the one who understands the business, chooses the right tool, sets it up, tests it, teaches the team to use it

and keeps it running. That's what the client pays for, and it's something the tool alone doesn't give them.

What this service is not

- [ ] It isn't reselling software licenses with a hidden markup.
- [ ] It isn't developing a complex custom system (that's a different job, with different costs and risks).
- [ ] It isn't promising that an employee can be let go.
- [ ] It isn't installing something and disappearing.

EXPLAIN THE SERVICE TO A BUSINESS OWNER AI

I'm going to offer AI implementation services to **industry** businesses in **area**. Write a 5-line explanation, in business-owner language, of what I do and what I don't do. No technical jargon, no exaggerating what AI can do, no promising to replace people. Include two concrete examples of tasks that usually take time in that industry.

SELLING "AI" INSTEAD OF SOLVING SOMETHING

“I'll implement artificial intelligence in your business.” The owner doesn't know what they're buying. “I'll set up a system so your quotes go out in ten minutes instead of an hour” is concrete, measurable and easy to understand.

DON'T PROMISE THE TOTAL

A task taking three hours a week doesn't mean AI will save all of them: there's always reviewing, correcting and handling odd cases. Estimate cautiously (say, part of the time, not all of it) and measure afterwards (chapter 10).

Choosing where to start

Among the candidates, start with the one that combines **the most weekly time, the lowest risk and the most visible result**. A quick, clear first win builds trust for the next ones. An ambitious implementation that takes two months to show results puts the whole relationship at risk.

BUILD A TASK MAP AI

I'm going to run a task diagnosis for a **industry** business with **number** people. This is what they told me about their week (no personal data):
notes from the talk

1. Build a table with each task: who, estimated frequency, time, repetition, risk if it goes wrong and whether it uses sensitive data.
2. Calculate the weekly time and sort.
3. Mark the 3 best candidates for using AI, explaining why, and the ones you would NOT recommend and why.
Mark every number you're estimating with **VERIFY**.

AUTOMATING WHAT HURTS BUT IS RISKY

“What I hate most is answering complaints, automate it.” If a badly handled complaint can cost a customer or cause a legal problem, it's better to start with a draft a person reviews, not with an automatic reply.