asko.ai

FREE PLAYBOOK

The AI Business Playbook.

Five steps to a business that answers, books and follows up on its own, and one page a week that tells you what needs you.

By asko.ai. Written for owners and managers of small businesses, clinics, gyms and trades in the UAE, US and Australia. Free to share. Nothing here is legal advice.

asko.ai

HOW TO USE THIS

Do one step.
Make it work. Then the next.

The order matters. Each step makes the next one easier, and nothing new goes in until the last one is working. You can do every step yourself with Claude and the tools you already use. The prompts are ready to paste.

1. **Capture.** Every enquiry lands in one place.
2. **Respond.** Every enquiry gets an answer in minutes.
3. **Book.** Customers book themselves and turn up.
4. **Follow up.** Nobody goes quiet by accident.
5. **Run.** You review a page, not an inbox.

THE TEST FOR EVERY STEP

Run it beside your own routine for two weeks. If its output matches what you would have done, let it take over. If not, fix the instructions and try again. Anything involving judgment, care or professional decisions stays with a person.

asko.ai

STEP 1 OF 5

01 Capture. Every enquiry lands in one place.

DONE WHEN

Nothing arrives anywhere you cannot see it.

Calls, website forms, social messages and email all arrive in different places. Leads get lost in the gaps between them, and you cannot fix what you cannot see.

1. List every way a customer can reach you: phone, website form, email, social messages, walk-ins.
2. Choose one place to hold every enquiry. A simple CRM or even one shared sheet works.
3. For each source, send new enquiries to that one place automatically, with name, contact details, what they asked for, and the date.
4. Add a column for status: new, replied, booked, lost.

PROMPT TO PASTE INTO CLAUDE

I run [BUSINESS]. Here are the ways customers contact us: [LIST]. Design a simple enquiry tracker with the columns I need, and explain how to get each source into it automatically using the tools I already have: [TOOLS].

STAYS WITH A PERSON

You decide what counts as a good lead and what you do not want to take on.

WHERE A VOICE AGENT FITS

A voice agent captures every call, including missed ones, with a written summary, so phone enquiries are not the gap.

asko.ai

STEP 2 OF 5

02 Respond. Every enquiry gets an answer in minutes.

DONE WHEN

Any enquiry, at any hour, gets a useful reply fast.

The business that answers first usually wins the booking. Most enquiries are the same ten questions: prices, hours, availability, how it works.

1. Write down the ten questions you answer most, and your best answer to each.
2. Put those answers, your prices, hours and policies into a Claude project as files.
3. Add one rule: only answer from the files, never guess a price or a time, and hand anything unusual to a person.
4. Review its draft replies for a fortnight. When they need almost no edits, let the simple ones send on their own.

PROMPT TO PASTE INTO CLAUDE

You answer customer enquiries for [BUSINESS]. Use only the project files for facts. If the answer is not in them, say you will check and flag it for the owner. Keep replies short, warm and plain. Always offer the next step.

STAYS WITH A PERSON

Complaints, refunds, anything upset or urgent, and anything needing professional judgment stays with a person.

WHERE A VOICE AGENT FITS

A voice agent answers the phone in one ring, from the same information, in your tone, at any hour.

asko.ai

STEP 3 OF 5

03 Book. Customers book themselves and turn up.

DONE WHEN

Booking, reminders and rescheduling need no one.

An answered enquiry only counts when it becomes a booking, and a booking only counts when the person arrives.

1. Put your real availability in one calendar, with the length of each type of appointment.
2. Let the reply offer two specific times, or a link, rather than asking when suits.
3. Send a confirmation immediately, and a reminder a day before with a one-tap way to reschedule.
4. Offer cancelled slots to a waiting list straight away.

PROMPT TO PASTE INTO CLAUDE

Write a booking confirmation, a 24 hour reminder, and a reschedule message for [BUSINESS]. Keep each under 40 words, friendly and clear, with the date, time, address and what to bring.

STAYS WITH A PERSON

You decide your hours, buffers and what you will never double-book.

WHERE A VOICE AGENT FITS

A voice agent books straight into your calendar during the call, so the customer never has to call back.

asko.ai

STEP 4 OF 5

04 Follow up. Nobody goes quiet by accident.

DONE WHEN

Every lead and past customer gets a timely next step.

Most lost leads are lost to silence, not to a no. A simple routine recovers them without anyone having to remember.

1. Reply to every new lead the same day, using what they actually asked for.
2. Follow up on a schedule, for example day 1, day 3 and day 7, each adding something useful.
3. Stop when they book, say no, or ask to opt out. Respect the consent rules for email, calls and texts where you operate.
4. Invite past customers back at the right time, and chase late invoices politely.

PROMPT TO PASTE INTO CLAUDE

Write a follow-up for each lead below. Quote what they asked for. Offer one clear next step. Keep it under 80 words. Do not invent prices or promises. LEADS: [PASTE]

STAYS WITH A PERSON

You approve the batch at first, and you handle anyone who replies with something personal.

WHERE A VOICE AGENT FITS

A voice agent can make warm, consented follow-up calls to people who asked for one.

asko.ai

STEP 5 OF 5

05 Run. You review a page, not an inbox.

DONE WHEN

A weekly summary tells you what happened and what needs you.

The goal is a business that runs while you work on it, not in it. That needs one clear weekly picture and a short list of exceptions.

1. Every Monday, have Claude summarise last week: enquiries, replies, bookings, quiet leads, late payments.
2. List the exceptions that need you, and nothing else.
3. Track three numbers: enquiries, bookings, and how fast you replied.
4. Pick one thing to improve and one new task to hand over each month.

PROMPT TO PASTE INTO CLAUDE

Summarise last week for [BUSINESS] from the data below. Give: enquiries, bookings, average reply time, leads gone quiet, late payments. Then list only the items that need my decision, with a recommendation for each.

STAYS WITH A PERSON

You set the direction and make the calls only you can make.

WHERE A VOICE AGENT FITS

Call summaries and outcomes feed straight into the weekly picture.

asko.ai

YOUR CHECKLIST

A business that runs, when you can tick all eight.

- [ ] I know every way customers contact me, and they all land in one place.
- [ ] Every enquiry gets a useful reply in minutes, at any hour.
- [ ] Customers can book without a phone call back, and get reminders.
- [ ] Every lead gets a same-day reply and a follow-up routine that stops when it should.
- [ ] Late invoices are chased politely without me remembering.
- [ ] I read one weekly summary and a short list of exceptions.
- [ ] I know what must always stay with a person, and the AI hands it over.
- [ ] I have checked the privacy and consent rules for my business and country.

A NOTE ON RULES

Calls, texts and email carry consent and privacy rules that differ by country and by industry. In the UAE, personal data rules and health authority rules apply. In the US, think HIPAA for patient information and consent rules for calls and texts. In Australia, the Privacy Act, the Spam Act and the Do Not Call Register apply. This is not legal advice. Check with your own advisers.

asko.ai

WHAT NEXT

Do it yourself, or have it set up and run.

Everything in this playbook you can do on your own. Start with step one this week.

If you would rather have it set up and managed for you, that is what asko.ai does: we set up AI across your business, starting with your phone and enquiries, and run it for you. A first system is typically live in about two weeks.

BOOK A CALL

asko-ai.com/book

MORE GUIDES AND FILES

asko-ai.com/guides | asko-ai.com/files | asko-ai.com/learn