

EXECUTIVE SUMMARY

AI isn't hype.

It's quietly becoming **the most unfair competitive advantage** for small businesses in Australia.

This casebook showcases **practical, implemented automations** used by Sydney-based founders, and gives you the frameworks to copy them.

No jargon. No theory.

Just real results from real operators.

1. WHY THIS CASEBOOK EXISTS

Most small business owners think:

- AI is for big companies
- Tech will replace humans
- AI is too complicated

Truth:

AI doesn't replace people.

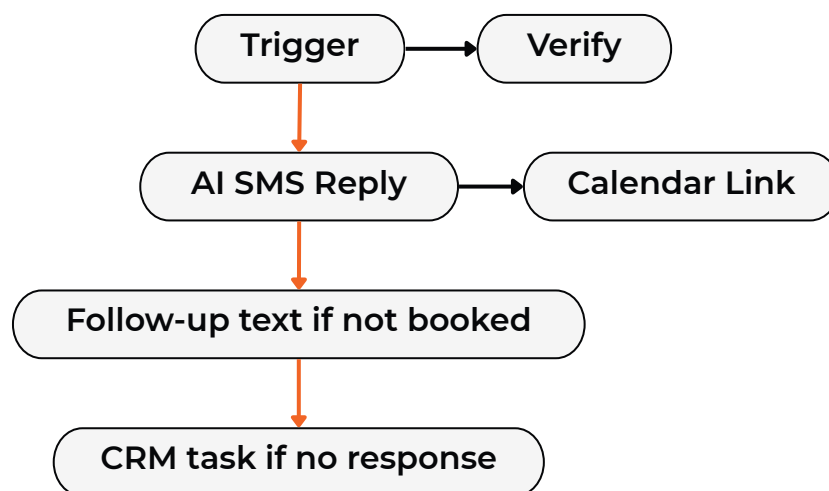
It replaces tasks that waste their talent.

This guide proves it, and shows you how to join the operators who are quietly pulling ahead.

2. CASE STUDY #1, TRADIE BUSINESS

Business	Plumbing company, Western Sydney
Challenge	Missed calls → lost jobs
Play Installed	Missed-call → SMS + automated quote follow-up

Workflow



Outcome

- +32% more job bookings
- 10 hours/week saved
- No more job enquiries lost to voicemail

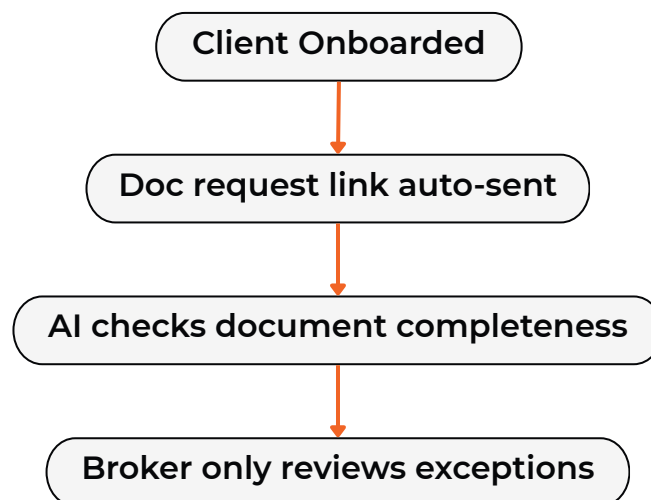
Why it worked

Speed beats size, automation responds before competitors do.

3. CASE STUDY #2, MORTGAGE BROKER

Business	Parramatta-based finance broker
Challenge	Chasing documents + follow-up inconsistency
Play Installed	AI doc request + auto reminders + compliance workflow

Workflow



Outcome

- 9 hours/week saved
- Zero compliance gaps
- Happier clients, faster lodgements

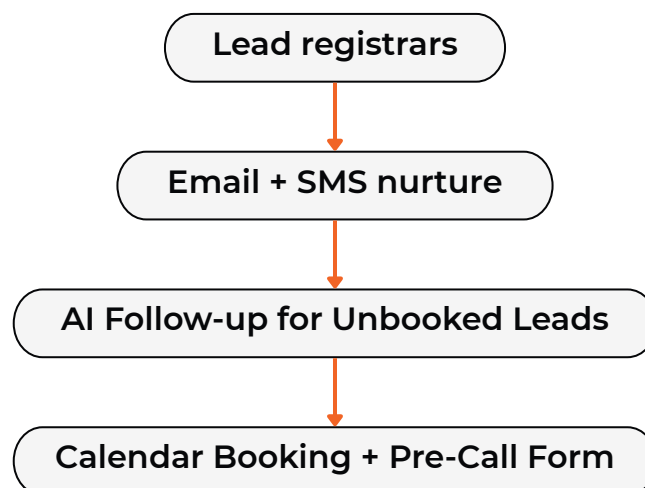
Why it worked

Compliance + speed = market advantage.

4. CASE STUDY #3, ONLINE COACH

Business	Sydney Leadership Coach
Challenge	Leads not converting without manual DM effort
Play Installed	Webinar funnel + nurture AI + auto booking prompts

Workflow



Outcome

- 2× calls booked
- High-quality pipeline
- 0 bros DMs, 100% ethical nurturing

Why it worked

AI scales warmth, not sleaze.

5. COPY THESE WORKFLOWS

Trades Template

- Missed call → SMS
- Follow-up automation
- Quote pipeline

Broker Template

- Client onboarding form
- Doc request automation
- Audit log + expiry alerts

Coach Template

- Lead magnet funnel
- 5-message nurture sequence
- Pre-call filter form + calendar

6. ROI CALCULATOR

Hours saved per week x Your hourly value = Annual unlocked value

Example: 10 hrs/week × \$120/hr = \$62,400/year freed capacity

Now ask: What would you build with 260 extra hours/year?

Want these automations deployed in your business?

- ✓ Workflow Mapping
- ✓ AI Agent Setup
- ✓ Lead Follow-up Systems
- ✓ CRM Build & Automation
- ✓ Compliance-ready Config

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