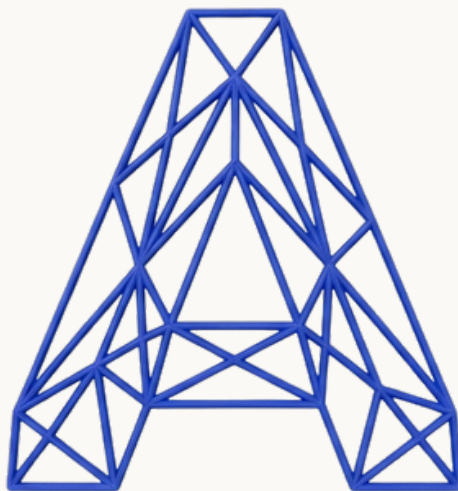


THE AI OPPORTUNITY FINDER

A practical guide to finding repetitive work, choosing the right opportunity, and turning it into a [useful AI workflow](#).



START WITH THE WORK

I think a lot of us approach AI backwards.
We start by asking: “*What can AI do?*”

A better starting point is to look at
the work we already do.

The things we *repeat. copy and paste.*
keep checking. explain again and again.

Those are usually better places to look.
Because we already understand them
well enough to improve them.

AI-First



Find an impressive use case

Force it into the business

Create another tool to manage

Work-First



Find repetitive work

Understand how it happens

Improve one part of it

FIND THE REPETITION

The work is already telling you where to look.

There is no need to understand every AI tool before you can find a **useful opportunity**.

Start with your own week.

What keeps showing up?

What takes time even though you already know how to do it?

What gets delayed because someone has to remember to do it?

Worksheet Prompt

Write down 5—10 tasks from your actual week.

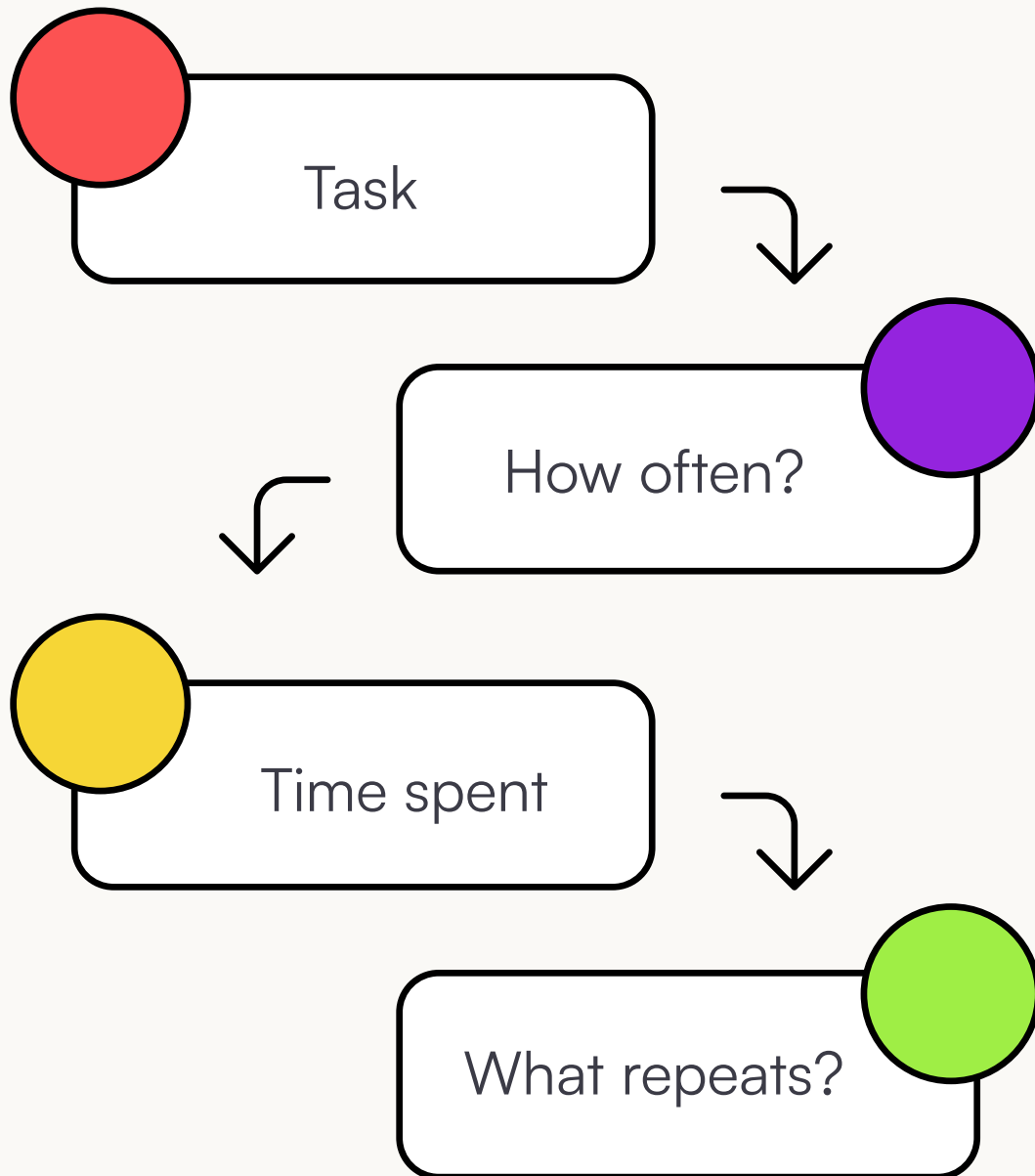
Avoid writing:

- Marketing
- Customer service
- Operations

Write the specific work:

- Replying to new enquiries
- Turning meeting notes into an update
- Checking which leads need a follow-up
- Copying information between 2 systems

A broad responsibility is difficult to improve but a **specific repetitive task, *much easier*.**



Look closer.

THE RIGHT OPPORTUNITY

Not every repetitive task is worth automating.

Something that happens often does not automatically make it a good opportunity.

A task might take five minutes, but happen **once a month**.

Another task might take twenty minutes, but happen **every day**.

The second one is the one to look at first.

Start with the task where the return is easiest to understand.

Opportunity scorecard

Score each factor from 1—5.

Frequency

How often does it happen?

Time

Time taken each time.

Repetition

How much follows the same pattern?

Clarity

What does a good result look like?

Impact

Would improving it make a meaningful difference?

Formula: Opportunity score = Frequency + Time
+ Repetition + Clarity + Impact
Max: 25

BREAK THE TASK INTO A WORKFLOW

Before improving a task, understand how it actually happens.

Ex - “Automate lead handling” is too broad.

There are several different things happening inside it. Someone *receives the enquiry*.

Someone *reads it*.

Someone *decides what matters*.

Someone *replies*.

Someone *updates the CRM*.

Someone *remembers to follow up*.

Those are different steps which may need different solutions.

QUICK EXERCISE

Take one task from Page 5 and break it into five steps.

Ask:

- What starts the task?
- What information is needed?
- What decision is being made?
- What action happens next?
- What needs to happen afterward?

You should avoid trying to automate “**the whole process.**” Find the individual steps that are worth improving.

Break it down.

DECIDE WHAT SHOULD ACTUALLY BE AUTOMATED

Not every step needs AI.

Once you have broken a task into steps, the next question is simple:

What should *AI* do, what should *automation* do, and where should a *human* stay involved?

That distinction matters.

Otherwise, you end up trying to make AI handle everything — including things it *does not need to handle*.

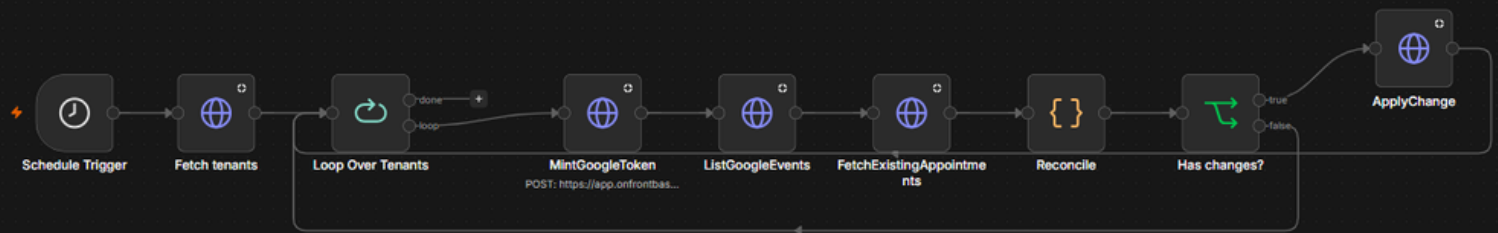
THE RULES

3 Basic Rules

AI for *understanding*.

Automation for clear *instructions*.

Humans for *judgment*.



Screenshot of a Google Calendar sync workflow I built a few days ago which was a mess.

The **goal** is not to remove the person from the process. It is to remove the **repetitive work** around the person.

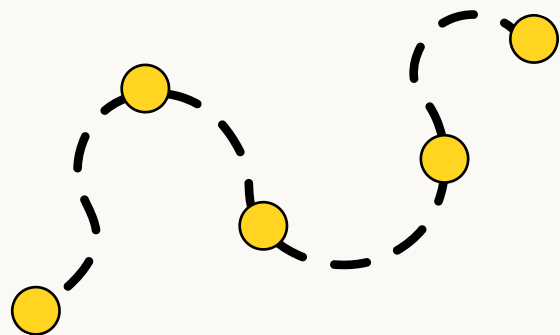
BUILD THE SMALLEST USEFUL VERSION

Start with one useful improvement.

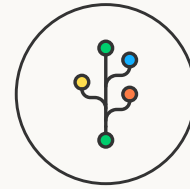
You do not need to automate the entire process.
In fact, that is usually a bad place to start.

Take one step that happens repeatedly.
Improve that step.
See whether it **actually helps**.

Then build from ***there***.



BEFORE → AFTER



BEFORE

Read enquiry

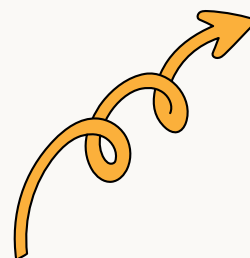
- *Copy details*
- *Decide relevance*
- *Write reply*
- *Update CRM*
- *Remember follow-up*

FIRST VERSION

Form submitted

- AI extracts details
- CRM record created
- Reply drafted
- Human reviews and sends

BUILD IN STAGES



01 — ASSIST

AI creates a [draft](#) or [summary](#).

02 — IMPROVE ONE STEP

Automate a [repeatable part](#) of the task.

03 — CONNECT THE WORKFLOW

Move information between the tools already being used.

04 — ADD HUMAN CHECKS

Decide when someone needs to [review](#) or [approve](#).

05 — MEASURE THE RESULT

Check whether the process became [faster](#), [clearer](#), or more [reliable](#).

YOUR AI OPPORTUNITY PLAN

Now find your first opportunity.

Use the work you identified earlier. Turn it into a simple first version.

WORKSHEET

The **task**

➤ What specific task keeps happening?

How often does it happen?

➤ Daily / Weekly / Monthly

How much **time** does it take?

➤ Per occurrence:

➤ Per week:

What part repeats?

What should AI handle?

What should normal automation handle?

Where is human approval needed?

What is the smallest useful version?

How will you measure **whether it helped?**

- ☐ **Time saved**
- ☐ **Faster response**
- ☐ **Fewer errors**
- ☐ **Better follow-up**
- ☐ **Other: -----**

You **do not** need to automate everything.
Find **one piece of work** that **keeps repeating**, and make that piece better.
