

AI Made Simple

A Practical Guide for Small Business Owners Ready to Grow with AI

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 COMPLETE GUIDE

 ACTIONABLE STRATEGIES

 PROVEN FRAMEWORKS

Inside this guide, you'll discover exactly how AI can help your small business increase output, improve consistency, and add clarity to decision making — without needing technical expertise.

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Chapter 1

The AI Shift in Small Business

AI is increasingly part of how small businesses work today.

68%

Using AI Regularly

According to a 2025 Intuit QuickBooks small business survey, 68% of small businesses report using AI regularly, with 28% using AI daily.

74%

Boosting Productivity

Nearly three-quarters (74%) of those using AI say it is boosting their productivity — helping them complete tasks more efficiently.

82%

Believe AI Is Important

Reimagine Main Street's 2025 survey found 82% of small businesses believe adopting AI is important for maintaining a strong position in today's environment.

These patterns show that small business leaders are finding practical value in AI, embedding it into daily operations.

This represents an opportunity:

AI can help small teams increase output, improve consistency, and add clarity to decision making.

📌 **Invitation:** If you would like help identifying where AI can create measurable value in your business, you are welcome to schedule a 30 minute AI Opportunity Call at: www.stevenkhong.com

Chapter 2

What AI Is



Human Reasoning

Software that mirrors aspects of human reasoning



Pattern Learning

Systems that learn from data and patterns



Automation & Analysis

Tools that support automation, personalization, and analysis

AI works best when guided by clear human leadership.

Chapter 3

The Opportunity for Small Businesses

AI allows small businesses to:

- Increase output without increasing headcount
- Expand marketing reach
- Improve sales follow up
- Strengthen customer communication
- Document and refine processes

When used thoughtfully, AI becomes a leverage tool.

The key is clarity of strategy before automation.

Leadership Development

Lead AI Adoption Thoughtfully

If you are a founder, executive, or team leader who wants to guide AI adoption thoughtfully inside your organization, I created a structured AI Lessons program designed specifically for leaders.

These lessons focus on:



Strategic AI Integration



Decision Making Frameworks



Responsible AI Implementation



Practical Workflow Design



Leadership Alignment and Team Education

The goal is to lead AI transformation with clarity and confidence.

You can learn more about the AI Lessons package here:

[Explore AI Lessons](#)

Chapter 4

Five Areas Where AI Creates Immediate Value

Even applying AI to one of these areas can create meaningful efficiency.

1. Marketing

- Blog drafts
- Social captions
- Email campaigns
- Content calendars

2. Sales

- Outreach drafts
- Proposal frameworks
- CRM summaries
- Lead research

3. Operations

- SOP documentation
- Task workflows
- Process summaries

4. Customer Service

- FAQ templates
- Chat scripts
- Follow up messaging

5. Finance

- Expense summaries
- Basic forecasting
- Margin explanations

Chapter 5

How to Work with AI Effectively

AI responds best to clarity.

Be Specific

Instead of:

~~"Write a product description."~~

Try:

"Write a 200 word product description for busy working moms who value organic skincare."

Provide Context

- Audience
- Tone
- Geography
- Goal

AI improves with direction.

Set Constraints

- Word count
 - Bullet format
 - Professional tone
-

Refine

Ask for improvements.

Request variations.

Adjust until it aligns with your voice.

Chapter 6

The R.A.C.E. Framework

A Structured Way to Work With AI Like a Professional

The R.A.C.E. Framework transforms AI from a novelty tool into a strategic operating assistant.



R — Role

Define who the AI should act as



A — Action

Tell AI exactly what to do



C — Context

Provide the background and details



E — Execute

Define format and structure

This structure mirrors how leaders delegate to human team members.

When you assign work inside your company, you define:

- Who is responsible
- What needs to be done
- Why it matters
- What format or output is expected

AI works the same way.

Role & Action

R — Role

Define who the AI should act as.

Instead of treating AI like a generic tool, you assign it expertise.

Examples:

- "You are my Chief Marketing Officer."
- "You are a compliance focused HR advisor."
- "You are an experienced retail merchandising strategist."
- "You are my sales operations manager."

Why this matters:

Large language models are trained across multiple domains. When you define a role, you narrow the perspective and activate more relevant patterns.

This increases relevance and reduces generic output.

Leadership Insight: Clear role definition increases clarity of responsibility. AI mirrors structured delegation.

A — Action

Tell AI exactly what to do.

Vague instruction produces broad results.
Specific instruction produces usable output.

Instead of:

"Help with marketing."

Try:

"Create a 4 week Instagram content calendar promoting our spring collection."

Or:

"Draft a proposal outline for a commercial kitchen repair contract targeting hospital facilities."

The more defined the task, the more refined the output.

Leadership Insight: Clarity of action eliminates ambiguity.

Context & Execute

C — Context

Context is the multiplier.

This is where most people underperform when using AI.

Context includes:

- Target audience
- Geography
- Industry
- Brand voice
- Budget constraints
- Growth goals
- Operational limitations
- Current challenges

Example without context:

"Write a value proposition."

Example with context:

"Write a 1 sentence value proposition for a Bay Area boutique fitness studio targeting working professionals who value efficient 45 minute workouts and community."

The second prompt produces messaging aligned with strategy.

Leadership Insight: Context transforms information into alignment.

E — Execute

Execution defines format and structure.

Specify:

- Word count
- Bullet or paragraph format
- Table structure
- Professional or conversational tone
- Include call to action
- Include headline and subhead

Example:

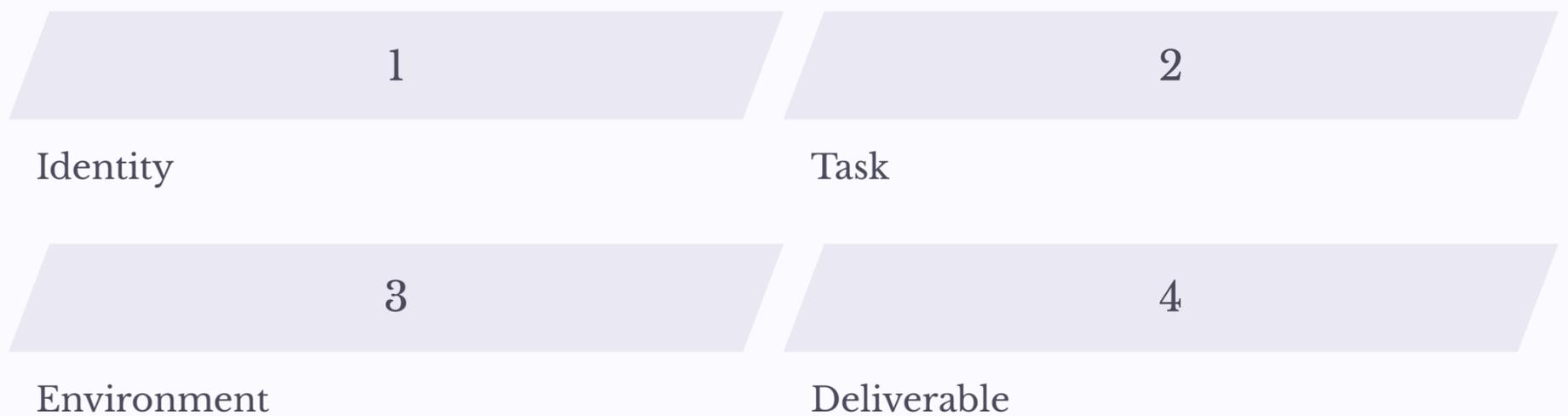
"Deliver this in a 3 column table with weekly themes and measurable KPIs."

This turns AI into a structured output engine.

Leadership Insight: Structured execution increases usability.

Why R.A.C.E. Works

The framework works because it mirrors human cognitive delegation:



When you remove ambiguity at each layer, AI produces higher quality results.

Without structure, AI generates broad summaries.

With structure, AI generates **operational assets**.

Full R.A.C.E. Prompt in Action

- Role:** You are my marketing strategist for a commercial kitchen service company operating in California and Georgia.
- Action:** Create a 3 email outreach sequence targeting restaurant owners who need preventative maintenance services.
- Context:** We specialize in refrigeration and emergency repair. Our tone is professional, reliable, and relationship focused.
- Execute:** Deliver in bullet format with subject lines and clear call to action.

This single prompt can generate:

A usable
outreach
sequence

Sales language
refinement

Brand voice
consistency

Immediate
deployment
ready content

Moving From Casual Use to Strategic Use

Most business owners experiment with AI.

Leaders integrate AI into:

- Sales systems
- Marketing calendars
- SOP development
- Proposal generation
- Financial reporting summaries

The R.A.C.E. framework becomes the internal standard for how teams interact with AI tools.

It creates consistency.

It creates speed.

It creates alignment.

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- Support Option:** If you would like a customized R.A.C.E. Prompt Library tailored to your industry, you can request an AI Implementation Session at: <https://stevenkhuong.com/contact>

Or Text Steven Khuong directly at (415) 409-8046

Chapter 7

Practical Small Business Applications

AI supports consistency and clarity across communication.



Local Restaurant

- Menu descriptions
- Weekly promotional content
- Event announcements



Retail Boutique

- Product descriptions
- Personalized email campaigns
- Seasonal promotions

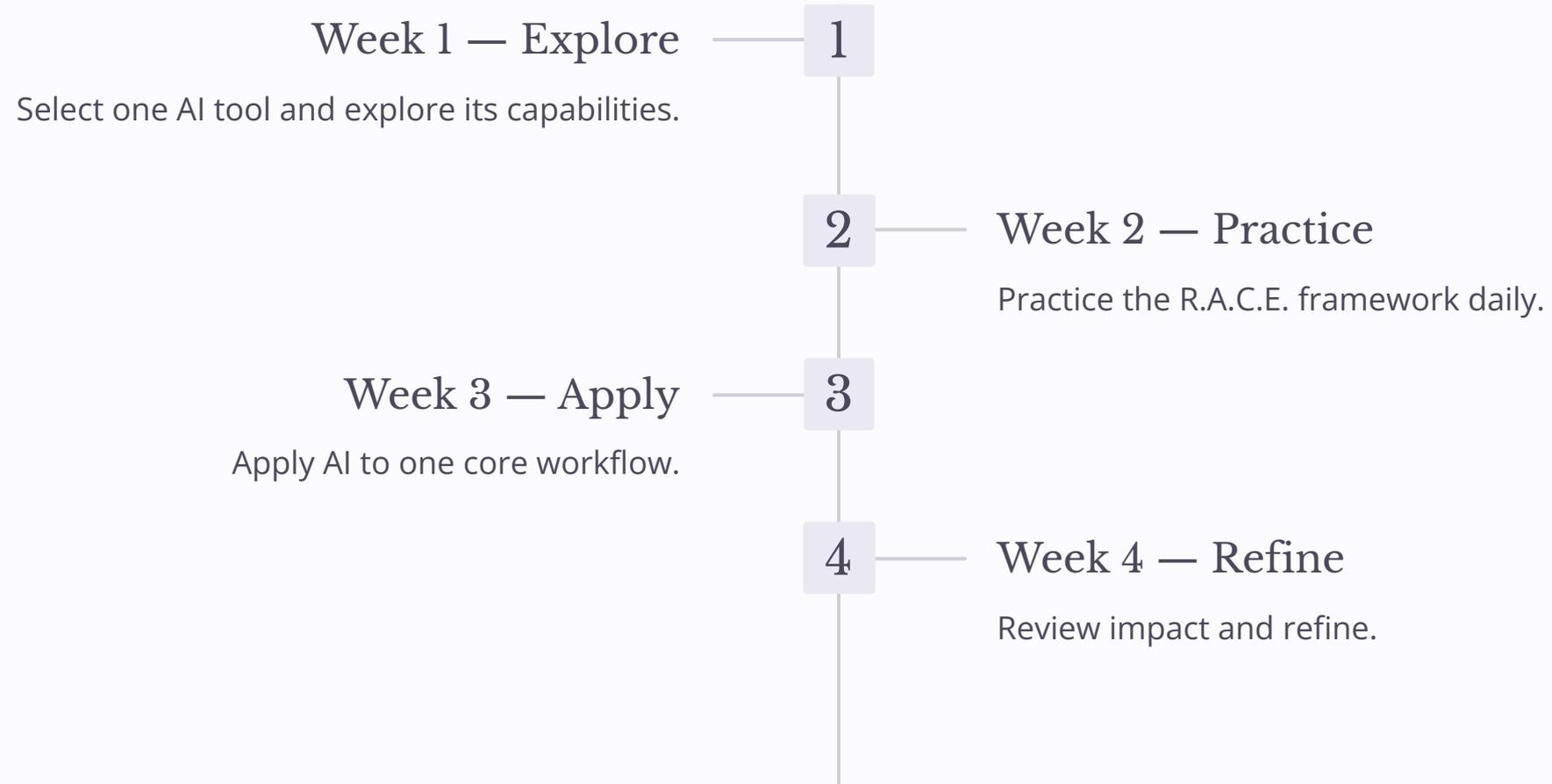


Real Estate Agent

- Property listings
- Market summaries
- Buyer education emails

Chapter 8

A 30 Day AI Growth Plan



Track Your Progress



Time Saved



Sales Response Time



Content Volume



Operational Clarity

Measurement creates insight.

Chapter 9

AI Readiness Self Assessment

Reflect on the following:

#	Question	Your Answer
1	Do you have documented processes?	Yes / No
2	Is your ideal customer clearly defined?	Yes / No
3	Do you track basic conversion metrics?	Yes / No
4	Are your sales follow ups consistent?	Yes / No
5	Is your messaging clear and repeatable?	Yes / No

If you see areas for refinement, AI can support structured improvement.

Chapter 10

Moving Forward with Confidence

AI is most powerful when paired with strategy.

At Steven Khuong Consulting, we help small businesses:

- Identify high value AI use cases
- Build AI supported workflows
- Train teams on structured prompting
- Integrate AI into sales and marketing systems
- Document scalable operating processes

The approach is thoughtful, practical, and aligned with long term growth.

AI can amplify your business potential.

You do not need technical expertise.

You need **curiosity, clarity, and intention.**

If you would like guidance on implementing AI in a structured way, you are welcome to schedule a strategy conversation.

Visit

www.stevenkhuong.com

Email

info@stevenkhuong.com

Call or Text

(415) 409-8046

I look forward to supporting your growth.

— Steven Khuong