

10 Everyday AI Use Cases

To Put AI to Work

01

Draft and Polish Emails in Minutes

EMAIL & COMMUNICATION

What it is Use an AI writing assistant to turn a few bullet points into a polished client email, follow-up, or newsletter draft—then refine tone and length with a one-line instruction.

Why it matters Reclaim 30 – 60 minutes a day on routine correspondence and respond to clients faster without sacrificing quality.

First step *Open your authorized AI platform, paste three bullet points about your message, and ask: “Write a friendly, professional email to a client about [topic].”*

02

Summarize Long Documents and Reports

RESEARCH & READING

What it is Drop a PDF, contract, or multi-page report into an AI tool and get an instant summary, key-point list, or set of action items you can share with your team.

Why it matters Cut reading and review time from hours to minutes, and make sure nothing important gets buried in the fine print.

First step *Upload a document to your authorized AI platform and ask: “Summarize this in 10 bullet points and flag anything that needs a decision.”*

03

Turn Meeting Notes into Action Items

MEETINGS & PROJECT MANAGEMENT

What it is Record or paste raw meeting notes and let AI generate clean minutes, a decisions log, and assigned action items with owners and due dates.

Why it matters Eliminate the “who said what” confusion after every meeting and make accountability automatic.

First step *After your next call, paste the transcript into an AI tool and ask: “Create meeting minutes with action items, owners, and due dates in a table.”*

04

Generate Marketing and Social Content

MARKETING

What it is Produce blog intros, LinkedIn posts, product descriptions, ad headlines, and image captions from a short brief—then iterate on tone and audience in seconds.

Why it matters Keep your marketing cadence consistent without hiring a full content team, and test more messaging variations faster.

First step Write one prompt: *“Write three LinkedIn posts under 150 words for an SMB accounting firm promoting our new payroll service with a professional tone.”*

05

Build a First-draft Spreadsheet Formula or Plan

OPERATIONS & FINANCE

What it is Ask AI to write Excel or Google Sheets formulas, build a budget template, or draft a simple financial projection from your assumptions—no formula memorization required.

Why it matters Stop losing time hunting for the right formula, and help non-finance staff build usable models with confidence.

First step Describe your goal: *“I need an Excel formula that sums sales by rep for the current month and highlights anyone below quota.”*

06

Create Customer-facing FAQs and Help Content

CUSTOMER SUPPORT

What it is Generate FAQ pages, step-by-step setup guides, and reply templates for common support questions from a short description of your product or service.

Why it matters Reduce repetitive support tickets and give customers instant, accurate self-service answers around the clock.

First step List your top 10 support questions and ask AI: *“Write clear, friendly FAQ answers for each, plus a short troubleshooting tip where useful.”*

07

Brainstorm and Refine Business Ideas

STRATEGY & PLANNING

What it is Use AI as a sounding board to brainstorm product names, campaign angles, pricing models, or strategic options—then pressure-test each one with targeted questions.

Why it matters Get past the blank-page problem and surface options you might not have considered, in minutes instead of days.

First step Try: *“Here are 5 names for a new service line. Please critique each for clarity, trademark risk, and appeal to SMB buyers.”*

08

Translate and Localize Communications

SALES & CLIENT SERVICES

What it is Translate emails, proposals, product pages, and support replies into other languages with natural phrasing, then adjust for regional tone and formality.

Why it matters Communicate more effectively with multilingual clients while reducing time spent on translations.

First step *Paste a client email and ask: “Translate this into Spanish in a professional but warm tone suitable for a small business customer.”*

09

Draft Job Descriptions and Interview Questions

RECRUITING & HR

What it is Generate tailored job descriptions, screening questions, and structured interview guides from a short role summary.

Why it matters Speed up hiring and reduce bias with structured, role-aligned materials you can reuse across candidates.

First step *Describe the role and ask: “Write a job description and 8 structured interview questions with a scoring rubric for a small-business office manager.”*

10

Analyze Customer Feedback at Scale

CUSTOMER INSIGHTS

What it is Feed survey responses, reviews, or support transcripts into AI to surface themes, sentiment trends, and top friction points—without manually reading every entry.

Why it matters Turn hundreds of customer comments into a clear, prioritized action list in minutes, and identify emerging issues before they impact customer satisfaction or retention.

First step *Export your last 50 reviews or survey comments and ask: “Identify the top 5 themes, overall sentiment, and the 3 most common complaints.”*

A Few Practical Guardrails:

- Review and validate AI-generated content before sharing it externally. AI is a powerful assistant, but human review remains essential.
- Don't enter sensitive or confidential information (client PII, financials, legal documents, or information under NDA) into public AI tools. Use company-approved tools for confidential work.