

A FREE GUIDE FROM QUIETLY SMART

Where your week goes

Five places work gets stuck in a small business. How to spot which one is yours, and one thing you can fix this week without hiring anyone.

Ten minutes to read

Nothing to buy

2 to 50 staff



Quietly Smart

WHY THIS EXISTS

Most owners have one real problem, not twenty

It is not the workload. It is that everything needs you. Most owner-run businesses have **one or two real problems**, and everything else is a knock-on effect.

This guide names the five most common, and for each one, a small piece of AI you can set up yourself this week, free.

I am Matt Wills. I run Quietly Smart, and I build the version of these that runs on its own, without you. Most owners have three or four of these at once, and the order you fix them in matters more than any single fix. That is the part I get paid for.



THE FIVE

The five places work gets stuck



1

The quote is still sitting there



2

You never got back to them



3

You are still chasing your own money



4

You are typing it twice



5

Everything waits on you

PROBLEM ONE OF FIVE

Your price has not gone out yet

- A quote, a proposal or a price for a booking waits on you to write it
- You meant to send it, then three urgent things happened
- You have lost work to someone who answered faster, not someone better



PROBLEM ONE • THE FIX

Let AI draft the next one for you

DO THIS WEEK

Open a saved chat in your AI assistant and paste in your last three prices or quotes that won the job, with client names and rates taken out. This becomes its reference.

Next time an enquiry lands, paste in your rough notes and the words below. You get a full draft, in your own structure and wording, in under a minute. You check it and send it.

PASTE THIS

Using the three examples I gave you, write a new price for this job: [paste your notes]. Match the same structure, tone and level of detail. Ask me for anything that is missing before you write it.

New to this? ChatGPT, Claude and Gemini are all free to start. Pick one, save the chat once, then reuse it forever.

Where it breaks: *one example in, one flat draft out. Give it three, not one, or it has nothing to match your tone against.*

THE BUILT VERSION Drafts it the moment the enquiry lands. No paste, no tab to open, just a price waiting in your inbox.

PROBLEM TWO OF FIVE

You never got back to that enquiry

- Enquiries arrive in four places: email, WhatsApp, the website, Instagram
- You read a message, think "I will answer that properly later", and later never comes
- You have found a good lead weeks after it went cold



Give AI your answers, not a template

DO THIS WEEK

Open a saved chat in your AI assistant. Paste in your prices, your availability, and how you normally answer the three questions people always ask.

Next time an enquiry lands, paste their exact message in and use the words below. You get a specific reply, not a holding line, in under a minute. You check it and send it.

PASTE THIS

Here is what someone just asked me: [paste their message]. Using what I gave you about my prices and availability, write them a real answer, not a generic one. If you are missing something you need, ask me first.

Why it matters: most enquiries are not lost to a better offer. They are lost to silence, or to a vague reply that does not actually answer the question.

Where it breaks: *people write the perfect reply once, then forget to update it when a price or a date changes, and it quietly starts lying for them.*

THE BUILT VERSION Reads the enquiry and replies itself, day or night, before you have even seen it land.

PROBLEM THREE OF FIVE

You are still chasing your own money

- You only notice an invoice is late when you look at the bank
- Chasing feels awkward, so it slides down the list
- You have cash sitting in other people's accounts right now



Let AI write the chase, calmly

DO THIS WEEK

List what is overdue: who, how much, how many days late. Paste that list into your AI assistant with the words below, while you are calm and nobody owes you anything.

You get three messages back, for day 7, 14 and 30, each matched to how late that client is. Diarise the dates the moment you send the invoice.

PASTE THIS

Here is what is overdue: [paste your list]. Write three short chase messages per client, for day 7, day 14 and day 30 late, friendly at first and firmer by the third. Keep my usual tone.

Why it matters: 63 per cent of Australian small businesses spend time chasing late payments (GoCardless / YouGov, 2025). That sizes the problem, it does not prove my fix.

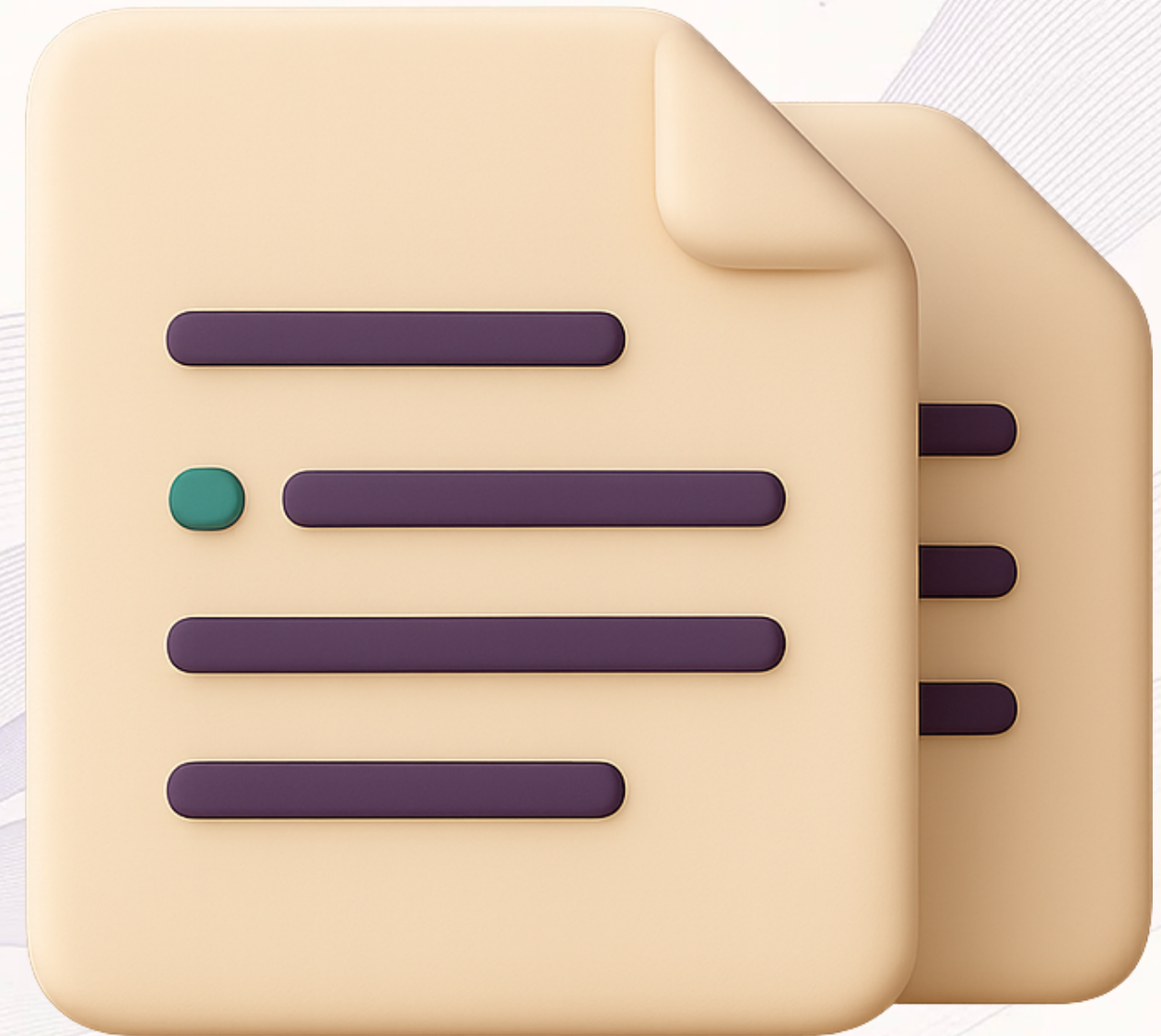
Where it breaks: *the messages get written once, then sit in a doc nobody opens. Without a diary entry, day 7 never actually arrives.*

THE BUILT VERSION Watches the accounts and sends the right message on the right day, without you touching it.

PROBLEM FOUR OF FIVE

You type the same details three times

- The same details go into the quote, then the invoice, then the booking or job sheet
- Two systems disagree and you are the only one who knows which is right
- Nobody else can do it, because the real version lives in your head



PROBLEM FOUR • THE FIX

Let AI pull the details out for you

DO THIS WEEK

Next time a job comes in as a messy email, a WhatsApp thread or a scribbled note, paste it into your AI assistant with the words below.

You get back a clean list, ready to paste into the quote, the invoice and the booking sheet, instead of read three times and typed three times.

PASTE THIS

Here is a new job, in whatever form I have it: [paste the message or photo text]. Pull out the client name, contact, address, dates, price and any notes, as a clean list I can copy into other documents.

Why it matters: nobody can take a job off you while the real version of it lives in scattered messages and your memory.

Where it breaks: *it works once, then quietly stops. Nobody remembers to paste the next one in, and the spreadsheet goes stale within a fortnight.*

THE BUILT VERSION Does this the moment the message lands, and drops it straight into your spreadsheet. No paste, no typing.

PROBLEM FIVE OF FIVE

Everything waits on you

- Your team is capable, and they still ask before they act
- Work stops while you are on a plane, in a meeting, or asleep
- You cannot take a proper week off without the business slowing down



Turn your one answer into an assistant

DO THIS WEEK

Pick the single question your team asks you most. Write down, in plain language, exactly how you decide it: the actual logic, not the outcome.

Paste that into the same saved chat with the words below, and tell your team to ask it that question before they come and find you.

PASTE THIS

Here is how I decide [the question]: [write out your actual logic]. When my team asks you this question, work through it the way I just described, and give them a clear answer.

Why it matters: the delay usually costs more than the mistake you are protecting against, and it is almost always the same handful of questions.

Where it breaks: *the logic in your head has exceptions you have never written down. The first time it is wrong, most owners quietly go back to doing it themselves.*

THE BUILT VERSION Is not one question, it is all of them. That is the AI Chief of Staff: your judgement, running without you.

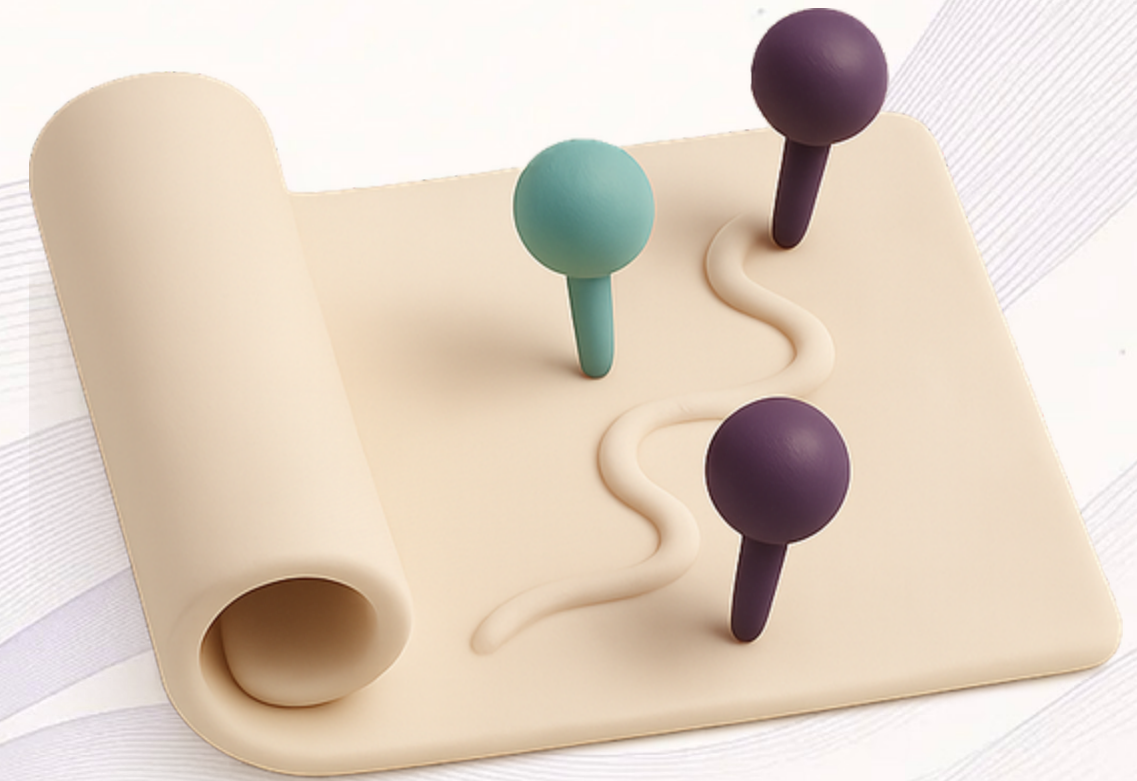
WHAT TO DO WITH THIS

Fix one thing, then look again in a month

Pick the one that stung. Do the thing under it this week, properly, and leave the other four alone.

Then look again in a month. Once the worst one is gone, the next one is usually easy to see.

Most businesses have three or four of these running at once, and the order you fix them in matters more than any single fix. That is the part I get paid for.



BEFORE YOU TAKE MY WORD FOR ANY OF IT

Where I have fixed these before

Problem four, everything in one person's head. A landscape design firm had its company knowledge scattered across files and memory. We put it in one place the whole team could search.

"It was all handled quickly and efficiently, and the whole process was completely stress-free. Now we have a smart system in place that's saving us so much time."

Julian Grant, Eden Landscape Design

Problem one, work waiting on one person to make it. A London company's marketing pieces took days each because one team made all of them.

"We achieved a massive acceleration in our design workflow, cutting tasks such as flyers and marketing collateral that used to take days into just hours."

Ashish Gupta, GreenVan, London

STRAIGHT ANSWER ON RELEVANCE

Those two are landscaping and marketing. I have also worked with hotels in Bangkok, a jewellery brand in New York, and Zest Creative here in Bangkok. A different trade every time, and the same five problems in all of them. That is why I think they are worth your ten minutes.

IF YOU WANT A HAND

Book a free 30-minute call with Matt Wills

You tell me which of the five is yours, and how the work actually moves through your business. I tell you straight where I think it is stuck, and what I would change first. If there is nothing worth building, I say that too.

Matt Wills • **Quietly Smart**

quietlysmart.ai

Go to quietlysmart.ai and click Book a call. Or reply to whoever sent you this.

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