

**MORE CLIENTS · LESS YOU**

# **AI DRIVEN CLIENT MACHINE**



**DEREK JUSTIN**

**How To Use AI To Attract, Sell & Retain  
New Customers For Your Business.**

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[freemytime.ai](https://freemytime.ai)

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## A NOTE BEFORE WE START

# Read This First.

*Two minutes. Then we get to work.*

If you own a local business, you don't have a marketing problem. You don't have a sales problem. You don't have a team problem.

You have a **time** problem. Everything else is a symptom of it.

I wrote this book because I watched too many good operators — plumbers, coaches, agency owners, contractors, consultants — drown in the work that the work created. They built the business they wanted, and the business ate them alive.

AI is the first tool in 30 years that gives an operator a real shot at fixing that. Not a slightly faster way to do what you already do. A different shape of business entirely — one where the owner makes decisions and the agents do the work.

This book is short on purpose. It's three pillars, thirteen plays, and a starting line. Every play ends with a prompt you can paste into ChatGPT or Claude this afternoon. No software to buy. No course to finish. No demo to sit through.

Read it twice. Run one play this week. Then come find me at [freemytime.ai](https://freemytime.ai).

— *Derek*

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BEFORE YOU TURN THE PAGE

# The 10% Rule.

*Are you the 90% — or the 10%?*

On average, only **10%** of the people who read a book like this one will actually do anything with it. The other 90% will nod along, dog-ear a page, set it down, and go right back to running their business the way they ran it last week.

That's not a guess. That's the read rate on every business book ever published. Most people read for the feeling of progress. A few read for actual progress.

*So which one are you?*

**The 90%** finish this book and change nothing. They keep answering every lead themselves. Keep moving names through a spreadsheet at 11pm. Keep promising clients they'll "get to it tomorrow."

**The 10%** stop reading every few pages, open ChatGPT or Claude, run a prompt, and watch a piece of their week get handed back to them. That's the whole game.

## THE WHOLE BOOK IN ONE INSTRUCTION

If a play interests you, **stop reading**. Open the prompt. Run it. Look at what AI gives you back. Then come back to the book. Reading without doing is a hobby. Doing is the whole point.



## CHAPTER 1

# More Clients. Less You.

*The whole book in four words.*

Read the cover again. That's the entire promise.

Most business advice tells you to do **more**. More posts. More calls. More follow-ups. More hustle. More hours. More duct tape.

That advice was written for a world without AI. That world is gone.

In the new world, the answer is the opposite. **Less** of you on the phone. **Less** of you typing the same email. **Less** of you manually moving leads through a spreadsheet at 11pm. And **more** clients on the books, because the work that used to require you doesn't anymore.

*You don't add hours. You add agents.*

That's the shift. You stop being the bottleneck and start being the conductor. You decide what gets done. AI does it. You spot-check the output. You sign off. You go home at 5.

This book shows you how. Three pillars. Thirteen plays. One shared idea: **more clients, less you.**

## CHAPTER 2

# The Three Pillars.

*Sales. Operations. Fulfillment. That's the whole map.*

Every local business runs on three things. Find clients. Run the back office. Deliver the work. Do those three well and you have a business. Do any of them poorly and you have a job.

01

## Sales

*The fuel.*

AI as your always-on lead-response and conversion engine. It answers fast, follows up forever, and never forgets a lead.

02

## Operations

*The engine under the hood.*

AI between your tools, doing the handoffs you used to do. Quiet, constant, and the difference between a smart car and a supercharged V8.

03

## Fulfillment

*The client experience.*

AI keeping clients informed, impressed, and coming back. The reputation pillar — where one client turns into three.

Three pillars. Run them in order or pick the one bleeding the loudest. Most plays in this book are patches — because that's where the money already is. In your CRM. In your inbox. It just leaked out before you noticed.

## CHAPTER 3 · PILLAR ONE

# Sales.

## *Sales is the fuel.*

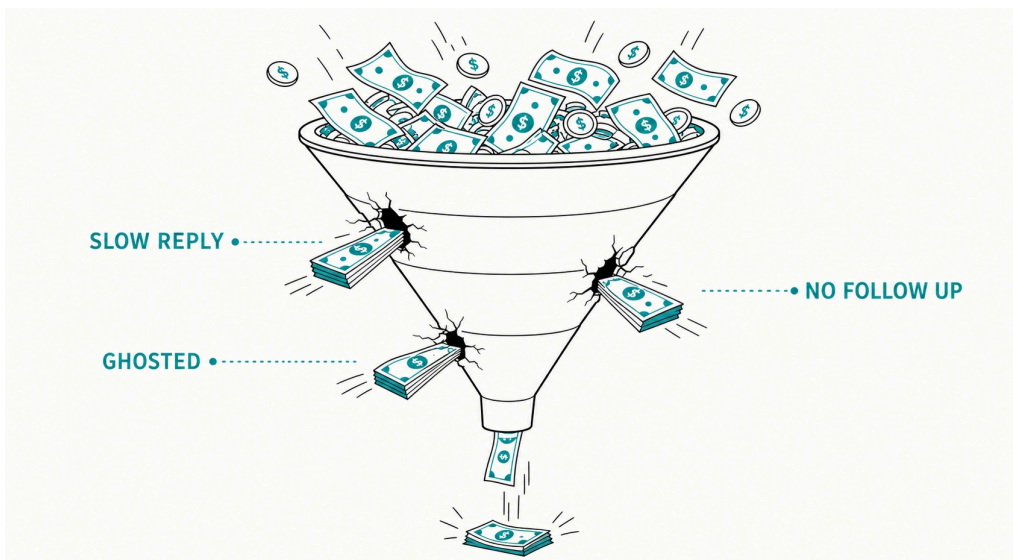
Every business has a sales problem. The good ones know it. The rest are still blaming the algorithm.

The ones who do feel it usually try to fix it the wrong way. More ads. More leads. More posts. More hustle. More money poured into a bucket that's already leaking.

The lead came in. Nobody got back fast enough. The phone rang. Nobody picked up. The website got 400 visits last month. Four of them booked. The five-star reviews are sitting there from 2023.

That's not a "we need more leads" problem. That's a sales problem hiding in plain sight. Patch the holes first. Then turn the spigot up.

Presence is the boring half of sales — and presence is the one thing AI does better than humans, because AI doesn't sleep, doesn't get distracted, and doesn't have a kid with a fever.



# The Quiet Killer.

*Most websites without AI are the Quiet Killer.*

Your website is open right now. Somebody is on it. They are not buying. They are not booking. They are not calling. They are reading, scrolling, and quietly leaving. You will never know they were there.

That is the quiet killer. Not a bad ad. Not a bad offer. A website that looks fine and converts nobody.

Most local-business websites are a digital business card with a contact form nobody fills out. Hours, services, a stock photo of a smiling family, a phone number. **If the visitor has to think about what to do next, you've already lost them.**

Your website should be selling for you. Right now it is *filig leads* for you.

AI fixes this three ways. **It talks back** — a real chat that knows your pricing and books the appointment before the visitor closes the tab. **It personalizes** — different headlines for different visitors, on the fly. **It follows up** — the visitor who didn't book gets a real message about their actual problem an hour later.

## TRY THIS

Open ChatGPT or Claude. Paste this:

*"You're a conversion copywriter. Here's my homepage URL: [paste]. Read it. Tell me the three reasons a visitor would leave without booking, and rewrite the hero headline and the primary call-to-action so a stranger knows exactly what to do in under 5 seconds."*

Run it. Read what it gives you. Update your site this week.

# Secret Sales Team.

*Your best salesperson won't show up on the org chart.*

Imagine you hired five people tomorrow. They cost you nothing. They never call in sick. They speak to every lead the second the lead raises a hand. They book the appointment, take the deposit, and send the confirmation before you finish your coffee.

You'd hire that team in a heartbeat. You already can. They're called AI agents.

A lead fills your contact form at 9:47pm on a Tuesday. Within 12 seconds, an AI sends them a text. Friendly. Sounds like you. Asks two qualifying questions. Books the appointment if they're hot, tags them for follow-up if they're not.

A lead asks a question on your Facebook page at midnight. AI replies before they scroll away. With the right answer.

A repeat client texts your business number with *'hey are you guys still doing the deep cleans?'* AI knows who they are, what they bought last time, and replies with a quote and a calendar link.

*That's not science fiction. That's a Tuesday.*

## TRY THIS

Most CRMs (GoHighLevel, HubSpot, Close, even a spreadsheet hooked to Zapier) can fire an automated text the moment a lead form gets submitted. Ask ChatGPT:

*"Write me a 3-text response sequence for a new [your business type] lead. Text 1 fires in under 60 seconds and asks two qualifying questions. Text 2 fires 15 minutes later if no response. Text 3 fires the next morning. Voice: friendly, direct, not corporate."*

Paste the texts into your CRM as an automation. Live in an hour.

# Always On.

*The only competitor your business can't beat is the one open at 10pm.*

Half your leads come in after hours. You know it. The data has known it for a decade.

So why do most local businesses still operate like a 9-to-5? Because picking up the phone at 10pm sucks. Because your spouse will leave you. Because you already worked 11 hours.

Voice AI is the answer nobody's been telling you about. The phone rings. AI picks up. It sounds like a real person — not the 2018 robo-voice. It greets the caller, knows your services, knows your pricing, books the appointment, takes the message, transfers to you only if needed. You wake up to three booked appointments and zero missed calls.

The objection: *'My customers want to talk to a real person.'*

Two answers. **One** — your customers want their problem solved. If AI solves it at 10:42pm, they don't care that it's AI. **Two** — they're going to talk to AI eventually anyway. Either yours, or your competitor's. Pick which.

*Always on isn't a feature. It's a moat.*

## TRY THIS

You don't need a voice AI on day one. You need a voicemail-to-action fix. Set your business voicemail to send transcripts to your email, then ask ChatGPT:

*"Read this voicemail transcript. Write me a text I can send back in 30 seconds that gets them on my calendar."*

You won't out-Voice-AI the big guys yet. But you'll stop losing the after-hours leads you're losing right now.

## Don't Miss.

*The thing that kills businesses is leads who go quiet.*

You quoted them. They said *'let me think about it.'* That was 17 days ago. You haven't followed up. You won't.

That lead is dead. Not because they hated your price. Because nobody touched them again, and the kitchen remodel, the dental cleaning, the coaching package — it slipped down their list. Your competitor's name moved up.

This is the most expensive habit in local business: **letting warm leads cool off because following up feels needy.** It doesn't feel needy when AI does it for you.

Here's an AI follow-up sequence — not the drip campaign you tried in 2019. **Day 1:** quick text. **Day 3:** a value text — photo of the last job that looks like theirs. **Day 7:** a short voice note in your tone. **Day 14:** a price-anchor message. **Day 30:** soft re-engage.

Five touches you'd never make. AI makes them, in your voice, while you're at your kid's game. The leads that close from sequence 4 and 5 are the leads you didn't know you had.

### TRY THIS

Pull a list of every lead from the last 90 days who didn't close. Paste 5 of them into Claude with this:

*"You're me. I run a [your business]. Write a short, human re-engagement text to each of these 5 leads. Reference what they asked about. No pitch. Just open the door."*

Send them this week. Some will close. Some will tell you why they didn't. Both are wins.

## Stars Sell.

*Five stars don't sell themselves. They sell you when you're not in the room.*

The local business with 47 reviews beats the local business with 6. Every time. It's not even a contest.

Most owners think reviews are a marketing job. They're a **fulfillment-into-sales** job. The best time to ask is the moment the customer is happiest, and you are usually too busy to ask in that moment. AI is not too busy.

The job ends. The invoice is paid. AI waits 90 minutes — long enough that the customer has settled, short enough that the dopamine is still there — and sends one message in your voice. AI tracks who responded. AI asks again in 5 days if they didn't. AI flags the 3-stars so you can call before they post a 1-star.

Then — the part most people miss — AI takes the best reviews and **uses them**. On your website. In your follow-up sequences. In your ads. The 5-star Karen left becomes the headline that closes the next five Karens.

*Stars compound. One review feeds the next ten.*

### TRY THIS

Open your last 10 happy customers in your phone. Ask ChatGPT:

*"Write me a short, casual review-request text I can send each of these customers. Sound like me, not like a chain restaurant. Include the Google review link."*

Send 10 today. Three will leave reviews this week. That's \$0 spent and 30% more social proof on your business by Sunday.

## CHAPTER 4 · PILLAR TWO

# Operations.

*Operations is the engine under the hood.*

Sales is the fuel. Operations is the engine that turns it into miles.

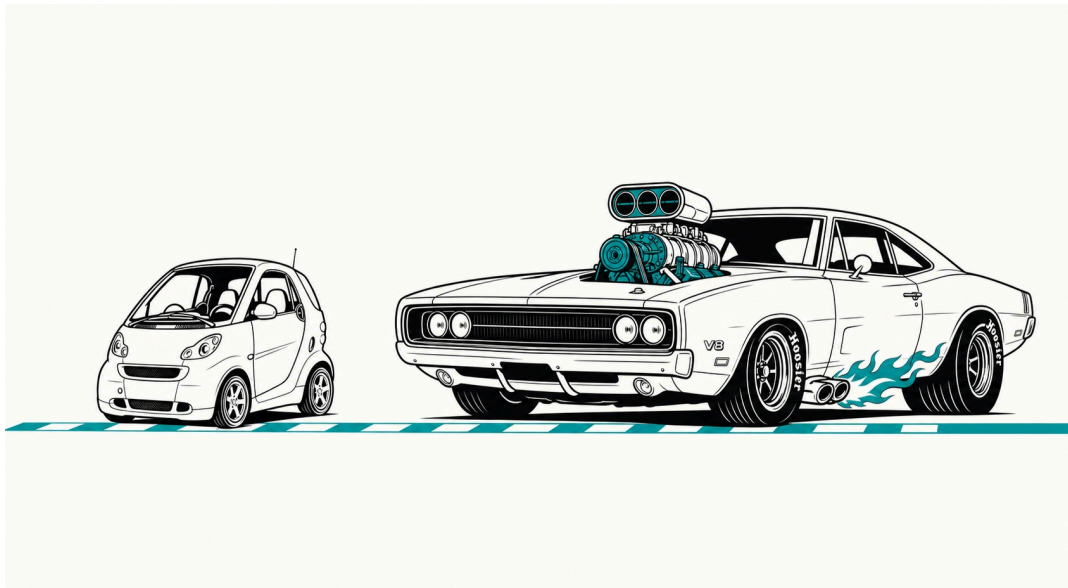
Pour all the fuel you want — a busted engine still leaks it on the driveway. Eight tools. Five logins. Duct tape between them. That's how most owners are losing 10-15 hours a week without ever feeling them go.

The lead form fired. The CRM didn't get it. The invoice went out late. The reminder text never sent. The Google Sheet has the right answer in row 47, if you can find it.

That's not a tools problem. That's an engine problem. Connect what you already own. Stop running the handoffs in your head.

Operations is the boring half of the business — and boring is exactly what AI does better than humans, because AI doesn't forget, doesn't get tired, and doesn't have a kid with a fever.

Run them in order or start with whichever leak is costing you the most hours.



## Burn The Sheets.

*If your business runs on a spreadsheet, your business is one tab away from a heart attack.*

Light a match.

The Google Sheet with client info. The Excel file you email yourself for backup. The 'tracker' you built in 2022 with 14 tabs that one person still understands.

These are not tools. These are filing cabinets you typed into.

A spreadsheet doesn't follow up. A spreadsheet doesn't remind you. A spreadsheet doesn't notice when something fell through. It sits there until you open it, and the second you close it, your business goes back to running on memory.

AI replaced spreadsheets two years ago. Most owners haven't noticed.

What replaces them isn't a fancier sheet. It's a workflow. Lead comes in → gets enriched → gets categorized → gets routed → gets tracked → gets reported. You read the Monday summary and act on the three names that matter.

*We turned a calculator into a filing cabinet. AI turns the filing cabinet back into a business.*

### TRY THIS

Pick the one spreadsheet that runs the most of your business. Take a screenshot. Paste it into ChatGPT with this:

*"Look at this spreadsheet. Tell me which 3 columns are tracking work I should automate, which 3 are tracking decisions I should still make, and which columns are pure data entry that AI could fill in for me."*

You'll get back the map of what to kill, what to keep, and what to automate first. Free. 10 minutes.

## Tool Time.

*Tim Allen had Binford. You have AI. Same energy. More power.*

Every owner I talk to has a tool problem. Not too few — too many.

The CRM. The scheduler. The invoicing app. The email platform. The texting tool. The reviews tool. The payments processor. The signature thing. The *'we should consolidate this'* Notion doc.

Eight tools. Five logins. Three monthly subscriptions you forgot you're paying for. A tech stack held together with duct tape and vibes.

This is the part of the show where Tim grunts, adds more power, and the dishwasher launches through the roof. Don't be Tim. Be the AI version of Tim — same instinct for *more power*, applied with one finger on the keyboard instead of a chainsaw.

AI sits *between* your tools. It doesn't replace them. It connects them. Lead form → welcome text → calendar booking → CRM contact → tag → reminder → follow-up → invoice. You didn't switch CRMs. You didn't migrate data. You plugged AI in between the tools you already pay for.

*Five manual handoffs. Five places it can break. AI does five for free, in three seconds, every time.*

### TRY THIS

Open ChatGPT and paste:

*"I run a [your business]. Here are the tools I currently use: [list them — CRM, calendar, email, texting, invoicing, etc.]. Map the 5 most common workflows in my business and tell me where data has to move from one tool to the next. For each handoff, tell me whether Zapier, Make, or a built-in integration is the cleanest fix."*

You'll get a workflow map of your own business in 90 seconds. That map is the project plan for your next 30 days.

## Socially Awkward.

*You don't have to be on social media to be on social media. Awkward, I know.*

Most owners I know have given up on social media. Not because it doesn't work. Because they don't have time to feed the beast.

Three platforms. Five posts a week. Captions. Hashtags. Reels. Carousels. Replying to comments. The algorithm changed again. *Awkward.*

Here's the truth no marketing agency will tell you: 80% of small-business social media is a content **calendar** problem, not a creativity problem. You don't need a viral video. You need to show up consistently with stuff that's good enough.

AI does good enough. All day. Without coffee.

Once a week — Sunday night, Monday morning — you sit down for 20 minutes. You tell AI what happened in your business that week. The job you finished. The client win. AI writes 5 posts. Different angles. Different platforms. Captions tuned for Facebook vs Instagram vs Google Business. You read them, tweak two, approve five. AI schedules them across the week.

*You don't have a content problem. You have a content-calendar problem.*

### TRY THIS

Open Claude or ChatGPT. Paste:

*"I run [your business] in [your city]. This week, the most interesting thing that happened was [1-2 sentences]. Write me 5 social posts based on it — one for Facebook, one for Instagram, one for Google Business Profile, one for LinkedIn, one short text I could send to my email list. Match the tone: [friendly / professional / casual / blunt]."*

You'll have a week of content in three minutes. Schedule it in whatever tool you already use.

## Big Brain.

*Stop carrying your business around in your head. That's not leadership. That's a tax.*

You know everything about your business. The pricing. The clients. The vendor with the cheaper PEX. The lead who said they'd call back in spring. The job that almost went sideways last August.

It's all in your head. Which means none of it is in your business.

The day you take a vacation, your business stops. That's not a healthy operation. That's a hostage situation where the hostage is *you*.

The Big Brain play: dump what's in your head into a place AI can read, and let AI become the second brain that doesn't need a vacation.

Every voicemail → transcribed and summarized in your inbox. Every client call → recorded, action items pulled out. Every text thread → searchable ('*what did Karen say about the kitchen budget?*' — answered in two seconds, not 20 minutes of scrolling). Every job you've ever done → tagged, photographed, indexed.

You stop being the only person who knows things. AI knows things. You make decisions. That's the difference between an operator and an owner.

*That's the big brain. Yours. Working while you're not.*

### TRY THIS

Take your last 5 voicemails or your last 5 client emails. Paste the transcripts/text into Claude with:

*"You're my chief of staff. Read these. Pull out: action items I owe somebody, decisions I need to make, dates I need to remember, and anything that's about to fall through the cracks. Format it as a 1-page Monday-morning brief."*

Once you see what it does for 5 messages, you'll never run your business out of your inbox again.

## CHAPTER 5 · PILLAR THREE

# Fulfillment.

*Fulfillment is the client experience.*

Sales got them in. Operations delivered. Fulfillment decides if they ever come back.

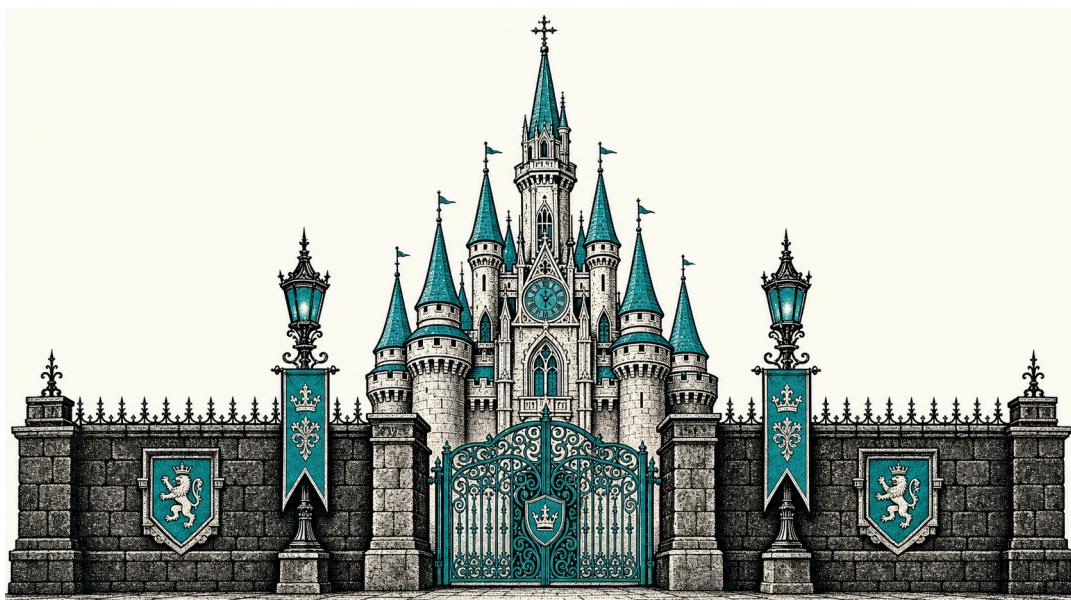
Most owners stop at "the customer is happy." Happy is the floor. Happy doesn't post a review. Happy doesn't refer their neighbor. Happy doesn't reply to the upsell. Happy is what you get the second before they forget you exist.

The job closed Friday. The follow-up never went. The review link never landed. The "how'd we do" email sat unsent. The next appointment never got booked.

One client should become three. A review. A referral. A repeat. That's not a luck problem. That's a fulfillment problem dressed up as a busy week.

The follow-through is the boring half of the client experience — and boring is exactly what AI does on time, every time, because AI doesn't get behind, doesn't drop the ball, and doesn't have a kid with a fever.

Run them in order or start with the client you already lost this month.



## On The Way.

*The most expensive silence in your business is between booking and arrival.*

A client books you on Tuesday for a job on Thursday. From Tuesday to Thursday, what does that client hear from you?

For most local businesses, the answer is: nothing. Maybe a confirmation email that went to spam. Maybe a reminder text the night before. Maybe nothing at all.

That silence is where doubt lives. *Did they get my booking? Are they still coming? Should I call somebody else just in case?*

AI runs the whole sequence. **The moment they book** — a confirmation text in your voice. **Night before** — a quick prep text. **Day of, 30 minutes out** — *'on my way, ETA 9:58, truck is white.'* **Arrival** — a photo or voice note: *'I'm here, knocking now.'*

That sequence is the difference between a 4-star review and a 5-star review. Between *'they did good work'* and *'they were so professional, I felt taken care of the whole time.'*

*Clients don't tip you for the work. They tip you for the way it felt.*

### TRY THIS

Open ChatGPT and paste:

*"I'm a [your business]. Write me a 4-message client communication sequence from booking to arrival. Message 1: at booking. Message 2: night before. Message 3: 30 min out. Message 4: arrival. Casual, confident, sounds like a small business owner who cares. Include placeholders for ETA, name, and service type."*

Drop those four templates into your CRM. Trigger them off the calendar event. Done before lunch.

## Take Notes.

*You showed up. The notes show up too. Same hour. Without you.*

Coaches, consultants, agency owners, advisors — read this one twice.

How much of your week is spent on calls? Now: how much is spent *writing up* the calls? The recap email. The action items. The proposal. The deck. For most consultants that ratio is 1:1. One hour on the call, one hour after. You billed for the call. You ate the hour after. That's the gap that ate your weekend.

AI closes that gap. Not 80%. **All** of it.

You hop on a Zoom, Meet, or phone call. AI is sitting in the meeting. It transcribes in real time. The second the call ends, AI pulls out action items, decisions, deadlines, follow-ups. Then it writes the recap in your voice and drops it in your drafts.

That's level one. Level two is where it gets fun. The same transcript becomes a **proposal**, a **statement of work**, a **client report**, a **slide deck**, a **case study**. Coaches — that transcript becomes next week's homework, the audio summary you send the client, and a journal prompt for them.

*Stop selling your time. Start selling what your time produces.*

### TRY THIS

After your next client call, take the recording (Zoom and Meet both have one-click transcripts now). Paste the transcript into Claude with:

*"You're my chief of staff. Read this client call transcript. Write me: (1) a 4-bullet recap email I can send the client today, (2) a list of action items with who-owns-what, (3) a 1-page summary of decisions made and open questions. Tone: [your tone]."*

You'll see the future in about 30 seconds.

## Status Update.

*Clients don't quit because the work is bad. They quit because they feel forgotten.*

The most common question in your business is some version of 'what's the status of my thing?'

The kitchen remodel. The contract draft. The custom order. The onboarding. The coaching plan. The leak you said you'd fix on Tuesday.

You answer that question 30 times a day. Over text, email, phone, while you're driving, while you're eating, while you're trying to do the actual work. Every answer takes 90 seconds. Thirty answers a day is 45 minutes. Five days is almost four hours a week answering the same question.

AI answers it for you. With context.

AI sits on top of your project pipeline — GoHighLevel, Asana, Trello, ClickUp, even a Google Sheet. When a client texts 'hey, what's the update on my kitchen?' — AI replies: 'Hey Karen — you're in the cabinet phase, install starts Monday the 18th. Countertops template is done, fabrication is 7-10 days out. We're tracking right on the schedule we sent you.' You never saw the text. The client feels seen.

It also works the other direction. AI proactively sends weekly status updates without you asking. Every Friday at 4pm. You approve once a month.

*You don't need to be in the middle of every step. You just need to make sure the client knows what step we're on.*

### TRY THIS

Pick your three most active clients. For each one, ask Claude:

*"Here's the current status of my client [name]'s project: [2-3 sentences from your project board]. Write me a short, friendly Friday-afternoon status update text I can send them. No fluff. Just where we are, what's next, and when."*

Send all three before 5pm. Watch what happens to your reply rate.

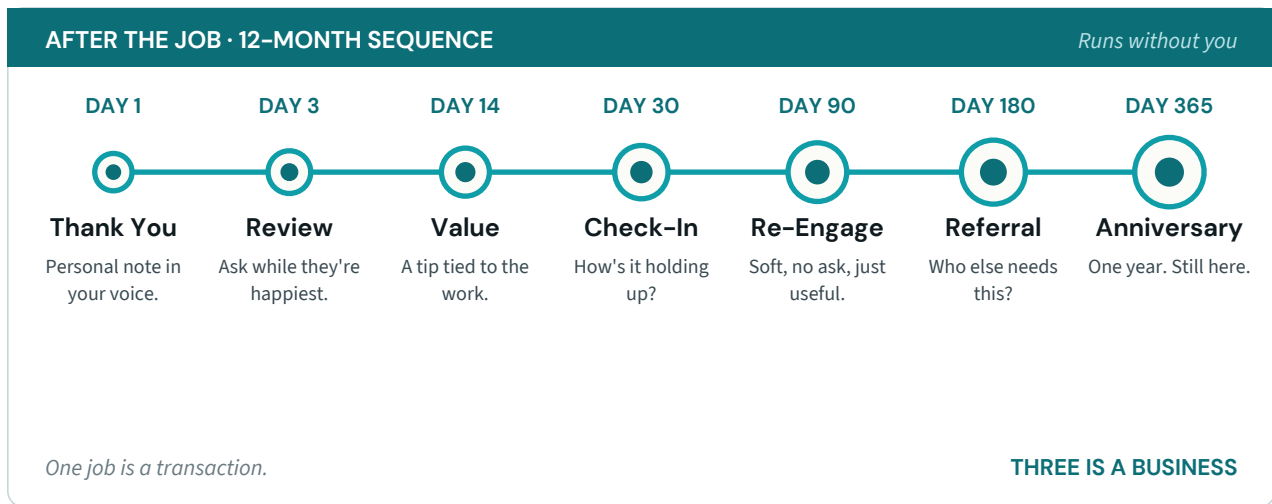
# After The Job.

*One job is a transaction. Three is a business.*

The job is done. The invoice is paid. Most businesses move on.

That's where the money is. The client you already won is 5x cheaper to sell to than the next stranger. Every owner knows this. Almost none have a system for it. AI is the system.

The job ends. AI starts a sequence that runs for 12 months without you touching it. Seven touches. Each one is short, in your voice, personalized to what AI knows about that client.



Every one is a chance for repeat work, a referral, or a review. You will never run this sequence by hand. AI runs it forever.

## TRY THIS

Open Claude. Paste:

*"I'm a [your business]. Write me a 7-touch post-job follow-up sequence over 12 months. Days: 1, 3, 14, 30, 90, 180, 365. Each message is short, in my voice, sounds like a small-business owner who cares. Include placeholders for client name, job type, and one personalized detail."*

That's your retention engine. Drop it into your CRM and let it run.

# Too Many To Cover.

Here's the truth.

I could write four more chapters on fulfillment and still not cover your business. Because fulfillment isn't one thing. A plumber's fulfillment is not a coach's fulfillment is not a med spa's fulfillment is not an agency's fulfillment.

A roofer needs drone-photo damage reports auto-sent to the insurance adjuster. A coach needs a homework reminder that adapts to what the client said on the call. A med spa needs a pre-treatment text that knows what they booked and what they're allergic to. A consultant needs a 30-page strategy doc generated from a 60-minute call. A contractor needs a daily progress photo posted to a private client portal.

None of that is in this book. Because none of it is one-size-fits-all.

That's what [freemytime.ai](https://freemytime.ai) is for.

## THE NEXT STEP

### Take the AI Action Plan.

It asks you about your business — what you sell, who you sell to, what's eating your week. Then it builds a custom plan. Real prompts, real plays, built around your operation. Free.

Want to go deeper? Grab the **Deep Dive Assessment** — your tools, your team, your tech stack, your bottlenecks. Custom prompts. Custom workflows. Sales, Operations, Fulfillment. The works.

Use code [AIDRIVEN26](https://freemytime.ai) for 50% off.

## MORE CLIENTS · LESS YOU

*This book gets you started. [freemytime.ai](https://freemytime.ai) gets you finished.*

## CHAPTER 6 · ACTIVATION

# The Audit.

*Don't fix everything. Find the one bleeding worst.*

You can't run thirteen plays at once. Don't try.

Pick the bleeding artery first. The audit is a 15-minute exercise to find it.

## ASK YOURSELF THESE FIVE QUESTIONS

**1. Where do leads disappear?**

*Form fills with no follow-up. Calls without callbacks. Quotes that went quiet.*

**2. What do I do every week that I hate?**

*If you wince thinking about it, AI probably does it for you.*

**3. What's the question clients ask most?**

*If you answer it 30 times a day, AI should answer it 29.*

**4. Where does work fall through?**

*The handoff between sale and onboarding. Onboarding and delivery. Delivery and follow-up.*

**5. What would I do with 10 hours back?**

*If the answer is 'sell more,' run a Sales play. If it's 'breathe,' run an Operations play. If it's 'keep clients longer,' run a Fulfillment play.*

*The bleeding artery picks the play. Not the other way around.*

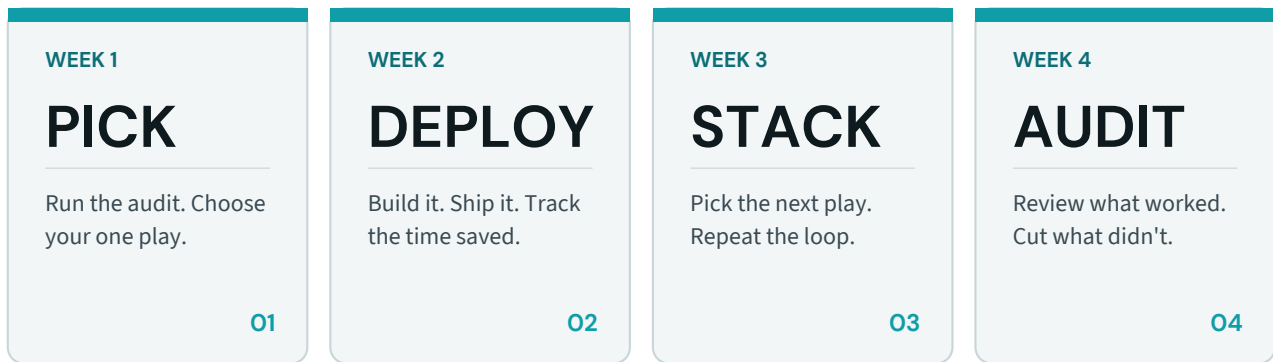
CHAPTER 7 · ACTIVATION

# Your First 30 Days.

*One play a week. That's it.*

Most owners fail at AI the same way they fail at the gym. They show up Monday with a 90-day plan, do everything in week one, and quit by Friday.

Don't do that. Do this.



DAY 1

DAY 30

That's it. No 90-day plan. No 47-step framework. Pick. Deploy. Stack. Audit. Then do it again next month with a new bleeding pillar. Most owners who do this for three months call me back to tell me their evenings are theirs again.

*One play a week. Four a month. Forty-eight a year. That's a different business.*

## CHAPTER 8

# Free Your Time.

*The whole reason you started a business in the first place.*

You didn't start your business to answer texts at 9pm.

You started it for a reason. Maybe it was money. Maybe it was freedom. Maybe it was so your kid could see you in the carpool line on Wednesdays.

Somewhere along the way, the business swallowed the reason. The thing you built to give you a life started consuming your life. That's the moment most owners either burn out, sell at a discount, or settle.

AI is the way out.

*The goal was never more hours in the business. The goal was always more hours in your life.*

Run the plays. Pick the bleeding artery first. Do one a week. In three months you'll have a different business. In six, you'll have your evenings back. In a year, you'll be the operator your competitors don't know how to compete with.

That's the whole pitch. **More clients. Less you.** Not as a slogan — as the actual outcome.

THE QUICK-START CARD

# Tear It Out. Tape It Up.

*Every play and its prompt on one page.*

PILLAR	PLAY	ONE-LINE PROMPT
Sales	<b>Quiet Killer</b>	Audit my homepage and rewrite the hero + CTA.
Sales	<b>Secret Sales Team</b>	Write a 3-text auto-response for new leads.
Sales	<b>Always On</b>	Turn voicemails into texts that book appointments.
Sales	<b>Don't Miss</b>	Re-engage 5 cold leads with personalized texts.
Sales	<b>Stars Sell</b>	Casual review-request texts for 10 happy clients.
Operations	<b>Burn The Sheets</b>	Tell me what to automate from this spreadsheet.
Operations	<b>Tool Time</b>	Map my workflows and find handoffs to automate.
Operations	<b>Socially Awkward</b>	5 social posts from this week's events.
Operations	<b>Big Brain</b>	Monday-morning brief from my voicemails + emails.
Fulfillment	<b>On The Way</b>	4-message booking-to-arrival client sequence.
Fulfillment	<b>Take Notes</b>	Recap email + action items from this call.
Fulfillment	<b>Status Update</b>	Friday status texts for my 3 active clients.
Fulfillment	<b>After The Job</b>	7-touch 12-month post-job follow-up sequence.

All 13 prompts — tuned to your industry — at [freemytime.ai](https://freemytime.ai). Code **AIDRIVEN26** for 50% off the Deep Dive.

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**ABOUT THE AUTHOR**

# Derek Justin.

*And the AI assistant who helped him write this.*

**Marketing Strategist · AI Integration Guy · FL REALTOR®**

Derek's spent the last 8 years building automation and marketing systems for hundreds of small business owners — starting with websites that just had to make the phone ring, and ending up with full-blown AI-driven systems that run a business while the owner sleeps.

These days he runs **Gulfside Property Group** out of Pensacola, where he points the same marketing firepower at real estate — cinematic listing content, AI buyer targeting, and negotiation strategies that get homes sold faster and at top dollar.

Whether it's a small business owner trying to get their evenings back or a homeowner trying to sell smart, Derek's playbook is the same: **combine local expertise with marketing systems built to generate results — not excuses.**

Find him at [freemytime.ai](https://freemytime.ai).

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**ONE LAST THING**

## A note from the AI.

Quick confession — I'm Derek's AI. He brought the ideas, the experience, the stories. I helped him build the book in a weekend instead of a year. Kind of the whole point.

If AI can build a book in a weekend, imagine what it does for the part of your business eating your weekends. Don't imagine. Go to [freemytime.ai](https://freemytime.ai). I'll be there.

— *Derek's AI*

READY?

# Ready for your own AI Driven Client Machine that saves you hours of work every week?

## AI Action Plan

A free quiz that asks about your business and unlocks a custom prompt library tuned to your industry.

FREE · [freemytime.ai](https://freemytime.ai)

## Deep Dive Assessment

A custom AI deployment plan for your business — sales, ops, fulfillment, tools, workflows, the works.

CODE: AIDRIVEN26 · 50% OFF

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