



10 AI Automations Small Businesses Pay For

The exact builds to learn first, who buys them, and what to charge. No coding required.

 10 ready-to-sell ideas

 Price ranges

 First-client tips

START HERE

Businesses don't want AI. They want the results.

Almost every small business owner has heard that AI can save them time, but very few know how to actually set it up. That gap is your opportunity.

You don't need to code. You need to know **what to build** and **who to build it for**. This guide gives you both: 10 automations that come up again and again in freelance job posts and local businesses.

HOW TO READ EACH AUTOMATION

Every automation in this guide follows the same simple framework:

⚡ TRIGGER

What starts it?
A new form, email, call,
payment or a time of day.

💡 THINK

What would a human decide
or write? That's where AI
(Claude) does the work.

✅ ACT

What happens next?
Send the reply, update the
sheet, alert the owner.

🛠️ **Tools you'll use:** a no-code automation tool (Make, n8n or Zapier), Claude for the "Think" step, and the apps the business already uses: Gmail, Google Sheets, their forms and CRM.

💰 **About the prices:** the ranges are typical *starting* points for beginners. Always price by the value to the business. If it saves them \$10,000 a year, a \$1,000 project is an easy yes.

THE 10 AUTOMATIONS · 1-2

01 AI Lead Responder

\$500-\$1,500

●●○ Intermediate

😓 Leads go cold while the owner is busy on a job. Slow replies mean lost customers.

⚡ TRIGGER

New website form or quote request



💡 THINK

Claude qualifies the lead (hot / warm / spam) and writes a warm, personal reply



✅ ACT

Reply emailed · lead logged in a sheet · owner texted if urgent

WHO BUYS

Home services, real estate, clinics

💡 FIRST-CLIENT TIP

Fill in a local business's contact form and time their reply. If it takes hours, show them this.

02 Missed-Call Text-Back

\$400-\$1,000

●●○ Intermediate

😓 The phone rings while they're under a sink. The caller just calls the next business.

⚡ TRIGGER

Missed call on the business number



💡 THINK

Claude writes a friendly SMS matching the business's tone



✅ ACT

Text sent within seconds · caller logged as a lead

WHO BUYS

Trades, salons, auto shops

💡 FIRST-CLIENT TIP

Pitch it as "never lose a caller again". Every trade business understands that instantly.

THE 10 AUTOMATIONS · 3-4

03 Inbox Triage + Drafted Replies

\$500-\$1,200

●●○ Intermediate

😓 The owner loses hours a day to email and misses the important ones.

⚡ TRIGGER

New email arrives



💡 THINK

Claude labels it (booking, question, billing, spam) and drafts a reply from the business FAQ



✅ ACT

Gmail label applied · draft waiting · daily summary of priority emails

WHO BUYS

Any busy owner, consultants, clinics

💡 FIRST-CLIENT TIP

Start with drafts only, never auto-send. It feels safe, which makes it an easy yes.

04 Review Request Machine

\$300-\$800

●○○ Beginner

😓 Happy customers never leave reviews because nobody asks at the right moment.

⚡ TRIGGER

Job marked complete / invoice paid



💡 THINK

Claude writes a short, personal thank-you using the customer's name and service



✅ ACT

SMS or email sent with the Google review link

WHO BUYS

Local businesses, dentists, trades

💡 FIRST-CLIENT TIP

The easiest build on this list. Great as a first project to get a testimonial.

05 Review Reply Writer

\$300-\$800 ●○○ Beginner

😓 Unanswered reviews (especially bad ones) look careless to new customers.

⚡ TRIGGER

New Google review

💡 THINK

Claude drafts a thoughtful reply: grateful for 5★, calm and helpful for 1★

✅ ACT

Draft sent to the owner to approve and post

WHO BUYS

Restaurants, clinics, hotels

💡 FIRST-CLIENT TIP

Bundle it with #4 as a "Reputation Package" and charge more for both.

06 Content Repurposing Machine

\$600-\$1,500 ●●○ Intermediate

😓 Everyone knows they "should post more" but nobody has the time.

⚡ TRIGGER

New YouTube video, blog post or voice memo

💡 THINK

Claude turns it into LinkedIn posts, captions, tweets, a newsletter blurb and reel hooks

✅ ACT

A week of posts added to a content calendar for approval

WHO BUYS

Coaches, creators, agencies

💡 FIRST-CLIENT TIP

Run one of the prospect's own videos through it and send them the results as your pitch.

07 Website FAQ Chatbot

\$800-\$2,000 ●●● Advanced

😞 Visitors ask the same 20 questions and leave when nobody answers.

⚡ TRIGGER

Visitor sends a chat message



🧠 THINK

Claude answers only from the business's FAQ and policies



✅ ACT

Answer shown · unsure questions escalated to the owner

WHO BUYS

Clinics, local services, e-commerce

💡 FIRST-CLIENT TIP

Always add a "talk to a human" fallback. Owners worry most about wrong answers.

08 Invoice & Receipt Extractor

\$500-\$1,200 ●●○ Intermediate

😞 Someone manually types numbers from PDFs into spreadsheets every week.

⚡ TRIGGER

Email with a PDF invoice or receipt



🧠 THINK

Claude extracts vendor, date, amount, tax and category



✅ ACT

Row added to a sheet or accounting tool · file saved to Drive

WHO BUYS

Any business, bookkeepers

💡 FIRST-CLIENT TIP

Bookkeepers have many clients with the same problem. One bookkeeper can mean many repeat projects.

09 Meeting Notes → Tasks

\$400-\$1,000

●●○ Intermediate

😓 Great calls, zero follow-through. Action items get lost.

⚡ TRIGGER

Call recording or transcript is ready



💡 THINK

Claude summarizes the call and pulls out action items with owners and dates



✅ ACT

Tasks created · recap email sent to attendees

WHO BUYS

Consultants, agencies, sales teams

💡 FIRST-CLIENT TIP

Demo it on one of your own discovery calls, with permission.

10 Weekly KPI Report

\$600-\$1,500

●●● Advanced

😓 The owner has no idea how the week went without digging through 5 tools.

⚡ TRIGGER

Every Monday at 8 am



💡 THINK

Claude reads the numbers from sheets / CRM and writes a plain-English summary



✅ ACT

One clear email: wins, problems, what to focus on

WHO BUYS

Agencies, managers, e-commerce

💡 FIRST-CLIENT TIP

A perfect monthly care-plan add-on, because clients never want to lose it.

AT A GLANCE

All 10, side by side

#	AUTOMATION	BEST BUYERS	DIFFICULTY	STARTING PRICE
1	AI Lead Responder	Home services, real estate, clinics	●●○	\$500-\$1,500
2	Missed-Call Text-Back	Trades, salons, auto shops	●●○	\$400-\$1,000
3	Inbox Triage + Drafted Replies	Any busy owner, consultants, clinics	●●○	\$500-\$1,200
4	Review Request Machine	Local businesses, dentists, trades	●○○	\$300-\$800
5	Review Reply Writer	Restaurants, clinics, hotels	●○○	\$300-\$800
6	Content Repurposing Machine	Coaches, creators, agencies	●●○	\$600-\$1,500
7	Website FAQ Chatbot	Clinics, local services, e-commerce	●●●	\$800-\$2,000
8	Invoice & Receipt Extractor	Any business, bookkeepers	●●○	\$500-\$1,200
9	Meeting Notes → Tasks	Consultants, agencies, sales teams	●●○	\$400-\$1,000
10	Weekly KPI Report	Agencies, managers, e-commerce	●●●	\$600-\$1,500

WHERE TO START

Build #1 first: the AI Lead Responder.

It's the easiest to explain ("every lead gets a reply in 2 minutes"), quick to build, and the value is obvious to any business owner. Build it, record a 2-minute demo, and you have your first portfolio piece.

YOUR NEXT 7 DAYS

From this guide to your first portfolio piece

Day 1

Pick your tool

Create a free Make (or n8n) account and a Claude API key with a small spending limit.

Day 2

Build a tiny win

Form submission → new row in Google Sheets. That's your first automation.

Day 3

Add the "Think" step

Send the form message to Claude and have it classify the lead and write a reply.

Day 4

Finish the Lead Responder

Email the reply, log the lead, text the owner if it's urgent. Test with 3 fake leads.

Day 5

Record a 2-minute Loom demo

Problem → live demo → result. This video will win you clients.

Day 6

Set up your profile

Upwork title: "AI Automation Expert | Make, n8n, Zapier + Claude". Add your demo.

Day 7

Reach out

Send 10 proposals or messages to businesses that need exactly what you built.

WANT THE STEP-BY-STEP?

Build these, and land your first client in 30 days.

AI Automation Launchpad is a beginner-friendly course that takes you from "I use ChatGPT" to landing your first paid AI automation client, with no code and no audience needed.

Inside the course:

-  Build #1, #3 and #6 from this guide, step by step (your portfolio)
-  Package and price your service by value, not hours
-  Land clients: Upwork profile, proposal formula, local outreach, call script
-  Turn one-off projects into monthly retainers
-  6 bonuses: 20 automation recipes, outreach scripts, proposal templates, pricing calculator + more

\$97 ~~\$147~~ · founding price

Join AI Automation Launchpad →

 **Link in our Instagram bio**

 14-day "Build It" guarantee

Questions? Send us a DM on Instagram. We read every message.

Earnings disclaimer: price ranges are typical starting points, not guarantees. Results depend on your effort, skills and market. This guide and course teach skills and do not guarantee income or clients.