



KEYWIND

A FREE GUIDE FOR BUSINESS OWNERS

Where do I start *with AI*?

A plain-English guide for owners who are curious about AI, a little skeptical, and short on time. You'll finish knowing what it can really do for a business like yours, how to stay in control of it, and the first task you'd hand off.

READING TIME

About 15 minutes

TECH SKILLS NEEDED

None

INCLUDES

A 15-minute worksheet

PREFER TO LISTEN?

There's an audiobook version

By **Alex Chan**, founder of Keywind

A note before you start

If you picked this up, I'm guessing a few things are true.

You run a business you've spent years building. You're good at what you do. And lately, everywhere you look, someone is telling you AI is about to change everything, and that if you don't jump in now, you'll be left behind.

Maybe you've tried ChatGPT. You asked it to write an email or a post, and it was impressive for about five minutes. Then you closed the window, and your week looked exactly the same.

If that sounds familiar, you are not behind. You're where most owners are. The loudest voices online are usually selling something, the tools change every week, and it's hard to tell what's real, what's worth your time, and where to even begin.

I'm not a tech guy. I spent two decades in the corporate world before building businesses of my own, and like you, I had more work than hours. So I taught myself how to get AI to do real work in my businesses. Not clever paragraphs. The actual work: reading the inbox, catching follow-ups, pulling the numbers, drafting the posts, and putting all of it in front of me to approve.

It took a lot of trial and error. This guide is what I wish someone had handed me at the start.

Thank you for giving it your time.

Alex

The short version

Most people use AI like a very smart search box. You ask a question, it gives you an answer, and then you go do the work yourself.

The AI that actually gives owners time back works differently. You teach it once how your business handles a task, connect it to the tools you already use, and it does that task the same way every time. Anything important waits for your approval before it goes anywhere.

You don't need to be technical to get there. You need to know how your business runs, and you already do.

THE ONE IDEA TO REMEMBER

AI used to be something you asked questions. Now it can be something you give a job to.

What your week could look like

Forget the technology for a minute. Here's what this means in the moments that fill a normal week. Four of these five already run in my own businesses.

First thing in the morning

TODAY

You open your email, texts, calendar and task list and try to piece together what's on fire.

WITH AI STAFF

One page is waiting for you: what came in, what needs your answer, and what's due today. It was written before you sat down.

The follow-up that slips

TODAY

A customer emailed three days ago. You meant to reply. It got buried under everything else.

WITH AI STAFF

Anything that has waited too long for a reply gets flagged for you, so it doesn't quietly go cold.

The question that comes in at 9pm

TODAY

Someone asks a simple question after hours. By the time you see it the next day, they've called somebody else.

WITH AI STAFF

An assistant answers from information you approved, books the appointment on your real calendar, and hands anything tricky to a person.

The marketing you never get to

TODAY

You know you should post and email your customers. It's always next week.

WITH AI STAFF

Drafts show up in your voice on a review board. Nothing goes out until you approve it.

Knowing your numbers

TODAY

You find out how last month went when the report shows up, weeks later.

WITH AI STAFF

You ask "how did we do against our goal last month?" in plain English and get the answer with the numbers. It can look at the money. It can never move it.

None of this replaces you. It clears away the busywork so your hours go to customers, your team, and the decisions only you can make. And to a few more evenings at home.

What AI can do, and what it can't

You've heard plenty of promises. Here's the honest version.

What it's good at

- Tasks you do the same way every time
- Reading a lot of information fast and summarizing what matters
- First drafts of emails, posts and reports
- Noticing what changed, or what has waited too long
- Working at any hour, every day

What it won't do

- Know your business on day one. You teach it.
- Replace your judgment or your relationships
- Get everything right. It can misread things, which is why you check.
- Fix a messy process on its own. It follows the process you give it.

Anyone who tells you AI is magic is selling something. The better way to think about it is a very capable new hire who needs clear instructions and a manager. That manager is you.

How it works, in plain English

You don't need to understand any of this to benefit from it. But knowing the basics helps you ask good questions and spot hype when you hear it. Three ideas cover it.

1 It's organized like a small company

The tool I use is called Claude Code. Don't let the word "code" put you off: you talk to it in plain English. It comes from Anthropic, the company that makes the Claude AI. The regular chat version is like a brilliant consultant you can reach by phone: great advice, but you still do everything yourself. Claude Code is that same consultant sitting at a desk in your office, with a computer, a binder of your procedures, and keys to the programs you've approved.

On its own, it's a smart generalist. It becomes useful when you organize it the way you'd organize a company:

A manager at the top	Reads each request, decides who should handle it, and checks the work before you see it.
Department heads marketing, finance, operations	Each owns one area of the business, with its own goals and rules.
A binder of recipes written procedures	Step-by-step instructions for each task the business does regularly.
Connections to your tools	Your email, calendar, customer list and accounting software.
You the final say	Nothing goes to a customer, gets posted, or spends money until you say yes.

2 Recipes and cooks

Everything in that company is built from two pieces, and a kitchen is the easiest way to picture them.

A skill is a recipe. It's a written set of steps for one task, like "send the weekly sales summary" or "follow up with new inquiries." A recipe doesn't think. It makes sure the dish comes out the same way every time.

An agent is a cook. It's an AI worker with a role, like your marketing department, that knows which recipes are its job and uses judgment to follow them. Several cooks can work at the same time, each at their own station.

Here's the part that should give you confidence: recipes are written in plain English. If you can explain a task to a new employee, you can write one. Your years of knowing how your business runs are the valuable part. The AI is the part that follows through.

EXAMPLE RECIPE CARD

Follow up with new inquiries

WHEN Every weekday at 10am

STEPS

1. Find new inquiries from the website form and email that haven't had a reply.
2. Draft a warm reply using our FAQ and our price sheet.
3. Put each draft on my approval list, oldest first.

RULES

- Never send anything without my approval.
- Never quote a price that isn't on the price sheet.
- If someone sounds upset, flag it for me instead of drafting.

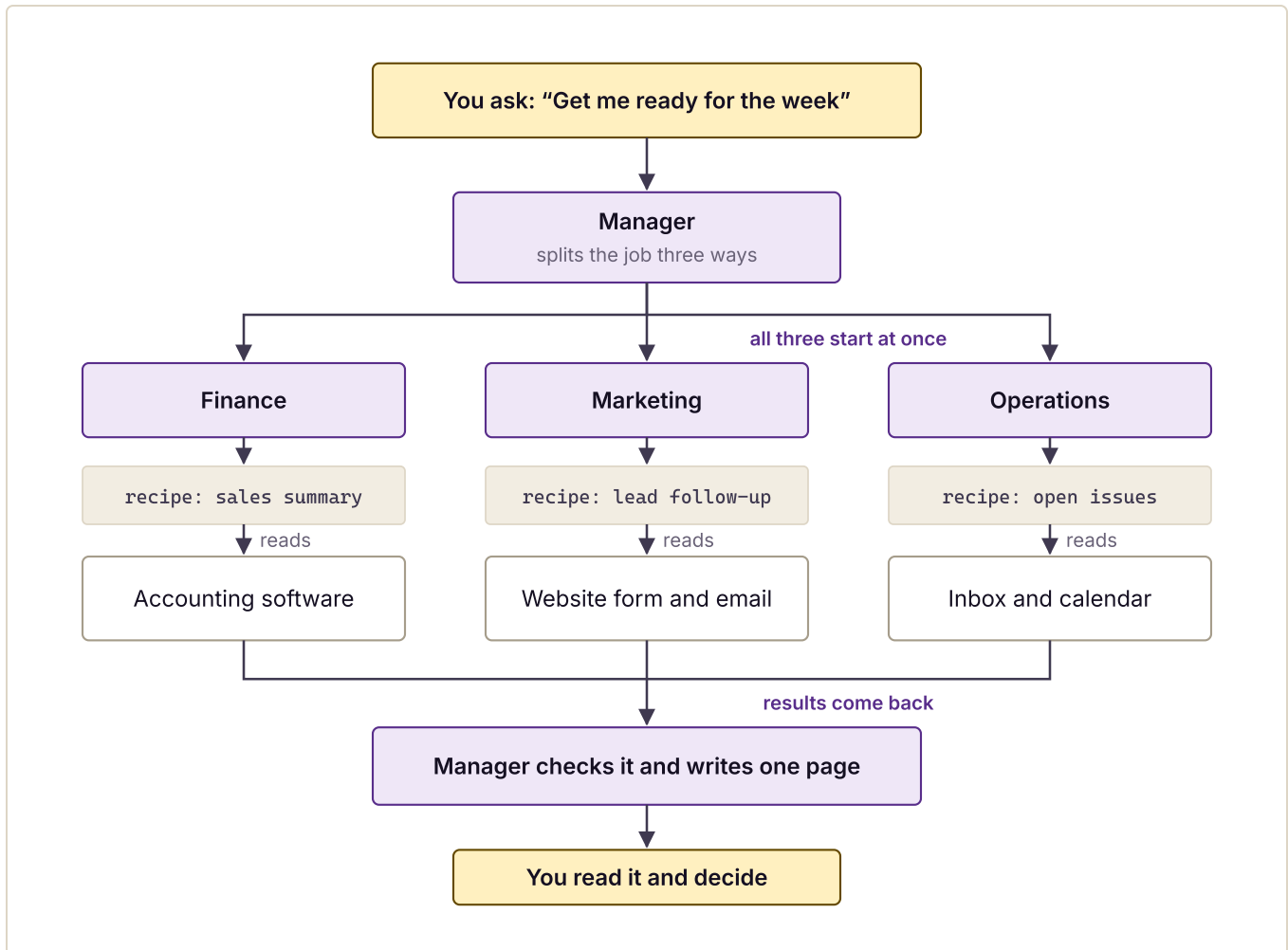
DONE MEANS Every new inquiry has a draft waiting for me.

That is a complete skill, written in plain English. No code.

3 It connects only to the tools you choose

Your email, calendar, accounting software and customer list each have a service window that other programs can use, called an API. Think of a restaurant waiter: you don't walk into the kitchen, you place an order and the waiter brings it back. Some tools also offer a ready-made plug made for AI, so no custom wiring is needed. When there's no plug, a small custom connection gets built instead.

Whichever way it connects, it only reaches the tools you approve, and passwords are stored securely, never written into the instructions.



One plain request becomes three jobs done at the same time, each by following its own recipe with your real data. You get one page and make the calls.

Staying in control

If you've spent years building something, handing any part of it to a machine should make you a little nervous. That instinct is right. Here's how a well-built system earns your trust.

✓ **You approve anything that leaves the building.**

Emails to customers, public posts, and anything involving money wait for your yes.

✓ **The rules are enforced, not just written down.**

In my own setup, the program that sends email refuses to send to anyone outside the business unless my approval was recorded first.

✓ **It can look at the money but never move it.**

It reads your numbers. It cannot pay, transfer or refund anything.

✓ **Your accounts stay yours.**

It runs on accounts you own and reaches only the tools you choose.

✓ **It shares only what a task needs.**

When it works on something, it sends the AI the files that task uses, never your whole computer.

✓ **Mistakes are expected and caught.**

It drafts, you check, and when something is wrong you fix the recipe once so it stays fixed.

✓ **You start with one task.**

Not the whole business. One task, working well, then the next.

YOUR WORKSHEET

Where to start: find your first hours back

This is the most valuable part of the guide, and it takes about 15 minutes. Grab a pen and fill it in on these pages.

STEP 1 **List the tasks that eat your week**

Write down the things you or your team do every week that feel like busywork. Don't filter yet.

TASK	HOW OFTEN	HOURS A WEEK	SAME STEPS EACH TIME?	NEEDS YOUR JUDGMENT?
<i>Example: replying to new inquiries</i>	<i>Daily</i>	<i>4</i>	<i>Mostly</i>	<i>Only on pricing</i>

STEP 2 **Circle your best first task**

The best first task happens often, follows mostly the same steps, takes real time, and wouldn't be a disaster if a draft came out wrong, because you'll approve it before it goes anywhere anyway. Save the tasks that need your judgment for later.

STEP 3 Do the math on your time

_____ hours a week × 50 weeks = _____ hours a year

Using the example above: 4 hours a week × 50 weeks = 200 hours a year. That's five full 40-hour work weeks, from one task.

Now the real question: what would you do with that time? Grow the business, spend it with your family, finally take care of your health? Write it down. That answer is your reason.

STEP 4 Write your first recipe

Answer these five questions about the task you circled, in your own words. Bullet points are fine.

1. When does this task happen, and what starts it?
2. What are the steps, in order?
3. Where does the information come from?
4. What should never happen?
5. What does "done" look like?

STEP 5 Try it in a chat window today

Open ChatGPT or Claude, paste the prompt below, fill in the highlighted parts, and add your notes from Step 4.

COPY THIS PROMPT

I run a **type of business**. Below are my notes on how we handle **the task**. Turn them into a clear, step-by-step procedure a new employee could follow, with a short list of rules and a description of what "done" looks like. Ask me about anything that's unclear before you write it.

You'll get a clean written procedure back, and you'll probably notice steps you've been carrying around in your head for years. That alone is worth the 15 minutes.

You'll also notice what a chat window can't do. It won't run that procedure every morning, connect to your inbox, or put drafts in front of you to approve. That gap, between chatting with AI and having AI that does the work, is exactly where most owners get stuck.

Three ways to get there

Once you know your first task, there are three honest paths. None of them is wrong. The right one depends on your time, your budget, and how much you want to learn.

PATH	YOUR TIME	WHAT YOU LEARN	WHEN SOMETHING BREAKS	BEST FOR
Learn it and build it yourself	A lot. Expect weeks of learning and trial and error.	Everything	You figure it out	Owners who enjoy tinkering and have the hours
Hire someone to build it for you	Very little	Often very little, so it can feel like a black box	You call the builder back	Owners who never want to touch it
Build it with someone who stays	About two days of setup together, then learning as you use it	How to run it and adjust it yourself	You have someone to ask while it becomes a habit	Owners who want a guide beside them while they learn it

In fairness, I should tell you the third path is what I do. You don't need me to use anything in this guide, and I mean that. If it's the path that fits you, the last section explains how it works.

Questions owners ask me

“I'm not technical. Can I really do this?”

Yes. The most valuable ingredient is knowing how your business runs, and nobody knows that better than you. The technical part is mostly up front. Using it day to day looks a lot more like reviewing drafts than anything technical.

“Will it replace my people?”

It replaces busywork, not people. Your team spends less time copying numbers and chasing emails, and more time on customers and the work that needs a human.

“Is my customers' information safe?”

It can be set up carefully: accounts you own, only the tools you approve, read-only wherever money is involved, and your approval on anything that goes out. When it works on a task, only the files that task needs are sent to the AI. If your industry has specific privacy rules, check them before connecting anything sensitive.

“What does it cost to run?”

The AI it runs on is a Claude plan from Anthropic, about \$100 to \$200 a month, paid directly to Anthropic on an account in your name. The bigger investment is the time to set it up well, which is why starting with one task matters.

“What if it makes a mistake?”

It will, sometimes, the same as any new hire. That's why it drafts and you approve, and why every recipe has rules. When you catch a mistake, you fix the recipe once and it stays fixed.

“How long before it actually helps?”

Your first task can start helping as soon as it's set up. Like any new hire, it gets better over the first few months, as the recipes get sharper and it becomes part of how your week runs.

“Will I lose the personal touch?”

Only if you let it send things without you. Done right, it works the other way: it handles the admin, so you have more time for the conversations that built your business in the first place.



KEYWIND

If you'd rather not *figure this out alone*

Most of what's in this guide runs in my own businesses right now. Today I install it with other owners, so they can skip the trial and error I went through. That's Keywind: **a full AI staff for your business, installed with you by a person who stays.**

INSTALL

We set it up together over a video call, or in person in Los Angeles, built around how your business actually runs.

YOURS

It runs on accounts you own, so what we build belongs to you.

SUPPORT

You have me for 90 days: 30 days on WhatsApp, then 60 by email, until using it is a habit.

It's called Keywind because a key-wound clock keeps perfect time. It just needs somebody to come back and wind it now and then. For 90 days, that somebody is me.

If that sounds like the path for you, the site walks through what install day looks like and the honest math on cost.

See how it works at getkeywind.com

or email alex@getkeywind.com

If you email, tell me the one task you'd hand off first. Either way, I hope this guide gave you a clearer place to start. Thank you for reading.

Alex

Words you'll hear

AI model

The "brain" that reads and writes. Claude, made by Anthropic, is one. ChatGPT runs on another.

Skill

A written recipe for one task, in plain English.

Automation

A task that runs on its own, on a schedule or when something happens.

MCP

Short for Model Context Protocol. A ready-made plug that lets AI connect to a tool without custom wiring.

Hallucination

When AI states something false with confidence. The reason you check its work.

Claude Code

Anthropic's tool that lets Claude take real actions on a computer, like opening files and using your tools.

Agent

An AI worker with a role that follows the recipes for its area. The cook.

API

The service window a program opens so other programs can ask it for things. The waiter.

Approval

The step where a person says yes before the AI's work goes anywhere.

Prompt

The instruction or question you give the AI.
