**MIDUS AI Solutions**
AI Opportunity Brief — worksheet

# Where is your business losing time?

Tick the bottlenecks that sound familiar, estimate the time involved, and bring this sheet to a free discovery call. This is a starting point for a conversation — not a quote or a savings promise.

Business name: _____

## 1. Bottlenecks

- ☐ **AI Customer Support & Chat Automation** — Questions arrive on your website, SMS and social media at all hours — and slow replies cost you sales and goodwill.
- ☐ **Social Media Comment AI** — Comments on TikTok, Instagram and Facebook pile up faster than anyone can reply, and engagement slips.
- ☐ **Win-Back Email Automation** — Customers who haven't bought in 30, 60 or 90 days quietly drift away — and no one has time to follow up.
- ☐ **Lead Qualification & Follow-Up** — Leads from your website and ads all look the same, so your team chases tire-kickers while serious buyers wait.
- ☐ **AI Appointment Booking** — Finding a time takes several emails, reschedules eat staff time, and double bookings cause headaches.
- ☐ **Content Repurposing AI** — You create great TikTok lives, podcasts and videos — but there's no time to turn them into everything else.
- ☐ **Inventory & Demand Planning** — Running out of best-sellers — or over-ordering slow movers — happens when stock is tracked by gut feel.
- ☐ **AI Phone Receptionist** — Calls go to voicemail when you're busy or closed, and many callers never try again.

## 2. Time tied up today

People on this work: ____ × hours each per week: ____ = weekly hours: ____
Weekly hours × 4.33 = monthly hours: ____ × hourly cost $____ = monthly labor cost tied up: $____

Estimates only. What can change depends on your workflow, adoption and implementation.

## 3. Tools and human review

Tools involved today (CRM, calendar, email, phone, social): _____

Where should a person review or approve? _____

**Book a free discovery call:** calendly.com/midusrealestate/30min · midusai.com