Choose your next AI opportunity (Filled Example)

Business: Northstar Daily Supplements Priority: sell more often to the customers you have

Get more customers | Sell more to the customers you have | Sell more often to the customers you have

1 Score growth and readiness

Growth toward your priority 1 = nice to have · 3 = meaningful improvement · 5 = critical bottleneck

Readiness checks 1 = major barrier · 3 = work needed · 5 = ready. Use 2 or 4 between anchors.

R = lowest of the five checks. GR = Growth × Readiness. Row 3: lowest check = 4; Growth = 5; GR = 20.

Business Growth Idea	G Growth 1–5	READINESS CHECKS · SCORE EACH 1–5					R Enter lowest check	GR G × R	Decision A / S / H
		Explain Clear steps	Errors are low stakes	Data Ready	Tools Connected	Volume Manageable			
1 Ads: draft approved ad angles Get more customers	3	4	4	4	5	5	4	12	S
2 Shopify: draft bundle offers Sell more per customer	3	4	4	4	5	5	4	12	S
3 Email: refill reminders Sell more often	5	5	4	4	5	5	4	20	A
4 Amazon: draft product FAQs Get more customers	3	4	3	4	3	5	3	9	S
5 VIPs: automate thank-you notes Sell more often	4	5	5	5	5	5	5	20	H

2 Make the business decision

A = Automate S = Assist a human H = Keep human

3 Choose your next move

My priority: #3 Refill reminders Success metric: 60-day repeat-purchase rate vs. a holdout

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