

THE FREE PLAYBOOK · 2026 EDITION

# The AI Growth Playbook for UK business owners

How to win more work, grow faster and scale without hiring — by handing the repetitive, around-the-clock work to AI. A practical, no-hype guide for UK businesses.

4.9★ from 47 reviews

7-day money-back

One-time build fee

Live in days

## WHAT'S INSIDE

**The 5 systems · what to automate first · AI vs hiring · a 30-day plan**

- › The 5 AI systems every business needs
- › AI vs hiring — the real numbers
- › What to automate first (the leak audit)
- › Your 30-day AI growth plan

## START HERE

# The one idea that changes everything

Every growing business hits the same wall: more work than the team can handle. The instinct is to hire — but a UK hire often costs £30,000–£40,000+ a year all-in and takes months to become productive.

There's a faster, lower-risk move first: automate the work that doesn't need a human. A lot of what fills your week is repetitive and rules-based — answering the same questions, chasing leads, booking, admin, first-line support. That's exactly what AI does reliably, around the clock. Reserve your people for judgement, relationships and skilled delivery; give the rest to a system.

**THE RULE**

Automate the repetitive, 24/7 work. Win back your time. Grow without growing headcount. This playbook shows you exactly where to start — and what each step is worth.

## Who this is for

Owners and managers of UK businesses — trades, salons, clinics, agencies, property and professional services — who are busy, losing leads they can't follow up fast enough, and want to do more without adding payroll.

## THE FOUNDATION

# The 5 AI systems every business needs

Put these in first — each one plugs a hole that's quietly costing you money right now.

## 1 Lead capture & instant response

Every call, form and message captured in one place and answered the moment it lands — so enquiries stop going cold.

## 2 AI receptionist

A 24/7 voice & chat receptionist that answers, qualifies and books — covering the evenings and weekends you'd otherwise miss.

## 3 Automated follow-up

Multi-step follow-up by text, email and WhatsApp that chases every lead until they book or opt out. This is where most sales are won.

## 4 AI customer support

An always-on agent that resolves common questions instantly and escalates only the tricky ones, so your team isn't drowning.

## 5 Reporting & insight

Plain-English reporting on where leads come from, what converts and what's leaking — every week, automatically.

## WHERE TO START

# What to automate first

Don't boil the ocean. Fix the leaks in this order — each pays for the next.

- **1. Stop losing leads**  
Capture every enquiry and respond instantly. The business that replies first usually wins the job.
- **2. Always answer the phone**  
An AI receptionist covers the calls you miss — often pure lost revenue today.
- **3. Never drop a follow-up**  
Automate the chase. Follow-up is where the money is, and the first thing a busy owner drops.
- **4. Reactivate old customers**  
You already paid to win them once — a well-timed campaign is the cheapest growth you have.

## The 60-second leak audit

Tick every one that's true. Each unticked box is money on the table.

- A call comes in while you're busy — does the caller get a fast reply?
- An enquiry lands at 9pm — is it answered before morning?
- A lead goes quiet — does anything chase them automatically?
- A past customer hasn't bought in 6 months — do they hear from you?
- You finish the week — do you know which marketing actually worked?

## THE NUMBERS

# AI vs hiring — an honest comparison

The smart play isn't "never hire". It's "automate first, then hire only where a human truly adds value."

## A new hire

- £30k–£40k+ a year, all-in
- + NI, pension, holiday, training
- Weeks/months to ramp up
- Works one shift, can be off sick
- Recruiting + managing overhead
- Can leave

## A managed AI system

- ✓ From £299/month, predictable
- ✓ No NI, pension or holiday
- ✓ Live in days, not months
- ✓ Works 24/7, never sick
- ✓ We build & manage it for you
- ✓ Cancel anytime, no lock-in

A managed system is a known monthly cost that goes live in days and scales instantly. Automate the busywork, and you grow output without growing payroll, recruitment or management load.

## THE PAYOFF

# 7 ways AI grows your business

- 1 You stop losing leads**  
Every enquiry captured and answered, even when you're busy.
- 2 You reply in seconds**  
Speed wins work — the first to respond usually gets the job.
- 3 Your diary fills itself**  
Calls answered, callers qualified, appointments booked 24/7.
- 4 Follow-up happens without you**  
Every lead chased until it converts or opts out.
- 5 Old customers come back**  
Dormant lists reactivated — the cheapest growth you have.
- 6 You get your time back**  
Admin, scheduling and reporting off your plate.
- 7 You can see what's working**  
Plain-English weekly reporting, so you stop guessing.

## YOUR MOVE

# Your 30-day AI growth plan

**Week 1 — Plug the biggest leak**

Get instant lead capture and response live. Stop enquiries going cold while you fix everything else.

**Week 2 — Cover the phone**

Add an AI receptionist so missed and after-hours calls get answered, qualified and booked.

**Week 3 — Automate follow-up**

Turn on multi-step follow-up so every lead is chased without you lifting a finger.

**Week 4 — Reactivate & measure**

Run a reactivation campaign to your old customers and switch on weekly reporting to see what's working.

Prefer it done for you? HELIX builds and fully manages this entire system, powered by Claude AI — so you skip the setup and go straight to the results.

KEEP GOING — FREE

## Want to use AI yourself? Start free.

HELIX Academy teaches business owners to actually use Claude AI to save time and scale. The beginner course is free — and there's a free Starter Workflows pack with copy-paste prompts to use today.

### Free beginner course

Go from zero to your first real wins with Claude.

### Starter Workflows pack

Copy-paste prompt workflows for everyday tasks.

### Quick-win cheat sheet

The highest-value moves, on one page.

### Then go deeper (£99)

Skills, Connectors, Artifacts, Projects & Research in full.

Find the free course and the workflows pack at [helixlondon.co.uk/courses](https://helixlondon.co.uk/courses).

READY WHEN YOU ARE

# Let HELIX build the system for you.

Book a free 20-minute consultation. We'll recommend the right system for your business and show you the result before you spend a penny.

[Book a free consultation →](#)

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