

# AI in your business

A plain-English field guide — the reward, the risk, and three cheap guardrails

The barrier to building software has collapsed — for the first time, you can build it without writing code. That hands you real reward and real risk at the same time. Your job is to keep the equation balanced. Here's how.

✓ WHERE AI PAYS OFF	✗ WHERE IT BITES
<ul style="list-style-type: none"><li>✓ Prototyping and testing ideas before you spend real money</li><li>✓ Automating the repetitive, manual jobs your team hates</li><li>✓ Drafting first versions — documents, reports, summaries, code</li><li>✓ Speeding up the people who already know what they're doing</li><li>✓ Helping less-experienced staff learn and lift their quality</li><li>✓ Internal tools where speed matters more than polish</li></ul>	<ul style="list-style-type: none"><li>✗ Pushing AI-built software to customers or money unchecked</li><li>✗ Pasting customer data, contracts or passwords into free tools</li><li>✗ Deploying into regulated or high-stakes work without a review</li><li>✗ Mistaking “it runs” for “it's safe” — looks right isn't right</li><li>✗ Letting AI do the thinking until your team's own skills fade</li><li>✗ Treating the output as finished — it's a first draft, not the job</li></ul>

## THE THREE CHEAP GUARDRAILS

### 1 Protect your data

Don't paste anything into a free AI tool you wouldn't email a stranger. For real business info, pay the business tier that won't train on your data (~\$20-30/head).

### 2 Keep a human who can read it

Nothing AI-built goes near customers or money until someone who can read code has checked it. No one in-house? A few hours of a dev's review is cheap insurance.

### 3 Write down one page

A single page — not a manual — telling your team what they can and can't put into AI. Most businesses have nothing. One page puts you ahead of most.

*The floor has dropped. Securing the ceiling is up to us.*

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