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The AI Business Playbook: **Use AI To Build A Business**

The repetitive work that used to eat your week, tracking, writing, list building, capturing visitors, follow-up, video, launches, can now run on AI. This is the exact system Kevin Fahey uses across his own business, in twelve parts, in the order you should actually do it. No theory, no hype, just what works, and the tools that make it happen.

Most people think AI is about typing a clever prompt and getting rich overnight. It is not. AI is about leverage: doing the work of a small team without hiring one, and spending your own hours only on the few things that actually move the needle.

For twenty years, building an online business meant trading time for output. You wrote every email, built every page, chased every number by hand, and the business grew only as fast as you personally could work. That ceiling is gone. The people quietly pulling ahead right now are not working harder than you. They have handed the repetitive 80 percent of the work to AI, and kept their attention on the 20 percent that decides everything: the offer, the audience, and the judgment calls.

This is the system Kevin Fahey runs across his own business every single week. It is not theory, and it is not a pile of apps. It is a way of working, taught in the order you should actually do it. Read it start to finish. By the end you will know exactly what to set up, what to automate, and the one thing you should never hand to a machine.

One honest note before we start. This guide does point you to the tools we build and use. Not because you have to buy anything to apply it, but because at each step there is a tool that removes the friction, and it would be dishonest to teach you the method while hiding how we actually run it. Take the parts that help. Skip the rest. The thinking is yours to keep either way.

WHAT YOU WILL LEARN

1. ✓ The operator mindset: stop doing, start directing
2. ✓ Build the foundation before you spend a cent
3. ✓ See everything: the numbers that actually matter
4. ✓ Write faster than ever, without sounding like a robot
5. ✓ Build the one asset you truly own: your list
6. ✓ Capture the traffic you already have
7. ✓ Own the sending, not just the list
8. ✓ Get on camera without getting on camera
9. ✓ Connect the dots: automation without the spaghetti
10. ✓ Launch like it matters: the pre-launch is the launch
11. ✓ Proof sells: turn results into revenue
12. ✓ Put it together: your first 30, 60 and 90 days

PART 01

The Operator Mindset: Stop Doing, Start Directing

Before any tool, you need a shift in how you see your own job. For most of your career you have been the doer: the writer, the builder, the person who makes the thing. AI changes your role from doer to director. Your value is no longer how much you can produce by hand. It is how well you can brief, judge and decide.

Think of it like running a team. A good leader does not type every email themselves. They know what good looks like, they hand the first draft to someone capable, and they spend their energy on the call that matters. AI is that capable someone, available at any hour, for almost nothing. The skill you are building is not prompting. It is direction.

What To Keep Human

Some things should never leave your hands, because they are the business:

- ✓ The offer: what you sell, to whom, and why it is worth the price.
- ✓ Real understanding of your audience: their fears, their words, their dream.
- ✓ Taste and judgment: the final yes or no on anything that ships.

What To Hand To AI

Almost everything else is a draft or a chore, and drafts and chores are exactly what AI is for:

- ✓ First drafts of emails, pages, posts and scripts.
- ✓ Research: digging through a market, a competitor, an offer.
- ✓ Repetitive formatting, variations, summaries and rewrites.

THE CORE RULE

AI writes the draft. You write the decision. Keep that line clear and everything else in this guide gets easier.

Here is the shift in practice. The old way to write a promo email took ninety minutes of staring, drafting and second-guessing. The new way: you brief a bot with the offer and the audience, you get a solid draft in sixty seconds, and you spend fifteen minutes editing it to sound like you and to nail the offer. Same finished email. A fraction of the time. And your real energy went into the offer, not the typing.

The two ways to get this wrong are equal and opposite. Some people refuse to use AI at all and stay slow. Others trust it blindly and ship generic, soulless junk that sounds like everyone else. The win lives in the middle: direct it like a sharp, fast assistant who needs your judgment to be any good.

PART 02

Build The Foundation Before You Spend A Cent

Tool sprawl is the silent killer of small online businesses. The pattern is always the same: you buy twelve tools, you actually use three, you forget what you own, you accidentally pay for the same thing twice, and you have no single place to see what is going on. Before you add a single paid tool, set up the free base that ties everything together.

A real stack is not a drawer full of logins. It is a connected system with one home base, where every tool you own reports to the same place. Get that base right first and every tool you add later slots in cleanly instead of becoming another orphan tab.

The Order That Works

- ✓ Set up one home base for your licenses, updates and cross-tool stats.
- ✓ Take inventory of what you already own before buying anything new.
- ✓ Only add a paid tool when you can name the exact bottleneck it removes.

How I do this: I run everything through the free [ResultsAlx Hub](#) →, so every plugin, license and update lives on one screen. No license key, no email opt-in, installs in about twenty seconds. It is the floor the rest of the system stands on.

THE TEST

Buy a tool to remove a bottleneck you can describe in one sentence. Never to feel productive. If you cannot name the problem it solves today, you are not ready for it yet.

PART 03

See Everything: The Numbers That Actually Matter

You cannot grow what you cannot see. Most marketers know one number: roughly what came in this month. They do not know which offer produced it, which email did the work, or which traffic source actually paid for itself. You cannot scale a guess, and you certainly cannot scale a guess with paid traffic.

You do not need a wall of dashboards. You need three numbers, watched honestly.

The Three Numbers

- ✓ **Per-offer and per-source return:** what each offer and each traffic source actually earns, after costs. This tells you what to feed and what to cut.
- ✓ **Cohort retention:** do the people who buy stick around and buy again, or do they vanish. This is the difference between a business and a treadmill.
- ✓ **Lifetime value:** what a customer is truly worth over time. Once you know this, you know exactly how much you can afford to spend to get one, which is the real unlock for growth.

Set It Up Once, Then Act On It

Track clicks, leads and sales in one place. Tag everything by source so you can tell where revenue is born. Then review weekly, not obsessively by the hour. The point of the data is not to watch it. It is to act on it: kill what loses, double what wins, and raise your spend toward the real lifetime-value ceiling you just uncovered.

How I do this: [WP Conversion Tracker AI](#) → self-hosts all of this, with cohort retention, recurring revenue and lifetime value out of the box, plus an Audience Vault that auto-segments buyers I can email in one click. Because it is self-hosted, I own every row of the data.

REMEMBER

Decisions made on data beat decisions made on mood, every single time. The numbers are not there to impress you. They are there to tell you where to point.

PART 04

Write Faster Than Ever, Without Sounding Like A Robot

Writing is where most people stall. The blank page eats the hours that should go to strategy and offers. AI removes that blank page entirely, but only if you use it properly. Most people open a generic chat box, type a lazy request, get bland output, and conclude AI cannot write. The problem was never the AI. It was the brief.

Garbage In, Garbage Out

The quality of what you get out is set by the quality of what you put in. Before you ask for a single word, give the AI what a good copywriter would demand: the offer, the audience, the specific pain you are solving, the proof you have, and the one action you want the reader to take. A rich brief produces a draft you can actually use. A lazy brief produces a draft you will throw away.

Use The Right Tool For The Job

A bot tuned for sales pages beats a generic chat for sales pages. A bot built for email sequences understands sequence structure. A research bot is built to dig. Task-specific tools give you better bones to build on, because the structure of the job is already baked in.

The Editing Pass Is Not Optional

AI gets you to roughly 80 percent fast. The last 20 percent is you, and it is what separates your work from everyone else using the same tools. Read it aloud. Cut the fluff and the throat-clearing. Add one specific, true detail that only you could know. That final pass is where your voice and your credibility live.

KEEP THIS IN MIND

AI removes the blank page. It does not remove your judgment. The draft is the AI. The decision is always you.

How I do this: inside [**Results With Kevin AI**](#) → there are dozens of bots tuned for specific jobs, each with a choice of AI models, so I pick the right brain for the task and start every piece from a strong draft instead of a blank screen.

PART 05

Build The One Asset You Truly Own: Your List

Every platform you build on can change its rules overnight or disappear entirely. Followers are rented attention, and the landlord is an algorithm that does not care about you. Your email list is the only audience you genuinely own, which is why building it is not optional. It is the single most valuable asset in the whole business.

The Lead Magnet That Actually Converts

Forget the vague hundred-page ebook nobody reads. A magnet that converts solves one specific problem, fast, and is tightly related to what you eventually sell. Specific beats broad. Immediate beats someday. Relevant beats clever.

The Simple Funnel

You need three pieces, and no more to start: an opt-in page that promises the one result, a delivery page that hands it over, and a short welcome sequence that gives real value before it ever makes an offer. Do not overbuild this. A clean three-step funnel that exists beats a genius funnel that never ships.

Then Actually Talk To Them

A list you never email is a dead asset. Show up consistently, lead with something useful, and make your offers without apologizing for them. People joined because they wanted what you have. Give it to them.

How I do this: [Free List Building Website](#) → gives me done-for-you opt-in funnels I can stand up in an afternoon, and [Free Magnet Bot AI](#) → writes the whole magnet for me, the report, the opt-in copy and the delivery sequence, from a single topic line.

THE TRUTH

A list of one thousand people who trust you is worth more than a hundred thousand followers who rent their attention from a feed.

PART 06

Capture The Traffic You Already Have

Almost nobody has a traffic problem. They have a capture problem. The visitor who reads your page, nods along and leaves cost you exactly the same as the visitor who joins your list. One of them you can talk to again. The other is gone, and you will never know who they were.

Before you spend another cent driving people to your site, fix the leak. Doubling the percentage of visitors who join your list does the same thing to your business as doubling your traffic, except it is free, it happens this week, and it keeps working on every visitor you ever earn afterwards.

The Right Message At The Right Moment

The reason people hate popups is not popups. It is being interrupted by something irrelevant three seconds after arriving. The same offer, shown to someone who has read eighty percent of the page, or who is about to close the tab, reads as helpful instead of rude.

So think in moments, not placements. Someone deep in an article wants the deeper resource on that topic. Someone leaving a sales page wants the objection answered. Someone who has visited three times and still not joined needs a different nudge than a first-timer. Same site, same traffic, completely different results.

Do Not Punish The People Who Already Said Yes

The other half of this is restraint. Cap how often a campaign shows. Never show the join offer to somebody who already joined. Exclude your customers from the beginner pitch. Good targeting is mostly a list of people you deliberately leave alone, and it is the difference between a site that converts and a site people avoid.

How I do this: [**ResultsAiX Engage**](#) → runs the whole capture layer on my own site. Twenty campaign types across popups, sticky bars and callouts, triggered on exit, scroll depth, time, page count or a click, with targeting rules so the wrong person never sees the wrong thing. Every lead is saved on my site first and then passed to my autoresponder, so a provider outage can never lose one. The AI writes the campaign, and the split test decides which version stays.

THE TRUTH

Traffic you failed to capture is not neutral. You paid for it, in money or in hours, and you got one visit instead of a relationship.

PART 07

Own The Sending, Not Just The List

Here is the part almost nobody thinks about until it bites. You can build a list of fifty thousand people and still not own your email. If your subscribers live inside somebody else's platform, you are renting the one asset the whole business rests on, and the rent goes up exactly as you succeed.

Per-subscriber pricing is the strangest deal in this industry. You do the work of growing the list, and your bill grows as a punishment for it. Worse, it quietly changes your behaviour. You start pruning good subscribers to stay in a pricing tier. You hesitate to run the lead magnet that would add ten thousand people. The tool starts making your marketing decisions for you.

Your Database, Your Rules

When the list lives in your own database, the calculation flips. Growth costs you nothing extra. You can keep everyone, segment on anything you have ever recorded about them, and export the whole thing on a Tuesday afternoon because it was always yours. Nobody can suspend it, reprice it, or decide your niche is no longer welcome.

Follow-Up Is Where The Money Is

Most people send broadcasts and stop there. The compounding happens in the automations: the welcome series that runs while you sleep, the branch that sends buyers something different from browsers, the quiet nudge to everyone who clicked but did not buy. You build each one once, and it works on every single person who arrives from then on, forever.

Write these the way you would write to one person, because that is how they are read. The automation is just the delivery. The relationship is still yours to earn.

How I do this: [**ResultsAiX Mailer** →](#) is a full email platform living inside my own WordPress install. My list sits in my database with no per-subscriber pricing and no caps on subscribers, lists or automations. Broadcasts, a visual automation builder with real if/else branching, and AI that runs on my own API key so there is no markup on top of it. I moved my main list onto it, which is the only real endorsement a tool like this can get.

THE TRUTH

If someone else can switch off your access to your subscribers, they are not your subscribers. They are a service you are currently subscribed to.

PART 08

Get On Camera Without Getting On Camera

Video sells better than text for almost everything: a sales page, a demo, an onboarding walkthrough, a bonus. Everyone knows this. Almost nobody does it consistently, and the reason is never the camera. It is the twenty-three takes, the audio that came out wrong, the hour of editing, and the small dread of having to look presentable before you can record anything.

So the video never gets made, and the page keeps converting at whatever text alone can do.

The Script Is The Asset, The Delivery Is Mechanical

Separate the two jobs and the whole problem dissolves. The thinking, what to say, in what order, with which proof, is the part that requires you. Reading it out loud in a decent voice is not. It is a mechanical step that has been standing between you and every video you meant to make.

Once delivery is mechanical, the economics change completely. You stop rationing videos. A rewrite is not a re-shoot, it is a re-render. You can make a version of the VSL for each traffic source, record a walkthrough for every feature, and answer the top ten objections in ten short clips, because none of it costs you an afternoon any more.

Still Say Something Worth Hearing

None of this rescues a weak script. A polished video of a vague promise is still a vague promise, just better lit. Spend the time you save on the offer and the proof, which is exactly the trade this whole guide keeps arguing for.

How I do this: [ResultsAiX Video](#) → clones my own voice in about two minutes, then narrates anything I paste into it. Script in, finished video out, in roughly ten minutes, in my voice, as many as I want. The videos on my own sales pages are made with it.

THE TRUTH

The videos you never made are not saving you time. They are quietly costing you every visitor who needed to hear it rather than read it.

PART 09

Connect The Dots: Automation Without The Spaghetti

Once you have traffic, a list and offers, the work becomes moving information around: a new lead needs to land on the right list, a sale needs to update the right records, a refund needs to stop the wrong emails. Done by hand, this eats your week and you still miss things. Done right, it runs silently in the background forever.

Every Event Has A Destination

The mental model is simple. Every event in your business has a place it should go, automatically. A new lead goes to your autoresponder with the right tag. A sale moves the buyer onto the customer list and off the prospect sequence. A refund suppresses future billing emails. Map these once and they never need your attention again.

Automate The Plumbing, Not The Relationship

Automate the repetitive mechanical steps. Keep the human touch where it actually builds trust: the personal reply, the real thank-you, the judgment call. The goal is not a faceless machine. It is to free your hands from the plumbing so you can be more human where it counts.

Mind The Tax

Per-task middleman tools quietly bill you forever, and the cost grows with your success. Native connections do the same job once, without the meter running. As volume grows, that difference becomes real money.

How I do this: [WP Sync →](#) connects WordPress directly to 142 apps natively, so every sale, lead and refund flows exactly where it belongs with no middleman and no per-task bill.

THE RULE OF THUMB

If you do it more than twice and it follows rules, automate it. If it builds a relationship, keep it human.

PART 10

Launch Like It Matters: The Pre-Launch Is The Launch

Big launches are won long before the cart opens. The flat launches and the leaderboard launches usually run the same product. The difference is what happened in the weeks before: the partners lined up, the plan written, and the bonuses ready. If you only start thinking about a launch when it begins, you have already lost most of the upside.

Partners Beat Ads

For most launches, the spike comes from joint-venture partners and affiliates, not cold ads. That means relationships are the real asset. Promote other people, track who you have supported and who has supported you, and know your reciprocity at a glance. People promote those who have promoted them. Keep the scorecard honest and the partners show up.

The Calendar Is The Plan

Map every promo, every email and every webinar before the launch opens. A launch run from a clear calendar feels calm and converts. A launch improvised in real time feels frantic and leaks sales.

The Bonus Wins The Sale

When you promote an offer, or when partners promote yours, the best bonus usually takes the order. The old catch was the days of work a good bonus suite required. That excuse is gone.

How I do this: [Launch Manager AI](#) → tracks every partner, their reciprocity score and the full promo calendar, and [Bonus Builder AI](#) → generates a complete, done-for-you bonus suite in minutes instead of days.

THE DIFFERENCE

Amateurs launch a product. Professionals launch a plan, and the plan was finished before anyone saw the offer.

PART 11

Proof Sells: Turn Results Into Revenue

People buy what other people have already bought. Real testimonials, honest video reviews and verified results do more selling than any clever headline you will ever write, because they answer the one silent question every buyer is asking: did this actually work for someone like me. The mistake is letting that proof sit buried in your inbox instead of working on every page.

Collect It On Purpose

Do not wait and hope reviews show up. Ask every happy customer, make it effortless for them, and capture proof in every form: a quote, a screenshot, a quick video. Treat collecting proof as a system, not a stroke of luck.

Put It Where The Decision Happens

Proof buried on a separate testimonials page does almost nothing. Proof sitting right next to the buy button, at the exact moment of the decision, changes the outcome. Place it where the doubt lives.

How I do this: [ResultsAiX Testimonials](#) → collects, moderates and displays proof everywhere, as walls, carousels, widgets and embeds, and even rewards customers for leaving a review so the pipeline never runs dry.

WORTH REPEATING

One specific, believable result will outsell ten clever adjectives. Show the proof, not the promise.

THE ROADMAP

Put It Together: Your First 30, 60 And 90 Days

Knowing the parts is not the same as doing them in the right order. Here is the sequence to actually follow. Resist the urge to jump ahead. The order is the strategy.

Days 1 to 30: See And Capture

Install the free foundation and get tracking live, so you can finally see what is happening. Then stand up a simple list-building funnel and ship one AI-generated lead magnet. Before the month is out, turn on the capture layer as well: one exit campaign and one scroll-triggered offer on your best pages, so the traffic you already have stops leaking. The goal for month one is visibility and a list that has started to grow.

Days 31 to 60: Own And Systemize

Move the list somewhere you actually own, then build the follow-up once so it runs on everybody who arrives from now on: a welcome series, a branch that treats buyers differently from browsers, a nudge for the people who clicked but did not buy. Connect your stack so leads, sales and refunds flow to the right place without you. The goal for month two is a machine that runs without you typing everything by hand.

Days 61 to 90: Scale And Sell

Now add video, because by this point you know which offer and which message are working, so you are not narrating a guess. Record the sales video and a short answer to each of your top objections. Then plan and run a real promotion, with partners and a strong bonus, and turn the results that come in into proof on your pages. The goal for month three is revenue you can repeat, not a one-off scramble.

Do these in order. Trying to launch before you can track anything, or before you have a list to launch to, is the classic mistake that sends people back to square one. And leave video

until last on purpose: it is the step people start with because it feels like progress, and it is the step that is worth the least until there is an audience to show it to.

The Compounding Effect

None of this is about replacing yourself with a robot. It is about multiplying yourself. Every task you hand to AI buys back hours, and you reinvest those hours into the few things that compound: a sharper offer, a bigger list, deeper trust with the people who already know you.

Start small. Set the foundation today. Get tracking live tomorrow. Ship one magnet this week. In a month you will look back at how you used to work, by hand, on everything, and barely believe you did it that way.

That is the whole game now. Not working harder. Directing better.

Keep This Guide

Download the full playbook as a PDF so you can work through it at your own pace, offline, anytime.