THE AUTOMATE-THIS CHECKLIST

25 marketing tasks you can hand to AI this week.

For business owners doing their own marketing. Check off every task you still do by hand, add up the hours, and see how much of your month you could get back.

1

Check it off

Mark each task you or your team still do by hand.

2

Add up your hours

Total the hours on the last page, then see what they cost you.

3

Start tonight

Try the free-to-start tasks first, with the prompts on page 5.

WHAT'S INSIDE

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FREE TO START You can try this one today with a free AI chat tool, no setup needed.



Sydney, Founder of Sydney Andress Marketing

I build AI automations that take repetitive marketing work off business owners' plates, so you get your time back. sydneyandress.com

Social media

Up to 16 hrs / month

- [ ] **1. Turn one idea into a week of posts** FREE TO START
  One topic, photo, or offer becomes captions for every platform, in your voice.
  4 hrs / month

- [ ] **2. Schedule posts automatically**
  Approve once, and posts go out on every channel at the right time.
  3 hrs / month

- [ ] **3. Cut long videos into short clips**
  Webinars, podcasts, and walkthroughs become captioned Reels and Shorts.
  4 hrs / month

- [ ] **4. Draft replies to comments and DMs**
  Common questions get answered fast. Anything that needs you gets flagged.
  3 hrs / month

- [ ] **5. Plan next month's content calendar** FREE TO START
  Built from your services, seasons, holidays, and promotions.
  2 hrs / month

Email and follow-up

Up to 11 hrs / month

- [ ] **6. Follow up with every new lead in minutes**
  Form fills and calls get a personal reply and a nudge if they go quiet.
  4 hrs / month

- [ ] **7. Write your newsletter** FREE TO START
  Drafted from your recent posts, wins, and news. You edit and hit send.
  3 hrs / month

- [ ] **8. Welcome every new customer**
  A short welcome series that runs on its own for every signup or sale.
  2 hrs / month

- [ ] **9. Ask for reviews and referrals**
  Happy customers get a friendly ask at the right moment after the job.
  2 hrs / month

Reviews and Google profile

Up to 6 hrs / month

- [ ] **10. Reply to every Google review** FREE TO START
  Personal, on-brand replies drafted for each review, ready to approve.
  2 hrs / month

- [ ] **11. Post weekly on your Google Business Profile**
  Fresh updates, offers, and photos that help you show up in local search.
  2 hrs / month

- [ ] **12. Get alerted to a bad review right away**
  A text or email the moment a low rating lands, with a suggested reply.
  1 hr / month

- [ ] **13. Keep your listings consistent**
  Hours, services, and contact info checked and matched across listings.
  1 hr / month

Ads

Up to 8 hrs / month

- [ ] **14. Catch wasted ad spend every week**
  Search terms reviewed and junk clicks flagged before they add up.
  3 hrs / month

- [ ] **15. Write fresh ad copy to test** FREE TO START
  New headlines and descriptions built from what already works.
  2 hrs / month

- [ ] **16. Send ad leads straight to your CRM**
  No more copying form fills from Facebook or Google into a spreadsheet.
  2 hrs / month

- [ ] **17. Keep budgets on pace**
  An alert when a campaign is overspending or falling behind.
  1 hr / month

WHY SPEED MATTERS

Reviews, leads, and ad spend all lose value by the hour. These tasks are less about saving time and more about never letting something slip.

SEO and website

Up to 7 hrs / month

- [ ] **18. Outline blog posts customers search for** FREE TO START
  Topics, headings, and key questions to answer, before anyone writes a word.
  3 hrs / month

- [ ] **19. Refresh service pages and FAQs** FREE TO START
  Clearer copy and new FAQs drafted from the questions you hear most.
  2 hrs / month

- [ ] **20. Run a monthly website health check**
  Broken links, missing page titles, and slow pages flagged for you.
  1 hr / month

- [ ] **21. Turn customer questions into content**
  Emails, calls, and DMs collected into a running list of post ideas.
  1 hr / month

Reporting and team ops

Up to 9 hrs / month

- [ ] **22. See all your numbers in one dashboard**
  Website, ads, social, and email results in one place, always up to date.
  4 hrs / month

- [ ] **23. Get a written monthly recap** FREE TO START
  What worked, what didn't, and what to do next, in plain English.
  2 hrs / month

- [ ] **24. Turn meeting notes into tasks**
  Action items land in your project tool with owners and due dates.
  2 hrs / month

- [ ] **25. Get a weekly "what's due" digest**
  One Monday email with every deadline and campaign for the week.
  1 hr / month

YOU STAY IN CHARGE

Good automation drafts and organizes. You still approve what goes out, so nothing posts or sends without your OK.

YOUR SCORE

Add up your hours. Then see the cost.

Hours you checked	×	What one hour of yours is worth	=	What busywork costs you
_____ / month		$ _____		$ _____ / month

Not sure what your hour is worth? Use what you'd pay someone to cover it, or what you bill a customer.

Under 10 hrs

You're in good shape. Start with the free-to-start tasks and the prompts below.

10 to 25 hrs

That's up to 3 work weeks a quarter. One connected system would pay off fast.

25+ hrs

You're running a marketing department on your own. It's time for a plan.

3 PROMPTS TO TRY TONIGHT · PASTE INTO ANY FREE AI CHAT

A week of posts Task 1	"Act as my social media manager. My business is [what you do] for [who you serve]. Write 5 posts for this week about [topic or offer]. Keep each under 80 words, friendly and direct, with one clear call to action."
Review replies Task 10	"Write a warm, two-sentence reply to this Google review. Thank them for something specific they mentioned and invite them back. Review: [paste review]"
Your newsletter Task 7	"Turn these notes into a short email newsletter with a subject line, a three-sentence intro, and one call to action: [paste notes]"

WANT THE SHORTCUT?

Get your free Automation Map.

Your top automations, ranked by hours saved, built for your business. Yours to keep. sydneyandress.com

Get my free map