

PANHANDLE AI // 2026



THE AI STARTER KIT.

7 ways to use AI in your business — this week.

WRITTEN FOR

Real estate · Contractors · Accountants · Lawyers · Financial advisors · Anyone with knowledge work and repetition.

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READ THIS FIRST →

Most small businesses are doing AI wrong.

If you've tried Claude or ChatGPT and gone back to doing things the old way — you're not bad at AI. You're missing the **setup** that turns it from a chatbot into a coworker.

Almost every Panhandle small business owner I talk to has had the same experience: open Claude in a browser, type a question, get a reasonable answer, close the tab, and never come back. That's the consumer pattern — and it has a ceiling about three feet above the floor.

The real value shows up the moment AI knows **your** business. Your voice. Your customers. Your templates. Your specific repetitive tasks. The seven use cases in this kit are the ones we see save Panhandle businesses the most time, week after week. None require you to learn prompting. None require any technical skill beyond copy-paste.



Consumers use apps.
Founders build systems.

How to use this kit: each use case is one page. Copy the prompt. Paste it into Claude. Customize the placeholders shown in **brackets**. Run it on something real. Watch what happens.

— *Richard*

BEFORE ANY SALES CALL

01

The 2-minute prospect briefing.

Walk in already knowing them.

BEST FOR

Real estate agents (before showings & listing appointments), insurance agents, financial advisors, attorneys, contractors before estimates, B2B service businesses.

I have a [TYPE OF MEETING] in [TIME] minutes with [PROSPECT NAME] from [COMPANY OR ADDRESS]. They came to me because [REASON].

Research them and give me a one-page brief:

1. Who they are (background, role, context)
2. What they likely care about most
3. Three smart questions I should ask
4. One thing to AVOID saying
5. The single best opening line

Keep it punchy. No filler.

REAL-WORLD PAYOFF

An insurance agent in Martinsburg used this to prep for a small-business renewal. She walked in already knowing the prospect had just lost an employee to a workers' comp claim — info she'd never have caught on her own. Closed in one sitting.

STOP STARING AT BLANK PAGES

02 Write descriptions in your own voice — fast.

Train Claude on YOU once. Use it forever.

BEST FOR

Real estate agents, Etsy/retail sellers, contractors writing bids, service businesses writing custom quotes — anyone writing descriptions that all sound similar but each need to be slightly different.

```
I'm pasting 3 of my best [LISTING/SERVICE/BID] descriptions from last year. Study my voice carefully - sentence length, word choice, how I open and close, what I emphasize.
```

```
Then when I give you the basic facts of a new one, write it in MY voice. Never use: [words you'd never say - e.g. "nestled", "oasis"].
```

```
Here are my examples:
```

```
[paste 2-3 of your past descriptions]
```

```
Now write a fresh one for: [the new details]
```

REAL-WORLD PAYOFF

A Realtor in Berkeley County turned a 25-minute writing job into a 90-second one. Her descriptions sound MORE like her than when she wrote them by hand — because the prompt forced her to articulate what her voice actually is.

CLEAR YOUR FOLLOW-UP PILE

03

The email you should have sent two weeks ago.

Thoughtful follow-ups, in 30 seconds.

BEST FOR

Sales-driven businesses, real estate agents, consultants, anyone with a pipeline. If your to-do list contains "follow up with ___", this is for you.

```
I had a [TYPE OF CONVERSATION] with [NAME] [HOW LONG AGO]. Here's what we discussed:  
[2-3 sentences].
```

```
Write a follow-up email that:
```

- Sounds warm but professional (not corporate)
- References ONE specific thing so it doesn't feel templated
- Makes the next step crystal clear
- Is under 100 words
- Doesn't apologize for the gap

```
Sign-off: [your name]. Don't send - just draft.
```

REAL-WORLD PAYOFF

A contractor in Charles Town cleared 14 outstanding follow-ups in one Saturday morning. Three turned into signed contracts inside a month. The trick wasn't writing better — it was writing AT ALL.

5 MINUTES, EVERY FRIDAY

04 Your weekly review, automated.

Know exactly where the week went.

BEST FOR

Owners and managers of any business. Especially useful for anyone juggling multiple roles or wearing the operations hat.

```
It's the end of [DAY OF WEEK]. Help me do my weekly review.
```

```
Ask me these questions one at a time. Wait for each answer:
```

1. What were the three biggest wins this week?
2. What's one thing that didn't go well and why?
3. What's the single most important thing for next week?
4. Who do I owe a follow-up or thank-you?
5. What's eating my energy I can hand off, drop, or stop doing?

```
After my answers, summarize as a one-page review.
```

REAL-WORLD PAYOFF

A real estate broker started doing this every Friday at 4pm. After 8 weeks she had a written record of every week — wins, problems, themes. She used it to decide which agents needed more support. That decision reshaped her hiring plan for Q1.

TURN ONE EMAIL INTO AN ASSET

05

Build your FAQ from your inbox.

Stop explaining the same thing 50
times.

BEST FOR

Service businesses, contractors, attorneys, financial advisors, healthcare practices, anyone who answers similar questions repeatedly.

```
I just wrote this email answering [QUESTION] for a customer. Here it is:
```

```
[paste the email]
```

```
Three jobs:
```

1. Turn this into a clean FAQ entry for my website or welcome packet. Keep my voice but tighten it.
2. Suggest 3 related questions customers probably ask that I should ALSO have ready.
3. Draft initial answers to those 3 in my voice.

REAL-WORLD PAYOFF

An attorney in Shepherdstown built a 40-question client FAQ from his own past emails in two afternoons. His new-client intake calls now run 30% shorter. Same billing rate. More clients.

KNOW WHAT YOUR COMPETITORS DID

06

Monday-morning market intel.

A briefing on what shifted — every week.

BEST FOR

Anyone with 3–5 named competitors. Real estate, financial advisors, agencies, retailers, professional services.

```
I want you to research these three competitors every week and tell me what's new:
```

```
[Competitor 1 – name, website]
```

```
[Competitor 2 – name, website]
```

```
[Competitor 3 – name, website]
```

```
For each, check: website changes, social media, recent press, pricing changes.
```

```
Format for Monday morning:
```

- Each competitor: 2-3 bullets max
- One section: "What it means for me"
- Flag real threats or opportunities

```
Under 1 page. I have 5 minutes to read this.
```

REAL-WORLD PAYOFF

This is exactly what we build as an Engine in our Launch Bundle — fully automated, runs on a schedule, produces a fresh briefing every Monday. Clients say it's like having a market analyst on the team.

07 Documents from a single paragraph.

Plain English in. Polished doc out.

BEST FOR

Consultants, contractors, attorneys, agencies, freelancers — anyone who writes proposals, contracts, scopes of work, or client one-pagers.

```
I need a [DOCUMENT TYPE] for [CLIENT NAME].
```

```
Here's what's in my head:
```

```
[3-5 sentences in plain English describing the work, the price, the timeline, any specific terms]
```

```
Draft as a professional [DOCUMENT TYPE]. Match the structure of [paste past doc if available]. Keep it to [N] pages.
```

```
Use language a small-business owner would use, not a corporate lawyer. Use actual details I gave you — no placeholders.
```

REAL-WORLD PAYOFF

A consultant in Inwood went from 90-minute proposal sessions to 10-minute review-and-send sessions. She's writing proposals now for prospects she previously would have qualified out — because the cost of writing one is so low.

NEXT MOVE →

Two paths from here.

01. Do it yourself.

Pick the use case that made you think, 'oh that would actually save me time this week.' Open Claude. Paste the prompt. Run it on something real. Repeat tomorrow. Two weeks of this and you'll know whether AI fits your workflow.

The catch: most owners don't get past day three. Not because the technology is hard — but because the *setup* that turns AI from a chatbot into something woven into how you work is exactly what nobody walks you through.

02. We do it together.

That's what Panhandle AI Co. is for. We come to your office in Berkeley, Jefferson, or Morgan County. Set up Claude for your business in 90 minutes. Stay with you while you learn it. You walk out with a working system, a one-page cheat sheet, and a text line for when something breaks.

FOUNDING-CLIENT PRICING

FIRST 10 CLIENTS

Launch Bundle

\$747

Foundation + 2 AI Engines + first month Care Plan

Care Plan locked at **\$197/mo forever** for founders

Next step: a free 15-minute call. No card. No pitch deck. Just a conversation about your business.

Book at panhandleaico.com.

Questions you're probably asking.

+ Do I need to buy Claude separately?

Yes — Claude Pro is \$20/month, charged to your card, not ours. We don't mark up subscriptions. We make sure it's worth what you pay.

+ What if I'm not tech-savvy?

Most of our clients aren't either. We don't ask you to learn the technology. We set it up so it does what you already do, faster and in your voice. If you can open an email and click a link, you can use what we build.

+ Is my data safe?

Files we put in your Claude workspace live on your computer and your cloud drive — not Anthropic's servers. On the paid Claude plan, your data isn't used for training. Rule of thumb: if you'd put it in a Google Doc, you can put it here.

+ Why founding-client pricing?

We're brand new. We're looking for our first 10 clients to be the case studies that prove this works in our region. Those clients get founding pricing locked in forever in exchange for a 60-second video testimonial after 30 days. After spot 10, standard pricing applies.

+ What kinds of businesses fit best?

Anyone with knowledge work and repetition. Real estate, contractors, accountants, lawyers, financial advisors, insurance agents, marketers, healthcare. If you spend 5+ hours a week writing emails or drafting documents, you'll save the setup cost back in time inside a month.

READY TO STOP FIGURING IT OUT ALONE?

Book a free 15-minute call.

No card. No pitch deck. We talk through your business and figure out together if Panhandle AI Co. is the right fit.

VISIT

panhandleaico.com

OR SKIP THE CALL AND GO RIGHT TO INTAKE:

panhandleaico.com/intake

RICHARD SCHERZINGER

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