PURE EXPERTZ
SERVICES THAT YOU CAN TRUST

AI 2026 PLATFORM
PURE EXPERTZ · WEEKLY WORKSHOPS

WEEKLY WORKSHOP · TUESDAY, 2:00–3:00 PM CT

AI for Small Business Owners

The quote that went quiet: AI drafts the follow-up, you sign off.

Tuesday, November 17, 2026 · 2:00–3:00 PM CT · live in the AI 2026 platform

THIS SESSION IS RECORDED

For owners of 1–50 person businesses

RECORDING NOTICE · WE ASK EVERYONE FIRST

"Before we start — I use AI note-takers so I don't miss anything. Are you okay with me recording this conversation?"

Not okay with it? Say so now, out loud or in the chat.



Andy Babala, CPP

Consultant & advisor · Pure Expertz

Smart systems. Strong humans.

Education, not legal, tax, financial or medical advice. No income or results are promised.

FIRST · 30 SECONDS

Hello. One short question, then we listen.

ANDY · 30 SECONDS

"At Pure Expertz, we help business owners and security leaders deploy AI workforces without losing control."

- **Andy Babala, CPP** · consultant & advisor
- 20+ years in security
- Pure Expertz, a marketing and automation agency



Smart systems. Strong humans.

ONE SHORT QUESTION · TYPE IT IN THE CHAT

Which quote are you still waiting to hear back on?

Type the job and how many days it's been. No customer names, please.

Then we listen. Andy reads a few answers out loud, by first name.

TODAY · 60 MINUTES

20 · 20 · 20: learn it, do it, ask it

20 min

Presentation

A quick tour, then one lesson: the quote follow-up, the QUOTE check and a prompt you can copy.

20 min

Working session

Follow up on one real quote. AI drafts, you sign off. Timer on, then two volunteers read theirs.

20 min

Live / recorded

Your questions, the smart-systems principle, and your next steps. We wrap at 3:00 PM CT.

THE ONE RULE FOR TODAY

AI drafts. You sign off.

Nothing goes to a customer until a real person has checked it and signed it with a real name.

Watching the recording? Pause at the working session and do it with us.

Six doors, and all of them open

01

The AI 2026 platform

Where these workshops run: live rooms, information sessions, workshop previews and the replays.

Your personal link, by email

02

The community

The Feed, the Question of the Day, the lounges, the replays and the 30-Day Challenge.

community.pureexpertz.ai

03

Weekly workshops

Tuesdays: small business 2 PM, real estate 3 PM CT. Sixty minutes: 20 to learn, 20 to do, 20 live with your questions.

Rolling enrollment: join any week

04

Trusted Service Providers

Checked local pros, by trade and ZIP, that owners and families can call. A verification step, not an endorsement.

Inside the community

05

Monthly Mini-Forum

The first Wednesday of every month, 12–2 PM CT. Next: **Wednesday, December 2.**

Your access link gets you in

06

Open office hours

Tuesdays and Thursdays, 1 PM CT on Zoom. Come with a question; no appointment needed. It's also the way to a 1:1.

zoom.pureexpertz.ai

Start free: get your access at pureexpertz.com/join, look around the community, and bring a question to office hours.

THE TOUR · YOUR WEEK WITH US

Monday to Saturday, all times Central

MON

10–11 AM
Walk & Talk

2–4 PM
Leaders and business owners: speakers, presenters and people growing teams

TUE · TODAY

1 PM · Zoom
Open office hours

2 PM
AI for Small Business Owners

3 PM
AI-Enhanced Real Estate Pro

WED

12–2 PM
Lunch & Learn, free. First Wednesday: the Mini-Forum (next: Dec 2)

3 PM
AI Family Resilience

THU

1 PM · Zoom
Open office hours

2–3 PM
Prevention and duty of care with Dr. John D. Byrnes

3 PM
AI-Fluent Remote Talent

FRI

Any time
Catch up: the week's replays and the Question of the Day in the community

SAT

2–4 PM
Crawl · Walk · Run intensive

Sessions run inside the AI 2026 platform; office hours run on Zoom. **Rolling enrollment: start any week, at your pace.** Today you're in the 2 PM room.

A $1,840 quote. Eight days of silence.

Sent quotes · Northside Gutter & Window Co. EXAMPLE

EXAMPLE · FICTIONAL

QUOTE	**Q-2291** · sent Monday, Nov 9
CUSTOMER	Dana P., homeowner
JOB	Gutter guards, 160 feet, plus one downspout repair
PRICE	**$1,840**, good through **Wednesday, Dec 9**
STATUS	No reply · **8 days** · no follow-up sent yet

Example only. Northside Gutter & Window Co. and Dana P. are made up.

WARM-UP · TYPE IN THE CHAT

How many quotes are waiting on an answer right now?

A. Zero. Everyone said yes or no.

B. One to five.

C. Six or more.

D. I don't track them. (Be honest.)

Most owners do one of two things with a quiet quote: **never follow up**, or send **“Just checking in!!”** five times. Today there's a third way: AI drafts, you sign off.

THE LESSON · 2

The AI's first draft, and the one Mike signed

AI first draft — NOT SENT

Hi Dana!! Just following up on your quote for **$1,480** (1). **Prices go up this Friday, so lock it in today!** (2) **We guarantee the lowest price in town.** (3) Let us know ASAP!
The Northside Team (4)

Signed-off follow-up — READY TO SEND

Hi Dana, I'm following up on the gutter-guard quote I sent on Nov 9: 160 feet plus the downspout repair, $1,840, good through Dec 9. Is there a question I can answer, or something you'd like changed? If you've gone another way, just reply “no thanks” and I'll close the file. No hard feelings.
Mike Torres, owner, Northside Gutter & Window Co., (847) 555-0178

✓ Signed off by Mike · QUOTE check passed · 3 minutes

(1) **A wrong number.** The quote says $1,840. The AI swapped two digits.

(2) **A fake deadline.** Nobody set a Friday price change.

(3) **A promise you can't back:** “lowest price in town.”

(4) **No real person,** and no easy way to say no.

Example only: fictional business, customer and phone number.

The QUOTE check

five yeses before you send

Q

Quote facts match

Price, job and dates come from the quote itself, never from the AI's memory.

U

Urgency is real, or it's cut

No fake deadlines. No “only two spots left” unless it's true today.

O

One next step

One question, one way to reach you. Not five links.

T

Their “no” is welcome

“Reply ‘no thanks’ and I'll close the file.” An easy out keeps the door open.

E

End with your name

A real person signs it: name, role, business. Never “The Team.”

Five yeses: send it. Any no: fix it first. **Never paste a customer's address, account or payment details into AI.** The job, the price and the date are enough.

COPY THIS

The quote follow-up prompt

THE QUOTE FOLLOW-UP PROMPT — PASTE INTO YOUR AI ASSISTANT

```
You're helping me follow up on a quote for
[business], a [type of business] in [town].
Write a short email (under 80 words) and a text
version (under 300 characters) that:
  · reminds them what the quote covers:
    [job], [price], good through [date]
    (use these exact numbers)
  · asks one question: what's on their mind,
    or what they'd change
  · gives an easy out: "reply 'no thanks' and
    I'll close the file"
  · has no fake deadlines, no pressure and
    no guarantees
  · sounds like me: [warm, plain, a little funny]
Sign it: [first name], [role], [business], [phone].
Don't invent facts. If you're not sure, leave it out.
```

How to use it

1. **Paste the job, price and date only.** No address, account or payment details.
2. **Pick the email or the text,** then edit it so it sounds like you.
3. **Run the QUOTE check.** Facts? Urgency? One step? Easy no? Your name?
4. **Send it yourself,** from your own email or phone. Texts only to customers who agreed to texts.

Use the AI assistant your business already uses.

Three touches, then close the file

Day 3

“Did it arrive?”

Two lines: did the quote land, and is there a question I can answer?

Day 10

One helpful nudge

One useful thing: a photo of a similar job, a common question answered, or a smaller option.

Day 21

“Should I close your file?”

Kind, short and easy to answer. A clear no is still an answer, and it frees your week.

EVERY FRIDAY · 15 MINUTES

The follow-up list

Open your sent quotes. Who's at day 3, 10 or 21? Run the prompt, run the QUOTE check, send. Then log it: **date, first name, who signed off.** A spreadsheet is enough. Coffee optional. Sign-off required.

WORKING SESSION · 20 MINUTES · HANDS-ON

Follow up on one quiet quote. Sign it off.

15 + 5 MINUTES

1

Pick one quote

A real one that went quiet, or the Northside sample. The job, price and date only.

2

Run the prompt

In the AI assistant you already use. Ask for the email and the text.

3

Run the QUOTE check

Facts match? Urgency real? One step? Easy no? Your name?

4

Sign it, schedule it

`First name, role, business.` Send it today, or save it for Friday's list.

Warm-up dare: ask the AI for the pushiest follow-up it can write. Type its worst line in the chat. Laugh. Then write the real one. Type **SIGNED** when yours passes all five.

Last 5 minutes: two volunteers read theirs out loud, no customer names. **Watching the recording?** Pause here and do it now.

THE PRINCIPLE

Smart systems. Strong humans.

THE SMART SYSTEM · AI

Drafts fast

- Writes the follow-up in seconds, and a text version too.
- Never forgets a Friday, never gets pushy on its own.
- Doesn't know your prices, your crew or your customer.
- Will invent a deadline to sound helpful.

THE STRONG HUMAN · YOU

Signs off

- Checks every number against the quote.
- Cuts any pressure that isn't true.
- Gives the customer an easy way to say no.
- Signs it with a real name, and sends it.

You'd never let a new hire email a customer on day one without reading it first. **Same rule for AI.** Our teaching follows the Block by Block AI Safety and Security Alliance's three laws: AI used legally, ethically and morally.

NEXT STEPS

Start free. Then pick your room.

START HERE

Get your access

pureexpertz.com/join

FREE

Your personal link to the AI 2026 platform arrives by email. Rolling enrollment: join any week.

Wed Dec 2

The monthly Mini-Forum

The first Wednesday of every month, 12–2 PM CT. Next: **Wednesday, December 2.** Bring a question and someone you'd like to meet.

Tue & Thu

Open office hours, 1 PM CT on Zoom

Your discovery call, with no appointment: come with a question. Want a 1:1? This is the way in. Next: Thu Nov 19 and Tue Nov 24 at **zoom.pureexpertz.ai**

This week

Your homework

Put a 15-minute follow-up list on your Friday calendar before you leave this call. Send one signed follow-up before then.

Three ways in, when you're ready

FOR FAMILIES

Homeowner & Family

$9.95 / month

- The weekly sessions and workshops inside the AI 2026 platform
- The community and the 30-Day Challenge
- Help finding a trusted local pro for a home project

pureexpertz.com/join

FOR TRADES & PROS

Trusted Service Provider

$47 / month

- Your place in the network by trade and ZIP, and introductions
- The Tuesday Trusted Service Provider meetup
- Every session on the weekly schedule, plus office hours
- We host, position and market your website

pureexpertz.com/join

FOR GROWING BUSINESSES

Professional

$97 / month

- Everything in Trusted Service Provider
- A monthly spotlight interview on our podcast, *The Right Conversation*
- Your own co-branded page
- The AI workforce track: AI video and AI tools
- Your team in the live workshops

Payment link by email after the form

Month to month; cancel anytime. Office hours, information sessions and workshop previews are free. Start at **pureexpertz.com/join**; Professional payment links come by email after the form. No specific results are promised.

THANK YOU · LIVE AND RECORDED

Thank you. Now, your questions.

Questions about today's lesson, your quotes or your week. Ask one, then we listen.

Free access

pureexpertz.com/join

The community

community.pureexpertz.ai

Open office hours

zoom.pureexpertz.ai · Tue & Thu 1 PM CT



Andy Babala, CPP · consultant & advisor · Pure Expertz, a marketing and automation agency · support@pureexpertz.com · (847) 991-9985 · Smart systems. Strong humans.

Monthly Mini-Forum: first Wednesday, next Wed Dec 2, 12–2 PM CT. Office hours: Tue & Thu, 1 PM CT, free on Zoom. Workshops every Tuesday. · Education, not legal, tax, financial or medical advice. No income or results are promised.