



# How Business Owners Can Profit From the Power of AI

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7 ways to use the game-changer to boost revenues, efficiency and enjoyment at work.

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Small business owners: it's time for a chat about AI.

A June 2025 [survey](https://www.nfib.com/news/press-release/new-nfib-report-how-small-businesses-incorporate-tech-and-ai-advancements/) (<https://www.nfib.com/news/press-release/new-nfib-report-how-small-businesses-incorporate-tech-and-ai-advancements/>) from the National Federation of Independent Business (NFIB) found that just 48% of solopreneurs and 58% of businesses with one to nine employees were familiar with artificial intelligence (AI) technologies for business operations or their industry. Only 21% of businesses with fewer than 10 employees use AI.

And, NFIB learned, 75% of owners who aren't using AI don't plan to start in the next 12 months.

## Opportunity to Thrive

Yet "small businesses have the greatest opportunity in their life to thrive in the next five to ten years because of AI," says Russell Kern, founder and CEO of the Kern and Partners consulting firm and author of [Transform or Die: How to Build Teams that Outthink, Outpace, and Outprofit the Competition in the AI Age](https://www.kernandpartners.com/) (<https://www.kernandpartners.com/>). "AI is not going to go away and it's not a toy."

A few signs: AI is increasingly becoming embedded in small business productivity tools; ChatGPT and

Perplexity bots have launched AI web browsers (Atlas and Comet, respectively) and oddsmakers give AI the best shot of being named Time's 2025 Person of the Year.

Mike Basso, the 57-year-old CEO and founder of SalesTalent.com, believes the popular chatbot ChatGPT has inexpensively helped his company double revenue; build a website; dramatically increase site traffic and avoid the need to hire SEO (search engine optimization), marketing, design person and content staffers.

"Small business owners who are experimenting with this technology are understanding that it has tremendous benefits for them," says Jordan Crenshaw, senior vice president at the U.S. Chamber of Commerce Technology Engagement Center. "Small businesses don't have the same resources as larger companies and AI is a great force equalizer that enables them to get off the ground running and grow."

## Enjoying Business Ownership More

An August 2025 U.S. Chamber of Commerce Technology Engagement Center [survey](https://www.uschamber.com/technology/empowering-small-business-the-impact-of-technology-on-u-s-small-business) (<https://www.uschamber.com/technology/empowering-small-business-the-impact-of-technology-on-u-s-small-business>) found that 87% of owners using AI said it helped their companies operate, compete, communicate more with customers and — perhaps surprising — enjoy running their business more.

Says Casey Frid, an entrepreneurship professor at the University of St. Thomas Opus College of Business: "I feel like AI has given everyone their own executive assistant."

Older entrepreneurs have particular advantages in their ability to use AI to turbocharge their businesses.

"The individual with experience has a concept of the



nuances of the business and a lifetime of knowing their customer," says Jim Weber, chief experience officer at the financial services company Comerica. "AI can let you take that experience and amplify it to be much more productive and smarter."

Basso couldn't agree more. As you get older, he says, "you know how to ask AI questions better, which is the key to using AI."

## 7 Ways to Leverage AI in Your Business

Here are seven ways entrepreneurs can leverage AI:

- **To let you spend time on what you need, and want, to do** "AI helps owners focus on strategy and the reason they got into the business to start with so they're spending less time on the drudgery of the backend work like payroll management," says Crenshaw.
- **To do better, quicker data analysis** One of AI's best features for business owners is detecting patterns in company data to boost revenues.

"You can throw customer spending data into something like ChatGPT and say, 'Is there any geographic data where people are spending more and my company should target promotions and advertising?'" says Holly Wade, executive director of the NFIB Research Center.

Basso offers another example from personal experience: "I can ask AI to give me 100 companies in a certain type of business and it will give that to me in seconds. That would normally take me three to four hours," he says.

- **To overcome writer's block** "I'm not a writer and have struggled with grammar my whole life. Without AI, I don't think my book would've ever been written," says Kern. "It gets rid of the blank sheet."

But, says Crenshaw, "AI should never be the final draft because you need the human touch to make sure everything's right."

- **To summarize meetings** "I use Fathom AI, which is a specific application for note taking," says Kern. "You can query it to say, 'Well, what did Richard say?' And then I get what Richard said."
- **To make compelling graphics and videos** Comerica's Weber offers this example: "Say you're a pizza restaurant founded in 1912 and want to do a video to make it look like you've got captured footage of your original owner. You can do that now with AI. That wasn't possible six months ago," he says.
- **To help your business show up in online, and AI, searches** "I wanted ChatGPT to know as much as it can about us because now if you ask it for top sales recruiters, it's going to recommend us along with other companies," says Basso.
- **To assist with supply chain issues** "A Coachella Valley company with a skincare product line marketing to an over-50 demographic just called us and told me they've used AI to cut costs by finding locations where there may not be high tariff rates," says Crenshaw.

## Why Some Entrepreneurs Are Cautious

Many small business owners, however, remain cautious about AI.

An August 2025 Comerica [survey](https://news.comerica.com/2025-08-27-Inaugural-Comerica-Bank-Survey-Finds-Small-Businesses-Optimistic-About-Growth,-Cautious-About-AI,-and-Focused-on-Strategic-Investment) (<https://news.comerica.com/2025-08-27-Inaugural-Comerica-Bank-Survey-Finds-Small-Businesses-Optimistic-About-Growth,-Cautious-About-AI,-and-Focused-on-Strategic-Investment>) found owners using, or planning to use, AI are concerned about its mistakes, tech vulnerabilities and learning curves. The Chamber of Commerce survey said about a third of owners who don't employ AI are concerned about its cost.

Those [concerns](https://www.nextavenue.org/ai-for-older-adults-friend-or-foe/) (<https://www.nextavenue.org/ai-for-older-adults-friend-or-foe/>) may be exaggerated or overcome, though.

While AI chatbots *do* make mistakes (known as "hallucinations"), newer versions show fewer errors than

previous ones. Frid's advice for AI users echoes Ronald Reagan's mantra about dealing with Russia: Trust, but verify.

Small-business owners can avoid bots sharing their trade secrets by not including private data in AI prompts. "I don't give AI any confidential information," says Basso.

AI experts and business owners who use the bots say it doesn't take much time to learn the technology. "You can go from zero to pretty strong fluency in just a few weeks," says Kern.

## Where to Learn AI

For tutorials, there are YouTube instructional videos, free online AI [training webinars](https://www.score.org/event/small-business-ai-advantage-practical-tools-grow-your-business) (https://www.score.org/event/small-business-ai-advantage-practical-tools-grow-your-business) from the SCORE small business mentoring group and classes at community colleges. The U.S. Chamber of Commerce is about to launch [Small Business bAIsics](https://www.uschamber.com/co/small-business-ai-training) (https://www.uschamber.com/co/small-business-ai-training) online courses, too.

AI doesn't need to cost small-business owners much either.

Many chatbots are free or charge business owners as little as \$20 a month for extra features. "The \$20-a-month ChatGPT plan gets me everything I need," says Basso.