STRICK MEDIA

5 Places AI Can Save Your Shop Time This Month

A practical checklist for owners of manufacturing, fabrication, machining and equipment businesses.

1 LinkedIn posts from project photos

What it is: Turning photos and quick notes from real jobs into ready-to-post updates.

Example: A photo of a finished weldment plus "custom frame, 304 stainless, shipped Tuesday" becomes a short post about the project, the material and the team behind it.

How to start: Pick one recent job photo, write two lines about it, and ask an AI tool for three post versions. Edit the best one and post it.

2 Customer emails and newsletters

What it is: Drafting updates for past customers and prospects so you stay top of mind.

Example: A short "what we've been working on" email highlighting new equipment, a capability, or a recent project.

How to start: List three things that changed in your shop this quarter. Ask AI to turn them into a short, friendly email, then edit in your voice.

3 Quote, proposal and RFQ responses

What it is: Turning rough notes into clean, consistent cover letters and proposal language.

Example: Your notes on scope, material, finish and lead time become a clear proposal summary with assumptions and exclusions spelled out.

How to start: Use a past quote with customer names and pricing removed. Ask AI to make a reusable template you fill in each time.

4 Customer FAQ and reply templates

What it is: Ready-made answers to the questions your office hears every week.

Example: Replies for lead times, minimum order quantities, materials you work with, file formats you accept, and how to request a quote.

How to start: Write down the five questions you answer most. Have AI draft a reply for each, then save them where your team can find them.

5 Job posts and recruiting

What it is: Writing job ads and recruiting posts that actually describe the work and the shop.

Example: A plain "CNC Operator wanted" listing becomes a clear post covering shifts, machines, training, and why people stay.

How to start: Paste your current job ad in and ask AI to make it clearer and more appealing to experienced candidates. Check every detail before posting.

Bonus: Paste an equipment list or spec sheet into AI and ask for a readable "capabilities" section for your website.

Ground rules for using AI safely

- Don't paste confidential customer drawings, pricing or personal info into public AI tools.
- Always review the output. AI can sound confident and still be wrong.
- Double-check every number, spec, tolerance and name.
- Use business accounts with data controls when you can.
- AI drafts. A person decides what goes out.

Want help putting this to work?

Book a free consultation. We'll show you how to make AI work for your business, using your own content.

strickmedia.com/book/checklist · hello@strickmedia.com · (630) 448-0133