

Reddit- AI Automation

This is a **very good question**, and honestly this is where *most AI automation agencies die* — not because they're bad, but because **AI automation is invisible value** until it works.

I'll go deep, step-by-step, specifically for **AI automation buyers**, and show you:

- what's actually going on in their head
- how to **differentiate** when everyone claims "automation"
- how to build a **trust bridge from outreach → paid work**
- how to productize the bridge so \$3k+ becomes natural

This is long, but this is *the playbook*.

? 1. Psychology of AI Automation Buyers (Very Different from MVP)

People who want **AI automation** are usually:

- Already running something
- Feeling operational pain
- Afraid of breaking what works
- Burned by "tools that promised automation"

What they say

“We want to automate X”
“Can AI do this?”
“Looking for Zapier / AI workflows”

What they *mean*

“We are bleeding time/money and don’t know where to start.”

Core fear

- Automation will **break operations**
- AI will be **unreliable**
- ROI is unclear
- Maintenance will be painful

So they are **risk-averse**, not experimental.

? Why Most AI Automation Agencies Lose

They:

- Talk tools (Zapier, GPT, n8n)
- Show flashy demos
- Pitch “we automate everything”
- Jump to building flows
- Quote retainers immediately

This triggers:

“If this breaks, I’m screwed.”

? Your Core Differentiation (Internal Truth)

Repeat this internally until it’s muscle memory:

**“We don’t automate tasks.
We automate outcomes, with safeguards.”**

You are not an automation shop.

You are a **risk-controlled automation partner**.

? 2. AI Automation-Specific Sales Pipeline

Signal → Context DM → Pain Reframe → Alignment Call → Automation Map → Pilot → Scale

Notice: **Pilot exists**. This is critical.

STEP 1: Outreach to Automation Leads

Signals you monitor

- “We’re doing this manually”
- “Too much ops work”
- “Need automation”
- “Zapier not enough”
- “AI workflow help”

DM Script (Automation-Specific)

Hey {{Name}} – saw your post about automating {{specific workflow}}.

We are an <Ai> agency with testimonials but before pithing

Quick question before suggesting anything:

is the bigger issue here

1) too much manual effort

or

2) mistakes / inconsistency in the process?

Automation approach changes a lot based on this.

▣ **Micro-commitment #1:** reply + choice

STEP 2: Reframe Automation (CRITICAL)

Once they reply, you **shift the conversation**.

Example

That makes sense.

One thing we've learned:
most automation failures aren't technical –
they fail because edge cases weren't designed.

Before talking tools,
what breaks today when this process goes wrong?

Now they're thinking about **risk**, not features.

▣ **Micro-commitment #2:** deeper thinking

STEP 3: Identify Automation Class

You classify them internally:

A. Time Drain

- Repetitive ops
- Manual data movement

B. Error-Prone

- Compliance
- Finance
- CRM / reporting

C. Scale Bottleneck

- Support
- Lead handling
- Internal approvals

Each class needs a different automation story.

STEP 4: Alignment Call (15–20 min)

Opening (must be exact)

“This isn’t a sales call.
Automation can break things, so the goal is to see whether automation even makes sense here.”

This line **instantly separates you**.

Automation-Specific Questions

1. Process Walkthrough

“Can you walk me through this workflow step by step?”

2. Failure Cost

“What happens when this goes wrong?”

3. Volume

“How often does this run per day/week?”

4. Human Overrides

“Where do humans step in today?”

5. Tolerance

“If automation made a mistake once a week, is that acceptable?”

These questions scream experience.

☐ **Micro-commitment #3:** time + trust

STEP 5: AI Automation Map (THE BRIDGE)

☐ This is where most agencies skip and fail.

You **must not jump to build**.

What You Offer Instead

Automation Opportunity Map

(aka your bridge product)

Price

- \$49–\$99 (starter)
- \$199–\$500 (ideal)

Deliverables

- Current manual workflow (visual)
- Automation candidates
- Risk zones
- Human-in-the-loop points
- Pilot recommendation
- ROI estimate (time saved, errors reduced)

Positioning:

This tells us what to automate,
what NOT to automate,
and where AI should never touch.

☐ **Micro-commitment #4:** money + belief

STEP 6: Pilot Automation (THIS WINS DEALS)

Instead of:

“\$5k retainer”

You say:

“Let’s automate *one* safe, high-ROI workflow first.”

Pilot Characteristics

- Low blast radius
- Measurable impact
- Reversible
- 2-3 weeks max

Price:

- \$1k-\$3k

This is where you **get paid**.

STEP 7: Scale to Retainer (\$5k–\$10k)

Now they’ve experienced:

- Reliability
- Safety
- ROI

Retainer Positioning

Now that automation is touching core ops,
the real value is:

- monitoring
- optimization
- new workflows
- failure handling

That's what the retainer covers.

Retainer becomes **insurance**, not cost.

? Your Differentiation vs Other AI Automation Agencies

Say this explicitly:

“Most automation agencies focus on connecting tools.
We focus on what happens when automation fails.”

That single sentence **wins serious buyers**.

? Where AI Is Felt (Automation Context)

They feel AI when:

- Their process is mapped cleanly

- Edge cases are identified early
- AI summaries are precise
- Nothing is rushed
- Safeguards are explained

They don't want magic.

They want **control**.

? Automation Red Flags (Disqualify These)

- "Fully automate everything"
- "No humans involved"
- "Just use GPT"
- No tolerance discussion
- No failure plan

Say:

“I don't think AI automation is safe here yet.”

This builds credibility even when you walk away.

? Mental Model for Your Team

Automation buyers don't buy AI.

They buy reduced operational risk.

Your bridge to payment is:

- Make risk visible
 - Reduce it in stages
 - Let them experience success safely
-

? What You Should Productize Immediately

1. **Automation Opportunity Map (bridge offer)**
2. **Pilot Automation package**
3. AI summary + workflow visual template
4. Junior scripts specifically for automation leads

If you want next, I can:

- Design the **Automation Map template**
- Write **DM + call scripts only for automation**
- Help you **price pilots properly**
- Build a **Notion + CRM flow for automation sales**

Just tell me what you want to implement first.

Revision #2

Created 2026-01-13 15:00:53 UTC by Chandan Kumar

Updated 2026-01-13 18:41:04 UTC by Chandan Kumar