

AI Visibility Blueprint

Find the first useful AI or automation system to build.

Most entrepreneurs do not need another list of AI tools. They need a clear first system. Use the browser blueprint for the personalised result, then use this field guide with your team.

Lead source	CRM	Pipeline	Delivery	Reviews	Numbers + AI
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Signal	Meaning	Definition
Low	Not visible	It happens, but the business cannot reliably see it.
Fragile	Founder memory	Someone knows, but it lives in chats, inboxes, or heads.
Usable	Recorded	It lands somewhere, but the team does not act from it consistently.
Strong	Operational	It is current, owned, reviewed, and used for decisions.

The rule

AI on top of a blind business usually makes the wrong process faster. First make the work visible. Then let AI handle routing, reminders, summaries, alerts, enrichment, handoffs, and weekly reporting.

The six visibility signals

Mark the closest reality. Use the weakest signal as the first system to build.

01 Lead source

Question: When a good lead arrives, can you see exactly where it came from and why it should be prioritised?

- Every lead carries channel, offer, campaign, and first intent.
- Quality is visible, not only volume.
- The source follows the lead into the working system.

First system: Lead Source Router.

02 CRM and contacts

Question: Is there one trusted place for every lead, customer, next action, owner, and conversation summary?

- New leads land automatically.
- Follow-up dates are visible.
- AI can summarise context without inventing commitments.

First system: AI Lead Inbox.

03 Sales pipeline

Question: Can you see which opportunities are moving, stuck, stale, valuable, or ready for a decision?

- Deals have stages.
- Value, last touch, and next step are visible.
- Stale or high-risk deals are flagged.

First system: Pipeline Visibility Cockpit.

04 Delivery and operations

Question: After someone buys, can you see handoff status, owner, next step, risk, and client communication?

- Handoff from sale to delivery is visible.
- Client status does not live only in chat.
- Dropped balls show up before the client complains.

First system: Client Handoff Command Centre.

The remaining sections

Mark the closest reality. Use the weakest signal as the first system to build.

05 Reviews and retention

Question: Do reviews, referrals, repeat purchases, and reactivation happen through a deliberate system?

- Review asks happen at the right delivery moment.
- Repeat or referral opportunities are recorded.
- Follow-up is not dependent on memory.

First system: Review and Retention Engine.

06 Numbers and AI leverage

Question: Is there one current screen where AI can read the business and explain what needs attention?

- Leads, pipeline, revenue, and delivery are visible together.
- The numbers are current this week.
- AI handles practical glue work, not only isolated chat tasks.

First system: Monday AI Operator Briefing.

Your signal strength

The browser calculates this for you. Use the band only to choose the right first system.

Strength	Band	Meaning
Low	Visibility first	Build one clean operating system before complex automation.
Medium	One system missing	Fix the weakest area and use AI for routing, summaries, alerts, and follow-up discipline.
High	AI coordination ready	Use AI to connect systems, summarise exceptions, and make next actions visible every week.

Use the result

The band is not the value. The value is the first system. One blind spot made visible usually beats another automation idea added on top of a weak process.

The 30-day rule

Start with the lowest-scoring section. Build one small system that makes the work visible: a source tracker, CRM queue, pipeline alert, delivery handoff, review follow-up, or Monday cockpit.

Only after that should AI take over the glue work between steps.

Worksheet

Write the proof you have today, then choose one 30-day fix. Start with the priority area from the browser blueprint.

Area	Reality	Current proof	First system
Lead source			
CRM and contacts			
Sales pipeline			
Delivery and operations			
Reviews and retention			
Numbers and AI leverage			

Want me to review your blueprint? Send it through artelityai.com/ai-visibility-map or book a Visibility Call. I will look for the first system worth building, not a long list of tools.