SMART WEBSITE DESIGNERS
www.smartwebsitedesigners.co.uk

1:1 MENTORING · SESSION GUIDE

# A Chatbot for Your Website

A friendly AI assistant that answers questions, books jobs and captures leads, even at 10pm.

| DURATION | FORMAT | INVESTMENT | INCLUDES |
|---|---|---|---|
| 90 minutes | 1:1 on Zoom or in Swansea | £175 | Written action plan |

**For example:** A builder's website answers "do you do extensions in Swansea?" at 10pm and books a site visit.

## Who this session is for

- You answer the same questions over and over
- Customers visit your website out of hours and leave without getting in touch
- You have heard about chatbots but do not know if one is right for you

## By the end, you will

- Know honestly whether a chatbot is right for your business
- Write down everything your chatbot needs to know
- Set up or plan a chatbot that sounds like you
- Make sure every lead from it reaches you straight away

## What we will cover in 90 minutes

*Every session is built around your business. Timings are a guide, and we always go at your pace.*

| | |
|---|---|
| **0–10** mins | **Welcome and the questions customers ask**<br>The ten questions you answer most. |
| **10–25** mins | **Is a chatbot right for you?**<br>Honest pros and cons, costs and what to avoid. |
| **25–45** mins | **Teaching it your business**<br>Your FAQs, prices, service areas and tone. |
| **45–65** mins | **Building it together**<br>Set up a simple chatbot on a free or low-cost tool. |
| **65–80** mins | **Leads to your phone**<br>Make sure enquiries reach you, then test it like a customer. |
| **80–90** mins | **Your action plan and questions**<br>Agree what you will try this week and ask anything you like. |

### What to bring

- A laptop or tablet
- Your website login, if you have one
- The ten questions customers ask you most

### What you will take away

- A written knowledge base of your FAQs
- A chatbot set up or ready for your site (or a clear plan)
- Lead alerts sorted
- Your written action plan



YOUR MENTOR

## Ian Brealey

Ian is a qualified tutor and Internal Quality Assurer (IQA) and a former Head of Training at Gower College Swansea. He has run Smart Website Designers for 10 years and uses AI and automation every day in his own business. He helps tradespeople, shop owners and service businesses save hours every week, and explains everything patiently, in plain English, at your pace.

## How booking works

**1**

### Book a free chat

A free 30-minute call to make sure the session is right for you.

**2**

### Pick your date

Choose a time that suits you from Ian's live calendar.

**3**

### Meet with Ian

On Zoom from anywhere, or in person in Swansea.

**4**

### Get your plan

Receive your written action plan after the session.

**Ready to book?** smartwebsitedesigners.co.uk/business-mentoring

Questions first? Email ian@smartwebsitedesigners.co.uk or call 07305 319667

This is practical business mentoring. It is not financial, legal or tax advice; for those matters, please speak to a qualified adviser.