What AI Can and Can’t Do for You

THE BIG IDEA

AI gives you more output for less effort, but it won’t replace the other ways to grow. Aim it at what’s holding you back, not at busywork.

The honest picture

What AI does well, and where it falls short.

01 **It can add real leverage.**
Leverage means getting more out than you put in. Hormozi’s team adopted AI early. More ad creative and an AI sales rep have helped.

02 **It doesn’t replace the other levers.**
Money, media reach and good people still multiply results. The companies building AI still employ thousands of people.

03 **It can’t fix a bad offer.**
If what you sell isn’t compelling, automating everything behind it won’t save it.

04 **It can make you busier, not richer.**
Extra capacity tempts you into work you’d have skipped before. The AI bill goes up. Revenue doesn’t.

05 **Many uses today are like extra assistants.**
Useful, not magic. Sometimes a human assistant even costs less than the AI bill.

> “AI is just a tool. It’s not the answer.”
>
> Alex Hormozi

How to make it pay

Find the bottleneck first. Then pick the tool.

01 **Name your real constraint.**
Growth comes from three places: more demand, a higher close rate, great delivery. Find which one is stuck before you automate anything.

02 **Decide what not to do.**
Dropping a low-priority project frees more of your team than automating it ever could.

03 **Use the levers that need no tech.**
Serve ten clients at once instead of one and you get 10x leverage. Let clients get help on their own time instead of by appointment.

04 **Teach buyers before the sales call.**
Educated prospects need shorter, fewer conversations. That can turn a 10-person sales team into 2 closing the same amount.

05 **Judge it by revenue.**
Ask: has AI made us more money? If not, it’s probably aimed at the wrong place.

DO THIS WEEK

- ☐ Name the one thing limiting growth: getting leads, closing them, or delivering.
- ☐ List every AI tool or project you run. Mark which ones touch that constraint.
- ☐ Pick one low-priority task to stop doing, not automate.

Ask weekly: Did this make us more money, or just make us busier?

Source: Alex Hormozi, *YouTube*, “Why AI won’t make you rich in 2026”