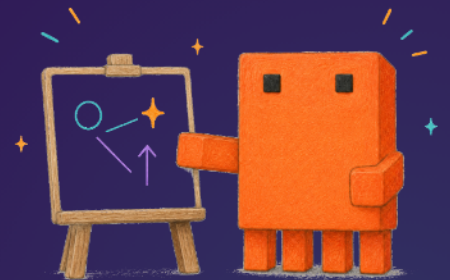


FREE GUIDE

Fix The Process First

How to map one process onto a single page, the three kinds of step to delete before you buy anything, and the test that tells you a tool will actually stick.



The three-week death

Week one, everybody signs up, because the demo was genuinely impressive. Week two, two people still open it. Week three, it is a line on the card statement that nobody wants to be the one to cancel.

Nobody decided to stop. It just stopped. And the conclusion drawn afterwards is almost always the wrong one: **AI does not work for a business like ours.**

22%

of companies that experiment with AI get real value from it. The rest bought before they looked.

What actually went wrong

The tool was dropped on top of a process nobody had ever written down. It automated the confusion, faster. Everyone felt it, nobody could name it, so it quietly died.

Step 1 — Pick one task

Not the biggest problem in the business. The most **repetitive** one. Those are rarely the same thing, and starting with the big one is how projects stall.

Good first task	Bad first task
Happens every week	Happens twice a year
Same shape every time	Different every time
Annoys more than one person	Only bothers you
You can describe it in a sentence	It needs a meeting to explain

If a task fails two of these tests, put it aside. Not forever — just not first. The first one has to work, because the first one is what buys you permission to do the second.

Choose the boring task. Boring means repeatable, and repeatable is where the money is.

Step 2 — Write it down as it really is

One page. Actual steps, in the order they actually happen — including the ugly ones. Especially the ugly ones.

- 1 What starts it? A call, a form, a message, somebody remembering
- 2 Every step after that, in order, one line each
- 3 Who does it, and what they need open in front of them to do it
- 4 Where it waits — the gaps where nothing happens are the real cost
- 5 How you know it finished

Write the real version

Not the version you would describe to a customer. The one with the spreadsheet somebody keeps on their desktop, the WhatsApp group, and the step that only works because Marta remembers to check on Fridays.



Most owners have never seen their own process on one page. It is usually a surprise.

Step 3 — Cut, before you buy

This is the step that pays for the whole exercise, and it costs nothing. Three kinds of step can almost always go:

1. The ghost step

It exists because of somebody who left. Nobody has questioned it since.

2. The double entry

The same information typed into a second place by hand.

3. The just-in-case check

A review of work that has not been wrong in two years.

Cut those and re-read the page. A good number of businesses reach this point and discover the process is now short enough that they **no longer need the tool at all** — which is a perfectly good outcome, and a free one.

Automating a step you should have deleted is paying monthly for a mistake.

Step 4 — Now go shopping

With one page in your hand you are a different buyer. You stop asking «what can it do» and start asking «can it do these seven steps».

Ask the vendor	What you are really testing
Show me these exact steps	Whether it fits your work, not the demo's
What happens when it gets it wrong?	Whether a human can catch it in time
Who on my team touches this daily?	Whether adoption has an owner
What does month two look like?	Whether anyone has thought past the sale

The stickiness test

A tool sticks when using it is faster than the old way {on the first day} — not after training, not once everyone adjusts. If day one is slower, week three is silence.

1 page

is the whole prerequisite. Everything expensive comes after it.



One page beats one subscription

Pick the task that repeats and annoys. Write it on one page as it truly happens. Delete the ghosts, the double entries and the just-in-case checks. Then, and only then, go and look at tools.

Comment FIX

on any of our posts, or send us MAP by direct message.

Sinsajo Creators — Architects of Business. We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.



WHO WE ARE

Sinsajo Creators

ARCHITECTS OF BUSINESS

We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

Process Diagnosis

We map how your team actually works and tell you the three processes worth automating first. Free.

AI Agents

Systems that answer, book, quote and follow up — you approve before anything ships.

Content & Brand

Video, carousels and guides that bring the right customers to the door.

Send us MAP by direct message for a free Process Diagnosis.

sinsajocreators.com [@sinsajocreators](https://twitter.com/sinsajocreators) [LinkedIn: Sinsajo Creators](#)