

BUILDING IN THE *Margins*

WORKBOOK

Practical exercises and simple frameworks to help you build your business in the margins—with AI by your side.



*Small pockets of time.
Big things are still possible.*

A workbook by
Aysha Samrin



Your Margins, Your Advantage

Small pockets of time. Focused choices. Consistent action.
Let's start by mapping your margins and the work that matters most.

1 WHERE ARE YOUR MARGINS?



Morning



Lunch



Waiting time



Evenings



Commute

2 WHAT REPETITIVE WORK DO YOU DO EVERY WEEK?

3 WHICH TASKS REQUIRE YOUR EXPERTISE?

4 WHICH TASKS COULD AI ACCELERATE?

5 WHAT WOULD YOU DO WITH ONE EXTRA HOUR EVERY WEEK?

AI Workflow CANVAS

Map one repetitive task from your business and reimagine how AI can accelerate it—so you can focus on what matters most.



TASK

What is the repetitive task?



WHAT DO I CURRENTLY DO?

List the steps you take now.



WHERE DO I GET STUCK?

What takes the most time or energy?



HOW COULD AI HELP?

How can AI accelerate this step?



NEW WORKFLOW

What would your improved workflow look like?



Small improvements in your workflow create big shifts in your business.



TIP

Start with one task. Even a 10% improvement saves time and energy you can reinvest where it truly matters.

Start This Week CHECKLIST

Small steps create big momentum.
Use this checklist to take action—this week.

☐

1. FIND ONE REPETITIVE TASK

Look at your week. What do you do over and over again?

Notes:

☐

2. SPEND 15 MINUTES EXPERIMENTING WITH AI

Give AI a try on that task. Keep it simple and pressure-free.

Notes:

☐

3. IMPROVE ONE WORKFLOW

Apply what you learned and make one small improvement.

Notes:

☐

4. SAVE ONE SUCCESSFUL PROMPT

Keep a record of what worked so you can use it again.

Notes:

☐

5. REPEAT NEXT WEEK

Consistency beats intensity. Keep going.

Notes:



REMEMBER

You don't need more time.
You need a better way to use the time you already have.

*Progress in the margins
creates freedom everywhere else.*



AI Prompt PATTERNS

Not sure what to ask? Use these simple patterns to guide your conversations with AI. Adapt them to your voice, your business, and your goals.



CHALLENGE MY ASSUMPTIONS

Help me see what I might be missing.

Example:

What assumptions am I making about my ideal client that might be limiting me?



ORGANIZE THESE IDEAS

Make sense of my thoughts.

Example:

Organize these notes into a clear outline for a blog post.



GIVE ME THREE APPROACHES

Show me different ways to solve this.

Example:

Give me three ways I could position this offer for my audience.



PRETEND YOU'RE MY CUSTOMER

Help me see it from their perspective.

Example:

Pretend you're my ideal client. What questions would you ask before buying this?



WHAT'S CONFUSING?

Find the gaps and unclear parts.

Example:

What's confusing or unclear about this message to my audience?



DRAFT A FIRST VERSION

Give me a starting point to build on.

Example:

Draft a proposal introduction for a web design project.



IMPROVE & REFINE

Make this stronger, clearer, better.

Example:

How can I make this email more concise and engaging?



Great prompts don't need to be perfect—they just need to start the conversation.



MAKE IT YOURS

The best prompts reflect your voice, your clients, and your goals. Tweak, combine, and make them your own.

10 Ways Freelancers

CAN USE AI

WITHOUT LOSING THEIR VOICE

AI works best when it supports your expertise—not replaces it.
Use it to think clearer, move faster, and deliver even more value.

1



BRAINSTORM OFFERS

Generate ideas based on your skills, audience, and market needs.

2



ORGANIZE DISCOVERY CALL NOTES

Turn messy notes into clear summaries, action items, and next steps.

3



DRAFT PROPOSALS

Create first drafts and structure your proposals with clarity and confidence.

4



REPURPOSE BLOG POSTS

Turn one piece of content into captions, emails, carousels, or talking points.

5



PREPARE INTERVIEW QUESTIONS

Build thoughtful questions that help you get better insights every time.

6



ANALYZE CLIENT FEEDBACK

Identify themes and insights from reviews, surveys, or testimonials.

7



SUMMARIZE MEETINGS

Get concise recaps, decisions made, and action items in seconds.

8



RESEARCH COMPETITORS

Understand their positioning, offerings, and content so you can differentiate.

9



IMPROVE ONBOARDING

Create checklists, templates, and welcome flows for a smoother client experience.

10



CREATE REUSABLE SYSTEMS

Build SOPs, templates, and workflows that save you time and energy.



*You bring the expertise.
AI helps you amplify it.*

AI doesn't replace your voice.
It gives you more space to use it
where it matters most.



Continue the Conversation

Hi, I'm Aysha Samrin.

I'm a product designer, educator, and AI strategist who helps organizations and founders turn ideas into practical products, workflows, and learning experiences.

Over the past decade I've worked with startups, nonprofits, healthcare organizations, and enterprise teams, designing products, simplifying complex systems, and teaching people how to use technology with confidence.

More recently, I've been exploring how AI can help individuals and teams work smarter—not by replacing expertise, but by amplifying it.

Whether I'm building my own products, designing digital experiences, or delivering workshops, my focus is always the same:

Helping people make better decisions, build faster, and create more value with the time they already have.



WAYS I CAN HELP



AI Workshops & Keynotes

Practical sessions that help teams move beyond AI hype and build real workflows that save time and improve decision-making.



AI Workflow Design

Design custom AI workflows that reduce repetitive work while keeping your team's expertise at the center.



Product Design & Strategy

From early ideas to shipped products, helping startups and organizations design digital experiences that solve real problems.



Training & Learning Experiences

Interactive workshops and learning programs that make complex topics practical and immediately useful.

Let's Connect



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Thank you for being here and for the work you do. Keep building in the margins—you're creating more impact than you know.

I can't wait to see what you build next.