

How I build efficient workflows using AI

Hey there, nice to meet you :)

I'm Edmund. I run a Meta Ads agency in Singapore handling around \$100k in ad spend and generating close to 10k leads per month. For the last 9 months I've been quietly stacking AI into almost every workflow we do.

Here's what most people get wrong about AI in business.

They open ChatGPT or Claude, type "write me an ad" or "summarise this report", and the output comes back generic. Sometimes useful. Often forgettable. They conclude AI isn't ready for their kind of work yet, and they go back to doing things by hand.

But the problem is they're skipping the most important step.

The trick to using AI intelligently is this: AI doesn't replace your framework. AI executes it.

I had this realisation about 3 months in. The output I was getting from AI got dramatically better the moment I stopped asking it to "be smart" and started teaching it my exact process.

Every expert has a framework, whether they realise it or not. The doctor has a diagnostic flow. The lawyer has a contract checklist. The teacher has a way they assess papers. The marketer has a method for writing hooks. That framework lives in your head, refined over years.

When you hand AI raw inputs and ask it to "figure it out", you're asking it to invent your framework from scratch. It can't. It defaults to generic best practices and the output reflects that.

When you hand AI raw inputs AND your framework, you're asking it to execute your proven process. That it can do. At speed, at scale, without burning your time.

This guide shows you how to set that up for any workflow in your business.

The Efficient AI Workflow

There are 4 steps. Steps 1, 2, and 4 are mostly human work. Step 3 is where AI does the lift.

Step 1: Capture

You collect raw input from the world. Usually some form of a conversation (client call, sales call, discovery call), a document (paper, report, brief, email thread), or a request (customer message, internal task, support ticket).

The capture step is where most people waste time because they're not systematic about it. Pick one repeating workflow in your business and ask: "What's the raw input I always need before I can do this work?" That's your capture target.

Step 2: Apply your framework

You feed that input through your proven process.

This is the secret sauce. The thing that makes your output better than someone else's. It's the questions you ask, the angles you look for, the structure you impose on raw information.

Write this framework down. Literally. As if you were teaching it to a junior who needs to follow exactly your steps. The more specific, the better. AI doesn't read minds, but it follows step-by-step instructions extremely well.

Step 3: Execute with AI

You hand AI both the input and the framework, and AI generates the deliverable.

This is where the speed kicks in. What used to take you 2 hours now takes 10 minutes. The output isn't perfect on the first try, but it's 80% of the way there.

Step 4: Human polish

You (or someone on your team) reviews the output, catches the edge cases, and ships it.

This step is non-negotiable. AI can fool you with output that looks right but has a subtle flaw. A human eye catches that. Pretending step 4 doesn't exist is how people end up sending bad ads, wrong proposals, or broken contracts to clients.

Example 1: My ads agency

This is the workflow I use most.

Capture: I jump on a kickoff call with a new client. Find out their offer, their target audience, their location, their constraints, what's worked before, what hasn't.

Apply my framework: I drop the call transcript and my notes into my Custom GPT (called "Edmund's Ad Writer"). The GPT is pre-loaded with my "We're Looking For 10" framework, my "Hook-Benefit-CTA" framework, and my compliance rules (no medical claims, no income promises, S\$ for Singapore prices).

Execute with AI: The GPT outputs 3 ad variants in my voice, with headline options, CTA options, and a compliance check.

Human polish: My editor (or me) reviews. Tightens the hook. Swaps weak phrasing. Sends to my creative person for the matching image or video. Launches.

What used to take 4 hours of writing and back-and-forth now takes about 45 minutes start to finish.

Example 2: A teacher analysing student papers

A teacher friend of mine wanted to give kids personalised feedback on every comprehension paper, but she didn't have the hours.

Capture: She photographs each student's submitted paper. Drops the photo into her tool.

Apply her framework: She'd already developed her own rubric over years of teaching: how she scores structure, how she weights evidence, how she catches common mistakes. She wrote this rubric down in plain language and saved it as a Custom GPT instruction set.

Execute with AI: AI reads the paper, applies her rubric, and outputs 3 paragraphs of personalised feedback in her teaching style.

Human polish: She reads each output in 30 seconds, edits anything that misses the kid's specific situation, sends to the parent.

Result: she now gives every student personalised written feedback, not just the ones who happened to be in class that week. Same quality, 10x the reach.

Example 3: A realtor preparing client shortlists

Capture: A new client fills out a buyer intake form (budget, family size, must-have features, area preferences, deal-breakers).

Apply the realtor's framework: The realtor has a method for ranking properties: price-per-square-foot benchmarks for the area, distance-to-MRT thresholds, school zone factors, condo vs landed tradeoffs based on family size. The judgement that takes a beginner 3 months to learn.

Execute with AI: AI takes the intake form, the realtor's ranking method, and a fresh property listing CSV, and produces a shortlist of 5 to 7 units with one paragraph of reasoning for each.

Human polish: The realtor reads each pick, double-checks the reasoning matches their gut, removes any flagged unit (e.g. seller is difficult, or a unit has issues only an insider would know), and shares the shortlist with the client.

What used to take a Saturday morning now takes 20 minutes. The client gets a thoughtful shortlist within hours of submitting their form, instead of waiting 3 to 4 days.

Which tool you should use

You don't need fancy infrastructure. Pick based on where you are.

ChatGPT Custom GPT (beginner)

Easiest to set up. Pay \$20/month for ChatGPT Plus. Best for a single repeatable workflow where you can write your framework into one big "system instruction" field. Limitations: can't call external APIs, can't run actions automatically, can't process more than around 10 files.

Claude Project (medium)

Similar idea, but Claude's models tend to follow long, detailed instructions more reliably. Best for longer documents, more nuanced framework rules, and outputs that need to match a specific voice. Pay \$20/month for Claude Pro.

Claude Code (advanced)

This is what I personally use. It runs locally on my Mac, can read files, write files, call APIs, send emails, post to Meta, query databases, anything you can script. Best for when your workflow involves multiple steps that touch different systems (e.g. read client email, pull their data from

CRM, generate report, upload to Drive, notify them on WhatsApp). Free to install. You pay per usage (or \$20/month for the Pro plan).

If you're starting today, start with Custom GPT. Get one workflow working end-to-end. Then graduate.

Your turn

Pick ONE repeating workflow in your business and fill this out.

Workflow name: _____

Step 1 — Capture

What raw input do you collect? What's the cleanest way to collect it (form, transcript, photo, email)?

Step 2 — Apply your framework

Write down your process step-by-step, as if teaching a new hire.

Step 3 — Execute with AI

Which tool will you use? (Custom GPT / Claude Project / Claude Code) What does the AI output? (e.g. draft email, scored report, shortlist)

Step 4 — Human polish

Who reviews? You, a team member, a contractor? What do they check that AI can't?

Print this. Fill it out for ONE workflow this week. That's your first Efficient AI Workflow.

About me

I'm Edmund Chew. Singapore-based. Run a Meta Ads agency handling around \$100k in ad spend and generating close to 10k leads per month. Father of two. I write weekly notes on the real AI setups I'm building in my businesses. No fluff, no theory, just what's working and what's broken.

If you'd like to follow along, just stay subscribed. You'll get the next note when something's worth sharing.

If you want to chat, [DM me on Instagram @edmundchewmarketing.](#)

Cheers,
Edmund

Remember, anytime you're stuck building something, simply ask AI (whether it's Claude or ChatGPT). That's how I troubleshoot when I get stuck doing anything.