

Before You Ask AI for an Answer, Ask a Better Question

How I Created Solomon, an AI Thinking Partner for Wiser Business Decisions

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THE BUSINESS QUESTION

A purchase decision needs context.

“Should I pay for a new marketing tool right now?”

A service business owner wants more consulting clients. The tool costs \$99 per month, the budget is tight, and the purchase needs to justify its cost.

AN IMMEDIATE ANSWER MIGHT BE

“It could be worth trying if it helps you reach more prospects. Compare its features and use a trial before committing.”

That gives a starting point. It does not yet identify what is slowing the business down.

Ask before advising.

- 01 Is the bottleneck finding prospects, following up, or converting conversations?
- 02 What can your existing tools already do?
- 03 Who will use the new tool, and how much time can they give it?
- 04 What evidence would make the purchase worthwhile?

ILLUSTRATIVE ADDITIONAL CONTEXT

For this illustration, suppose the owner says: We already have interested prospects, but follow-up is inconsistent. Our current system can track reminders, and we have not used that feature.

Turn the question into a small test.

Start with a consistent follow-up process in the existing system. Record the effort and completed follow-ups, then review whether a real gap remains before considering another subscription.

The next step becomes a testable business action. The owner still decides whether to buy.

This illustrates a decision process. It is not a client result or evidence that one AI tool always performs better than another.

Bring this approach to your team.

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