

Use Grok Bot to Start or Grow a Business

What it is, how to get set up, and what to say first.

Grok Bot is an AI assistant that learns how your business works, then does the work with you. Think of it as a small team of specialists (research, marketing, writing, websites) on call for the cost of a subscription.

Getting started is 3 steps

1 Get Grok

Get a paid Grok plan and download the Grok app, an AI chatbot like ChatGPT.



2 Get Grok Bot

Download Grok Bot too. It's a separate app for your phone and your computer.



3 Tell it everything

Spend 15–30 min explaining how your business runs. Talking out loud works. A computer is easiest.

The big one: it connects to your real tools

Grok Bot has its own computer, so it can sign in and work inside the programs you already use.

Spreadsheets & docs

Ask for an Excel spreadsheet and it builds it.

Quoting, invoicing & CRM

In software like ShopMonkey (what I use): build quotes, create customers, send follow-ups.

Rules on a schedule

Say once: "Every week at 10 AM, follow up with anyone unpaid after 30 days." It repeats.

Calendar & email

Connect Google Calendar and your email to set up appointments and handle messages.

Plaud voice recorder

Record a sales conversation; it picks it up and acts on it, automatically or when you say.

Hands off to the right helper

After a long sales call, mine routes the right info to the right helpers on my team.

You stay in control. Start without passwords or bank info. Connect tools one at a time when you're ready, and have it ask before sending anything important. Mine drafts messages for me to approve before they go out.

Then pick your path

Path 1 · Start a new business

It asks: **"What do you know more about than most people?"** Then it helps you build the whole thing. I sell forklifts, so that was my edge. It helped me build LiftRoster (liftroster.com), forklift operator compliance software.

Path 2 · Make your business more money

Already running something? It looks for where you're losing money or time, ways to cut overhead, better follow-ups, faster quotes, and simple marketing you can keep up with.

What to tell it first

"Here's how my business runs day to day..."

"Here's what I sell, how I make it, and who buys it..."

"The parts that frustrate me most are..."

"What do I know more about than most people?"

Results aren't guaranteed. You still do the work and make the decisions. It just gives you a lot more help doing it.