

ACCESS IS POWER

THE COMPANION WORKBOOK

Twelve Chapters. Thirty-Six Actions. Your Turn to Build.

Published by FAIR SA in partnership with Conversion Game

Free to share. Free to teach. Free to build with.

BEFORE YOU BEGIN

How to Use This Workbook

Access Is Power gives you the ideas. This workbook is where you make them yours.

Every chapter in the book ends with three Community Actions — small, specific, doable things. Reading them is not the same as doing them. This workbook exists so you actually do them.

Work through one chapter at a time, in order or out of order — whichever matches where you are right now. Each page gives you space to write. Use it.

There is no wrong way to fill this in. There is only filled in or blank. Filled in is the goal.

When you finish an action, come back and tick it. When you teach someone what you learned, log it in the Reach Back Tracker at the back. That tracker is not decoration — it is the whole point of the book made visible.

START HERE

My Commitment

Before Chapter 1 — put your name on this. It matters more than it looks like it does.

I am not waiting to be ready. I am starting now, with what I have.

- I understand that access to AI is access to power — and that power used well builds, not just profits.
- I will learn something in this book, apply it, and then teach it to at least one other person.
- I am not too young, too under-resourced, or too late. I am exactly on time.

Name:

Date:

CHAPTER 1

What AI Actually Is — And What It Is Not

Before you use a tool well, you need to understand it honestly — not the hype version, not the fear version.

COMMUNITY ACTION

1. Ask three people in your community what they think AI is — write down what they say and compare it to what you have just read.

2. Use ChatGPT, Gemini, or Claude to answer one question you have been wondering about — then verify the answer using another source.

3. Identify one problem in your community that AI tools could help you address — even partially.

CHAPTER 2

The Waves We Missed and Why This One Is Different

The internet wave and the crypto wave both closed before most South Africans could benefit. This one is still open.

COMMUNITY ACTION

1. Talk to someone older in your community about how the internet changed their life — or did not. What would have been different if they had had the knowledge and the access earlier?

2. Identify one thing your community produces — a skill, a craft, a food, a cultural practice — that is genuinely authentic and genuinely globally interesting.

3. Write one sentence that explains what makes that thing irreplaceable. That sentence is the beginning of your brand story.

CHAPTER 3

AI as Your Companion, Not Your Replacement

AI is not here to replace your judgement. It is here to extend it — if you know how to work with it.

AN IDEA WORTH TRYING

Use Google AI Studio to research a market, or build a small app that improves a community task — a safety alert system, a local marketplace, or something that highlights what grows in your community and is used in global ingredients. Use Gemini to help you structure your thinking when you are not sure where to start.

COMMUNITY ACTION

1. Use Claude or ChatGPT to explain one topic you have been curious about but never fully understood — then find one thing the AI got wrong or missed.

2. Ask an AI tool to describe the global market for something you make, cook, play, or know deeply. Write down what surprises you about the answer.

3. Teach what you just learned to one other person before the end of the week.

Understanding Your Passion and Finding Your Contribution

What do you do naturally that the world needs more of? Unemployment is real. Financial pressure is real. The urgency to generate income is real — and so is the value of getting this question right first.

THE FOUR HONEST QUESTIONS

What do you do when no one is asking you to do anything? What do people consistently come to you for? What problems in your community make you genuinely angry or sad? What could you talk about for an hour without preparing? Sit with these before you answer them.

COMMUNITY ACTION

1. Answer the four honest questions in this chapter — write your answers down and sit with them for a few days before revisiting them.

2. Ask three people who know you well: "what do you think I am best at?" Compare their answers to your own.

3. Identify one person in your community whose passion and expertise you admire — have a conversation with them about how they found their contribution.

CHAPTER 5

The Growth Mentality That Makes Everything Else Work

Skills compound. Discomfort is the price of admission for growth, not a sign you are on the wrong path.

COMMUNITY ACTION

1. Identify one thing you have been avoiding learning because it felt too difficult — start it today, even for 20 minutes.
2. Find one person who is learning something similar to you and agree to share what you each discover over the next month.
3. When you next fail at something — and you will — write down what you learned from the failure before you move on.

CHAPTER 6

Setting Up Your Digital Presence — WordPress, Shopify, or Just Getting Online

You do not need a big budget to exist online properly. You need the right platform for where you are right now.

COMMUNITY ACTION

1. Register your domain name today — even if you are not ready to build the site yet.

2. Write your two-sentence homepage headline: what your business does and who it is for. Share it with three people and ask if it is clear.

3. If you already have an online presence, check whether your Google Business Profile is claimed, verified, and fully populated.

CHAPTER 7

Using AI to Build, Create, and Reach New Markets

AI can draft, structure, and research faster than you can alone. Your job is to make sure it still sounds like you.

COMMUNITY ACTION

1. Use Claude or ChatGPT to write a first draft of your about page — then rewrite it in your own voice, in your own words.
 2. Install Rank Math on WordPress and complete the setup wizard — or verify that your Shopify store's basic schema is correctly implemented using Google's Rich Results Test.
 3. Write one piece of content this week about something you know deeply. Use AI to help with structure and research. Make the voice yours.
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Community as Competitive Advantage

*What you build alone is smaller than what you build with the people around you.
Community is not a soft idea — it is a strategy.*

COMMUNITY ACTION

1. Identify three businesses or makers in your community whose work complements yours — reach out to one of them this week about a potential collaboration.

2. Document one piece of knowledge from your community that exists nowhere online — a traditional technique, a recipe, a practice, a history.

3. Start a community WhatsApp group or Signal group specifically for sharing digital marketing discoveries — one learning per week from each member.

The Working Rhythm — The System That Makes It Sustainable

Motivation runs out. Systems do not. Hunt, Gather, Sharpen, Maintain, Reset, Relax, Archive — this is the rhythm that keeps you building without burning out.

COMMUNITY ACTION

1. Write down your five Hunt actions for tomorrow morning before you go to sleep tonight.
2. Identify one thing in your current work that is sitting in Gather but has never been Sharpened or moved to Hunt — decide this week whether to Sharpen it or Archive it.
3. Set a recurring 15-minute Friday reminder for your weekly Working Rhythm review — protect it as non-negotiable.

Reaching Back — The Ubuntu Obligation

Access to power that stays with one person is small. Access to power that gets taught forward is how a whole community rises.

COMMUNITY ACTION

1. Identify one thing you have learned from this book that someone you know needs to know — share it with them before the end of the week.

2. Create or join a community learning group — even two people meeting once a week to share what they are discovering is a learning community.

3. Document one lesson from your own experience — a mistake you made, something that worked, something you wish you had known earlier — and share it somewhere others can find it.

Using AI for Real Business Research, Planning, and Projections

The Business Model Canvas gives you the structure. Real research and your own voice give the AI something worth working with.

THE NINE CANVAS BLOCKS

Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure. Research the Business Model Canvas online before you fill in a single block.

COMMUNITY ACTION

1. Choose one Business Model Canvas block and research three real competitors before asking your AI tool a single question about it.

2. Paste three examples of how you already communicate with customers into an AI conversation before asking it to write anything for your business.

3. Complete one full canvas — even roughly — for a business idea you have been sitting on but never structured properly.

AI Agents, Automation, and What Comes After the Website

Claude reasons. OpenClaw automates. Your website is becoming a data source AI agents read on your customer's behalf, not just a page a person visits.

COMMUNITY ACTION

1. Search your own business name in Google and note exactly what information appears about you before someone even reaches your website.

2. Ask an AI tool what it currently knows about your business, based only on what is publicly available — the gaps it reveals are your priority list.

3. Identify one repetitive task in your business — bookings, FAQs, follow-up messages — that could realistically be automated in the next three months, and research what that would take.

The Reach Back Tracker

Every time you teach someone what you learned, log it here. This page is the actual point of the book.

Access to power that stays with one person is a small win. Access to power that gets taught forward is how a whole community rises together.

You do not need to teach a class. A five-minute WhatsApp voice note to a friend counts. A conversation over dinner counts. Showing your niece how to set up a Google Business Profile counts. Log every one.

Date	What I Taught	Who I Taught
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Your Weekly Working Rhythm Planner

Fill this in every Friday for 15 minutes. It is the single habit that makes everything else in this workbook sustainable.

HUNT

What is active and working right now? What are this week's 5 actions?

GATHER

What am I building, researching, or learning this week?

SHARPEN

What is ready to be finished properly and tested before it goes live?

MAINTAIN

What did I check on this week? What needs fixing before it breaks?

RESET / RELAX

How did I rest this week? Did I actually disconnect?

ARCHIVE

What did I retire this week — and what did it teach me?

You Are Not Behind

You have now worked through thirty-six specific actions across twelve chapters. Some of them you finished in five minutes. Some of them you are still sitting with. Both are fine. The point was never speed. The point was starting.

Access is power. You have just proven you know how to use it — not by reading about it, but by doing something with it, in writing, in your own words, in your own community.

Now go teach someone. That is the whole book, made real.

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A person is a person through other persons.

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