



EMERGENT SUPER INTELLIGENCE AGENCY™

A FREE GUIDE FOR BUSINESS OWNERS

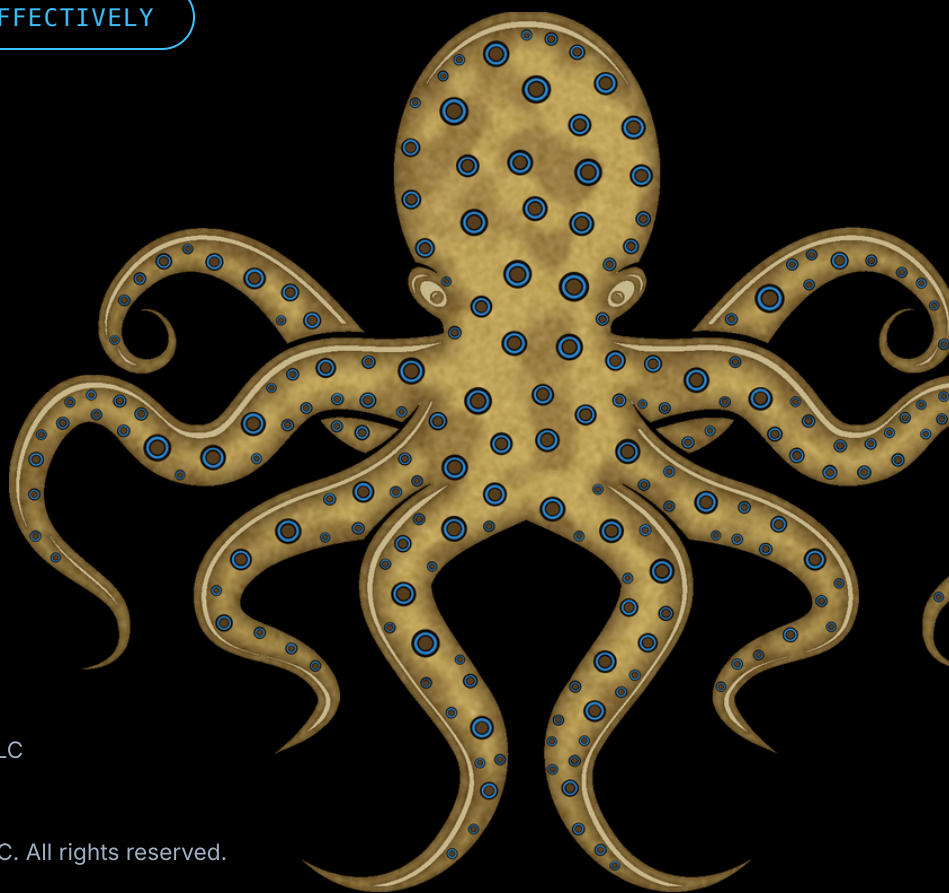
The Lawyer's Lens

8 AI considerations, among others, attorneys weigh, and what they may mean for your business.

AI USED SAFELY · ETHICALLY · EFFECTIVELY

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Start here.

AI gives you instant access to competent, yet imperfect, thinking. Most business owners have already tried it. Far fewer have stopped to ask how to use it responsibly with customer information, money, and reputation on the line. The legal profession has had to answer that question. This guide shares what lawyers weigh, in plain English, for your business.

The 3 keys to working with AI

1 Always invite the AI

Don't wait until you're stuck. Use AI from the start to brainstorm, guide, critique, or co-create. It's a better partner than a last resort. Revisit your AI tools regularly; no single tool is best at everything.

2 Be the human in the loop

AI should augment and enhance your thinking, not replace it. You remain the editor, the strategist, and the responsible party. AI can generate; you verify, decide, and direct.

3 Tell it who to be, and what to do

Treat AI like a skilled assistant. Give it a clear role, the background, and specific directions. You'll get far better results when you frame a prompt like a conversation with a specialist.

Why you must check its work

AI doesn't look up facts. It predicts likely words from patterns in what it was trained on. That can produce answers that sound convincing but are wrong. People call this "hallucination." The more accurate word is **confabulation**: filling gaps with confident fabrications.

The rule: check, double-check, and recheck every AI answer before you rely on it. Ask AI for its sources, ask it to explain its reasoning, and verify the original sources yourself.

The Lawyer's Lens

8 AI considerations, among others, attorneys weigh, and what they may mean for your business.

Attorneys carry some of the strictest duties of any profession. Bar authorities have identified a number of things lawyers need to consider when they use AI. Here are eight of them, among others. **Many may also apply to a business that handles customer information.** What applies to you depends on your industry, any licensing or professional rules you follow, your customers, your facts, and your jurisdiction.

01 Know your AI tool before you rely on it

- ☐ Learn what the tool can and can't do.
- ☐ Read its Terms of Use and Privacy Policy, or ask a tech expert.
- ☐ Stay current on AI developments and risks.

Attorneys: ABA Model Rule 1.1 (Competence); ABA Formal Opinion 512; Florida Bar Ethics Opinion 24-1.

02 Don't put confidential information into public AI tools

- ☐ Never enter customer-identifying or sensitive information into a public AI tool that may store or learn from it, unless you've confirmed it won't, and you have the customer's informed consent to any remaining risk.
- ☐ Use private, business-grade, or non-learning AI tools for confidential work.

Attorneys: ABA Model Rule 1.6 (Confidentiality).

03 Be open about how you use AI

- ☐ Tell customers when AI meaningfully affects their work, their bill, or their information.
- ☐ If someone asks how AI is used in your work, answer truthfully.
- ☐ Consider a simple AI disclosure in your customer agreements.

Attorneys: ABA Model Rule 1.4 (Communication).

04 Charge fairly for AI-assisted work

- ☐ Bill only for time actually spent, including AI-assisted work.
- ☐ Don't charge customers for your time learning a tool unless they agreed to it.
- ☐ Pass through AI tool costs fairly, with no hidden markup.

Attorneys: ABA Model Rule 1.5 (Fees).

05 Keep each customer's information separate

- ☐ Make sure your AI tools don't mix data between customers.
- ☐ Avoid tools that reuse past inputs unless you're confident the data is isolated.

Attorneys: ABA Model Rules 1.7 and 1.9 (Conflicts of Interest).

06 Verify everything AI produces

- ☐ Check, double-check, and recheck facts, sources, and reasoning.
- ☐ Never send AI-generated work to anyone without a careful human review.
- ☐ If you find an AI error after the fact, correct it right away.

Attorneys: ABA Model Rules 1.1, 3.3 (Candor), and 8.4(c). Courts have sanctioned lawyers for filing AI-invented case citations.

07 Train your team and check your vendors

- ☐ Train everyone who uses AI to use it safely.
- ☐ Decide which AI tools are approved, how sensitive data is handled, and which review steps are required.
- ☐ Vet outside vendors for confidentiality and security.

Attorneys: ABA Model Rules 5.1 and 5.3 (Supervision).

08 Keep AI-written marketing truthful

- ☐ Review AI-generated marketing and website content for accuracy.
- ☐ Never let AI overstate your services, results, or expertise.

Attorneys: ABA Model Rule 7.1 (Communications About Services).

Protect yourself with a simple record

Adopt a short AI use policy for your business. Keep a simple log of which AI tools you use, any customer consent you obtain, and any important decision where AI played a role, with your reasons.

Important

These are 8 AI considerations, among others, attorneys weigh. They are not a complete list. Attorneys, for example, must also follow their own state bar's rules and ethics opinions, and your business may have industry, licensing, or local rules of its own. Following them does not guarantee safe, ethical, or compliant AI use. This is general information, not legal advice. For advice about your specific facts, consult a qualified attorney licensed in your jurisdiction.

Four questions before you type

In some circumstances, what you put into an AI tool can be stored, reviewed, or used to train future versions.

Who can see it?

Read the terms of service to learn who can access your data.

How sensitive is it?

Leave confidential details out, or use proper safeguards.

Would I trust this vendor?

Vet AI vendors like any company handling sensitive data.

How long is it kept?

Check the data retention policy and your opt-out settings.

YOUR 5-MINUTE SELF-CHECK

How does your business look through the Lens?

Check each one you can honestly answer "yes" to today.

- ☐ We know which AI tools our team uses, and we've read their data terms.
- ☐ No one pastes customer-identifying information into a free AI account.
- ☐ We'd be comfortable telling customers how we use AI.
- ☐ Our pricing is fair when AI saves us time.
- ☐ One customer's information never ends up in another customer's work.
- ☐ A person reviews AI output before it goes to a customer.
- ☐ Our team has been shown how to use AI safely.
- ☐ Someone checks AI-written marketing for accuracy.

7–8: strong foundation. **4–6:** a few gaps worth closing. **0–3:** time to put guardrails in place. Either way, the **Free AI Checkup** is a good next step.

WANT MORE? A LOOK INSIDE

Emergent AI Playbooks

Ready to put AI to work? AI Playbooks are built around outcomes: each one puts an AI specialist to work on a specific result for your business, step by step.

10 Power Playbooks



AI Profit Finder

Finds where you're leaving money on the table, and ranks the quick wins.



Future-Back Strategic Audit

Works backward from your most profitable year ever.



Competitor Intelligence

Ethically sizes up the competition using public information.



Content Machine

Turns you into the go-to expert without hours of writing.



Local Event Marketing

A marketing calendar built around local events and seasons.



AI Business Detective

Uncovers hidden revenue, efficiency, and positioning opportunities.



10-Year Time Machine

Shows how your industry is likely to change, and how to get ahead.



Customer Avatar

Builds detailed profiles of the customers you most want.



Local Market Intelligence

Tailors your strategy to your town and your community.



Personal Assistant

Plans your day for maximum impact.

+ 8 everyday Playbooks

Meetings, competitor analysis, new-idea testing, hiring and training, sales pitches, performance reviews, and more.

+ The 8 AI Frameworks

ERA, CARE, APE, RACE, TAG, RISE, COAST, and ROSES, each with a business example and when to use it.

SNEAK PEEK · THE AI PROFIT FINDER PLAYBOOK

"Analyze my business finances and operations to find immediate profit opportunities:

MY BUSINESS SNAPSHOT: Industry: [your industry] · Annual revenue: [range is fine] · Number of employees · Primary expenses · Biggest time drains · Customer acquisition cost...



The full Playbook is in Emergent AI Playbooks.

Get early access: emergentsuperintelligenceagency.com/#contact

Ready to go further?

This guide helps you use AI responsibly. The real gains come from applying it to your own business, your own workflows, and your own goals.

Get your Free AI Checkup

Answer a few simple questions about your business. We'll personally review your answers and email you your best opportunities, a quick win, and one thing to watch out for.

emergentsuperintelligenceagency.com/checkup.html

Match your business to the right AI

Tell us what you need AI to do, and see your matches in 60 seconds. Then unlock your personalized AI Stack Blueprint.

emergentsuperintelligenceagency.com/tool-matcher.html

Book a free consultation

A no-pressure conversation about your business and how AI can help, at your pace and your budget.

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