

You've probably seen the posts by now.

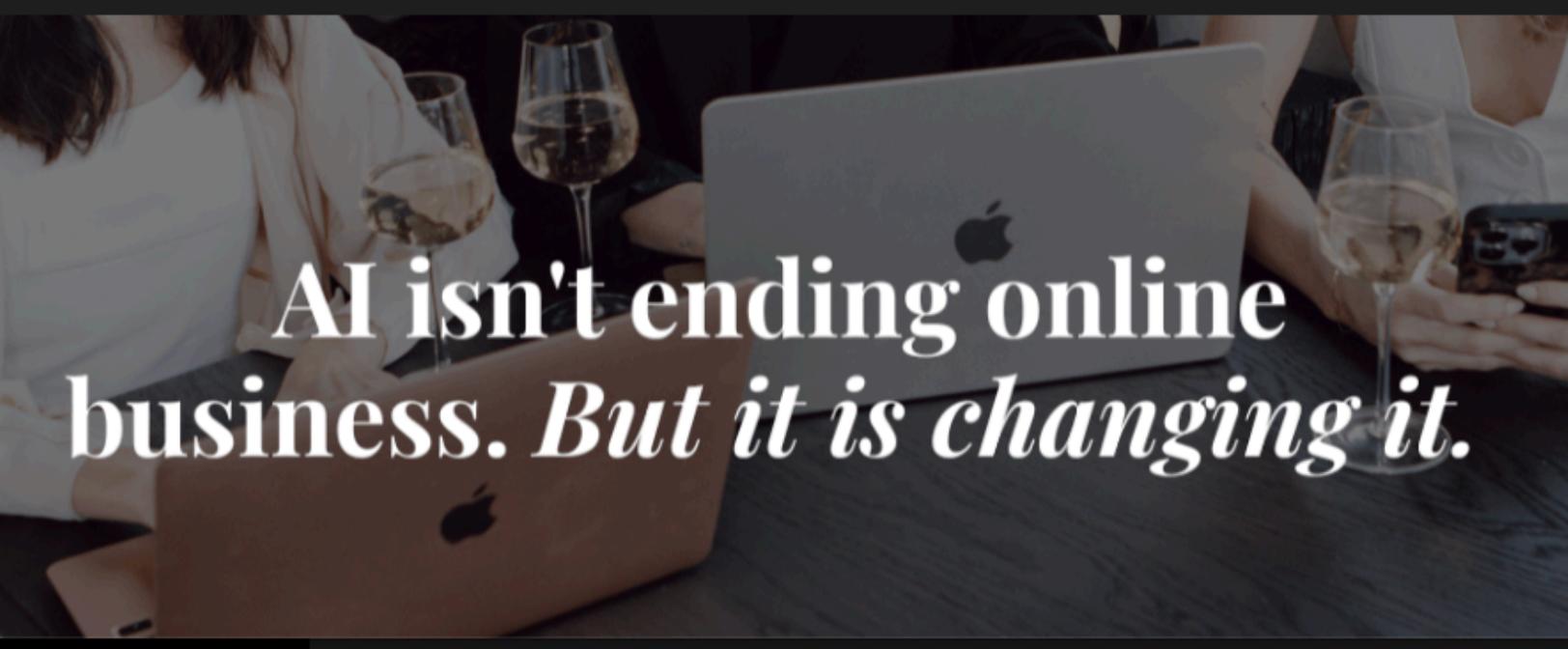
***"2026 is the last year for online businesses!"***

***"AI is coming for your job!"***

***"If you're not using AI, you're already  
behind!"***

I'll be honest...it's *exhausting*. I'm tired of hearing it, seeing it, & feeling it.

Because *(as usual in the online business world!)* it's just  
*not that simple!*

A photograph of a group of people sitting around a table in what appears to be a meeting or a social gathering. There are several laptops open on the table, and several wine glasses filled with a light-colored beverage. The image is dimly lit and has a dark overlay. The text "AI isn't ending online business. But it is changing it." is superimposed in a large, white, serif font across the bottom half of the image.

***AI isn't ending online  
business. But it is changing it.***

And the entrepreneurs who win in this new era **won't** be the ones using AI for everything from their virtual assistant to their therapist.

They'll be the ones who use AI as a **tool** (*because that's what it is!*) while keeping the human connection at the center of everything they do.



**Here's what AI can't do:** read the room when shit hits the fan. Think strategically in hard meetings. Build relationships that go beyond a computer screen. Remember the personal details that make people feel **seen**...like that hilarious story they told you that would drive crazy engagement on their next IG post. Show up with compassion when life gets messy, and they need a real person, not a robotic response.

**Your clients don't buy from algorithms. They buy from people they trust. And trust can't be automated.**



We use AI at Champagne Collective. But we've been very intentional about how we use it. We never let it replace the things our clients actually hire us for – like scaling strategies, creative direction, and the human touch that makes their brand feel like them.

## Here's where AI actually helps us:

- ✦ **Summarizing meeting notes and client calls.** Instead of spending an hour after every call typing up notes, we let AI do the heavy lifting. That gives us more time to actually think about strategy and next steps.
- ✦ **Organizing and streamlining internal documents.** AI helps us keep everything organized so we're not digging through files trying to find that one thing from three months ago. Efficiency without losing the personal touch.
- ✦ **Transcribing video and audio.** We can repurpose content faster, pull quotes, and make sure nothing gets lost. But a human still reviews everything to make sure it sounds like us (*and our clients*), not a robot.

There's a huge difference between letting AI replace your work and using it to speed up tasks that don't require your 100% attention.

AI can clear the small tasks off your list so you can stay focused on the work that actually scales your business.

Sure, AI can write your captions and build workflows...*technically*. But it can't replicate what hundreds of brands need from us: unique voices, tailored strategies, and the kind of support that comes from actually understanding their business and audience.

Here's the proof from my **recent IG post** about this:



thevillagewellbaltimore As a CC client til the end of time, I couldn't agree more. AI can't replicate what this team does.

16h 1 like Reply

Okay, this comment definitely made my very pregnant self cry! 🥹 But the reason we receive feedback like this is because we're not trying to be the most automated, fastest-moving agency.

# *We're trying to be the most human one.*

The one that shows up when things get messy, thinks strategically when plans change, and builds *real* relationships that go beyond task lists and automations.



## ***So where does that leave you?***

If you're trying to do everything yourself, managing the AI tools, handling client work, building systems, and still showing up as the heart of your business, you're going to burn out. ***Fast.***

The smartest move you can make in 2026 isn't choosing between AI and humans. It's bringing in a team that knows how to use both without losing what makes your business special in the first place.

That's what we do.

If you're ready to stop trying to figure it all out on your own and start working with a team that gets it, let's talk!

[Apply for VA Support Here](#)

Your humanity is your strongest currency. Don't let anyone *(or anything!)* automate that away.

Cheers to staying human in a world obsessed with robots,

**Ash** 🍷🍷