

AI is Santa's Helper

Work Smarter While Keeping the
Magic

Welcome!

Today's Goal

By the end of this seminar you'll understand:

- › What AI is (without all the technical jargon)
- › How AI can save you time running your Santa business
- › Simple prompts you can use today
- › What information you should never share with AI

What is AI?

- › Think of AI as a very smart digital helper.
- › You can speak to it just like you would another person—in plain English—and it can help you write, brainstorm ideas, organize information, answer questions, and solve problems.

What is an LLM?

- › LLM stands for **Large Language Model**.
- › Think of it as a computer program that has been trained from an enormous amount of books, articles, websites, and other writing. It has learned how people use language, tell stories, write emails, make jokes, and answer questions.

Google vs AI

Google

You ask: "Santa Claus booking email template"

Google gives you:

- › Websites
- › Articles
- › Templates
- › Ads
- › You still have to find something you like and edit it.

AI

You ask: "Write a warm booking confirmation email for the Miller family for December 10 at 4:00 PM."

- › AI writes the entire email for you.

A Few Rules

Never share:

- › Children's full names
- › Home addresses
- › Personal information
- › Credit card information
- › Use first names only.
- › Protect your families' privacy.

Tips for better responses

Instead of saying:

- › Write a Facebook post.

Try saying:

- › Write a cheerful Facebook post encouraging families in Raleigh to book Santa visits early. Keep it under 100 words with two Christmas emojis.



Running the North Pole More Efficiently

Instant Personalized Story

Prompt:

- › Write a short encouraging story from Santa to a 6-year-old named Liam who loves dinosaurs and is a little nervous about starting kindergarten. Mention his dog, Barnaby. Keep it brief, but meaningful.

Santa's Magic Words

Prompt:

- › Give me three magical things Santa can say to a little girl named Maya who loves ballet and worked hard to learn how to tie her shoes all by herself this year.

Difficult Situations

Need help answering a tricky parent question?

Prompt:

- › A parent asked how I handle children who are scared of Santa and crying. Write a warm, reassuring response explaining my gentle approach and that Mrs. Claus is available to help children feel comfortable.

Social Media

Prompt:

- › Give me five fun Christmas in July Facebook posts reminding families to book Santa visits early.

Emails

Prompt:

- › Act as my business manager. Write a warm but professional reply to a corporate client wanting to book me for a two-hour holiday party on December 12. Tell them I'm available, my rate is \$___ per hour, and ask if they'd like Mrs. Claus to join us.

Promotional Writing

Prompt:

- › Write a 100-word promotional description for a Breakfast with Santa event at Grasshopper Farmer's Market. Mention family fun, photo opportunities with Santa and Mrs. Claus, and a cozy holiday atmosphere.
- › Create a flyer for the event with images of a Santa breakfast

Remember

AI is incredibly helpful.

But...

- › **YOU provide the kindness.**
- › **YOU provide the laughter.**
- › **YOU provide the hugs.**
- › **YOU provide the magic.**



Ideas Appendix

Other helpful ideas

- › **"Elf on the Shelf Rescue"** – "A child accidentally touched the Elf. Write a reassuring explanation from Santa."
- › **Voice practice** – Ask AI to write short scripts for practicing your Santa voice.
- › **Mrs. Claus corner** – Show prompts specifically for Mrs. Claus, like cookie recipes, story time, craft ideas, or comforting conversations with shy children.
- › **Thank-you follow-ups** – Generate personalized thank-you emails after corporate events.
- › **Interview prep** – Have AI role-play a TV reporter asking Santa questions.

Other helpful ideas

- › Create invoices
- › Brainstorm new event ideas
- › Write children's letters from Santa
- › Make personalized Nice List certificates
- › Create games for holiday parties
- › Write website content
- › Plan next year's marketing

AI's to check out

- › Copilot
- › ChatGPT
- › Claude
- › Gemini on Android phones
- › Siri “Apple Intelligence” on iPhones