



# AI Catalyst:

Learning the Key AI Basics

An essential tool for your business

Training3



(1) Newbie



(2) Dabbler



(3) Dazzler

Where would you categorize yourself with AI?

Drop a 1, 2 or 3 into the chat



“Absolutely blown away by the AI for Biz course! It's not just a course; it's a game-changer!”



Whitney Cardosi

You are in the right place!





Gail Zona

Founder

Entrepreneur

Former tech exec



*I have helped 500+ people, so far, learn how to use AI to accelerate growth in their business.*

# Here's what you will learn today

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## AI Basics

- What are the basics I need to know?

## Using AI to do *day-to-day tasks faster*

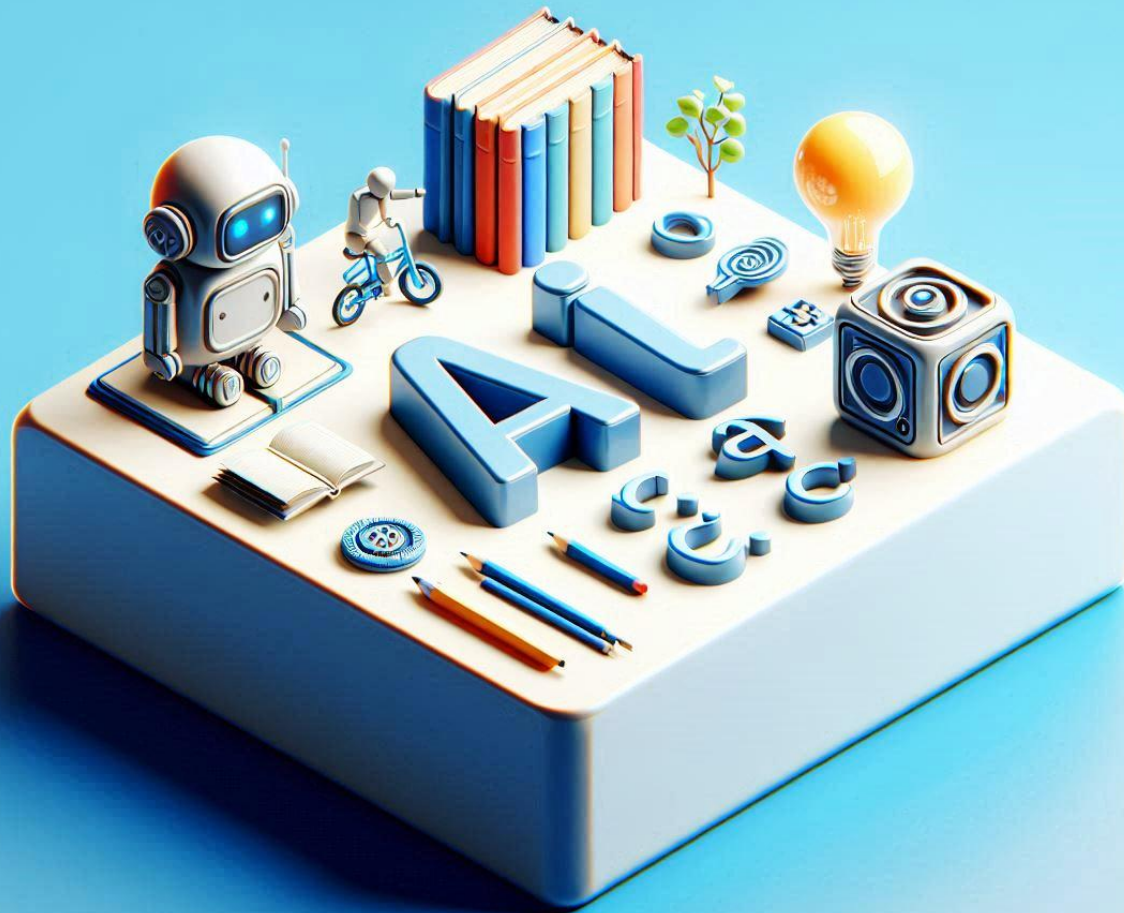
- Things like social media, emails, newsletters

## Using AI to do *important tasks better*

- Customer insights so you really know what your clients are thinking, difficult conversations

## Using AI to *accomplish the impossible*

- Creating a blog a week—yes it's really possible!



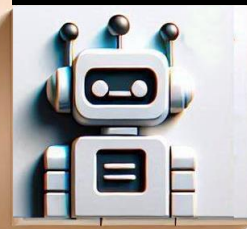
# AI Basics

What are the basic facts about AI that I should know?

# AI: The Basics

## *I can't get it to do much*

AI is easy to start but hard to master. Like any tool, training is key.



## *It sounds like a robot*

AI starts off with a default style. You need to train it to sound like you.

## *It makes mistakes*

Yes, it does. You need to make sure you read everything you create before you publish it.



## *It's going to take my job!*

AI won't replace you—but the person who uses AI effectively might well replace you!

## *AI is everywhere!*

Yes, it is. You see it on phones, in apps, on social media, in cars. It is showing up everywhere but it's not one big AI, it's lots of little ones that aren't connected.



## *Will I be left behind?*

If you don't learn how to use AI, at least a little bit, you are likely to get left behind. AI is here to stay.

# Basic Prompt Structure

*It all starts with a prompt*

---

## Persona



*What role do you want the AI to assume?*

- *An expert in social media?*
- *A business strategist?*
- *A marketing guru?*



# Basic Prompt Structure

*It all starts with a prompt*

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## Persona



You are an Instagram expert, skilled in creating engaging posts for one-person nutrition and wellness practitioners. You include relevant information in your posts and always include a call to action.

# Basic Prompt Structure

*It all starts with a prompt*

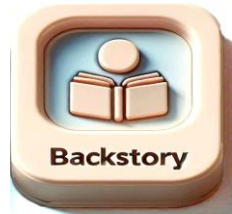
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## Persona



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## Backstory



*What does the AI need to know about?*

- *Your company?*
- *Your clients?*
- *The situation?*

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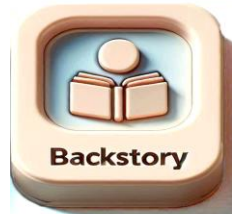
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## Persona



You are an Instagram expert, skilled in creating engaging posts for one-person nutrition and wellness practitioners. You include relevant information in your posts and always include a call to action.

## Backstory



I have nutrition and wellness practice focusing on gluten-free and vegan alternatives. My clients are women aged 30-65 primarily in the New England area. I have certificates in multiple nutrition areas. My clients praise me for my ability to listen and come up with creative ideas.

# Basic Prompt Structure

*It all starts with a prompt*

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## Task



*What do you want the AI to do for you?*

- *Write a social media post?*
- *Give you insights about your clients?*
- *Compare pricing plans with competitors?*



# Basic Prompt Structure

*It all starts with a prompt*

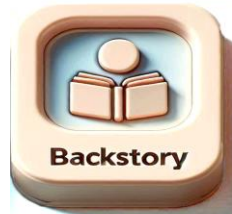
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## Task



Create a post introducing me that would be engaging and informative to my prospective clients and that sets me apart from others. Use benefits-oriented language.

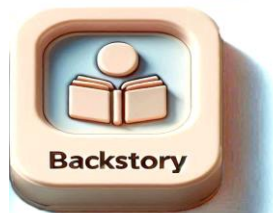
# Changes over time

*Prompts now need to have richer info*



## 2024

You are an Instagram expert.



I have a nutrition and wellness business.



Create a post for me.

## 2025

You are an Instagram expert, skilled in creating engaging posts for one-person nutrition and wellness practitioners. You include relevant information in your posts and always include a call to action.

I have nutrition and wellness practice focusing on gluten-free and vegan alternatives. My clients are women aged 30-65 primarily in the New England area. I have certificates in multiple nutrition areas. My clients praise me for my ability to listen and come up with creative ideas.

Create a post introducing me that would be engaging and informative to my prospective clients and that sets me apart from others. Use benefits-oriented language.

## with a Pro's help

### 1. Format: Single Image/Photo Post

#### •Hook (First Line):

[Attention-Grabbing Question or Statement Related to Your Content]

Example: "Tired of bland gluten-free meals? Let's make them delicious!"

#### •Body (Main Content):

- [Identify the Problem or Pain Point]  
Example: "Gluten-free doesn't have to mean boring or restrictive."
- [Provide a Benefit-Oriented Solution or Tip]  
Example: "Try these quick swaps to turn your meals into flavor-packed, satisfying dishes."

#### •Call to Action (CTA):

[Action Step]

Example: "Tag a friend who needs this! 📌 Or DM me for personalized tips."

### 2. Format: Carousel Post

#### •Slide 1 (Hook):

[Tease the Content]

Example: "Swipe 📄 to learn the top 3 gluten-free ingredients that'll transform your meals!"

#### •Middle Slides (Content):

- [Break Down Tips/Ideas/Recipes in Bite-Sized Pieces]  
Example: Slide 2: "1. Chickpea flour – high protein, gluten-free goodness!"

# Creating a social media post

Instagram prompt 

*You are 'talking' to the AI now.*



You are an Instagram expert, skilled in creating engaging posts for **INDUSTRY** in **GEOGRAPHY**. You include relevant information in your posts and always include a call to action.



I am **NAME**, a **PROFESSION**, specializing in helping **CLIENT1** and **CLIENT2** **WHATIDO**. I have **BRAG**. I specialize in **SECRETSAUCE**.



Create a post introducing me that would be engaging and informative to my prospective clients and that sets me apart from others. Use benefits-oriented language and a catchy hook that will command attention.



*You can use AI to help you figure out your **SECRETSAUCE**, the special things that set you apart from others and make you the go-to person.*

*Want to know how? Schedule a **FREE Discovery Chat**.*

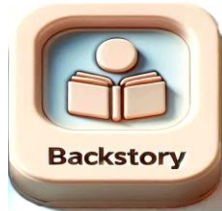
# Changing format, and tone

Email Newsletters 

*Be sure to include your goal or 'intent'*



You are an email marketing expert, skilled in creating posts for INDUSTRY that get opens, clicks and shares. You always include a call to action and a catchy title that stands out in inboxes.



I want to reach out to my CLIENT clients specifically. They are AGERANGE, GENDER, FACT1, FACT2. They are typically concerned about CONCERN.



I am not sure my clients understand all the ways I can help them so I want to use this email to remind them. Create an email giving them the top NUMBER reasons how I can help them. Make the tone TONE1, TONE2, TONE3.



*AI doesn't have to sound like a robot. If you train it on your business, your clients and your brand tone, it will sound just like you only better!*

*Want to know how? Schedule a FREE Discovery Chat.*





## Using AI to do important tasks better

Customer insights so you really know what your clients are thinking

# Customer Insights

What do your customers *really* think?

*This works best when you have a 'conversation' with AI*



You are a marketing and branding expert skilled in helping small INDUSTRY really connect with their clients.



I want to learn more about what drives my clients and how I can relate to them better. My clients are: GENDER, AGES, PROFESSION, GEOGRAPHY, who NEED1, NEED2, NEED3. I provide SERVICE1, SERVICE2, and SERVICE3 to RESULTS. My specialty is SECRETSAUCE.



What are the top 10 pain points that my customers have?



*This is the foundation for really using AI effectively. Once you do this you can not only dig deeper into who your clients are, but now you can work on more effective lead generation, appropriate products and services and upsells, pricing, and referrals.*

*Want to know how? Schedule a FREE Discovery Chat.*



# Using AI to accomplish the impossible

Creating a blog a week—yes, it's really possible

# Let's have some fun with Brainstorming!

Ideas for 52 weeks of Blogs in seconds! 

*AI never gets 'stuck'*



Persona

You are a blogging expert, skilled in creating interesting blogs for **INDUSTRY** that are informative and get read.



Backstory

I provide **SERVICE** to **CLIENT1** who is most interested in **INTEREST**, and **CLIENT2** who is most interested in **INTEREST**.



Task

Give me 52 ideas for a weekly blog. Make **PERCENT1** of them about my industry and **PERCENT2** about topics of general interest for these types of clients. Use a table format to give me the results



*You really can write a blog a week! You need to include the proper SEO of course and you really need to train AI to your brand tone.*

*Want to know how? Schedule a [FREE Discovery Chat](#).*





Wow!  
Amazing!  
Mind blowing!

*What else can I  
do with AI?*

# AI can help you answer these questions!

*Just  
look!*



**How can I get more leads?**  
**How do I turn leads into clients?**  
**Should I raise my prices?**  
**How do I save more time?**  
**How can I create MLS Listings?**  
**Should I hire someone?**  
**How do I get more referrals?**  
**Personalized followup emails?**  
**Should I open another office?**

# Take the next step in your AI journey

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1. ***Get the slides.***

***See the link in the chat and on the last slide.***

2. ***Practice, practice, practice!***

***3. If you want to learn how AI can specifically help your business, your clients, your content creation, your pricing, your strategy? [Schedule a FREE Discovery Chat.](#)***

***Link in chat and on last slide.***

*You've got this!*

## Contact Info

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**Gail Zona**

*Founder Learn AI for Biz*



FREE Discovery Chat with me:  
[gail@learnaiforbiz.com](mailto:gail@learnaiforbiz.com)



Follow me on Linked In:  
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*“I look forward to help you learn how to use AI to accelerate your business!”*