LEARN AI FOR BIZ

Using AI to Accelerate your Business Growth

(1) Newbie (2) Dabbler (3) Dazzler

Where would you categorize yourself with AI?

Show of hands

Highly recommend to anyone looking to dive into AI for business purposes. Five stars all the way!

Maggie van Galen
King's Day Out

You are in the right place!

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LEARN AI FOR BIZ

Gail Zona
Founder
Entrepreneur
Former tech exec

I started Learn AI for Biz out of frustration!

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Here's what you will learn today

AI Basics: Building Blocks

◦ Level set on AI concepts, asking questions the right way using our structured 3-step method

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

◦ Social media

Using AI to do *important tasks better*

◦ Customer insights

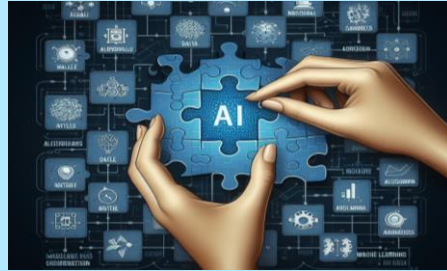## Using AI to *accomplish the impossible*

◦ A blog a week

AI Basics: Building Blocks

What are the building blocks to using AI effectively?

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FAQ: Let's de-mystify some things

AI > OpenAI > ChatGPT
- Like Productivity tools > Microsoft > Word

We use ChatGPT 4o/3.5 and Plus. Other AI chatbots are Gemini, Claude, Co-Pilot

Does AI track what you type?
- Yes! But you can turn that off in Settings

Does AI make mistakes?
- Yes! Be sure to READ everything it produces before you use it!

Is AI going to replace me or my job?

- It WILL change your job

- We all have cameras in our phones and we still have photographers

- Many of us use Canva but there are still graphic designers out there.

- *AI will not replace human empathy, creativity, and ingenuity any time soon. We still need experts to guide us.*

Basic Prompt Structure

Persona

Backstory

Task

Basic Prompt Structure

Persona

Backstory

Task

What role do you want AI to assume?

An expert in social media?

A business strategy consultant?

A marketing communications expert?

Basic Prompt Structure

Persona

Backstory

Task

What does the AI need to know about your business?

About your customers?

About the situation?

About the audience?

Basic Prompt Structure

What do you want the AI to do specifically?

Create an Instagram post?

Summarize a long article?

Analyze your customers?

Give you ideas?

Changes over time
Prompts now need to have richer info

	THEN	NOW
Persona	You are an Instagram expert.	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 a nutrition and wellness business	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.
Task	Create a post for me.	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.

Using AI to do day-to-day tasks faster

Social media

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Creating a social media post
Instagram using a complex prompt 📷

You are 'talking' to the AI now. Let's create our Business Backstory.

Persona

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.

Backstory

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

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.

You how 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. Schedule some time with me to learn how.

Changing platform, format, and tone
Facebook

Persona

Backstory

Task

AI doesn't have to sound like a robot. If you train it properly it will sound just like you! Want to know how? Schedule a Discovery Chat.

You are a Facebook expert, skilled in creating posts for INDUSTRY that get engagement, likes and shares. You always include a call to action.

Already knows NAME, BRAG and SECRETSAUCE

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

Create a post giving them the top NUMBER reasons how I can help them. Make the tone TONE1, TONE2, TONE3.

Using AI to do important tasks better

Customer insights, the right products and services

Customer Insights
What do your customers *really* think?

Persona

Backstory

Task

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?

We are only scratching the surface here but you can see how powerful this can be. Training AI on your actual products and services and giving it more knowledge about your clients can give you even deeper insights.

Using AI to accomplish the impossible

Customized multi-touchpoint strategies, a blog a week

Let's have some fun with Brainstorming!
Ideas for 52 weeks of Blogs in seconds!

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 half of them about my industry and half about topics of general interest for these types of clients.

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. Schedule some time with me if you want to know more.

Learn AI for Biz is exactly what is needed to navigate all AI can do for business.

– Kim Ravida

Congratulations!

You have learned how to use ChatGPT to:

- do day-to-day tasks faster

- do important tasks better

- accomplish the impossible!

Whats next?

Take the next step in your AI journey

1. ***Get the slides and prompts. See link in chat.***

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

3. ***Want to learn how AI can specifically help your business, your clients, your content creation, your pricing, your strategy? Schedule a Discovery Chat. Link in chat.***

You've got this!