



AI Accelerator 2.0

Take it to the next level!



(1) Newbie



(2) Dabbler



(3) Dazzler

Where would you categorize yourself with AI?

Drop a 1, 2 or 3 into the chat



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!



Gail Zona

Founder

Entrepreneur

Former tech exec



I have helped over 400 people, so far, learn how to use AI to accelerate growth in their business.

How to get more info

Get the recordings.

- They will show up about 1-2 days later. Log into WBL site. Click on Resources. You will see Amy and Michelle at the top of the page. Scroll down to find the Accelerator.

Get the slides.

- Click the link in the Zoom Chat OR scan the QR code at the end of the session on the screen. You will be directed to download them. Same place each week.

Get the emails after each session.

- If you registered for or downloaded the slides, we will send you an email each week with more AI tips and a summary of the session.

Here's what you will learn today

AI Basics

- What are the basics I need to know?

Getting started

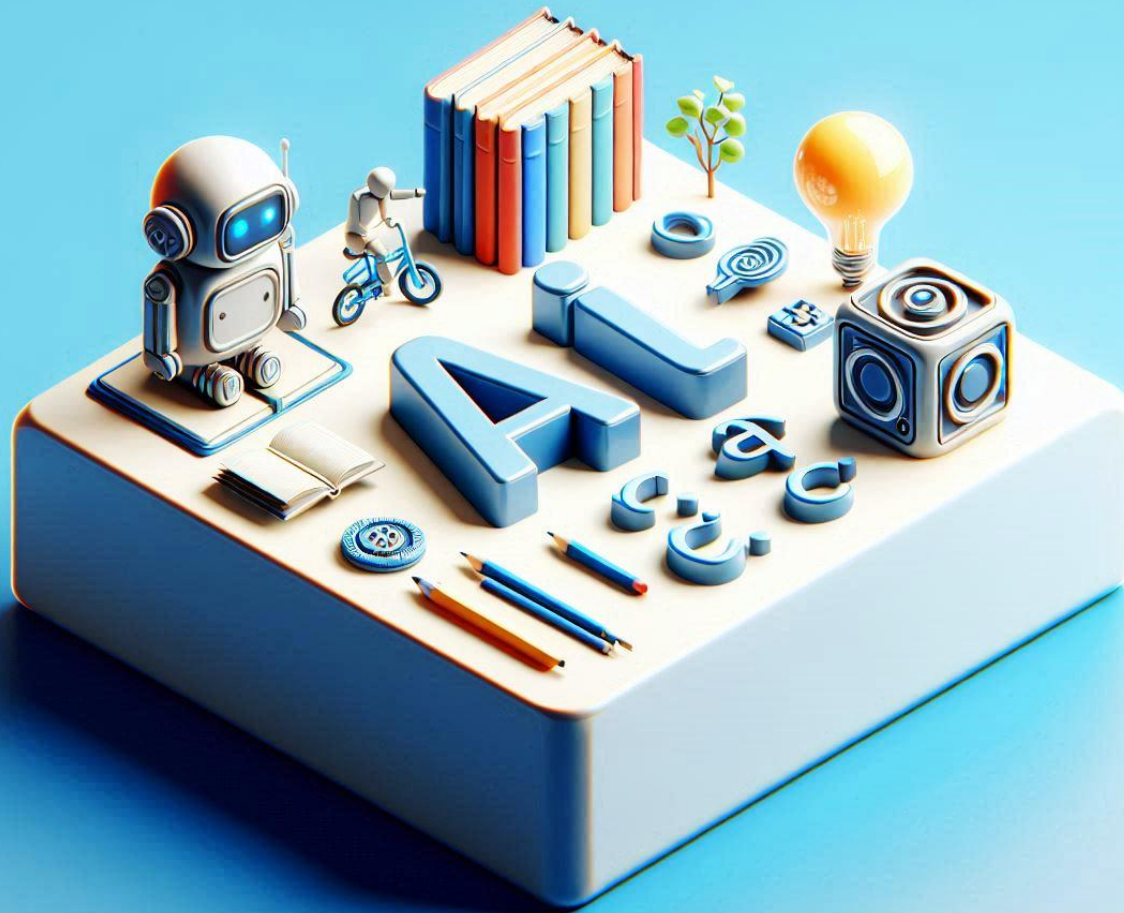
- Make sure you set the privacy settings

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

- Things like social media, emails, newsletters

New Features

- New features you can use in the Free version of ChatGPT



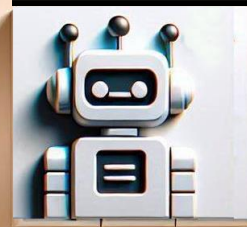
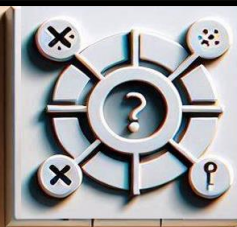
AI Basics

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.

AI: The Major Players

(as of Feb 7, 2025)

From OpenAI

Versions: Free, ChatGPT Plus (\$20/month), Team, PRO, Enterprise and others

General AI tool. Best Customization. Market Leader. Most features.



From Microsoft

Versions: Free, xxx \$20/month, Enterprise.

General AI Tool. Very tightly integrated into Office. Great for corporations. Uses ChatGPT underneath.

From Google

Versions: Free, \$20 Pro, \$20 Business

General AI tool. Good text creation. Best set of features after ChatGPT. Being integrated into Google Workspace.



From Anthropic

Versions: Free, \$20 Pro

General AI tool. Best at modelling and code generation. The Free version has a daily limit of 30 messages.

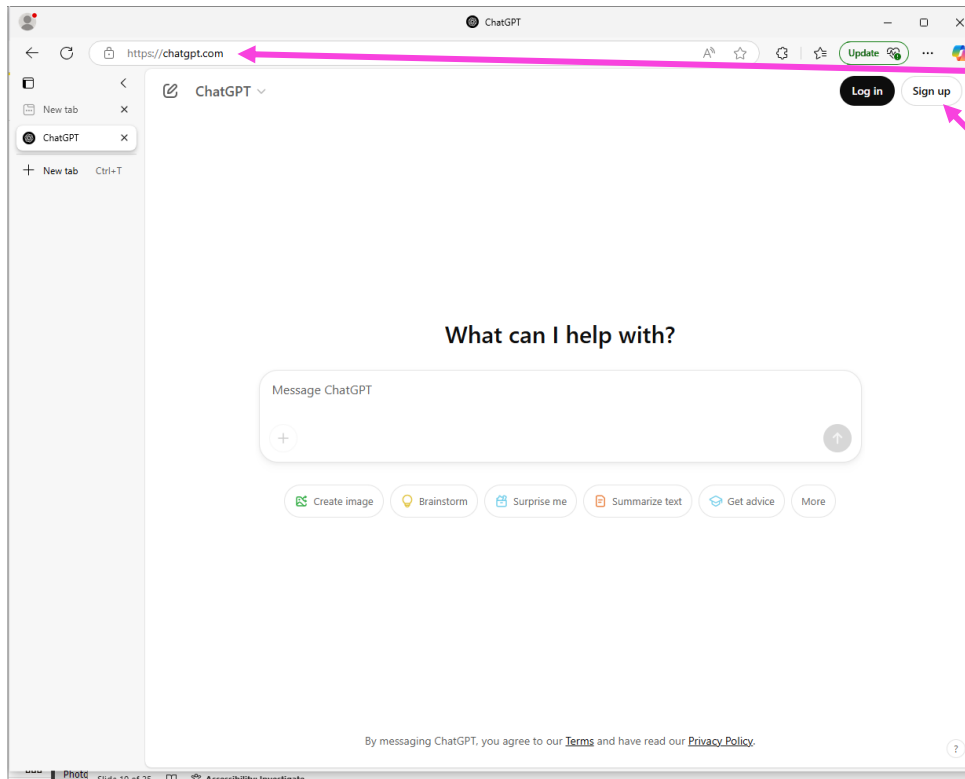
New one from China

Few 'features'. No privacy. All data housed in China!!?! They charge based on 'tokens'. Really more for developers at this point.

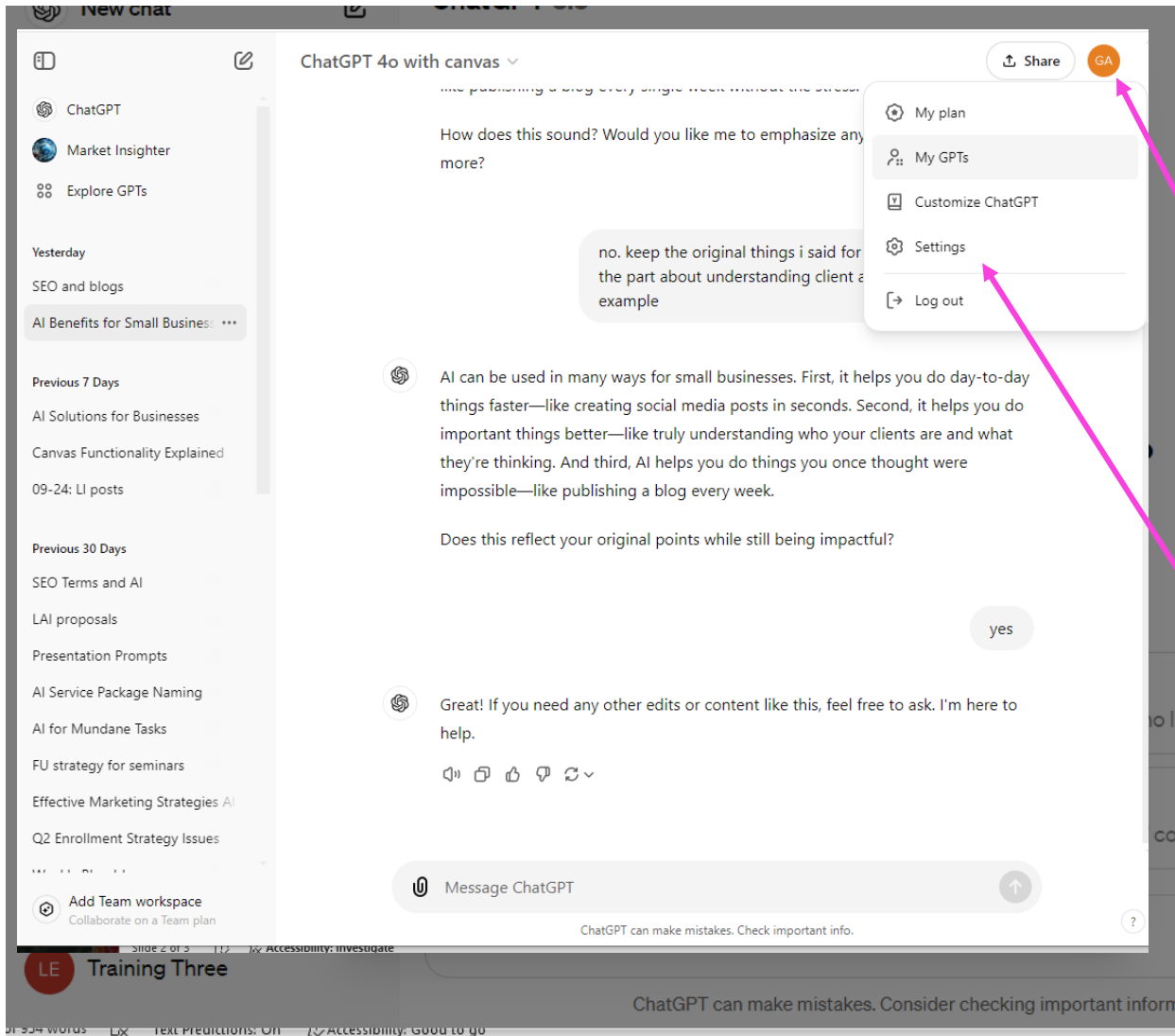


deepseek

Getting started the first time



- Type “chatgpt.com” into a browser. Hit return.
- Click the Sign Up White Button and follow the prompts.
- It will ask you for your birthdate at some point. That is just part of its security.
- You need to sign up and create an account so it will save the work (automatically) you do from session to session.
- Next time you want to use it: type “chatgpt” into the browser bar and it will automatically come up.
- It always starts with the FREE version. That is fine to start.



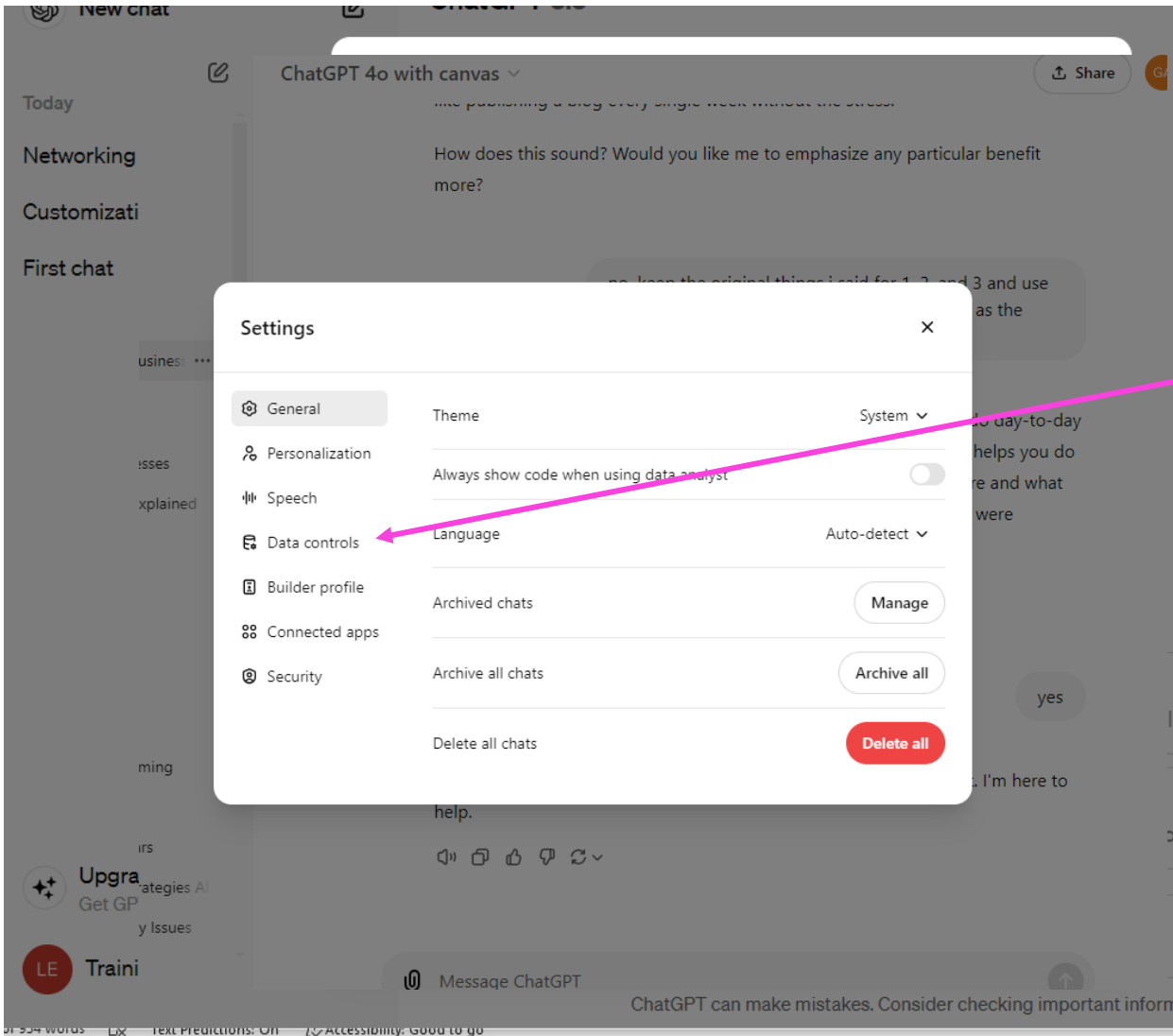
Preserving Your Privacy

1. Click on your initials in the upper right hand corner to get started and you will see this drop down menu.

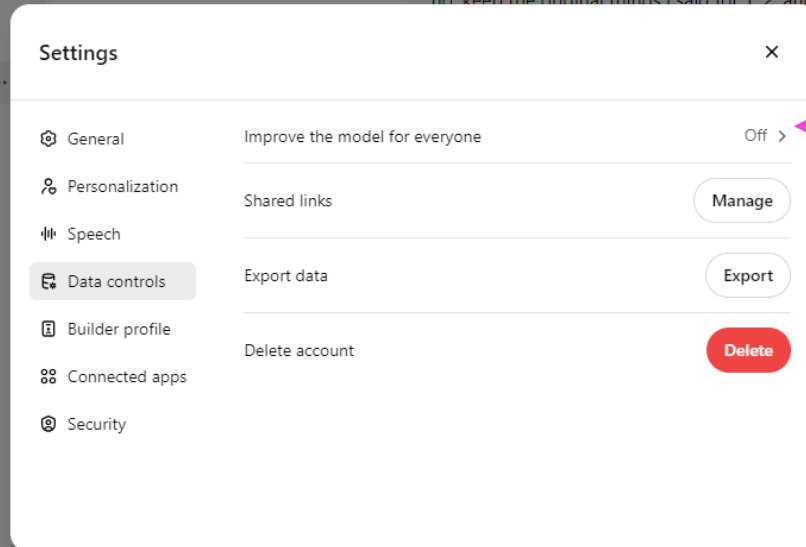
2. Click on the Settings Options

Preserving Your Privacy

3. Click on Data Controls



Preserving Your Privacy



4. Click the On/Off switch until it says 'Off'. Then click the x at the top right to close.

This way, ChatGPT will not use the info you type in for anything. It will be confidential for you.

Basic Prompt Structure

To get ChatGPT to do anything: you need 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

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.

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Backstory



What does the AI need to know about?

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

Basic Prompt Structure

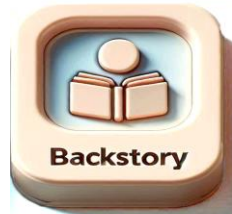
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Persona



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

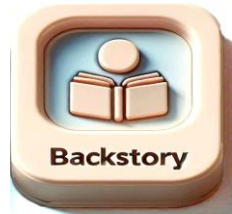
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Task



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

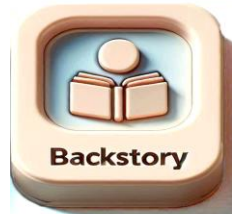
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Task



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.

Mega Template (Pro)

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!"



Using AI to do day-to-day tasks faster

Social media and email newsletters

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.

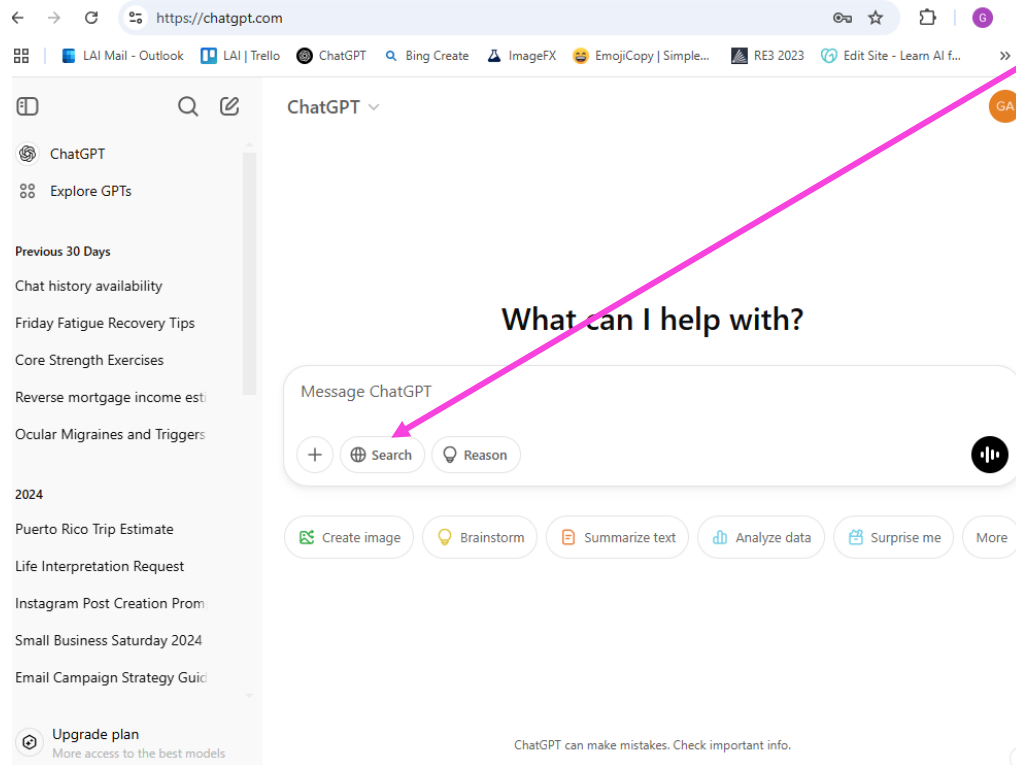


New stuff in the FREE version!

New features for the free version

“Search the web” feature

New feature in free version



- Click on Search
- Now you can search the web anytime you want from the free version.
- Uses a different algorithm from Google in that it searches all search engines, Google, Bing and others.
- It presents the information in summary form that is easy to read, sometimes even gives you a map.
- It does cite references that you can click on and go to. Very useful for real research.
- Great for getting real time results like pricing and competition, summarizing a website, etc.

Examples of Prompts for Searching the Web

*Click on the Search
button.*



You are a marketing and branding expert, skilled in helping small INDUSTRY companies.



I want to understand more about how I compare to my competition.



Search my website: LINK and summarize what I do, my products and services and who my clients are.

Now search the web to find my nearest competitors. How do I compare to them?

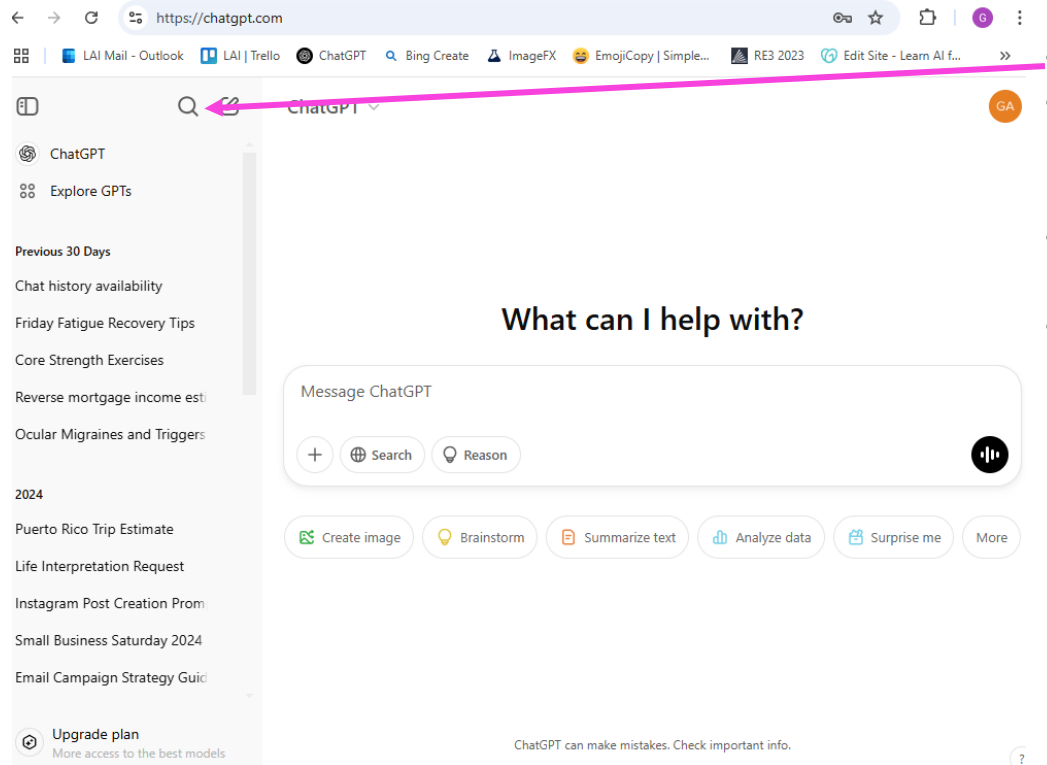


This is not a complete answer to competitive comparisons but it's a start. Once you customize ChatGPT and give it some real background, then this works well.

Want to know how? Schedule a FREE Discovery Chat.

“Search chats” feature

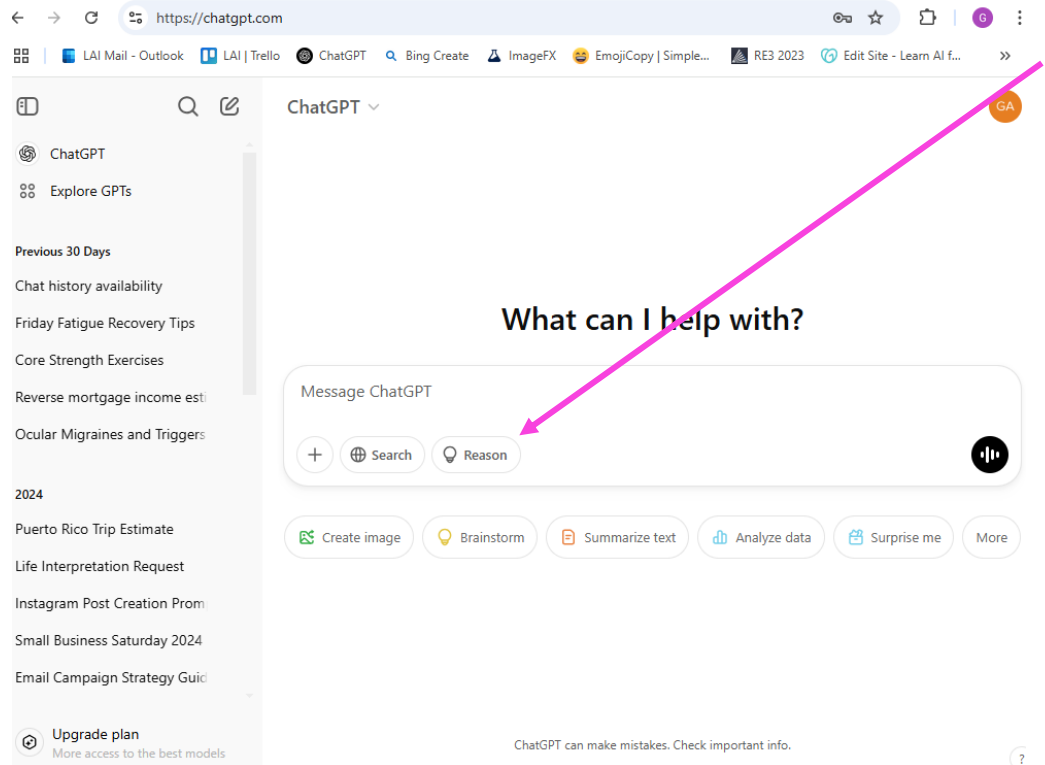
New feature in free version



- Click on the magnifying glass
- Now you can search in your chats to find something you typed in or a result that ChatGPT gave you.
- You can specify to search in a chat or in all chats.
- It will list the chats that it finds your search terms in.

“Reason” feature

New feature in free version



- Click on Reason
- This gives you more thinking before answering. Good for solving a tough problem.
- As you type you will see suggestions for things you can ask.
- Then it gives you the steps in its thinking so you can see how it arrived at an answer.
- It does take longer to answer.
- So an open-ended question like: “what would the best way be to improve my sales?” is the kind of question that requires more thinking.

Examples of Prompts for the Reason Feature

Click on the Reason button.



You are a business strategist for INDUSTRY industry.



My business is BUSINESS, offering OFFERINGS to help CLIENT1, CLIENT2 with RESULTS.



I am considering hiring an additional person to DESCRIPTION. How should I analyze this decision?



This works best if you have thoroughly customized your ChatGPT for your company, products/services, and client types. Using Reason requires data.

Want to know how? Schedule a FREE Discovery Chat.

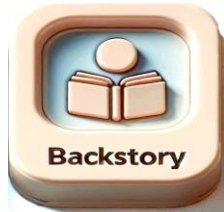
Let's have some fun!

Use AI to brainstorm a new tag line

*From Amy's talk on
Monday's MMM*



You are a brand strategy expert, skilled in creating memorable taglines for the INDUSTRY industry.



My business is BUSINESS, offering OFFERINGS to help CLIENT1, CLIENT2 with RESULTS.



Create 10 taglines for me that are TONE1, TONE2, TONE3. Make it NUMBER words long.

Next Steps



0. *Save the Zoom chat!*

1. *Get the slides. See the link in the chat and on the last slide.*

2. *Practice, practice, practice!*

3. *For Newbies: try a social media post using the prompts I gave you.*

4. *For more advanced users: try one of the new features. “Search the Web” is a good one to start with. See how ChatGPT summarizes your web site—is it time to make changes?*

Contact Info



Gail Zona

Founder, Learn AI for Biz



FREE Discovery Chat with me:
gail@learnaiforbiz.com



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