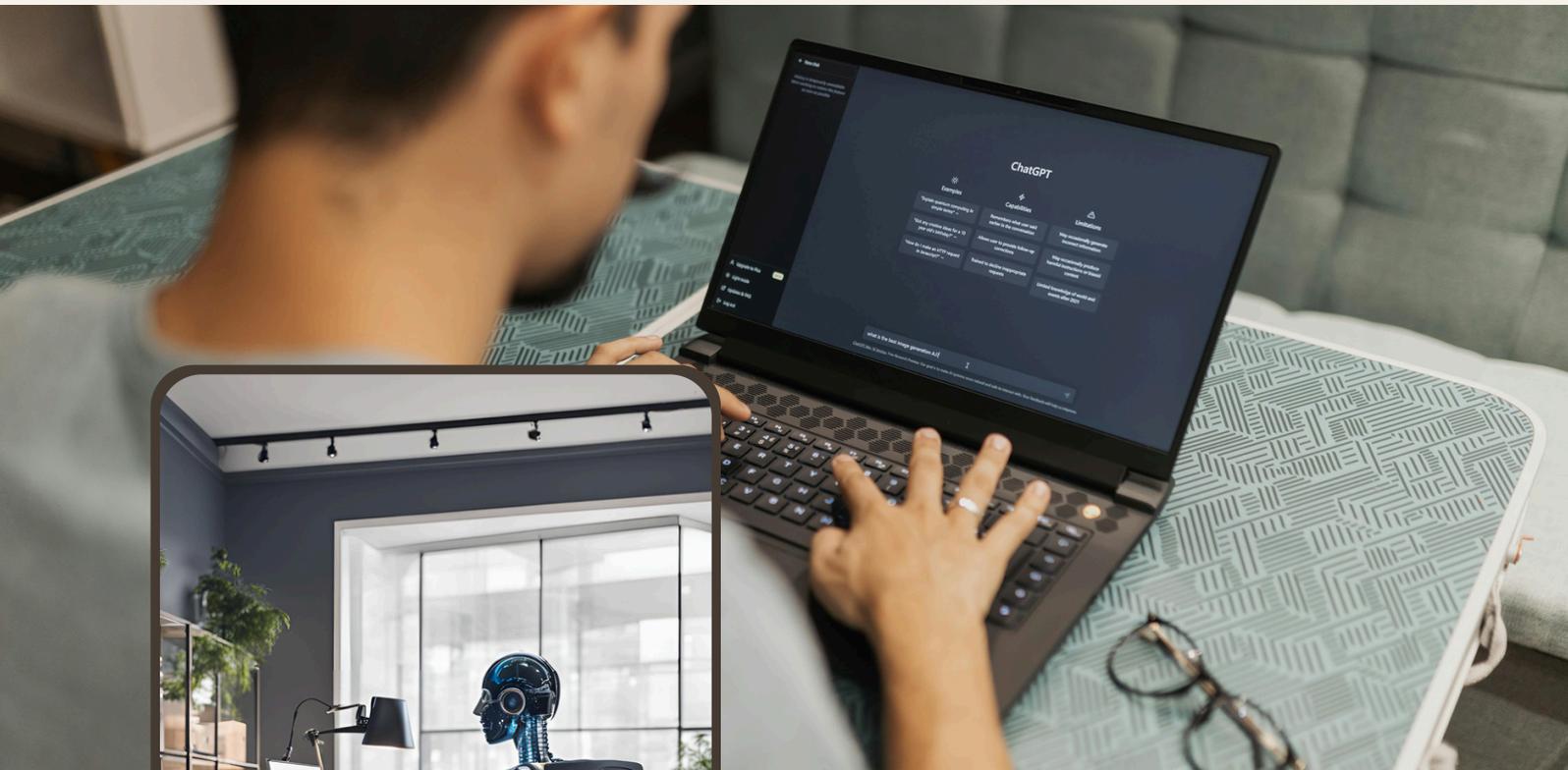


Intro to AI

FROM OVERWHELMED TO EMPOWERED IN UNDER AN HOUR



Think of AI as a super-powered assistant. It can write, summarize, brainstorm, organize, and even chat with you based on your input.

What is AI, really? And how can it help you?

You're holding a guide that's going to change how you see AI, for good. If you've been feeling unsure, overwhelmed, or like you've "fallen behind" in the AI world, you're not alone.



you've got this!

Inside, you'll find plain-language explanations, tool breakdowns, and easy starter prompts all designed to help entrepreneurs like you feel confident, curious, and ready to start using AI to grow your business.

You don't need to be tech-savvy. You don't need to know it all.
You just need to start.

- ✓ Set aside 45-60 minutes.
 - ✓ Skim or skip around. It's yours to use at your pace.
 - ✓ Try at least one prompt today and notice the shift.
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AI, Explained Simply

AI stands for Artificial Intelligence but don't let that intimidate you.

Think of AI as a super-powered assistant. It can write, summarize, brainstorm, organize, and even chat with you based on your input.

Unlike traditional software that follows a script, AI tools can adapt and respond in creative, human-like ways. You give it a question, command, or topic and it generates responses in real time.

Here's the key: AI doesn't replace you; it enhances you.

You still bring the vision, wisdom, and values. AI just helps speed things up.

Real-Life Examples You Already Know:

- Spotify recommending songs = AI
- Gmail suggesting replies = AI
- Google Maps rerouting your trip = AI

In business, AI can help you:

- ✓ Write faster
- ✓ Create content more easily
- ✓ Brainstorm marketing ideas
- ✓ Save time on admin tasks

It's not magic. It's just a smarter, faster way to get things done.

Meet the Tools - Simple Breakdown of 8 AI Platforms

There are dozens of AI tools out there, but you don't need to master them all.

This section gives you a quick, plain-language overview of the 8 most useful AI tools for small business owners and entrepreneurs. You'll learn what each one does best, who it's great for, and where to start.

1. ChatGPT (OpenAI)

What it does: A powerful conversational AI that can write, brainstorm, research, and more just by chatting with it.

Best for: Entrepreneurs who want help writing emails, creating content, summarizing info, or planning offers.

Why it's loved: It's flexible, intuitive, and responds like a smart assistant.

Starter prompt:

"Write a friendly welcome email for new clients who book a discovery call."

2. Google Gemini

What it does: AI assistant from Google that can handle text, images, and search and is integrated with Gmail, Docs, and more.

Best for: Business owners who already use Google Workspace and want AI built into their existing tools.

Why it's loved: Visual-friendly, easy for brainstorming, and connects with your Google files.

Starter prompt:

"Give me 10 Instagram caption ideas about [topic]."

3. **Anthropic Claude**

What it does: A calm, thoughtful AI designed to be helpful, honest, and harmless and is great with long documents.

Best for: Coaches, consultants, or creators who want to analyze or summarize lots of text (like client transcripts or PDFs).

Why it's loved: More "gentle" tone, good with nuance, often seen as more ethical and safe.

Starter prompt:

"Summarize this 5-page PDF into key takeaways."

4. **Grok (by xAI / Elon Musk)**

What it does: An edgy, personality-driven chatbot integrated with X (formerly Twitter).

Best for: Creators and influencers active on X who want quick responses or on-brand tweets.

Why it's loved: Has attitude, a sense of humor, and a direct line to trending info on X.

Starter prompt:

"Write a witty tweet about AI and small business ownership."

5. **Perplexity AI**

What it does: A search-focused AI that gives clear, cited answers and is great for quick research or market analysis.

Best for: Entrepreneurs who want fast facts, trends, or competitor insights with source links.

Why it's loved: Feels like a smarter version of Google, with citations and summaries.

Starter prompt:

"What are the top email marketing platforms in 2025?"

6. **NotebookLM (by Google)**

What it does: A personal AI notetaker to simply upload your content, and it can answer questions based only on your material.

Best for: Coaches, authors, or educators who want to create AI-powered knowledge bases or training assistants.

Why it's loved: Keeps your info private and focused. Great for personal course or book material.

Starter prompt:

"Based on this workshop transcript, what are the top 3 mindset blocks mentioned?"

7. **Microsoft Copilot**

What it does: AI built into Word, Excel, Outlook, and Teams. It helps you draft, organize, and analyze inside Microsoft apps.

Best for: Small biz teams using Microsoft 365.

Why it's loved: Seamless experience without needing to learn something new.

Starter prompt:

"Turn this bullet list into a professional proposal in Word."

8. **Meta AI (Facebook & Instagram)**

What it does: Meta's built-in AI for social media to help generate captions, answer DMs, and recommend content.

Best for: Entrepreneurs using Facebook or Instagram to market their business.

Why it's loved: Easy to access while posting or messaging, designed for social-first tasks.

Starter prompt:

"Suggest 3 caption ideas and 3 hashtags for a wellness coach promoting a new program."

Want to Take Action Now?

- Pick one tool that stands out.
- Try one of the sample prompts.
- Notice how fast you can create something valuable!

Quick Start Checklist - Choose & Try Your First Tool

You've just been introduced to 8 powerful AI tools. Don't let that overwhelm you.

You don't need to use them all. You don't even need to master one right away.

The key is to get curious and take one simple step.

This checklist is here to guide you from exploring to experimenting, even if you're brand new to AI.

AI Quick Start Checklist

Step 1: Choose Your Starting Point

- Which of the tools felt the most interesting or relevant to your business?
- Pick one tool to explore this week – just one!

Step 2: Create Your Free Account

- Go to the website or app
- Set up a free account (most tools offer free versions or trials)
- Bookmark the login page for easy access later

Step 3: Copy + Paste a Starter Prompt

- Choose one of the sample prompts from Section 4
- Paste it into the tool and hit send
- Read the reply – and tweak it if needed

Step 4: Try a Business Task

- Think of one small thing on your to-do list (e.g. writing a social post or responding to a client message)
- Ask the AI to help with that specific task
- Notice how much faster or easier it becomes

Step 5: Reflect & Celebrate

- Did it save you time? Spark ideas? Make you smile?
- Jot down what worked – or what you'd like to explore next
- You're now officially an AI user 🙌

💡 **Pro Tip: You're not doing it "wrong."**

AI is meant to be playful, experimental, and human-guided. There's no perfect prompt – just progress.

🌟 **10 First Prompts to Try Today**

Prompts are how you "talk" to AI. You type a request, and it responds – like a super-smart assistant.

The key is to be clear, direct, and conversational. You don't need to sound like a robot – just tell it what you want!

These 10 beginner-friendly prompts are designed for entrepreneurs and small business owners.

Copy, paste, and tweak them to match your voice or business.

Idea + Content Prompts

1. "Give me 10 content ideas for a [type of business] who helps [your audience] with [problem]."

👉 Example: "Give me 10 content ideas for a life coach who helps busy moms reduce stress."

2. "Write a friendly Instagram caption promoting [product or service], using emojis and a call-to-action."

👉 Example: "Write a caption for my new coaching package with a CTA to book a call."

3. "What are 5 FAQs my ideal clients might have about [topic]?"

👉 Example: "What are 5 FAQs small business owners might have about using AI?"

Writing + Marketing Prompts

4. "Write a short, engaging email introducing my [product/service/freebie] and encouraging people to take action."

👉 Example: "Write an email introducing my new AI starter guide."

5. "Write a value-packed LinkedIn post about [topic] that positions me as an expert without being salesy."

👉 Example: "Write a post about how small business owners can start using AI confidently."

6. "Summarize this text in a friendly, clear way for a non-technical audience."

👉 Example: Paste an article or your own long-form content.

Productivity + Admin Prompts

7. "Draft a polite and professional reply to a client who asked about my availability."
8. "Create a 3-step onboarding checklist for new clients who just signed up for my service."
9. "Write a short testimonial request I can send to a happy client."

Big-Picture Prompt

10. "Based on my business helping [audience] with [problem], what are 3 ways I could use AI to save time or make money?"

👉 Let the AI show you creative ideas!

Reminder:

👉 You can always say "Make it shorter," "Make it more casual," or "Try again in a different tone."

The more you use AI, the better it gets at working with you.

Bonus Tip:

Don't feel like you need to do all of this at once.

Pick one use case that stands out to you
and try it this week!

Top 5 Ways Entrepreneurs Are Using AI Right Now

You don't have to be a tech company to benefit from AI.

Coaches, consultants, creatives, and service-based entrepreneurs are already using AI in simple, powerful ways.

Here are 5 real-world ways small business owners are using AI to save time, get unstuck, and grow faster – without burning out.

1. Writing Social Media Posts & Captions

How they use it:

They ask AI to brainstorm posts, write captions, and even create hashtags.

Example prompt:

“Write a fun and friendly Instagram caption about mindset shifts for entrepreneurs.”

Result:

No more staring at a blank screen – just faster, easier content creation.

2. Drafting Emails & Client Communications

How they use it:

AI helps write emails to clients, newsletter updates, and onboarding messages.

Example prompt:

“Write a warm welcome email for a new coaching client.”

Result:

Stay connected and professional – with less time spent typing.

3. 🧠 **Brainstorming New Offers, Products, or Content Ideas**

How they use it:

Entrepreneurs use AI as a thinking partner to dream up new courses, freebies, or lead magnets.

Example prompt:

“What kind of digital product could a nutrition coach create for busy parents?”

Result:

Fresh ideas, faster decisions, and less mental clutter.

4. 📁 **Summarizing & Organizing Long Content**

How they use it:

AI helps break down workshop transcripts, blog posts, or client notes into summaries or action steps.

Example prompt:

“Summarize this blog post into 3 main takeaways and a list of next steps.”

Result:

Get to the point – and repurpose your content more easily.

5. 📊 **Market Research & Audience Insights**

How they use it:

They ask AI to find trends, identify pain points, or analyze what people are searching for.

Example prompt:

“What are common struggles for new online business owners in 2025?”

Result:

Instant clarity on what your audience needs – without hours of Googling.

🚀 Your Next Steps – Stay Confident, Keep Exploring

You've done something powerful.

You went from not knowing where to start with AI to understanding what it is, how it works, and how to start using it in your business today.

That's a big deal – and it puts you ahead of the curve.

🌟 Here's What to Do Next:

1. Pick ONE Tool to Explore More Deeply

Now that you've met the top platforms, choose one that feels aligned with your style or workflow.

🌟 Try it daily for 5-10 minutes this week.

2. Practice with Real Prompts

Use the ones in this guide – or make your own!

Think of a business task you normally do and ask AI to help.

3. Reflect on the Wins

What felt easier? What surprised you?

Make note of the time saved or ideas sparked.

4. Stay Curious, Not Perfect

You don't have to "master" AI. Just use it your way.

Play, tweak, explore – and let it be a creative ally, not a chore.

5. Keep Going – You're Just Getting Started

This is your launchpad. As you build confidence, you'll unlock more ways AI can support you: from planning to publishing to problem-solving.

Bonus – AI Cheat Sheet for Entrepreneurs

Here's your quick-reference AI companion!

Use this cheat sheet to remember what the tools do,
how to talk to them,
and where to go when you need a boost.

AI TOOL QUICK REFERENCE

Tool	Best For	Quick Notes
<u>ChatGPT</u>	Writing, brainstorming, planning	Most versatile – start here!
Gemini	Visuals, content ideas, Google integration	Great if you use Google Docs & Gmail
Claude	Summarizing long docs, thoughtful conversations	Good for ethical tone + big uploads
Grok	Short, witty content for X (Twitter)	Built into X with a bold, cheeky voice
Perplexity	Research, citations, fact-finding	Smart search with sources
NotebookLM	Personal notes + document Q&A	Upload your own stuff – great for coaches
Copilot	Word, Excel, Outlook automation	If you're on Microsoft 365 – it's built in
Meta AI	Captions, DMs, social content	Integrated in Facebook + Instagram

PROMPT STARTERS

Use these phrases to begin any request – just add your context!

- “Write a...”
- “Give me 10 ideas for...”
- “Summarize this...”
- “What are common mistakes when...?”
- “Create a checklist for...”
- “Turn this into a [blog post / email / caption]”
- “Make this more [casual/professional/fun]”

ACTION POWER MOVES

Here’s what to ask AI for – especially as a small business owner:

- ✓ Social media captions
- ✓ Email copy
- ✓ Content ideas
- ✓ Landing page outlines
- ✓ Sales messaging
- ✓ Customer replies
- ✓ Course or product outlines
- ✓ Market research
- ✓ Blog posts or newsletters
- ✓ Video script starters

Bonus Mentions (Optional Tools to Explore Later)

Jasper: Best for AI marketing copy & templates

Descript: Best for AI editing for podcasts & videos



💡 You Might Also Like:

1. Start collecting prompts that work for your voice, clients, and brand. Create your own prompt library.
2. Use AI for first drafts, outlines, or editing and spend less time starting from scratch. Batch your content with AI help.
3. Use AI as your biz bestie. Stuck on a decision? Need a second opinion? Ask AI! It's there 24/7 and never judges.

✨ You are now officially empowered — not overwhelmed.

AIResourcesByDesign.com
