



ndi | 20 YEARS OF
IMPACT
ESTABLISHED 2005

Work smarter:
Using AI to power
your small
business

What is AI?

AI (Artificial Intelligence) helps computers perform human-like tasks such as reasoning, writing, and planning.

You already use AI every day without realizing it:

- When your favorite movie streaming platform recommends shows you might like
- When your map app gives you the fastest route home
- When your phone predicts or corrects words as you type
- When you ask your voice assistant to set a reminder
- Accessibility disability support
- Real-time translation

ChatGPT, one of the most popular tools, is a conversational type of AI that generates human-like text to help you brainstorm, write, summarize, and plan.

Why AI Matters for Small Business

If you're not learning how to use AI, you risk falling behind in skills, productivity, and opportunity.

1. Automate the busywork
2. Do more with less
3. Free up time for what matters
4. Make smarter decisions
5. Grow without burnout



Meet Charles
(AI Powered
Assistant)

“Why should you
bring Charles on
the team?”

Essential Do's & Don'ts for AI Success

DO

- ✓ Give clear, detailed prompts - The more specific you are, the better results you'll get
- ✓ Always review & personalize - Add your unique voice and verify accuracy before using
- ✓ Start small, then expand - Begin with simple tasks and gradually take on more complex projects
- ✓ Familiarize yourself with privacy policies and opt-out options to protect your data

DON'T

- Copy-paste without checking facts - Always verify information, especially data and statistics
- Use for sensitive advice - Avoid legal, financial, or medical guidance that requires professional expertise
- Share confidential information - Protect customer data and proprietary business information

Creativity with AI

AI helps small business owners do creative and time-saving tasks without needing a big team or expensive software. It's like having a digital helper that makes work easier.

Marketing and Branding

- Content generation
- Design suggestions
- Image optimization
- Product Description

Practical tip: Use AI for the heavy lifting and initial concepts but add human refinement that represents your unique brand personality.

Practical Prompts for your Business

1. Content Creation
2. Customer Support Drafts
3. Market Research
4. Business Planning
5. Admin task
6. Social Media Marketing

Example: Social Media Post

The Prompt

"Write a cheerful Instagram caption for a new coffee shop opening this weekend, with 3 hashtags."

ChatGPT Output

"Exciting news! Our doors open this Saturday 🎉
Fresh brews, cozy vibes, and friendly smiles
await. Come join our coffee-loving community!
#CoffeeLovers #NewInTown #CafeVibes"

Your Next Steps

1. Start this week

Choose one daily task—like writing social media posts or customer emails—and use ChatGPT to complete it. Experience the time savings firsthand and build your confidence.

2. Experiment & Iterate

Test different prompting styles and approaches for your specific business needs. Keep notes on what works best for your industry and customer base.

3. Share & Learn

Connect with your business community to share experiences and learn from others. Join online groups focused on AI tools for small businesses.

4. Explore Integrations

Research how ChatGPT connects with tools you already use like Notion, Slack, or Shopify. Streamline your entire tech stack for maximum efficiency.

Open Discussion: AI, Energy, and Entrepreneurship

Q & A