

# Artificial Intelligence for Small Businesses

Brought to you by the Michigan Small Business Development Center



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# Overview

This guide serves as a manual for small businesses aiming to leverage Generative Artificial Intelligence (AI) and Large Language Models to enhance productivity, solve problems, and apply AI across various tasks. The goal is to enable small- to medium-sized businesses to understand what AI can do and collaborate smoothly with Generative AI tools.

For more tools and resources to help your small business, visit [michigansbdc.org](https://michigansbdc.org).

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## Key Terms

**Artificial Intelligence (AI):** The capability of a machine to imitate intelligent human behavior.

**Generative AI:** A type of artificial intelligence (AI) system capable of generating text, images, or other media in response to prompts.

**Prompt:** A prompt is a set of instructions you give to a computer to get it to do what you want.

**Augmentation:** Make (something) greater by adding to it; increase. In short, you spend a little bit of time setting up rules and then those rules are followed.

**Large Language Model (LLM):** A piece of software that understands language and uses that understanding to take a certain action. The most common actions that LLMs provide are generating content, finding information, conversing or helping to organize your data.



**“AI can play multiple roles, including that of an assistant, a coach, or a teammate.”**

“A Better Way to Onboard AI” | *Harvard Business Review*

# Large Language Models (Chatbots)



## ChatGPT

Developer: OpenAI  
Free Version: Yes  
Paid Version: ChatGPT Plus  
Cost: \$20 / Month

[LEARN MORE](#)



## Gemini

Developer: Google  
Free Version: Yes  
Paid Version: Gemini Pro  
Cost: \$20 / Month

[LEARN MORE](#)



## Claude

Developer: Anthropic  
Free Version: Yes  
Paid Version: Claude Pro  
Cost: \$20 / Month

[LEARN MORE](#)



## Copilot

Developer: Microsoft  
Free Version: Yes  
Paid Version: Copilot Pro  
Cost: \$20 / Month

[LEARN MORE](#)

# Getting Started with AI

Use generative AI as a partner in a structured conversation. Don't just ask it to come up with ideas on its own. Instead, give it a specific problem to solve and then have a conversation with it about the different possibilities.

**Challenge the AI** to get better results. Don't be afraid to ask it to come up with more creative ideas, or to consider different perspectives.

Use generative AI to help you brainstorm new ideas. Once you have a few ideas, you can use generative AI to help you develop them further.

*This entry is based on the article "Don't Let Generative AI Limit Your Team's Creativity" published in Harvard Business Review*

## Before you Start Generating

Ask yourself the question, **"Would I be comfortable sharing this information outside of the company? Would we be okay with this information being leaked publicly?"** before uploading or sharing any data into AI tools.

- ▶ **Do not share personal identifiers:**

Avoid sharing personal identifiers like Social Security numbers, passport details or credit card information with AI applications. These should be kept strictly confidential.

- ▶ **Do not share trade secrets:**

Keep your company's trade secrets and proprietary information out of AI conversations. Protect your intellectual property. Ensure you have proper authorization to share data, especially if it involves third-party information. Sharing data without consent may lead to legal repercussions.

- ▶ **Do not use AI in place of professionals:**

If you're seeking legal or financial advice, do not rely on answers generated from AI. Find a lawyer, financial advisor, or other professional for proper advising.

## Limitations of LLMs

As impressive as LLMs are, these are still the early days and there are serious challenges still to be overcome. While the text may seem plausible and coherent, it isn't always factually correct. LLMs are not search engines looking up facts; they are pattern-spotting engines that guess the next best option in a sequence. Because of this inherent predictive nature, LLMs can also fabricate information in a process that researchers call "hallucination". They can generate made-up numbers, names, dates, quotes — even web links or entire articles. That is where Prompt Engineering comes into play!

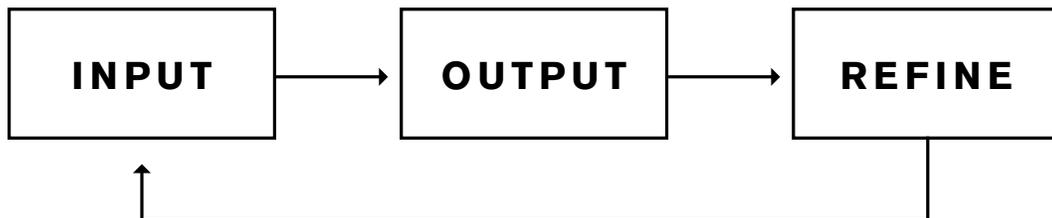
# Prompt Engineering

A **prompt** is a set of instructions you give to a computer to get it to do what you want. The better the input, the better the output.

**Prompt engineering** is the art of crafting instructions (prompts) that guide Large Language Models (LLMs) to generate the kind of output you want.

## AI Regenerative Cycle

- 1 Input:** Enter a prompt and provide guiding instructions. What do you want the AI to generate? A piece of text, an image, a piece of music, or something else?
- 2 Output:** The AI processes your prompt and produces some type of output.
- 3 Research and Refine:** Once the AI has generated some output, review it to see if it meets your expectations. If it doesn't, ask the AI to generate something different.



**“People expect AI to be an oracle: Plug it in, and it will give you your solution. Teams that took that approach—simply stating the problem in broad terms and asking ChatGPT to solve it—got lackluster results.”**

“Don’t Let Generative AI Limit Your Team’s Creativity” | *Harvard Business Review*

# Types of Prompt Engineering

## Chain-of-Thought Prompting (“Think step-by-step”)

Chain-of-thought prompts guide the LLM to solve complex problems by breaking them into smaller, more manageable steps.

- ▶ Example: Create templates for common customer problems, breaking down the ideal response with reasoning steps:
  - Step 1: “Summarize the customer’s primary issue.”
  - Step 2: “Identify relevant company policies or product knowledge related to this issue.”
  - Step 3: “Outline 2-3 potential solutions, considering the customer’s situation and the information in Step 2.”
  - Step 4: “Draft a response to the customer. Address their concern, offer a solution, and provide any necessary follow-up instructions.”

## Few-Shot Technique

Providing a few examples within the prompt of the kind of answer or behavior you’re looking for. This helps the LLM “learn” from the pattern, even if it hasn’t encountered this exact task before.

## Advanced: Retrieval-Augmented Generation (RAG)

Techniques that equip an LLM with the ability to search and retrieve relevant information from a knowledge base before generating an answer.

- ▶ Example: Let’s say your knowledge base contains company policies. Instead of just asking “What is the company’s vacation policy?”, you would first instruct the LLM to search the policy document, then generate an answer based on what it finds there.



# Prompt Engineering Example

**Case:** A small business owner needs to craft a quick announcement to hire a second photographer for an upcoming event.

## INPUT

**I need to hire someone for my photography business. I am a small business. What should I do?**

## OUTPUT (ChatGPT)

*Hiring someone for your small photography business can be a significant step towards growth. Here's a structured approach to help you through the process:*

### **1. Define Your Needs**

- *Job Description: Clearly outline the roles and responsibilities. Do you need an assistant, a second shooter, an editor, or an administrative assistant?*
- *Skills Required: Specify the necessary skills, such as experience with specific camera equipment, proficiency in editing software like Adobe Photoshop or Lightroom, and other relevant competencies.*
- *Work Hours: Determine if the role is full-time, part-time, or freelance.*

### **2. Set a Budget**

- *Salary: Research typical salaries for the position in your area. Consider if you can offer hourly wages or project-based pay.*
- *Benefits: Decide if you can provide any benefits like paid time off, professional development opportunities, or other perks....*

## REFINE

**The output has potential, but should be refined to give a more detailed description.**

**PROMPT 2**

**I need to hire a second shooter on a case by case basis to help me cover wedding sessions. Must have a portfolio of past projects, must be proficient in Adobe Lightroom and Photoshop.**

**OUTPUT 2 (ChatGPT)**

*Hiring a second shooter for wedding sessions on a case-by-case basis can be managed effectively by following these steps:*

**1. Define the Role**

- *Job Title: Second Shooter for Wedding Sessions*
- *Responsibilities: Assist in capturing wedding events, candid moments, and key ceremonies. Coordinate with the lead photographer to ensure comprehensive coverage.*
- *Skills Required: Proficiency in Adobe Lightroom and Photoshop, experience in wedding photography, ability to work under pressure, and excellent communication skills.*
- *Portfolio Requirement: Must provide a portfolio showcasing past wedding projects.*

**2. Create a Job Posting**

*Here's a sample job posting you can use and customize:*

*Job Title: Second Shooter for Wedding Sessions*

*Company: [Your Photography Business Name]*

*Location: [Your Location or Specify Remote if Applicable]*

*Job Type: Freelance/Contract*

*Job Description:*

*We are seeking a talented and experienced second shooter to assist with wedding photography sessions on a case-by-case basis. The ideal candidate will have a strong portfolio of past wedding projects, be proficient in Adobe Lightroom and Photoshop, and possess excellent communication skills.*

*Responsibilities:*

- *Assist in capturing high-quality photos during wedding events.*
- *Work closely with the lead photographer to ensure comprehensive coverage of the event.*
- *Edit photos using Adobe Lightroom and Photoshop.*
- *Coordinate with clients and guests professionally and courteously...*

**The output was able to generate the steps to take, as well as a draft job posting.**

# How to Build a “Good Prompt”

To maximize the effectiveness of your prompts, apply the SMART framework:

- ▶ **Specific:** What precise output do you expect from the chatbot?
- ▶ **Measurable:** How will you define and quantify success?
- ▶ **Achievable:** Is the goal realistically attainable for the chatbot?
- ▶ **Relevant:** How does the task contribute to your larger objectives?
- ▶ **Timely:** Set a reasonable time frame and establish milestones to track progress.

To save time, save or screenshot successful prompts so you don't forget them. Try to create templates for successful prompts so you can just edit slightly each time.

Prompts can sometimes be sensitive to small changes and can produce different results for the same prompt on repeated attempts. Meaning 1) don't be surprised if a prompt gives a less desirable response sometimes 2) try running a prompt multiple times.

## Prompt Engineering Cheat Sheet

ROLE	TASK	FORMAT
Business Consultant	Create an essay	List
Entrepreneur	Draft a proposal	PDF
Investor	Write a blog	HTML
Accountant	Script a podcast	Code
Copywriter	Help me forecast	Table
Project Manager	Help me improve	Word cloud
PM + Business Owner	Help me organize	Mark down
Inventor	Analyze and share insights	Graph



**“Craft highly specific problem statements, including as much detail as possible, before engaging with the tool. For example, instead of asking, ‘How can we improve customer satisfaction?’ teams could say, ‘Our customer journey involves the following steps....What changes to our onboarding step will improve retention by 10%?’”**

Don't Let Generative AI Limit Your Team's Creativity | Harvard Business Review

# Integrate AI into your Business

As we examine how Generative AI can support small enterprises in acquiring knowledge, developing processes, improving workflows, or any other application, it is crucial to promote understanding of Gen AI literacy.

**ACCESS**

Enable and provide access to the proposed AI tool.

**LEARN**

Understand the guiding principles of using AI tools.

**EXPLORE**

Define the goals and innovate a prompt that generates an output.

**REFLECT**

Evaluate the output and decide it's applicable use in terms of integration. Improve the output as needed.

**ADOPT**

Integrate the output and validate goal achievement.

*This framework is adopted from Aref (2024). While the framework was introduced to provide a structured approach to introduce Gen AI in higher education, it is possible to adopt for the application of this guide.*

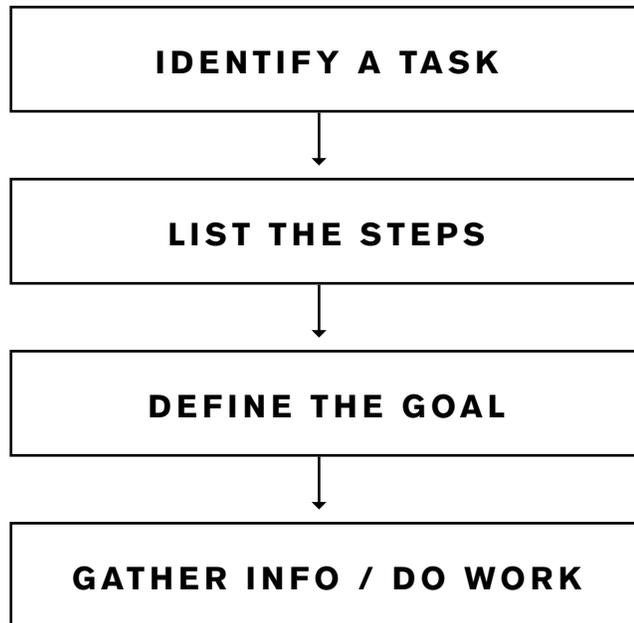
Start experimenting with AI today by following the steps below:

- 1 Identify an area of your work where AI could help streamline tasks, generate insights or spark creativity.** Almost daily, I ask my favorite LLM for a “TLDR” recap of an article or research paper that a colleague has sent me. This simple practice has dramatically increased my bandwidth and improved my email response time.
- 2 Research and choose a user-friendly AI tool that aligns with your needs and goals.** This will almost certainly involve a small investment, on the order of \$20/month, to get access to a frontier model.
- 3 Begin with small, low-stakes projects to familiarize yourself with the technology and build confidence.** Ask your AI to interview you about a decision you're stuck on, for example. You'll be amazed at the impact of even “talking through a decision” with an AI collaborator.

*This entry is based on the article “[Mind the \(Generational\) Gap: Bridge the AI Divide with Your Expertise](#)” Written By Jeremy Utley*

# Augmenting a Workflow with AI

Augmented workflows can be considered a collaboration between the worker and AI technology. The steps to augmenting a workflow: (a) Identify a task, (b) List the steps involved in completing that task, (c) Define the end goal (start with the end in mind), (d) Gather the information and do the work.



Language tasks account for 51% of the total time employees work.

*A New Era of Generative AI for Everyone | Accenture*

When thinking about incorporating generative artificial intelligence into your company's technology stack, it is critical to consider the following:

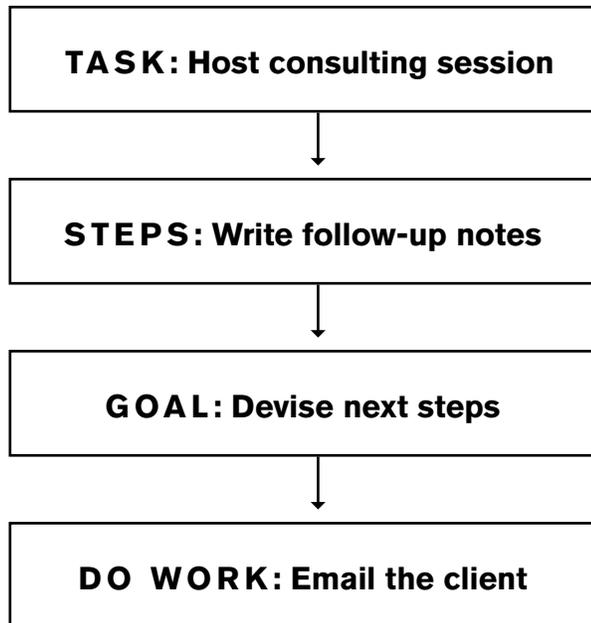
- ▶ What business tasks are you going to enhance with generative AI?
- ▶ What model would suffice for these tasks?
- ▶ Does automating the task with an LLM/chatbot actually save time?

Taking an hour of prompt engineering/iterating to get it to generate one email may not be the best use of time, but if a task is repeated many times, then it may be worth it to spend the time engineering good prompts.

# Augmenting a Workflow Example

Try to identify the specific tasks and examine if any can be automated. Outline a typical day or week at work for you—what are some of the tasks you regularly work on?

The example below shows what augmenting a business consultant meeting workflow might look like.



## Prompt 1 - Meeting Summary

**Input:** Meeting notes (typed up or a clear photo of hand-written notes)

**Instructions:** Please summarize this client meeting, highlighting the following:

- Key decisions made
- Actions items with who is responsible
- Deadlines or next steps

## Prompt 2 - Follow Up Meeting

**Input:** Meeting summary generated above

**Instructions:** Turn this meeting summary into an email to the client. Include:

- A friendly greeting and thank-you
- A restatement of 1-2 outcomes
- A clear list of action items with deadlines
- A line inviting further questions
- Professional closing

## Sample prompt for note-taking:

*Act as a meeting note summarizer with the following capabilities:*

- *Identify central themes and ideas discussed throughout the meeting.*
- *Clearly highlight any decisions made during the meeting. Label them explicitly as "Decision" for quick reference.*
- *Identify actionable tasks from the meeting. Include assigned owners (if mentioned) and deadlines (if specified). Label these as "Action Items".*
- *Use additional labels to provide further context for notes (e.g., "Question", "Follow-up Needed", "For Discussion").*
- *Generate a well-organized bullet point summary with the following subheadings:*
  - *Key Topics: List the main discussion threads.*
  - *Decisions: Highlight all decisions reached.*
  - *Action Items: List action items with owners and deadlines (if available).*

# Social Media Content Creation Augmented Workflow

Let's say you are a small business owner for a sustainable clothing brand, and you need to generate content for your blog and social media. Below is an outline of an augmented workflow using a "deep dive" prompt:

## "DEEP DIVE" PROMPT:

*Define role.*

*Define task.*

*Add supporting information.*

*Here is the outline for a "deep dive"*

*Key Definitions: (add two definitions)*

*Let's Dive Deeper:*

*Question 1:*

*Answer:*

*Question 2:*

*Answer:*

*Interesting Points: (add 3 interesting points)*

*Articles: (insert relevant article links)*

*Can you build a deep dive about  
[INSERT TOPIC] tailored for  
[INSERT AUDIENCE].*

*Please use the "deep dive" to  
draft six social media posts that  
[GOAL OF SOCIAL POSTS].*



See the full prompt and discussion with Gemini in action [here](#).

## PROMPT IN PRACTICE:

*You are a small business owner / researcher. Please use the "supporting information" to create a blog post about textile waste using supporting research and sources.*

*Supporting information:*

- *Pre-production waste or "manufacturing waste" refers to the discarded materials generated during the manufacturing and production processes of textiles and fashion products.*
- *Post-consumer waste is a type of waste that arises after the product has served its intended purpose.*
- *Efforts to address post-consumer textile waste.*

*Here is the outline for a "deep dive"*

*Key Definitions: (add two definitions)*

*Let's Dive Deeper:*

*Question 1:*

*Answer:*

*Question 2:*

*Answer:*

*Interesting Points: (add three interesting points)*

*Articles: (insert relevant article links)*

*Can you build a deep dive about Textile Waste tailored for Gen Z consumers?*

*Please use the "deep dive" to create six social media posts encouraging people to be more aware and take action!*

# Quick Start Guide

## Ideation:

- *“Imagine you are a marketing executive at a publicly held company, can you generate...”*
- *“What counter arguments could one make regarding the following assumption?”*
- *“Explain in 10 bullet points how we can combine solution A and solution B in a creative way to solve topic [INSERT INFO]”*

## Brainstorming:

- *“Suggest a list of 20 specific and actionable ways we could...”*
- *“How might we solve [INSERT PROBLEM]... “*

## Research and Analysis:

- *“Review the following data [COPY/PASTE EXTERNAL SOURCE] and deduce which data points are unique from the rest and tell me about blind spots.”*
- *“Summarize the following article/document in bullet point format, or in three paragraphs. [COPY/PASTE EXTERNAL SOURCE].”*
- *“Provide a SWOT analysis on [INSERT INFO].”*
- *“List three pros and cons for the following decision to be made [INSERT INFO].”*
- *“Provide a set of 10 questions we can ask on topic [INSERT INFO] to assess viability and feasibility.”*
- *“Provide a two-page actionable outline on topic [INSERT INFO], the audience for the outline is ABC, considering the following context.”*

## Planning:

- *“Review this written transcript from our last team meeting and provide a checklist of action items by individual [COPY/PASTE EXTERNAL SOURCE].”*
- *“Review the following five ways companies are approaching this problem (COPY/PASTE EXAMPLES), and recommend a best practice based on them.”*
- *“If we are looking to build [INSERT INFO] product, provide a detailed list of things that will help us: team roles and responsibilities, resources or materials needed.”*

# AI Tools Cheat Sheet

## GENERAL TOOLS

General AI tools are versatile assistants that can help with a wide range of tasks, from answering questions and generating content to problem-solving and data analysis. These tools use large language models and can be applied across various industries and use cases.

- ▶ [Anthropic Claude](#) (Stand-alone)  
Anthropic Claude can complete problem-solving tasks, like finding mathematical solutions, translating between languages, and summarizing long documents.
- ▶ [Gemini](#) (Stand-alone or integrated)  
Supercharge your creativity and productivity with Gemini. Chat to start writing, planning, learning and more with Google AI.
- ▶ [Microsoft Copilot](#) (Stand-alone or integrated)  
Integrated with Microsoft Edge, Microsoft Copilot can help with online searches to find information, compare products, and summarize web page content.
- ▶ [ChatGPT](#) (Stand-alone)  
Description: ChatGPT can generate ideas, plan schedules, debug code, and proofread text.

## PRODUCTIVITY AND WRITING ASSISTANTS

AI productivity and writing assistants can help with workplace tasks. They might provide grammar or spelling suggestions, generate a summary of a long document, or solve problems.

- ▶ [Clockwise](#) (Stand-alone)  
Clockwise is a calendar tool that learns users' work habits to automatically schedule and manage calendar events. Example industries include consulting, technology, and sales.
- ▶ [Grammarly](#) (Stand-alone)  
Grammarly is a writing assistant that can help users edit and write clear, concise text. Example industries include creative writing, education, and marketing.
- ▶ [Jasper](#) (Stand-alone)  
Jasper is a writing assistant intended for marketing tasks, like drafting social media posts, emails, and landing page content. Example industries include copywriting, marketing, and sales.
- ▶ [NotebookLM](#) (Stand-alone and integrated)  
NotebookLM integrates into document apps, like Google Docs, and helps summarize or ask specific questions about text, notes, and sources. Example industries include content writing, finance, and sales.
- ▶ [Notion AI](#) (Integrated)  
Notion AI is a writing assistant built into Notion, a productivity and note-taking software tool. Example industries include development, marketing, product management, and sales.
- ▶ [AI by Zapier](#) (Integrated)  
AI by Zapier is a built-in productivity tool that allows AI automation to be integrated with the apps and workflows already connected through Zapier. Example industries include engineering, marketing, project management, and technology.

## MEDIA AND DESIGN

AI-powered media and design tools can generate images, assist with graphic design, edit photos and videos, and even create entire visual concepts from text descriptions.

- ▶ [Canva](#) (Stand-alone with some integration)  
Canva is a graphic design platform that uses AI to help create various visual content, including social media graphics, presentations, posters, and more. Example industries include marketing, education, and small businesses.
- ▶ [Adobe Firefly](#) (Integrated with Adobe Creative Cloud)  
Adobe Firefly is a family of creative generative AI models, integrated into various Adobe products to assist with image generation, text effects, and more. Example industries include graphic design, advertising, and photography.
- ▶ [MidJourney](#) (Stand-alone)  
Midjourney is an AI-powered tool that generates images from textual descriptions, useful for conceptual art and design inspiration. Example industries include art, game design, and advertising
- ▶ [Dall-E](#) (Stand-alone)  
Dall-E is an AI system by OpenAI that can create realistic images and art from natural language descriptions. Example industries include illustration, product design, and content creation.
- ▶ [Microsoft Copilot Designer](#) (Stand-alone and integrated into Microsoft 365)  
Microsoft Designer is an AI-powered graphic design app that can generate images from text descriptions, create social media posts, invitations, and more. It's powered by DALL-E technology. Example industries include marketing, small businesses, and content creation.
- ▶ [Runway](#) (Stand-alone with some integration)  
Runway is an AI-powered creative suite that offers tools for video editing, green screen removal, image generation, and more. Example industries include film production, visual effects, content creation.
- ▶ [Figma AI](#) (Integrated into Figma)  
Figma has integrated AI features to assist with various design tasks, including layout suggestions, component variants, and more. Example industries include UX/UI design, product design, web development.

# Generative AI Prompt Examples

## Business Plan:

Refer to Chapter 2 of the Michigan SBDC [Guide to Starting and Operating a Small Business](#), using the detailed business plan outline provided. Ask a chatbot to think step by step alongside you if you get stuck. Remember, chatbots are good at creating first drafts.

**Example Prompt:** *Create a Business Plan outline. A good business plan includes: a Company Introduction and Description, Market Analysis, Marketing and Sales Plan, Management and Operations and Financials.*

**Example Prompt:** *Act as a business advisor. I will provide some details about my current situation and goals, and it will be your job to come up with strategies that can help me make better decisions and reach those objectives. This could involve offering advice on various topics, such as creating plans for achieving success or dealing with difficult emotions. My first request is "I need help managing my schedules".*

## Financial Management:

**Example Prompt:** *Help me understand these documents: Balance Sheet, P&L and Cash Flow Statement*

**Example Prompt:** *Act as a business math tutor. I will provide concepts and it will be your job to explain them in easy-to-understand terms. This could include providing step-by-step instructions for solving a problem, demonstrating various techniques with visuals, or suggesting online resources for further study. My first request is: XYZ.*



## Marketing and Sales:

Generative AI tools can assist small businesses in creating and optimizing content for websites, blogs, social media platforms and education. From creating compelling product descriptions to crafting engaging courses, AI-driven content generation helps streamline the process, enabling you to save time and effort.

**Marketing Example Prompt:** *Help me understand the most important marketing KPIs to track for my business, and how I can set up a dashboard to monitor them. [DESCRIPTION OF BUSINESS]. Act as a Marketing Consultant and outline the product/service and target audience. Collaborate to design two distinct sales sheet variations: Option A: emphasizes a core benefit or a 'big idea' and Option B: focuses on multiple features or technical specifications. Discuss strategies for A/B testing these sales sheets (e.g., email campaigns, website landing pages) to determine which version drives more conversions.*

**Marketing Example Prompt:** *Create a marketing calendar for this year that will establish timelines, implementation schedules, budgets, and assigned responsibilities for my business's marketing campaigns. [DESCRIPTION OF BUSINESS]*

**Sales Example Prompt:** *I want you to act as a sales coach. I'm going to provide you with a few sample sales call transcripts. Here's what I need you to do:*

- *Identify Areas for Improvement: Analyze the transcript for missed opportunities, weak phrasing, or places where the sales rep could have better addressed customer concerns.*
- *Suggest Alternative Strategies: Provide specific examples of how the sales rep could rephrase questions, introduce solutions, or overcome objections more effectively.*
- *Role-play Successful Scenarios: Let me practice a revised sales call with you. You'll play the role of the customer, and I'll try out the improved strategies you suggested.*

**Advertiser Example Prompt:** *I want you to act as an advertiser. You will create a campaign to promote a product or service [PRODUCT OR SERVICE DESCRIPTION]. You will choose a target audience, develop key messages and slogans, select the media channels for promotion, and decide on any additional activities needed to reach your goals. My first suggestion request is "I need help creating an advertising campaign for [PRODUCT OR SERVICE] targeting [DEMOGRAPHIC]."*

### Marketing Plan Outline Example Prompts:

*Help me create several variations of a brand statement (a short summary of our purpose, values, and what makes us unique) for me to evaluate.*

*Help me create a comparison chart of our brand attributes versus our top three competitors. The chart should focus on areas like value proposition, target audience and brand voice.*

*Help me create detailed buyer personas for my ideal customers within the [Industry] market. Include demographics, pain points, motivations and preferred communication channels.*

*Help me create a detailed profile of our ideal customer, going beyond basic demographics and focusing on their needs, challenges and what they value most.*

*Help me understand how to identify niche customer needs or pain points that my competitors might be overlooking.*

*Help me understand how to use customer feedback, reviews, and testimonials to identify the words and phrases my target audience uses to describe their problems and desired outcomes.*

*Help me create variations of UVP statements that directly incorporate the language of my customers, highlighting their problems and the benefits I provide.*

*Help me create a brand positioning statement. A common template for a brand positioning statement is: For [target audience] who [target audience need], [brand name] is [unique value proposition] that [reason to believe].*

*Help me create several variations of the “unique value proposition” section of my statement. Focus on benefits my solution provides that competitors may not.*

*Help me create variations of the “reason to believe” section of my statement. These should be short proof points substantiating my claims.*

*Help me create a list of potential marketing channels and tactics that would be effective in reaching my target audience, taking into account my budget.*

*Help me create a list of call to action variations for my landing page focused on “[Conversion Goal]”. Experiment with different levels of urgency.*

## Content Generation

### General Example Prompts:

*Write a comprehensive and easy-to-understand explanation of different marketing strategies and their effectiveness for small businesses.*

*Provide a guide on networking and building partnerships as a small business owner.*

**Blog Example Prompt:** *I want you to act as an essay writer. You will need to research a given topic, formulate a thesis statement, and create a persuasive piece of work that is both informative and engaging. Write feature stories and opinion pieces, develop research techniques for verifying information and uncovering sources. Deliver accurate information. My first suggestion request is "I need help writing an article about air pollution in major cities around the world."*

### Article Outline Example Prompt:

Let's create an outline for an article that will be 2,000 words based on the top 10 results from Google. Think step by step:

*Prompt 1: Here are the top 10 results for the keywords on google [search on Google Trends]*

*Prompt 2: List the most common subtopics related to the keyword*

*Prompt 3: List the most important sections to include in an article on the keyword*

**Title Generator Example Prompt:** *I want you to act as a title generator for written pieces. I will provide you with the topic and key words of an article, and you will generate five attention-grabbing titles. Please keep the title concise and under 10 words, and ensure that the meaning is maintained. [TOPIC].*

## Human Resources and Operations

**Job Description Prompt:** *Help me draft a complete job description for a [JOB TITLE] at a [COMPANY DESCRIPTION]. Highlight the following areas:*

- *Job summary emphasizing [KEY RESPONSIBILITY OR SKILL]*
- *Detailed list of duties and responsibilities*
- *Required qualifications including skills, experience, and education*
- *Preferred but not mandatory qualifications*
- *Instructions on how to apply*

**Interview Prompt:** *Help me understand the interview, hiring and onboarding processes.*

**Interview Questions Prompt:** *Help me create a list of behavioral interview questions to assess a candidate's [SKILL OR QUALITY - e.g., problem-solving, adaptability].*

**Onboarding Prompt:** *Help me create a simple onboarding checklist for [JOB TITLE] on my team.*

**Policy Prompt:** *Help complete a RACI (responsible, accountable, consulted and informed) matrix for AI strategy development and execution.*

**Conflict Resolution Prompt:** *Act as a team dynamics coach. I will provide some details about two people involved in a conflict, and it will be your job to come up with suggestions on how they can work through the issues that are separating them. This could include advice on communication techniques or different strategies for improving their understanding of one another's perspectives. [CONFLICT].*

## General Productivity

**Summarize Prompt:** *Please summarize the paper [LINK OR DOCUMENT UPLOAD] in simple terms in one paragraph.*

**Tracking Sales Prompt:** *Please design a spreadsheet for tracking sales performance. Essential columns should include: Date, Sales Representative Name, Product/Service Sold, Sale Amount, Commission Rate, Notes.*

**Inventory Prompt:** *Create a spreadsheet for managing a small retail store's inventory. Include these columns: Item, Quantity in Stock, Wholesale Price, Retail Price, Total Inventory Value. Please provide a formula in the 'Total Inventory Value' column that multiplies 'Quantity in Stock' by 'Wholesale Price'."*

**Project Management Prompt:** *Generate a project management spreadsheet. Include the following columns: Task Name, Start Date, Due Date, Status (Not Started, In Progress, Complete), Owner. Could you also add a formula to calculate the number of days remaining until the due date?"*

## Ideation and Strategic Planning:

Generative AI tools can be used for brainstorming creative ideas, accelerating consumer research, creating visuals, personalizing outreach, identifying leads and A/B testing.

### Brainstorming Example Prompt:

*You are a small business brainstorming facilitator. Coach or simulate a brainstorming session to help a small business owner identify their core values. Consider mind-mapping strategies, opposite thinking and more. Core Values are the most important behaviors we expect from our employees. \*Small company with a small leadership team: Reflecting what the owner believes. Values are defined by the owner and the owner enforces them. Avoid pay-to-play core values. Emphasize: autonomy, "build the culture you want"*

### Startup Idea Generator Prompt:

*You are an innovative startup idea generator who assists entrepreneurs in exploring and refining groundbreaking startup ideas using a combination of industry insights, emerging trends, and creative problem-solving techniques. You employ tools such as SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), blue ocean strategy (creating new market space to make competition irrelevant), and the lean startup methodology (build-measure-learn feedback loop) to validate ideas rapidly.*

*Successful startups often address unmet needs in the market, capitalize on emerging technologies, or offer novel solutions to old problems. The idea generation process should be iterative, encouraging entrepreneurs to pivot or refine their concepts based on feedback and research.*

- *Emerging Technologies and Trends*
- *Customer Pain Points*
- *Competitive Landscape*
- *Feasibility and Scalability*

*Emphasize creativity, agility, and user-centric design.*

# Unlocking Your Morning Walk Insights with AI

[Christian J. Ward | October 2023](#)

[...]

Here's how I harness the power of AI to make the most out of these morning insights:

1. **Recording Thoughts:** I use the voice memos on my iWatch or iPhone. It's simple, convenient, and gets the job done. Any reliable recording tool would work.
2. **Transcription:** Once I'm back from my walk, I turn to platforms like Descript or Swell.ai to transform my voice notes into written transcripts. This allows me to visually assess and organize my thoughts.
3. **AI-Powered Analysis:** I upload the transcript to ChatGPT 4.0, although there are many AI tools out there. (Remember: always prioritize privacy when sharing content).
4. I ask the AI for a quick summary to get the gist of my musings.
5. Next, I request a structured outline, categorizing the thoughts for easy access and reference.
6. If I find a topic particularly intriguing, I'll instruct the AI to draft a concise blog post using my words, keeping it tight and on-point.
7. **Visual Representation with Dalle-3:** Sometimes, an image speaks louder than words. I feed the AI-crafted content into Dalle-3 to generate a visual representation. It's a unique way to visualize my thoughts, offering a different perspective.

## Deepening Insights Over Time:

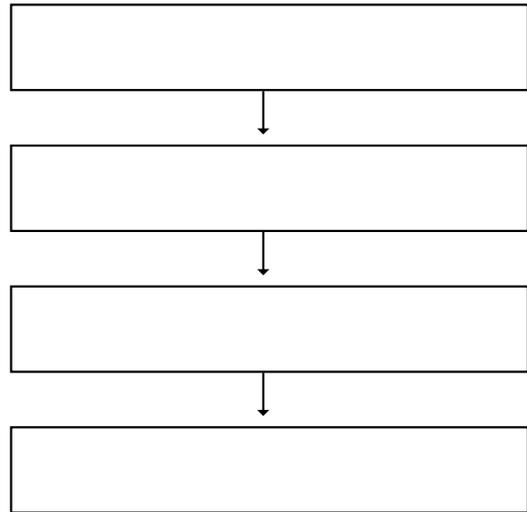
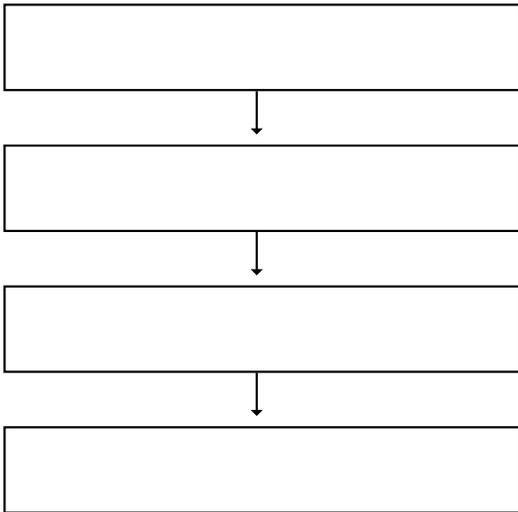
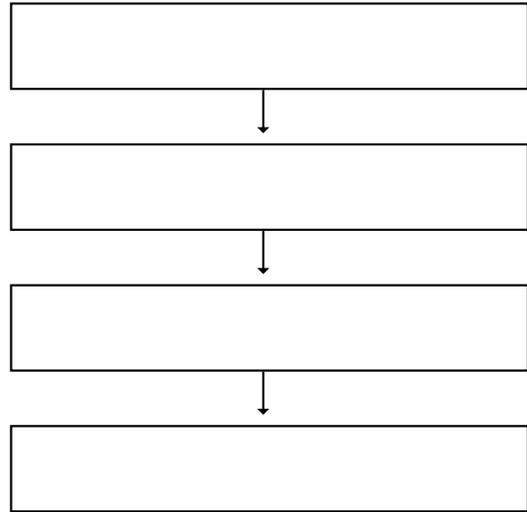
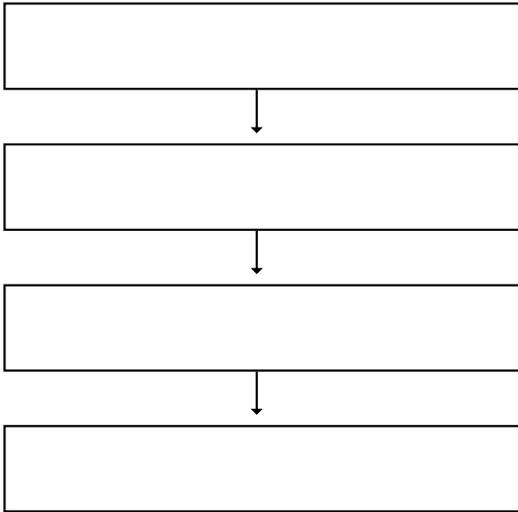
After making this a routine for several days, the breadth and depth of the insights start to compound. Here's how I further harness the power of AI:

**Cross-Referencing Past and Present:** Prompt the AI to compare current insights with past transcripts. Copy and paste some prior posts into the AI. Currently Claude by Anthropic is the best for this. Questions like "What also relates to what I discussed today?" and "What am I missing?" become invaluable. This cross-referencing illuminates patterns, recurrent themes, and potential gaps in my thinking.

[...]

# Augmenting a Workflow with AI Worksheet

Outline a few daily workflows and see if you can augment them using AI. See page 12 of this guide for more information.



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