



AI TOOLS

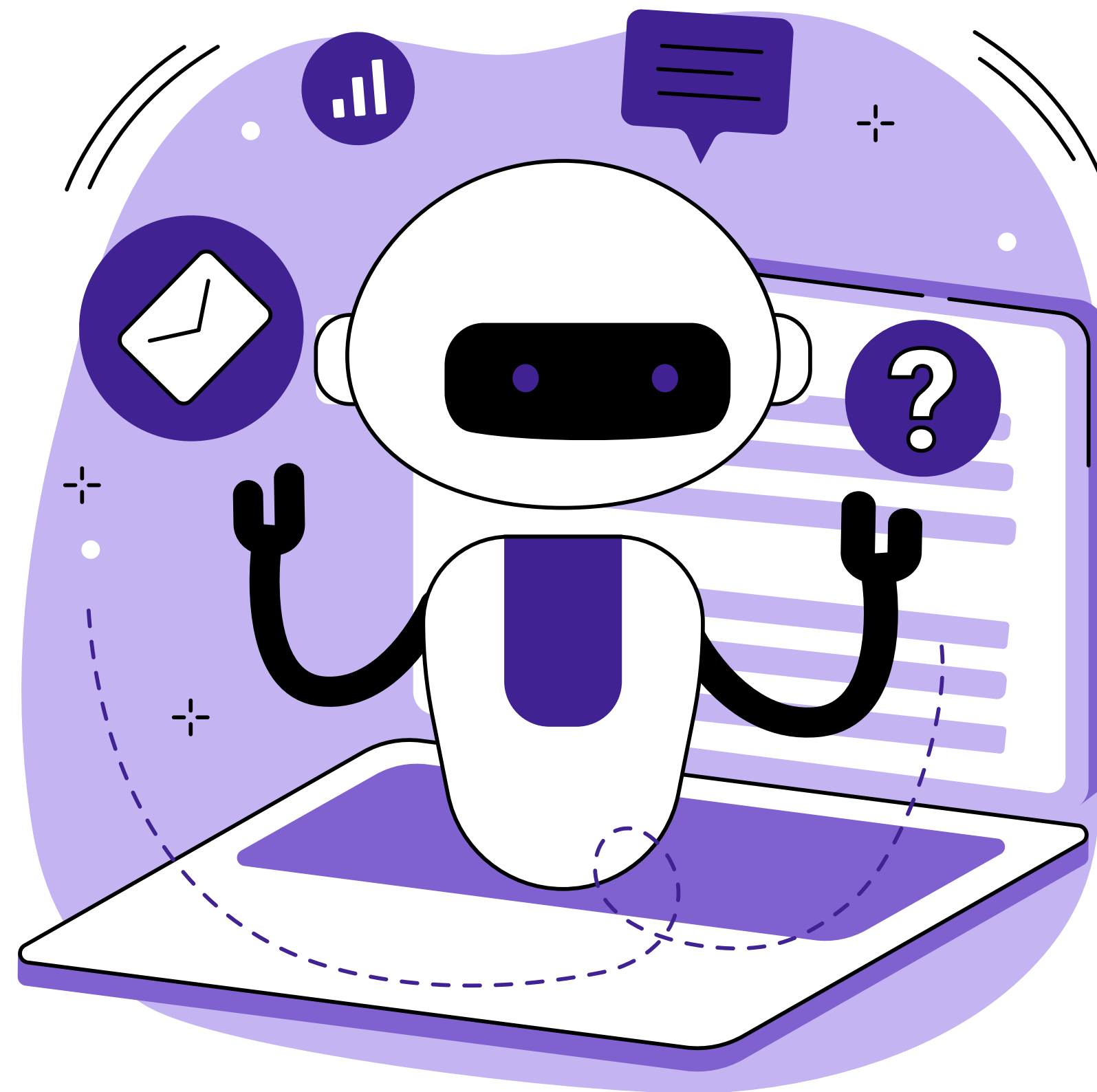
FOR SMALL
BUSINESS



HAVE YOU USED ARTIFICIAL INTELLIGENCE?

If so, how?

If not, why not?



THE GROWTH OF AI

ChatGPT

ChatGPT reached 1 million users in 5 days

By early 2023, ChatGPT had accumulated over 100 million monthly users.

The AI market is set to grow by 38% in 2023

Between 2021 and 2022, the AI market was projected to grow by 47%.

And this upwards trajectory was forecast to continue year-over-year - increasing by at least 26% each year until 2025.

Around 4 in 5 companies deem AI to be a top priority in their business strategy

83% of companies claim that using AI in their business strategies is a top priority.

Automated emails and chatbots are two of the most common uses of AI in everyday business communications.

AI will have an estimated 21% net increase on the United States GDP by 2030

AI is expected to contribute a significant 21% net increase to the United States GDP by 2030, showcasing its impact on economic growth

THE ROLE OF AI IN SMALL BUSINESS

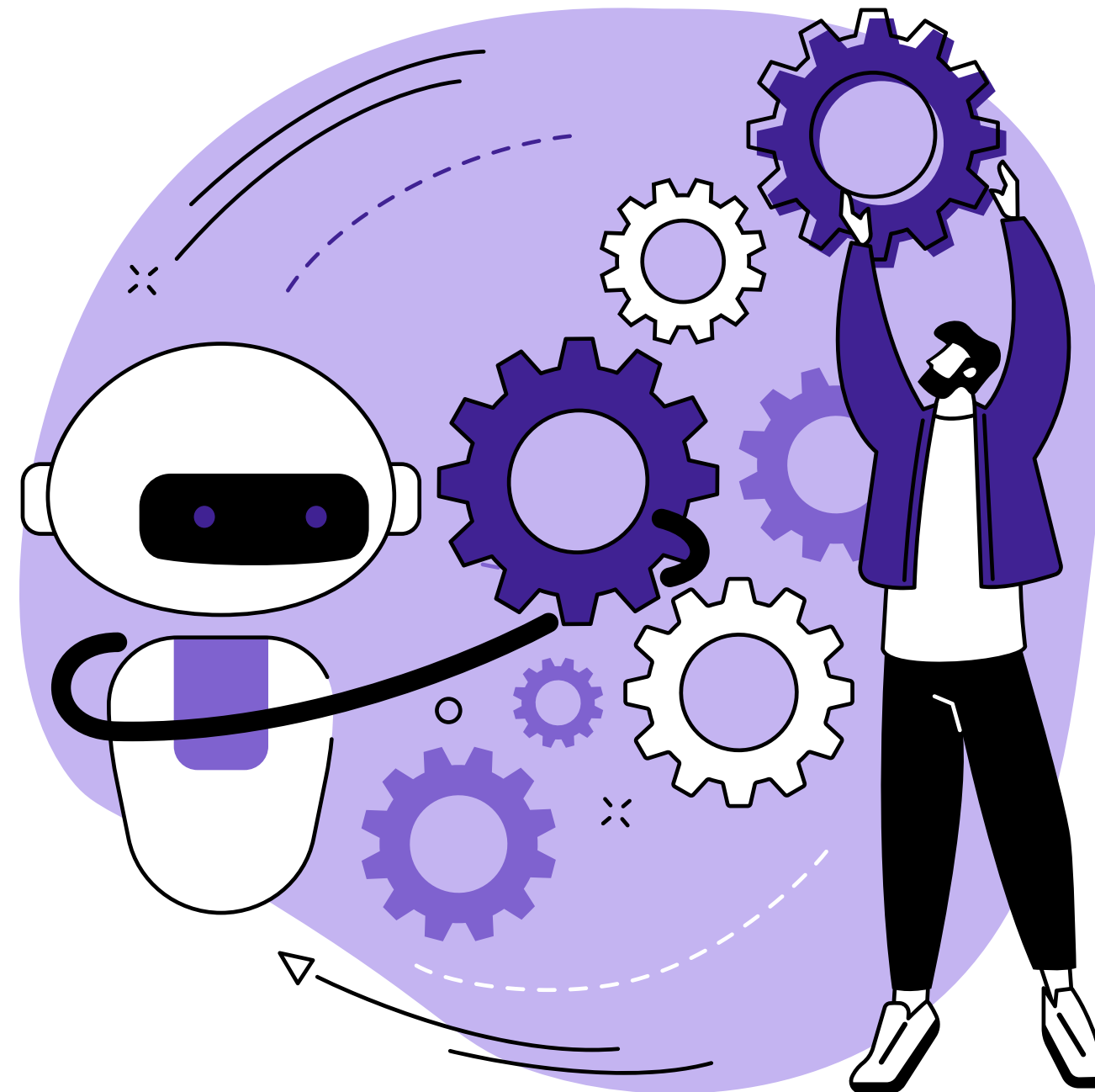
Task
Automation

Enhanced Customer
Support

Data Analysis &
Insights

Improved
Efficiency

Content Creation



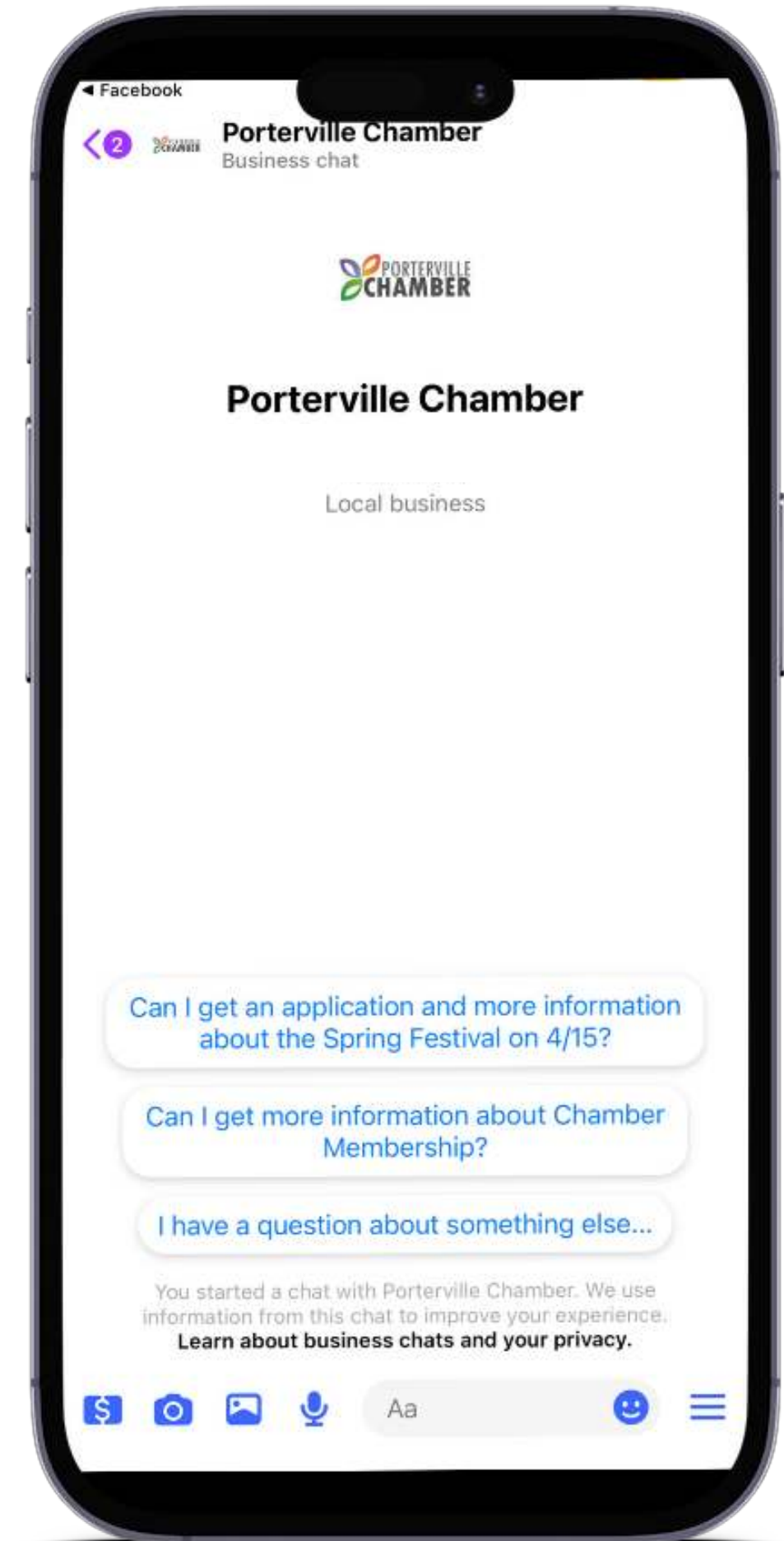
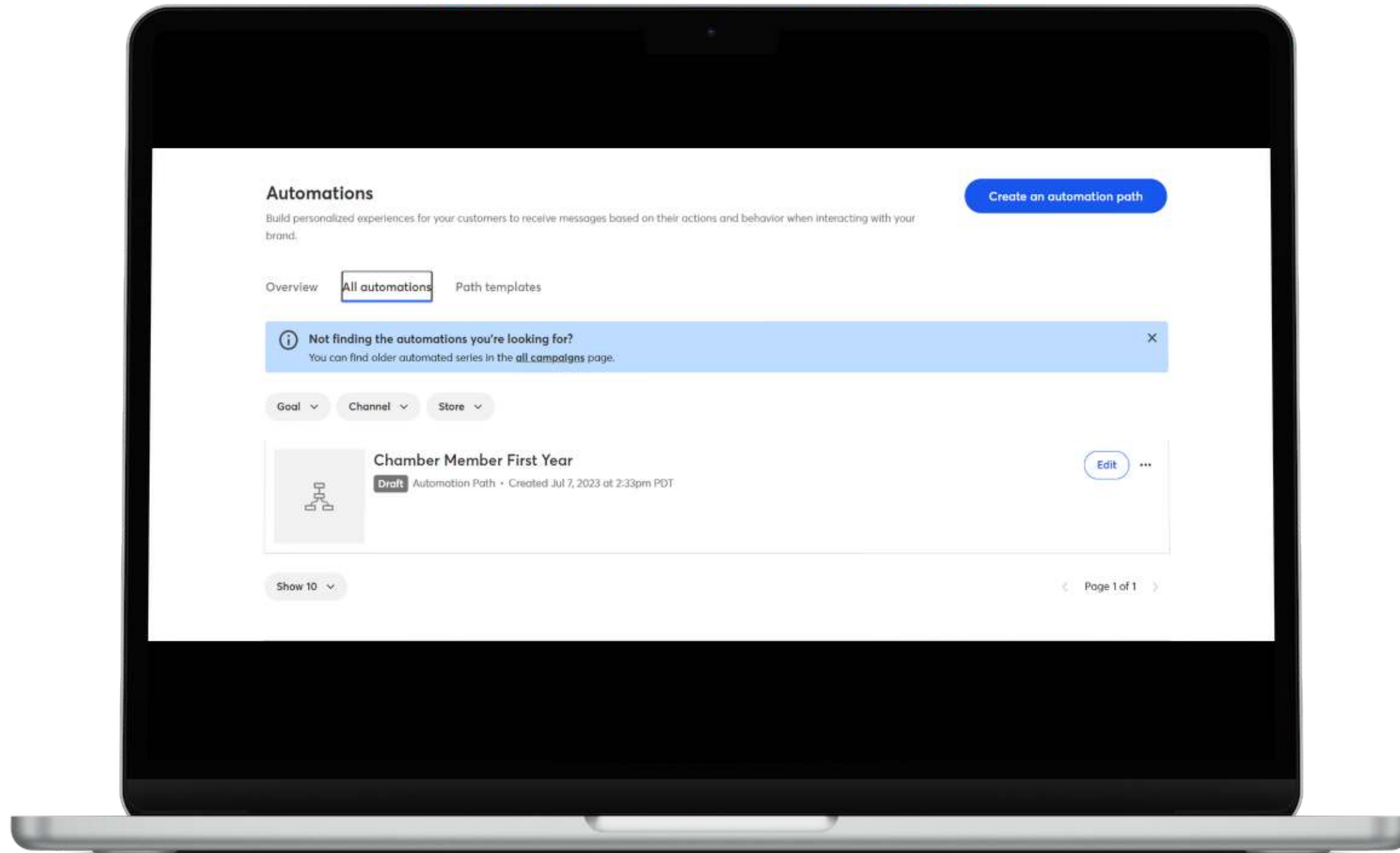
Market Research

Innovation

Employee
Productivity

Scalability

Predictive



AI TOOLS

CHATGPT

ChatGPT is an AI language model developed by OpenAI. It uses cutting-edge natural language processing (NLP) techniques to understand and generate human-like text.

chat.openai.com

The screenshot displays the ChatGPT web interface. At the top, it shows the model name 'Default (GPT-3.5)' and a share icon. The first conversation shows a user asking for a webinar series on AI tools for small businesses. The AI response lists five tools: Grammarly Business, Zendesk AI, and three others. The second conversation shows a user asking for Christmas parade themes for 2023. The AI response lists four themes: Winter Wonderland Spectacular, Nostalgic Christmas, Eco-Friendly Christmas, and Fairy Tale Christmas. Both responses include a 'Regenerate' button and a 'Send a message' input field.

Default (GPT-3.5)

I want to do a webinar series titled AI Tools For Small Businesses. This presentation should be about 40 minutes long. It will be a powerpoint presentation and a webinar via Zoom. I want to include tools that a business owner can use and what to use it for. Tools that I want to include are ChatGPT, Scribe, Midjourney. Please include 5 more that would benefit a small business owner.

Great! Conducting a webinar series titled "AI Tools for Small Businesses" is an excellent idea to help business owners leverage technology for their benefit. Here are five more AI tools that can benefit small business owners, along with brief descriptions of what each tool can be used for:

- Grammarly Business:** Grammarly Business is an AI-powered writing assistant that helps improve the quality and clarity of written communication. It can be used for crafting error-free emails, social media posts, marketing materials, and website content. The tool detects spelling mistakes, grammatical errors, punctuation issues, and suggests appropriate vocabulary to enhance overall writing proficiency.
- Zendesk AI:**

Send a message

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT September 25 Version](#)

Default (GPT-3.5)

Please give me some ideas for christmas parade themes that are trending for 2023

Certainly! Christmas parade themes can vary widely, but trending themes often reflect current popular culture, social issues, and creative ideas. Here are some Christmas parade theme ideas that may be trending in 2023:

- Winter Wonderland Spectacular:** Embrace the beauty of the winter season with a theme that focuses on snow, ice, and all things sparkling. Decorate floats with snowflakes, icicles, and twinkling lights.
- Nostalgic Christmas:** Take a trip down memory lane by celebrating the traditions and nostalgia of past Christmases. Include vintage decorations, classic holiday music, and retro-themed floats.
- Eco-Friendly Christmas:** Promote sustainability and eco-consciousness by creating a parade theme centered around recycling, renewable energy, and green living. Encourage participants to use eco-friendly materials and designs.
- Fairy Tale Christmas:** Bring beloved fairy tales to life with floats and costumes inspired by classic stories like "The Nutcracker," "A Christmas Carol," or even modern favorites!

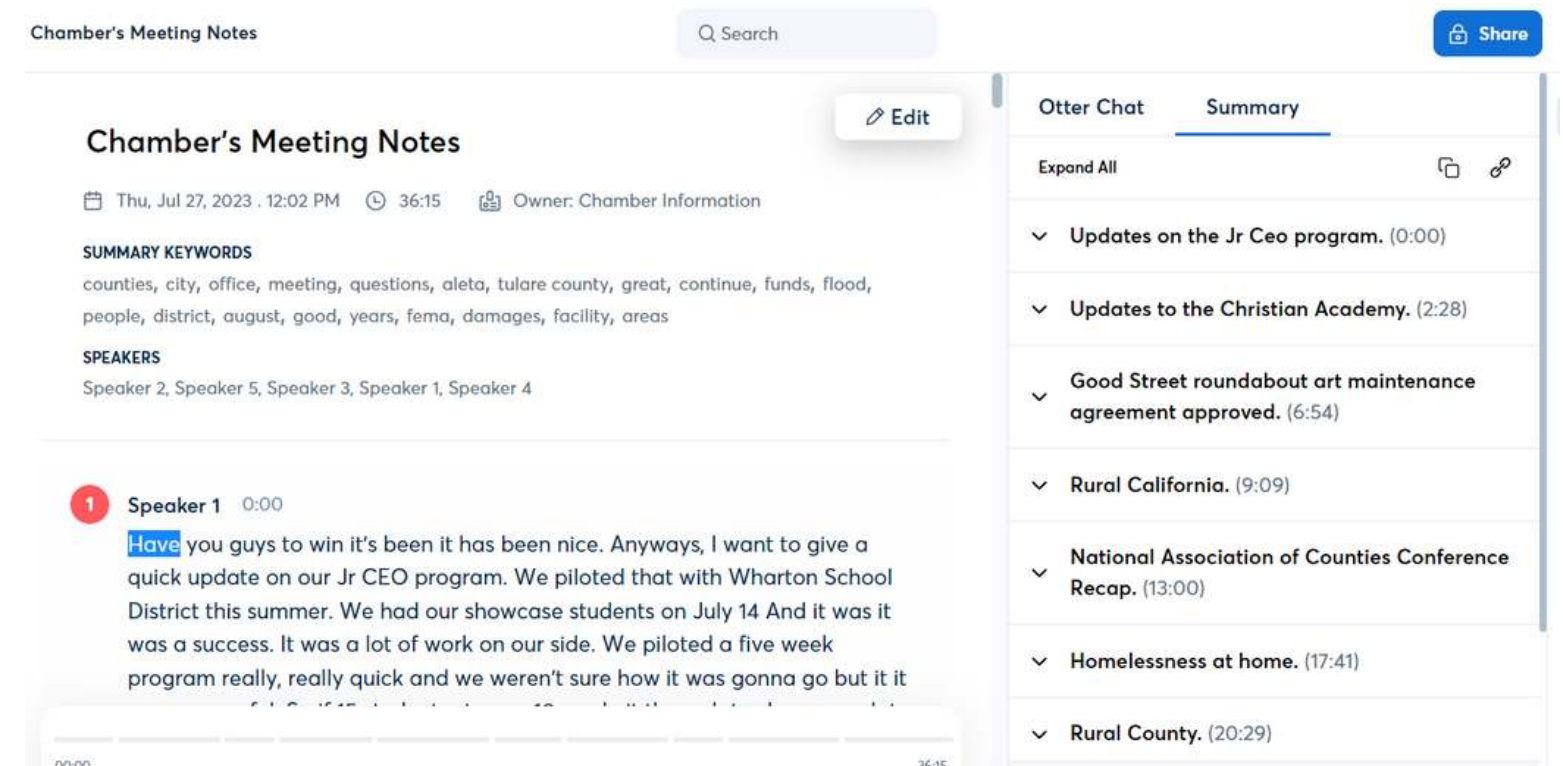
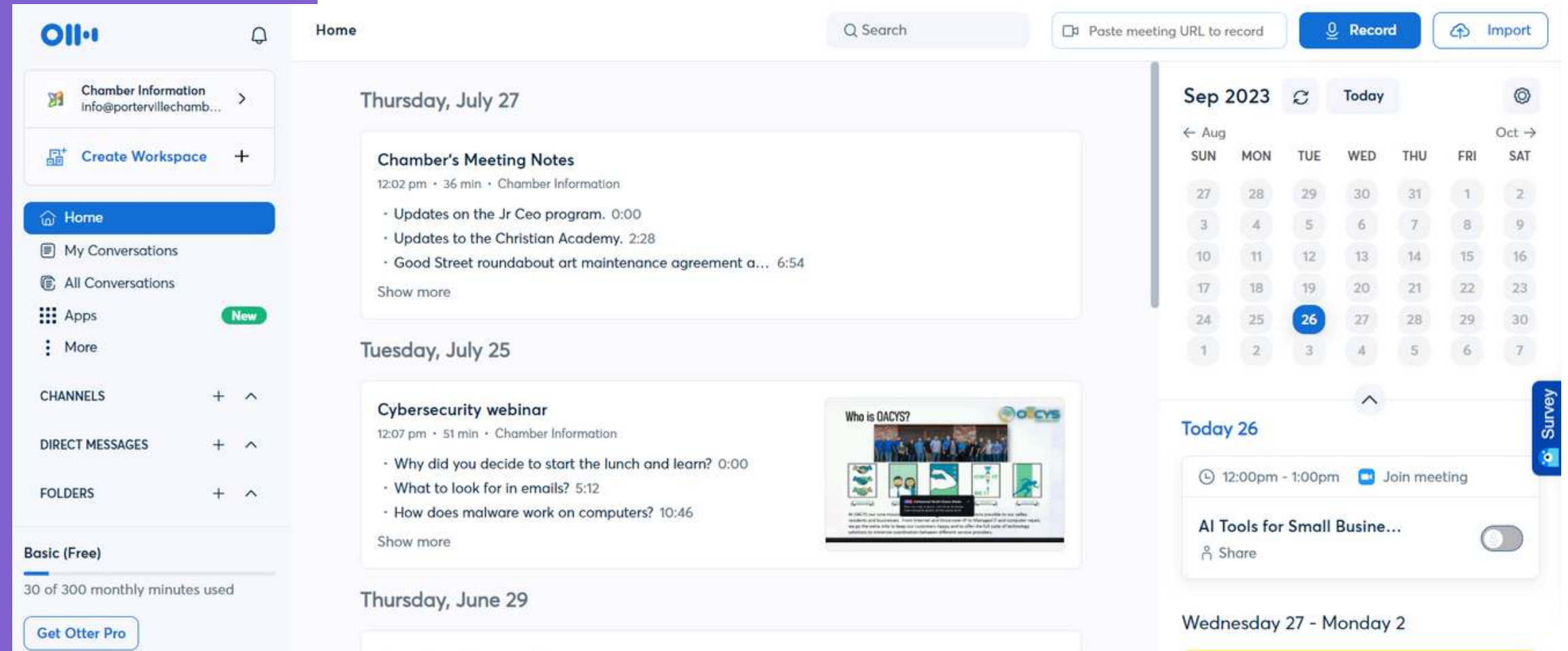
Regenerate

AI TOOLS

OTTER

Otter is an AI-powered transcription and note-taking platform that converts spoken content into accurate and searchable text in real-time.

otter.ai

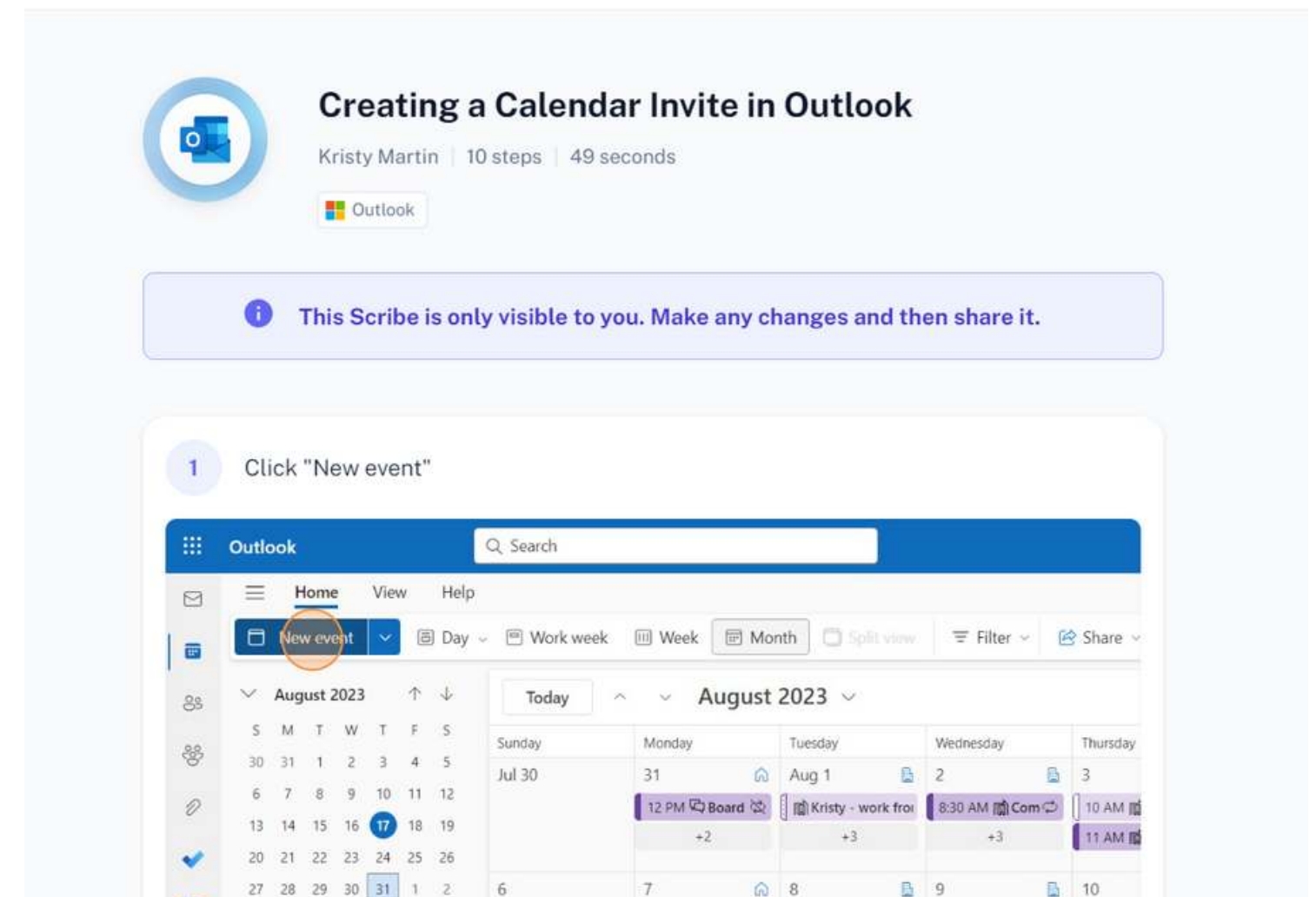
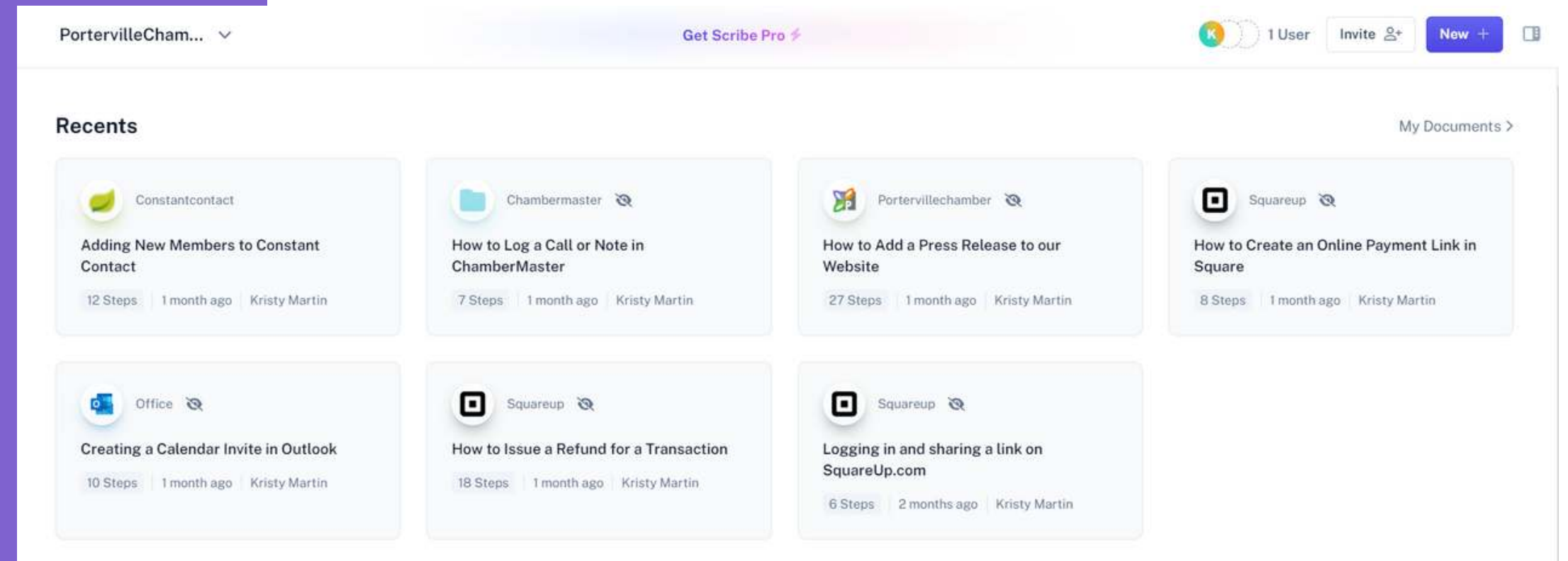


AI TOOLS

SCRIBE

Scribe can be employed to effortlessly transcribe spoken instructions and demonstrations into text, facilitating the creation of detailed how-to guides or tutorials with the assistance of AI-driven transcription.

scribhow.com

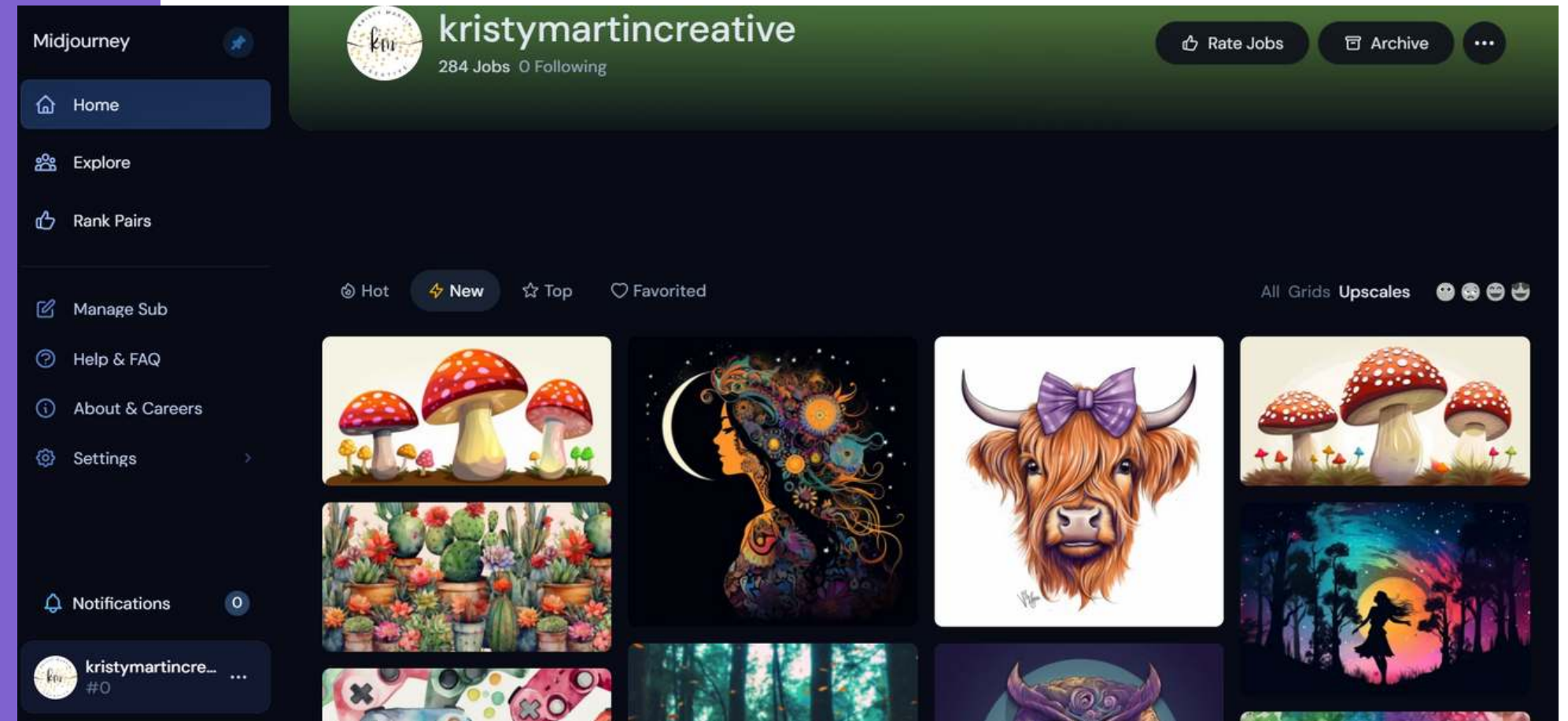


AI TOOLS

MIDJOURNEY

Small businesses can utilize Midjourney's AI-driven insights to optimize and personalize their visual content, enhancing the creation of graphics and photos tailored to their target audience.

[midjourney.com](https://www.midjourney.com)

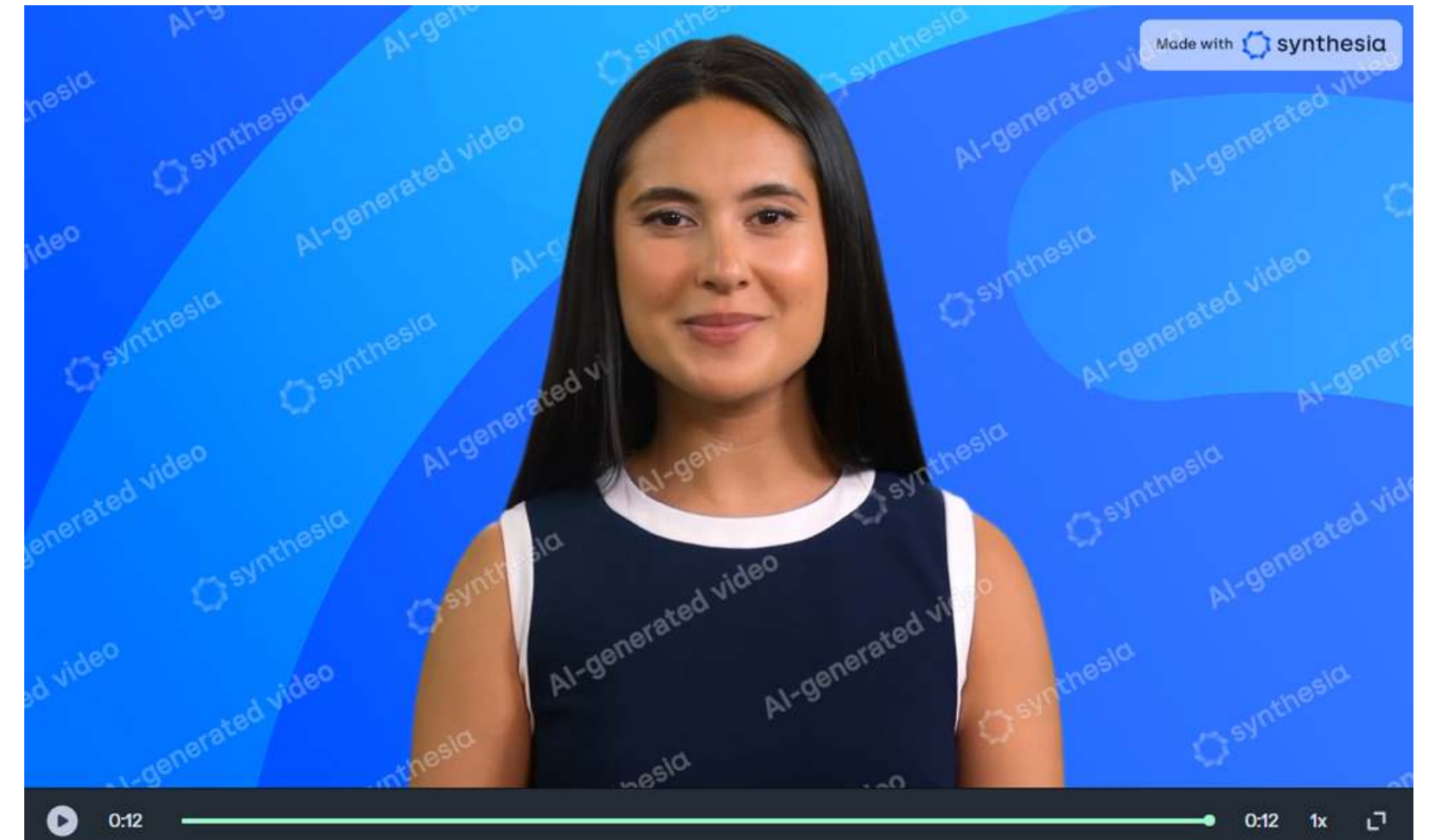


AI TOOLS

SYNTHESIA

Synthesia.io is an AI-driven video generation platform that automates the creation of video content using text-based scripts, enabling businesses to produce personalized videos at scale.

[synthesia.io](https://www.synthesia.io)



[play video](#)

OTHER AI TOOLS

[Grammarly](#)

[Hubspot](#)

[AIPRM](#)

[Zendesk](#)

[Xero](#)



PROMPTING CHATGPT

1. **Start with an action word**
2. **Provide context**
3. **Use role play**
4. **Use references**
5. **Use double quotes**
6. **Be specific**
7. **Give examples**
8. **Include the length of the response**
9. **Handhold the AI**
10. **Don't hesitate to refine**
11. **Specify the tone**
12. **Get summaries after a long chat**



can you please help me create an agenda for the ambassador lunch I have upcoming. There will be time for arrival and mingling - 15 minutes. Time for Chamber updates, our guest speaker, and a roundtable.



I am creating a sponsorship book for the Porterville Chamber. We will be showing all of our sponsorship opportunities at the beginning of the year so that our members can look at everything we are doing and choose what they want to invest in. They don't have to pay when they select but we will keep their choices on file and then invoice them when it comes time for the event. It is nice on our end at the Chamber because then we know who are major sponsors are when it comes time to plan our events and we can begin marketing earlier than we have been. It's nice for the business because they can now see what they may want to participate in for the entire year.



Can you please create content for the home page of my website. The name of my business is Night Owl Creative. I sell shirts, candles, and other products that I have designed myself. I also do design services such as logos, business cards, books, brochures, menus, and more

<https://writesonic.com/blog/how-to-write-chatgpt-prompts/#5-use-double-quotes>



QUESTIONS?