



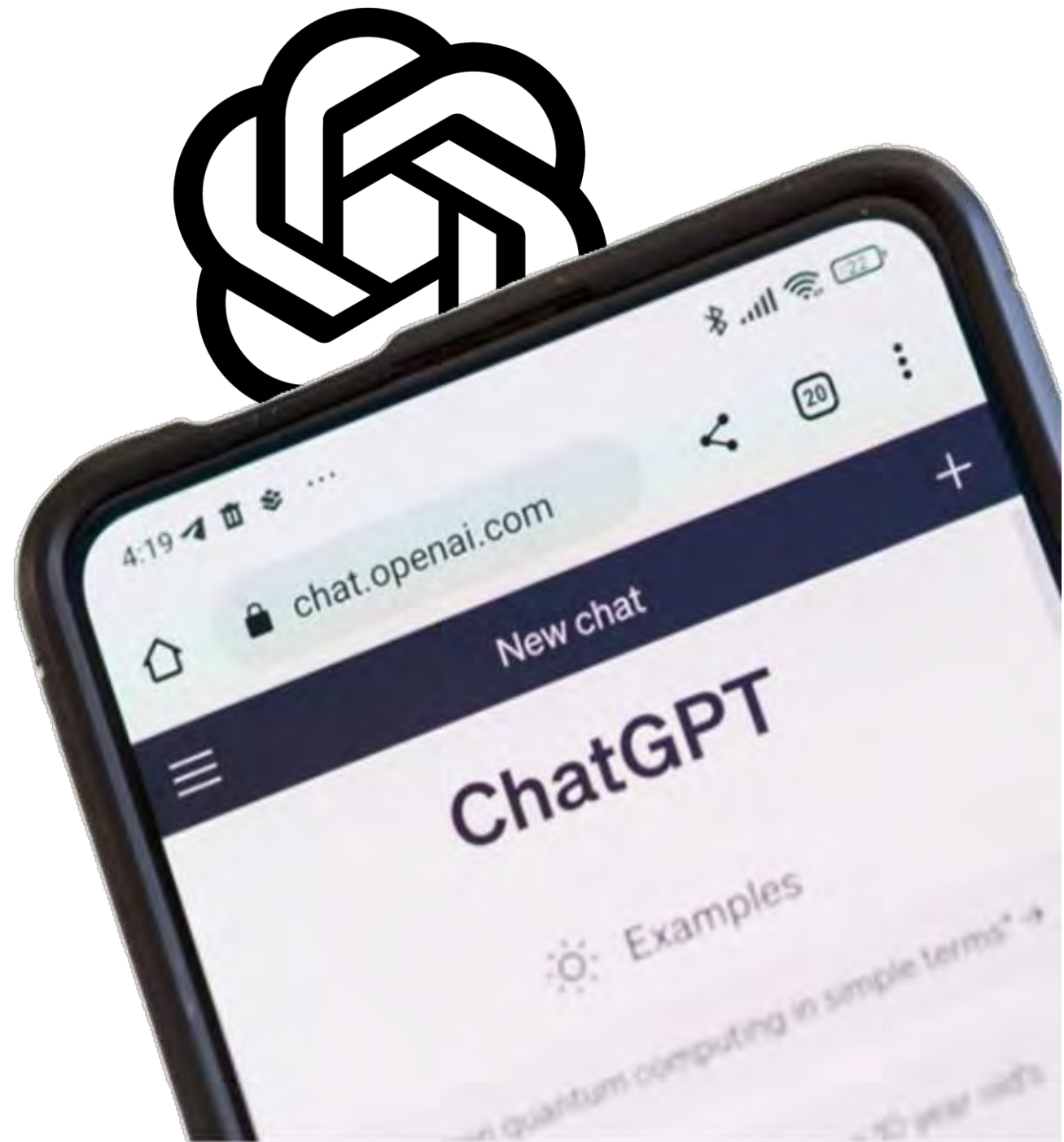
# McFARLANE MARKETING

## Unlocking the Power of AI: An Introduction to ChatGPT for SMB Owners

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# AI

## What We Will Not Cover:

1. AI's legal implications
2. AI's ethical and moral implications
3. Deep technical development of AI models
4. AI security and cybersecurity risks
5. Copyright and intellectual property concerns
6. AI bias and fairness debates
7. Philosophical discussions on AI and humanity's future "The Singularity"

# Session Goals & Objectives

# 1

Understanding  
the Basics of AI  
and ChatGPT

# 2

Learn Practical  
Applications of  
ChatGPT

# 3

Offer Tips and  
Tricks for  
Optimizing  
ChatGPT

# AGENDA

- McFarlane Marketing
- AI and ChatGPT
  - Introduction
  - Why AI Matters for your Business
  - Practical Applications
  - Live Demos
  - Tips & Tricks
  - Common Mistakes
  - Conclusion





# Definition

## WHAT IS AI?

Artificial Intelligence (AI) is technology that enables machines to think, learn, and perform tasks like a human would. It helps computers solve problems, make decisions, and understand language.

## WHAT IS CHATGPT?

ChatGPT is a type of AI that can have conversations with people. It understands questions and responds in a way that sounds human, making it useful for tasks like answering customer questions, writing content, or providing information and targeted insights.

AI





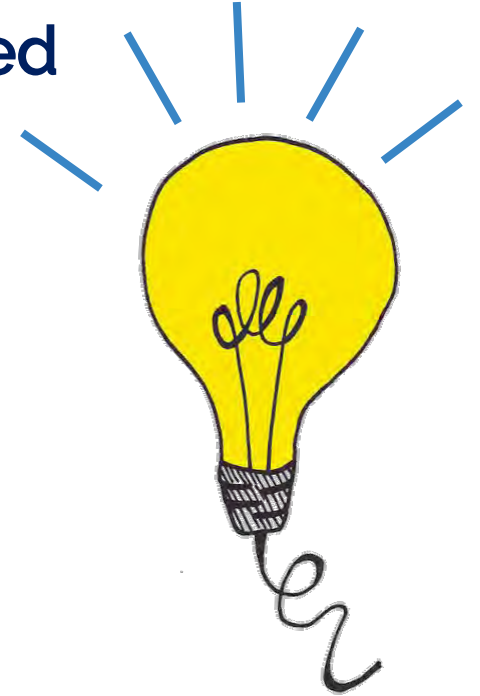
**The great equalizer**



# AI

## How AI Can Help Your Business:

1. It can automate tasks – increased efficiency and productivity
2. Reduce Costs
3. Assist with data-driven decision making
4. Assist you scale your business and grow
5. Level the playing field



# 5 STATS...



## INCREASED PRODUCTIVITY

**40%**

Pricewaterhouse says AI tools can boost business productivity by up to 40%



## CUSTOMER SUPPORT EFFICIENCY

**69%**

Salesforce reported that 69% of consumers prefer chatbots for quick communications with businesses



## AI GENDER DIVIDE

**65%**

65% of ChatGPT users are male, while 34% are female



## COST SAVINGS

**25%**

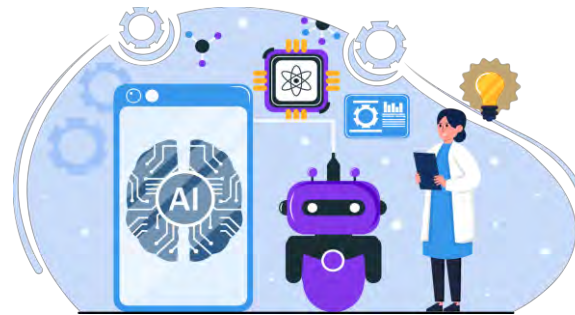
25% of American companies have saved between \$50,000 and \$70,000 using GPTs, with 11% saving over \$100,000



## BUSINESS SAVINGS

**80B**

AI-powered assistants could save businesses up to \$80 billion annually by 2026 in customer support expenses.



## AI ADOPTION GROWTH

**42%**

IBM showed that 35% of companies, are using AI in their business with another 42% exploring AI technologies. This demonstrates the increasing reliance on AI tools.

# Illinois Central College Library

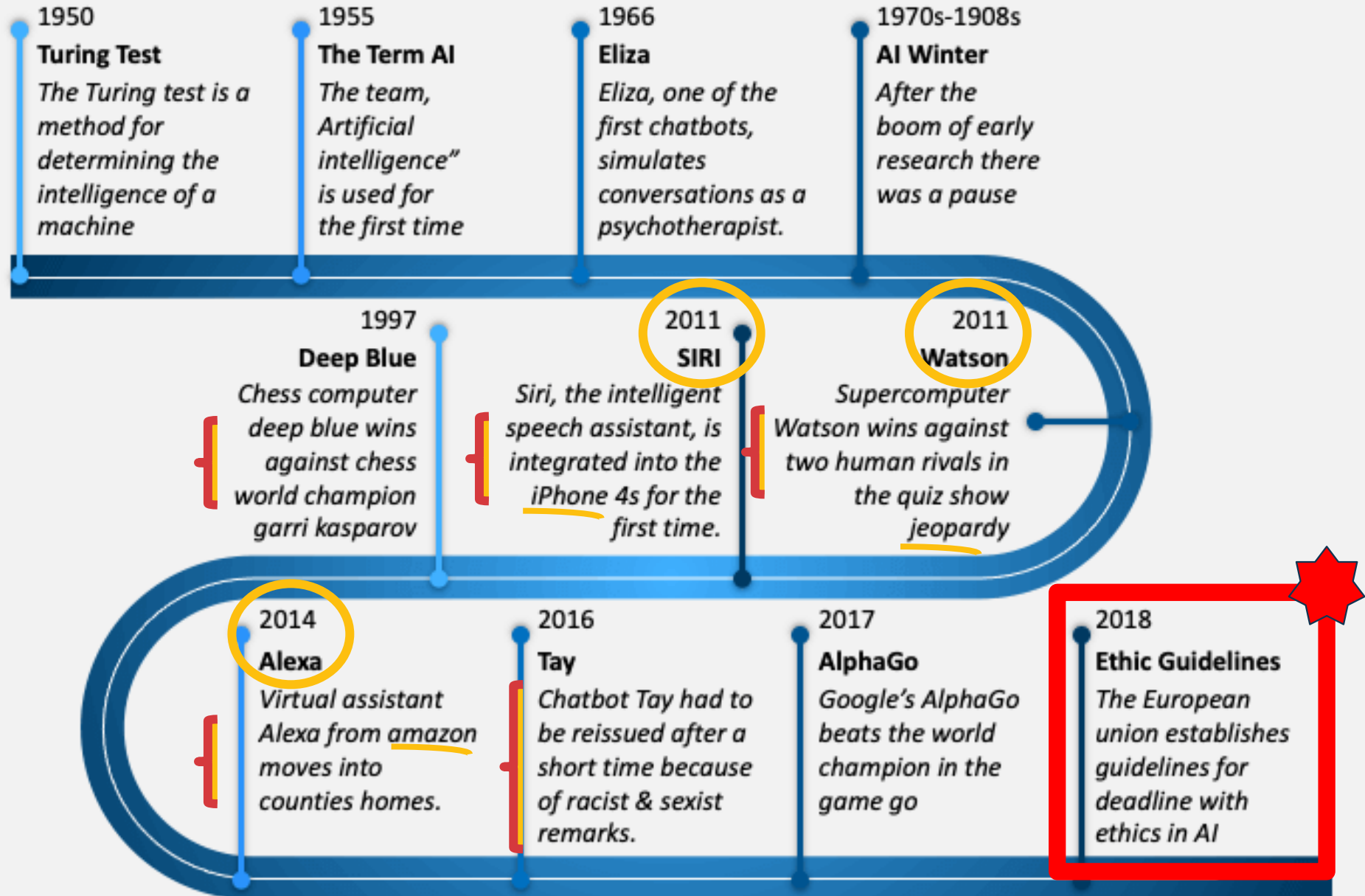
European Union has a comprehensive **AI Act**, which enforces binding regulations on artificial intelligence, the United States currently lacks overarching federal AI legislation.

SOURCE:

<https://library.icc.edu/c.php?g=1372140&p=10141462>

## HISTORY OF ARTIFICIAL INTELLIGENCE (AI)

Enter your sub headline here



# Artificial Intelligence APIs Landscape

VISION	<p>clarifai KAIROS Base64.ai Matroid AWS FaceX VISUA folio3 Cloudmersive. ayoniX Yandex Microsoft Azure ModerateContent MODIFACE [VISIONIFY]</p> <p>PICPURIFY muse.ai Hugging Face imagga SmartClick Meta AI eyedea sightcorp HUAWEI alwaysAI PimEyes VALORER kakao developers DeepAffects</p> <p>QdQ chooch OpenAI WebPurify LUXAND SENTISIGHT.AI Widthai Alibaba Cloud HIVE sightengine CloudSight ximilar IBM Watson Repustate.</p>		
SPEECH	<p>DEEPRGRAM AssemblyAI syml.ai Yandex SONIX Google Cloud HUAWEI HIVE Aoptek</p> <p>VOCI Neural Space Hugging Face Cloudmersive. Microsoft Azure kakao developers</p> <p>Speechly Meta AI VOCAPIA ONEAI AWS OpenAI Alibaba Cloud SPEECHMATICS IBM Watson</p>	<p>Text-to-Speech</p> <p>Hugging Face Speech kakao developers Aoptek HUAWEI Alibaba Cloud</p> <p>VOICEGAIN IBM Watson Cloudmersive. acapela AWS Google Cloud</p> <p>ReadSpeaker Yandex Microsoft Azure Speechki RESEMBLE.AI</p>	
TRANSLATION	<p>Hugging Face Unbabel Alibaba Cloud IBM Watson modernMT Aoptek TILDE 科大讯飞 IFLYTEK DeepL Rosetta.ai SYSTRAN AWS HIVE verbit Yandex LingvaNex LILT</p> <p>Meta AI Google Cloud 川村インターナショナル KAWAMURA INTERNATIONAL kakao developers elhuyar Microsoft Azure Neural Space Lesan YakuZen Translate.com panganic Globalese Tencent 腾讯</p>		
TEXT / NLP	<p>OpenAI Neural Space lettria Hugging Face text2data TextRazor. Alibaba Cloud textgain CELI ONEAI IBM Watson Aoptek Intellexer expert.ai wit.ai</p> <p>connexun emvista Gavagai. allganize ParallelDots cortical.io twinword Repustate bytesview ALPHALPHA TEKLIAMeaning KLANGOO. AWS [VISIONIFY]</p> <p>MonkeyLearn clarifai Meta AI Cloudmersive. Google Cloud HIVE DeepAffects Microsoft Azure TISANE LABS dandelion NetScout MODERATION API</p>		
DOC PARSING	<p>General OCR</p> <p>ScanDocFlow Microsoft Azure klippa Cloudmersive. ABBYY asprise</p> <p>Base64.ai OCRSpace Google Cloud Alibaba Cloud ROSSUM</p> <p>AWS NATIF AI clarifai HUAWEI Nanonets HIVE</p>	<p>Resume</p> <p>daXtra affinda HireAbility</p> <p>sovren hireEZ hrFlow.ai</p> <p>textkernel Fichin SuperParser</p>	<p>Invoice/Receipt/ID</p> <p>Syphr NATIF AI klippa mindee tabscanner AWS IDfy affinda Google Cloud</p> <p>ROSSUM Microsoft Azure FormX.ai Cloudmersive. Dataleon ScanDocFlow asprise</p> <p>Nanonets HUAWEI Xtracta Base64.ai TAGGUN parse! ABBYY VERYFI</p>
GENERATIVE AI	<p>inworld LT GitHub Copilot D-ID mem COMPOSE AI Ultimate. vable Typewise ada copysmith Hour One. Colossyan runway neuroflash lyne Mario PhotoRoom</p> <p>WRITER Quickchat hume Facet CODACT stability.ai OpenAI Magnifi WEMBO.AI frase genei plask craftly.ai [PERSADO] S Rytr</p> <p>Writesonic KAEDIM letterdrop co:here YEPIC.AI elai. mavenoid anyword Maltin AI21labs Let's Enhance Rephrase.ai synthesisia Mintlify Linguix XOXKind</p>		

# 12 Typical AI Use Case Families

## 1. Prediction / Forecasting

Use AI to estimate future outcomes based on historical data and trends

*e.g. Forecast the demand of electricity grid for the next half hour*

## 2. Autonomous System

Use AI to operate a system without human intervention

*e.g. Autonomous drones equipped with AI perform routine inspections of power lines.*

## 3. Planning

Use AI to design strategies and allocate resources to maximise the benefit.

*e.g. Scheduling maintenance for power plants to minimise downtime impact and ensure stability*

## 4. Decision Intelligence

Enhancing decision-making processes by analysing data and providing insights

*e.g. Deciding the best mix of renewable and other energy sources in real-time to balance demand and environmental impact*

## 5. Recommender System

Use AI to suggest options based on user behaviour and preferences

*e.g. eBay recommending products, Spotify recommending music we may like*

## 6. Segmentation / Classification

Use AI to divide data into segments based on specific characteristics or behaviours

*e.g. Classifying loan applicants as low, medium, or high risk based on attributes like credit score, income level, and employment history.*

## 7. Intelligent Automation

Use AI to enhance traditional automation process to be more adaptive

*e.g. In a power plant, AI does the predictive maintenance and adjust machine settings automatically for optimal performance*

## 8. Perception

Use AI to interpret sensory data to understand and interact with the environment

*e.g. Auditing various data sources from operations to detect possible disruptions and minor outages*

## 9. Anomaly Detection

Use AI to identify patterns or data points that deviate significantly from expected behaviour

*e.g. Monitor energy consumption to detect unusual patterns might indicate energy theft*

## 10. Conversational User Interfaces

AI facilitating natural language interaction between humans and digital system

*e.g. AI-powered chatbots to assist customers*

## 11. Content Generation

Use AI to create new content based on learned patterns, such as text or images

*e.g. Converting professional energy trend report to easier understandable descriptions for publishing*

## 12. Knowledge Discovery

Use AI to identify patterns, insights and relationships within large datasets

*e.g. Analysing vast amount of metering data to discover latent correlations, informing better strategies or policy-making*

# ChatGPT Defined...

## ChatGPT:

1. Chat Generative Pre-trained Transformer
2. It's a chatbot that uses artificial intelligence (AI) to understand and respond to human language

## How It Works:

1. ChatGPT is a large language model that analyzes huge amounts of data to mimic human conversation.
2. ChatGPT was trained on a large amount of text from the internet, including Wikipedia, books, news articles, and scientific journals.
3. It uses a technique called transformer architecture to sift through the data and transform it into a text response.

ChatGPT 3, 3.5,  
4, 4o mini, 4o

Anthropic -  
Claude

Google Gemini  
- V2.0  
- Gemini Adv



# ChatGPT

# Versions

4, 4o,  
update

## Capabilities:

1. Chatgpt 4 and 4o, 4.5
  - Subscription model – Cost \$20/month
  - Has multi-modal capabilities eg. accepts text, audio, images and video
  - There is a phone App
  - Phone allows: voice, text, pic, doc, video upload
2. Latest version update (4.1) – released 12/24
  - Subscription cost \$200/month
  - As of March 2025, new 4.5 Pro version \$200/mo

# Versions 4, 4o, update

## Subscriptions:

	ChatGPT Plus	ChatGPT Pro
Price	\$20/month	\$200/month
Features	Access to GPT-4, GPT-4o, and GPT-3.5	Access to GPT-4 Turbo, o1, and GPT-4o, 4.5
Video generation	Limited number of watermarked videos up to 720p	Unlimited unwatermarked videos up to 1080p
Message limits	Up to five times more messages for GPT-4o	Higher daily limits
Who it's for	Individuals or small businesses with moderate usage	Power users and businesses requiring faster performance

# How Can You Use ChatGPT for Your Business

## Uses:

- Content Creation
- Customer Support
- Business Planning
- Email Campaigns
- Data Analysis
- Research
- SEO and Website Optimization
- Lead Generation
- Event Planning and Promotion
- And much more...

# Create Account

## Steps:

### Set Up Your ChatGPT Account

1. Go to <https://openai.com>
2. Click Log in
3. Click Sign up
4. Enter email address & password or use your Microsoft, Google, or Apple credentials
5. Verify your email via the email they send to you
6. Enter you first and last name, birthdate
7. Enter your phone number and verify it via the text they send you



# SUBSCRIPTION VERSION

- ChatGPT
- Voxscript
- VideoCaption
- Wolfram
- Data Analyst
- The Negotiator
- Explore GPTs

Today

- Sharon Cumberbatch Overview
- Flower Sales Trends Analysis
- ChatGPT Versions Comparison

Yesterday

- Generating a Spreadsheet

Add Team workspace  
Collaborate on a Team plan

**5 Start New Chat**

**6 ChatGPT Version**

**7 Close Side Bar**

**8 Applications**

**4 Chat History**

**1 Text Input Field**

**3 Examples of Prompts**

**9 Warning...**

**ChatGPT can make mistakes. Check important info.**

What can I help with?

**2 Prompt "text"**

**10 Profile Menu**

**11 Help**

Share my

- Tasks
- My GPTs
- Customize ChatGPT
- Settings
- Download the Windows app
- Upgrade Plan
- Get ChatGPT search extension
- Log out

- emailaccount@gmail.com
- Help & FAQ
- Release notes
- Terms & policies
- Keyboard shortcuts

Message ChatGPT

Search

Create image Make a plan Brainstorm Summarize text Analyze data More



# Tips for Creating Prompts

## #1 Most Important:

**Identify a problem  
you want to solve**

# Tips for Creating Prompts

## Ask:

1. Identify a role for the prompt e.g. As an expert baker.... Expert business executive, professional bookkeeper.....
2. Ask for exactly what you want. E.g. help me implement a plan to grow my company
3. Give background information, context or contributing factors to your request.

### **ADDITIONALLY, YOU CAN:**

1. Specify the desired tone and style of the response.
2. Request examples or step-by-step instructions to get detailed and practical information.
3. refine your prompt and ask follow-up questions for clarity.

DEMO BEGINS  
Use the following  
prompts ...



ChatGPT

# DEMO

## Practical Applications/Scenario:

### Bloom Flower Shop Generating 2 Social Media Posts

#### 1. Prompt:

- ❑ Write this as an expert florist. The company name is Bloom Flower Shop located in Chicago, IL. The time of year is the second week in March. I want you to give me 2 posts that I will share on Facebook next week. I want it to reflect the season and time of year. It must appeal to my target audience which are women between the ages of 25-60 and encourage them visit our website located at <https://bloomflower.com> and order our seasonal bouquets. The tone is friendly and kind.

### Dan Smith Golf Instructor Generating Email Marketing Content

#### 2. Prompt:

- ❑ As a professional golfer, I want to write an email marketing campaign to help golfers get ready for the spring season. I want this tip to be insightful, powerful, and not well known to enhance my expertise in the area. My goal is to truly help my customers improve their game as well as grow engagement and leads to my business called Dan Smith Golf Instructor. Also include an appropriate picture to go along with the post that helps display the tip.

# DEMO

## Practical Applications: Scenario: Bloom Flower Shop

ChatGPT can Help with build Strategies around Your use of Analytics –

### 3. Prompt:

- ❑ Create a list of the top 4 common challenges that floral businesses face in Illinois, excluding marketing-related tasks. For each challenge, explain how ChatGPT can be used to analyze data and provide a solution. Focus on operational, inventory, staffing, and supplier management issues specific to the floral industry.

ChatGPT can analyze raw data: It can spot trends, correlations, provide summaries, or recommendations

### 4. Prompt:

- ❑ Using the [attached sales information](#) from July, identify the most popular flowers on specific days of the week and suggest inventory adjustments for the month of September-December, taking into account regional impact, seasons, and holidays. Place it in a table format and identify areas of risk and mitigation strategies.

# DEMO

## Practical Applications: Scenario: Bloom Flower Shop

### Standard Operating Procedure - Doc Creation

#### 5. Prompt:

- ❑ Create an onboarding SOP doc for new employees that are hired at my company Bloom Flower Shop that includes such things as our HR policies code of conduct, employee handbook, security, payroll, use of internal tools such as slack and teams. Also include info on I-9, W2 and W4 forms.

# DEMO

## Practical Applications: Scenario: Bloom Flower Shop

### 6. OPTIONAL: Translate to Other Languages:

- ❑ Translate the following seminar description into Spanish. Ensure you take into account cultural norms, business professional speak and use a formal warm tone.

#### Floral Creations: Master the Art of Beautiful Arrangements

##### Course Description:

Join Bloom Flower Shop for a hands-on flower arranging class. Learn floral design basics, including color balancing, layering, and creating stunning centerpieces. Our expert florists will guide you in crafting both traditional and contemporary arrangements, with tips on flower care and design trends. Perfect for beginners and enthusiasts alike, this class will help bring your floral visions to life!

BACK TO  
PRESENTATION



ChatGPT



## CUSTOMIZED INSTRUCTIONS ABOUT YOUR BUSINESS

You can enter custom instructions about your business, so that ChatGPT will use that information when generating responses regarding your company.

### **Personalized response delivery**

You can feed it info e.g.

- Your business details
- Your services
- Tone of voice
- Target audience



## CREATE YOUR OWN GPT

The GPT generator turns text instructions into app features, making app creation simple.

### **Possible Ideas:**

- Generate customer feedback or survey analysis
- Automate customer support by generating pre-set email responses
- Design a customized survey form

## Featured

Curated top picks from this week



### Market Research and Competitive Analysis...

Expert assistant for cutting-edge marketing insights and analysis, using APIs to Wolfram and other...

By Mike Benjamin



### Writing Assistant

Enhanced writing & editing support.

By Mohammed Ziane

## Trending

Most popular GPTs by our community

1



### image generator

A GPT specialized in generating and refining images with a mix of professional and friendly tone.

By NAIF J ALOTAIBI

3



### Scholar GPT

Enhance research with 200M+ resources and built-in critical reading skills. Access Google Scholar, PubMed, JSTOR, Arxiv, an...

By awesomegpts.ai

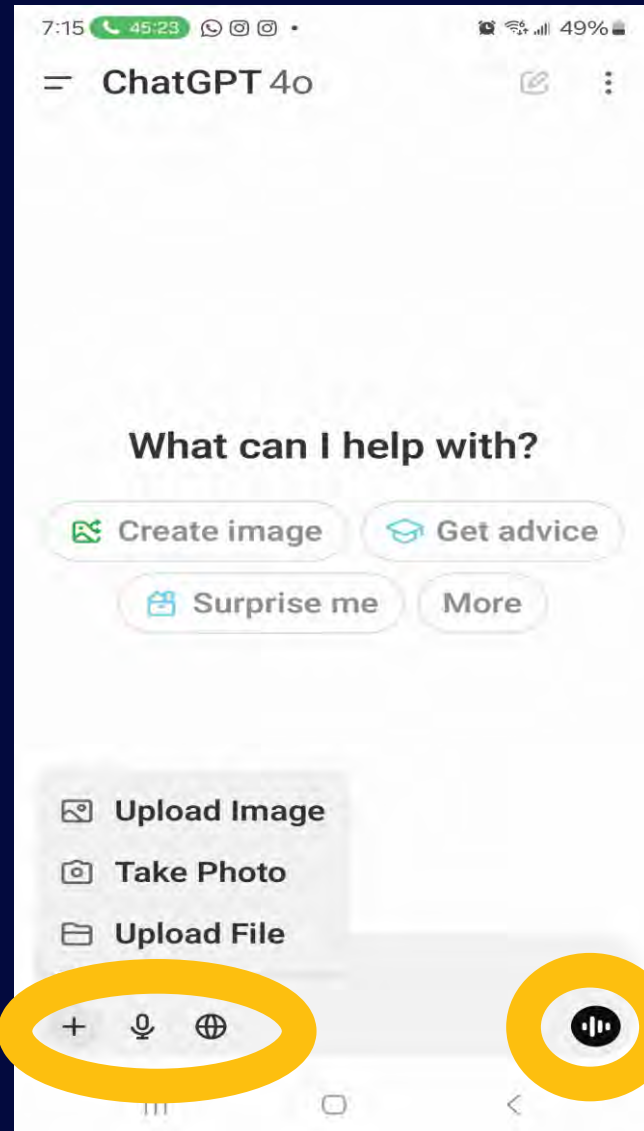
# APP ADD-ONS

ChatGPT comes with many other helpful apps and tools that can help you complete other tasks

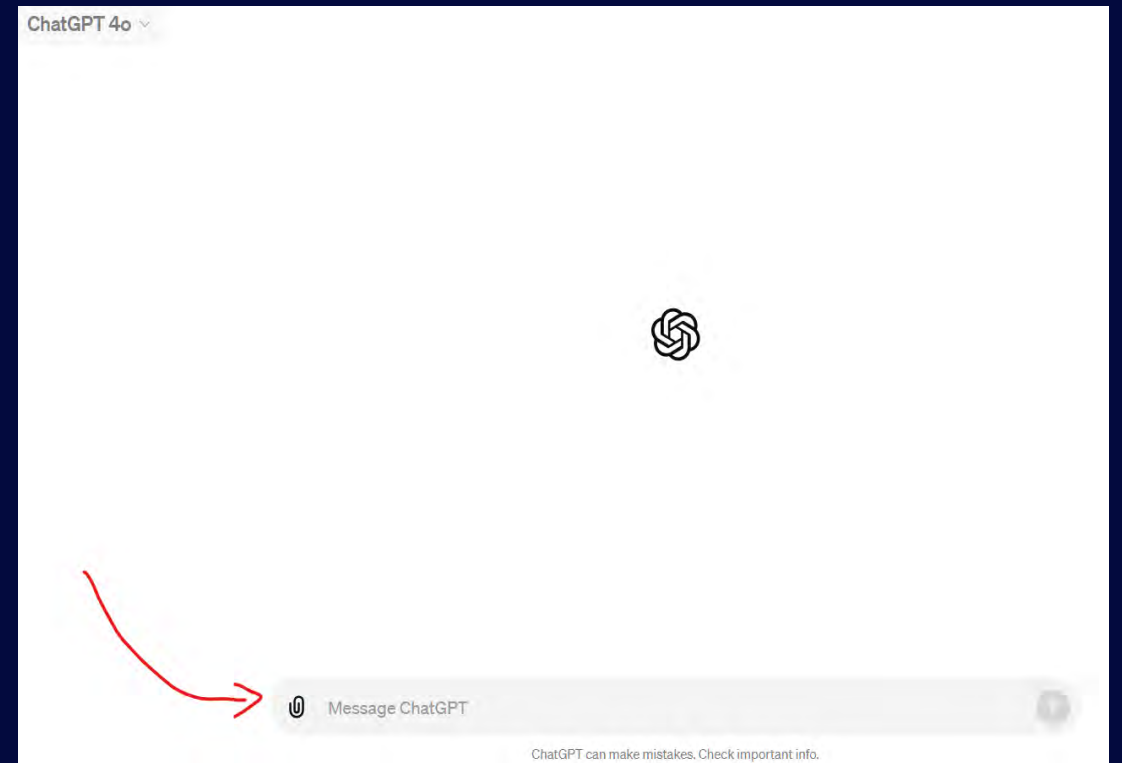
## App Topics Include:

- Research Tools
- Educational Tools such as:
  - Math Tutor
  - Code Tutor
  - Writing Assistant
- Fitness/Workout
- Song Maker
- Image generators
- And much more...

# Phone App



# Desktop



DEMO:  
Version 4o

# 5 Common Mistakes

## Avoid:

- 1 Overly Vague Prompts:**  
vague minimal prompts can lead to generic responses. Being specific gets valuable results
- 2 Not Utilizing Iterative Prompting:**  
Don't stop at the first response continue refining
- 3 Ignoring Model Limitations:**  
ChatGPT cannot handle all questions especially those on highly specific niche topics.
- 4 Over-reliance on Automation:**  
Some users expect ChatGPT to provide full and complete responses. Human oversight is needed.
- 5 Neglecting Data Privacy:**  
Inputting sensitive information. ChatGPT does not have data privacy safeguards. do not share private or confidential data.

# Tips for Creating Prompts

## Know:

1. ChatGPT answers and images can be inaccurate so double check your results
2. Have some methodology of verifying the answer given, and ask for references
3. Not a complete replacement for expert advise or services
4. Expect that you will need to alter, edit and direct results with needed.

# Fool-Proof Prompt

I own a **[Business Type]** called **[Business Name]**. We specialize in **[Product/Service]**, offering **[Unique Selling Point, if applicable]**. We have been in business for **[X years]**, and our customers are primarily **[Target Audience: small businesses, parents, corporate professionals, etc.]**. Right now, we are struggling with **[Business Challenge: low engagement, declining sales, customer retention, brand awareness, pricing strategy, etc.]** and want to achieve **[Specific Goal: increase revenue by 20%, grow followers, improve operational processes, reduce down time, etc.]**. Given this, please provide **[What You Need: a detailed strategy, content ideas, a step-by-step business plan, formal report, product descriptions, etc.]** in **[Preferred Format: bullet points, action plan, numbered list, table, etc.]**

# Last Thoughts...

## Conclusion:

I hope you've gained a deeper understanding of the power and potential that AI, and specifically ChatGPT, can bring to your business.

From automating repetitive tasks to enhancing customer engagement, AI offers endless possibilities to streamline your operations, drive growth, and unlock new opportunities.

The End...

THANK YOU  
FOR COMING



**Sharon Cumberbatch, CEO**

**services@mcfarlanemarketing.com**

**<https://mcfarlanemarketing.com>**



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