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# ChatGPT, Artificial Intelligence, and How They Can Help Your Small Business

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# Your Presenter



## Charlie Morris

Chapter Co-Chair, Marketing and Technology  
Committee Chair



| Bucks County

- Retired software developer and technology exec
- MS in Computer Science with Artificial Intelligence concentration
- BS in Experimental Psychology

# About SCORE

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As a resource partner of the SBA, we help small businesses by:



Providing free  
business advice  
and mentoring



Offering low or  
no-cost business  
training



Sharing free business  
templates and  
resources

Request a SCORE mentor at [www.score.org/find-mentor](http://www.score.org/find-mentor)

# Topics

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- How ChatGPT Works
- ChatGPT Free versus ChatGPT Plus
- Prompting Tips – Prompt Engineering
- How ChatGPT Can Help a Small Business
- ChatGPT Ethical/Legal Concerns and Limitations
- Other AI Tools and What They Will Mean for Small Businesses
- Key Takeaways
- Question and Answer

# How ChatGPT Works

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- ChatGPT
  - Generative
  - Pretrained
  - Transformer



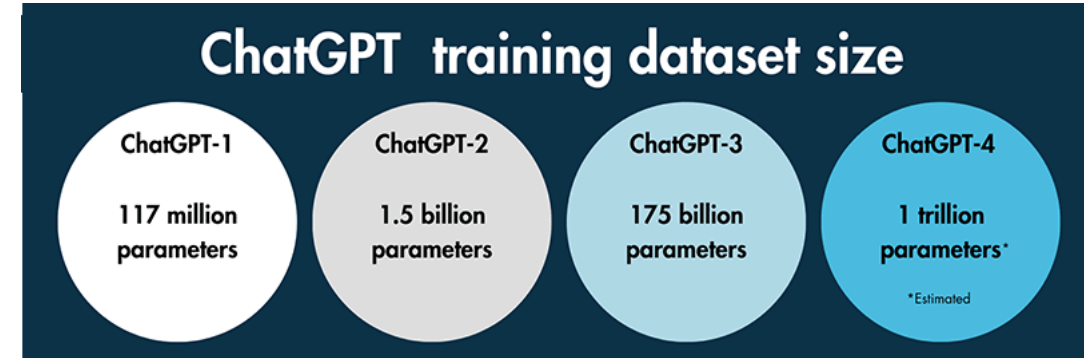
# How ChatGPT Works - **Generative**

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- Large Language Models (LLM) like ChatGPT create sentences in response to input.
- It does not employ human reasoning but rather a mathematical model of what might be the next word sequence based on the data it was trained with.

LLMs are sophisticated probabilistic models designed to predict the next word in a sequence based upon the data they were trained on

# How ChatGPT Works - PreTrained



- Parameters are the configurable variables within an AI model that are adjusted during the training process to optimize the model's performance.
- The data in ChatGPT 4o is current through October 2023 it can search the internet for current information.
- ChatGPT contains moderation tools to prevent generating harmful content.

# How ChatGPT works - Transformer

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- “Transformer” refers to the self-attention mechanism allowing the model to weigh the importance of words in an input sequence when generating an output sequence. In other words, it allows the model to “pay attention” to relevant words when generating a response.
- For example, in the sentence “The cat sat on the mat,” the word “cat” is important when understanding “sat” - the Transformer model can learn this relationship and use it when generating responses.

ChatGPT “understands” words in their context. This concept is important when understanding how to “chat” with ChatGPT as we will see later

# How ChatGPT Works

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*The first thing to explain is that what ChatGPT is always fundamentally trying to do is to produce a “reasonable continuation” of whatever text it’s got so far, where by “reasonable” we mean “what one might expect someone to write after seeing what people have written on billions of webpages, etc.”*

**STEPHEN WOLFRAM** | *Writings*

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# How ChatGPT Works



- Can be fine-tuned on specific tasks or domains to improve its performance in those areas.
- This is particularly in business and customer service applications. Its ability to generate coherent and contextually relevant responses.
- ChatGPT and Generative AI is revolutionizing the way we communicate and interact with technology.

# ChatGPT Free versus ChatGPT Plus

	ChatGPT Free	ChatGPT Plus
Price	Free	\$20/month
Advanced Voice Mode	No	Yes
# of Messages	Limited	5 times that of the free version
Generating Images	Analyzes images with limited image generation	Analyzes and generates more images
Charts and Tables	No	Generates charts and tables from images
GPTs	Can access GPT, but advanced features in the GPT may not work	All GPT features will work.
Early Access to New Features	No	Yes, including macOS desktop app
User Type	Casual User	Serious User

# Prompting Tips – Prompt Engineering



- **Be clear and concise:** The more specific you can be about what you want ChatGPT to do, the better results you will get.
- **Provide context:** Providing relevant context can help ChatGPT better understand what you're looking for and generate more accurate responses.
- **Use examples:** Providing examples of the desired output can help ChatGPT better understand what you're looking for and generate more accurate responses.
- **Use language consistently:** Use language that is consistent with the desired tone and style of the output you're looking for. For example, if you want ChatGPT to generate marketing copy, use language that is consistent with marketing language.
- **Experiment:** Don't be afraid to experiment with different types of prompts and see what works best for your specific use case.

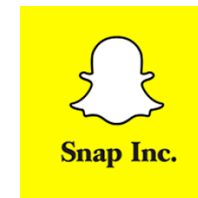
# How ChatGPT Can Help a Small Business

- Customer Service
- Content Creation
- Branding/Value Propositions/Customer Segments
- Website Profiles
- Sentiment Analysis
- Language Translation
- Data Analysis
- Image Recognition and Code Creation
- Image Creation



# How ChatGPT Can Help a Small Business

- **Customer service:** ChatGPT can be used to develop chatbots or virtual assistants that can help businesses provide 24/7 customer support. These chatbots can handle routine customer queries and provide quick responses, freeing up customer service representatives to handle more complex issues.
- Companies using ChatGPT-based chatbots:



# How ChatGPT Can Help a Small Business

- Customer Service - Chatbots

The image shows a composite of two screenshots. On the left is a knowledge base management interface with a sidebar for 'AI Knowledge' and a main table of 'Websites'. On the right is a website with a chatbot overlay.

**AI Knowledge Sidebar:**

- Learn
- Websites: 829
- Articles: 0
- KnowledgeBase: 0
- Zendesk: 0
- Files: SOON

**Model usage:** 829 of 5000 Used content sources

**Websites Table:**

<input type="checkbox"/>	Title	Last edited	Source	State
<input type="checkbox"/>	What is the One SCORE Pilot? - Support Center	Nov 5, 2:3		
<input type="checkbox"/>	What is the One SCORE Pilot? - Support Center	Nov 5, 2:3		
<input type="checkbox"/>	Client Intake &#38; Mentor Matching Process - Support Center	Nov 5, 2:3		
<input type="checkbox"/>	Client Intake &#38; Mentor Matching Process - Support Center	Nov 5, 2:3		
<input type="checkbox"/>	Workshop Process Overview - Support Center	Nov 5, 2:3		
<input type="checkbox"/>	Workshop Process Overview - Support Center	Nov 5, 2:3		
<input type="checkbox"/>	Code of Ethics - Support Center	Nov 5, 2:3		
<input type="checkbox"/>	Code of Ethics - Support Center	Nov 5, 2:3		
<input type="checkbox"/>	SCORE Onboarding Reminder Notification - Status for 004 Code of Ethics is Missing- RESOLVED - ...	Nov 5, 2:3		
<input type="checkbox"/>	National Award List - Support Center	Nov 5, 2:3		

**Website Chatbot Interaction:**

SCORE logo and navigation: Community, Submit a request, Sign in

Chatbot name: Charlie

User email: cmorris@galleywest.net

Chatbot message: Hello, Charlie Morris. Welcome to SCORE's Support Center. I'm SCORE's automated agent. How can we help you today?

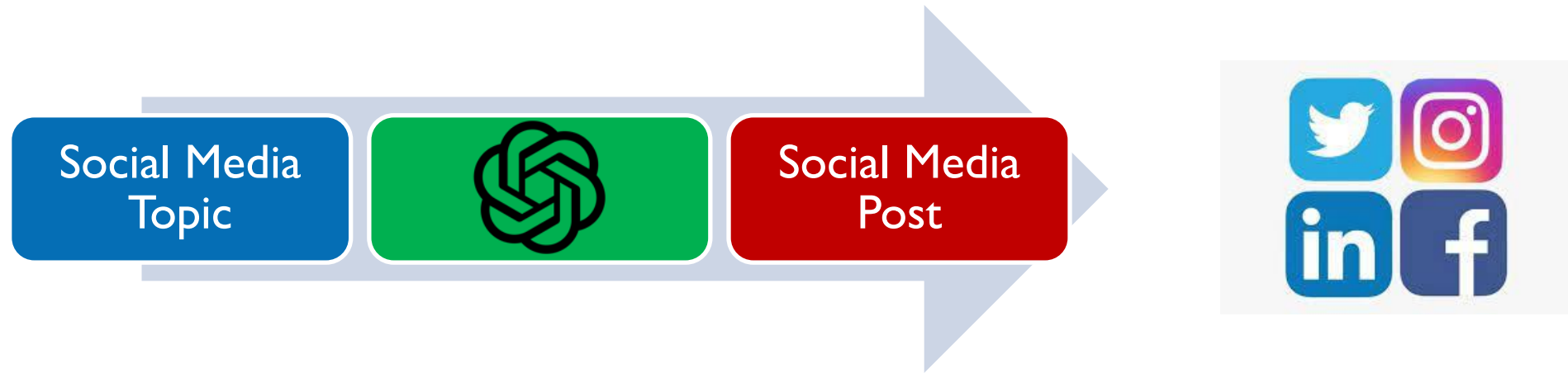
User input: powerpoint templates

Chatbot response: You can find SCORE PowerPoint templates available for use at the following link: [SCORE PowerPoint Template](#). Additionally, you can explore more branded templates in the SCORE Store category [here](#).

Footer: One SCORE Communications, One SCORE program information, and nation-wide newsletters and webinars. SCORE's Client Relationship Management. Powered by LiveChat.

# How ChatGPT Can Help a Small Business

- **Content creation:** Use to generate content such as product descriptions, social media posts, and email marketing campaigns. This can help businesses save time and resources while maintaining consistency and quality.



# How ChatGPT Can Help a Small Business

- **Content creation example:**



Act as a public relations expert with 20 years of experience. You also have extensive experience with digital marketing and social media posting.

I am a small business owner who owns a jewelry shop. We have a new diamond engagement ring design. Please write a 500 word press release that is engaging and exciting announcing the new product. The target audience are young, affluent engaged couples looking for engagement rings.



[Your Business Name]

FOR IMMEDIATE RELEASE



Introducing the Epitome of Eternity: [Product Name] - A Mesmerizing Diamond Engagement Ring Redefining Love and Luxury

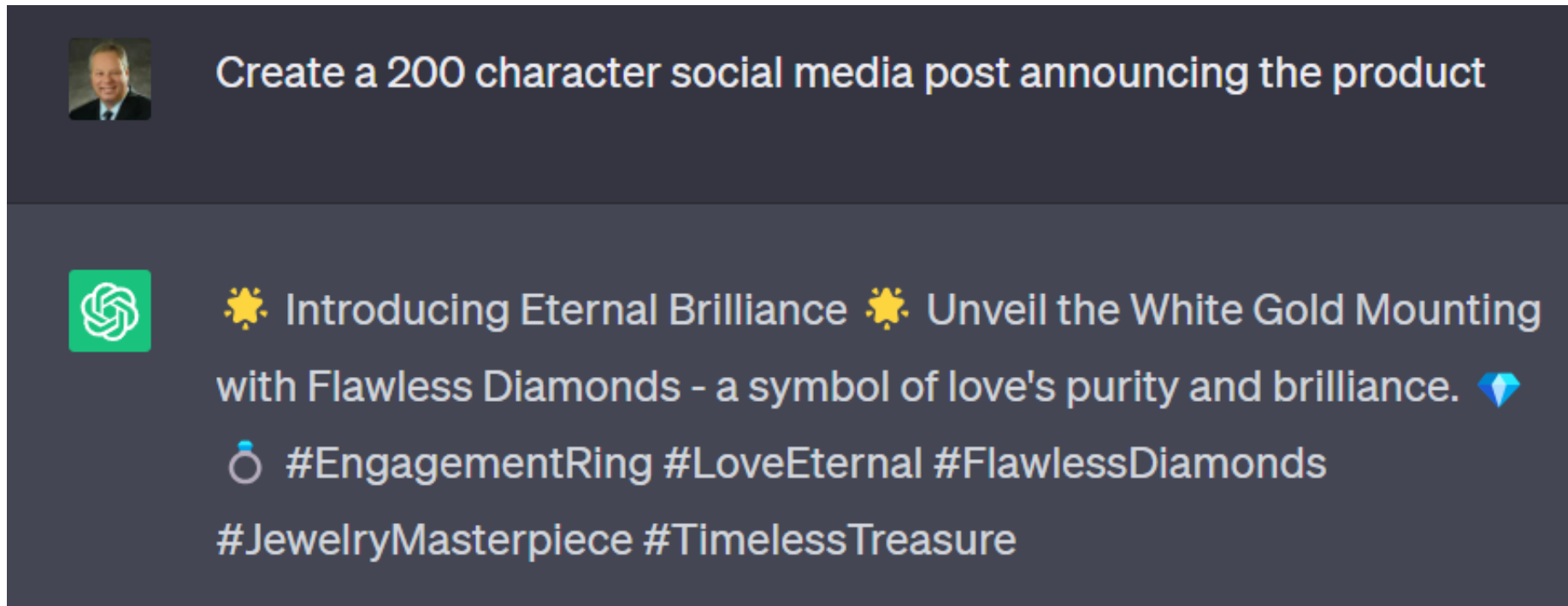
[City, Date] - Love's everlasting journey just got a whole lot more dazzling with the enchanting debut of [Product Name], the latest masterpiece from [Your Business Name]. Proudly crafted to symbolize eternal love, this breathtaking diamond engagement ring design is set to captivate the hearts of young, affluent engaged couples on the quest for a symbol as unique and precious as their love story.

Elevating Romance to New Heights:

At [Your Business Name], we have spent decades perfecting the art of creating exceptional and unparalleled jewelry pieces, and [Product Name] is no exception. Inspired by the wondrous beauty of celestial constellations, each [Product Name] ring is an awe-inspiring work of art, meticulously handcrafted by our skilled artisans to exude unparalleled brilliance and elegance.

# How ChatGPT Can Help a Small Business

- Content creation example (continued):



The screenshot shows a chat interface with a dark background. At the top, a user profile picture of a man in a suit is followed by the prompt: "Create a 200 character social media post announcing the product". Below this, the ChatGPT logo (a green square with a white knot) is followed by the generated response: "🌟 Introducing Eternal Brilliance 🌟 Unveil the White Gold Mounting with Flawless Diamonds - a symbol of love's purity and brilliance. 💎 #EngagementRing #LoveEternal #FlawlessDiamonds #JewelryMasterpiece #TimelessTreasure".

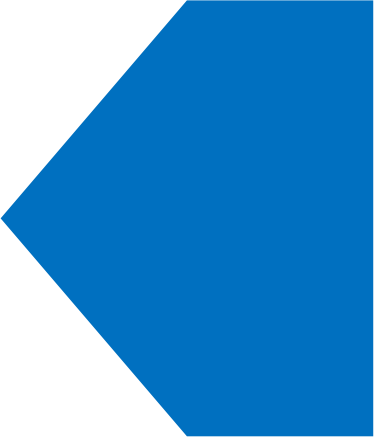
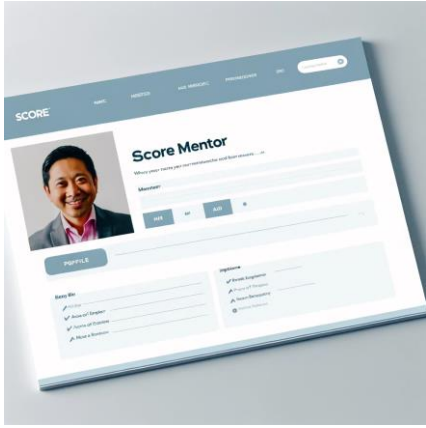
# How ChatGPT Can Help a Small Business – Website Profiles

 **Google Analytics**  
Top 1000 SCORE.org search terms

Profile Outline and Structure from Best Practices

Example Mentor Profiles from HQ

**Training Materials**



**Resume**

Existing Profile Text

**LinkedIn**

**Mentor Details**

# How ChatGPT Can Help a Small Business – Website Profiles

The screenshot shows a chat interface with a dark background. At the top, the chat title is "SCORE Mentor Profile Expert with Keyword Phrases". The conversation consists of three messages:

- You:** Begin mentor profile update protocol
- SCORE Mentor Profile Expert with Keyword Phrases:** Ready to execute mentor profile update protocol. Please provide the mentor profile you wish to update. Remember, it can be from any source, including an existing mentor profile, a LinkedIn profile, or a resume.
- You:** Two PDF files are attached: "Charles Morris LI\_ocred.pdf" and "Charles D Morris detailed resume - 1.20...".

The expert's response at the bottom states: "Based on the details provided, here's the updated mentor profile, aligning with the Profile Pattern from our knowledge source and incorporating the Keyword Phrases:"

In the ever-evolving world of technology and business, understanding and leveraging the right strategies and tools is crucial for success. As a seasoned Technology Executive and IT Consultant, I've dedicated my career to demystifying the complexities of technology and guiding businesses through their digital transformation journeys. Whether you're navigating the challenges of Information Management, Cloud Management, or Application Development, I'm here to support your endeavors with tailored, sustainable solutions.

#### What I Offer:

- **Technology Strategy and Business Solutions:** I help you align your technology strategy with your business goals, ensuring you're prepared for the future and beyond. Specializing in areas like IT Consulting and Home Networking, I provide clear, actionable advice that speaks directly to your needs.
- **Simplified Technical Communication:** I possess a unique talent for making intricate technical concepts accessible. My approach breaks down barriers, fostering a deeper understanding and stronger decision-making for your business.
- **Hands-on Project and Digital Marketing Guidance:** From planning to execution, I offer structured guidance in Application Development and Digital Marketing. Leverage my expertise to enhance your online presence and connect with your audience effectively.
- **Mentorship and Leadership:** With a history of successful leadership in various technological and marketing roles, I am keen on sharing insights that help you grow professionally. My experience spans from small businesses to corporate environments, making my guidance versatile and relevant.
- **Personalized IT Consulting:** I tailor my consulting services to meet the unique challenges of your business. Whether you're a startup or an established entity looking to innovate, I provide solutions that are not just best-fit but also maintainable in the long run.

#### A Bit About Me:

With a proven track record in technology strategy, I've been a reliable pillar for both corporate entities and small businesses. As the owner of CDM Agility Consulting and a dedicated SCORE mentor, my expertise has fostered numerous successful digital transitions. My background encompasses a broad spectrum, from leading digital marketing initiatives to implementing Agile methodologies in software development. Additionally, my role in educational and not-for-profit organizations has honed my ability to translate complex challenges into achievable strategies.

#### Let's Connect:

If you're seeking a mentor with comprehensive expertise in IT, digital marketing, and business strategy, I'm here to help. Together, we can navigate the intricacies of the technology landscape, ensuring your business is not only prepared for today's challenges but also future-proofed for tomorrow's opportunities.

# How ChatGPT Can Help a Small Business

- **Branding/Value Propositions/Customer Segments:** Can be used to explore business value and new customer segments.

Act as a personal branding assistant. I am an IT consultant specializing in providing small business solutions. While I love technology, I am focused on identifying and providing solutions to real business problems. I am known for asking the question, "What is the business we are trying to solve." I am a master diagnostician who digs deep to find the root cause of problems. I also can explain complex technology to laypeople. Throughout my long career, I always focused on adding value to the business. So far, most of my clientele consist of small retailers and "mom and pop" shops. Please create a personal branding statement.



Here's a personal branding statement that captures your expertise, approach, and commitment to delivering value to small businesses:

*"I am an IT consultant specializing in translating technology into meaningful business solutions for small businesses. With a focus on identifying and solving real business challenges, I bring a master diagnostician's approach to uncovering root causes and implementing technology that drives true value. Known for asking, 'What is the business problem we are trying to solve?' I am committed to empowering small retailers and 'mom-and-pop' shops to succeed in a digital world, demystifying complex tech concepts so owners can make informed decisions that align with their business goals. My mission is to make technology work for small businesses, not the other way around."*

# How ChatGPT Can Help a Small Business

- **Sentiment analysis:** Can be used to analyze customer feedback and reviews to identify patterns and trends in customer sentiment. This information can be used to improve products, services, and customer experience.



2.1 Reason.xlsx

Act as a sentiment analysis expert.

I will provide reasons for the webinar rating and would like you to analyze and provide a summary of the sentiments.

The webinar comments refer to free business-focused webinars offered to small businesses.



Finished working

Show work

Here's the summary of the sentiments expressed in the comments about the free business-focused webinars:

- **Positive Sentiment:** Approximately 70.81% of the comments expressed positive sentiments, highlighting satisfaction with the content and delivery of the webinars.
- **Negative Sentiment:** Around 9.94% of the comments were negative, indicating areas where improvements could be made or dissatisfaction with certain aspects.
- **Neutral Sentiment:** About 19.25% of the comments were neutral, neither strongly praising nor criticizing the webinars.
- **Average Polarity:** The average polarity score is approximately 0.29, leaning towards a positive sentiment. This indicates a generally favorable perception of the webinars.
- **Average Subjectivity:** The average subjectivity score is around 0.47, suggesting that the comments contain a mix of subjective opinions and objective facts.

## Conclusion

The analysis reveals a predominantly positive sentiment towards the webinars, with a significant majority of attendees expressing satisfaction. The presence of some negative and neutral comments suggests areas where further improvement or clarification might be needed. Overall, the feedback reflects a positive response to the content, expertise, and detailed explanations provided in the webinars, making them valuable for small businesses.

# How ChatGPT Can Help a Small Business

- **Language translation:** Can be used to automatically translate content between languages, enabling businesses to communicate with global customers and partners.



Act as a language translation expert.

Translate this text to spanish:

Artificial Intelligence and ChatGPT, specifically have rapidly become valuable tools to make small businesses more creative and efficient. In this free webinar, SCORE mentor and technology expert Charlie Morris will review the current state of the art in AI tools focusing on ChatGPT's capabilities. He will highlight specific use cases for ChatGPT in the small business environment.

We will discuss:

How ChatGPT works.

How can ChatGPT help a small business to be more creative and efficient.

ChatGPT's limitations and weaknesses.

Other emerging AI tools and what they will mean for small businesses

This is a FREE webinar!



Inteligencia Artificial y ChatGPT, en particular, se han convertido rápidamente en herramientas valiosas para hacer que las pequeñas empresas sean más creativas y eficientes. En este seminario web gratuito, el mentor de SCORE y experto en tecnología, Charlie Morris, revisará el estado actual de la tecnología en herramientas de IA, centrándose en las capacidades de ChatGPT. Destacará casos de uso específicos para ChatGPT en el entorno de las pequeñas empresas.

Discutiremos:

Cómo funciona ChatGPT.

Cómo puede ChatGPT ayudar a una pequeña empresa a ser más creativa y eficiente.


Limitaciones y debilidades de ChatGPT.

Otras herramientas emergentes de IA y lo que significarán para las pequeñas empresas.


¡Este es un seminario web GRATUITO!

# How ChatGPT Can Help a Small Business

 Please provide sales dollar amounts over time. The x-axis should be months and the y-axis should be dollars with a dollar sign.

 Certainly! We'll create a line plot to visualize the sales dollar amounts over time, grouping the sales by months. Let's start by preparing the data and then plotting the graph.

Finished working Show work ▾



Here's the line plot displaying the monthly sales over time:

- **X-axis:** Months, representing the timeline of the sales data.
- **Y-axis:** Sales in dollars, with the dollar sign included.

The plot provides a clear view of how sales have fluctuated over the given time period. If you have any specific questions or need further analysis, please let me know!

- **Data analysis:** Used to analyze large volumes of structured or unstructured data to identify patterns and insights that can inform business strategy.

# How ChatGPT Can Help a Small Business

- Image Recognition and Code Creation



Here is the HTML code to create a basic login screen based on the image you provided:

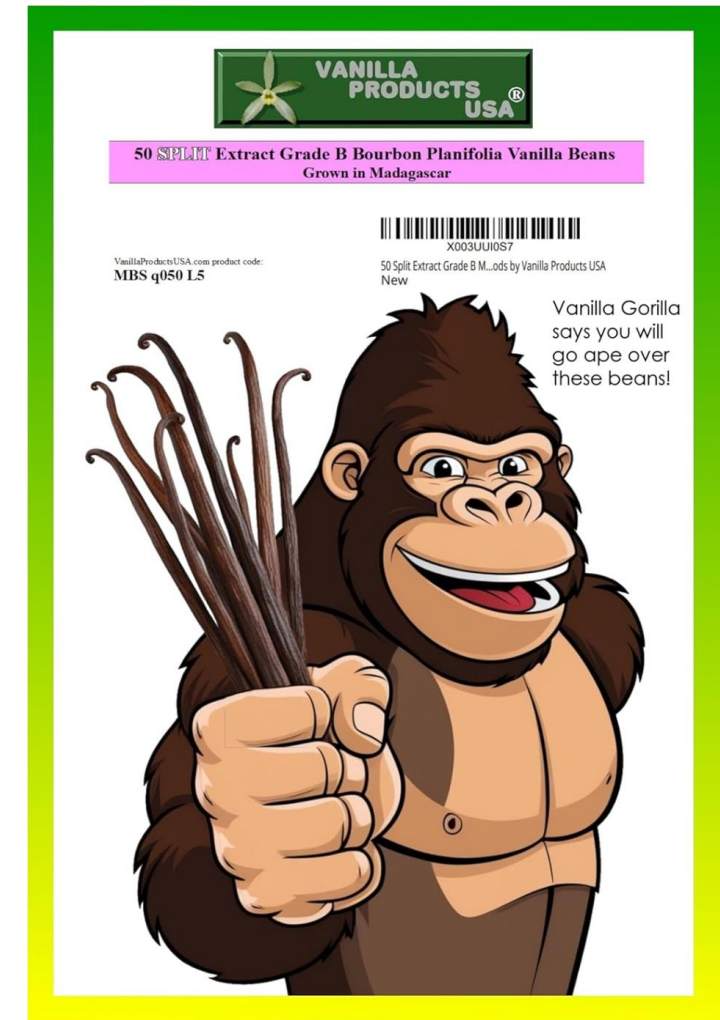
```
html
Copy code

<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Login</title>
  <style>
    body {
      display: flex;
      justify-content: center;
      align-items: center;
      height: 100vh;
      font-family: Arial, sans-serif;
    }
    .login-container {
      text-align: center;
      border: 1px solid #ddd;
      padding: 30px;
      width: 300px;
    }
    .login-container h2 {
      margin-bottom: 20px;
    }
  </style>
</head>
<body>
  <div class="login-container">
    <h2>Login</h2>
    <input type="text" value="User Name" />
    <input type="password" value="Password" />
    <button type="button" value="OK" />
    <button type="button" value="Forgot Password" />
  </div>
</body>
</html>
```

# How ChatGPT Can Help a Small Business

- **Image Creation**

- ChatGPT-4o can create images
- Copilot can create images
- ChatGPT-4o can create prompts for other AI image-generation tools (e.g. MidJourney via a plugin)
- Specialty AI tools like Leonardo and Mid-Journey



# How ChatGPT Can Help a Small Business

- Image Creation with MidJourney - Bias



Generate a prompt for: A hyper realistic image of a happy child with an apple



Create a hyper-realistic image of a happy child holding an apple. The child's eyes are bright with joy and anticipation, a wide smile on their face as they hold up a shiny, red apple. The setting is a sunny, outdoor environment, perhaps a park or a backyard, with soft, natural light illuminating the scene. The focus is on the child's expression and the vibrant color of the apple, capturing the simple joy of childhood. Shot with a Nikon D850, 85mm lens, f/1.4, ISO 200, capturing the innocence and happiness of the moment. --ar 3:4 --v 5.1 --q 2 --style raw



# How ChatGPT Can Help a Small Business

- Image Creation with MidJourney - Bias



Create a hyper-realistic image of a happy **multiethnic** child holding an apple. The child's eyes are bright with joy and anticipation, with a wide smile as they hold up a shiny, red apple. The setting is a sunny, outdoor environment, perhaps a park or a backyard, with soft, natural light illuminating the scene. The focus is on the child's expression and the vibrant color of the apple, capturing the simple joy of childhood. Shot with a Nikon D850, 85mm lens, f/1.4, ISO 200, capturing the innocence and happiness of the moment. --ar 3:4 --v 5.1 --q 2 --style raw

# How ChatGPT Can Help a Small Business

- And there's more...

## Customer Service and Support:

- Answering FAQs
- Managing customer inquiries
- Handling complaints
- Assisting with product information

## Marketing and Advertising:

- Content creation
- Social media management
- Advertising copywriting
- Market research

## Sales:

- Lead generation
- Follow-up emails
- Product recommendations
- Sales analytics

## Human Resources:

- Resume screening
- Scheduling interviews
- Employee onboarding
- Policy dissemination

## Operations:

- Inventory management
- Reporting
- Order processing
- Logistics coordination

# How ChatGPT Can Help a Small Business

- And there's more...

## Finance:

- Invoicing
- Expense tracking
- Financial forecasting
- Budgeting

## Product Development:

- Idea brainstorming
- Design feedback
- Prototyping assistance
- Competitive analysis

## Training and Development:

- Employee training materials
- Skill assessments
- Interactive tutorials
- Continuous learning support

## Communication and Collaboration:

- Meeting scheduling
- Project management
- Document collaboration
- Language translation

## Legal and Compliance:

- Contract review
- Regulatory adherence
- Intellectual property management
- Legal research

# How ChatGPT Can Help a Small Business

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- The benefits are many!

By implementing ChatGPT in these areas, small businesses can leverage artificial intelligence to **save time, reduce costs, increase efficiency, enhance customer satisfaction, and foster innovation,** among other benefits.

# ChatGPT Ethical/Legal Concerns

- **Social**
  - Racial, gender, and social biases inadvertently created by ChatGPT
- **Professional**
  - Limited job displacement, but having skill with AI is a differentiator
- **Intellectual**
  - Plagiarism – ChatGPT results may contain the work of others
  - Copyright issues – wholly AI-generated content cannot be copyrighted

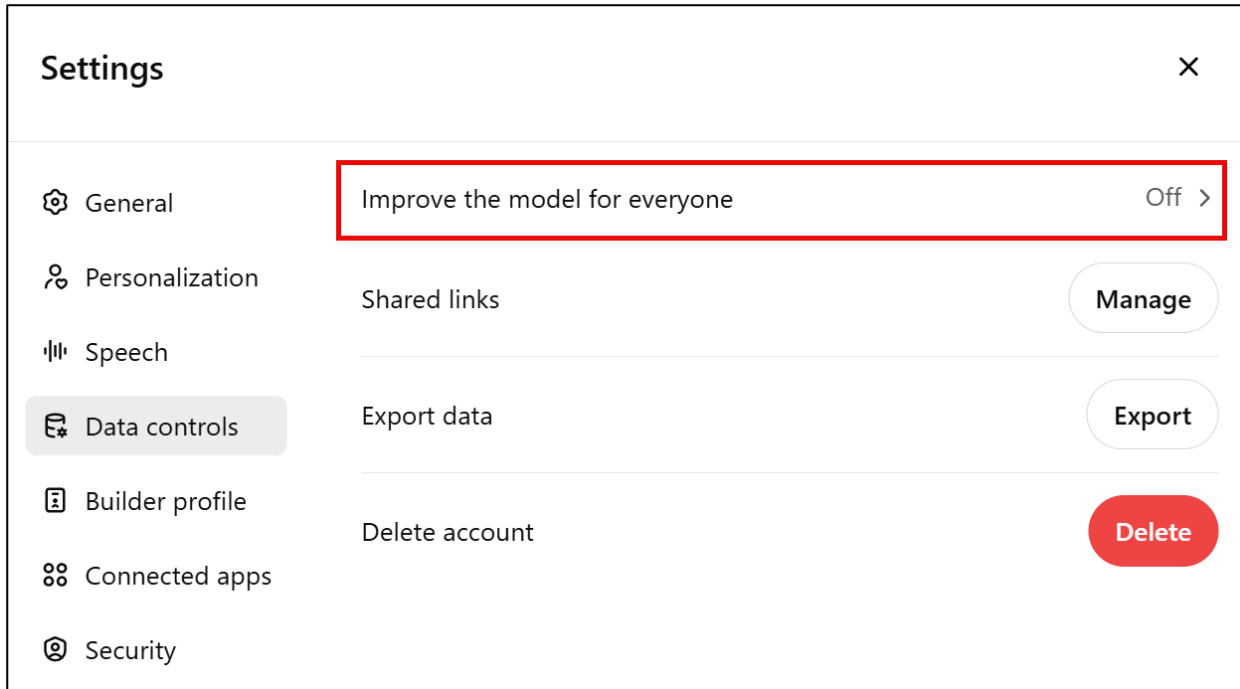


**MORAVIAN**  
UNIVERSITY

I tell my accounting students,  
AI will not replace you. A  
person that knows AI and  
how to use it will  
replace you.”

—Mark Kosciński, associate professor of practice in accounting

# ChatGPT Ethical/Legal Concerns

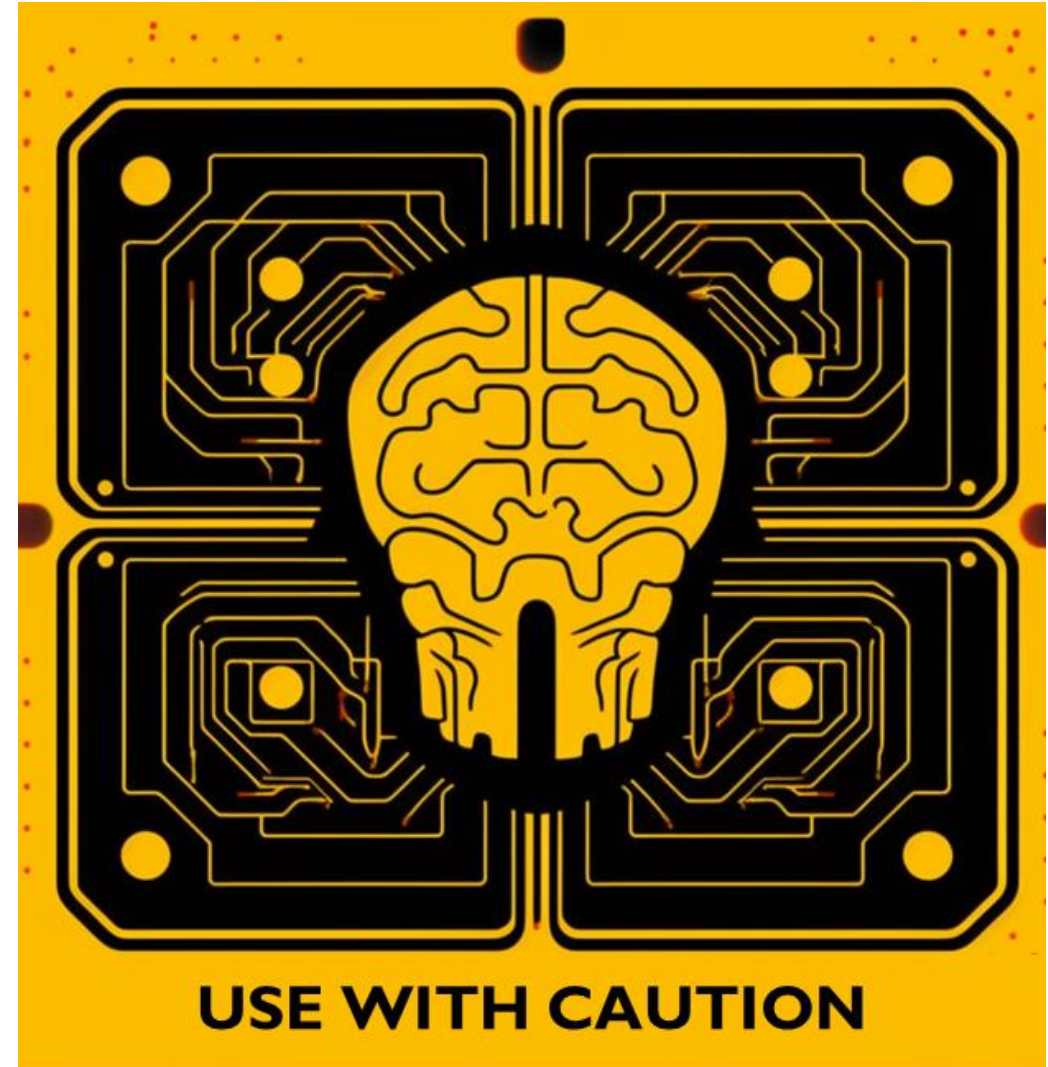


- **Legal**

- ChatGPT can use your chat data to train its model unless you opt-out
- Opt-out in Settings
- Team, Enterprise, and API accounts automatically have training turned off
- GPTs: Your session inherits the privacy setting of the GPT

# ChatGPT Limitations

- **Makes mistakes (hallucinations)**
  - ChatGPT requires double-checking
  - Some of its answers can sound authoritative and current
- **Lacks human insight** – only “knows” what it has seen in the past
- **Knowledge is limited up through:**
  - GPT-4o: October 2023.
  - GPT-4 (available to Plus users): December 2023.
  - GPT-4 Turbo: April 2023.
  - GPT-3.5 Turbo: January 2022.
  - ChatGPT can search the web for more current data.



# ChatGPT Limitations – What are Hallucinations



- When ChatGPT produces nonsensical, irrelevant, or unrelated responses to the topic being discussed, it is referred to as ChatGPT Hallucination.
- Example:
  - A New York lawyer cited fake cases generated by ChatGPT in a legal brief filed in federal court and may face sanctions as a result, according to news reports.
  - <https://www.legaldive.com/news/chatgpt-fake-legal-cases-generative-ai-hallucinations/651557/>

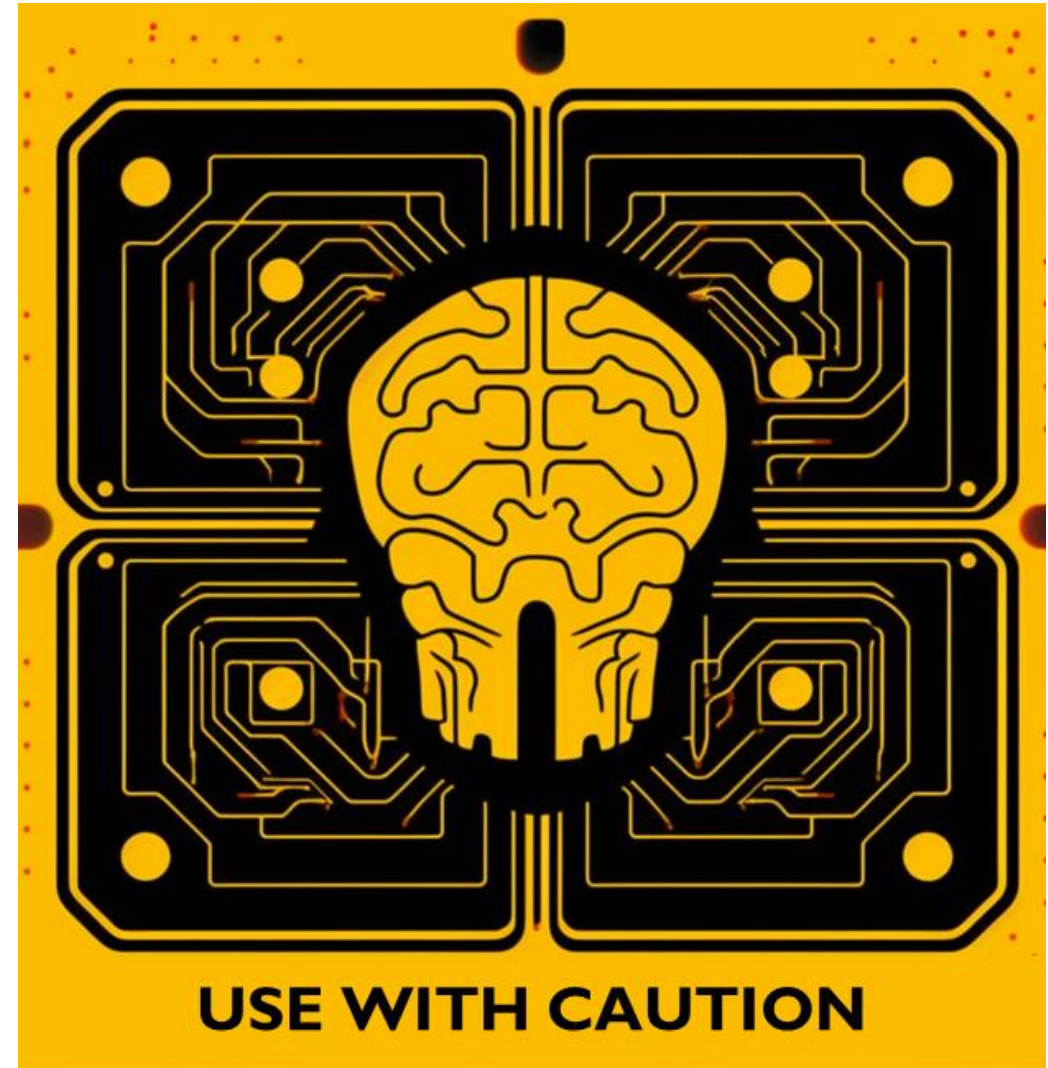
# ChatGPT Limitations – Preventing Hallucinations



- Understand the Model's Limitations
- Using Clear and Specific Prompts
- Educate Users
- Avoid Sensitive or Critical Applications
- Utilize Updated Models
- Collaborate with Human Experts
  
- ChatGPT Mastery from AI Foundations:
  - <https://aifoundations.io/chatgpt-mastery-course-checkout>

# ChatGPT Ethical/Legal Concerns and Limitations - Suggestions

- Think of ChatGPT as an expert assistant that needs supervision.
- Verify the “factual” information ChatGPT provides.
- Require that qualified people use ChatGPT. *Example: If you’re not an attorney, ChatGPT won’t make you one.*
- Wholly AI-generated content cannot be copyrighted.
- ChatGPT might use your input as training material unless you opt out – be careful about confidential information.



# ChatGPT Ethical/Legal Concerns and Limitations - Suggestions

Data Type	What You Input into an AI Tool	AI Tools You Can Use
Sensitive	Personally identifiable information	None
Strategic	Internal information, client communications, nonpublic performance data	ChatGPT, CoPilot (training mode turned off)
Public	Public information, general industry information	Gemini (formerly Bard), Copilot, ChatGPT, Claude

SCORE strongly discourages the use of AI to create online content from scratch. When AI is used, content should originate with SCORE and always be edited by competent professionals prior to publication.

# Other AI Tools

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- **Microsoft Copilot**

- Free and paid “Pro” version
- Originally based on ChatGPT
- Can search the web
- Integrated with Microsoft 365 Suite
- Can turn off model training
- Can cite sources
- **Almost as good as ChatGPT but with fewer integrations**



- **Google Gemini (formerly Bard)**

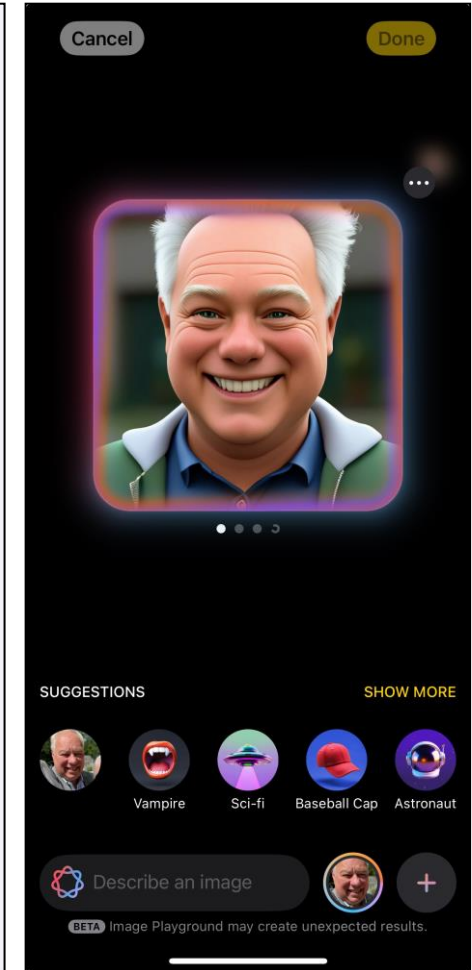
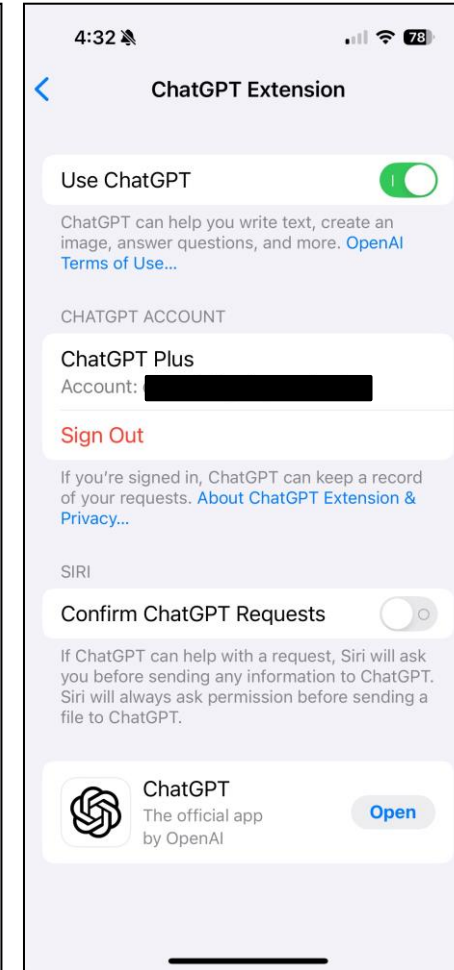
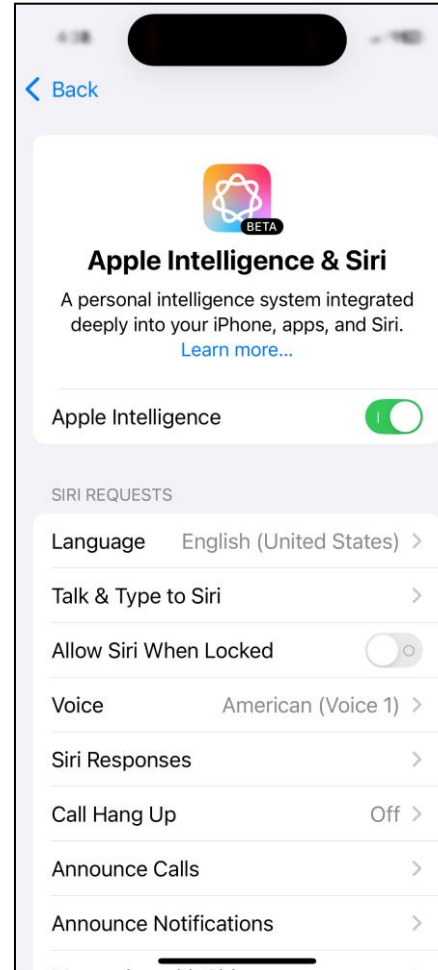
- Free tier and “Advanced”
- Designed to search the web and is more dependent on it
- Integrated with Google Workspace Suite
- Can cite sources
- Data privacy concerns
- **Has improved dramatically since it was released**



# Other AI Tools

- **Apple Intelligence**

- Requires
  - iPhone 15 or greater with iOS 18.1
  - iPad with A17 Pro or M1 with iPad OS 18.1
  - M1 Macintosh or greater with macOS 15.1
- Large Language Model is Apple's own build
- Integrates with
  - Siri
  - Apple Mail
  - Messages
  - Image Playground
  - Most Apple writing apps
- Can plug a in free or paid ChatGPT account into it
- Great example of near seamless integration into Apple ecosystem



# Other AI Tools

- **Perplexity**

- Free and paid plans
- Connects to multiple AI engines (ChatGPT, Claude, Gemini, and Perplexity)
- Intended for web search and summary as a research assistant
- Less interactive, but more content depth and accuracy
- Cites its sources
- **Interesting alternative when web search and factual accuracy is the goal. Widely used by IT professionals**



## Perplexity AI:

- Accesses real-time information from the internet
- Provides source citations for its answers
- Offers more reliable and current information, especially for factual queries
- Excels at information lookup and answering factual questions

## ChatGPT:

- Relies on its pre-trained knowledge base, which has a cutoff date
- Generally does not provide source citations
- May struggle with up-to-date information
- Better suited for creative tasks and open-ended conversations

# Key Takeaways



- ChatGPT uses probability to create the answer based on its training and is not always right – Check its work!
- ChatGPT can streamline some small business tasks, especially around content generation.
- Tools like ChatGPT will fundamentally revolutionize the way we communicate and interact with technology.

# Thank You for Your Time and Attention!



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# Questions?



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PARTICIPATION**



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