

BE MORE BUSINESS



Training
YOUR AI

WITH KIMBERLY BEER

LET'S GO



BE MORE BUSINESS

Kimberly Beer
ABOUT ME

Entrepreneurial Wise Woman

- 30 years in the marketing industry
- automation expert
- pragmatic AI enthusiast and user
- your guide to creating a business that supports the life you want to live.

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LIST**





THE *Plan*

Learn some AI Basics

Understand where we are:
Beginner, Novice, Advanced

Manifest a training plan





AI Reality

AI is not magic. It is leverage.
*The better you define your
desired outcome, the more
powerful your leverage becomes.*





AI Possibilities

Because you won't know how to train your AI well unless you know what you want to train it to do.





BEGINNER *The Assistant*

Primary Outcome:
Save time and reduce blank-page
stress.





BEGINNER *The Assistant*

- Brainstorm blog post topics
- Generate social media captions
- Write first drafts of emails
- Rewrite messy writing to sound clearer
- Create product descriptions
- Summarize long articles
- Turn bullet points into paragraphs
- Create simple outlines for presentations
- Generate FAQ lists
- Draft customer service responses
- Basic proofreading and grammar checks
- Create simple checklists
- Draft policies or internal SOP first drafts





NOVICE *The Collaborator*

Primary Outcome:
Improve quality and consistency.





NOVICE *The Collaborator*

- Develop brand voice guides
- Refine website copy strategically
- Create lead magnet outlines
- Generate nurture email sequences
- Write webinar scripts
- Repurpose long content into multiple formats
- Analyze competitor messaging
- Create content calendars
- Develop client onboarding sequences
- Create survey questions for market research
- Rewrite copy for different audience segments
- Generate ad variations for testing
- Build pricing explanation scripts
- Draft contracts and agreements (with review)





ADVANCED *The Strategic Partner*

Primary Outcome:
Leverage AI to increase strategic
capacity.





ADVANCED *The Strategic Partner*

- Build brand messaging frameworks
 - Develop multi-stage marketing funnels
 - Create structured course curricula
 - Analyze business models and pricing strategy
 - Create SOP systems and workflow documentation
 - Map customer journeys
 - Design automation logic
- Build custom GPTs for internal use
 - Develop AI-assisted research systems
 - Create decision-making matrices
 - Simulate client objections for sales training
 - Draft investor presentations
 - Turn intellectual property into scalable assets
 - Build training programs for teams →



AI Terminology

Machine Learning
Natural Language Processing
Models
Generative AI
LLM (Large Language Model)

Prompt
Context
Hallucination
Custom GPT
AI Agent

**REMINDER: AI ISN'T ALWAYS
RIGHT and sometimes LIES**





AI *Memory*

Conversation (Session) Memory
Persistent Memory*
Custom Instructions*

Settings > Personalization > Memory





AI *Memory*

Memory is selective and structured.

It is not a diary.

It is not total recall.

If something is critical to a task, it should still be restated.





AI *Context*

Your current prompt
Conversation history
Relevant memory notes (if any)
Custom instructions

All of that becomes the “input context.”
The model predicts the most statistically likely useful
response based on that input.





AI *Context*

The richer and clearer the context,
the more precise the pattern
match.





CHATGPT *Context*

For these examples, I will be talking about ChatGPT Specifically.

Other LLMs may offer different results and outcomes.





LET'S *Build Context*

Training your ChatGPT is all about building context.





BEGINNERS *Start Here*

Turn ChatGPT from generic chatbot into usable business assistant.

At this level, we are not building systems.
We are building clarity.





BEGINNERS *Start Here*

Settings First

About Me & My Business

I own a [type of business].

I primarily serve [audience].

My main offer is [product/service].

My price range is [general pricing level].

My goal this year is [growth/visibility/consistency/etc.].

How I Want You to Respond

- Be clear and practical.
- Avoid jargon.
- Give structured answers.
- Ask clarifying questions if needed.
- Keep tone professional but approachable.





BEGINNERS *Start Here*

USE the tool!

4 Step Prompt:
Role, Context, Task, Outcome





BEGINNERS *Tips*

Have Chat help you learn to write better prompts.

Repeat context often.

Build a starter context document.

Refine rather than start over.





CHATGPT *Dossier Building*

- Business description
- Target audience
- Core offers
- Differentiators
- Tone/voice notes
- Goals
- Research notes
- Business plan
- Vision
- Values
- Brand documents
- Writing samples
- FAQs
- Reference Links

This document lives outside of ChatGPT





CHATGPT *Interview*

You're moving from teaching to collaborating.

Ask Chat to interview you for a given outcome.

Example: Bio





NOVICE *Collaboration*

Goal: Increase quality, consistency, and strategic alignment.

You are shaping behavior intentionally now and letting Chat do more heavy lifting.





NOVICE *Collaboration*

Focus on refinement - adjust your dossier —
or better yet, have Chat help you adjust
your dossier!

***Explicit Outcomes, custom instructions
and feedback are crucial now.***





CHATGPT *Projects*

Increases contextual clarity.
Doesn't increase memory.





ADVANCED *Partnership*

Goal: Build a thinking partner that operates inside your intellectual framework.

At this level, Chat is no longer just assisting. It is operating inside systems you've defined.





ADVANCED *Partnership*

- Advanced users upload or define:
- Their proprietary methodology
 - Their signature process
 - Their internal decision rules
 - Their client journey map
 - Their pricing logic
 - Their messaging hierarchy





ADVANCED *Partnership*

Intellectual frameworks
Decision rules
Project-level instructions
Iterative refinement
Data-rich context





ADVANCED *Partnership*

At this level, Chat operates inside your system.





OPEN AI *& Training/propriety*

Content you provide in ChatGPT is not used to train public models when training on user data is turned off.

Business and Team plans do not use your data for training.

You remain the owner of your proprietary content.





OPEN AI *& Training/propriety*

You retain ownership of the content you create and upload — at all plan levels.



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**THANK
YOU**

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