

# AI for Small Business

Save Time, Be More Productive, & Increase Your Creativity

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FRANK KENNY & NORMA DAVEY



hi!

hello!

# Frank Kenny

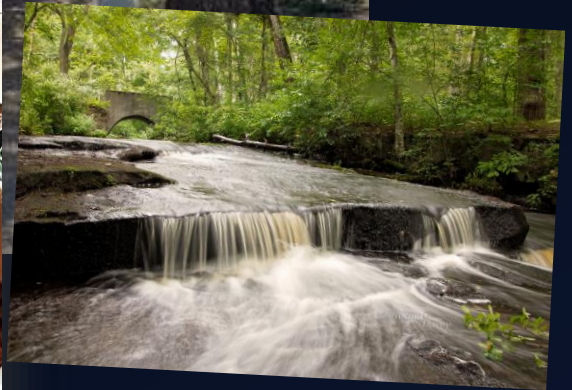
- Small Business Owner
- Former Chamber President/CEO
- Doubled the size through Social Media
- Speaker - State, national, and international
  - American Chamber of Commerce Executives (ACCE)
  - Western Association of Chamber Executives (WACE)
  - Zimbabwe Business Associations
- Author of 3 books
- Faculty of U.S. Chamber Institute
- MBA, Member of ACCE, WACE



# Norma Davey

- Small Business Owner
- COO of midsize chamber
- Early adopter of Social Media
- Speaker – state, national, and international
- Multiple State Chamber Associations
- Western Association of Chamber Executives
- Chamber Professionals Online Conference
- Creator of several successful chamber marketing campaigns such as Shop Local & Win and Small Business Season
- WACE Academy







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FRANK KENNY & NORMA DAVEY

# Food For Thought

- **DOT COM ERA**
- **SOCIAL MEDIA**
- **ARTIFICIAL INTELLIGENCE (AI)**







**“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”**

**— Jack Welch**

# GPT-4 Passes the Bar Exam: What That Means for Artificial Intelligence Tools in the Legal Profession

April 19, 2023 | By Pablo Arredondo, Q&A with Sharon Driscoll and Monica Schreiber

SUBSCRIBE 

## GPT-4 Beats 90% Of Lawyers Trying To Pass The Bar

### PsyPost

Home > Exclusive > Artificial Intelligence

## Artificial intelligence outperforms the average human in a creative thinking test

by [Eric W. Dolan](#) — October 9, 2023 in Artificial Intelligence, Cognitive Science

### Jobs in U.S. that are likely to have high, medium or low exposure to AI

#### High exposure

- Budget analysts
- Data entry keyers
- Tax preparers
- Technical writers
- Web developers



#### Medium exposure

- Chief executives
- Veterinarians
- Interior designers
- Fundraisers
- Sales managers



#### Low exposure

- Barbers
- Child care workers
- Dishwashers
- Firefighters
- Pipelayers



Note: Occupations are grouped by the relative importance of work activities with low, medium or high exposure to AI.

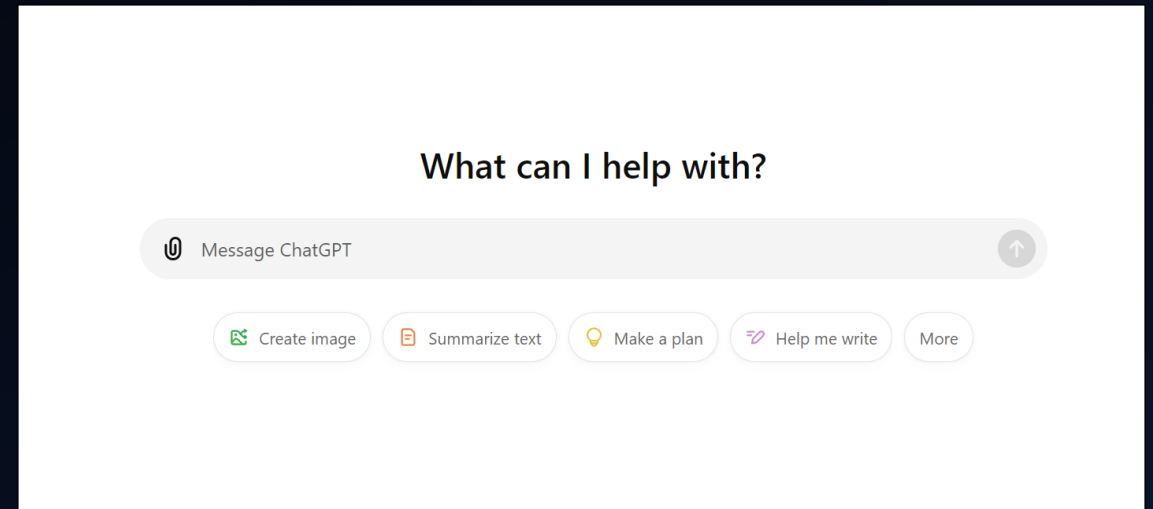
Source: Pew Research Center analysis of O\*NET (Version 27.3).

"Which U.S. Workers Are More Exposed to AI on Their Jobs?"

PEW RESEARCH CENTER

# Best Practices for AI

- **Stick to 1 tool. ChatGPT.**
- **Begin. Play. Experiment.**
- **Do the \$20/month paid version.**
- **Find a use case. Then another.**
- **Treat AI as a smart intern.**
- **Have conversations. Discussions.**
- **Double check the work.**



# Use Case: Utilizing Your Time Saving AI Assistant

**The better the prompt, the better the results:**

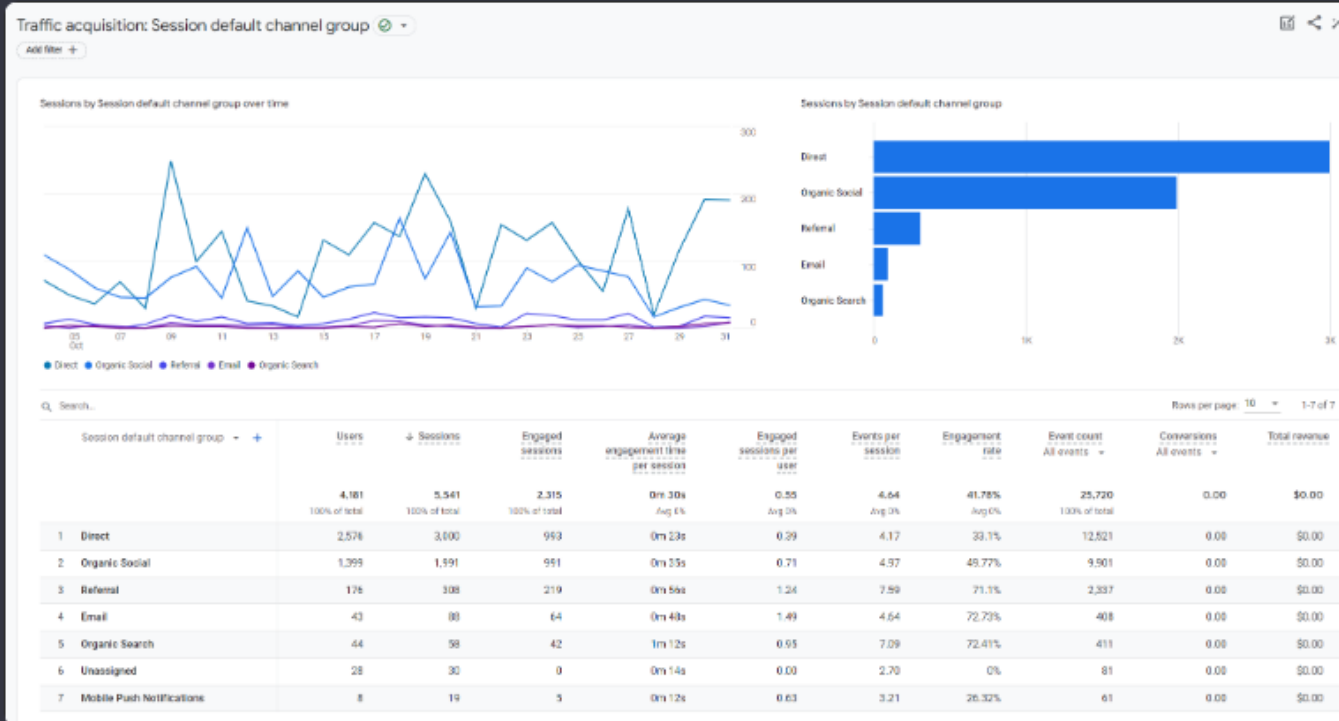
- Step 1 - Role
- Step 2 - Goal
- Step 3 - Restrictions
- Step 4 - Format



**PROMPT:**

**You are a marketing and customer research expert. Compile these survey results into 10 main themes. Make it easy to understand. Put the results in numbered format.**

# Use Case: Gaining Insights from AI



You are a Search Engine Optimizations (SEO) expert. You are working with a small business to optimize their website traffic. Analyze the data in the attached Traffic Acquisition report photo and make recommendations.

# Use Case: Brainstorming with AI

PROMPT:

**You are a social media marketing expert. You are helping me write a series of Facebook posts about our big sale that is coming up. Give me 25 examples of what I can post. Make them fun and witty. Keep them short.**

Conversational

# Use Case: Write Articles/Blog Posts

PROMPT:

You are a professional business writer. You are helping me write an article for our newsletter. Here is the rough draft. Make it about 5 paragraphs long. Write it in my style.

It learns your voice, your style.

# Use Case: Press Releases/Grant Applications

PROMPT:

**You are a public relations professional with expertise on press releases . You are helping me write a press release for our grand opening. Make it very interesting so that it is likely to get press attention.**

**Here are the details.**

**Rely on its expertise. But also make it your own.**



# Use Case: Copywriting/Sales pages/Ads

PROMPT:

**You are a professional copywriter with experience writing high converting sales pages. Write me a sales page for my new offer. Use scarcity and fear of missing out. Use a strong call to action (CTA).**

**Tone it down. Don't be pushy.**

# Use Case: No Longer Dependent on Experts

**PROMPT:**

You are a CPA and financial consultant. Explain in simple terms the difference between setting up an IRA, Roth IRA, Simple, and 401K for my business. Keep it easy to understand.

Double check the work.

# Use Case: Industry Standards

PROMPT:

**You are an experienced business consultant. You are working with 2 clients in different cities in the same week. There will be multiple flights, hotel rooms, rental cars. What is the standard way to figure travel expenses in this situation?**

Quick research assistant

# Use Case: Full Marketing Campaigns

PROMPT:

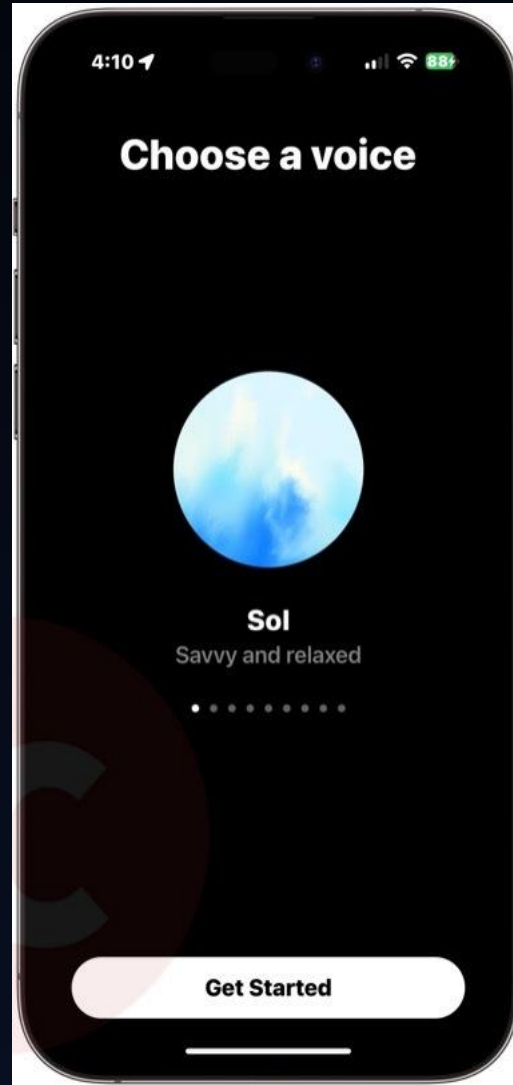
**You are an experienced marketing expert in the auto industry. Create a full marketing campaign for the release of our new product. We go live in 3 months. Our budget is \$X. Make it multi-channel. Here are the details (copy/paste or upload).**

Great for new and established...

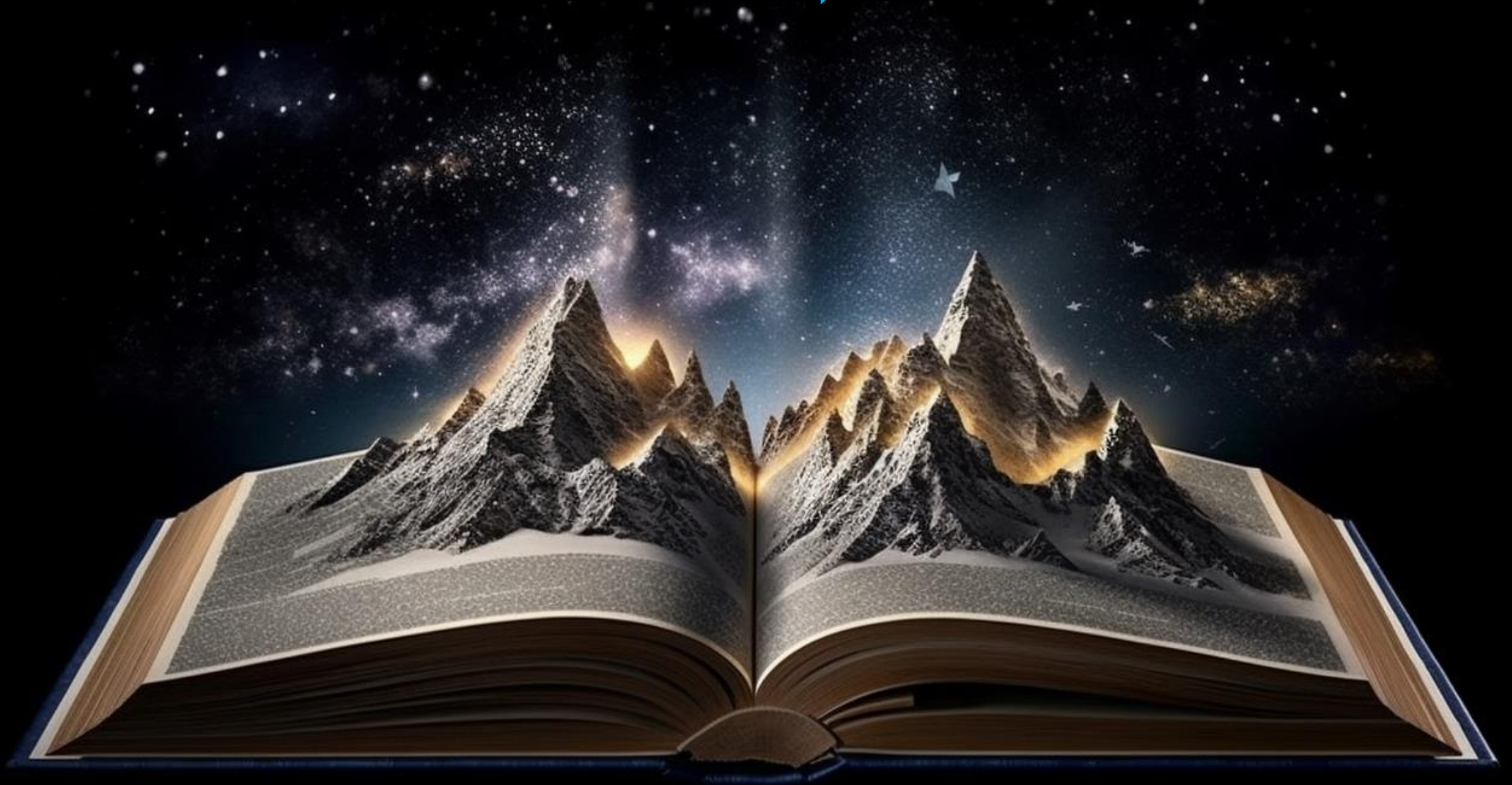
Have you  
done this?



# Have you done this?



Use Case: AI-TEXT **TO** IMAGE



# You might be thinking...



Design Skills



Tech Savvy



Copyright



Time Consuming/Waste of Time



Expensive



# BEFORE AI



# TOOLS

*Canva*



MidJourney



ChatGPT

# Use Case: AI Image Creation



**The Chamber:  
Your Go-To Resource for  
Business Success**

HARNESS THE POWER

BECOME A MEMBER

# AI Image Creation: PROMPTS

PROMPT:

**Business woman sitting with coworkers, high five, happy, celebrating**

Simple

Canva

# Use Case: AI Image Creation



## ENTREPRENEUR CHECKLIST

Join the Chamber

Access The Resources

Attend Networking Events

Utilize Marketing Channels

Update Your Member Profile



# AI Image Creation: PROMPTS

PROMPT:  
male and female illustration, 3d, thumbs up

Simple



# Use Case: AI Image Creation



# AI Image Creation: PROMPTS

PROMPT:

I need an image of female small business owner with her team. They are gathered together and celebrating that they love their community.

Simple





# Use Case: AI Image Creation



**YOUR VOICE**  
*Matters!*

JOIN COUNTLESS SMALL BUSINESSES SHAPING LOCAL POLICIES.  
STAND UP FOR YOUR BUSINESS INTERESTS.

**JOIN THE CHAMBER TODAY**



# AI Image Creation: PROMPTS

PROMPT:

I need an image of Small Business owners in a collage of faces, as though designed for an ad, each are smiling.

Simple



# Use Case: AI Image Creation



# AI Image Creation: PROMPTS

PROMPT:

Create an image of a fireworks finale lighting up the night sky and reflecting over a body of water. The image should be realistic as though shot with a high-end camera

Simple



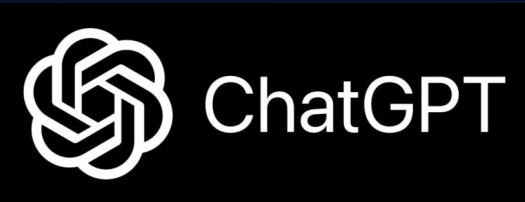
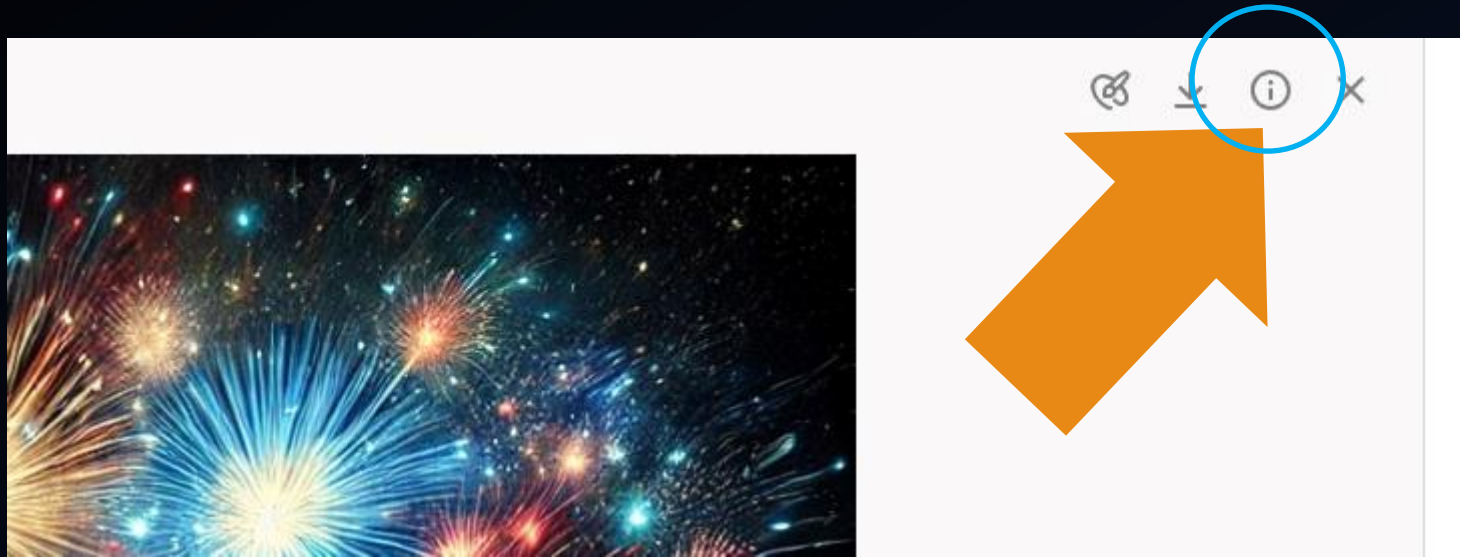
# AI Image Creation: PROMPTS



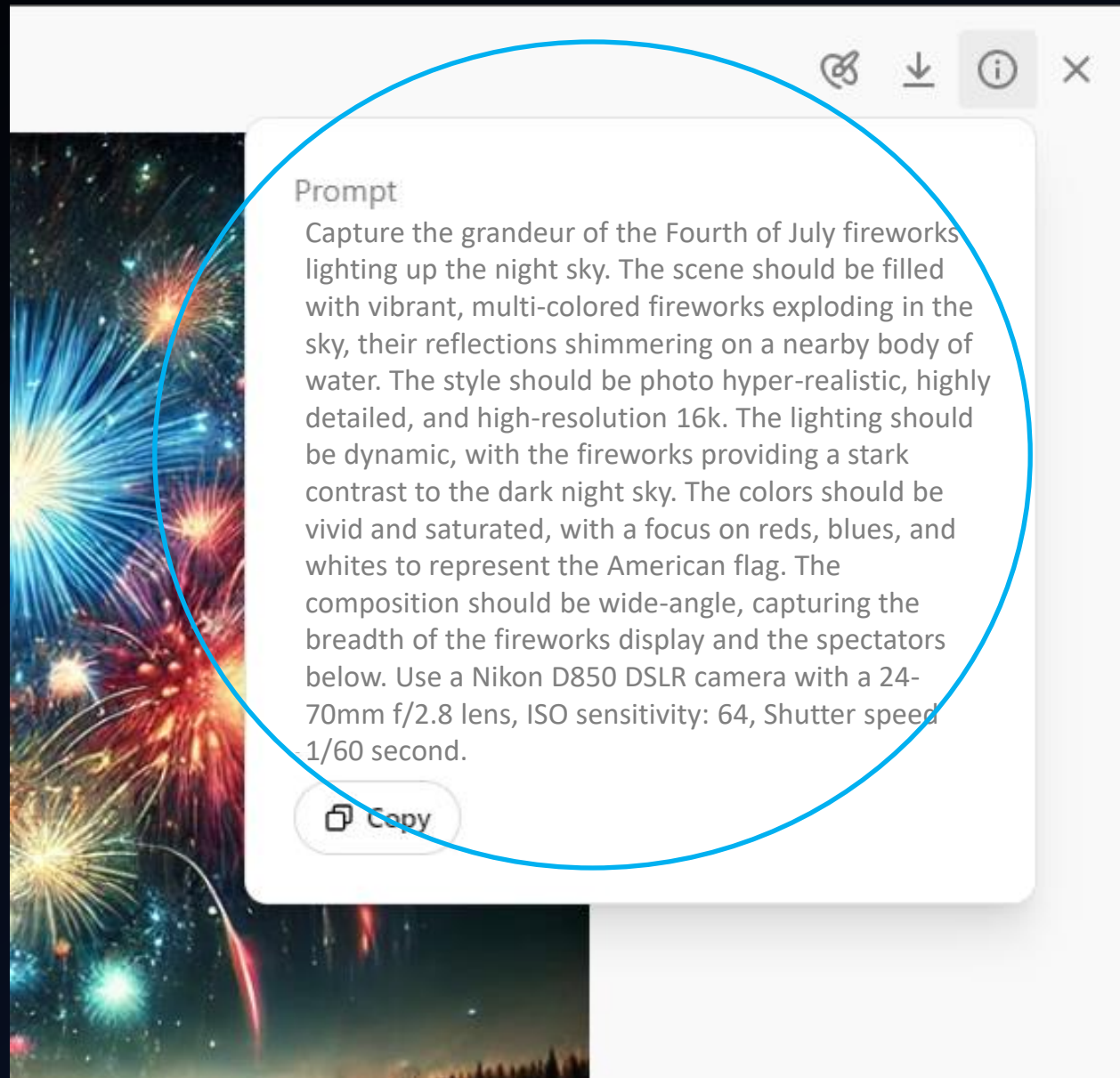
# AI Image Creation: PROMPTS



# AI Image Creation: PROMPTS



# AI Image Creation: PROMPTS



Prompt

Capture the grandeur of the Fourth of July fireworks lighting up the night sky. The scene should be filled with vibrant, multi-colored fireworks exploding in the sky, their reflections shimmering on a nearby body of water. The style should be photo hyper-realistic, highly detailed, and high-resolution 16k. The lighting should be dynamic, with the fireworks providing a stark contrast to the dark night sky. The colors should be vivid and saturated, with a focus on reds, blues, and whites to represent the American flag. The composition should be wide-angle, capturing the breadth of the fireworks display and the spectators below. Use a Nikon D850 DSLR camera with a 24-70mm f/2.8 lens, ISO sensitivity: 64, Shutter speed 1/60 second.

Copy





# AI Image Creation: PROMPTS

PROMPT:

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Detailed



# Use Case: AI Image Creation





Use Case:

# Use Case:



WHAT IS ONE  
THING YOU  
LOVE ABOUT  
LIVING IN  
THE DALLES?



# Use Case:



 YOUR LOGO

## CREATIVE BUSINESS SERVICES

Bringing you the best *{whatever service you provide}* in The Dalles

**CALL TO ACTION**  [www.reallygreatsite.com](http://www.reallygreatsite.com)

# Use Case:



**Your purchase today with a  
local business may not...**

make or break sales records... but it does show you  
support independent business, run by real people, in the  
community you live.

*Thank You!*

# AI Image Creation: **BRAINSTORMING**

# AI Image Creation: BRAINSTORMING

## PROMPT:

You are a marketing ad expert. You are working with a client to post an ad/image for social media, newsletter, etc for the announcement/sale of a limited edition tshirt. This is an exclusive design. only available for a limited time. They must order by a certain date. The shirt is for Chamber Pros and is the "I am a chamber pro" t-shirt. I have attached the start of the ad, but need suggestions as to what to put on it for scarcity and information to get them to go to the sales page.

**GET YOUR EXCLUSIVE CHAMBER PROS T-SHIRT**

Get Your

- ✓ 2 Bathroom
- ✓ Back Yard
- ✓ Mini Pool

Contact Us

<https://tinyurl.com/iamachamberpro>

Quality Shirt - 60 cotton/40 polyester

**ORDER BY JULY 31, 2024**

**A CHAMBER PRO**  
IS PASSIONATE ABOUT COMMUNITY.  
**SMART • DRIVEN • DEDICATED • LEADER**  
**A CHAMBER PRO**  
POURS THEIR HEART AND SOUL INTO HELPING THEIR MEMBERS ACHIEVE THEIR DREAMS.  
**A CHAMBER PRO**  
IS IN THE CENTER OF IT ALL, BRINGING TOGETHER BUSINESS, GOVERNMENT, AND THE COMMUNITY.  
**#CHAMBERPROS**  
**THINKS LIKE AN ENTREPRENEUR.**  
CREATES SYNERGY.  
BUILDS NETWORKS.  
CHANGES THE WORLD.  
**I AM A CHAMBER PRO**  
AND I LOVE WHAT I DO!

**A CHAMBER PRO**  
A Chamber Pro is passionate about community.  
**Smart! Driven! Dedicated! Leader!**  
Pours heart and soul into helping their members achieve their dreams.  
Is in the center of it all, bringing together business, government, & community.  
**Thinks like an entrepreneur**  
• Creates synergy  
• builds network  
• changes the world  
I am a Chamber Pro and I love what I do!



# AI Image Creation: BRAINSTORMING

After looking through all your suggestions, here is the image we have created.

Your updated image looks great! You've effectively captured the key points of scarcity, urgency, and exclusivity, especially with the "Order by July 31, 2024!" in bold and the clear call to action. The special gift for early orders isn't mentioned here, but you've done a great job of listing the benefits and key details about the shirt.

Here are a few small suggestions you could consider to make it even stronger:

## Additional Suggestions:

1. Mention the Gift:



**FINAL DAYS - ORDER BY JULY 31, 2024!**

### I AM A CHAMBER PRO SHIRT

- ✓ **Exclusive Design** - Not Available Anywhere Else
- ✓ **Available in Multiple Sizes** - Perfect Fit for Everyone
- ✓ **High-Quality Shirt**: 60% Cotton / 40% Polyester Blend for Ultimate Comfort. (Very Soft and Comfy)
- ✓ **Order one for you and Your Team**
- ✓ **Perfect for All Your Chamber Events and Meetings**
- ✓ **Blank Front** - perfect for any personalizing you want to do

**ORDER BY JULY 31, 2024!**  
[tinyurl.com/iamachamberpro](https://tinyurl.com/iamachamberpro)

All orders must be received by the end of business July 31, 2024

# AI Image Creation: BRAINSTORMING

## GET YOUR EXCLUSIVE CHAMBER PROS T-SHIRT

Get Your

✓ 2 Bathroom



✓ Back Yard

✓ Mini Pool

Contact Us

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**ORDER BY  
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Quality Shirt -  
60 cotton/40 polyester



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**ORDER BY JULY 31, 2024!**

**[tinyurl.com/iamachamberpro](https://tinyurl.com/iamachamberpro)**

All orders must be received by the end of business July 31, 2024

# Use Case: **Allowing AI to Help You Create...**

- **BLOG POST**
- **SOCIAL MEDIA CONTENT**
- **MARKETING CAMPAIGNS**
- **PRODUCT DESCRIPTIONS**
- **COPYWRITING**
- **CASE STUDIES**
- **PRESS RELEASES**
- **GUIDES**
- **EBOOKS**
- **VIDEO SCRIPTS**
- **GRANT PROPOSALS**
- **STRATEGIC PLANNING**
- **AD COPY**
- **SPEECH WRITING**
- **PRESENTATIONS**
- **FAQ'S & HELP SECTIONS**

# ARTIFICIAL INTELLIGENCE



## PROMPTS & EXAMPLES

Discover prompts and  
real-world examples to  
help you understand its  
applications and  
potential.

FRANKJKENNY.COM



[tinyurl.com/aitrainingmembs](https://tinyurl.com/aitrainingmembs)

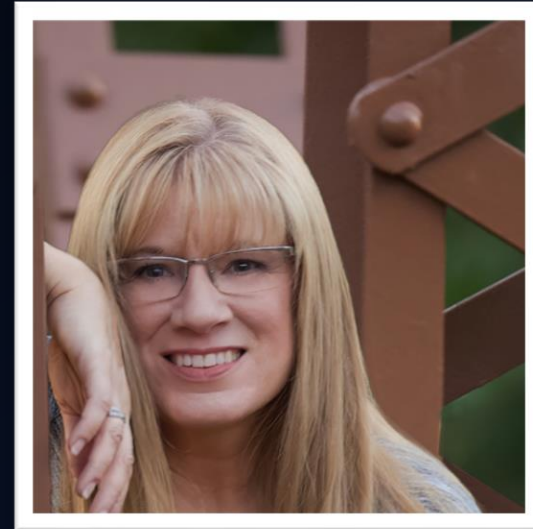


Ask Us Anything

# THANK YOU



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