The AI Lightkeeper

Winning Lifestyles Online | December 2026

A little AI support for a lighter, brighter December



AI That Earns Its Keep

Practical AI for the woman who has a business to run and a life to live.

From Louella's Desk

As we approach the end of another year, I find myself reflecting on how much the way we do business has changed.

As an entrepreneur, I have always enjoyed the creative side of building a business. The ideas, the possibilities and the satisfaction of bringing something new into the world. What I have not always enjoyed is the mountain of little tasks that comes along with it.

This month, I want to turn our attention to women who are already in business. Whether you own a retail store, a salon, a professional practice, a home-based business or an online company, there are ways to bring AI into your working day without turning your entire business upside down.





You don't need to understand everything AI can do. You simply need to discover what it can do for you to give you a better balance between work and life.

The Promise

Clarity. Confidence. Capability. Choice.

The AI Lightkeeper is here to help you understand what matters, use what is helpful, protect what is important and safely ignore the noise.

I am not here to overwhelm you with technology or convince you that every new development deserves your attention. The Artificial Intelligence world is moving at a rapid rate and every day new technology is being introduced with AI features. We need to be savvy and not run to the newest trends. We need to study them and see if they are a fit for what works for us. I regularly look into the new technology in order to understand what is emerging and quite frankly, much of it is either a product that competes with one I am really contented with or a new-fangled product

that is just not a fit for what I am doing. Much of the new tech is aimed at more advanced users of AI.

I am here to help you make informed decisions about the tools that can support the life and business you want to build.

What's New

Claude Is Becoming a More Visual Workspace

If you are someone who likes to spread your ideas across a desk, fill a whiteboard or visually map out a project, this development may appeal to you.

Claude has introduced three useful ways to work:

- **Whiteboards:** A visual space to brainstorm, organise ideas and plan projects.
- **Sheets:** Working spreadsheets that you can create, edit and develop alongside Claude.
- **Claude Data:** A way to organise and present business information visually through dashboards and data stories.

Whiteboards and Sheets are currently in beta. Claude Data is fully available and needs a data connection, such as your customer system, so it suits businesses that already keep their records in one. All three are on paid Claude plans and work on web, desktop and mobile.

Imagine planning your January promotion, mapping out a new service or putting together your annual business budget simply by explaining what you want to accomplish.

For those of us who think visually, this is a welcome development.

Fewer Open Tabs, Less Running Around

Claude is also making it possible to work with certain connected applications right beside a conversation.

Supported apps, including Adobe, Atlassian, Box and Notion, can open as full workspaces beside your conversation, so you do not have to keep switching between websites.

Anything that reduces the number of tabs I have open on my computer deserves at least a little attention!

Talking to ChatGPT



On 11 December, ChatGPT will retire its Advanced and Standard voice conversation modes and move users to its newer Live voice experience. Live video and screen sharing will stay with Advanced voice for now.

Live voice is designed to make conversations feel more natural, allowing for interruptions and a more conversational exchange.

Voice is available on free and paid plans, with different models and usage allowances.

If you have never tried talking to AI rather than typing, it may be worth exploring.

Imagine finishing a busy day at your shop, talking through everything you need to accomplish tomorrow and asking AI to organise it into a manageable list.

Sometimes speaking our thoughts is considerably easier than sitting down to type them.

Around the AI Desk

When Private Does Not Mean Deleted





Protecting what matters **You are the gatekeeper**

As AI tools become more capable of working with our files, applications and business information, I believe it is equally important to understand what happens to the information we share.

Google's Gemini privacy page, updated in November 2026, now says that temporary chats and chats with history turned off are kept with your account for around two months, up from 72 hours. Chats saved with history on are kept for 18 months by default, which you can change to 3 months, 36 months or indefinitely. Any chat chosen for review by a person is kept for up to 3 years, even if you delete it.

Temporary chats are not used to train Google's AI models. However, not using information for training and not retaining information are two very different things.

This matters when we are dealing with customer information, confidential correspondence, financial records or sensitive business documents.

Before sharing business information with any AI platform, understand its privacy settings and the terms that apply to your particular account.

When possible, remove customer names, identifying details and confidential information before submitting documents for assistance.

You can benefit from AI without giving it access to everything.

Privacy is not something I am willing to trade away simply for convenience.

Is Your Business on ChatGPT?



OpenAI has introduced Business Hub, allowing eligible business owners to claim and manage their business presence within ChatGPT.

Once OpenAI has approved your claim and you have verified your identity, you can update your business description, website, logo, category and delivery or return policies. You can also access insights showing how often ChatGPT references your business and how many people click through to your website.

Eligible online businesses in the US can even create an optional AI assistant to answer customer questions about their products and services.

You do not need to advertise to claim your business. However, availability varies by country and business type, with local retail stores and restaurants currently limited to existing US listings.

Claiming your business does not guarantee that ChatGPT will recommend it more frequently, but it gives you greater control over the business information you provide.

I believe this is well worth exploring as more consumers turn to AI to discover products and services.

Look for Business Hub in your ChatGPT sidebar. If you are outside the US, open it and see what is available to you.

What I Tested

Giving My Professional Profile a Fresh Perspective



Sometimes we are so close to our own story that we struggle to see how we are presenting ourselves to the world.

This month, I revisited the About section of my LinkedIn profile.

I realised that what I had written was more of a personal journey than a professional introduction. It explained how I had arrived at this stage of my career, rather than communicating my experience, capabilities and vision.

I gave ChatGPT and Claude my existing profile and explained that I wanted a more professional presentation without the chronological account of my life.

The result shifted the emphasis from my personal history to my entrepreneurial experience, business values and the purpose behind what I am building today.

It was a much stronger reflection of who I am professionally.

There is something valuable about having another perspective on how we present ourselves, particularly when that perspective is available without having to arrange a meeting, hire a consultant or spend hours staring at a blank page.

Where the Human Check Mattered

AI can produce beautifully written material, impressive images and convincing marketing campaigns. But looking right and working correctly are not the same thing.

In October, I worked with Claude to design a marketing campaign. Everything looked good. I asked ChatGPT to create the images I wanted for each ad and post, and they looked wonderful.

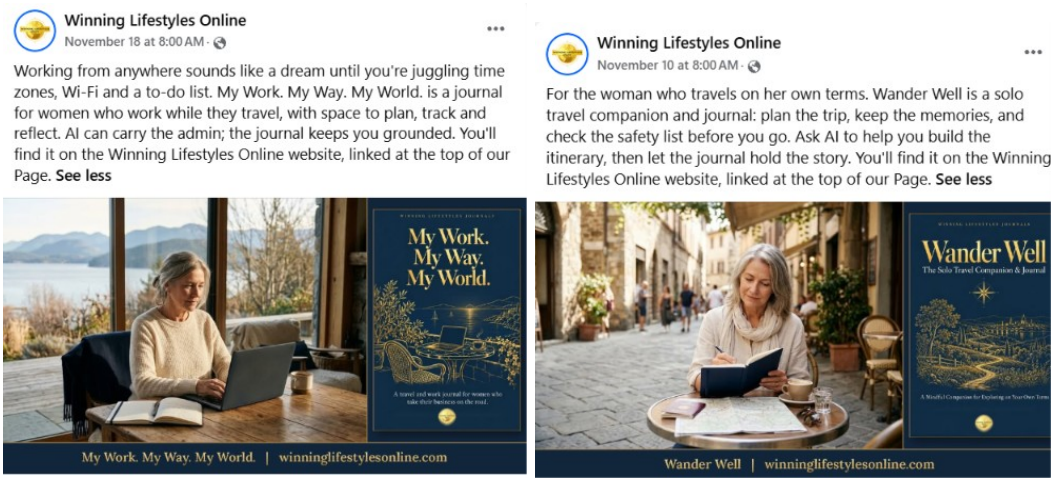
I checked everything. The very last thing I checked was the link, and it led to a 404 error page instead of the offer. Anyone who clicked the ad would never have received what it promised.

Claude repaired the link and everything ran smoothly from then on. But it taught me something important: do not expect AI to follow through on every detail. It was my campaign, and it was my responsibility to make sure all my ducks were in a row.

Before launching any campaign, I recommend experiencing it exactly as a customer would.

Click the advertisement. Visit the landing page. Check the offer. Test the purchase process. Make sure the confirmation arrives.

AI can help build the road. It is still your responsibility to make sure it leads somewhere.



Is this the way you wanted your posts to look? Are the images correct? Have you proof-read the scripts?

What Worked

AI as a Second Pair of Eyes



One of the most valuable ways I use AI is not to create something from nothing, but to improve something I have already created.

Whether I am working on business descriptions, educational material, journal content or marketing copy, I can bring my ideas to AI and ask it to strengthen the presentation without losing my original intention.

You can do the same with your customer communications, service descriptions, website content or promotional material.

Try asking:

Review this from the perspective of a potential customer. Is it clear what I offer, who it is for and why it would be valuable? Tell me what is missing before suggesting improvements.

That last instruction is important.

Sometimes what we need is not better wording. Sometimes we need a better understanding of what we are trying to communicate.

Not For Me Right Now

Who Is Running the Business?

There is considerable excitement around the idea of building entire teams of AI assistants to operate a business.

The concept is fascinating. The idea of having help with administration, marketing, research and customer communications is certainly appealing.

But I am not interested in removing myself from the decision-making process of my own business.

There is a difference between delegating work and delegating responsibility.

For now, my preference is to identify individual tasks that AI can help me accomplish, while maintaining oversight of the decisions that affect my customers, my reputation and my business.

I lead. AI supports.

Your One Small Thing

A Professional Photograph Without the Photography Studio

When was the last time you updated your professional photograph?

Perhaps you need a new image for your website, social media profile, business directory or promotional material.

You can explore creating a professional-looking portrait using ChatGPT Images and a clear photograph of yourself.

Step 1: Choose your photograph.

Find a recent, well-lit photograph of yourself where your face is clearly visible. A good photograph taken with your phone is a perfectly reasonable starting point.

Step 2: Give AI a clear description.

Upload your photograph to ChatGPT and try this instruction:

Using my photograph as a reference, create a natural, professional business portrait. Preserve my facial features, age and identity. Give me an elegant business-casual outfit, soft natural lighting and a simple, sophisticated background. I want to look approachable, confident and authentic. Do not make me look younger or significantly alter my appearance.

Step 3: Review the result.

Look closely at your face, eyes, smile, hair and overall appearance. Ask for adjustments if necessary.

The objective is not to create an entirely different person.

It is to present the person you already are in a professional light.

And remember, you are under no obligation to remove every wrinkle. Some of those wrinkles came with valuable business experience!



What I Am Watching

When AI Becomes the Customer's Assistant

I am interested in the changing relationship between AI and the businesses that serve our communities.

As consumers increasingly use AI to find products, compare services and make purchasing decisions, business owners may need to think differently about how their information is presented online.

Is your business easy to find?

Are your opening hours accurate? Are your services clearly described? Can someone easily understand your prices, location and contact details?

These have always been important aspects of running a business. As AI becomes more involved in helping consumers make decisions, accurate and accessible information may become even more valuable.

You do not necessarily need another complicated technology strategy. You may simply need to make sure the information about your business is clear, current and consistent.

I will often send an AI to my website to critique it and come back with how a viewer sees what I am offering. For my research I do not use one AI, I use a few and make comparisons in their reports. I have found that most of them cover the basic information that I am looking for but many times there are additional remarks that are so helpful for my business. Not all AIs behave the same way and are looking for similar features of the business so it is wise to get other reviews.

The Lighthouse

As another year draws to a close, I invite you to think about what you would like your business to give you in the year ahead.

Perhaps it is greater financial independence, more creative freedom, more time with your family or simply a little more breathing room in your day.

Technology should not become another obligation on an already crowded list.

It should help create room for the things that matter.

Before introducing another AI tool into your business, ask yourself one simple question:

Will this help me build the business I want, or will it simply give me something else to manage?

Not every innovation deserves a place in your life.

The choice remains yours.

Wishing you a peaceful December and a wonderful start to 2027.

Louella

Willa's Whispers



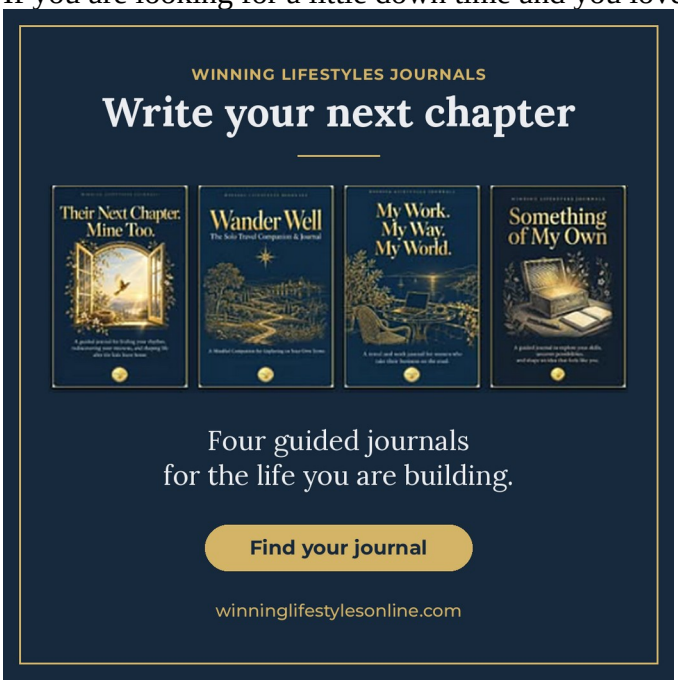
Hello, my human friends!

Before you make that enormous list of everything you want to accomplish in 2027, take a moment to appreciate everything you accomplished in 2026.

You might not have ticked every box, but you learned, adapted, created and kept moving forward.

Even a little robot like me understands that progress is not always measured in productivity.

If you are looking for a little down time and you love to journal, check out our journals.



Sometimes the best thing you can do is close the laptop, enjoy the company of someone you love and let the world of business carry on without you for a little while.

I'll be perfectly fine. I don't even need a holiday turkey!

With a little sparkle and a lot of encouragement,

Willa



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Until next month...
keep your light on.

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Clarity. Confidence. Capability. Choice.