



The AI Advantage: Leveling the Playing Field for Small Business Growth

Practical AI tools to help your business compete and grow

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AGENDA

- I. AI and LLMs (Large Language Models)
- II. Getting Started with AI
- III. Reverse Prompting
- IV. Using and becoming familiar with AI
- V. Recap and Resources

“I help you use AI to grow your business without losing the human spark that sets you apart.”

Human-Led, AI-Powered Growth
(Marketing • Ops • Search)



The Big Promise

Level the Playing Field

AI tools give small businesses access to capabilities that were once exclusive to large corporations with deep pockets

Save Precious Time

Automate routine tasks so you can focus on what matters most—building relationships and growing your business

Boost Your Visibility

Create more consistent, high-quality content that helps customers find and remember you



You Already Have AI!

Many of the tools you're already using have powerful AI capabilities built in—no extra cost required.

You don't need to invest thousands in new technology or learn complex systems to start benefiting today.

How AI Helps You Compete

Small businesses face unique challenges:

- Limited resources and time
- Wearing multiple hats
- Competing with bigger players
- Marketing on a tight budget

AI levels the field by:

- Automating routine tasks
- Enhancing your creativity
- Improving your decision-making
- Helping you create professional content

The right AI tools let you do more with less

Let's Open Your AI Toolbox

You already own powerful AI tools that can transform your business operations.

Let's explore what's in your [free Google AI toolkit](#) and how to use each one for maximum impact.



Gmail: Your Smart Email Helper

Smart Compose & Reply

Suggests phrases as you type and offers quick reply options that sound like you

Priority Inbox

Uses AI to identify your most important messages and place them at the top: Important and Unread, Shared, Everything Else

Follow-up Nudges

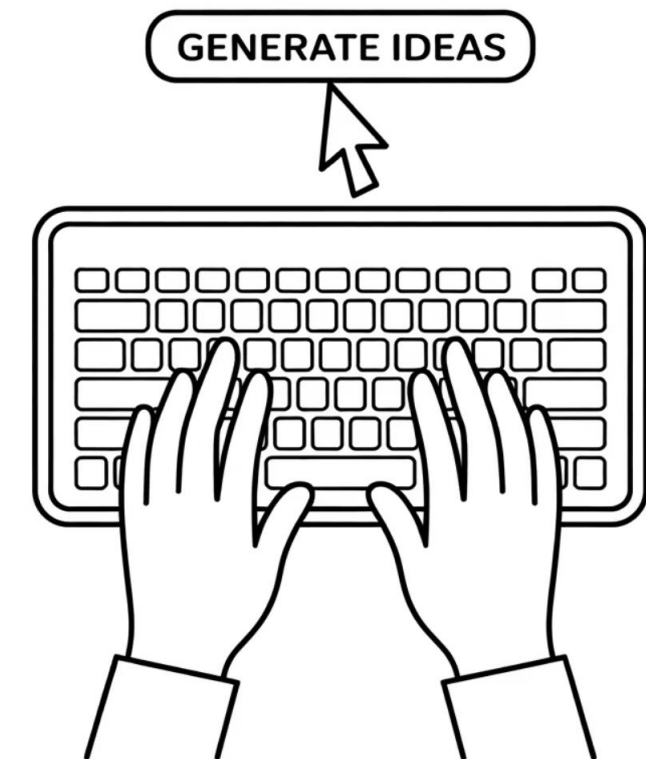
Reminds you to respond to important emails you might have missed

These features save the average small business owner **5+ hours weekly** on email management.

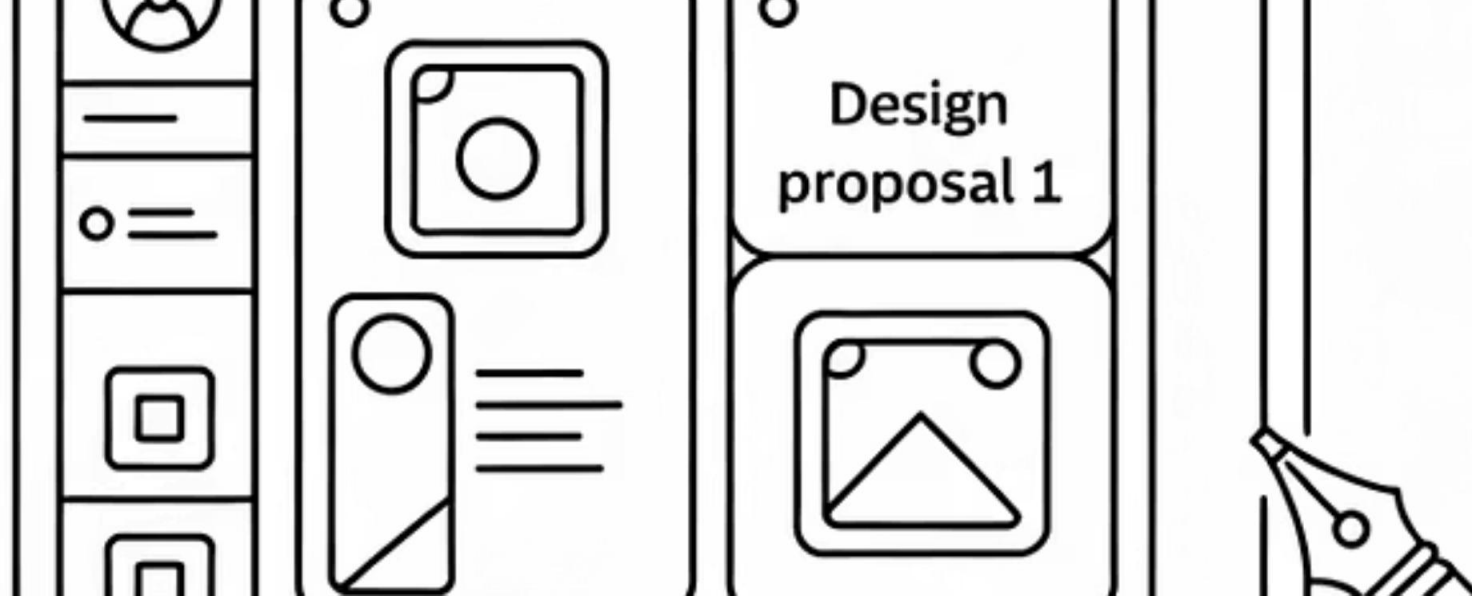
Google Docs: Your Writing Partner

What It Can Do For You:

- **Help Writing:** Generate drafts, outlines, or summaries with a simple prompt
- **Polish Your Content:** Suggest improvements to grammar, tone, and readability
- **Streamline Communications:** Create customer emails, product descriptions, and more



Try it: Type "Help me write" in a document, then describe what you need.



Google Slides: Your Design Helper

Auto-Generate Layouts

AI suggests professional slide layouts based on your content

Smart Image Suggestions

Recommends relevant images to illustrate your points

Design Consistency

Maintains visual harmony across your entire presentation

Google Sheets: Your Data Helper

Sheets can now:

- Create charts automatically
- Analyze data with simple questions
- Generate formulas for you
- Summarize large datasets
- Predict future trends



Gamma: Your Instant Website Helper

Build a Webpage in Minutes



Turns your notes into a simple website or presentation



Great for one-page websites or special landing pages

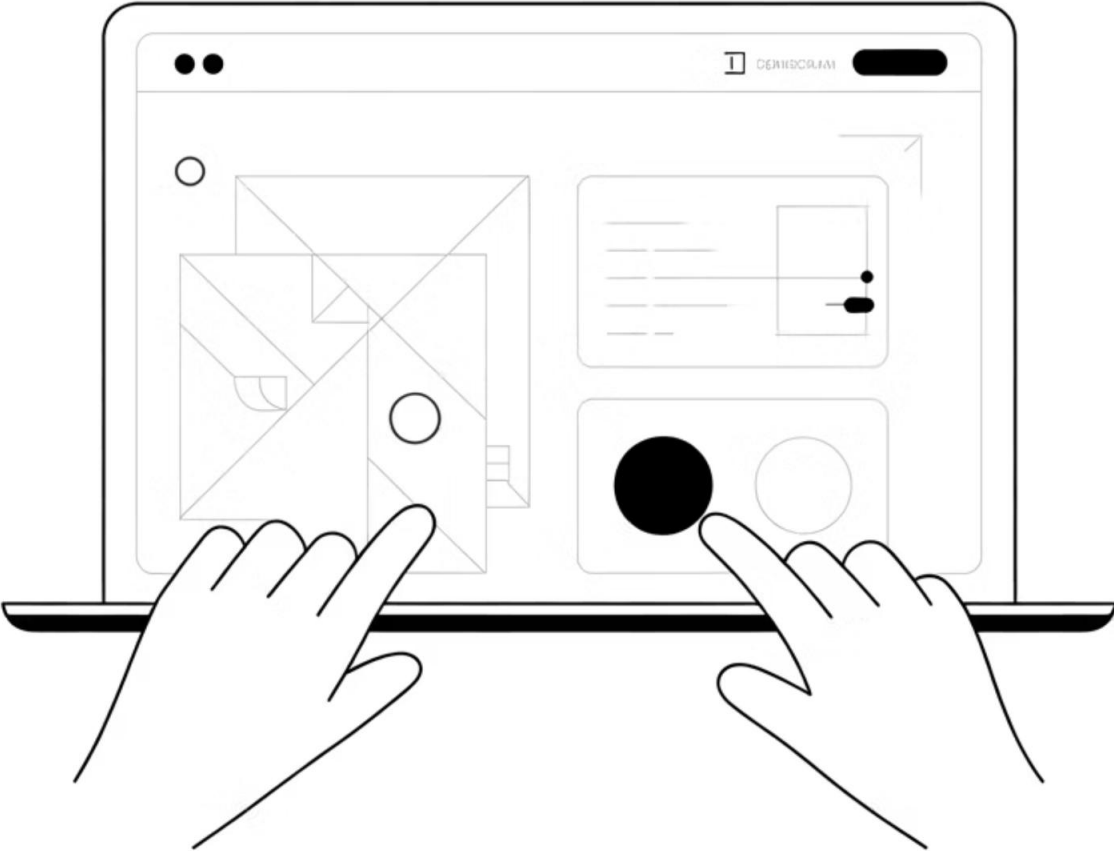


No coding needed. Just type, and it designs for you

Transform ideas into reality

Transform ideas into reality reality

Generate

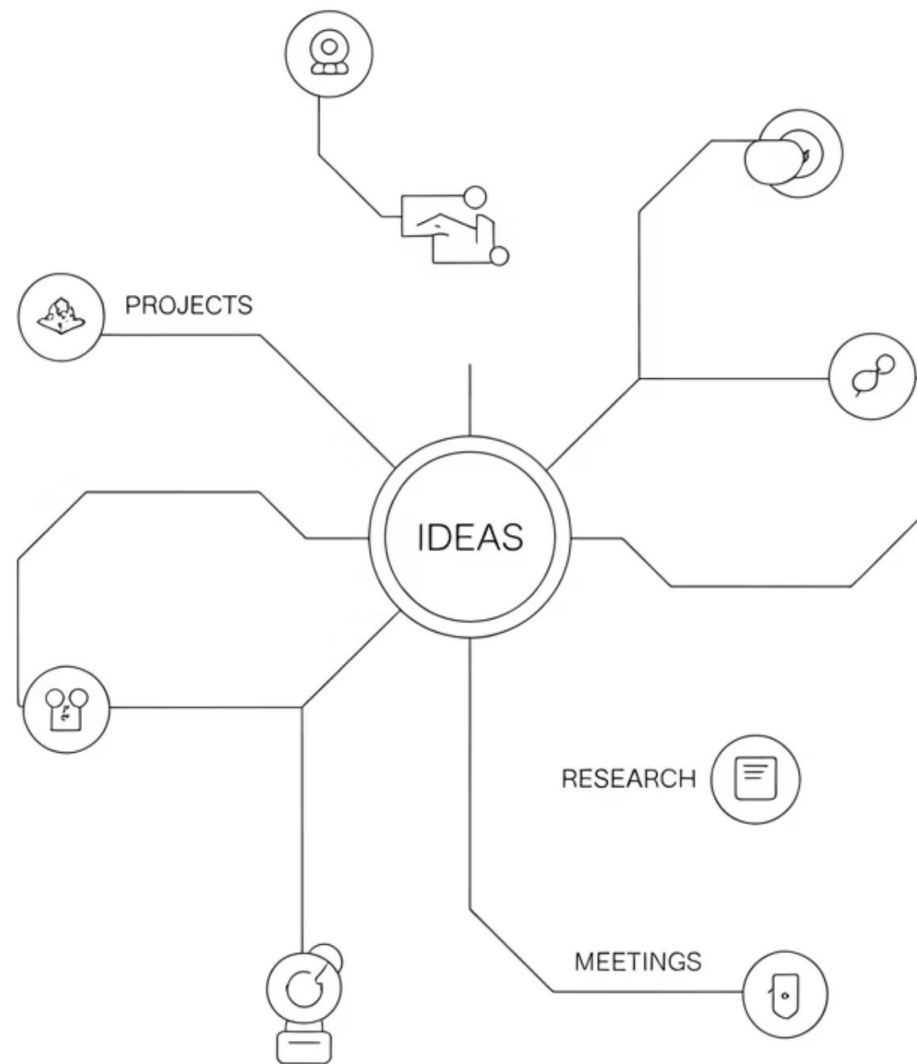


Your Super-Smart Assistant: Gemini

Google's powerful AI assistant can:

- Answer complex business questions
- Brainstorm marketing ideas
- Draft content for any purpose
- Summarize articles and research
- Help solve business problems





Your Second Brain: NotebookLM

This free AI tool from Google helps you organize information and generate insights from your business documents.

Upload Your Content

Add PDFs, links, notes and documents you want to learn from or reference

Ask Questions

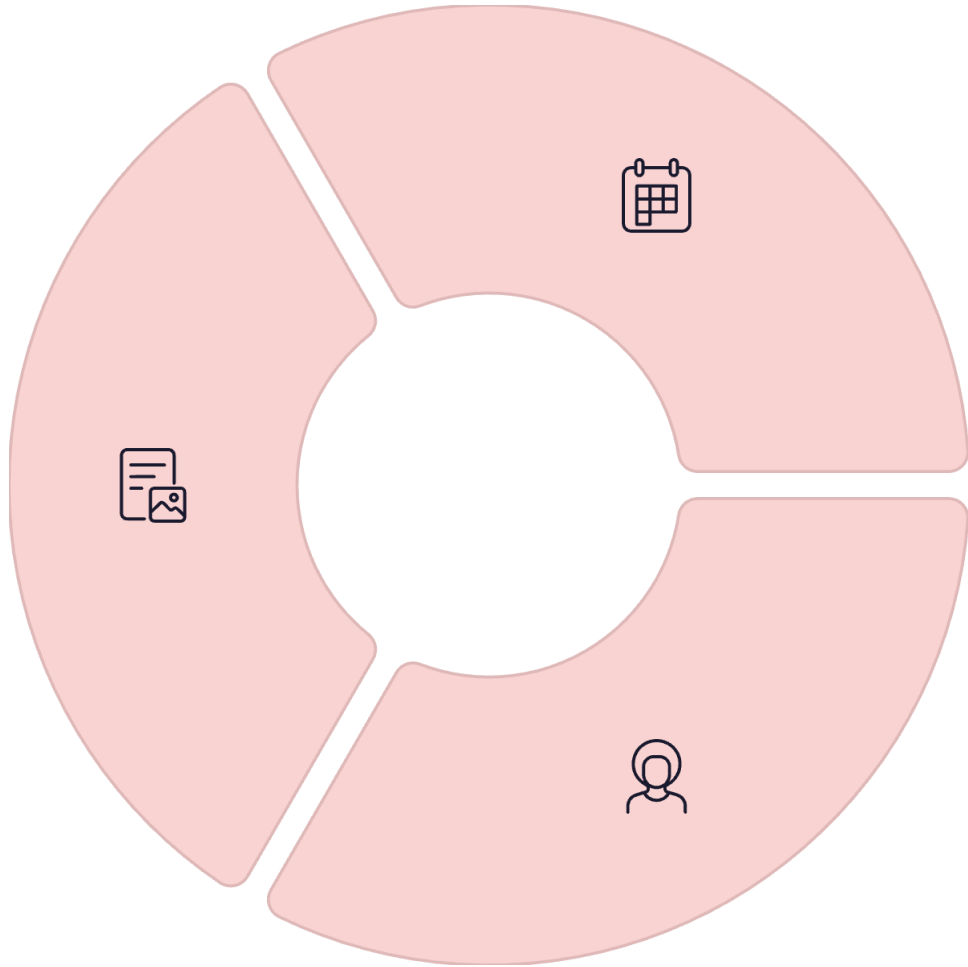
The AI answers based only on your uploaded materials, with source citations

Generate Summaries

Create quick notes, outlines, or explanations from complex information

The 3 Visibility Levers AI Helps You Pull

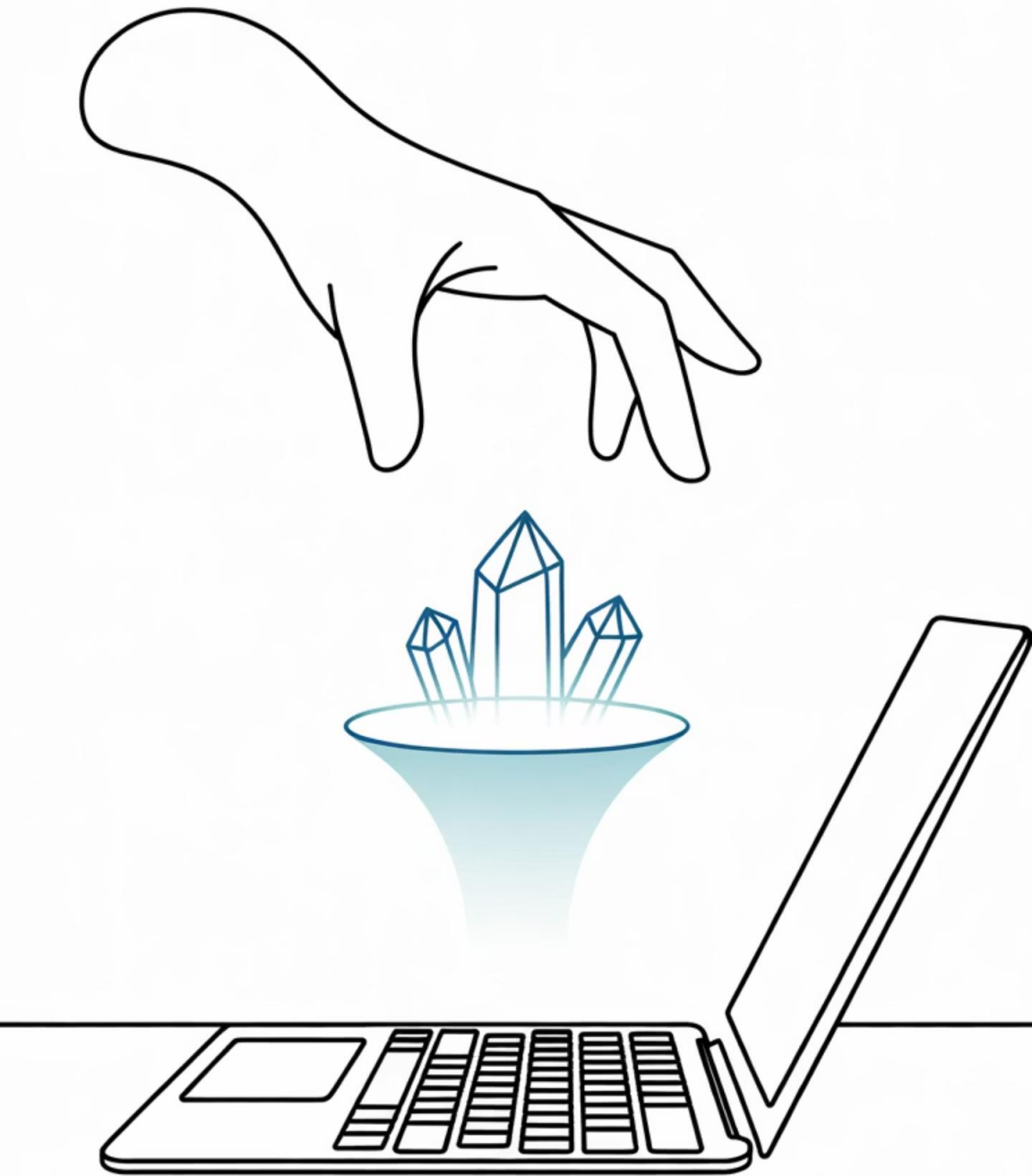
Clarity
AI helps you write clearly and concisely to get your message across effectively



Consistency
AI helps you create content regularly by reducing the time and effort required

Connection
AI helps you answer customer questions promptly and maintain relationships

Pull all three levers to maximize your business visibility



Unlocking Google Gemini's **Hidden Powers**

A guide to Google Gems, creation tools, and the Nano-Banana extension that supercharge your Gemini experience

Google Gems: AI Knowledge Crystals

What Are Gems?

Pre-made AI response packages that give instant answers to common questions without typing a prompt

Finding Gems

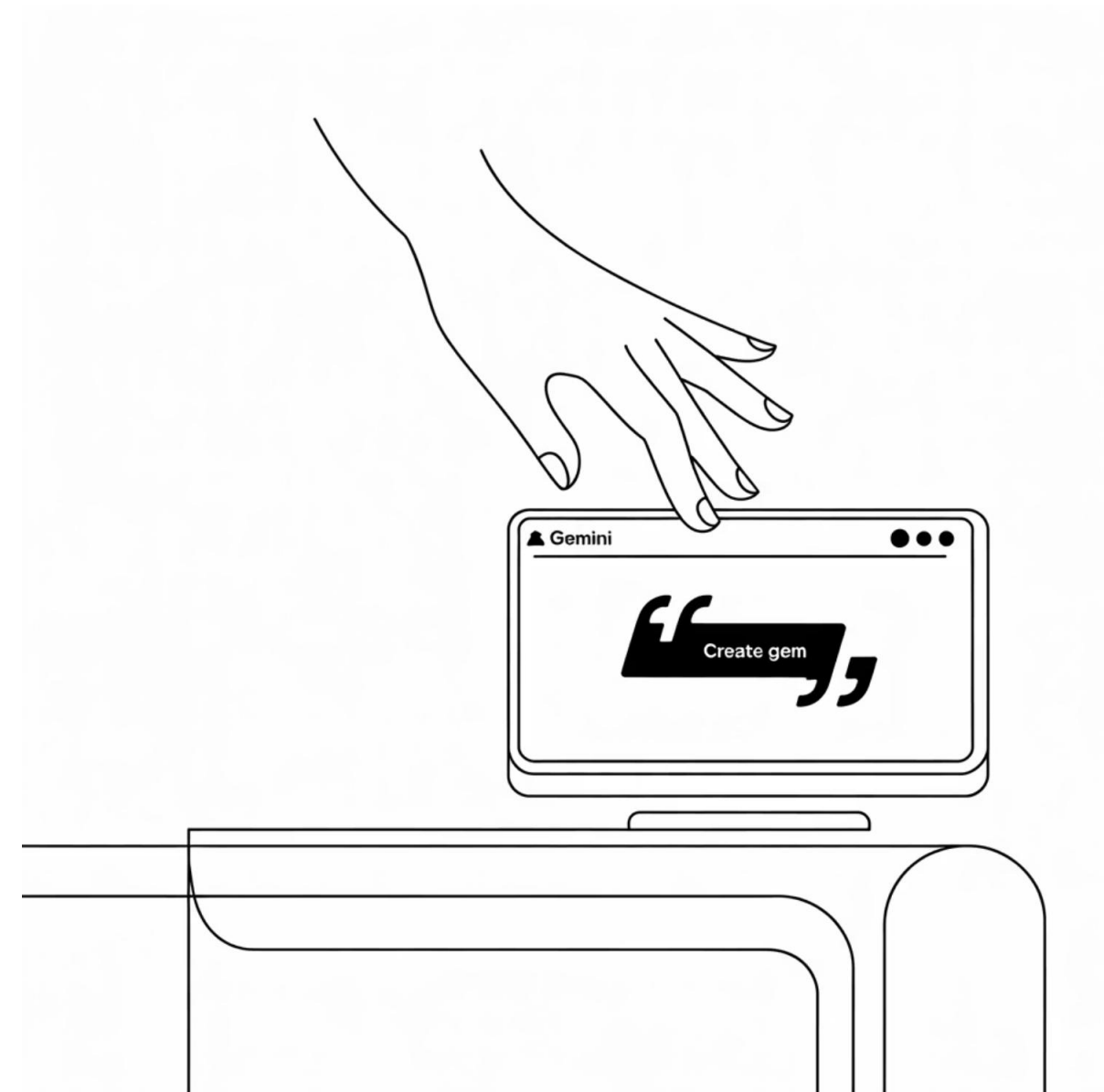
Access the Gems gallery from your Gemini sidebar or search directly by typing "Gems" in the prompt box

Using Gems

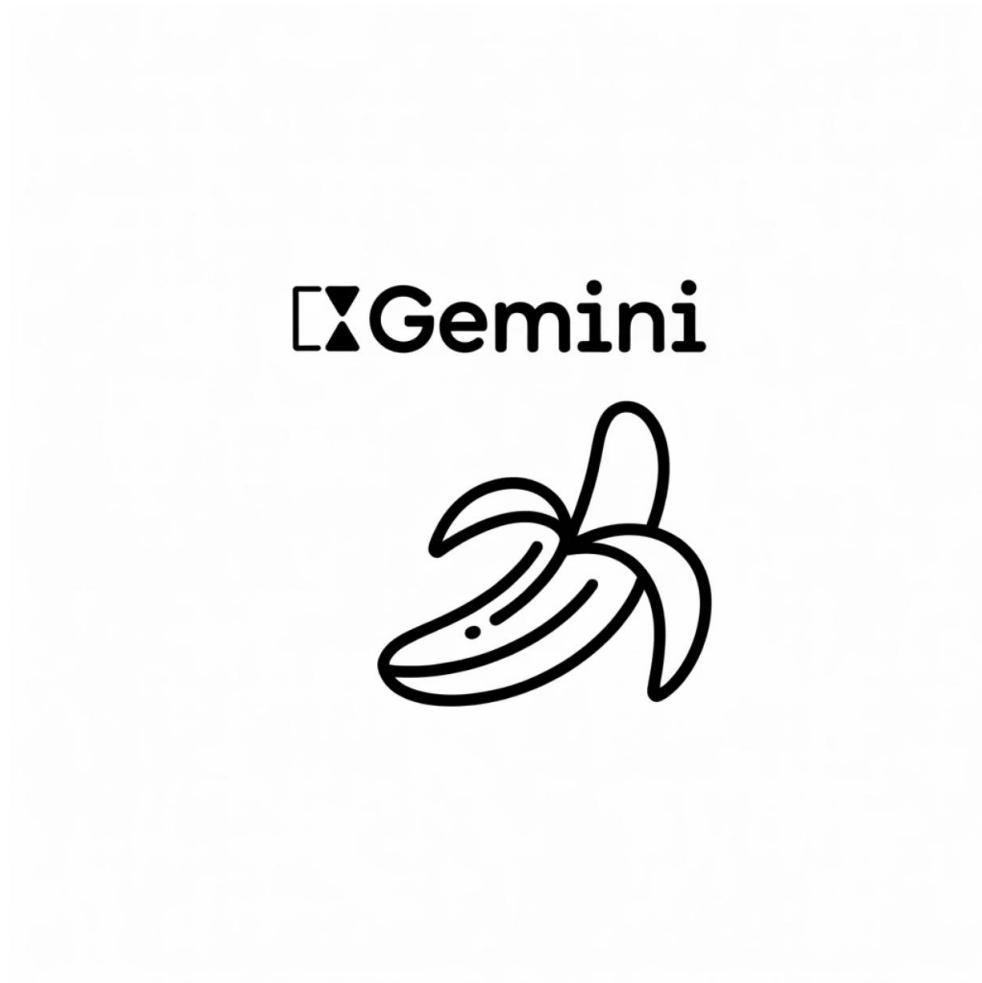
Click any Gem to instantly load its specialized functionality—like code explanation, creative writing, or learning assistance

Creating Your Own Gems

1. Create a conversation with Gemini that produces a useful response
2. Click the three-dot menu in that response
3. Select "Create Gem" and follow the naming prompts



Nano-Banana: **Free Extension** for Gemini



What is Nano-Banana?

A free third-party browser extension that enhances the free version of Google Gemini with premium-like features

1 Installation

Add to Chrome or Firefox from their respective extension stores by searching "Nano-Banana for Gemini"

2 Key Features

- Extended context window (process longer texts)
- Web search capabilities in free tier
- Conversation history export and organization

3 Activation

Once installed, simply navigate to Gemini and click the Nano-Banana icon in your extensions bar to enable enhanced features

⊗ As with any third-party extension, use at your own discretion. Google does not officially support or endorse Nano-Banana.

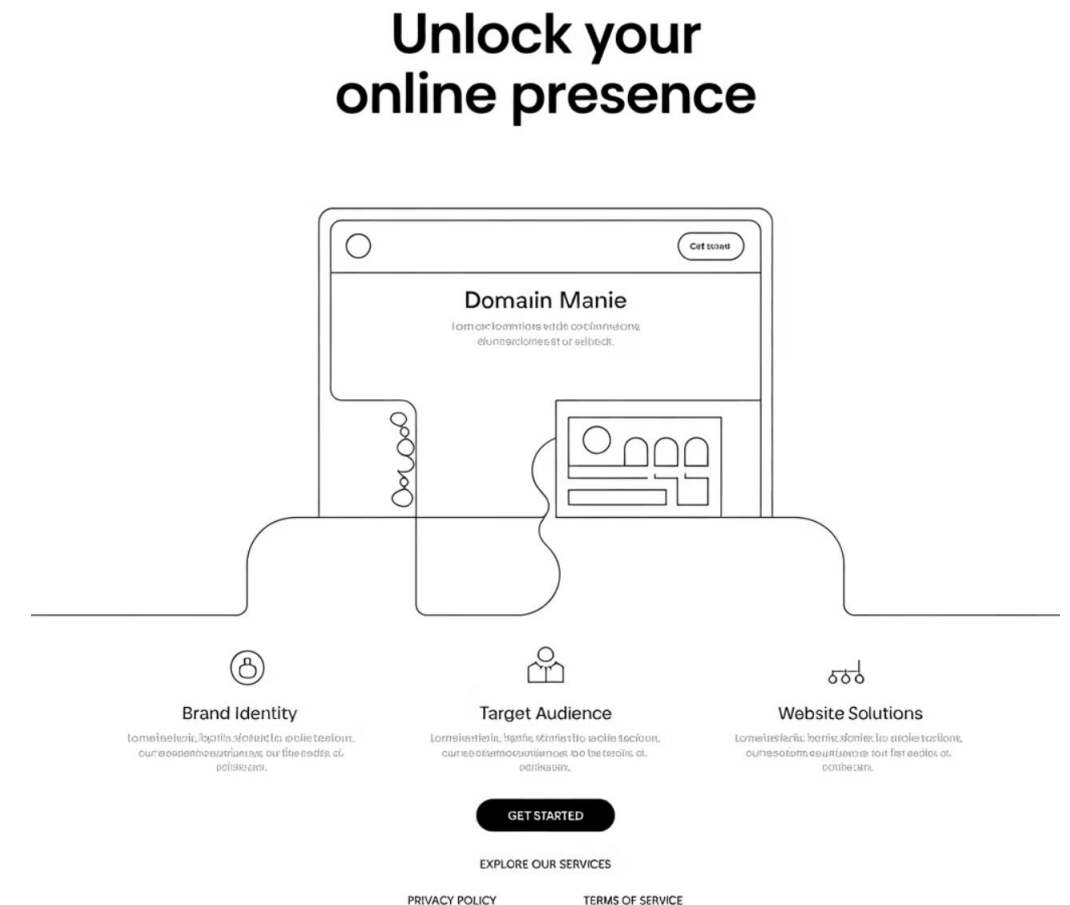
Strategy: Get Seen with a Simple Web Page

Turn Your Ideas into a Place People Can Visit

Do you own a website name (domain) that you're not using? Do you need a special page for an event or new product? You can use AI to build these "landing pages" fast.

How to Do It:

1. Use **Gemini** to write simple text about your business or new offer
2. Use a tool like **Gamma** to turn that text into a clean one-page website

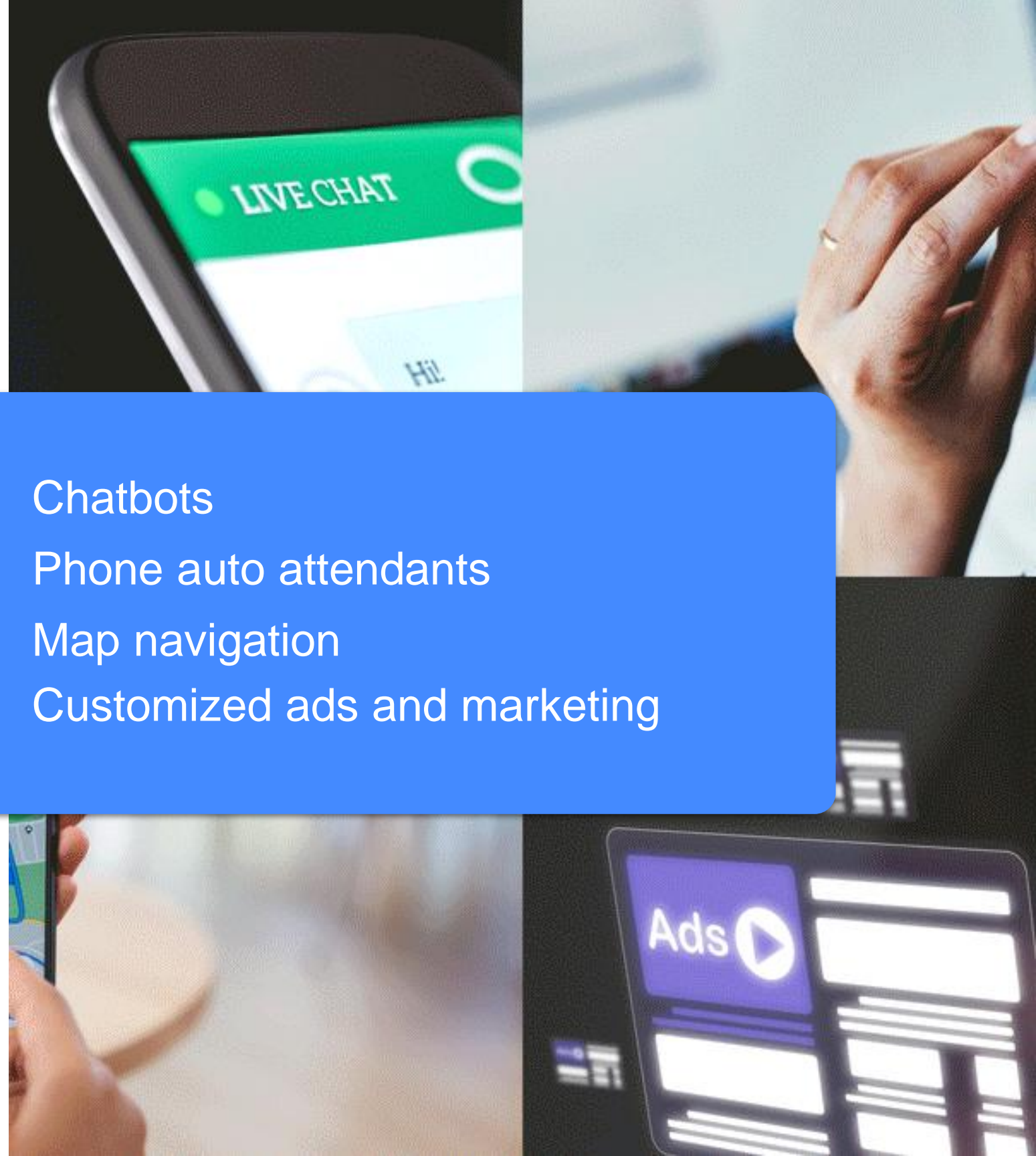


The Win: Your unused domain starts getting seen by Google, and customers have a clear place to go!

AI CAN HELP IMPROVE CUSTOMER SERVICE

By personalizing
experiences

- Chatbots
- Phone auto attendants
- Map navigation
- Customized ads and marketing



AI CAN HELP KEEP YOUR BUSINESS SAFE

By strengthening digital security



Threat detection



Malware analysis



Vulnerability detection



Vulnerability fixing



Incident response

What to Automate (and What Not To)

A Simple Rule:

Automate Tasks, Not Relationships



Good to Automate

- Data entry and analysis
- Content formatting
- First drafts and outlines
- Email organization



Keep the Human Touch

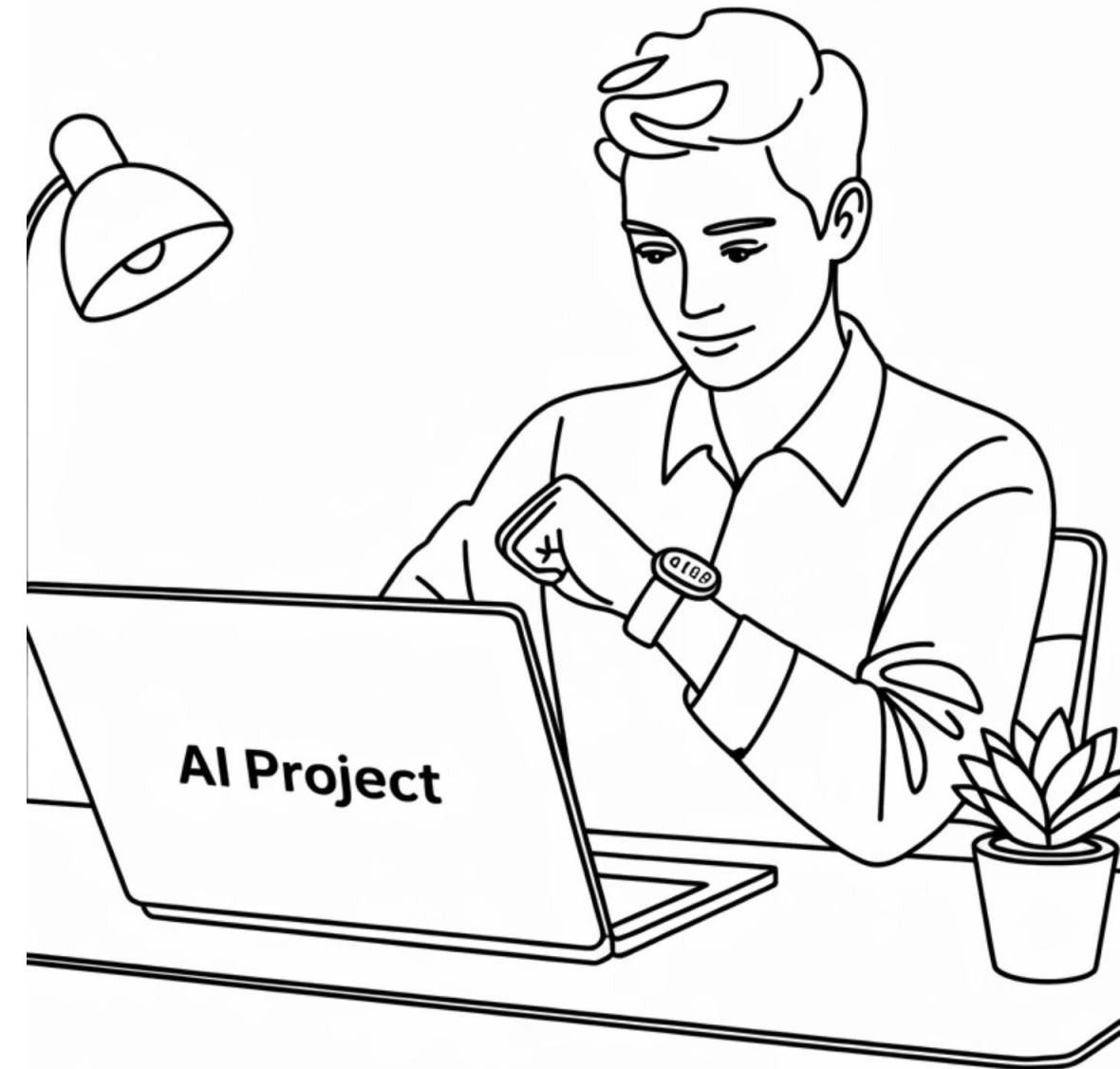
- Final customer communications
- Strategic decisions
- Personal relationships
- Creative direction

Your 20-Minute AI Win for This Week

i Choose ONE Small Action to Complete This Week:

1. Set up Gmail Smart Compose and Reply features
2. Try "Help me write" in Google Docs for one business document
3. Ask Gemini to help you draft social media content for the month
4. Use Gamma to create a simple landing page for one aspect of your business

Small wins compound into major advantages over time

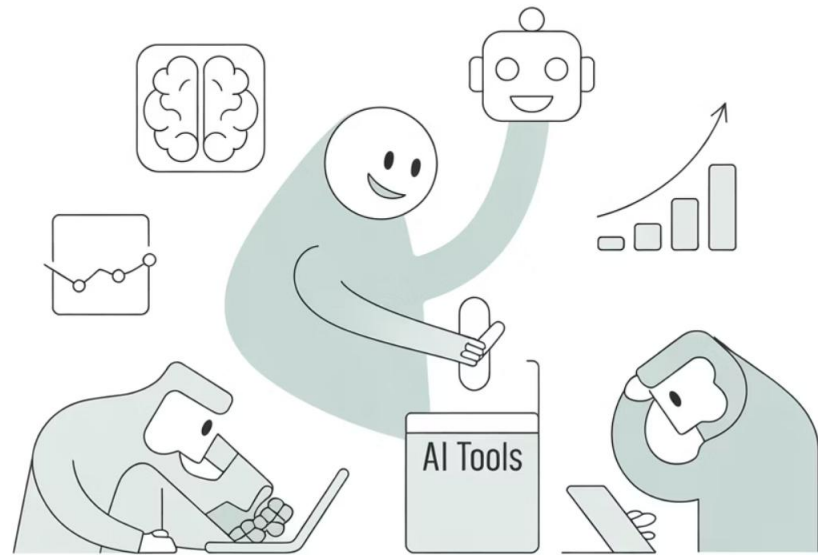


The Real Edge: Doing, Not Just Knowing

Most of your competition will:

- Hear about these AI tools
- Say "that's interesting"
- Then do absolutely nothing

Your advantage comes from implementation, not information



Q&A

What questions do you have about implementing these AI tools in your business?

Not sure where to start? Ask about:



Time-saving strategies



Content creation



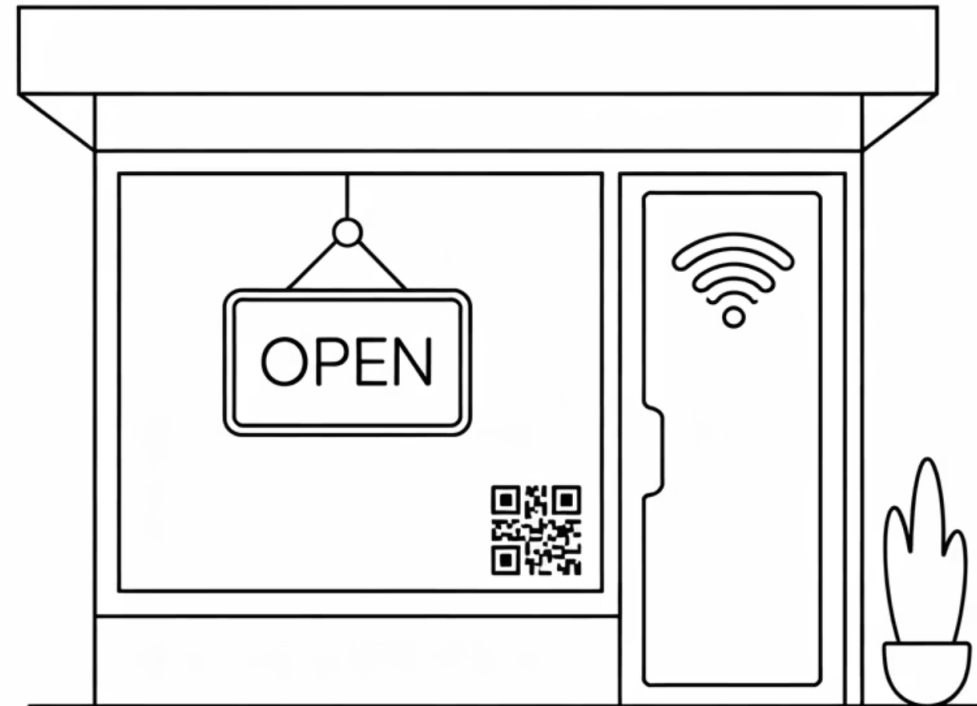
Marketing applications



Customer service



Thank You!



Start Small. Stay Consistent.

Remember that implementing just one AI tool effectively is better than trying to use everything at once.

The businesses that will thrive are those that thoughtfully blend technology with authentic human connection.

Your next step: Complete your 20-minute AI win this week!

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Q & A



Thank You!



Market

Moments

