

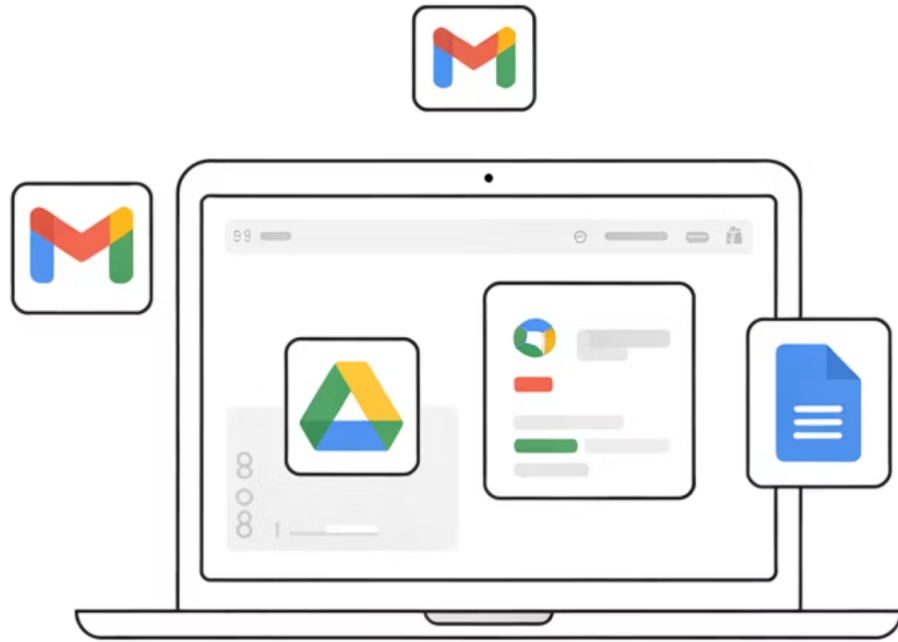


For webinar slides & handout

<https://rebrand.ly/smartbrand>



SMART BRAND SYSTEM™
BE SEEN. BE TRUSTED. BE CHOSEN.



Everyday AI Productivity with Google

Practical ways to save time, reduce overwhelm, and grow your business with the tools you already use

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Chief AI Officer

AI & Visibility Strategist

Business Growth with Google Coach

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AGENDA

- I. **Everyday AI**
- II. **AI Use Policy**
- III. **Google Tools**
- IV. **Practical AI Uses**
- 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)



"AI isn't just for tech giants. It's already in your inbox, your documents, and your calendar. The question is — are you using it to reach your goals, or is it just sitting there?"



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

Why Everyday AI Matters

Time is your scarcest resource

Every minute spent on repetitive tasks is a minute not spent growing your business or serving clients better.

Small businesses juggle dozens of roles

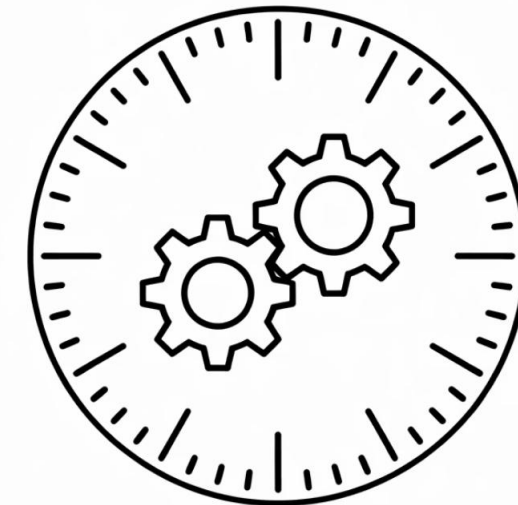
You're the CEO, marketer, customer service rep, and accountant all at once. AI can lighten that load.

Google AI saves hours each week

The AI already built into your Google account is powerful enough to transform your daily workflow.

Use what you have

This is about maximizing existing tools — not adding more complexity to your tech stack.



Everyday Scenarios Where AI Helps

Writing faster and clearer emails

Transform scattered thoughts into professional communication that gets results.

Organizing projects without extra software

Keep everything streamlined within the Google ecosystem you already know.

Turning notes into action plans

Convert meeting scribbles and brainstorming into clear, actionable next steps.

Creating simple but professional content

Generate polished materials without hiring a design team or copywriter.

Staying consistent with visibility

Maintain regular communication and content creation without burning out.

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.

Building Your Digital Foundation

Google Calendar for Scheduling

Coordinate appointments, meetings, and resources effortlessly. Smart scheduling features and room booking capabilities eliminate double-bookings and optimize facility usage across your organization.

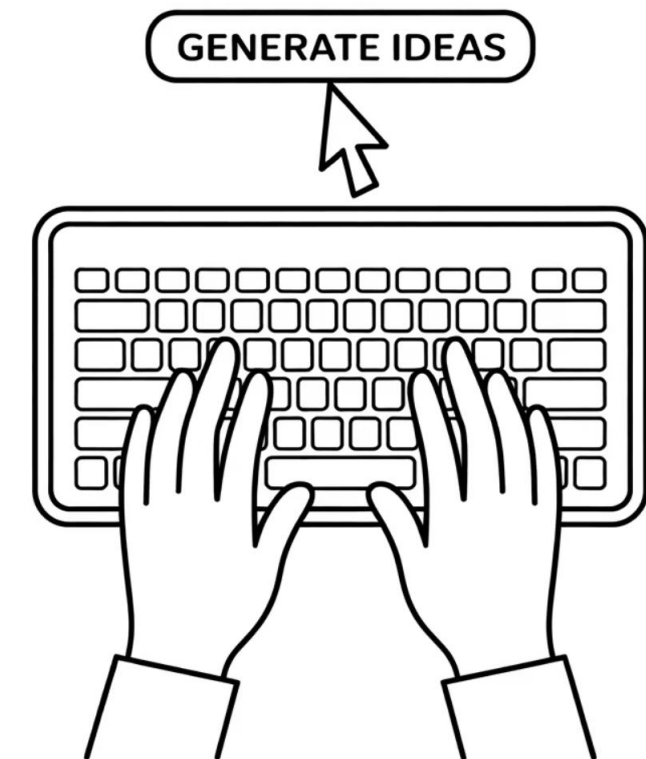
- Resource management
- Smart meeting suggestions
- Cross-platform synchronization



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

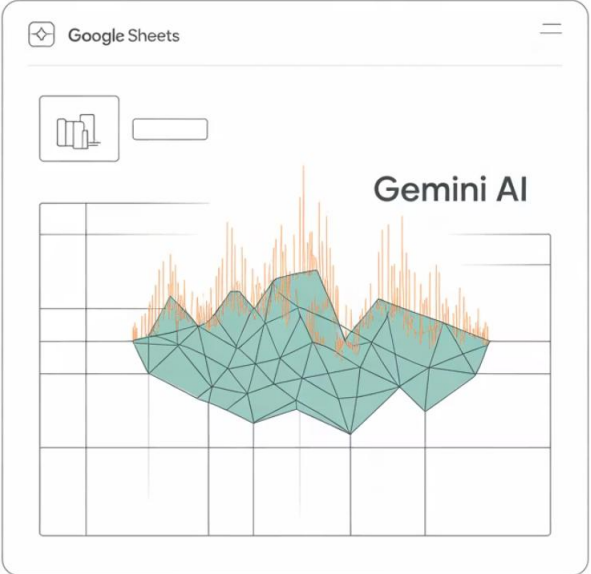


Try it: Type "Help me write" in a document, then describe what you need.

Google Sheets – Decisions Made Simple

Gemini inside Sheets for instant data insights

No more struggling with complex formulas or spending hours trying to make sense of your numbers.



Lead Management

Sort and prioritize prospects automatically based on engagement and potential value.

Ad Spend Tracking

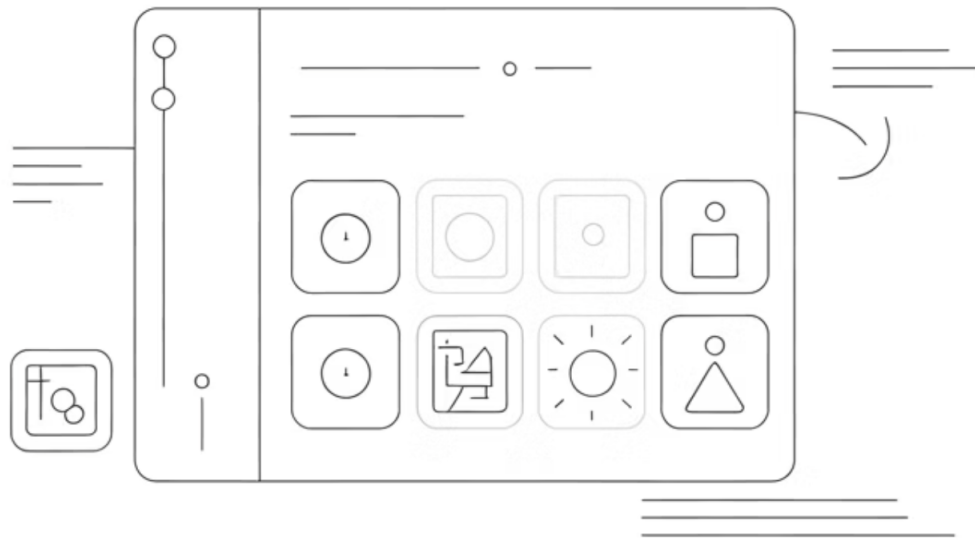
Monitor marketing ROI and identify which campaigns deserve more budget.

Cash Flow Forecasting

Simple predictions that help you plan ahead without complex financial modeling.

Best part: AI formulas without being a spreadsheet expert

Unlock your design potential



Google Slides – Quick Professional Assets



Auto-layouts & Suggested Designs

Professional templates that adapt to your content automatically, saving hours of design work.



Training Decks

Create comprehensive training materials that look polished and keep your team engaged.



Client Presentations

Impress prospects with visually appealing presentations that communicate your value clearly.



Strategy Visuals

Turn complex ideas into simple, memorable graphics that stakeholders actually understand.



Example: One-click polish to look like you had a design team

A line-art illustration of a modern office environment. In the foreground, a person is seated at a desk, viewed from the side, looking at a laptop. The laptop screen displays a dashboard titled "Customer feedback" with a line graph showing an upward trend and a table below it. In the background, several other people are seated at desks, also working on laptops. Large windows on the right side of the office let in bright light, creating a bright and airy atmosphere.

Building Your Digital Foundation

Google Forms for Data Collection

Streamline surveys, feedback collection, and data gathering with intelligent forms. Automated response collection and built-in analytics help you make data-driven decisions faster than ever.

- Customizable question types
- Automatic response summaries
- Integration with Sheets

Your Second Brain: NotebookLM

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



Upload Your Content

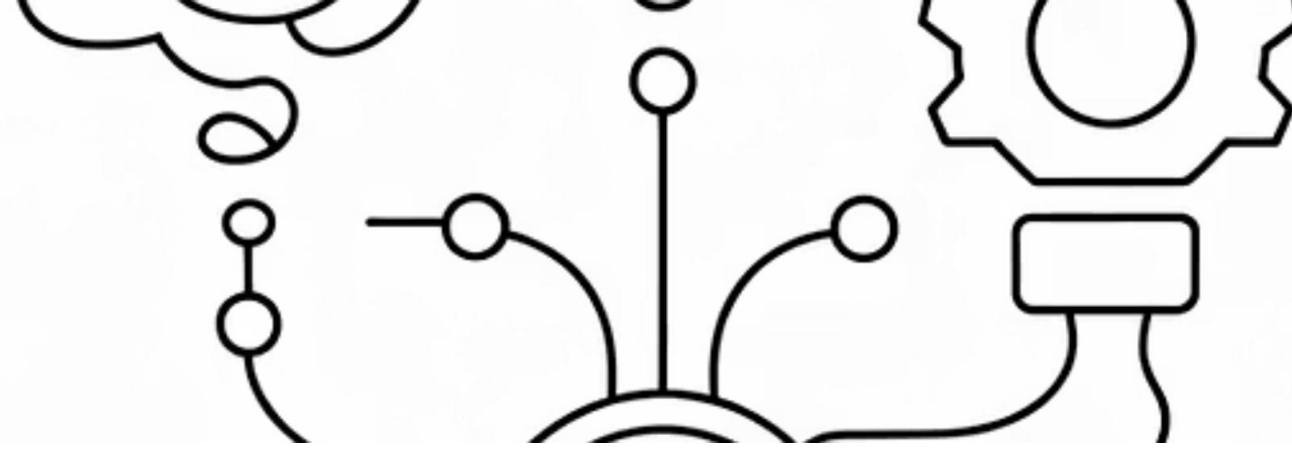
Add PDFs, links, notes and documents you want to learn from or reference

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



Gemini – From Blank Page to Ideas

Brainstorming Partner

Never face a blank page alone. Gemini helps generate content ideas, strategic plans, and detailed outlines.

1

2

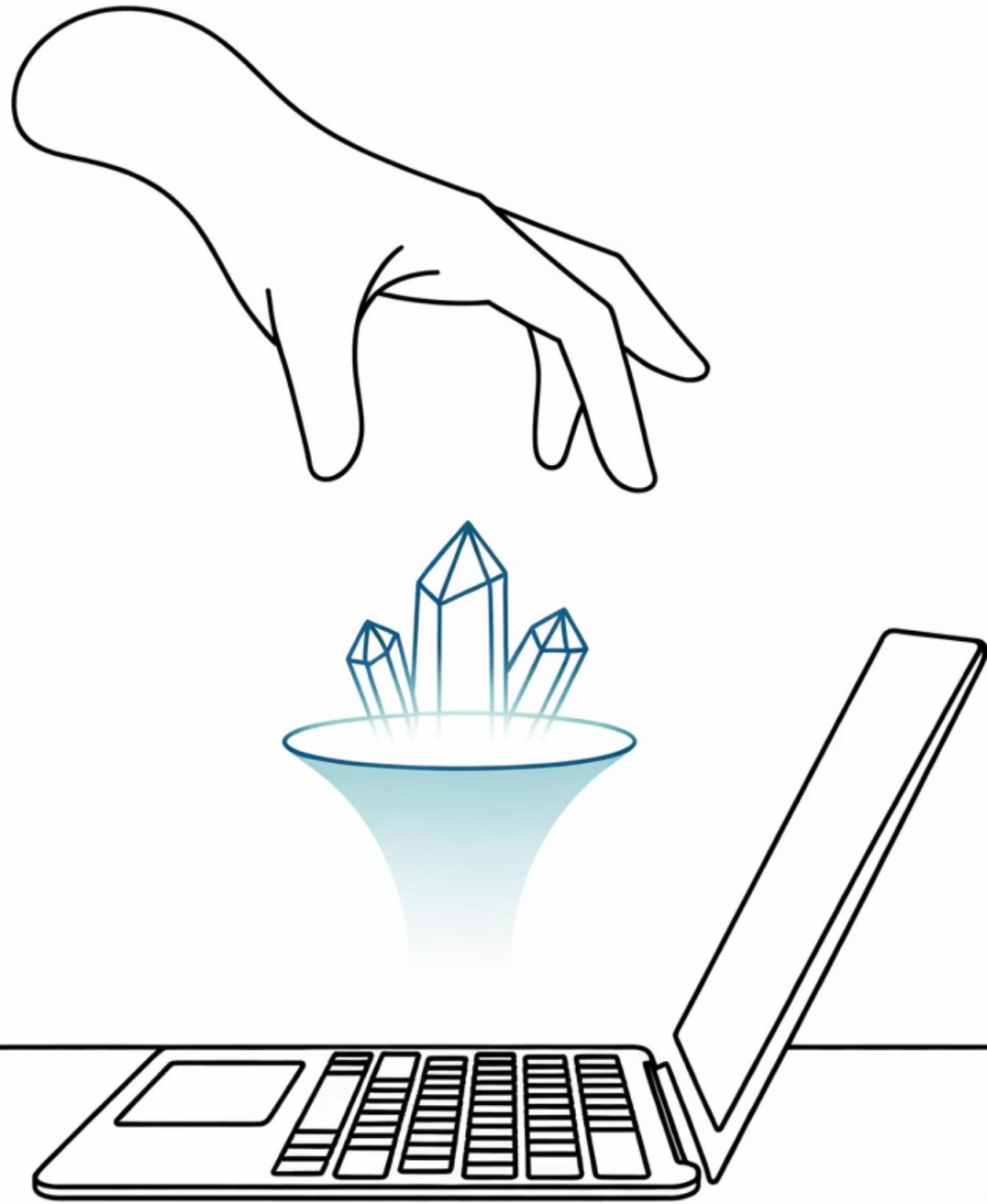
3

Human + AI

Gemini creates the raw material, you add the human spark, personal experience, and unique perspective.

Specific Prompts

Example: "Draft 3 blog post ideas about AI search optimization for small businesses"



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

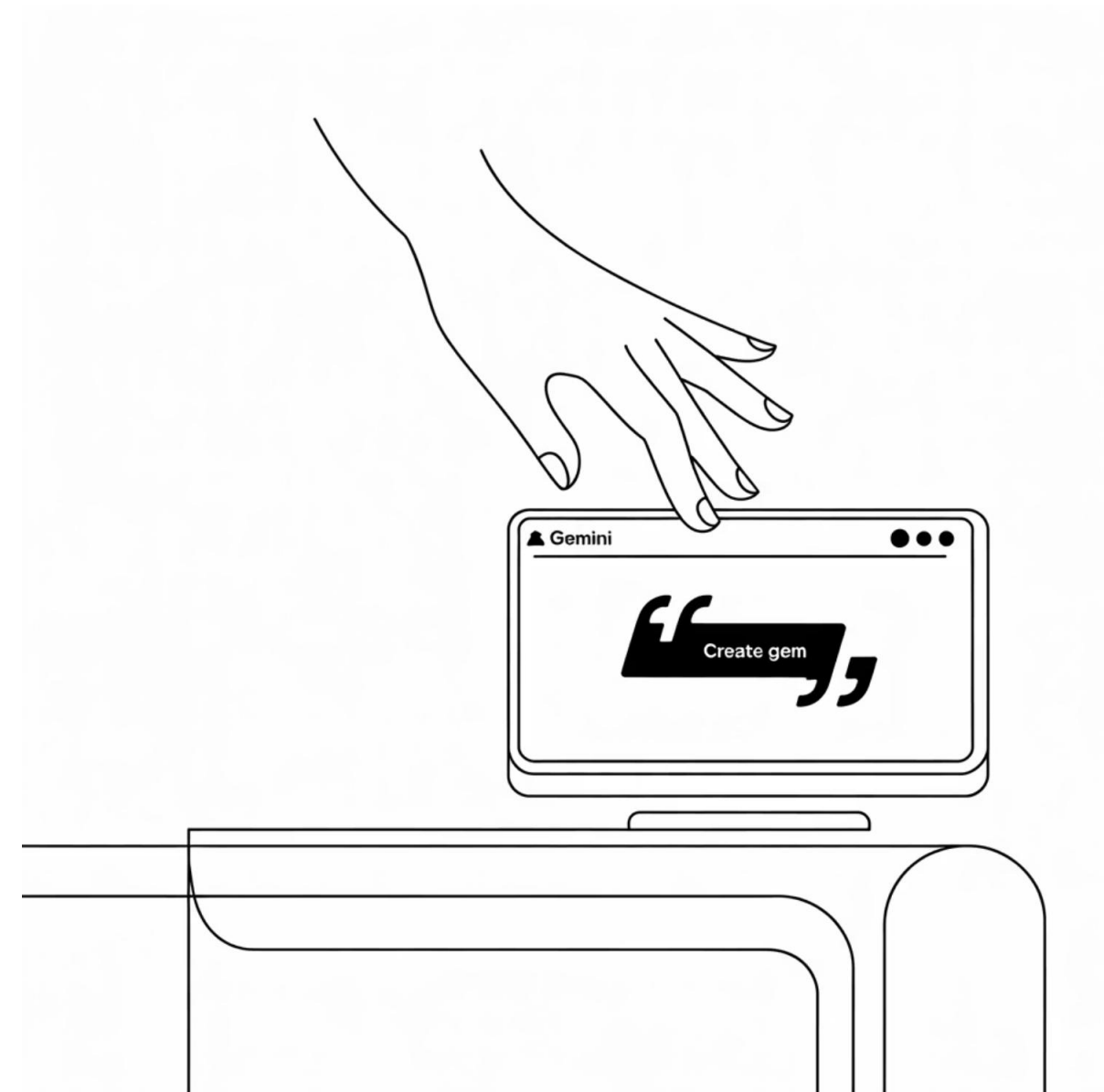
Access the Gems gallery from your Gemini sidebar or search directly by typing "Gems" in the prompt box

Using Gems

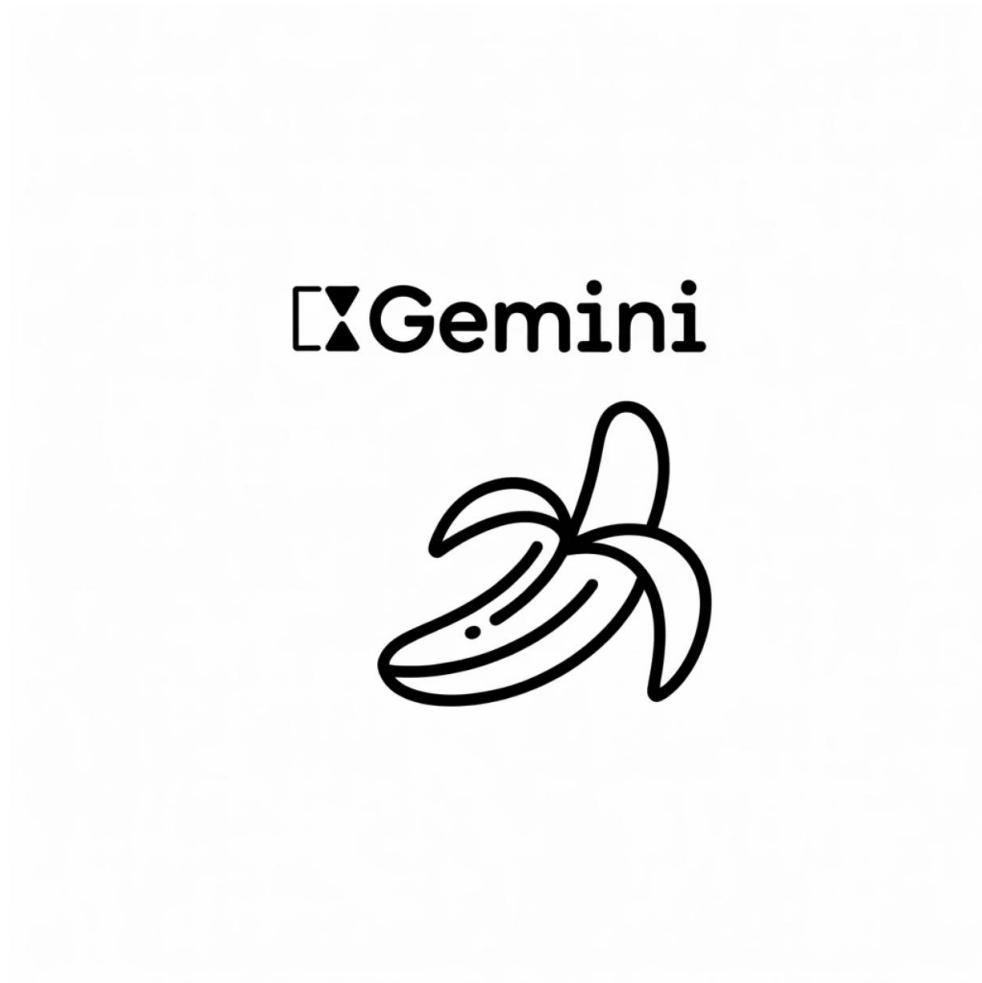
Click any Gem to instantly load its specialized functionality—like code explanation, creative writing, or learning assistance

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.

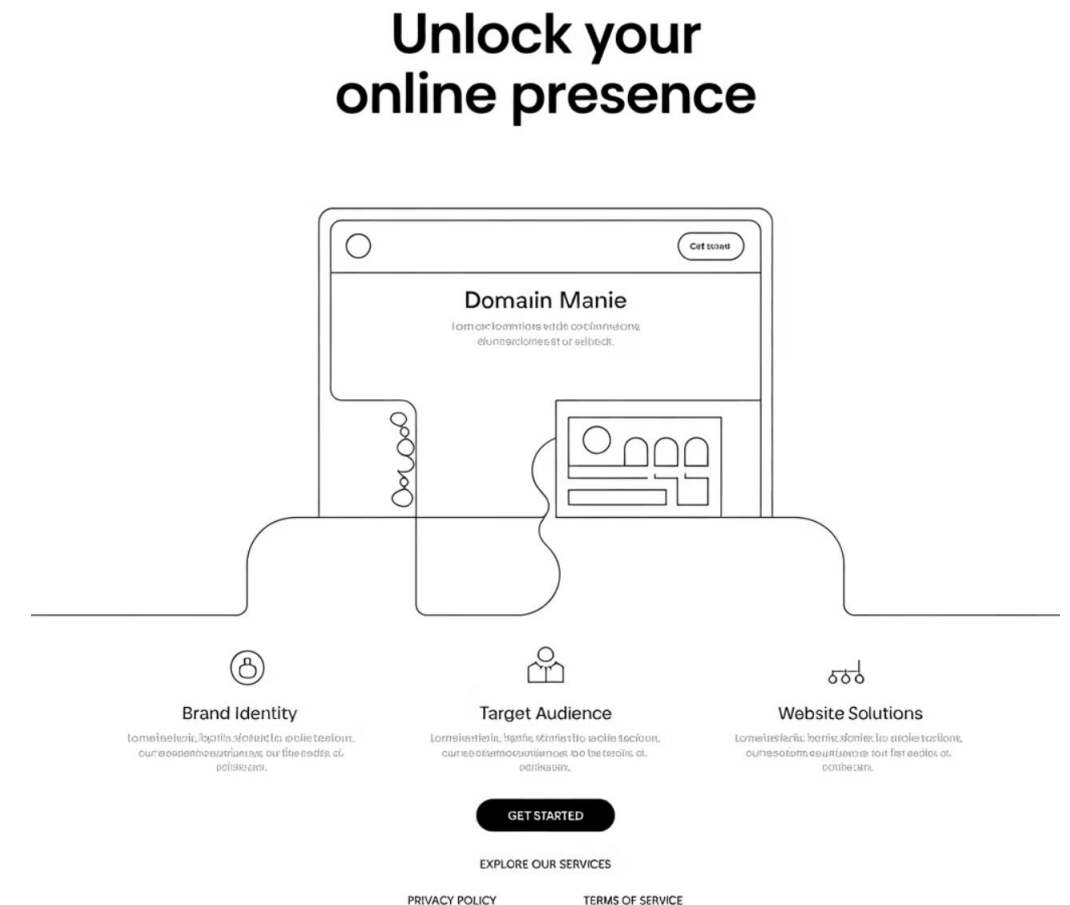
Strategy: Get Seen with a Simple Web Page

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!

Gamma:

Your Instant Website Helper

Build a Webpage in Minutes



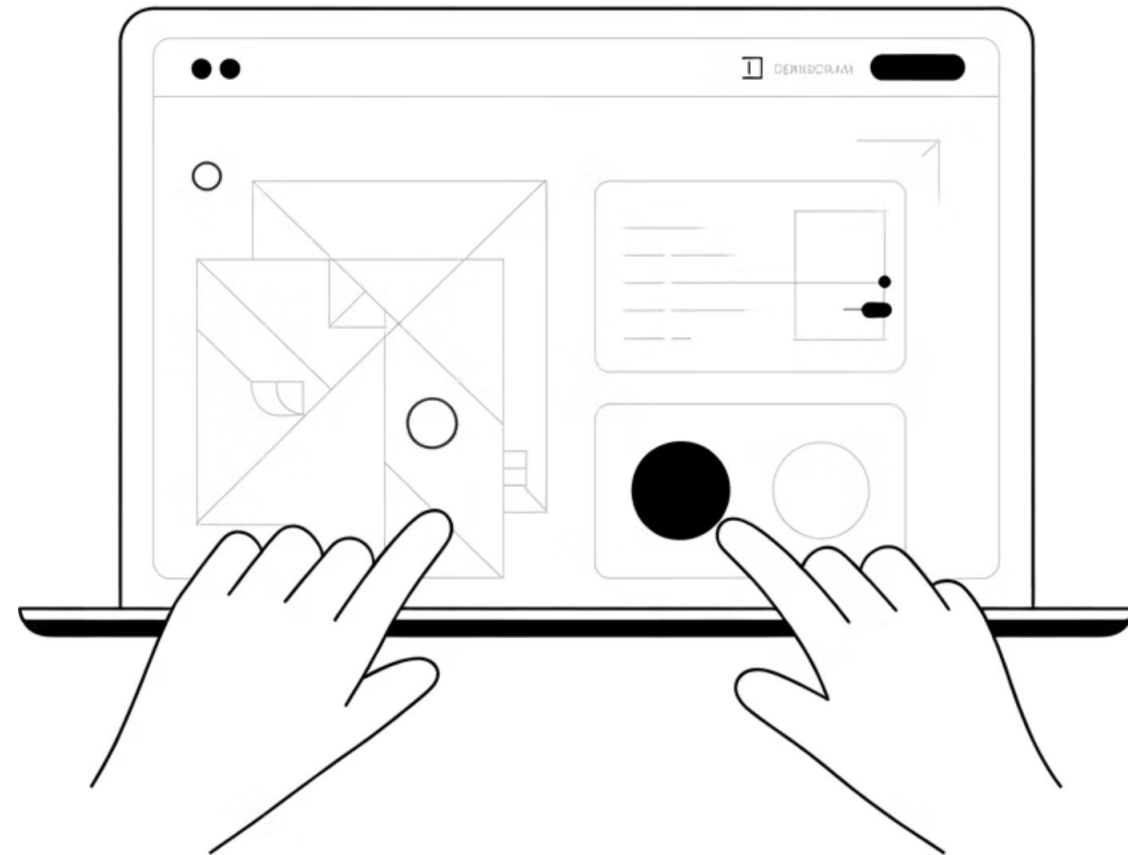
Turns your notes into a simple website or presentation



Great for one-page websites or special landing pages



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



Building Your Digital Foundation

Google Sites for Intranet

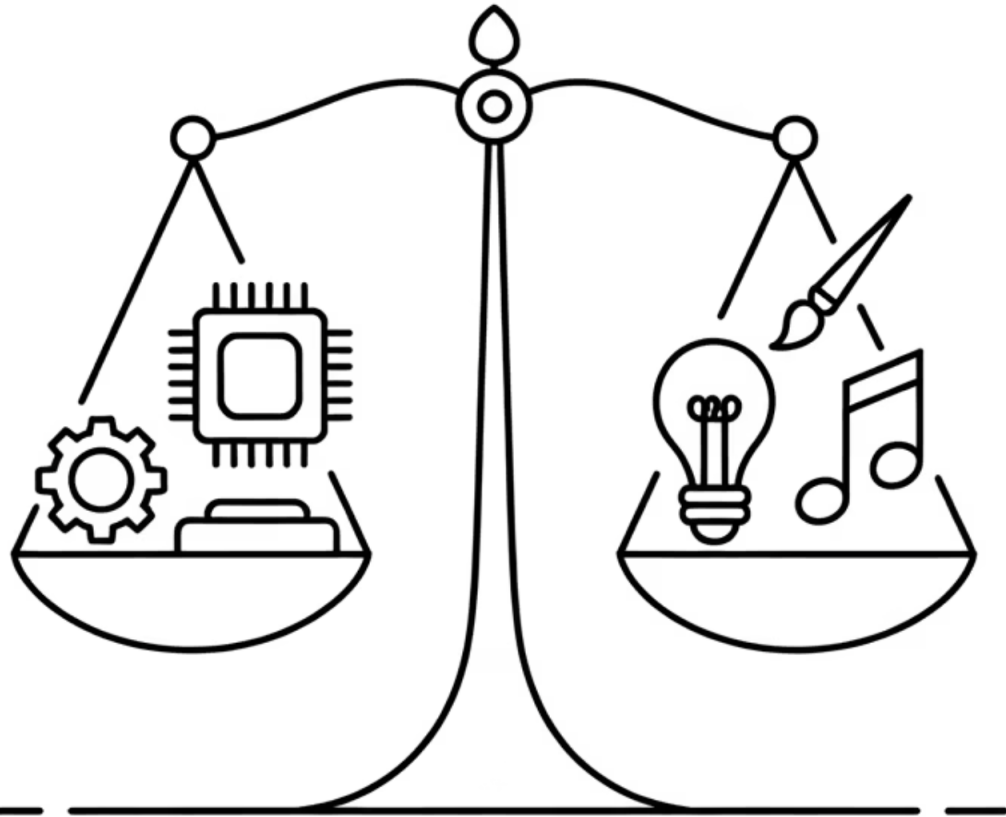
Create professional internal websites without coding. Centralize company resources, policies, and announcements in a user-friendly platform that integrates seamlessly with your existing Google Workspace ecosystem.

- Drag-and-drop site builder
- Mobile-responsive design
- Real-time collaborative editing



Everyday Productivity Framework

Automate the repetitive. Humanize the complex.



Automate

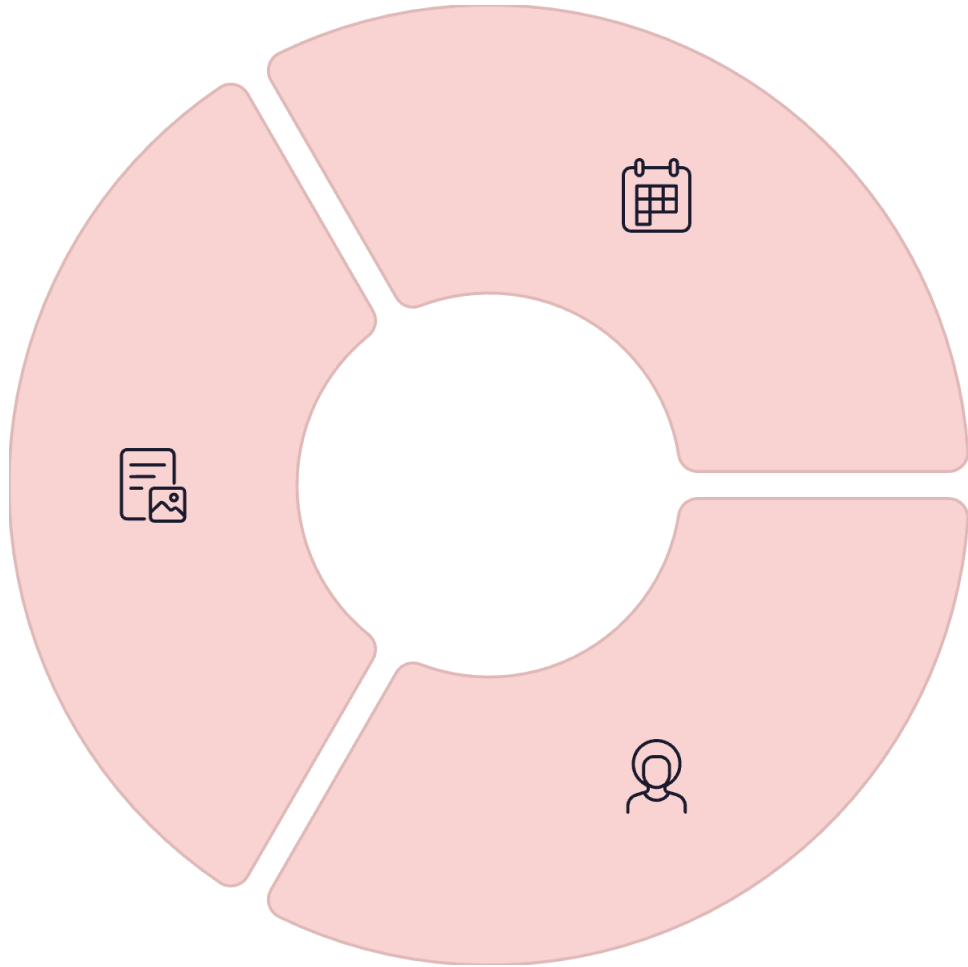
- Draft emails and responses
- Format documents and presentations
- Create first-pass summaries
- Generate initial content ideas

Humanize

- Strategic decision making
- Vision and direction setting
- Relationship building
- Creative problem solving

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

Practical Challenge (Engagement)

This week, try one:

1

Google Docs Challenge

Use the "Help me write" feature to draft a blog post section or proposal paragraph. See how much time you save compared to writing from scratch.

2

NotebookLM Experiment

Upload one important document (meeting notes, strategy doc, or client brief) and ask it 3 specific questions about the content.

3

Gemini Content Sprint

Let Gemini outline a full week of content ideas for your business. Use it as a starting point for your content calendar.



SMART BRAND SYSTEM™
BE SEEN BE TRUSTED BE CHOSEN

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

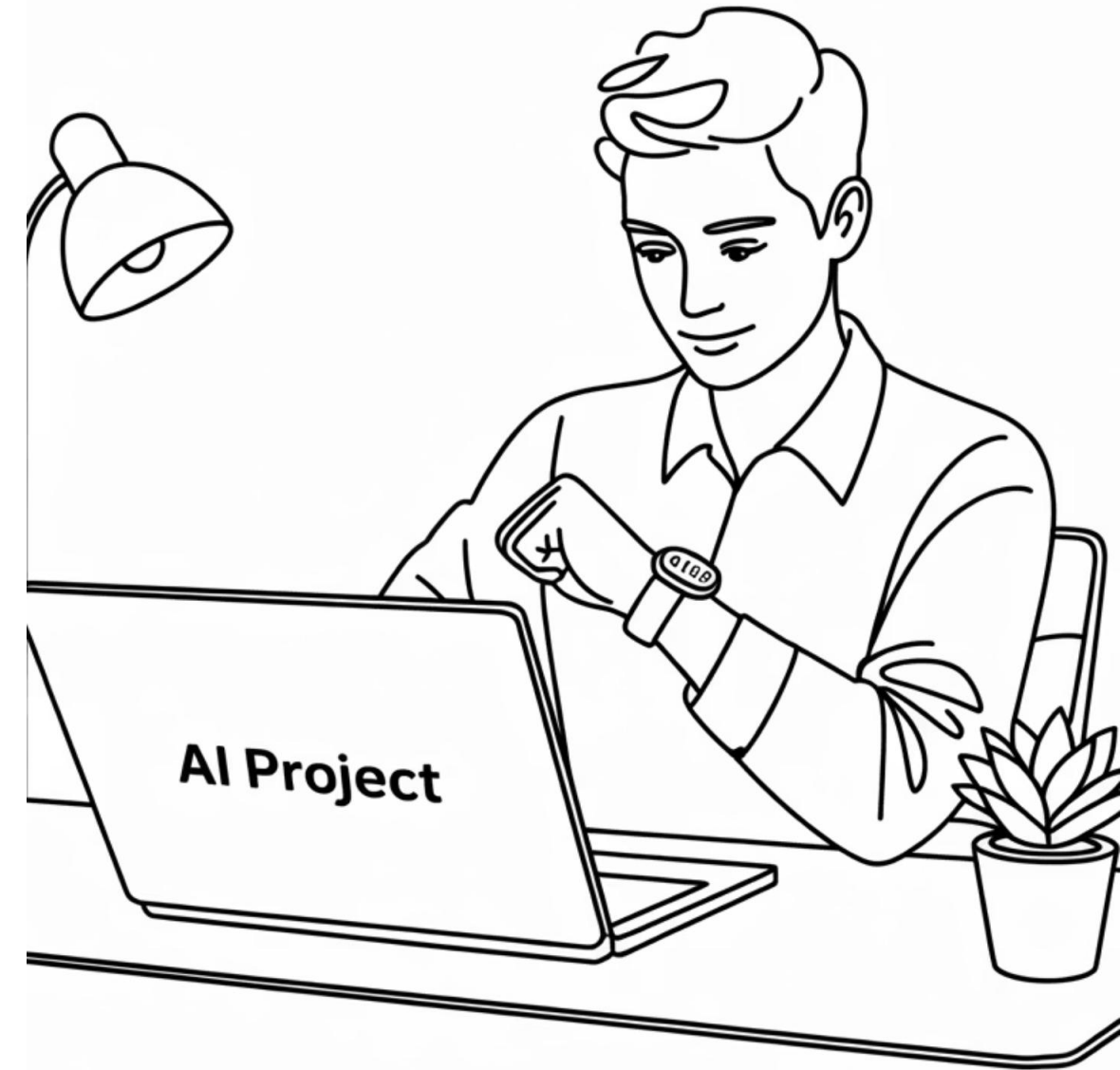
- Final customer communications
- Strategic decisions
- Personal relationships
- Creative direction

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

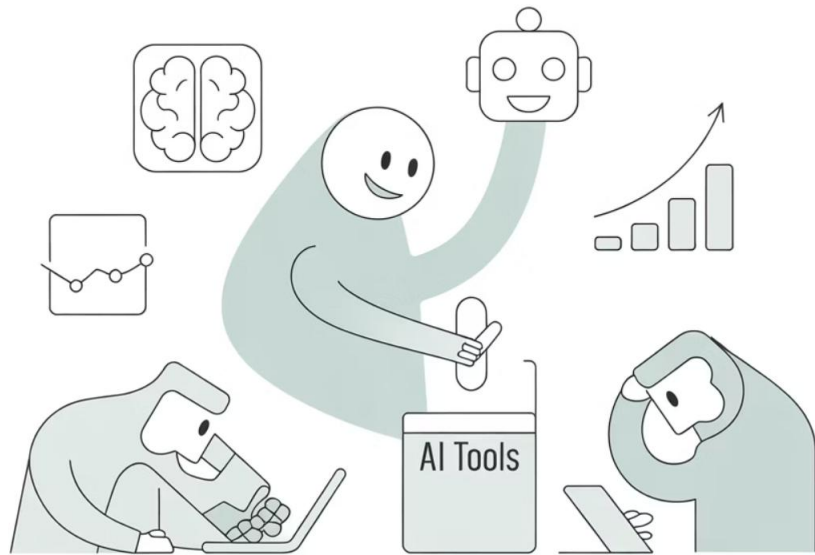


The Real Edge: Doing, Not Just Knowing

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



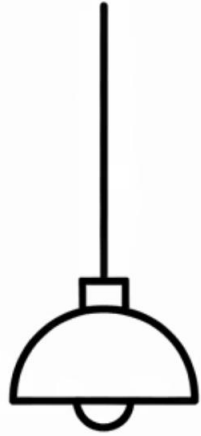
Content creation



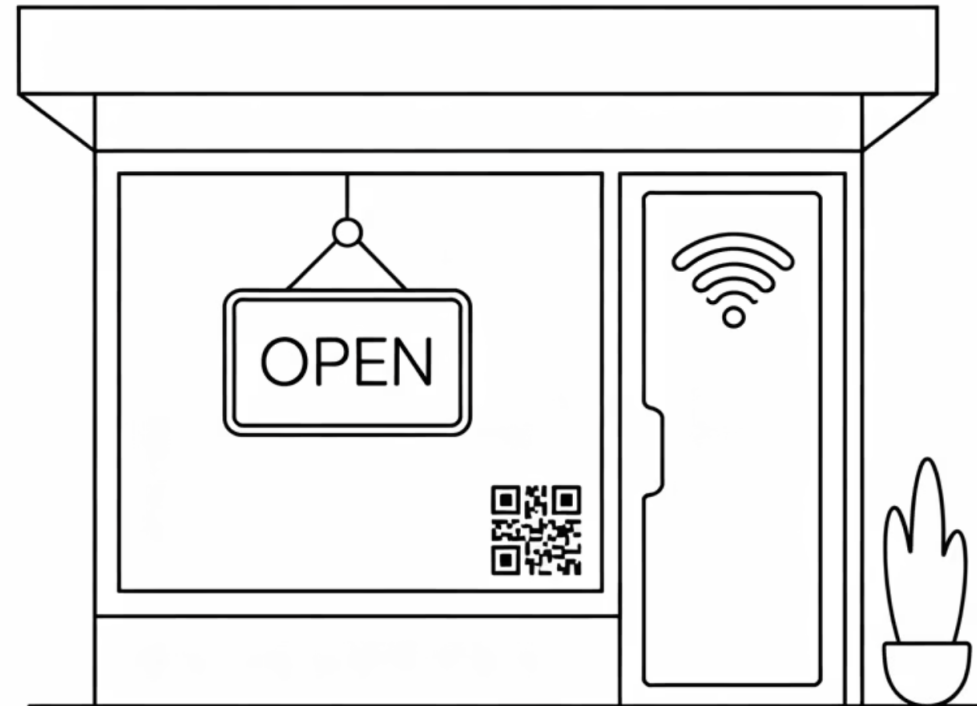
Marketing applications



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.



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- Business **Growth with Google** Coach
- **AI Coach** + Strategist
- National Trainer & Speaker, **Chief AI Officer**
- International **Marketing keynote speaker**
- 340+ ★★★★★ Google reviews



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📷 @marketingcoachmaria

ReviewMaria.com



Let's Get Practical

Q & A



Thank You!

Let's make your seen and chosen!

Scan the QR code to access today's resources and to be notified of new tools, guides, & upcoming training



Knowledge is not powerful until it is applied

