

Grow with 

Make AI Work for You

Coaches, Consultants, and Creators

Welcome!

As you enter the room, start thinking about-

1. What are 3 tasks you wish you could delegate this week?
2. What are 3 tasks you've been putting off because you just don't know where to begin?
3. What are 3 repetitive or tedious tasks that make running your business less enjoyable?

Once completed, please navigate to the Gemini tab on your browser and click “Sign in” to log in to your Google account if you have one.

Grow with Google

- **Community Action Agency of Oklahoma**
- **SCORE Austin**
- **SCORE Houston**
- **Illinois SBDC Bradley University – Peoria IL**
- **SCORE Rio Grande Valley**
- **Choctaw Small Business Development**
- **SCORE San Antonio**
- **Texas A & M Victoria SBDC**
- **SCORE Austin**
- **UT Rio Grande Valley SBDC**
- **Sul Ross State University International SBDC**
- **Texas State SBDC**

Presenter

Maria Elena Duron

U.S. Southwest Coach, Grow with Google

Chief AI Officer

Founder, Smart Brand System™





What am I already
doing that AI can
help with?

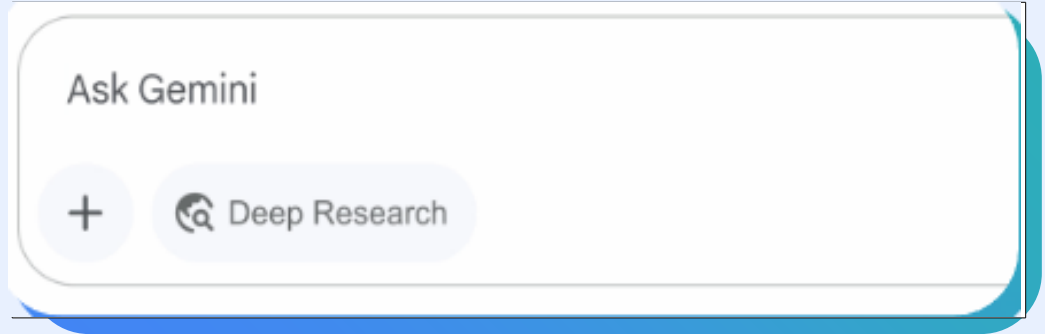
Agenda

1. Prompt like a pro
2. Collaborate with AI
3. Save time with AI
4. Build your AI action plan

Prompt like a pro

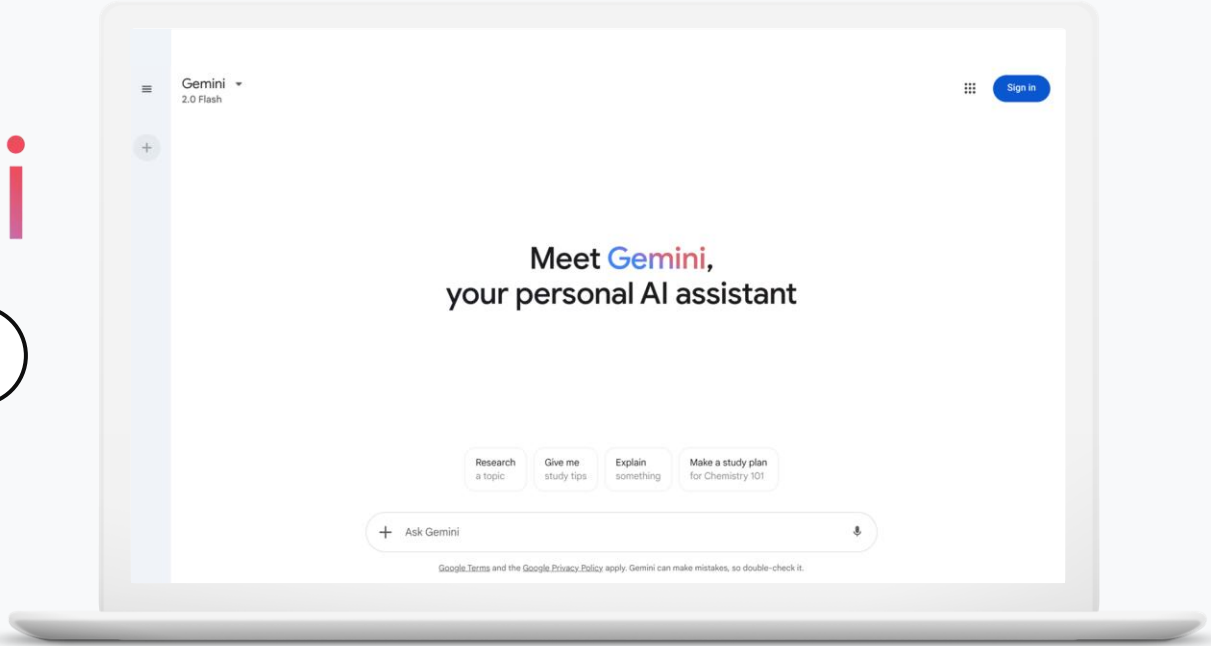
Prompting

Giving specific instructions to an AI tool so it can achieve what you want it to do



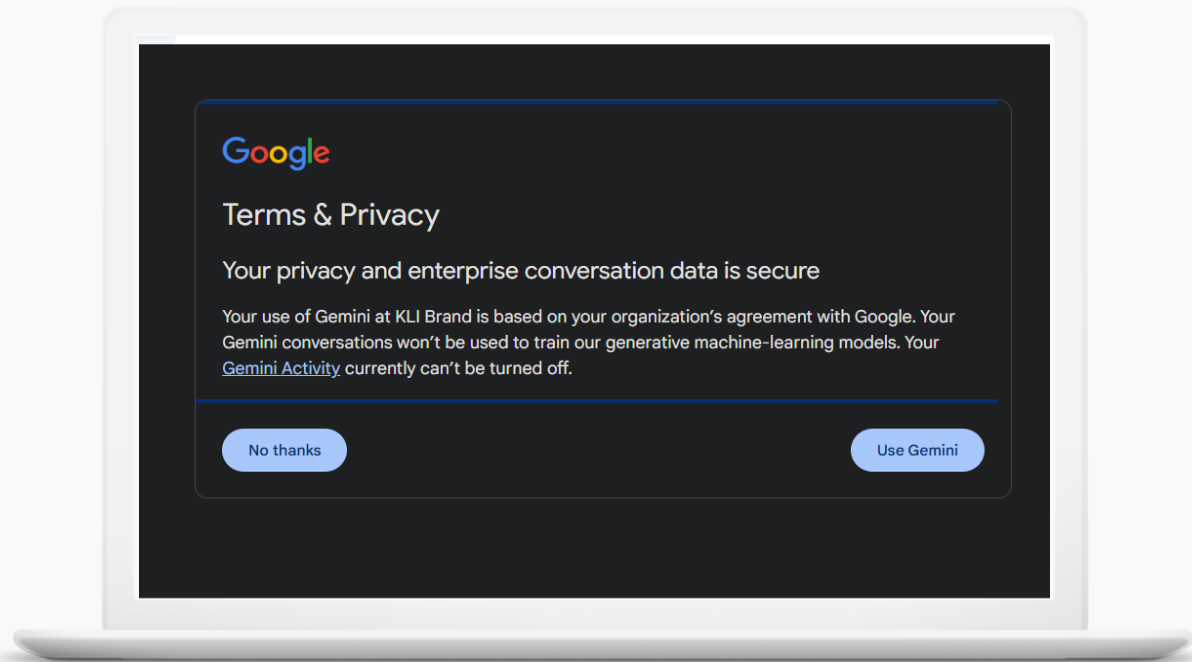


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Write a prompt to delegate a task

Help me with [task].

You're a [persona].

The output should be [format].

You should know that [context].

Here are some [references].

Evaluate your output

- Confirm it meets your goals
- Verify its accuracy
- Assess its usefulness
- Use a human in the loop approach

Iterate for a better result

- Add more details to your task, persona, format, context or references
- Break up the prompt into several shorter ones
- Switch to a similar but different task
- Add constraints or limitations for your output

Build a prompt library

Save your most effective prompts in a document or spreadsheet for easy access the next time you need a little help from AI





Prompt like a pro



Built for multimodality

text

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text



images



video



code



audi

+

Ask Gemini

Add files

Demo



Prompt like a pro

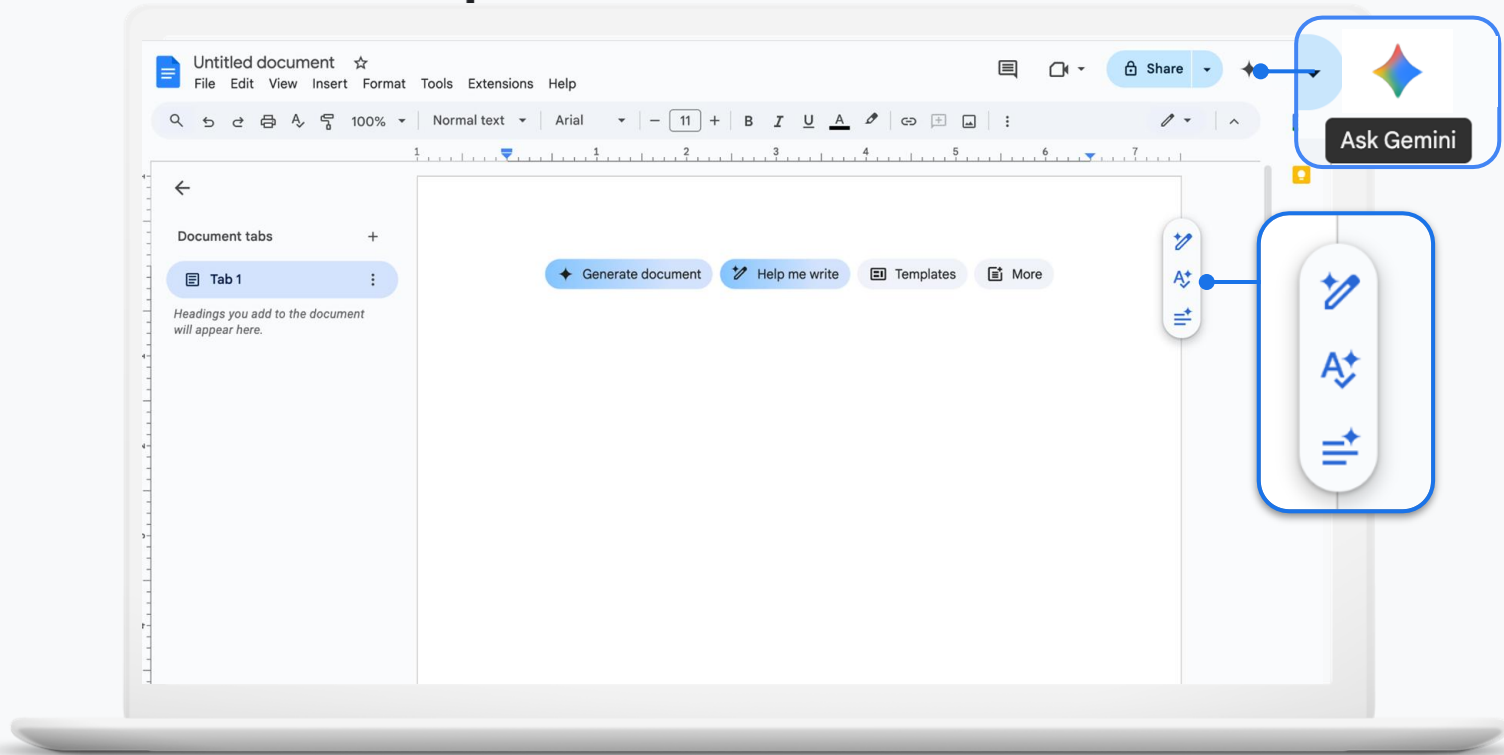


**Harmonious Hues
Painting Co.**



Prompt like a pro

Grow your business with Workspace





Tari
CitySwing
Washington, DC



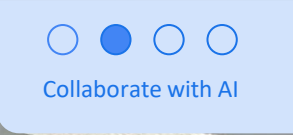
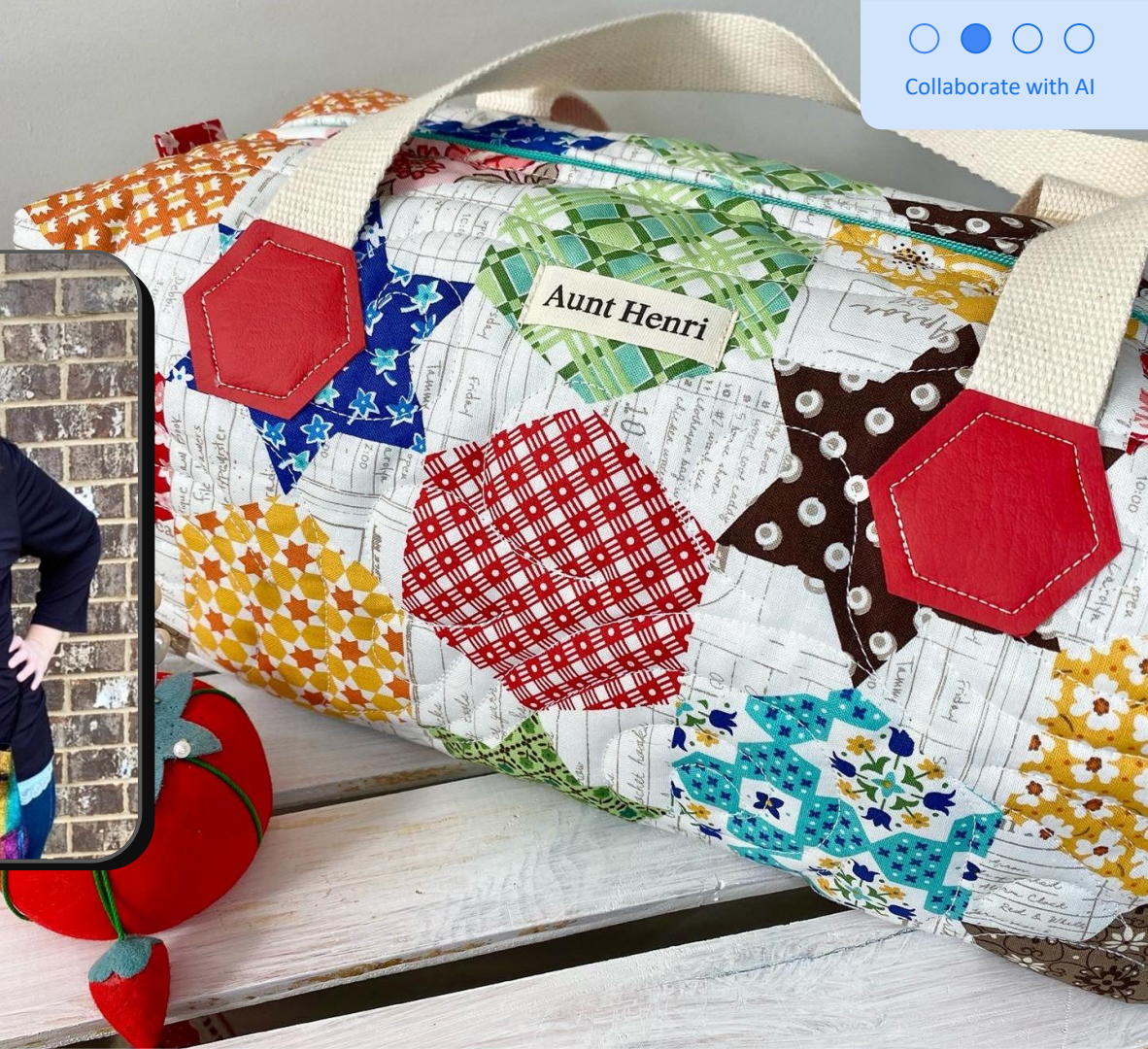
Get help from AI:

You're developing a new business plan and need help creating a growth strategy.

Collaborate with AI



Jesse
Aunt Henri
Huntsville,
Alabama



Prompt chaining

Guides a gen AI tool through a series of interconnected prompts, adding new layers of context or tasks each step of the way

Research and summarize the latest trends and innovations in the fabric retail and supply market, specifically within unique crafty fabrics like specialty patterns, textures, and eco-friendly materials. Identify key customer needs and pain points within this niche, focusing on how these needs are currently being addressed (or not addressed) by existing fabric suppliers. Consider the demographics and interests of the target audience within this unique fabric niche (e.g., modern quilters, DIY home decor hobbyists, small artisanal product makers).

First prompt
in chain

◆ Alright, let's brainstorm complementary opportunities for your unique crafty fabric store you can expand your offers and grow revenue. Here are three strong options that align naturally with your niche fabric selections:

1. Digital Pattern Bundles with Direct Fabric Matching: Create digital download patterns and link them to curated fabric bundles on your site.
2. Curated Craft Kits and Monthly Fabric Subscriptions: Offer pre-packaged kits for specific projects (e.g., a simple quilt or cosmetic bag) or a curated selection of new fabrics monthly.
3. An Online Community & Workshop Series: Host virtual or in-store workshops on specific techniques (like modern quilting or fabric dyeing) using your unique fabrics.

Prompt chaining

Considering the trends and customer needs you described in the specialty fabric and textiles market, focusing on unique material designs and specialty fabrics. Brainstorm product ideas around fabric confetti. These ideas should be innovative and differentiate the business from competitors. Think about how fabric confetti could address customer pain points such as leftover fabric waste, the desire for creative embellishments, giftable craft materials, and project inspiration, while aligning with the brand's values of creativity, quality, originality, and helping makers bring unique ideas to life.

Second prompt
in chain

Fabric Confetti Creative Product Line:

- This is a strong option because it transforms small fabric remnants into a distinctive, colorful product customers can use in sewing, crafting, packaging, and décor projects.
- Start with themed mixes, such as seasonal confetti, quilt-inspired palettes, holiday assortments, or luxury texture blends featuring the store's signature materials.
- Offer fabric confetti in jars, pouches, or giftable kits so customers can use it for scrapbooking, gift wrapping, table décor, collage art, or creative sewing accents.
- Use limited releases, customer feedback, and curated bundles to test which colors, textures, and themes generate the strongest interest.
- This approach supports the brand's mission of creativity, originality, and quality, while helping makers turn even the smallest pieces of fabric into something beautiful and useful.

Prompt chaining

If I want to move forward with the fabric confetti idea, what tasks should I complete this week?



This Week's Action Plan:

1. Define the First Fabric Confetti Collection (1 Day)
2. Sort Materials and Create Signature Mixes (1 Day)
3. Make Sample Jars, Pouches, or Kits (1 Day)
4. Test Pricing and Gather Customer Feedback (1 Day)
5. Outline the Pre Order Launch and Promotion Plan (1 Day)

Third prompt
in chain

A blue arrow originates from a blue oval containing the text 'Third prompt in chain'. The arrow points upwards and to the left, ending at the right side of the light blue question box.



I need to [task you've been putting off] but don't know where to start. Act as a [persona] and give me 3 ideas for getting started.



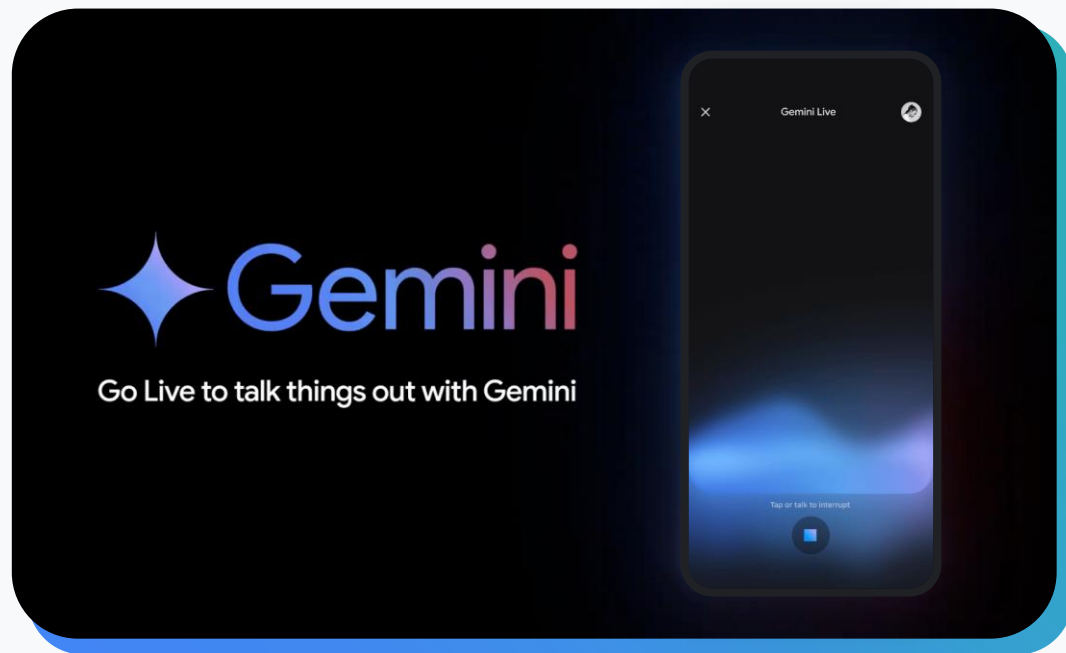
Jocelyn
Appalachian
Botanical
Foster, West Virginia



 Gemini Live

A conversational experience available in the Gemini app on Android and iOS that lets you have a natural, free-flowing, back-and-forth conversation with Gemini using your voice

+ Ask Gemini



Save time with AI

HERITAGE HOSPITALITY GROUP



Save time with AI



Mike
Heritage Hospitality
Group
Chicago, Illinois



NotebookLM



Add Sources



Ask Questions



Listen to Understand

notebooklm.google.com

Small business owners report a
median weekly savings of

13 hours
due to AI tools

Source: [Small Business & Entrepreneurship Council](#)

ACT responsibly

Assess

what the AI experience produces – its output – for accuracy, bias, and potential harms.

Consider

the effects of using AI, including privacy and security implications.

Tell

clients and coworkers about your use of AI tools.

**Build your AI
action plan**

Start a new habit:

Examine what you're already doing, and test how AI can help.

Commit to trying this 3 times today.

Small Group Coaching:
8 Available Spots



smartbrandkit.com/coach

For small businesses

No-cost access to the
AI Professional Certificate
plus three months of Google
Workspace Business Standard

grow.google/business



Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building



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- ✓ 370+ ★★★★★ Google reviews



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Questions?



Thank you!

Share your story on social, use #MakeAIWorkForYou and tag
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