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Make AI Work for You

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Reflect on some current challenges

What are 3 tasks you wish you could delegate this week?

1

2

3

What are 3 tasks you've been putting off because you just don't know where to start?

1

2

3

What are 3 repetitive or tedious tasks that make running your business less enjoyable?

1

2

3

Write a prompt to delegate a task

Prompting is the process of providing specific instructions to a gen AI tool to receive new information or to achieve a desired outcome on a task. Those instructions are called prompts.

When we write a prompt for a gen AI tool, we're giving it a series of inputs and telling it what we would like it to generate. Prompting is both an art and a science. To get the best results, we need to be precise in defining what we need.

STEP 1: Select a task.

Think of a task you wish you could delegate this week. Make sure it's something AI could realistically help you with.

STEP 2: Open the Gemini app.

Visit gemini.google.com in your browser. At the bottom of the screen, find the text box labeled **Enter a prompt for Gemini**.

STEP 3: Write your prompt.

Ask Gemini for help with your task. To make sure your prompt generates useful results, try this:

Help me with **[task]**.

↳ *what you want to accomplish*

You're a **[persona]**.

↳ *which expertise to draw from*

The output should be **[format]**.

↳ *how the results should appear*

You should know that **[context]**.

↳ *background information*

Here are some **[references]**.

↳ *examples*

[Task] *Help me write an introductory email to local businesses about my new floral design business, with the goal of exploring potential partnerships.*

[Persona] *You're an email marketer who specializes in new business development.*

[Format] *The output should be 500 words max, with a friendly tone, bullet points for readability, and an engaging subject line to drive open rates.*

[Context] *You should know that I source flowers locally, specialize in custom arrangements, and offer bespoke pricing for loyal customers.*

[References] *Use the attached email as a model for its persuasive style.*

STEP 4: Evaluate your output.

In order to effectively evaluate your output, try asking yourself:

- Is the output accurate, unbiased, and useful? Does it serve the intended purpose?
- What additional information could be added to the prompt to improve the output?
- Are the style and tone suitable for the intended audience and purpose?

STEP 5: Iterate on your prompt until you get the output you want.

There are going to be times when your prompt simply isn't giving you what you want. But instead of scrapping all your work and starting over, try one of the following iteration methods:

- Add 3-4 sentences of additional context, or add more references to help the tool understand what you have in mind.
- Break the prompt into smaller pieces and feed them to the AI tool one at a time.
- Think about the task from a different angle, and try describing it in a new way.
- Add constraints (limitations) to help shape the output, like a maximum word count.

Ask yourself:

- Did this activity spark any new ideas? How was it different from my usual process?
- Does using AI seem like a helpful addition to my creative toolkit? If so, how?
- What types of content could AI help me create in the next week?

Brainstorm ideas and solutions to get started

You know those engaging discussions where each statement expands upon the previous one, creating a dynamic exchange of ideas? You can have that type of dialogue with Gemini.

This technique – known as prompt chaining – can help you brainstorm solutions, compare different options, or turn ideas into a plan. To do this, use the output from one prompt as a building block for your next prompt.

STEP 1: Select a task.

Think of a task you've been putting off because you don't know where to start.

STEP 2: Open the Gemini app.

Visit gemini.google.com in your browser. At the bottom of the screen, find the text box labeled **Enter a prompt for Gemini**.

STEP 3: Write the first prompt in your chain.

Tell Gemini about the task you've been putting off, and ask for 3 ideas to help you get started. Try this structure:

I need to [task you've been putting off] but don't know where to start.

↳ *what you want to accomplish*

Act as a [persona] and give me 3 ideas for getting started.

↳ *which expertise to draw from*

You should know that [context].

↳ *background information*

STEP 4: Write the second prompt in your chain.

Tell Gemini which of its recommendations you're interested in, and ask for 3 different approaches to put it into action.

STEP 5: Write the third prompt in your chain.

Ask Gemini for a detailed implementation plan, based on your chosen approach and desired timeline. Then, review the output and keep going. If Gemini's suggestions aren't relevant enough, add more context or give examples of the types of ideas you're seeking.

Ask yourself:

- Did Gemini make any recommendations I hadn't already considered?
- How did sharing more context change Gemini's recommendations?
- How else could I use the prompt chaining technique?

Build your AI action plan

From tedious tasks to planning and decision-making, AI can make your workday easier and more productive. Create a personalized action plan for working through a challenge with help from AI.

STEP 1: Select a challenge.

Think of a work challenge you'd like AI's help with. This could be routine busywork, a difficult decision, or an overwhelming task.

STEP 2: Describe your challenge.

Write a clear description of your challenge, then break it down into smaller sub-tasks. Once you have that, think about how AI can help you address each task and identify which AI tool(s) you want to use.

My challenge:

Example: I need to plan a budget-friendly team picnic for 20 people next month.

What are the sub-tasks needed to address the challenge?

Example: Research picnic locations in my area. Plan a menu to accommodate different dietary restrictions and my budget need. Draft an invitation email to send to the team.

How can AI help?

Example: AI can help me find, consider, and select different options for the picnic location, activities, and menu. Then it can help me plan the event by creating a timeline and staffing plan.

What AI tool(s) might be useful in meeting my need(s)?

Example: The Gemini app can help me brainstorm locations, games, menu items, and more. Then, I can prompt Gemini in Google Sheets to help build a timeline and assign roles.

Step 3: Brainstorm.

What actions do you need to take in order to implement this AI solution?

First: Review how you described your challenge above, and write a prompt to get started on your AI solution. Iterate until you get a useful output.

Example: Write a prompt asking Gemini for help with planning the team picnic. Include details about your preferences, timeline, and budget. For example, you might specify that the location needs to be within a 15-minute drive from the office, the games should be accessible to all, and the menu needs to include vegan options. Next, review the output and continue prompting until you get a picnic plan you're happy with.

Second: Take the most useful output and implement it with help from AI.

Example: Based on the final picnic plan, ask Gemini to help create a timeline to execute the plan and assign action items so that different team members can help. Export the final timeline and staffing plan into a Google Doc and send it to your team.

Third: Save the most successful prompt in your prompt library and use it the next time you need help with a similar task.

Example: Now that you've used AI to help plan a team picnic, what other planning tasks can AI help with? After completing the steps above, save the most successful prompt in your prompt library to use the next time you need help with a similar task.

Ask yourself:

- After you complete this action plan, you can apply this process to any other challenges or the challenges you identified on page 2 of your workbook.
- What opportunities do I anticipate as I implement my AI solution?
- What are some goals I can set for myself to keep my action plan moving forward?
- How can I encourage others I work with to start using these AI solutions?

Prompt library

As you continue to use AI for your business, add your favorite and most effective prompts to your own personal prompt library. That way, instead of starting from scratch every time you want AI to help, you can refine and reuse prompts that worked well in the past. Here's a collection to get you started.

Friendly reminder: Think of these prompts as a starting point. It's rare to get exactly what you want on the first try. Don't be afraid to experiment, tweak, and iterate. The best results often come from a bit of back and forth.

Goal	Prompt
<p>Generate content for marketing materials</p>	<p><i>I work for a [type of business] and need to create engaging content for marketing materials. Act as a marketing manager specializing in [specific area of marketing, e.g., content marketing, social media marketing, email marketing] for a [business description]. I need a [content format, e.g., blog post, social media post, email newsletter, short script for a video ad] that achieves [specific and measurable goal, e.g., increases website traffic by 15%, generates 50 leads, drives sales of product X by 10%]. The target audience is [detailed description of the target audience]. The tone should be [desired tone, e.g., professional, friendly, humorous, authoritative]. Here's a successful example of a [content format] from a similar business [reference].</i></p>
<p>Create a schedule for social media posts</p>	<p><i>I need to create a schedule for social media posts for my business. Act as a social media manager for a [business description]. Create a 1-month social media content calendar for [specific platform] including [number] post ideas per week, a platform-optimized posting schedule with rationale, weekly themes related to [specific topics] aligned with [marketing goals], relevant hashtags, and optional calls to action. Present the calendar in a [format type, e.g., table, list].</i></p>
<p>Adapt existing content for a new audience</p>	<p><i>Act as a marketing writer to rewrite the following content so it resonates with [target audience]. The new content needs to [key message or goal of the content], while addressing the target audience's [specific needs/challenges/aspirations related to the content]. Use relatable language, relevant examples, and a [desired tone, e.g., friendly, professional, authoritative] tone. The original content is: [original content].</i></p>

Goal	Prompt
<p>Brainstorm new product ideas</p>	<p>First prompt in chain: <i>Research and summarize the latest trends and innovations in the [industry] market, specifically within the [specific niche or area within the industry]. Identify key customer needs and pain points within this niche, focusing on how these needs are currently being addressed (or not addressed) by existing products/services. Consider the demographics and interests of the target audience within this niche.</i></p> <p>Second prompt in chain: <i>Considering the trends and customer needs you described in the business in the [industry] market, focusing on the [specific niche or area within the industry]. These ideas should be innovative and differentiate the business from competitors. Think about how each idea addresses the customer pain points you mentioned earlier and aligns with the brand's existing values/mission, which include [mention specific values or mission elements].</i></p> <p>Third prompt in chain: <i>For each of the product ideas brainstormed in the previous step, provide a more detailed description. This should include:</i></p> <ul style="list-style-type: none"> • <i>A clear explanation of the product itself.</i> • <i>A detailed description of the target audience, including demographics, interests, and specific pain points the product addresses.</i> • <i>A brief explanation of how the product aligns with the brand's existing values/mission [mention specific values or mission elements].</i>
<p>Turn photos into product descriptions</p>	<p><i>Describe the product in the attached photo, highlighting its key features, benefits, and selling points. Tailor the description to the following target audience: [describe target audience]. Focus on [mention specific aspects to emphasize, e.g., innovative design, premium materials, affordability, ease of use]. The description should be [desired tone, e.g., informative, persuasive, enthusiastic].</i></p>
<p>Gather insights from reports</p>	<p><i>Analyze the attached reports to extract key insights for [specific project/area of focus]. Identify significant trends (with supporting data), pinpoint areas for improvement (and their potential impact), and provide [number] prioritized, actionable recommendations to guide project decisions. Each recommendation should be specific and assignable.</i></p>

Goal	Prompt
<p>Plan for product launches</p>	<p>Act as my business development advisor and create a concise and actionable launch plan for my [product]. This plan should outline realistic launch goals (e.g., initial sales targets, customer acquisition), identify potential challenges relevant to a small business (e.g., limited budget, reaching target audience), and provide practical strategies for a successful launch. These strategies should include specific pre-launch activities (e.g., building email list, social media buzz), launch day tactics (e.g., special promotions, local partnerships), and post-launch follow-up (e.g., customer feedback, reviews).</p>
<p>Respond to customer inquiries</p>	<p>I work for a [type of business] and need to craft professional, engaging responses to customer inquiries. Act as a customer service specialist for a [business description]. Generate a response to a customer who is asking about [specific issue, e.g., refund policy, product availability, turnaround time]. The response should be [tone, e.g., empathetic, professional, concise] and ensure the customer feels [desired emotion, e.g., valued, reassured, informed]. The message should also include [any additional information, e.g., alternative solutions, special offers].</p>
<p>Design logos, graphics, and brand assets</p>	<p>I work for a [type of business] and need to develop a strong visual identity. Act as a brand designer specializing in [specific type of design, e.g., logo design, packaging design, brand identity]. Create a concept for a [specific asset, e.g., logo, business card, social media graphics] that represents [business values, mission, and personality]. My brand's target audience is [detailed audience description], and I want the design to evoke [specific feelings, e.g., trust, excitement, luxury, approachability]. The color palette should be inspired by [color preferences or inspirations]. Here's an example of a brand identity I admire: [reference].</p>
<p>Generate business growth strategies</p>	<p>I work for a [type of business] and want to develop strategies to scale and grow. Act as a business consultant specializing in [growth strategy, e.g., customer acquisition, digital marketing, expansion planning]. Provide a step-by-step growth plan that includes [specific tactics, e.g., optimizing social media, launching a referral program, expanding to new locations]. The plan should align with my business goals: [goal, e.g., increasing revenue by 20%, doubling my customer base, launching in a new city]. The strategy should also consider my budget of [budget range] and existing resources.</p>