

Turning Business Documents into Action Using NotebookLM

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- **BakerRipley**
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- **Texas State SBDC**
- **SCORE San Antonio**
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- **Artesia Chamber of Commerce**
- **Texas Tech University SBDC, Lubbock TX**
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- **UT Rio Grande Valley SBDC**
- **SCORE Rio Grande Valley**
- **Community Action Agency of Oklahoma**
- **Sul Ross State University SBDC**
- **Choctaw Small Business Development**
- **MSU SBDC, Wichita Falls TX**
- **SCORE Corpus Christi**
- **Tarleton SBDC, Stephenville TX**
- **Trinity Valley SBDC**
- **Texas Tech University SBDC, Abilene TX**

Your Coach

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Founder, Smart Brand System





How many hours per
week do you spend
searching for info in
old files?

Agenda

1. NotebookLM overview
2. Example business use cases
3. Live demo
4. Audience Q&A



NotebookLM



Add Sources



Ask Questions



Listen to Understand

notebooklm.google.com

Source-Grounded Advantage

Unlike ChatGPT or standard Gemini, NotebookLM *only* answers based on the files you upload. This eliminates "hallucinations" and provides **cited proof** (little gray numbers you can click to see the exact source text).

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

2026 Studio Features

- **Audio & Video Overviews:** AI-generated "deep dive" podcasts or explainer videos based on your files.
- **Data Tables:** Automatically extracting scattered data into structured tables for Google Sheets.
- **Agentic Search:** The new "Deep Research" button that scans the live web and merges it with your private files.

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

Business Use Cases

What Should Upload?

Examples include:

- Customer & Sales
- Operations & HR
- Market Intelligence

Source: "Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

What Should Upload?

Customer & Sales:

- *Transcripts:* Upload 10 Zoom sales calls to find common objections.
- *Case Studies:* Turn success stories into a "Sales Cheat Sheet."

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

What Should Upload?

Operations & HR:

- *SOPs/Employee Handbooks*: Create a "New Hire Bot" that answers "How do I request PTO?" based on company policy.
- *Training Manuals*: Turn a 40-page technical manual into a 5-minute **Audio Overview** for on-the-go learning.

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

What Should Upload?

Market Intelligence:

- *Competitor Whitepapers:* Upload 5 competitor reports to create a "Comparison Table" of features and pricing.
- *Brand Guides:* Ensure all marketing drafts match your company's tone and visual style

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

Demo

Next Steps

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.

One Notebook Challenge

Create one Notebook today for a project you've been procrastinating on.

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Small Group Coaching:
4 Available Spots



smartbrandkit.com/coach

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Entry level

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Cybersecurity



Data Analytics



Digital Marketing
& E-commerce



IT Support



Project
Management



UX Design

Advanced

Business Intelligence

Advanced Data Analytics

IT Automation with Python

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For small businesses

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

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Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building





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Q&A

Thank you!



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