

Grow with Google

Make AI Work for Your Local Business

- **MSU SBDC, Wichita Falls TX**
- **SCORE Austin**
- **Greater Killeen Chamber of Commerce**
- **SCORE Houston**
- **Illinois SBDC Bradley University – Peoria IL**
- **BakerRipley – Houston TX**
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- **Tarleton SBDC – Stephenville TX**
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- **UT Rio Grande Valley SBDC – Edinburg and Brownsville TX**

Presenter

Maria Elena Duron

U.S. Southwest Coach, Grow with Google

Founder & CEO, Smart Brand System

Chief AI Officer (CAIO)





What am I already
doing that AI can
help with?

Agenda

1. Auditing Repetitive Tasks
2. Collaborate with AI
3. Save time with AI
4. Build your AI action plan

Auditing Repetitive Tasks

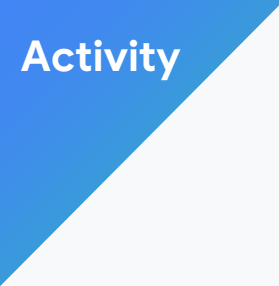
Prompting

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

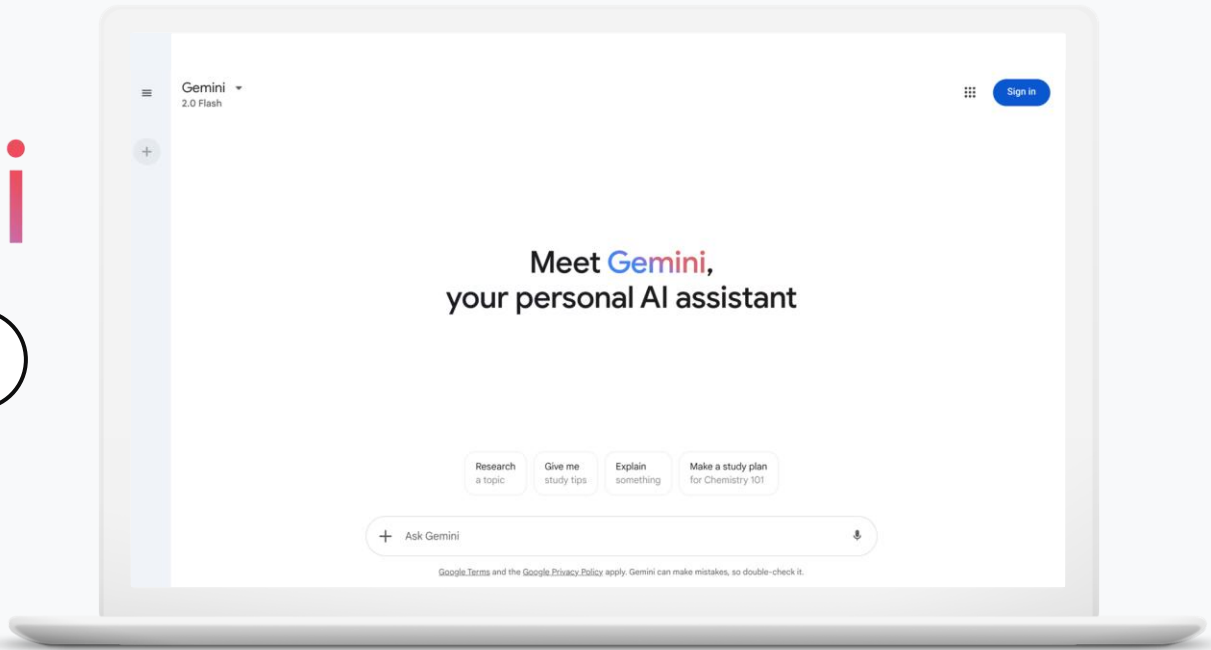
Ask Gemini



Deep Research



gemini.google.com



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].

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



Collaborate with AI



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images

video

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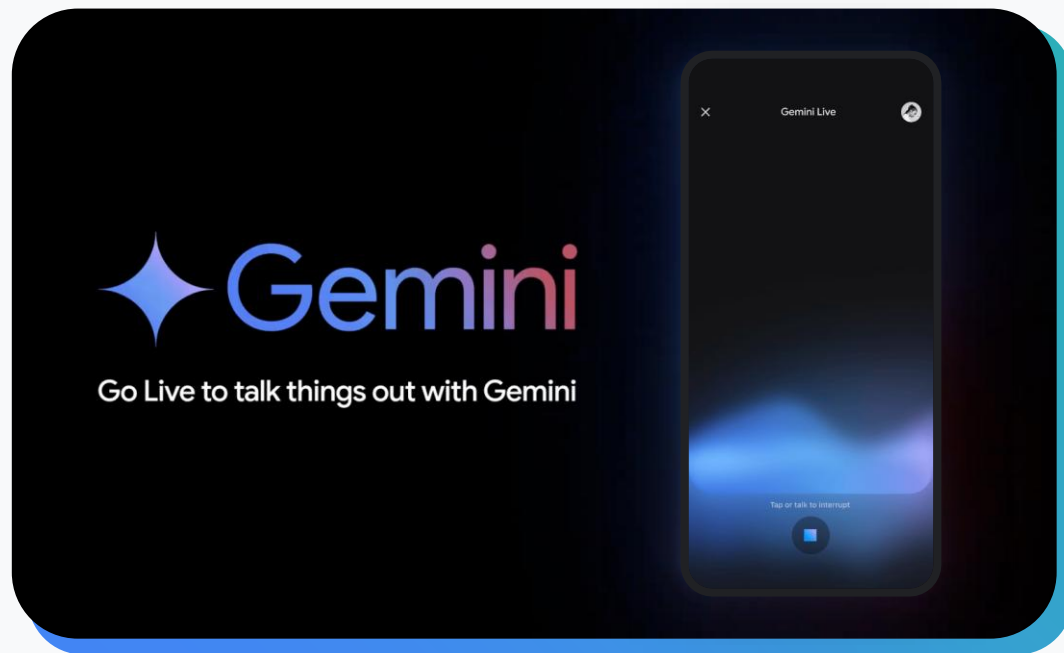
Ask Gemini

Add files

 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



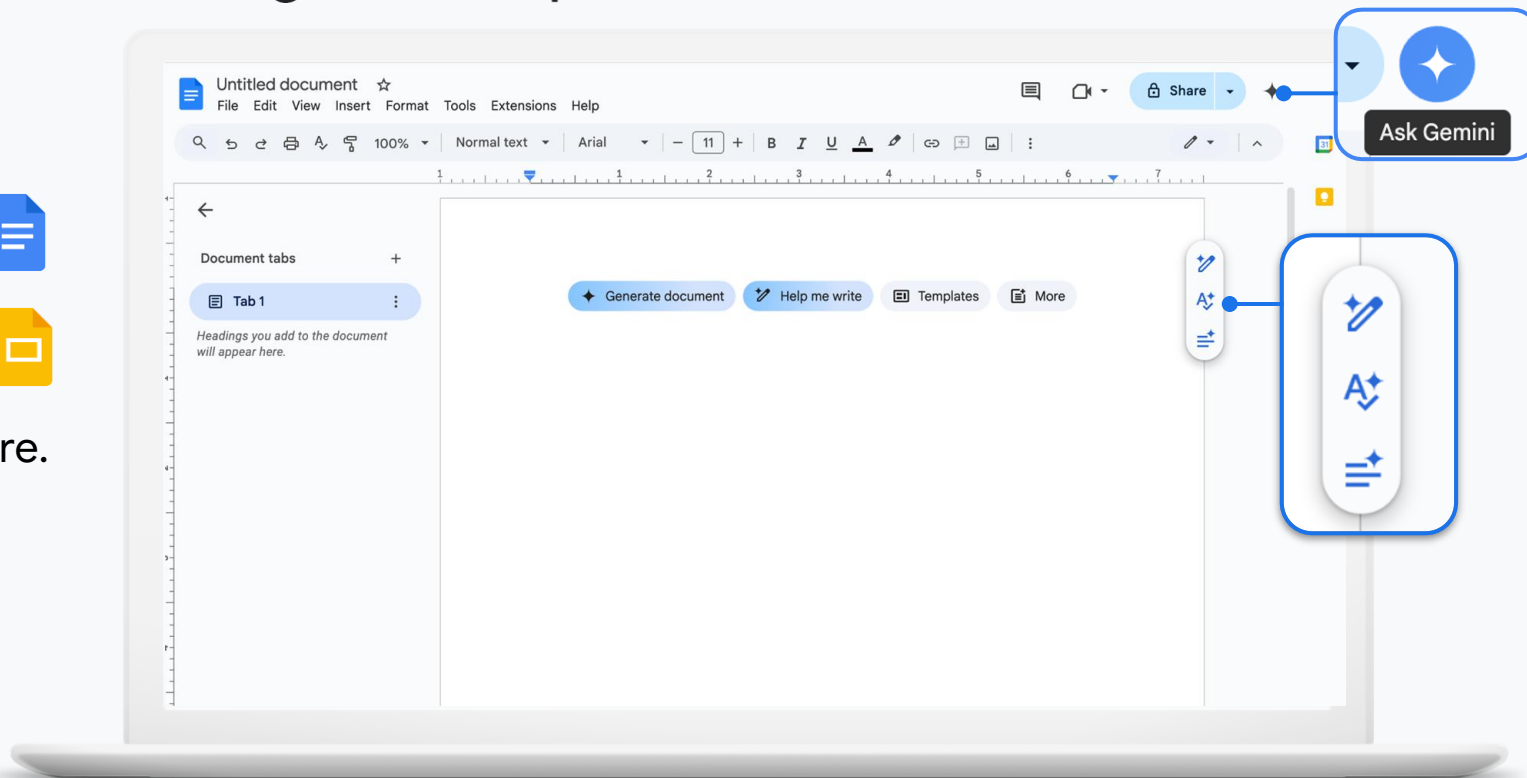


Prompt like a pro

Google Workspace with Gemini



and more.



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

Here is a photo of my partially set up trade expo table. What important items am I missing, and how can I make this layout more engaging?

First prompt
in chain

- ✦ Alright, based on your photo, here are three essential improvements for your trade expo setup:
 1. Add more brand-specific signage (e.g., a branded table runner or backdrop banner).
 2. Include small, engaging takeaway items (e.g., branded pens or a QR code to your portfolio).
 3. Declutter and create a clear visual focus (e.g., group products better, add a central call-to-action).

Prompt chaining

Okay, thanks! Focusing on point 3, what specific decluttering and call-to-action steps should I take?
Can you give me actionable advice?

Second prompt
in chain

Okay, here are specific recommendations for your trade expo table:

- & **Product Grouping** & (e.g., arrange by use or color)
- & **Negative Space** & (e.g., leave areas blank to create visual rest)
- & **A Clear CTA** & (e.g., a 'Sign Up for Our Newsletter' tablet)

Save time with AI

Gemini Notebook



Add Sources



Ask Questions



Listen to Understand

notebook.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

grow.google/business

Build essential skills with AI training

Flexible, online training programs designed to help you supercharge your work or business with AI.



Google AI Professional Certificate

COURSE • 7-10 HOURS

Build your AI fluency and get more done. With 20+ hands-on activities, you'll master the skills to use AI as a partner in your daily work. You'll learn to delegate routine tasks and build real, job-ready solutions you can put to use right away.

Get started



Make AI Work for You

COURSE • 1 HOUR

Tired of your endless to-do list? Unlock fresh ideas and eliminate repetitive work with AI. Our YouTube course, Make AI Work for You, brings you helpful tutorials from Google experts and business owners – with new videos arriving weekly.

Watch on YouTube

U.S. businesses can now access the Google AI Professional Certificate at no cost to train their employees. Terms apply - visit grow.google/business

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 Deep Dive:
4 Available Spots



smartbrandkit.com/coach

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Questions?



Next Steps

Google Career Certificates

Entry level

NEW



AI Professional



Cybersecurity



Data
Analytics



Digital Marketing
& E-commerce



IT Support



Project
Management



UX Design

Advanced

Business Intelligence

Advanced Data Analytics

IT Automation with Python

grow.google/certificates

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



Thank you!

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<https://www.smartbusinessstudio.com/tip-of-the-week>



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