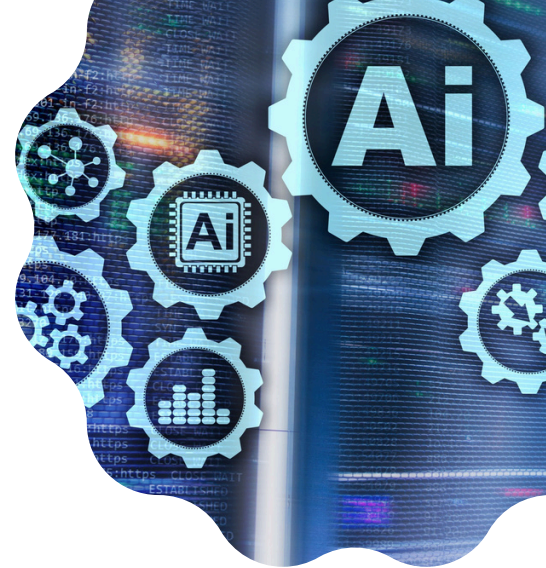# GETTING STARTED WITH AI

Use Artificial Intelligence (AI) to save time, boost productivity, and grow your business—today. No special equipment or tech team required.

1

CHOOSE AN EASY-TO-USE AI TOOL.

Pick one trusted tool to get started. These are free or low-cost:

- **ChatGPT** (chatgpt.com) – Write emails, brainstorm ideas, draft policies, or summarize.
- **Gemini** (gemini.google.com) - Use Gemini for research, writing help, and task automation.
- **Claude** (claude.ai) - Claude is good for summarizing, planning, and writing.
- **Perplexity** (perplexity.ai) - Search the web with built-in AI to get sourced answers.

2

TRY THESE SIMPLE AI PROMPTS.

- **Marketing** - "Write a social media post for my business's new [product or service]."
- **Customer Service** - "Create a friendly reply to a customer asking for a refund."
- **Sales & Growth** - "Give me growth strategies for [service or product]."
- **Hiring** - "Write a job ad for a part-time [job position]."
- **Funding** - "As a start-up [business category], what are my funding options?"

3

MAKE AI A REGULAR PART OF YOUR OPERATIONS.

- Start with **10 minutes per day.**
- Use AI for **repetitive or time-consuming tasks**.
- Save or copy your favorite prompts in a Google Doc or notebook.
- Continue the conversation with additional prompts and questions.

4

BE SMART AND SAFE.

- Always **review AI output before using it.**
- Never input personal customer details or sensitive business information.
- Understand that what you input could be scraped and used to train AI models.
- Remember: AI is a helper, not a replacement for human decision-making.

5

GET HELP FROM YOUR NEAREST SBDC.

Your SBDC advisor can help you:

- Choose the right AI tools
- Train your team
- Build AI into your operations