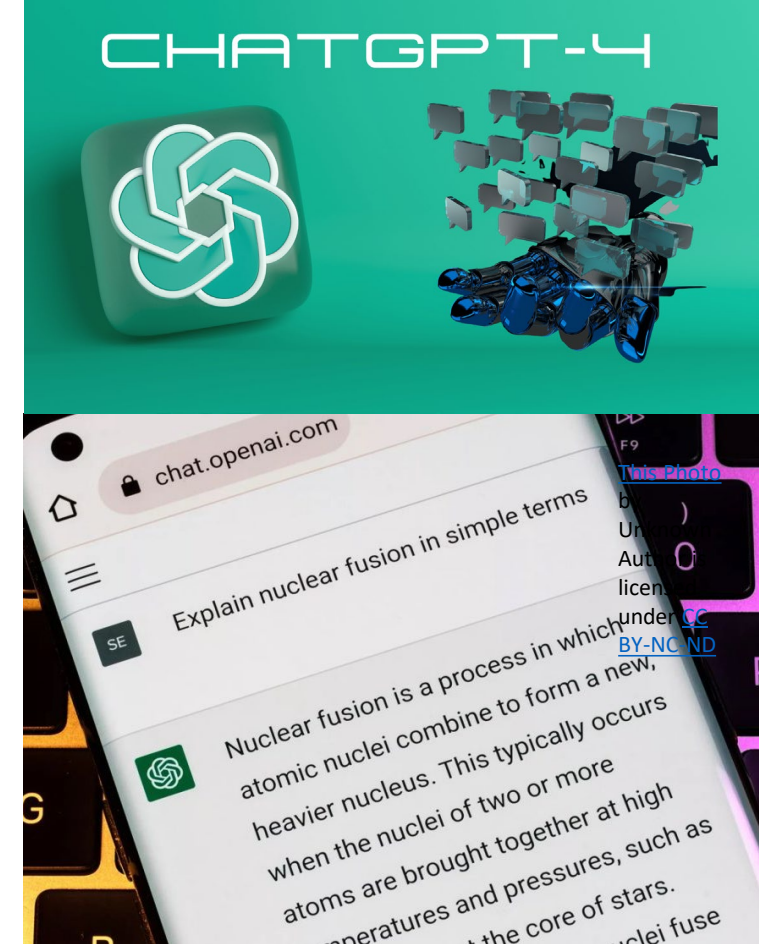




# MAINE SMALL BUSINESS DEVELOPMENT CENTERS

## An Introduction to Using ChatGPT in your Small Business

Presented by Ali Lane  
*Certified Business Advisor  
& Associate Center Director*



Funded in part through a cooperative agreement with the U.S. Small Business Administration:



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Meet The Advisor

# Alison Lane



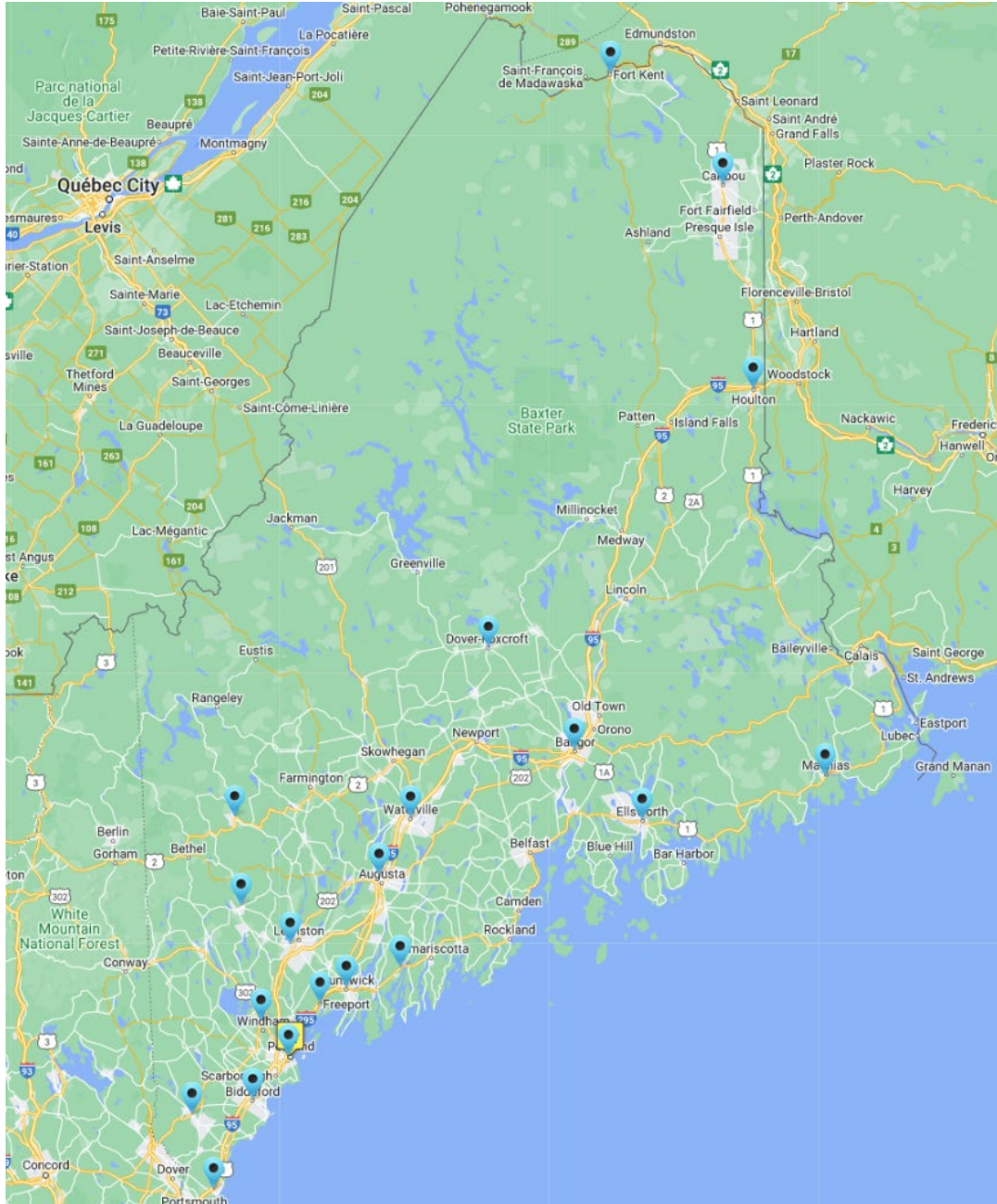
Certified Business Advisor since 2019

Territory: Penobscot and Piscataquis Counties

Contact Information:  [alison.lane@ceimaine.org](mailto:alison.lane@ceimaine.org)

 207-573-5076





# Meet the Maine SBDC

12 Certified Advisors  
Statewide



# Agenda

1. Intro to Artificial Intelligence
2. ChatGPT Overview
3. CAUTIONS
4. ChatGPT Small Business Uses
5. HOW: Prompting 101
6. Activity



# Disclaimer

AI platforms, including ChatGPT, are changing *rapidly*.  
Information provided in this Webinar may become  
outdated *very quickly*!

# AI: Artificial Intelligence

*“AI won’t take over your job,  
but the people who know how to use it WILL”*

- “AI makes it possible for machines to learn from experience, adjust to new inputs, and perform human-like tasks.”
- AI=TOOL
- “Prompt Engineers”
- *But, how will we keep up!?*



# Generative AI

*One of many types of AI that can produce content, such as text, images, videos, and audio*

- OG was in the 1960s with Chatbots
- 2014: Evolved greatly with introduction of Generative Adversarial Networks (GAN) *Birth of the “Deepfake”*
- Most recently, rapid advances in large language models (LLMs) *...which is when I started paying attention..*
- November 2022: Chat GPT is launched

## More Info:

+ [Link to GenAI Evolution Timeline \[techtarget.com\]](#)

# Examples of Generative AI

- ChatGPT
- Google Gemini (formerly Google Bard)
- Constant Contact
- Jasper
- Durable
- Midjourney
- Synthesia

*Some free, some paid*





# Open AI's ChatGPT

*One of many forms of Generative AI*

# ChatGPT

# Chat GPT Cautions

- **Data validity**
  - (ChatGPT can *hallucinate*.)
- Results may be biased
- Plagiarizing/data ownership
- Confidentiality/Privacy
- Tool not crutch: Always read through before publishing!



# ChatGPT Options/Pricing

*As of 5/28/24*

## Considerations

- Results variation
- System's use of your data
- Budget/intended use

### Free

For individuals just getting started with ChatGPT

- ✓ Unlimited messages, interactions, and history
- ✓ Access to our GPT-3.5 model
- ✓ Access on web, iOS, Android

\$0

Start now

### Plus

For individuals looking to amplify their productivity

- ✓ Access to GPT-4, our most capable model
- ✓ Browse, create, and use GPTs
- ✓ Access to additional tools like DALL-E, Browsing, Advanced Data Analysis, and more

\$20 per user, billed monthly

Start now

### Team

For fast-moving teams looking to supercharge collaboration

- ✓ Everything included in Plus
- ✓ Higher message caps on GPT-4 and tools like DALL-E, Browsing, Advanced Data Analysis, and more
- ✓ Create and share GPTs with your workspace
- ✓ Admin console for workspace management
- ✓ Team data excluded from training by default. [Learn more](#)

\$25 per user/month, billed annually

\$30 per user/month, billed monthly

Start now

### Enterprise

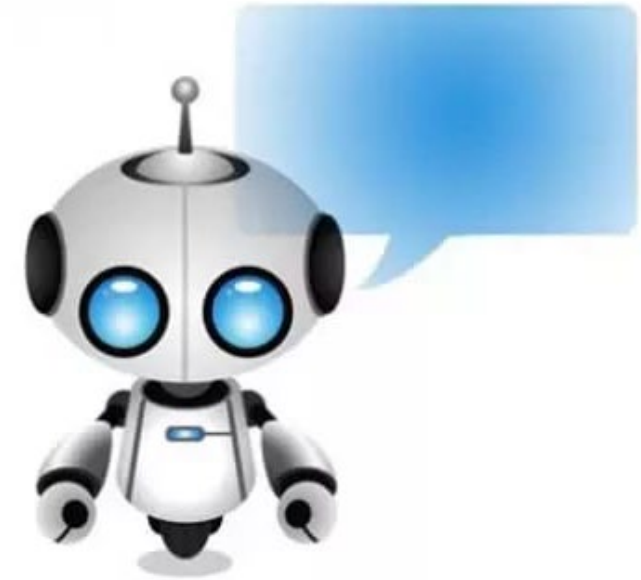
For innovative companies looking to scale securely

- ✓ Everything included in Team
- ✓ Unlimited, high speed access to GPT-4 and tools like DALL-E, Browsing, Advanced Data Analysis, and more
- ✓ Expanded context window for longer inputs
- ✓ Enterprise data excluded from training by default & custom data retention windows. [Learn more](#)
- ✓ Admin controls, domain verification, and analytics
- ✓ Priority support & ongoing account management

Contact sales

# ChatGPT Uses

- Marketing
- Ideation/Brainstorming
- Communication/Tone/Clarification
- Organization
- Finance
- Planning
- Operations/Processes
- Human Resources
- And More...



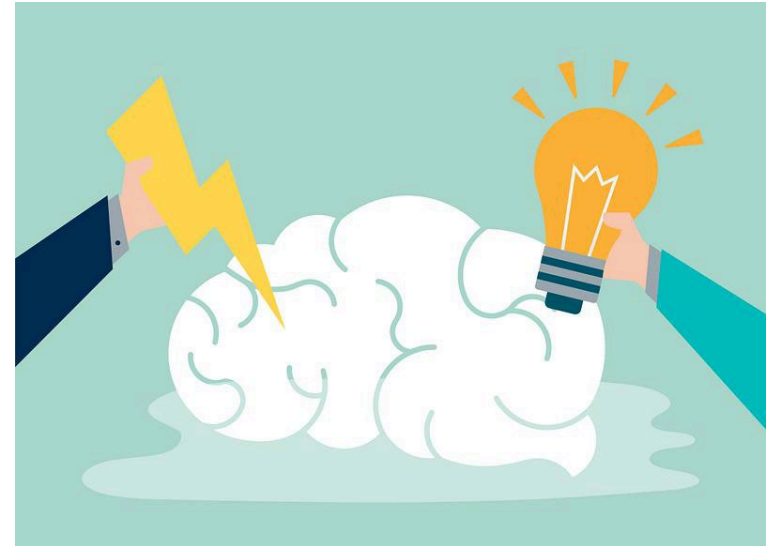
# ChatGPT Uses: Marketing/Communication

- Social media content
- Customer service tone
- Blogging
- Newsletters
- Creating product descriptions
- Creating customer personas
- Etc.



# ChatGPT Uses: Ideation/Brainstorming

- Branding Idea Generation
  - Naming
  - Tagline
  - Etc.
- Other Idea Generation
- Creating customer personas
- Inspiration
- Etc.



# ChatGPT Uses: Planning & Ops

- One-pagers
  - Business plan executive summary
  - Sales one-pager
- Create job descriptions
- Create a market research survey
- Summarizing
- Task Lists/To-Do Lists
- Project Timelines
- Etc.



# ChatGPT Uses: Finance/Numbers

- Grant applications
- Tables-data organization ⚠
- Summarizing/creating reports
- Guidance in calculating BEP, Profit Margins, etc.





# ChatGPT Prompting 101

*“Garbage In=Garbage Out”*

- “Prompt Engineer”
- *Conversation format* allows you a 2<sup>nd</sup> (and 3<sup>rd</sup> and 4<sup>th</sup> and so on...) chance  
USE IT
- Parameters, audience, tone, elements, etc.etc.
- Triple check results for accuracy AND understanding



# Framework for Prompting

*“RISEN”*

Role

*“Assume you are a small business advisor who is speaking to a nervous new business owner...”*

Instructions

*“Write an email explaining what we will cover in the first meeting...”*

Steps

*“Include that we will cover introductions and their immediate questions, and include a link to my calendar to book the meeting...”*

End Goal/Expectations

*“This should be a complete email that puts the new client at ease...”*

Narrowing

*“Maximum 200 words”*



Subject: Welcome! Let's Plan Our First Meeting

Dear [Client's Name],

Welcome aboard! I'm excited to meet and discuss your business. In our first meeting, we'll start with introductions and address any immediate questions you have. This session is all about understanding your needs and setting the stage for your success.

Please book a convenient time using this [link to my calendar](#).

Looking forward to helping you achieve your business goals!

Best regards,

[Your Name]

[Your Business Name]

[Your Contact Information]



# Helpful Prompting Phrases

- “Be concise.”
- “Assume you are a \_\_\_\_\_...”
- “Act like a \_\_\_\_\_...”
- “Write in the style of \_\_\_\_\_...”
- “Do not reply in a code block.”
- “Provide in a step-by-step format.”
- “Create a \_\_\_\_\_ to \_\_\_\_\_...”
- “Max \_\_\_ words.”

# *Let's play with prompts...*



Message ChatGPT



ChatGPT can make mistakes. Check important info.

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The image shows a screenshot of the YouTube channel page for 'Maine Small Business Development Centers'. The channel has 648 subscribers. The banner image features the text 'Helping Small Businesses Do Big Thing' over a background of hands writing on a document, with various social media icons (heart, star, @, comment) overlaid. The channel name and subscriber count are displayed below the banner. The navigation menu includes Home, Shorts, Subscriptions, Library, History, Your videos, Watch later, and Liked videos. The video player shows a video titled 'What you should know about the Maine SBDC?' with 931 views and 2 years ago. The video thumbnail is a grid of people in a virtual meeting. The video description states: 'The pandemic has changed the way everything works, but what hasn't changed is our dedication to helping the small businesses of Maine! With virtual meetings and a little creativity, our Business Advisors are still here to help you out. Request Advising today: [https://mainesbdc.centerdynamics.com/...](https://mainesbdc.centerdynamics.com/)' and includes a license notice for 'Take Me Higher' by Jahzzar. The 'Subscribe' button and the search icon in the navigation bar are circled in red.

