



## AI Tools Part 1 – Chat GPT and Gemini

Here is a detailed summary of Part 1 of the course delivered by Evan Mangan for the Local Enterprise Office Clare, followed by an action list for participants.

### Course Summary: AI Tools for Digital Marketing (Part 1)

**1. The AI Landscape and Large Learning Models (LLMs)** Evan began by explaining that tools like ChatGPT and Google Gemini are "Large Learning Models" (LLMs) trained on vast amounts of internet data, books, and images. While ChatGPT (backed by Microsoft) was the first major mover, Evan emphasized that the landscape is an "arms race" involving players like Anthropic (Claude), Meta, and Elon Musk's Grok.

Significantly, Evan noted that while many participants pay for ChatGPT, Google's **Gemini** has recently received massive upgrades (Gemini 3.0). It is now considered superior or equal to ChatGPT across metrics like reasoning and coding, and offers most of ChatGPT's paid features (except video generation) for **free**.

**2. Fast Models vs. Thinking Models** Evan distinguished between two modes of AI operation:

- **Fast Models:** Like "fast food," these provide instant answers (2–3 seconds) suitable for basic queries.
- **Thinking Models:** Like a "restaurant meal," these take longer (up to 40 seconds) to "reason" through a problem. Evan advised using thinking models for strategy, planning, and complex business advice.
- **Deep Research:** A new level above "thinking" that takes 10–15 minutes to scour the web and produce comprehensive reports.

**3. The Art of Prompting** To get the best results, Evan outlined a three-part formula for prompts:

- **Context:** Give the AI background information (e.g., "I have a driving school in Ennis, County Clare") so the answer is tailored to you.
- **Persona:** Tell the AI to "Act like an expert" (e.g., a business growth expert, a digital marketing strategist, or a child psychologist) to unlock higher-quality advice.

- **Clear Instructions:** Use specific commands like "Teach me step-by-step" (if you want to learn), "Brainstorm innovative ideas" (for creativity), or "Analyze this page".

#### 4. Writing and Content Creation

- **Style Mimicry:** LLMs can write in the style of famous authors (e.g., Stephen King) or specific personas. However, for business, you want it to sound like *you*.
- **Training Your Voice:** Evan demonstrated how to paste your own blog posts into the AI and ask it to "analyze and describe this writing style" and "remember that." You can then instruct the AI to write future content in your specific style.
- **AI Detection & SEO:** Evan warned that Google may penalize web pages that are 90–100% AI-written. He recommended using tools like **ZeroGPT** to check content and advised rewriting AI drafts to be at least "mainly human" to avoid SEO penalties. He strongly advised against using AI to write social media posts without editing, describing unedited AI content as "slop" that damages brand authenticity.

**5. Personalization and Memory** To avoid repeating context in every prompt, Evan showed how to store business details permanently:

- **ChatGPT:** Go to *Settings > Personalization*.
- **Gemini:** Go to *Settings > Instructions for Gemini*.
- **What to include:** Enter details about your business, target audience, competitive landscape, and how you want the AI to behave (e.g., "Always act like a marketing expert," "Always write in UK English").
- **Memory:** You can explicitly tell the AI "Remember that I don't like onions" or "Remember my writing style," and it will store this for future chats.

#### 6. Privacy and Copyright

- **Copyright:** Evan noted that currently, no one owns the copyright to AI-generated content, meaning you are free to use images and text created by AI for your business.
- **Privacy Warning:** Information fed into these models is generally used to train them.
  - *ChatGPT:* You can turn this off by going to *Settings > Data Controls* and unchecking "Improve the model for everyone".
  - *Gemini:* Privacy controls are less flexible; turning off history deletes your previous chats and custom instructions. Evan advised simply never feeding Gemini highly confidential or sensitive financial data.

**7. Gemini Features (The "Free" Advantage)** Evan spent the second half of the session demonstrating Gemini's capabilities:

- **Multimodal Analysis:** You can upload images (e.g., a child's drawing, a product photo) and ask Gemini to analyze them or write sales copy based on the visual.
- **Document Analysis:** You can upload large PDFs (e.g., a 100-page transcript or policy document) and ask Gemini to summarize them or find specific information.

- **Mobile App & Camera:** Evan urged participants to download the Gemini app. He demonstrated using the camera to troubleshoot issues (like fixing an Xbox or identifying a microphone) and using "Enhanced Voice" to have a spoken conversation with the AI.
- **Image Generation:** Unlike the limited free version of ChatGPT, Gemini offers unlimited free image generation. Evan showed how to generate images (e.g., a dog on a lilo) and edit specific elements (changing the collar color).

## 8. Advanced Tools: Deep Research & Canvas

- **Deep Research:** Evan recommended running two specific reports: one on your own business (SWOT analysis) and one on your industry (market trends and future predictions). These take roughly 15 minutes and produce detailed 15–20 page reports.
  - **Canvas/Vibe Coding:** Evan showed how Gemini can write code to create interactive web elements (like a webpage for Man United news) without the user needing to know how to code.
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## Action Point List for Participants

1. **Switch Models:** If you are using the free version of ChatGPT, consider switching to **Google Gemini** to access advanced features (file uploads, image generation) for free.
2. **Download the App:** Install the **Google Gemini App** on your phone. Log in with your Gmail account to sync your history.
3. **Set Up Personalization:**
  - Draft a paragraph describing your business (years in operation, target audience, products, tone of voice).
  - Paste this into *Settings > Personalization* (ChatGPT) or *Instructions for Gemini* (Gemini) so the AI always knows your context.
4. **Train Your Writing Style:** Find 3–4 examples of your best writing (emails or blogs), paste them into the AI, and ask it to "Analyze and describe this writing style. Remember that."
5. **Secure Your Privacy (ChatGPT Users):** Go to *Settings > Data Controls* and switch **OFF** "Improve the model for everyone" to prevent your data from training the AI.
6. **Run "Deep Research" Reports:** Ask the AI (using the Deep Research function if available, or Thinking model) to conduct a deep research report on:
  - Your specific business (Review your online presence and SWOT).
  - Your industry (Trends, competitors, and future AI impacts).
7. **Experiment with Multimodal Prompts:** Try uploading a photo of a product to Gemini and ask it to "Act like a web copywriter and write sales text for this product".
8. **Fact Check:** If generating content for your website, use a tool like **ZeroGPT** to check for AI detection and rewrite the content to ensure it sounds human.
9. **Prepare for Part 2:** Ensure you have access to these tools before next week, which will focus on creative outputs (images, video, and reels).

*Please note: This guide was created with the help of one of our AI colleagues 😊*