



AI Part 1 – Chat GPT and Gemini

This five-week management development programme, "**From Prompts to Profits**", is delivered by **Evan** on behalf of the **Local Enterprise Office (LEO) South Cork**.

Specifically designed for a small, interactive group of 15 participants, the course aims to demystify artificial intelligence and provide actionable strategies to increase business sales. Evan emphasizes an environment where no question is too basic, encouraging a conversational approach to learning these rapidly evolving tools.

Detailed Summary of Major Points

1. The AI Roadmap and LLM Foundations

The programme is structured to take businesses from foundational knowledge to high-level marketing execution:

- **Foundations (Week 1):** Introduction to Large Learning Models (LLMs) like **ChatGPT and Gemini**.
- **Marketing Integration (Week 2):** Using LLMs for advanced **social media** and **website sales** conversion.
- **Visual Creativity (Week 3):** AI for **image creation** and manipulation using Midjourney, DALL-E, and Gemini's "Nano Banana" tool.
- **Video and Governance (Week 4):** Creating marketing videos (Reels/TikTok), using **Google's Notebook LM**, and understanding the **EU AI Act**.
- **The Future of Search (Week 5):** Mastering **Google AI Mode** to ensure businesses are recommended in AI-driven search results.

Evan defines an **LLM** as a supercomputer trained on massive amounts of data—including books, magazines, and reputable internet sources—to process information and answer questions on almost any topic. He distinguishes **Generative AI** as technology that creates original content in a human-like way rather than simply quoting sources. Modern models are now **multimodal**, meaning they can accept and produce information via text, voice, images, and video.

2. The Master Prompting Formula

The quality of an AI's output is directly linked to the quality of the "prompt" (the question or instruction) provided. Evan teaches a **three-part prompt formula** to move away from generic, "middle-of-the-road" answers:

1. **Context:** Provide deep background on the business (e.g., location, years established, target audience, and current marketing struggles).
2. **Act like an Expert:** Instruct the AI to adopt a specific persona, such as a "Business Growth Expert" or "Instagram Marketing Specialist".
3. **Clear Objective:** Use specific verbs like "**Teach me,**" "**Brainstorm,**" or "**Summarise**" to define the task.

For complex business strategies, Evan recommends using **Thinking Models** (slower, more logical) over **Fast Models** (instant, simpler). In the free version of ChatGPT, users can trigger a more thoughtful response by adding "think more slowly when answering me" to their prompt.

3. The Competitive Landscape: ChatGPT vs. Gemini

While ChatGPT (from OpenAI and Microsoft) is the most famous, Evan highlights that **Google's Gemini** surpassed ChatGPT in performance metrics during the second half of last year. A key advantage for small businesses is that **Gemini offers many "Pro" features for free** that ChatGPT reserves for its €20/month paid tier, such as unlimited file attachments and advanced multimodal features. Evan also noted the "AI arms race," mentioning other powerful models like **Claude (Anthropic/Amazon)**, **Grok (XAI/Elon Musk)**, and **MetaAI**, which is increasingly integrated into Facebook, Instagram, and WhatsApp.

4. Privacy, Accuracy, and Authenticity

- **Privacy Protections:** By default, LLMs use your data to "train" their supercomputers. Evan demonstrated how to navigate to **Data Controls** and switch off "**Improve the model for everyone**" to prevent confidential business information from being shared.
- **The "Hallucination" Risk:** AI can confidently present false information as fact, known as "hallucination". Evan recommends using **Perplexity.ai** as a dedicated AI search engine to fact-check critical information.
- **SEO and Brand Trust:** Evan warned against using raw AI text for websites. **Google can detect AI-generated content** and may prioritise human-written pages in search rankings. Similarly, for social media, over-reliance on AI can lead to "**AI Slop**", which reduces brand authenticity and engagement.

5. Multimodal Power in Gemini

Gemini allows users to upload **images, videos (up to 5 mins/2GB), PDFs, and spreadsheets** for instant analysis. For example, a business can:

- Attach a product photo and ask an "Expert Copywriter" to identify features and benefits for a sales page.

- Upload a draft marketing video for a "Reels Expert" to critique the lighting, hook, and call to action.
 - Use the **Gemini App's Enhanced Voice** and video feature to show the AI a real-world problem (like a broken piece of equipment or a shop window display) and receive live, spoken advice.
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Participant Action Point List

- **Secure Your Data:** Immediately go to your ChatGPT or Gemini settings and **switch off "Improve the model for everyone"** or data sharing to ensure your private business strategies remain private.
- **Implement Personalisation:** Use the **"Personalisation"** or **"Instructions for Gemini"** section to save your business context (who you are, what you sell, who your customers are) once, so you never have to repeat it in new chats.
- **Clone Your Writing Style:** Copy several samples of your own written work (blogs, emails, reports) into the AI. Ask it to **"analyse and describe the writing style"** and tell it to **"remember this"** as your unique voice for future content drafts.
- **Install the Gemini App:** Download the app and log in with your Gmail to sync your settings. Experiment with **sharing your screen** or using the **camera feature** to get real-time business advice on your phone.
- **Audit Your Marketing:** Upload a photo of your current shop window or a short marketing video to Gemini. Ask it to **"act like a marketing expert"** and identify three specific ways to improve the visual appeal or the "hook" of the content.
- **Fact-Check Important Claims:** Before publishing any AI-generated facts or data, copy the text into **Perplexity.ai** and ask it to **"fact-check this"** to avoid the embarrassment of "hallucinated" information.
- **Download Course Materials:** Ensure you download the **detailed PDF notes** (over 400 pages by the end of the course) from the link provided by Siobhan, as the webpage will expire approximately one month after the programme concludes.

To better understand the models, think of **ChatGPT** as a brilliant, well-read assistant who arrived early to the office, while **Gemini** is the equally brilliant colleague who arrived a little later but brought a free, all-access pass to Google's entire library and the ability to "see" your work through a camera.

This was created with the help of one of our AI colleagues 😊