

AI Bootcamp Part 1: ChatGPT and Gemini

Course Summary

This course provided a practical introduction to generative AI tools, with a particular focus on ChatGPT and Google Gemini and how they can be used to improve productivity, digital marketing, research, and everyday business tasks. Evan positioned AI not as something technical or intimidating, but as a practical business tool that participants could start using immediately regardless of their experience level.

The session started at beginner level to ensure everyone understood the fundamentals before progressing to more advanced uses and strategies. Evan explained that even people with some experience often miss important fundamentals, so building strong foundations was essential before moving into more sophisticated uses.

Understanding Generative AI

Evan explained that tools such as ChatGPT and Gemini are examples of **generative AI**, meaning they generate original responses rather than simply retrieving information like a search engine.

He explained that these tools are based on what are called **large language models**, which he described as extremely powerful computer systems trained on vast amounts of information including websites, books, articles and other digital content.

Evan explained that when a user asks a question, the AI does not simply look up an answer in a database. Instead, it generates a response based on patterns it learned during training.

He also explained how these systems have evolved. Originally, AI models only knew information up to a certain cut-off date, but modern versions can now access the internet when needed to supplement their knowledge with more current information.

This represented a major shift from static knowledge tools to dynamic research assistants.

Key Terminology Participants Needed to Understand

Evan introduced a number of important terms participants would encounter when using AI:
Large Language Model (LLM)

He described this as the underlying technology behind tools like ChatGPT and Gemini.

Generative AI

AI that creates new content such as text, images or ideas rather than simply retrieving existing information.

Multimodal AI

AI that can accept different types of input such as:

- Text

- Voice
- Images
- Files

He showed how users could either type prompts or dictate questions using voice input.

Free vs Paid AI Tools

Evan explained that many powerful features are available even in free versions of AI tools and demonstrated multiple examples using free accounts.

He emphasised that businesses should start with free versions before deciding whether paid versions are necessary.

He also explained that Gemini offers some features for free that are paid features in ChatGPT, which makes it worth considering as a complementary tool.

His advice was not to rely on just one AI tool but to compare results where useful.

How to Write Better Prompts

A major part of the session focused on improving how participants ask questions.

Evan explained that the quality of AI output depends heavily on how clearly the user explains what they want.

He outlined three key elements every prompt should contain:

1. Context

Explain your situation or business.

2. Role instruction

Ask the AI to act like an expert in a specific area.

3. Clear task

Be specific about what you want produced.

He demonstrated how prompts such as:

"Act like a digital marketing expert and suggest ideas to increase sales for my business" would produce much stronger outputs than vague questions.

He also demonstrated different types of prompts including:

- Teach me prompts
- Brainstorm prompts
- Summarise prompts
- Analyse prompts
- Write like me prompts

Using AI for Learning and Research

Evan demonstrated how AI can be used as a learning assistant.

For example, he showed how users could paste a web article into ChatGPT and ask it to summarise the main points, saving time when dealing with long content.

He also showed how users could:

- Ask follow-up questions
- Request deeper explanations
- Ask AI to explain topics in simpler terms
- Explore related topics

This demonstrated how AI could function like a personal tutor.

Personalisation – Moving Beyond Basic Use

Evan explained that most people use AI at a very basic level but that significantly better results can be achieved through personalisation.

He explained that instead of repeating context in every prompt, users should set up personal instructions describing:

- Their business
- Their target customers
- Their goals
- Their budget
- Their location

Once this is done, the AI can generate much more relevant answers.

He demonstrated how adding business information allowed the AI to automatically tailor responses without needing to repeat that context.

He described this as moving from basic usage to more advanced usage levels.

The Five Levels of AI Usage

Evan described a progression model showing how users can become more advanced:

Level 1 – Basic questions

Simple one-off questions.

Level 2 – Personalisation

Adding background instructions.

Level 3 – Using thinking models

Using more advanced reasoning modes.

Level 4 – Deep research

Generating detailed reports.

Level 5 – Projects

Creating structured AI workspaces.

He encouraged participants to aim to operate at least at Level 3 and ideally Level 5 for maximum benefit.

Using AI Projects

Evan demonstrated how projects allow users to upload documents and create a structured AI workspace around their business.

He showed how users could upload research reports and files to create a deeper knowledge base, improving the relevance of answers.

He also suggested combining research from multiple AI platforms to improve insight quality.

Comparing ChatGPT and Gemini

Evan explained that different AI models are trained differently and may produce different answers.

He compared this to asking two different experts the same question and getting slightly different perspectives.

He recommended:

- Testing prompts in both tools
- Comparing responses
- Choosing the strongest ideas

This approach allows users to benefit from multiple AI perspectives.

Privacy Considerations

Evan emphasised the importance of protecting business data when using AI tools.

He showed how to:

- Access settings
- Turn off data sharing
- Control privacy settings

He explained that companies want users to share more data because it improves personalisation, but businesses should be cautious about what they share.

His recommendation was to:

- Use privacy controls
- Avoid sharing sensitive data
- Manage settings carefully

Gemini Features Demonstrated

Evan demonstrated several Gemini capabilities including:

Deep Research

Generating detailed reports.

Gems

Custom AI assistants focused on specific tasks.

Enhanced voice

Speaking directly to AI through mobile apps.

Camera input

Allowing AI to see what the user sees.

He also demonstrated how the mobile app allows conversational interaction with AI.

Using AI for Marketing Ideas

Throughout the session Evan demonstrated examples related to small business marketing.

These included:

- Sales campaign ideas
- Social media strategies
- Local marketing ideas
- Business growth strategies

This reinforced the idea that AI should be used as a practical business assistant rather than just a novelty tool.

Key Messages From the Course

Some of the main messages Evan reinforced included:

- AI is a practical tool, not just a tech trend.

- Businesses that learn to use AI effectively will gain competitive advantage.
- Better prompts produce better results.
- Personalisation dramatically improves AI usefulness.
- Using multiple AI tools can improve insight quality.
- Privacy should always be considered.
- AI should be integrated into daily workflows.

Action Points for Participants

Immediate Actions

- Set up a ChatGPT account if you do not already have one.
- Set up a Gemini account to compare outputs.
- Install the Gemini mobile app.
- Learn how to switch on thinking models.
- Turn off unnecessary data sharing.

Prompt Improvement Actions

Start using structured prompts including:

- Context
- Expert role instruction
- Clear request
- Test prompts such as:
 - Act like a marketing expert and suggest 5 ideas to increase my sales.
 - Summarise this article.
 - Brainstorm content ideas.
 - Analyse my website.

Personalisation Actions

Add business information into AI personalisation settings including:

- Business type
- Target market
- Location
- Budget
- Goals

This will improve relevance of answers.

Productivity Actions

Use AI to:

- Summarise documents.
- Generate ideas.
- Draft content.
- Research competitors.
- Analyse websites.
- Create action plans.

Marketing Actions

Use AI to generate:

- Content ideas.
- Campaign ideas.
- Offer ideas.
- SEO ideas.

- Email topics.
- Video topics.

Skill Development Actions

- Practice using AI weekly.
- Test different prompt styles.
- Compare ChatGPT and Gemini outputs.
- Experiment with projects.
- Upload documents to test deeper analysis.

Strategic Actions

- Identify 3 ways AI could save you time.
- Identify 3 ways AI could increase sales.
- Identify 3 ways AI could improve marketing.
- Start integrating AI into daily business processes.

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