



# **MDP: From Prompts to Profits: Using AI to increase sales**

## **Week 2: Gemini, Notebook LM & Website Sales Conversion**

**Delivered by Evan Mangan for Local Enterprise Office Limerick**  
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## **Course Summary**

### **Recap of Week 1 and Session Overview**

Evan opened the session by recapping Week 1, which covered ChatGPT — how to use it, how to create a project, and how to run deep research. He had also provided a brief introduction to Gemini at the end of that session. The agenda for Week 2 covered Gemini in depth, Google's Notebook LM, and an introduction to website sales and conversion principles.

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### **Google Gemini – Interface and Key Features**

Evan walked participants through the Gemini interface, explaining how to access it via a Google search, navigate previous chats using the left-side menu, and switch between the fast model and the thinking model. The thinking model provides more considered responses and is recommended for tasks that require deeper analysis.

Evan demonstrated how to add personalisation via Settings > Instructions for Gemini, where users can enter background information about their business. He flagged a practical limitation: unlike ChatGPT, which applies personalisation subtly and only when relevant, Gemini can apply it too broadly — inserting references to your business even in unrelated queries. His recommended workaround was to toggle the personalisation setting off during general use and switch it back on when working on business-specific tasks.

Evan also reminded participants that Gemini is tied to your Google/Gmail account. If you have two Gmail accounts, you have two separate Gemini accounts, each with their own chat history and personalisation settings. Gemini syncs fully between desktop and mobile.

## Attaching Files, Images, and Videos in Gemini

A key advantage Evan highlighted was Gemini's unlimited file attachment capability — unlike the free version of ChatGPT, which allows only three file attachments per day.

**Images:** Evan demonstrated attaching product photos and using role-based prompts such as 'Act like an Instagram marketing expert and write an Instagram post' or 'Act like a web copywriter and write the product page text.' The AI analysed the image visually, identified the product, and generated relevant copy. This is especially useful for businesses selling physical products — instead of struggling to describe what you sell, you attach a photo and let the AI do the work.

**Documents and PDFs:** Evan showed how to attach large documents — using a 100-page PDF as an example — and ask Gemini to summarise it, extract specific information, or answer questions about it. Use cases mentioned included analysing insurance policy documents, consolidating business policy files, interrogating Google Analytics export data, and reviewing social media insights from Meta Business Suite.

**Videos:** Gemini can accept video files up to five minutes long. Unlike a transcription tool, Gemini actually watches the video — it analyses presentation style, body language, delivery, and visual context, then answers any questions you have.

**Enhanced Voice and Live Video Mode:** Evan demonstrated the Enhanced Voice feature on the Gemini mobile app, allowing spoken back-and-forth conversation rather than typing. He then showed the Live Video feature, where you point your phone camera at anything — a product, a piece of equipment, a maths problem — and Gemini can see what you are looking at and respond in real time. Real-world examples included setting up an Xbox using Gemini's live guidance and identifying and explaining a wireless microphone system.

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## Image Creation and Manipulation in Gemini

Evan provided an overview of Gemini's image creation tools, with a full deep-dive session planned for Week 3. He showed how to generate an image via Tools > Create Image by entering a text description. He then demonstrated changing specific elements — altering colour, adding accessories — while Gemini maintained visual consistency throughout (same subject, same scene, just with the requested changes applied).

This is particularly useful for e-commerce businesses. If a supplier provides a product photo in one colour, Gemini can generate the same product in a different colour or from a different angle without requiring a new photoshoot. Evan noted that Gemini's image manipulation capabilities received a major upgrade in August 2024 and are now significantly more reliable than previously. Image creation in Gemini is free and unlimited; the free version of ChatGPT limits image generation to a small number per day.

## Guided Learning Mode in Gemini

Evan demonstrated Gemini's Guided Learning tool (available under the Tools menu). Rather than simply delivering an answer, this mode acts like a coach — it asks questions, prompts the user to think, and guides them towards the answer themselves. Evan demonstrated this using a driving school sales scenario: instead of receiving a list of tactics, the AI walked him through the decision-making process step by step. This is a useful option for anyone concerned about over-reliance on AI who wants to develop their own thinking alongside using it.

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## Google Notebook LM

Evan introduced Notebook LM as a Google tool that operates alongside Gemini. He described it as a private, source-specific AI research and learning environment with two core use cases.

1. Private document interrogation: You can upload your own internal business documents — spreadsheets, PDFs, financial reports — and ask the AI questions about them in a completely private environment. The AI does not pull from the internet; it only works with the documents you have provided. This is ideal for businesses that want to use AI to analyse sensitive data without that data being used to train external models.
2. Curated learning on a topic: You build a notebook around a specific topic by adding up to 50 trusted sources — YouTube videos, web pages, uploaded PDFs, or copied text. The AI then draws exclusively on those sources when answering your questions. Evan demonstrated this using a notebook he had built on AI search, populated with YouTube videos and articles from trusted sites such as Search Engine Journal. He showed how to select all sources or just a subset, allowing you to narrow or broaden the scope of any question.

The Notebook LM Studio panel (on the right-hand side) allows you to generate outputs in a range of formats, including a podcast-style audio overview — a realistic two-person conversation that synthesises the topic. Evan played a clip of this during the session, noting it is excellent for learning on the go.

Evan also addressed a question about Microsoft Copilot, clarifying that it is essentially ChatGPT rebranded by Microsoft following their significant investment in OpenAI. On a paid business plan, data is private across ChatGPT, Copilot, and Gemini for Business. On free plans, Gemini may use your data unless privacy settings are adjusted, whereas ChatGPT allows privacy protection even on the free tier.

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## Website Sales and Conversion

In the final part of the session, Evan introduced the topic of website sales and conversion. He described two types of websites: passive sites that present information but do little to convert visitors, and active sites specifically designed to engage, build trust, and convert. The practical framework he outlined covered three core stages.

**Step 1 — Do not frustrate visitors before they arrive.** Evan referenced a Meta study showing that if a page takes more than four seconds to load, 40% of visitors leave before it finishes loading. He demonstrated using GTmetrix.com to test page speed, testing a volunteer's site live during the session. Key metrics to look for are an overall performance score (80% or above is good) and the LCP (Largest Contentful Paint) score, which Google wants within 1.2 seconds. If your score is very low, speak to your web designer and use the GTmetrix report to show them what needs to be addressed.

**Step 2 — Immediately resonate.** When someone lands on your page, the headline is the first thing they read. That headline needs to make them think 'this is exactly what I am looking for.' Evan demonstrated asking an AI to identify the three things target customers most want from a specific product, and then using those insights to generate headline options. He did this live for a washable dog sofa business: the AI identified that buyers prioritise easy cleaning, durability, and comfort, then generated three headline variations for the product page.

**Step 3 — Make content scannable.** Studies show that people only read around 20% of text on a web page — they scan rather than read in full. Web copy should use bullet points, short sentences, and clear structure so that key messages land even for people who do not read everything. Evan showed how to ask an AI to write scannable body text, using the top three customer priorities identified in the previous step as the foundation.

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## Action Points

- Install the Google Gemini app on your phone (free on iOS and Android) and sync it with your Gmail account
- Go to Gemini Settings > Instructions for Gemini and complete your business personalisation — then remember to toggle it on/off depending on whether your query is business-related
- Try attaching a product image in Gemini with the prompt: 'Act like a web copywriter and write the product page text' or 'Act like an Instagram marketing expert and write an Instagram post'
- Try attaching a large PDF document and ask Gemini to summarise it or answer specific questions about it
- Try the Enhanced Voice feature in the Gemini app — practise having a spoken conversation with the AI rather than typing your prompts
- Try the Live Video feature in the Gemini app — point your camera at a product, piece of equipment, or problem and have a real-time conversation with the AI about what it can see
- Try Guided Learning mode in Gemini for a topic you want to understand better, rather than just asking for a direct answer
- Create a Notebook LM notebook: choose a topic relevant to your business, add at least three trusted sources (YouTube videos, articles, or documents), and ask the AI a question based only on those sources
- Use GTmetrix.com to test the speed of your key web pages — aim for 80%+ performance and an LCP score under 2 seconds; if your score is poor, speak to your web designer
- Ask an AI: 'Act like a marketing expert and tell me the three things people look for when buying [your product/service]' — then use those insights to rewrite your homepage headline
- Ask an AI to write scannable body text for your key web pages, using bullet points and the top three customer priorities as the brief

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## Resources & Links

- Google Gemini — [gemini.google.com](https://gemini.google.com) (also available as a free mobile app)
- Google Notebook LM — [notebooklm.google.com](https://notebooklm.google.com)
- GTmetrix — [gtmetrix.com](https://gtmetrix.com) (free page speed testing tool)
- ChatGPT — [chatgpt.com](https://chatgpt.com)
- Week 3 Preview: AI for image creation and manipulation, AI video tools
- Week 4 Preview: Introduction to Claude and AI agents (Agentic AI)
- Week 5 Preview: AI and search

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