Local Enterprise Office South Cork

Course Summary

Master AI

Week 1: AI for Advice, Ideas and Strategies (Chat)

29th October 2026

Prepared by The Marketing Crowd *with the help of one of our AI colleagues* ☺

Course Overview and How the Five Weeks Fit Together

Evan explained that there are now three main ways to use AI, and the course covers all three:

1. **Chat:** using AI for advice, ideas, strategies and tactics. This is how most people have used AI since ChatGPT launched almost four years ago. The skill is in getting advice that is fully tailored to your business, so that ChatGPT, Claude or Gemini acts as an expert in your business and products.

2. **Create:** using AI to make marketing materials such as written content, images, videos, websites and presentations.

3. **Tasks:** the newest area, where the AI does tasks for you. Claude led the way here with Claude Skills and Claude Cowork. ChatGPT followed in July with ChatGPT Work, and Gemini has just launched skills and tasks in America in the last week or two.

The five week plan:

- **Week 1 (today):** Chat. Getting expert advice, ideas and strategies, mainly in ChatGPT, with comparisons to Gemini and Claude.

- **Week 2:** Create. About 20 to 25 minutes on written content (including how to get AI to write like you), then the rest of the session on images.

- **Week 3:** Create again, this time websites and some video, plus an introduction to Claude.

- **Week 4:** Tasks. Mainly ChatGPT Work, along with Claude Cowork.

- **Week 5:** AI search. How to get your business recommended in ChatGPT, Gemini, Claude and especially Google's AI Mode, as Google moves from traditional search to AI search.

Evan stressed that this field changes constantly. This course includes material that wasn't in the same course three weeks ago, and he may change the order if something important happens in the meantime.

Notes and summaries: Everyone who attends gets detailed notes each week (66 pages this week), sent by email from Siobhan at The Marketing Crowd within an hour or two of the session ending. Evan suggested not printing the slides. Just go to the section you need. The 6 to 7 page AI summary of each session is worth printing.

Where the group started: The opening polls showed most people rating their confidence between 0 and 6, with three or four people feeling quite confident. 53% use ChatGPT a lot, 33% a little and 13% have never used it. 60% pay for ChatGPT. 60% have never used Gemini and 87% have never used Claude. Evan said that if you feel you know very little, you're on the right course. He'll always start at a basic level and build up, and the sessions get more

advanced each week. For more experienced participants he's confident there will still be plenty that's new.

He was also clear that this is a ChatGPT, Claude and Gemini course, not a ChatGPT course. You should understand all three, because some are better than others for certain jobs, and that depends partly on whether you're on the free or paid version of ChatGPT.

The Basics: LLMs and Generative AI

Getting started with ChatGPT: Go to chatgpt.com and sign up for a free account. Click top left to open the menu, where you'll find New Chat and your previous chats. The chat box is where you type your questions.

Fundamental 1: How to Structure a Prompt

A question to an AI is called a prompt. A good prompt has three parts:

1. **Give it context.** The more context, the more tailored the answer.
2. **Ask it to act like an expert.** Without this you get a middle of the road answer pitched at the average adult.
3. **Be clear about what you want.**

Why "act like an expert" matters: Evan asked ChatGPT "What is a mass spectrometer?" and got a plain explanation (a scientific instrument that identifies the chemicals in a sample) with no formulas. When he asked it to explain as though he were a five year old, it used a "mystery bag of tiny things" analogy. When he asked it to explain as though he were an expert in physics, it started including mathematical formulas. Asking for expert level makes it assume a much higher level of understanding. So for your marketing, say "act like an SEO expert", "act like an Instagram marketing expert" or "act like a TikTok marketing expert". You don't need the exact job title. "Act like an expert in growing sales for a business" works just as well.

Useful phrases for being clear about what you want:

- **"Teach me":** It assumes you don't know much and does a very good job of teaching you. Example: *"I have a driving school in Bantry, County Cork and I want to increase my sales. Act like a business growth expert and teach me how to increase my sales."*
- **"Brainstorm":** Use it whenever you want ideas. Example: *"I am a parenting coach in Cork. I've been active on Instagram but I want to freshen things up, in particular Reels. Act like an Instagram marketing expert and brainstorm 20 ideas for Reels. The area I focus on is parenting of teenagers."* You could ask for 50 ideas if you want.

- **"Break this down for me" / "teach me step by step":** Good for turning one idea into a practical plan.

Don't stop at the first answer: drill down. The driving school prompt gave nine areas to work on. Evan said you could copy that into a Word document, but the mistake is to treat it as the final answer. It's only the top level. Drill into one or all of the points. Point two was "get found on Google when people search". Evan showed that a search with a place name or "near me" (for example, "driving lessons Killarney") almost always brings up a map at the top. Those are Google Business Profiles, not websites, and the websites appear below them. A driving school needs to be in that map. So he followed up with: *"Google is hugely important for me. I do have a profile and sometimes we're in the top three and sometimes we're not. Could you act like an expert in Google Business Profiles and teach me exactly what I need to do to start appearing high up more consistently?"* Because the follow up says he already has a profile and sometimes does well, it won't tell him to create one. Google Business Profiles get full coverage in week 5.

Likewise with the Reels ideas, Evan picked idea three ("Why your teenager says I'm fine when they're clearly not") and asked ChatGPT to act like an expert in making Instagram Reels, break the reel down, suggest the structure, say whether it should be a voiceover or talking to camera and teach him step by step how to make it. It came back with a filming plan, an opening hook, a suggested format (talking to camera), a target length of 35 to 45 seconds, filming and editing advice and even a script. On hooks, Evan explained that the first three seconds of a reel matter most, because that's when our brains decide whether something is interesting. If it isn't, we swipe on.

The same approach works for anything. For example: "I'm thinking about using email marketing to promote my boutique. Act like an email marketing expert and teach me how." If the answer says you need to grow an email list, follow up with: "Act like an expert in growing email lists for a boutique and teach me what to do."

Intelligent UI: This is brand new in the last couple of weeks, on both free and paid ChatGPT. Answers in chat now include lots of images, illustrations, interactive checklists and visuals. You can also ask it to "make it very visual and interactive" and it will add interactive buttons and scenarios. Evan said Claude and Gemini don't offer this yet to the same standard. Gemini adds a few images but it's not at the same level.

Fundamental 2: Instant Mode and Thinking Mode

- **Instant mode** tries to start answering within a second. It's the default in the free version. Use it for simple questions like "What is a mass spectrometer?", "Suggest three ways to cook lamb chops" or "Recommend a Spanish restaurant in Dublin".

- **Thinking mode** asks it to take its time and weigh things up, giving a more considered and complete answer. Use it for anything about your business. A question about growing a driving school in Bantry needs it to think about what that business really has to factor in.

In the paid version: Click in the chat box to adjust the thinking effort. The default is medium. Instant starts within a second. Medium usually thinks for about 5 to 12 seconds (sometimes only 3 if the question is simple). High can think for 20 seconds to a minute depending on how complex the question is. Don't think of it as slow. Think of it as thorough. For business and marketing questions Evan tends to set it to high. (In the session he used medium only to keep things moving.)

In the free version: There's no slider, just a **Think** button. Without it you're always on instant. In the demo, a Spanish restaurant question with Think switched on worked for 26 seconds. A fast answer isn't a bad answer, but the thinking answer is higher quality.

Fundamental 3: Understanding the Models

ChatGPT completely revamped its models from July. In **ChatGPT Work** (covered in a later week) you can choose from four models, which are in Evan's notes. From most to least powerful:

- **Astra:** the frontier model, meaning the cutting edge of AI. It's extremely powerful and can handle very complex work (something that takes programmers a week, it might do in half a day). Only use it for highly complicated work, because it uses up your usage credits fast. Credits are covered in a future week.
- **Sol:** the second most capable model. This is the one to use for your digital marketing and sales advice, with thinking turned up.
- **Terra:** the third model.
- **Luna:** the fourth most capable model.

Version numbers: Higher numbers mean more powerful models. Before July the models were 5.6. Since then 6 versions have been released, and Sol has now moved to 6.1. Terra is 5.6 and Luna is 6. Older versions stay available for a month or two because businesses and programmers have built them into their own systems, but you can ignore them. Evan's advice: use Sol 6.1 as your go to model, and Astra 6 only for very complex tasks. He never goes down to Terra or Luna.

In Chat (paid): You don't get the full choice. The default is Sol 6, and you shouldn't drop down to 5.6. So in paid ChatGPT chat you're getting advice from the second best model.

In Chat (free): ChatGPT doesn't tell you, but you're on Luna 6, the fourth most capable model. In July and August Evan tested the same driving school question on free (Luna with thinking) and paid (Sol with thinking) and the paid answer was far better. Since Luna 6 arrived in the last 10 days, his test last weekend showed very little difference. He even asked ChatGPT to compare the two answers, and it said the paid one was better but not noticeably. So free users now have a good model, as long as they click **Think**. Two months ago Evan was advising free ChatGPT users to use Claude instead because its free models were better.

ChatGPT plans: Free; Go (about €8 a month); Plus (€20 plus VAT a month, which is what Evan and most people use); Pro (€100 a month). The bottom left of the screen shows which plan you're on.

How Gemini and Claude Compare

Getting to Gemini: Search Google for "Gemini" and click the first result. (Google's AI Mode in search is also powered by Gemini. That's covered in week 5.) The layout is much the same as ChatGPT: click the diamond to open the menu, then New Chat, previous chats, the chat box and a microphone. The same prompt structure applies.

- **Paid Gemini (Plus, €5 a month):** four models in the same tiers as ChatGPT. Argon is the frontier model (like Astra), Pro is like Sol, Flash is like Terra and Flash Lite is like Luna. The €5 plan doesn't include Argon but does include Pro, which is the one to use. Thinking can be set to low, medium or high.

- **Free Gemini:** no model choice. You're on the lowest model by default, but you get three thinking levels, which Evan noted is better than free ChatGPT.

Getting to Claude: Go to claude.ai and sign up for a free account. Again the layout looks like ChatGPT, with New Chat, previous chats, the prompt box and the model selector.

- Claude has four models: **Fable** (frontier, like Astra), **Opus** (like Sol), **Sonnet** and **Haiku** (like Terra and Luna).

- Evan's €20 a month plan doesn't include Fable. Using it would mean buying extra credits. It does include Opus, Sonnet and Haiku, and **Opus** is the one to use.

- The free version gives you Sonnet and Haiku, and you can increase the effort (thinking).

All three tools work in much the same way, but they're different LLMs, fed different information and trained differently. It's like asking three different people the same question. The facts shouldn't differ much, but how they answer and present it will.

Account Fundamental 1: Protecting Your Privacy

Anything you give ChatGPT, whether typed in a prompt or attached, ends up in its LLM data unless you change your privacy settings, and it could be fed back to other people in future. Evan gave the example of a past participant with a niche business who had paid for market research and wanted ChatGPT to write a business case from it. ChatGPT would be excellent at this, as it would for a bank loan application. But without protecting your privacy, that research would become part of ChatGPT's data and could be cited to someone else.

ChatGPT (free and paid): Click your name (bottom left), go to **Settings**, then **Data Controls**, and find **"Improve the model for everyone"**. It's on by default. Switch it off. It sounds innocent, but in practice it means sharing what you give ChatGPT with everyone.

Claude: Click your name, go to **Settings**, then **Privacy**, scroll down to **"Help improve our AI models"** (it allows your chats and coding sessions to be used for training) and switch it off.

Gemini: On the free version or a paid personal plan there's no equivalent switch. Only the business version of Gemini keeps your chats and attachments out of Gemini. On personal accounts the only option is **Activity**, where "Keep activity" also helps improve Google services, including AI models. Switching it off is the nuclear option: you lose all your previous chats and the AI becomes less useful.

Evan's advice: Use ChatGPT or Claude for business advice and strategy, especially when you're sharing business information or attaching files. Don't use Gemini for this kind of chat, apart from everyday questions like recipes or restaurants. In any case, never give any AI sensitive information you'd hate to see made public, because you can't know whether any of these services will be hacked in future.

Account Fundamental 2: Memory

About three years ago, ChatGPT only remembered things within a single chat. When you add a follow up message in an existing chat, it rereads the whole conversation first, so it has full memory within that chat. But a new chat had no memory of earlier ones. It was like talking to someone with amnesia.

Now these AIs have **memory across chats**, with a few points to understand:

- It's a shallow memory. It won't remember every detail of a long chat.
- Paid ChatGPT has much more memory than free.
- It decides for itself what's worth remembering (for example, if you mention a business it didn't know about).
- You can ask it to remember things. Evan typed "I'm allergic to marshmallows, remember that" and got **"Memory updated"**. After "I don't like onions and garlic, remember that", it won't suggest recipes with those ingredients. Next week he'll show how to get it to remember your writing style.

Memory got a big upgrade this summer as the tools compete for users. Research showed people loved that Claude seemed to know them better because of its memory system, so ChatGPT improved its own and changed how it shows what it remembers.

Checking your memory in ChatGPT: Click your name (bottom left), then **Personalization**. Memory now sits at the top (until last month it was near the bottom). Make sure memory is switched on, then click **Manage** to see what it has stored, now organised into sections such

as an overview, your business, writing style, brand and content preferences, ongoing projects and preferences. You can ask it to forget things. When Evan said "I'm no longer allergic to lettuce", lettuce disappeared from the list.

Don't confuse memory with privacy. Some people switch off memory thinking it protects their privacy. It doesn't. Privacy is the data sharing setting covered above. Memory is good: the more it remembers, the more tailored your experience.

- **Turning memory back on:** If you had it off and switch it on, you can ask: "I've just switched my memory on. I'd like you to remember a lot more about me. Could you go to my previous chats and decide what you should remember?"
- **Starting from scratch:** Go to Settings, then Data Controls, then **Delete all chats** (the nuclear option). Or delete individual chats from the left hand menu using the options next to each one.

Exercise from the session: (1) Find the data sharing setting and know how to switch it off. (2) Go to Personalization, check memory is on, click Manage, review what it has remembered and delete anything you don't want.

Account Fundamental 3: Personalisation

Personalisation is about context. Evan showed how context improves the answer:

- **No context:** "Act like a business growth expert and teach me how to increase my sales" gives generic advice.
- **Some context:** "I have a ladies' boutique in Galway and Limerick..." makes the advice specific to that kind of business.
- **Rich context:** Adding that the business has been trading for about 10 years, has an ecommerce site bringing in about 50% of sales (and growing), has about 15,000 followers each on Instagram and Facebook, has only recently started TikTok and wants to push it, has slipped in Google rankings, sells particular product lines (with Mother of the Bride being key) and does well with women over 50 but wants to grow the 30 to 50 market. With this, the AI won't suggest getting a website or trying TikTok, because it already knows you have them.

You can't type all of that into every prompt, so put it in **Personalization**.

Where to find it in ChatGPT: Click your name (bottom left), then **Personalization**, scroll down to **Custom Instructions** and click **ChatGPT**. You may need to scroll further to find the boxes. There are two key boxes:

- **More about you:** your business details. Evan uses Ivory Lane, a real ladies' boutique in Galway and Limerick (ivorylane.ie), with the owner's permission. He describes the customers, products, marketing goals and ecommerce site. It takes about 700 words,

roughly half an A4 page, and his example is in the notes. Think about what you'd tell a marketing consultant who can't read your mind: physical stores, website, products and services, which matter most and bring in the most sales, which you want to grow, customer groups, the marketing you do, what's working and what you want to improve. Because you've switched off data sharing, none of this goes into ChatGPT's data.

- **How ChatGPT should act:** Evan's example: act like an expert marketer giving advice on planning and carrying out our digital marketing; always give unique and interesting ideas tailored to our boutique; always answer in UK English; only suggest ideas affordable on a small business budget; always be honest and objective (no telling me how good everything is); and always write in Evan's writing style (covered next week).

Filling these in doesn't limit ChatGPT. You can still ask about lamb chops or a driving school, and it will answer that question. But when you don't name a business, it assumes you mean the one in your personalisation. Evan asked, *"We are looking at Black Friday and I think we've left it a bit late. We'll be running a 30% sale. What should we do?"* without mentioning Ivory Lane or a boutique, and got a practical five week Black Friday plan for Ivory Lane. He didn't need to say "act like an expert" either, because that's in his custom instructions. With context and the expert role in personalisation, you only need to focus on the third part of the prompt: being clear about what you want.

The Five Levels of Using AI for Advice

Evan explained that most businesses are at level 2 or 3, only a few reach level 4 or 5, and the goal was to get everyone to level 5 by the end of today's session.

- **Level 1:** You may structure prompts well, but you use instant mode and haven't filled in personalisation.
- **Level 2:** You've filled in personalisation but still use instant mode.
- **Level 3:** You've filled in personalisation and use thinking mode (the Think button on free, the slider on paid).
- **Level 4:** You use deep research reports.
- **Level 5:** You use projects, ideally with deep research reports attached.

Level 4: Deep Research

Only three people in the group had run a deep research report before.

Where to find it: On free or paid ChatGPT, click **+** in the chat box and choose **Deep Research**. Use it on desktop, as it isn't available in the app.

What to expect: Instant mode starts answering within a second or two. Thinking mode takes about 8 to 60 seconds. Deep research takes **10 to 20 minutes** and produces a report of about **10 to 25 A4 pages**. It's the most thorough and considered answer an AI can give. Don't use it for simple questions. Use it when you want to understand a topic in real depth.

How it works: After you submit your prompt, ChatGPT summarises it into a research brief and checks this is what you want. A countdown starts, and you can click Start straight away or review the brief first. It then researches 50, 100 or 200 sources, pulls together initial findings, decides what to dig into further and repeats. This is called iterative research. Then it writes a full report.

Example prompts from the session:

- **Grants:** *"I have a ladies' boutique with stores in Galway and Limerick. I want you to do deep research and tell me about all the grants available for my business."* You could stop there, or add more: check every grant body in Ireland (Local Enterprise Offices, county councils, possibly Enterprise Ireland and green energy grants), say how much each grant is worth, explain how to apply and what information is needed, and rank them by relevance and ease of getting them.

- **Premium services:** A busy driving school owner with a fully booked diary wanted to look at premium services. *"Conduct deep research on premium services offered by driving schools in Ireland. Tell me all the services, how much they typically charge and whether prices vary by region. Tell me how they market and position these against their standard services. Then check the UK, American and Australian markets for extra premium services I could introduce in Ireland."*

- **Launching a new service:** find successful examples in Ireland, the UK and America, what made them work, pitfalls to avoid and how to price it.

- **A new website:** a dog groomer asking for the tactics that generate the most enquiries and sales on a dog grooming website, with great examples from Ireland, the UK, America and Australia, and what the site absolutely must include.

- **Selling to a target company:** research Company X, the main reasons they'd buy Product Y, all the ways it would benefit them, examples from around the world and the key marketing messages.

- **A new platform:** a dog groomer told to get on TikTok asking how dog groomers use TikTok to increase sales, what videos to make and pitfalls to avoid.

On wording: Asked whether the key phrases and example prompts are in the notes, Evan said the notes include starter prompts (a SWOT analysis of your business, how businesses in your industry use digital marketing, the grants report and a complete business analysis). But you don't need special words or buzzwords. Work out what topic you want to understand and what matters within it, and just say it in plain language. You can also ask ChatGPT in chat to write a deep research prompt for you: tell it what you want to understand and why, and it will write the prompt.

Two reports Evan recommends everyone runs:

1. **Your business:** *"Conduct deep research on my business. It's a ladies' boutique with stores in Galway and Limerick called Ivory Lane. We also have a website, ivorylane.ie. Conduct a SWOT analysis on the business."* (SWOT means Strengths, Weaknesses, Opportunities and Threats, like a report from a consulting firm.) When you give it your web address, it visits every page to understand your products, services and pricing; judges how well you position them; works out who your customers are; reviews your social media; finds your reviews on Google, Facebook, TripAdvisor, Booking.com and elsewhere; finds articles and blog posts mentioning you; identifies your top three competitors and compares you to them; and with the SWOT request, sets out strengths, weaknesses, opportunities and threats.

2. **Your industry:** *"Conduct deep research on the ladies' boutique industry in Ireland. I'm only really interested in small independent boutiques, not large chains like Next. I'm interested in the trends a business owner should be aware of over the next couple of years, and how businesses use digital marketing successfully and which tactics are most effective."* You can take any angle you like, such as trends or digital marketing tactics.

Free and paid differences: Free ChatGPT gives you **5 standard deep research reports a month** ("deep research lite"). Evan's free report on Ivory Lane was 10 pages and good. Paid gives you **10 high level reports a month** plus unlimited standard ones. His paid report was 18 pages, with more detail and better insight, as if written by a more senior analyst. The industry report gave a clear picture of best practice for boutiques in Ireland on social media, including the tactics and platforms that work.

Deep research in Gemini and Claude:

- **Gemini:** Deep research is on the €5 a month plan (click +). It was removed from the free version last week as Gemini restructures its plans, so level 4 no longer applies to free Gemini.

- **Claude:** On the paid version, click + and choose **Research** (Claude's name for deep research). Reports are usually 7 or 8 pages, but Evan finds them more insightful than even paid ChatGPT's, shorter and more concise, again like a more senior analyst. If you pay for Claude, run research reports there on your business and industry. If you also pay for ChatGPT, run them there too and use both as context, since they won't find exactly the same things and may reach slightly different conclusions. Free Claude doesn't include research.

Level 5: Projects

Only about three people had used projects before.

When to create a project: If there's a topic you keep coming back to ChatGPT about, it's a good candidate for a project. For this course, Evan recommends everyone creates a project

for their business's digital marketing and asks all related questions there rather than in the normal chat box. You may end up with five or six projects for different topics.

Setting up a project in ChatGPT (same on free and paid, desktop only):

1. In the left menu, hover over **Projects** and click **+**.

2. Give it a name (Evan used "Digital Marketing for Ivory Lane South Cork October") and click **Create project**.

3. Click the **three dots**, then **Project Settings**, then **Instructions**. Paste in the instructions prompt from the notes. Evan's version: act like a digital marketing expert for [your business name]; always give creative, practical and easy to implement tactics that suit a small business budget; and tailor every recommendation to increasing sales, growing the audience and building engagement. ChatGPT follows these instructions for every question in the project.

4. Click **Sources** and upload files to give the project extra context. Before answering any question in the project, it reads the instructions and these files.

Why deep research makes the best context: Context builds up from nothing, to a short description, to half an A4 page in personalisation. The highest level is a deep research report on your business: everything ChatGPT spent 20 minutes finding about your products, pricing, reviews, competitors and press coverage. It's many times more than a short personalisation entry. Add the industry report as well. ChatGPT can read in seconds what took 20 minutes to research. You can also attach internal reports or research, an export of your Google Analytics data (so it understands what's happening on your website) or your social media insights exported from Meta Business Suite. Other useful reports to attach could cover best practice for boutique ecommerce websites in Ireland, the UK and America, or how boutiques use TikTok.

Using the project: For everyday questions, use the normal chat box. For anything about your business's digital marketing, go to **Projects**, open your project and click the **pencil** to start a chat there. On paid you can also raise the thinking. Evan's demo: *"The Mother of the Bride market has become very competitive and a lot of our competitors are discounting. It's starting to affect us, but we really don't want to get into discounting. Could you give us advice?"* Before answering, it read the instructions and all the source files, and its answer (protect your full prices but change what you compete on) was clearly based on what it learned from the deep research.

Projects remember more: Memory across normal chats is shallow, but within a project ChatGPT looks through all the chats in that project so its answers fit everything you've discussed before. Evan showed his project for the Digital Marketing School, with chats going back more than a year. Once when he suggested an idea, it reminded him he had already tried it, told him the outcome he'd shared and suggested something else. It now remembered more about his marketing than he did. With the attached files, a project gives you a version of ChatGPT that's an expert on the topic and your business and knows all your previous chats. If you build up many projects you can search for them.

Moving old chats into a project: Click the three dots next to any previous chat, choose **Move to project** and pick the project. Evan moved his Black Friday plan into the Ivory Lane project. If a moved chat doesn't appear straight away, refresh the page.

Evan's own habit: When working in a project on something important, he often runs a deep research report first and attaches it. For example, before asking how to sell more gift vouchers before Christmas, he'd run deep research on how boutiques in Ireland, the UK and America sell gift vouchers at Christmas, the best tactics and pitfalls to avoid. Then the answer draws on his business, the Irish boutique industry and gift voucher best practice. Even without that report, the gift voucher answer was already tailored, starting from his two established stores, online shop, audience of women over 30 and reputation for personal style.

Free version limit: Free ChatGPT projects allow a maximum of **10 attached files**. Paid has no such limit.

Referencing one project from another: Asked whether a new project can draw on files already uploaded to another, Evan explained that projects are separate silos and won't automatically pull from each other. If you specifically ask ChatGPT Work to go to a named project and pull the information, it can do it.

Projects in Claude (free and paid): Go to **Projects**, then **New project**, give it a name, describe the project goals, click **Add context** to attach your deep research files and click **Create project**. Then open the project to ask questions there.

Projects in Gemini: Gemini's version is called **Gems** (under More in the left menu), but Gems are becoming "skills" on 17 November, and skills also mean something different that comes up in a later week. Evan recommends not setting up projects in Gemini, because you can't switch off data sharing and anything you attach would end up in Gemini.

Summary across the three tools: In Claude you can work at level 4 or 5 if you pay. On free Claude you can work at level 5 but need to run your deep research in ChatGPT.

Encouragement: There's no homework, but Evan encouraged everyone to run deep research on their business and industry, create one or two projects and start asking questions inside them. The notes are sent out after each session on purpose, so people follow the live session rather than reading ahead. They're there to jog your memory.

An Overview of Gemini's Other Features

Evan stressed that Gemini is amazing. Just don't give it private or confidential information. It'll be covered in detail in later weeks, but this was a first look:

- **Images:** Click Create an image and describe it, for example *"a blue porcelain vase on a black granite kitchen worktop with red tulips in the vase and sunlight coming in the window."* Choose the aspect ratio (9:16 for Stories, 16:9 for landscape or YouTube). You get far more images free in Gemini than in free ChatGPT. Evan's advice: if you

pay for ChatGPT, use it for images, as its image tool is now as good as or better than Gemini's. If you're on free ChatGPT, use Gemini to create and edit images. Example: asking it to change a model's red dress to black keeps the same woman, which is useful for an ecommerce site needing the dress in another colour.

- **Video:** On the €5 plan, two videos a day. Not available on free.
- **Music:** Under More tools on the €5 plan. Describe the music (for example, upbeat, a bit chill out lounge), choose length (short or standard), vocals or not and genre.
- **Canvas (free and paid):** Gemini's area for vibe coding, which means asking AI to program something for you. Evan's demo: find the 10 latest Manchester United headlines, build a website showing them so you can click through to the articles, and design it in Manchester United colours. You can view it full screen and ask for changes the way you would with a web designer, such as linking headlines straight to the original article and using mainly red, white and black. You can **share** it as a link or **export** the code as a zip file, though putting that live takes some technical skill.
- **The Gemini app:** Next week Evan will show how to point your phone camera at something and have a voice conversation about what Gemini sees, and how to share your phone screen to get advice on things like your Instagram insights.

Gemini can give advice and create content, but it can't yet do tasks like ChatGPT Work. That has just launched in America.

ChatGPT or Claude? Evan's View

Asked whether it's worth switching to Claude, or using it just for research, and which he'd choose if starting again, Evan explained:

- At the start of this year he moved most of his work from ChatGPT to Claude, not for deep research but for **Skills** and **Claude Cowork** (covered in week 4), which changed how these tools can be used and left ChatGPT behind.
- For expert advice, deep research and projects at level 5, he sees little difference between them.
- In July, ChatGPT copied what made Claude special: skills, ChatGPT Work and a desktop app that can do things on your computer. It also offered much bigger usage limits. Claude's limits were strict, and you could get locked out for hours after hitting your five hour limit. ChatGPT also lets you reload usage (Evan has three reloads). So he moved back to ChatGPT. Claude is now working on its usage system.
- He wouldn't pay €20 a month for Claude just for research, because ChatGPT's research is very good.

- If he were starting now and paying, he'd choose **ChatGPT**, for the usage limits, because it creates images (Claude can make graphics and drawings but not images, which matters a lot for digital marketing) and for its website features. Claude still has excellent features.

Websites in ChatGPT: A Preview of Week 3

- **Putting a site live:** Asked how to take an AI built website live, Evan showed that in ChatGPT Work you can go to **Sites** to see every site you've built in ChatGPT. Since 11 September you can click the three dots, go to **Settings** and **add a custom domain**. ChatGPT gives you instructions for pointing your domain at it. On a course the day before, he built a site for a made up business, The Doggy Groomers, changed a few settings at GoDaddy where he'd bought the domain, and it went live at thedoggygroomers.org. Putting a site live is simple in ChatGPT (paid) and more technical in Gemini (free), and ChatGPT sites can do much more.

- **Brochure sites only for now:** Asked whether these are mainly brochure sites, Evan said yes. ChatGPT can't build an ecommerce site from scratch yet because it has no stock management or customer database. If someone buys your last item, it would keep selling it. But you can connect ChatGPT to an existing WordPress site. Evan updates his own this way, for example by asking it to find every page mentioning a product and change the product name, or to take an Instagram post, turn it into a blog post with a thumbnail and publish it. You can also update a WooCommerce site, connect to Shopify or create a Shopify site using a Shopify plugin. This will all be covered in the course.

Coming Up Next Week: Create

Week 2 opens with about 20 to 25 minutes on written content: how to get AI to write like you, Evan's advice on using AI for social media writing, SEO implications of AI written web pages and how to check whether text is detectable as AI written. The rest of the session is on images, including image editing, Midjourney, Meta AI, OpenArt AI, Gemini and ChatGPT, so you'll know which to use whether you pay or stay on free versions.

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