Local Enterprise Office South Cork

Course Summary

Master AI

Week 4: Tasks (getting AI to do things for you)

19th November 2026

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

Course Overview

Where This Week Fits

Week 1 covered how to get expert advice from AI. Weeks 2 and 3 covered how to create marketing content. Week 4 covered the third way of using AI: tasks, where you get the AI to go off and do multi-step work for you. Most of what was shown is in the paid version of ChatGPT. Some of it is becoming available for free in Gemini and Claude. The slide deck for this week runs to 94 slides, and the more detailed steps are in the slides and in this summary.

Getting Consistent Animations in OpenArt

Before the main session there was a question about OpenArt. A participant was making an animation of a character for their website and found that details kept dropping out partway through the video, such as the tree losing its leaves and its star. They were also using up a lot of credits trying to fix it.

Evan's advice:

- Describe the scene in detail to ChatGPT or Gemini first and keep refining the image there (for example, "put the lights back on the tree") until you're happy with it.
- Decide what should happen over the next 5 or 6 seconds and create an end image too. You then have a start frame and an end frame.
- In OpenArt, go to Tools, then Video, then frame to video. Add the start frame and the end frame, then describe what happens between them.
- If the results still aren't consistent, try a different model, because the model itself may be causing it. The one being used was SeeDance.
- You can also ask ChatGPT which OpenArt model is best for animations. Attach an example image and describe the inconsistency you're getting.

Some Context: Claude Led and ChatGPT Followed

AI agents were hyped all through 2025, but almost nobody used them because building one was complicated. Towards the end of 2025, Claude brought out models that were good at doing things rather than just answering questions, and it also introduced Claude Skills. At the start of this year it launched Claude Cowork. Millions of people moved from ChatGPT to Claude, and on the day Cowork launched, the share prices of companies that provide services to businesses dropped sharply.

In July, ChatGPT copied the features people loved about Claude: skills, the Work tab, plugins and a desktop app that can do things on your computer. Claude is the one leading the way and ChatGPT keeps catching up. Evan compared the two side by side:

- **Models:** Claude has four tiers (Fable, Opus, Sonnet and Haiku). ChatGPT now has four as well: Astra, Sol, Terra and Luna.
- **Plugins and skills:** In Claude, Plugins contains connectors and skills. In ChatGPT (paid), Plugins contains plugins and skills.
- **Usage:** Claude was first to bring in five hour and weekly usage limits. In Claude, click your name and go to Usage. ChatGPT added usage limits in the summer. In ChatGPT, click your name, then Settings, then Usage.

Usage Limits

Why they exist

Running AI is extremely expensive. On a €20 a month plan, a user could easily be using around $200 worth of compute. The business isn't profitable yet, and the "AI bubble" refers to share prices that are based on profits expected in the future. Usage limits are how the companies manage that cost. Paying €20 a month doesn't mean unlimited use.

Compute, not counts

The limits aren't a fixed number of chats or images. They're based on compute. Evan compared it to early smartphone data plans: watching lots of YouTube used up your data quickly, while browsing and email used very little. Simple questions use very little compute. Long tasks on powerful models use a lot. If a task says it worked for 9 minutes, that's a lot of compute. It's worth checking your usage after tasks so you get a feel for what each one costs.

Choosing a model

- **Astra (the frontier model)** burns through credits. When it came out in July, Evan ran a task on Astra that had used 12% of his five hour limit on Sol. On Astra the same task used 92%. Only use Astra for one off, important jobs, such as designing your homepage or a six month sales strategy, and then drop back down.
- **Sol** is the everyday model. It's the second most capable and doesn't eat up as much usage.
- **Terra** is a step down to save usage if you're really struggling with limits.
- **Newer versions are more efficient.** Sol has gone from 5.6 to 6, 6.1 and now 6.2, which came out in the last two days. Each new version uses fewer credits for the same job, like a newer car getting more mileage from the same fuel. Sol 6.1 was described as 30% more efficient than Sol 6. So use the latest version of Sol rather than avoiding it.
- A participant asked why older versions are still listed if newer ones are better. Companies build programs on particular models and complain if they're removed, so

older versions are usually kept for a couple of months before being discontinued. Because so many have been released lately, there are currently four versions.

How the five hour window works

The clock starts when you first use Work. If you start at 10 o'clock, you have a set amount of usage until 3 o'clock. If you use it all by 11, you can't use ChatGPT Work for the next four hours. At 3 o'clock it replenishes in full. The weekly limit is made up of all the five hour windows, so keep an eye on both. At the start of the session Evan had 97% of his five hour limit and 95% of his weekly limit left.

Resets

When users found out that ChatGPT gave far more usage than Claude for the same work, millions came back to ChatGPT, and there's now a competition over usage. ChatGPT gives you one reset a week (scroll down on the Usage page). A reset takes both limits back to 100%. Unused resets build up, and Evan has held a maximum of three. Claude also brought in a reset, but you only ever get one.

A participant asked whether speaking your prompt rather than typing it affects usage. It doesn't. All that matters is whether you're on the Chat tab or the Work tab.

The Chat Tab and the Work Tab

What uses up your usage

Evan ran a live test. With his five hour usage at 97%, he went to the Chat tab, asked for an image of a black and tan dachshund lying on a purple lilo in a swimming pool, and asked for business growth advice for a dog grooming business in Killarney. Afterwards his usage was still at 97%. This confirmed that:

- **Anything you do on the Chat tab currently doesn't use your usage.**
- **Everything on the Work tab uses your usage, even plain text questions.**
- ChatGPT usually puts you on the Work tab by default, so check which tab you're on.
- In Claude there's no such distinction: everything you do counts towards usage.

The decision guide:

- Advice, ideas, tactics or strategies: **Chat**
- Creating images: **Chat**
- Deep research reports: **Chat** (select deep research)
- Tasks: **Work**, knowing it will use your usage

Because effort on the Chat tab costs nothing at the moment, it makes sense to set it to high thinking there.

Why Work gives better results for tasks

A participant asked whether output quality differs between the two tabs. It does:

1. **Better models.** Chat runs Sol 6. Work gives you Sol 6.1 and 6.2.

2. **Persistence.** Work activates a version of the model built to keep trying until it finds a solution rather than coming back to you with problems. Earlier models were trained to give excellent, low hallucination answers. The new models were trained to do tasks. Evan mentioned reports that, during testing on near impossible tasks, frontier models broke out onto the internet and hacked into other companies because they were so persistent. That doesn't happen with the consumer versions.

3. **Checking its own work.** Work double and triple checks its output. On the Chat tab, Evan has seen it do only about 80% of a complicated job and then admit it missed something when he pointed it out.

4. **Its own browser.** If Work can't get what it needs from a website, it asks for permission to use its own browser. It can then click, download and fill in forms.

Effort settings

On the Chat tab it's thinking effort: instant, medium or high. On the Work tab it's work effort: low, light, medium, high, extra high and max. Higher settings use more usage. Studies and Evan's own testing found that extra high and max burn through far more credits without a meaningfully better result, so medium or high is the sensible choice.

Changes coming soon

Claude previously had a chat tab and a work tab too, but recently removed them because many people didn't understand the difference. Claude now decides from your prompt whether you want advice or a task. At the start of this month, OpenAI announced it was testing the same approach in the US with a rollout planned within about a month. The Chat and Work tabs could disappear from ChatGPT at any time. Nothing has been said about usage, but Evan expects everything will then count towards usage. When the tabs go, ask a simple question and create an image, then check your usage to see.

Task Example 1: A Product Campaign

Evan pretended to work for Ivory Lane, a fashion business running a promotion on dresses. He made sure he was on the Work tab, chose Sol 6.2 at medium effort, and gave a detailed brief along with the product page link:

- Go to the page and extract any images, text or related products that might be useful.

- Create two Instagram post images in two quite different creative styles.

- Create two images for Instagram and Facebook Stories, again two options.
- Design a header image for a Mailchimp email.
- Design four images for Facebook and Instagram ads.
- Write draft text for the Instagram and Facebook posts and the email, plus headline and description options for the ads.

This is a very different prompt to anything used earlier in the course. It's a multi-part task rather than a request for advice or a single image. Keep an eye on it for the first 30 seconds or so in case it asks for permission to use its own browser.

When Evan ran the same task in September, it worked for 9 minutes. It delivered a zip file with 8 images, captions, a Mailchimp email and headlines. It pulled the dress image, name and price from the page and created an "editorial" option and a "detail" option for Instagram, portrait images for Stories, a wide and short Mailchimp header, ad images and Word documents for the post and email text. Any image can be changed afterwards, for example "change the text at the bottom" or "change the navy banner".

The run during the session on Sol 6.2 took 4 minutes and produced 9 images and 2 editable Word documents in a zip file. It used 4% of the five hour limit. On Sol 6.1 the same task had used 8 or 9%. When Evan once ran this task on the Chat tab, it produced the images but left out the Word documents until he pointed it out.

Task Example 2: A Service Rather Than a Product

Evan then gave ChatGPT the link to The Marketing Crowd's AI staff training page with a similar brief: two 4x5 Instagram images, two Stories images with the service name and key benefits, and an email header. It worked for 13 minutes. The layouts were good, but the images were corny stock photos, and some used a photo of Evan taken from the page, which he doesn't want in social posts. With a product, the AI sticks to the product images on the page. With a service it takes creative liberty, so you need to give it direction.

The better approach for services:

1. Attach three images you like. Evan prefers a single eye catching image and nothing that looks like stock photos of people in meeting rooms.
2. Ask for one image first with four different creative routes. Ask it to use the attached images in three of them and say you don't want stock images of people on a training course.
3. Pick your favourites (Evan chose the first three) and then ask for the full campaign: two Instagram post options and two Stories options for each creative route, plus the email.

You can always ask for specific headlines, subheadings and benefits rather than leaving it to ChatGPT. Asking for four options when you only need one works the same way as briefing a design agency: there will usually be one you really like.

Finding Tasks for Your Own Business

This prompt is in the notes. Use it on the Chat tab, because you're looking for advice, and set it to high thinking:

I have the following product, service or objective: [insert details, e.g. "I have a ladies boutique with stores in Limerick and Galway. My goal is to increase our web and in store sales"]. Now that ChatGPT has ChatGPT Work, tell me all the practical ways it could help me, including useful tasks that might not immediately occur to me. Group the ideas into marketing, content, sales, admin and reporting. Explain how each idea would help, what information or files I would need to provide and whether it's a one off or repeatable task, and then prioritise these ideas by likely impact.

For the Ivory Lane example, it suggested thinking of ChatGPT Work as a part time digital marketing assistant. Its ideas included:

- **Product SEO:** Ask it to find the 30 dresses on your website (you don't need to give it each link), rate the headlines and descriptions, provide improved text in a Word document, research relevant search terms and review your meta titles. Meta titles will be covered next week.
- **Competitor monitoring:** Track competing boutiques' new collections, offers and promotions and come back with a plan to differentiate.
- **Website sales opportunities:** Combine traffic and sales data to find pages to improve. You'd provide Google Analytics reports.
- **A complete product campaign:** As demonstrated earlier.
- **Product descriptions at scale:** Provide a CSV or spreadsheet of your products and have it rewrite weak descriptions in a consistent tone.

The prompt is useful because it tells you what information you'd need to provide as well as what Work can do.

Scheduling. Work also has a schedule feature. Evan's personal example: he asked Work to find the lowest current prices for something he's thinking of buying. It came back with the top 8 Irish online shops that sell it. He then asked it to update him every day at 1 o'clock with the lowest price.

Getting step by step help. If an idea sounds great but you don't know where to start, just ask. Evan replied that he liked idea number seven (the complete product campaign) and asked it to break it down step by step. It explained what to have ready (the product page, a campaign objective, any offer and, strongly recommended, original product photos) and the exact steps in Work.

Where plugins come in. At the moment, the campaign task produces images and text. With the Mailchimp plugin, you could also ask it to set up the email campaign in your Mailchimp account and leave it for your approval. Meta Business Suite doesn't have a plugin yet, so it can't set up your Instagram and Facebook posts, but Evan expects that within the next 12 months.

Skills

Nobody in the group had created a skill yet.

What a skill is

Imagine explaining everything to a new intern, then again to the next intern and the next. Eventually you'd write it all down so every new intern could just read it. A skill is that written manual for the AI. Instead of repeating yourself, you turn something into a skill, and from then on the AI has all the information and gets on with it. Skills are ideal for repeatable tasks. They save time and give you consistency, because changes you asked for once (such as "use a cream banner, not navy") are remembered.

There are two buckets:

- **Brand skills:** the look and feel of anything you create, and the style it's written in. Evan suggests creating two: a brand skill and a writing style skill.
- **Task skills:** repeatable jobs, such as the Ivory Lane campaign. After getting it right once, you'd say "turn all of that into a skill and call it the Ivory Lane product promotion skill". Next time you just give it a new link and say to use that skill.

Where skills live

Click **Plugins**, then **Skills**. You'll see skills created by you. To create one, click **Add**, then **Create with chat**. You can also upload a skill made in Claude or sent to you by someone else. Skills can be moved between ChatGPT, Claude and Gemini.

A participant asked whether a pricing spreadsheet they create regularly for their tours business could be a skill. It's an ideal candidate. Attach the information, ask for a spreadsheet with specific columns and layout, and ask for changes until you're happy, such as "don't use em dashes". The participant had noticed ChatGPT's em dashes in a quote they sent to a client. Evan agreed they look bad and are a sign that AI was used, although not everyone would notice. Once you're happy, ask it to turn the spreadsheet into a skill with a name. Next time, give it the information and tell it to use that skill.

Creating a brand skill

Whenever you ask Work to create PDFs, Word documents, spreadsheets, websites or presentations, you may want your logo, colours and font. A brand skill means you only tell it once.

The demonstration:

1. Plugins, then Skills, then Add, then Create with chat. ChatGPT prepopulates a prompt ("use Skill Creator"). Submit it.

2. Describe what you want in plain language. Evan asked for a skill so that anything it creates (PDF, Excel spreadsheet, PowerPoint, website) uses the logo, brand colour scheme and font.

3. It asks for what it needs. Evan attached his logo and a photo of a compliment slip. If you have your compliment slip or letterhead as a file, attach it.

4. Evan had no font file, so he asked it to choose the closest font to the one on the compliment slip and extract the colour from the logo.

5. It worked for 2 minutes 35 seconds, then created and installed the skill. It's saved under Plugins, Skills.

ChatGPT initially got confused because Evan already had this skill and had been using it as Ivory Lane. That won't happen to you.

Using a skill

Go to the Work tab when you want a file created. The Chat tab will produce PDFs and spreadsheets, but very unreliably. Evan gave it the link to one of his blog posts and asked for a PDF using his brand skill. You can just name the skill, and 99% of the time it will find it. To be certain, type the **@ symbol** and start typing the skill name, then select it. There's no need to give it the logo, colours or font again.

Earlier versions he'd made included a PDF with the blog image enlarged and an interior that looked professionally designed, and a branded web page. It could also turn the post into a five slide PowerPoint deck.

Refining and updating skills

Nothing it creates is final. The new PDF started the content on the cover. Evan asked for a neat cover with just the logo and headline, centred, without the image or author and date, and for the content to start on page 2. He also asked to see only the cover before it recreated the whole PDF.

The key step: once a fix is done, ask it to **update the skill to reflect these changes** so you never have to ask again.

To manage a skill, go to Plugins, Skills, Created by me, and click the three dots. You can download it (to use in Claude or Gemini), edit it or delete it. Edit opens the skill's description and detailed instructions. The easiest way to change a skill, though, is in the chat box, for example: "I want to update the brand skill so the logo is always centred, never top left or top right. Update the skill."

Creating a writing style skill

Once you know how skills work, you can skip the Create with chat route. Go to the prompt box, make sure you're on Work and say "I'd like to create a skill". You can include what it's for straight away. Evan described a writing skill so that any email, blog post, website text or presentation would be written in his style.

It asks for examples of your writing. Evan pasted in a blog post and attached two pieces. You can also use non sensitive emails, social media posts or anything business related that you've written. Paste them in or put them all into a Word document and attach it. It analyses the habits that carry across your samples, then creates the skill.

After that, you can give it rough notes and ask it to turn them into an email using your writing style skill. You can also **combine skills**: "Create a presentation from this information using the brand skill and the writing style skill." Then you don't need to give it your logo, colours, font or writing style. You can combine as many skills as you want.

Creating task skills

Way 1 (Evan's preferred way): Turn completed work into a skill. Do the task, tweak anything you're not happy with until you're 100% happy, then say: "That's great. This is something I'd like to do regularly. Could you turn it into a skill and call it the Ivory Lane social media campaign skill?" If you don't name it, it will choose a name, and you can edit the name later. This is the best way because you've already refined the output.

Evan then tested it. He gave it the link to a knitwear product and said to use the skill, without specifying any of the campaign elements. It worked for 3 minutes and created the full set of images, available as a zip file.

Way 2: Start from scratch. Evan described his course summary skill. Before skills, he'd attach a transcript and ask for a 6 or 7 page summary. Then he'd have to correct it repeatedly: don't call him "Mr Mangan", don't use participants' names, and don't include his introduction. Now he attaches the transcript, says to use the skill and it applies everything.

The demonstration: he asked to create a skill that turns any attached Zoom training transcript into a detailed participant summary. ChatGPT asked five questions:

- **Who are the participants?** Small business owners, beginner to intermediate, who might not have been taking notes.
- **How detailed?** Very detailed, covering anything important.
- **What should it include?** Only what was said, with nothing added. Group each topic together even if it came up at different times. No introduction, always "Evan" and never a participant's name.
- **How should it sound?** Written in the third person as a summary.

- **What format?** A Word document branded with the brand skill, but shown on screen first for review.

For a spreadsheet skill, it would ask things like what the information is, which columns you want and whether you want branding.

Tip on triggering skills: When Evan tested it on last week's transcript with "turn the attached transcript into a course summary", it didn't show that it was using a skill. When he asked, it confirmed it was following it. To be sure, say "using the course summary skill". You don't need the exact name. Watch for the message saying it's using the skill.

Finding your own skill ideas

Ask yourself what you do that's similar and repeatable and involves text, documents, spreadsheets, reports or presentations. This prompt is in the notes. Use it on the Chat tab, since you're looking for advice:

I want you to help me identify tasks I do regularly in my business that could be turned into a repeatable ChatGPT skill, a set of instructions that means I never have to explain the same job twice. Ask me a series of questions, one at a time, to help me discover these tasks. Focus on the things I do on my computer regularly that take a lot of time, tasks that follow a similar pattern and any work involving documents... After you ask the questions, give me a ranked shortlist.

Its first question asks for the 3 to 5 tasks you spend most time on in a typical week. Evan listed turning course transcripts into summaries, creating course reports, turning participant lists into attendance sheets, keeping up with AI changes and creating social media content.

Bakery example. A former participant involved in a bakery spent a lot of time each week on the staff roster. It was like a Rubik's Cube: some staff could only do certain things, what was baked changed every week and tasks took different amounts of time. She created a skill by answering ChatGPT's questions about the staff, what each could and couldn't do, what was typically baked and how long each item took. It took 40 to 45 minutes. Now she tells it what's being baked and who's in, and it produces the roster.

Usage check. After all the tasks and skills in the session, Evan still had 67% of his five hour limit left. Back in July and August, on Sol 5.6, he often ran out by this point in the course.

Disclosing AI Use and the EU AI Act

A participant asked whether you're legally required to tell clients when something was created with AI. Evan explained that the EU AI Act requires honesty and transparency in specific circumstances:

- If you have a chatbot on your website, make it clear it's an AI chatbot and not a human.

- Deepfakes, where you represent someone who isn't really that person, must be declared.

- If you use AI to show your product being used by people who don't exist, acknowledge it.

Declaring just means a small asterisk in your caption or on your page, such as "AI was used to help us present our product."

Evan's examples:

- Changing a dress from red to black: no need, as Photoshop could do that for the last 20 years.
- A woman carrying your handbag on a Dublin street when neither exists: declare it.
- Handcrafted cats placed in a sitting room with a bookshelf that doesn't exist: declare it.
- A professional style image of stacked stones for a service business: no need, as it's simply a stock image.
- Spreadsheets, presentations or websites made with AI: no need, as you could have asked an intern or web designer.
- Asking AI to tidy up or shorten a presentation, or even write the whole thing: no need to declare.

It comes down to whether you're pretending that someone is using your product. Always be honest. People are increasingly cynical about whether images and videos are real, and brands are built on trust. People tend to see a disclosure as a positive. AI images aren't worth undermining trust in your business. If in doubt, ask ChatGPT on the Chat tab. When Evan asked during the session, it confirmed there's no general legal requirement in Ireland to tell a client you used AI to create something for them.

On social media, Evan's advice is not to let AI write your posts, even though it's not a legal requirement to declare it. Social media is about authenticity, and if people think you couldn't be bothered writing it, they won't be bothered reading it. Use AI for the initial draft. Evan's deck of notes on the EU AI Act will be included with this week's notes.

Sharing Sensitive Information

A participant asked how safe it is to give AI bank statements to analyse costs, as a year end job and possibly a skill. There are plugins that connect ChatGPT directly to your bank accounts, and some people find that very useful. Evan isn't comfortable letting AI near his bank account, given hacking and how new the technology is. The next level down is giving it statements. Evan is happy to do that and has done it with his business accounts, but he removes the IBAN and sort code first. You can print and cut, scan to PDF or take screenshots (some banking apps block screenshots). He has also switched off data sharing. It's your own decision what level of sensitive information you're comfortable sharing.

Plugins

Plugins connect ChatGPT to third party tools such as Gmail, Google Drive, Canva, Outlook, Zoom, Shopify, Wix and WP Vibe (for WordPress). They're only available on the **Work tab**. On the Chat tab the plugin option doesn't appear. Go to Plugins, search for the tool, click plus and connect by logging in securely. There are now a couple of thousand plugins, though not every tool has one. There's no Kajabi plugin, for example. Evan demonstrated the Spotify plugin by asking it to recommend AI podcasts from his account.

Looking ahead, Evan expects that within about 12 months you'll work mainly from ChatGPT (or Claude or Gemini) through plugins. You could design something, send it to MailerLite or Meta Business Suite and have it all set up for your approval, with ChatGPT becoming the cockpit. He'd never let it send anything without his approval.

Email and security. A participant asked whether turning off data sharing makes connecting email safe. Data sharing is a separate matter. Evan's concern is that email contains years of passwords, verification codes and personal details. A relative of his had somewhere around 10,000 or 20,000 euro stolen after his email was hacked, because the hackers could pretend to be him. Hackers are also sending emails with hidden text (white text on a white background) telling the AI to ignore previous instructions and send them information. This is known as prompt injection. Evan avoids it by not giving AI access to his personal email at all. He'd only consider a work email with nothing sensitive in it.

Another participant said ChatGPT recently told them it was looking up a contact's address to send an email, even though no email plugin was connected. They stopped it. Without a connection it can't send anything, as it sometimes gets ahead of itself. If it happens again, ask it exactly how it plans to send the email. For peace of mind, put it in the memory: "Never send an email from me without first asking for approval. Remember that."

The ChatGPT Desktop App

Everything up to this point was done on the ChatGPT website. You can also install ChatGPT on your Windows computer or Mac. Go to **chatgpt.com/download** and click the download button (it detects whether you're on a Mac). Double click the downloaded file to install it like any other software. Find it afterwards with the search magnifying glass at the bottom of your screen or a desktop icon.

The main benefit is that ChatGPT Work can work in a folder on your computer. You don't need to upload and download files: point it at a folder, and whatever it creates goes back into that folder. You can only upload 20 files at a time on the website, but a folder can hold as many as you like. Skills work in the app as well.

The demonstration:

1. In File Explorer, Evan created a new folder on his desktop (call it anything) and copied in a subfolder called Expenses containing four photos of receipts. It could just as easily be 100 or 400.

2. In the app, he went to **Projects**, created a project and clicked **Add folder** to link it to that folder. ChatGPT asks whether you trust the folder. It really means whether you trust ChatGPT to work in it. ChatGPT can only access that folder and its subfolders, nowhere else on your computer.

3. He asked it to find receipts in the Expenses subfolder that it hadn't processed before, extract the information and create an expenses spreadsheet. He asked for columns for the item, supplier, price excluding VAT, VAT and total including VAT. You could also ask for your brand style.

4. It found four receipts and no existing log, treated them all as new and created the spreadsheet as an Excel file, also shown on screen.

5. He then asked it to check the folder every day at 5 o'clock and update the spreadsheet with any new receipts. It could just as easily be every Friday at 1 o'clock.

Other ideas:

- Copy your Downloads folder into the project folder and ask it to tidy it up. It reports what's there (PDFs, images, Word documents and duplicates) and asks how to organise it, for example by topic or by year. You can watch the folders being created and the files moving.

- It can read photos. Ask it to find all the photos with your dog, or show it a photo of a person and ask it to find all the photos of them and put them in a folder.

- Save Zoom transcripts into a Course Transcripts folder and have ChatGPT check it every day at 4 o'clock, using the course summary skill on any new transcript.

A participant asked whether folder access can be removed. It can: find the project on the left and click delete next to the folder.

Wrapping Up

Week 1 was about getting advice, Weeks 2 and 3 about creating content, and Week 4 about getting AI to go off and do complicated, multi-file work. Skills and plugins are crucial for this, the Work tab is essential and the desktop app is very useful. Notes for all weeks are on the course notes page, and this week's notes will be added within a couple of hours of the session.

Next week (final week): Getting found in search. Google is becoming an AI search engine through AI Mode, and many people now search and look for recommendations in ChatGPT. The session covers how to get your business and products recommended by AI. It also brings everything from the course together and covers what to prioritise over the next 30 days.

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