

AI for Your Business

What It Is & Why It Matters

Small Business AI Seminar | 2026

01

Where It All Started

The ChatGPT Moment

Late 2022 — ChatGPT launches and reaches **100 million users in 2 months**

Built on Large Language Models (LLMs) — AI trained on massive amounts of text

Think of it as a really smart autocomplete that can hold a conversation

What's an LLM?

A Large Language Model is AI software that learned patterns from billions of pages of text.

It doesn't "think" — it predicts what words come next, incredibly well.

That simple idea turned out to be *surprisingly powerful*.

02

What Can It Actually Do?

Write & Edit

Emails, blog posts, proposals,
social media captions

Summarize

Long documents, meeting notes,
research into key takeaways

Brainstorm

Marketing ideas, product names,
strategies, problem solving

Answer Questions

Instant research assistant —
ask anything, get useful answers

Tools like ChatGPT and Claude can do all of this today — for free.

03

Then It Learned to Code

From Words to Actions

AI didn't just stop at writing text.

It learned to write and run computer code —
**meaning it could start doing things,
not just saying things.**

This was the bridge from a chatbot to a real tool that could
automate work.

Build websites

without hiring a developer

Analyze data

from spreadsheets instantly

Automate tasks

that used to take hours

04

Enter the Agents

An AI Agent is AI that can take actions on its own — browse the web, use apps, send emails, and complete multi-step tasks without you clicking every button.

Chatbot

Answers questions

Coder

Writes & runs code

Agent

Takes real-world
actions

Evolution of AI

Where We Are Today

Full Workflows

AI can handle entire processes end to end — research, draft, edit, and deliver.

Connected Tools

AI plugs into your existing apps — email, calendar, spreadsheets, and more.

Always Improving

Every few months, these tools get significantly smarter and more capable.

We went from chatbot → to assistant → to co-worker.

05

What This Means for Your Business

Drafting Emails

Write professional responses in seconds, not minutes

Social Media

Generate post ideas, captions, and content calendars

Customer Service

Auto-draft replies to common questions from customers

Bookkeeping Help

Categorize expenses, read receipts, prep for tax time

Scheduling

AI assistants that manage your calendar and reminders

Market Research

Get competitive analysis and trend summaries instantly

06

Getting Started Is Easier Than You Think

\$0

to get started

Most AI tools have free tiers
that are more than enough
for small business use.

1

Pick a tool

Start with ChatGPT or Claude
— both free, both powerful

2

Start small

Try one task: draft an email,
summarize a document

3

Build a habit

Use it daily for 2 weeks.
You'll wonder how you lived without it.

A Few Things to Keep in Mind

Always Double-Check

AI is confident even when it's wrong.
Verify important facts and numbers
before sending anything out.

Protect Your Data

Don't paste sensitive customer data
or financials into free AI tools.
Be mindful of what you share.

It's a Tool, Not a Replacement

AI works best when you guide it.
Your expertise + AI's speed =
the real competitive advantage.

Thank You

Questions?

Let's talk about how AI can work for your business.