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FREE COURSE — MODULE 1

AI for Small Businesses

What AI Is, What It Isn't,
and How You Can Use It Today

What AI Is

How It Works

Key Tools

Real Examples

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What Artificial Intelligence Actually Is

AI is technology that allows computers to:

Understand Language

Generate Content

Recognize Patterns

Make Predictions

Analyze Information

How it works

AI systems learn from large amounts of data and use this information to assist humans in making decisions or completing tasks.

The more data an AI system processes, the better it becomes at its job.

"Think of AI as a very powerful assistant that helps you work faster."

What AI Is NOT

There are many myths about AI. Let's clear them up.

- × A replacement for human intelligence
- × A robot making business decisions alone
- × Perfect or always correct
- × Magic — it still needs human guidance

The Reality

AI is a tool that helps humans — but humans must still guide it.

The best results happen when humans + AI work together.

What AI Is Best At

AI excels at tasks that are repetitive, data-driven, or content-based.



Repetitive Tasks

Automating work that happens the same way every time



Data Analysis

Finding patterns and insights in large datasets



Content Creation

Writing, editing, and generating text at scale



Summarizing

Condensing long documents into key points quickly



Brainstorming

Generating ideas, options, and creative directions



Automation

Connecting systems and workflows without manual effort

Examples of AI in Everyday Business

Many businesses already use AI — often without realizing it.

Marketing

- Writing social media posts
- Generating ad copy

Customer Service

- Automated chat responses
- Email replies

Sales

- Lead qualification
- Personalized outreach

Administration

- Summarizing documents
- Meeting notes

AI helps businesses save hours of work each week — across every department.

AI Tools You May Already Know

ChatGPT

by OpenAI

Claude

by Anthropic

Google Gemini

by Google

Microsoft Copilot

by Microsoft

These are called AI Assistants — and they help with:

Writing & editing

Research

Brainstorming

Coding

Data analysis

All of these tools have FREE tiers you can start using today.

ChatGPT

by OpenAI

The world's most widely used AI assistant.

ChatGPT is an AI assistant that helps you write, think, and work faster. It understands natural language — just type what you need and it responds like a knowledgeable colleague.

Used for

→ Writing emails

→ Marketing content

→ Blog posts & articles

→ Business ideas

→ Summarizing documents

Claude

by Anthropic

Known for nuance, long documents, and careful reasoning.

Claude handles complex tasks that require careful analysis. It excels at processing long documents and producing thoughtful, detailed responses — ideal for research and strategy.

Used for

→ Document analysis

→ Reports & summaries

→ Research deep-dives

→ Strategy thinking

→ Detailed writing

Google Gemini

by Google

AI built directly into your Google Workspace.

Gemini is integrated into Gmail, Docs, Sheets, and Search — so it works inside tools you already use every day. No extra app needed.

Used for

→ Writing emails in Gmail

→ Analyzing Google Sheets

→ Generating ideas in Docs

→ Summarizing information

→ Google Search enhancement

Microsoft Copilot

by Microsoft

AI embedded inside Microsoft Office 365.

Copilot works inside Word, Excel, PowerPoint, Outlook, and Teams. It understands your documents and data, helping you work faster without switching between apps.

Used for

→ Excel: analyze data automatically

→ PowerPoint: generate slides from text

→ Outlook: draft and summarize emails

→ Word: write and edit documents

→ Teams: meeting summaries

How Small Businesses Are Already Using AI

Marketing

- Creating social media posts
- Generating website content
- Writing ad copy

Sales

- Writing sales emails
- Generating proposals
- Lead qualification

Customer Support

- Answering FAQs automatically
- Drafting replies
- Routing inquiries

Operations

- Organizing documents
- Summarizing meetings
- Reporting automation

AI allows small businesses to operate like larger companies — with fewer employees.

Real Example: Small Marketing Agency

? BEFORE AI

Writing 10 social media posts
took 3 hours of staff time.

Time spent:

- Research: 45 min
- Writing drafts: 90 min
- Editing & formatting: 45 min

Result: Expensive and slow.



✓ WITH AI

Same 10 posts generated
in 10 minutes — then lightly edited.

Time spent:

- AI prompt: 2 min
- Review & edit: 8 min

Result: 18× faster production.

More time for strategy and clients.

AI is not here to replace businesses.

AI is here to help businesses:

Work Faster

Reduce Repetitive Work

Increase Productivity

Generate Ideas

Businesses that learn to use AI early will have a significant competitive advantage.

Ready to start? Book a free discovery call at lucalagroup.com

Let's Talk About Your Business

1 Which tasks in your business take the most time?

2 Which of these could AI help you with?

3 Where could automation save hours each week?

Your Next Step

Book a free
30-min discovery
call with Lucala.

We'll show you
exactly where AI
can help — for
your business.

No pitch.

No pressure.
lucalagroup.com

Live Demonstration

Show your audience AI in action — right now.

Write a Marketing Email

Prompt AI to write a promotional email for a local business in 30 seconds

Create Social Media Posts

Ask AI to create 5 Instagram captions for a product or service

Summarize a Long Document

Paste in a report or contract and ask AI for the key takeaways

"This makes the training much more powerful — seeing is believing."