



## **AI for Business: The Beginner's Guide to Smarter Work, Automation & Growth**

### **Course Overview**

Learn how to harness Artificial Intelligence to save time, improve productivity, and grow your small business — no coding or technical experience required.

In this easy-to-follow online course, you'll discover how AI tools can simplify your daily operations, boost marketing results, and automate repetitive tasks.

You'll also see practical live demonstrations — including how to create a website chatbot, build simple automations, and use AI to work smarter.

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### **Course Outline**

#### **Module 1: Welcome & Why This Course Matters**

- Course introduction and goals
  - What AI really means for small businesses
  - Why now is the right time to adopt AI
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#### **Module 2: AI Basics — Demystifying the Buzzwords**

- Understanding AI, machine learning, and automation in plain English
- Real-world examples of AI in action
- Common myths and misconceptions
- How AI supports — not replaces — people

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### **Module 3: Finding AI Opportunities in Your Business**

- The 3-step framework for identifying where AI can help
  - Spotting repetitive, time-consuming tasks
  - Prioritizing high-value use cases
  - Real-world examples across marketing, support, and operations
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### **Demonstration 1: Using ChatGPT (and Gemini) for Everyday SMB Tasks**

- Creating social media posts and marketing content
  - Brainstorming ideas and writing better emails
  - Understanding prompt basics for better AI results
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### **Module 4: AI Tools You Can Use Right Now**

- Overview of user-friendly AI tools for small businesses
  - ChatGPT, Microsoft Copilot, Gemini, Canva AI, Notion AI, Zapier, and more
  - Choosing the right tools for your budget and goals
  - Security and privacy tips for SMBs
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### **Demonstration 2: Creating a Simple Workflow Automation**

- Example: capturing a lead and automating a follow-up email
  - Building automations with no code using Zapier or Power Automate
  - Testing and refining your workflow
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### **Module 5: Using AI for Marketing, Sales & Customer Service**

- Automating social posts, blogs, and newsletters
- Personalizing sales copy and customer outreach

- AI for chat-based customer support
- Integrating AI tools with your existing marketing platforms
- Demonstration: Adding an AI chatbot to your website

### **Demonstration 3: Setting Up a Chatbot for Your Business**

- Adding an AI chatbot to your website using Copilot Studio
  - Internal chatbot use cases for Teams or internal sites
  - Building a customer support chatbot linked to FAQs or product info
  - Privacy, customization, and deployment tips
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### **Module 6: AI for Operations & Efficiency**

- Streamlining back-office tasks: invoices, scheduling, and reporting
  - Using AI to summarize meetings, documents, and data
  - How AI improves productivity across departments
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### **Module 7: Building an AI-Ready Business**

- Managing data responsibly and securely
  - Getting your team on board with AI
  - Avoiding common pitfalls and “AI fatigue”
  - Creating a simple 30-day AI action plan
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### **Course Completion - The AI Starter Toolkit Overview**

- Recap of key lessons
- Toolkit overview
- Access to additional AI Beginner resources and updates
- Quiz and survey

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