# **CHATGPT FOR SMALL BUSINESSES**



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# **SBDC SERVICES**



Maricopa SBDC is part of America's SBDC Arizona Network.





15 Counselors in Maricopa County

10 SBDC Centers in Arizona



**Training** 

www.Maricopa-SBDC.com





## **TODAY'S SPEAKERS**





Jeri Denniston, Maricopa SBDC Certified SBDC Small Business Advisor MIM Degree: Thunderbird School of Global Management 30+ years in all facets of marketing Jeri.denniston@domail.maricopa.edu



Ri Lindegren, Dances with Tech Multimedia and digital design Creative technology services for artists, small business, changemakers M.F.A. in Dance and Interdisciplinary Digital Media & Performance, Arizona State University. Visiting Professor of Dance and Media for ASU Dance Dept. danceswithtech@gmail.com



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# **TODAY'S TOPICS**



- 1. What is ChatGPT pros and cons
- 2. How a small business can use it
- 3. Using text to image Al tools for graphic design, logo development, and to create short videos

**Jeri Denniston** 

**Jeri Denniston** 

Ri Lindegren

MARICOPA COMMUNITY COLLEGES



## WHAT IS CHATGPT



## Artificial intelligence chatbot

- Can be trained to generate human-like responses
- Can be used to automate responses to FAQs
- Can be used to automate Customer Service responses
- Can be used to stimulate creative thinking, ideas
- Can help identify patterns or trends to inform marketing
- Constantly evolving







## **ADVANTAGES OF CHATGPT**



- Can reduce staff workload for basic, repetitive tasks
- Can be used to gather insights on customer behavior https://embedsocial.com/blog/chatgpt-ai-customer-feedback-analysis/
- Can be used to plan an outline or marketing strategy
- Can be used to generate blog articles, website content, etc.





# **LIMITATIONS OF CHATGPT**



- Lacks common sense
- May result in biased output
- Cannot reason or think critically
- No emotional intelligence





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#### **LIMITATIONS OF CHATGPT**



- May replicate stereotypes
- May draw from copyrighted content
- Does not provide source information
- Based on the data it was trained on free version is 2 years old

Consider Using Bing Chat or Google Bard

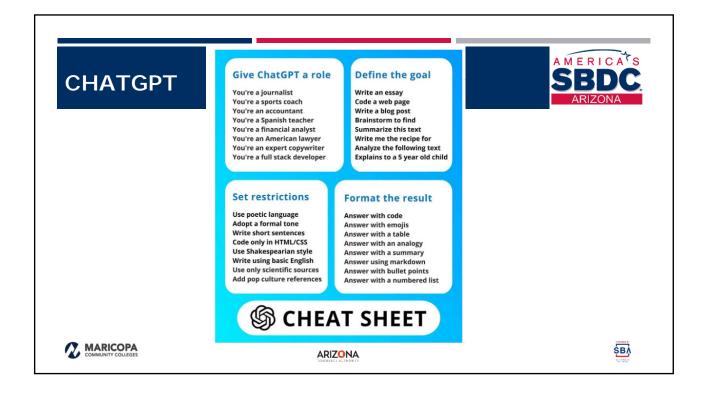
**Hubspot article about AI tools** 

Recently hacked: 100,000 devices were infected by malware.

Source: https://www.hackread.com/100000-hacked-chatgpt-accounts-dark-web/







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#### Your goal:

To learn to speak the language of the AI bot on the other side

Use Al art to design:
unique and fantastical images
find inspiration as a creative, artist, &
small business owner
design ideas for website layouts,
menus, products, business cards,
logos, images that convey a point or
specific location



"Space Opera Theater" by Jason Allen - generated on Midjourney Al Art platform first place winner at the Colorado Fair





#### Ri Lindegren

#### AI TOOLS FOR GRAPHIC DESIGN



#### Choose the right platform - begin with free options first!

Here is the order of my recommendations for Al Art:

- 1. Dream Studio easy to use, great image quality. Loved the variety & detail.
- 2. NightCafe easy to use, great image quality
- 3. Canva Text to Image easy to use, takes more trial & error free fo
- 4. Shutterstock Al Image Generator easy to use, images aren't as complex
- 5. Starry.ai simple but images aren't as complex
- 6. OpenArt great to see the range of options using similar words, get inspiration, easy to use but images take more work to get to specific detail for me
- 7. Midjourney incredible images, requires very specific language, and has a high tech barrier to entry you have to know how to use Discord first, and then buy credits to try out the features
- 8. Dall-E 2 great reviews, super realistic, easy to use platform, \$15 minimum in credits to begin

Every single art generating platform struggled with human features. The more complex the image/request, the more times you need to regenerate or tweak the prompt to get what you want







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## AI TOOLS FOR GRAPHIC DESIGN



- 2. Learn to speak the text description language: lots of trial & error
  - Create a prompt that the platform understands. It is looking for specific keywords, and you will need to modify your language to keywords that the platform already knows
  - Just like structuring a sentence in English, you need these basics:

SUBJECT (main keyword)

Nouns - what it is

Office desk, purple eyes, space ship launch, haunted house, robot,

cheeseburger, steaming mug of coffee, etc.

**DESCRIPTION** (details)

Soft light, faded background, ethereal planet....etc colors

STYLE (theme, influence, style)

Kahlo, Da Vinci, Picasso, Vermeer, etc.

Fantasy, detailed, modern contemporary, surrealism, memories, impressionism, cubism, pop art



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GRAPHICS type (how the image is rendered/designed)

unreal engine - real-time 3D creation tool for photoreal visuals and immersive experiences.

3D rendering - creating a photorealistic 2D image from 3D models octane render - uses the graphics card in your computer to render photorealistic images super fast.

QUALITY (resolution - think size of image):

Small = SD (Standard Definition - 1280x720 pixels) - the usually quality you'll see on most social media platforms & websites

 $\label{eq:medium} \mbox{Medium} = \mbox{HD (High Definition - 1920x1080 pixels)} - \mbox{recommended when you need media for a video etc.}$ 

Large = 4K (Quad definition - 2160x2840 pixels) - beautiful but not

Huge = 8K (Ultra High Definition - 7680x4320 pixels) - don't recommend unless you are printing an epic art piece





