CHATGPT FOR SMALL BUSINESSES

AMERICA'S SBDC ARIZONA

July 18, 2023

SBDC SERVICES

AMERICA'S SBDC ARIZONA

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

Counseling
(No Fee)

Training

Resources

15 Counselors in Maricopa County

10 SBDC Centers in Arizona

www.Maricopa-SBDC.com

MARICOPA COMMUNITY COLLEGES

ARIZONA COMMERCE AUTHORITY

SBA

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

TODAY'S TOPICS

1. **What is ChatGPT – pros and cons**   **Jeri Denniston**

2. **How a small business can use it**   **Jeri Denniston**

3. **Using text to image AI tools for graphic design, logo development, and to create short videos**   **Ri Lindegren**

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

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/

CHATGPT

Give ChatGPT a role

You're a journalist
You're a sports coach
You're an accountant
You're a Spanish teacher
You're a financial analyst
You're an American lawyer
You're an expert copywriter
You're a full stack developer

Define the goal

Write an essay
Code a web page
Write a blog post
Brainstorm to find
Summarize this text
Write me the recipe for
Analyze the following text
Explains to a 5 year old child

Set restrictions

Use poetic language
Adopt a formal tone
Write short sentences
Code only in HTML/CSS
Use Shakespearian style
Write using basic English
Use only scientific sources
Add pop culture references

Format the result

Answer with code
Answer with emojis
Answer with a table
Answer with an analogy
Answer with a summary
Answer using markdown
Answer with bullet points
Answer with a numbered list

CHEAT SHEET

Ri Lindegren

AI TOOLS FOR GRAPHIC DESIGN

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

Use AI 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 AI 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 AI 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 AI 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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Ri Lindegren
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

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 photo-realistic 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
Medium = HD (High Definition - 1920x1080 pixels) - recommended when you need media for a video etc.
Large = 4K (Quad definition - 2160x2840 pixels) - beautiful but not necessary
Huge = 8K (Ultra High Definition - 7680x4320 pixels) - don't recommend unless you are printing an epic art piece

THANK YOU!

Questions?

SBDC COUNSELING EXPERIENCE

Complete a Request for Counseling form. https://www.maricopa-sbdc.com/

Initial Counseling Session

Follow-on Sessions

Tracking of Business Goals

Identify business goals and areas of assistance needed.

Meet with counselor for regular guidance.

Track and report metrics.

Counseling is by appointment only.

CONCLUSION

Thank you for joining us today.

Complete the evaluation at the end of the program.