Learn how generative AI can help you create original content, improve customer service, and analyze data for your small business.

When is generative artificial intelligence (AI)?
Algorithms is a tool you can use to generate original content like images, text and music. See how we’re leveraging AI to help small businesses succeed.

Incorporating Generative AI in Your Small Business

Why use AI for your small business?
- **Personalization:** Tailor products/services to individual customer preferences.
- **Improved Creativity:** Innovate new ideas and captivating content.
- **Cost and Time Efficiency:** Sever revenue, allowing more focus on core operations.

AI Tools
- **Chatbots:**
  - ChatGPT
  - Google Bard
  - Perplexity
- **Text:**
  - Jasper
  - Angapesh
  - Grammarly
- **Design:**
  - Google Studio
  - DALL-E
  - Midjourney
  - Autodrome
  - Gamma
- **AI Tools**

AI can “hallucinate” and lie, very convincingly!

### Tips for AI Text Prompts
- **Detail**
  - The more specific your prompt, the better.
- **Role**
  - Give the AI a role to play can be helpful.
- **Goal**
  - Offer clear instructions and a goal.
- **Output**
  - A table, list, diagram, etc.
- **Freedowns**
  - Don’t worry about grammar or spelling.
- **Audience**
  - Specify the intended reader or target market.
- **Adjust**
  - Reply or re-prompt to fine-tune the output.
- **Variables**
  - Use adjectives and descriptions for unique results.
- **Iterate**
  - Ask AI to build upon your previous chats.

### Tips for AI Visual Prompts
- **Subject**
  - Clearly state the focus of the image.
- **Composition**
  - Describe position and perspective.
- **Color**
  - Specify color scheme or describe filters.
- **Emotion**
  - Express mood to influence the result.
- **Lighting**
  - Set the ambiance and light effects.
- **Time Period**
  - For historical or futuristic images.
- **Environment**
  - Give context to the setting.
- **Style**
  - Set the aesthetic, mood, genre, etc.
- **Texture**
  - Influence the surface appearance.

### Risks & Limitations
- **Review AI-generated content for accuracy.** Generated content may be outdated. AI can “hallucinate” and lie, very convincingly!
- **Avoid entering sensitive or confidential information.** Anything you enter may be used to train the AI models. There is no such thing as a 100% secure system.

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