

AI HERO ACADEMY

Mastering AI & ChatGPT for Everyday Productivity

One-Day Intensive Course (6-8 Hours)

Course Level: Beginner-Friendly

No Technical Experience Required

COURSE OVERVIEW

Welcome to AI Hero Academy! This one-day intensive course will transform you from an AI beginner to a confident AI user. By the end of today, you'll know how to use AI tools to save time, boost creativity, and work smarter in your everyday life and work.

What You'll Learn Today:

- How AI actually works (in plain English)
- How to "talk" to AI to get great results
- Practical uses for work, content creation, and personal productivity
- How to use AI safely and responsibly
- Your personalized AI action plan

What You'll Leave With:

- Hands-on experience with AI tools
 - A library of prompts you can use immediately
 - Your own AI workflow for common tasks
 - Confidence to use AI in your daily life
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SESSION 1: WELCOME & AI FOUNDATIONS (60 minutes)

Part 1.1: Welcome & Course Introduction (10 min)

Welcome!

AI is changing how we work, create, and solve problems. But you don't need to be a programmer or tech expert to use it effectively. This course is designed for regular people who want to use AI as a practical tool.

Today's Goals:

- Understand what AI is (and isn't)
- Learn to communicate effectively with AI
- Apply AI to real tasks you do every day
- Use AI responsibly and safely

Course Structure:

- **Morning:** AI basics, choosing your tool, first prompts
- **Mid-day:** Practical applications (writing, work tasks)
- **Afternoon:** Content creation, safety, your personal plan

Your Instructor's Promise:

- No jargon without explanation
 - Real examples you can use today
 - Hands-on practice throughout
 - Questions encouraged anytime
-

Part 1.2: What is AI? A Beginner's Guide (15 min)

Let's Start Simple:

Artificial Intelligence (AI) means computers doing tasks that normally require human thinking—like writing, answering questions, recognizing images, or solving problems.

Think of AI like this:

- A calculator does math instantly
- A GPS finds routes automatically
- AI generates text, images, and answers instantly

What AI Actually Does:

AI doesn't "think" like humans. It recognizes patterns from massive amounts of data and predicts what should come next.

Analogy: Imagine reading thousands of recipe books. You'd start recognizing patterns: "pasta recipes often include garlic," "desserts usually need sugar," "Thai food frequently uses lime." AI does this with text, learning patterns from millions of examples.

When you ask AI: "Write a professional email" **AI thinks (simplified):** "I've seen millions of professional emails. They typically start with greetings, use polite language, have clear subjects, end with closings. I'll generate text matching those patterns."

Important Reality Check:

AI is NOT:

- Conscious or self-aware
- Connected to the internet (unless it has search enabled)
- Always accurate or truthful
- A replacement for human judgment

AI IS:

- A powerful tool for generating text, ideas, and solutions
- Fast at processing information
- Helpful for overcoming blank-page syndrome
- Constantly improving

Your First Key Lesson: AI is a helpful assistant, not a magic oracle. It makes mistakes, needs guidance, and works best when YOU stay in control.

Part 1.3: HANDS-ON EXERCISE - Then vs. Now (20 min)

Let's See How Far AI Has Come!

We're going to compare the world's first chatbot from 1966 with modern AI. This will help you understand what makes today's AI so powerful.

Step 1: Meet ELIZA (1966)

ELIZA was the first chatbot, created by Joseph Weizenbaum at MIT. It pretended to be a psychotherapist using simple pattern matching.

Visit ELIZA:  <https://www.masswerk.at/elizabot/>

Try These Conversations:

Example 1:

- **You:** "I am feeling sad today"
- **ELIZA:** "How long have you been feeling sad today?"
- **You:** "About a week"
- **ELIZA:** "Can you elaborate on that?"

Example 2:

- **You:** "My boss is frustrating"
- **ELIZA:** "Your boss is frustrating?"

What Do You Notice?

- ELIZA mostly rephrases your statements as questions
- It has no real understanding
- It uses simple word triggers
- It feels repetitive quickly
- Can't have a real conversation

Why This Matters: ELIZA shows what "AI" looked like 60 years ago—simple pattern matching with no real comprehension.

Step 2: Compare to Modern AI (Claude/ChatGPT)

Now let's ask the same questions to modern AI.

Open Your Modern AI Tool (we'll set this up properly in the next section)

Try the Same Conversations:

Example 1:

- **You:** "I am feeling sad today"
- **Modern AI:** "I'm sorry you're feeling down. Sadness is a normal human emotion, and it's okay to feel this way. Would you like to talk about what might be contributing to these feelings, or would you prefer some suggestions for activities that might help lift your mood?"

Example 2:

- **You:** "My boss is frustrating"
- **Modern AI:** "Work frustrations with management can be really challenging. Can you share more about what's happening? Understanding the specific situation might help us think through how to approach it, whether that's communication strategies, boundary-setting, or evaluating your options."

What's Different?

- Real understanding of context
 - Helpful, thoughtful responses
 - Asks relevant follow-up questions
 - Provides actual value and suggestions
 - Feels like talking to a knowledgeable person
-

Your Task (10 minutes):

Compare Both AIs:

1. **Go to ELIZA:** <https://www.masswerk.at/elizabot/>
2. **Ask it 3 questions** (about work, hobbies, or problems)
3. **Note your experience:** How did it respond?
4. **Now ask the SAME 3 questions to modern AI** (ChatGPT, Claude, etc.)
5. **Note the difference:** What's better? What surprised you?

Discussion Questions:

- How much has AI improved in 60 years?
- What can modern AI do that ELIZA couldn't?
- What does this tell you about AI's potential?

Key Takeaway: Modern AI isn't just faster—it's fundamentally different. It understands context, generates original responses, and can actually help solve problems. That's what makes it so powerful for everyday use.

Part 1.4: Choosing Your AI Tool (15 min)

There Are Many AI Tools—Let's Find the Right One for You

You don't need to use them all. Pick ONE to start with, master it, then explore others if needed.

Major AI Chatbots Compared:

1. ChatGPT (by OpenAI)

Website: <https://chat.openai.com>

Best For:

- General purpose use
- Creative writing
- Problem-solving
- Learning and education
- Most popular and widely discussed

Free Version:

- GPT-3.5 model
- Unlimited messages
- Good for most tasks
- Sometimes slower during peak times

Paid Version (\$20/month):

- GPT-4 (smarter, more accurate)
- Faster response times
- Access to DALL-E (image generation)
- Browse the internet (with plugins)
- Priority access during busy times

Pros: ✓ Most popular (lots of tutorials and help online) ✓ Very good at creative tasks ✓ Strong community support ✓ Regular updates and improvements ✓ Free version is quite capable

Cons: ✗ Free version can be slow during busy times ✗ Doesn't remember you between sessions ✗ Can be overly wordy ✗ Sometimes makes confident mistakes

Best If You: Want the most popular tool with tons of online resources and community support.

2. Claude (by Anthropic)

Website: <https://claude.ai>

Best For:

- Detailed analysis and research
- Longer documents and conversations
- Following complex instructions
- More nuanced, thoughtful responses
- Safety-conscious outputs

Free Version:

- Access to Claude 3.5 Sonnet
- Good message limits
- Can handle very long conversations

Paid Version (\$20/month):

- Claude Opus (most capable model)
- 5x more usage
- Priority access

Pros: ✓ Excellent at following detailed instructions ✓ Great with long documents ✓ More careful and thorough ✓ Better at admitting uncertainty ✓ Longer conversation memory

Cons: ✗ Less well-known (fewer tutorials) ✗ Can be more conservative/cautious ✗ Smaller community ✗ Sometimes overly detailed

Best If You: Need detailed analysis, work with long documents, or want more thoughtful/careful responses.

3. Microsoft Copilot (Bing Chat)

Website: <https://copilot.microsoft.com>

Best For:

- Research and current information
- Free access to GPT-4
- Integration with Microsoft products
- Web browsing and citations
- Image generation included

Free Version:

- GPT-4 powered
- Internet search built-in
- Image generation
- Citation of sources

Paid Version (Microsoft 365 Copilot - \$30/month):

- Integration with Word, Excel, PowerPoint
- Email assistance in Outlook
- Enterprise features

Pros: ✓ FREE access to GPT-4 ✓ Always connected to internet for current info ✓ Provides source citations ✓ Image generation included ✓ Works in Microsoft Edge browser

Cons: ✗ Conversation limits (turns reset) ✗ Shorter conversations than competitors ✗ Requires Microsoft account ✗ Less flexible for creative tasks

Best If You: Want free GPT-4 access, need current information, or use Microsoft products heavily.

4. Google Gemini

Website: <https://gemini.google.com>

Best For:

- Google Workspace integration
- YouTube and Google Search integration
- Multimodal tasks (text + images)
- Gmail and Google Docs help

Free Version:

- Gemini Pro model
- Integrated with Google services
- Decent capabilities

Paid Version (Google One AI Premium - \$20/month):

- Gemini Advanced (more capable)
- Integration with Gmail, Docs, Sheets
- Priority support

Pros: ✓ Integrates with Google ecosystem ✓ Can access your Google data (with permission)
✓ Good at multimodal tasks ✓ Helpful for Gmail and Google Docs users

Cons: ✗ Less mature than competitors ✗ Inconsistent quality ✗ More focused on Google services
✗ Smaller knowledge community

Best If You: Live in the Google ecosystem (Gmail, Docs, Drive) and want AI integrated there.

5. Grok (by X/Twitter)

Website: <https://x.com> (requires X Premium)

Best For:

- Real-time Twitter/X information
- Current events and trending topics
- More "edgy" personality
- X platform integration

Access:

- Requires X Premium subscription (\$8-16/month)
- Access through X platform

Pros: ✓ Real-time access to X/Twitter data ✓ More casual, conversational tone ✓ Current events and trends ✓ Less filtered/more direct

Cons: ✗ Requires X Premium subscription ✗ Less established than competitors ✗ Limited to X platform ✗ Newer with fewer features ✗ Less suitable for professional use

Best If You: Are active on X/Twitter and want AI that understands current trends and platform context.

6. Perplexity AI

Website: <https://www.perplexity.ai>

Best For:

- Research and fact-finding
- Source citations
- Academic work
- Quick, focused answers

Free Version:

- Unlimited quick searches
- Source citations
- Basic AI model

Paid Version (\$20/month):

- Access to GPT-4 and Claude
- Unlimited Copilot searches
- Image generation

Pros: ✓ Always cites sources ✓ Great for research ✓ Clean, focused interface ✓ Free version very capable ✓ Combines search + AI

Cons: ✗ Less conversational ✗ Not ideal for creative work ✗ Shorter responses ✗ Limited conversation depth

Best If You: Primarily need AI for research and fact-finding with sources.

Quick Comparison Table:

Feature	ChatGPT	Claude	Copilot	Gemini	Grok	Perplexity
Free Tier	✓ Good	✓ Good	✓ Excellent	✓ Good	✗ Paid Only	✓ Great
Internet Access	Plugin Only	✗ No	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Best For	General Use	Analysis	Research	Google Users	X/Twitter	Research
Creative Writing	★★★★★	★★★★★	★★★	★★★	★★★	★★
Research	★★★★	★★★★★	★★★★★	★★★★	★★★★	★★★★★
Ease of Use	★★★★★	★★★★★	★★★★★	★★★★★	★★★★	★★★★★
Beginner Friendly	★★★★★	★★★★★	★★★★★	★★★★★	★★★★	★★★★★

MY RECOMMENDATION FOR THIS COURSE:

Start with ChatGPT Free because:

1. Most tutorials and examples use it
2. Largest community for help and tips
3. Easiest to learn
4. Free version is quite good
5. Most online prompt examples work with it

Alternative: Microsoft Copilot if you want:

- Free GPT-4 access
- Internet connectivity
- Source citations

For Today's Course:

- We'll use general examples that work with ANY AI
 - You can follow along with ChatGPT, Claude, Copilot, or Gemini
 - Concepts apply to all tools
-

YOUR TASK (5 minutes):

Choose and Set Up Your AI Tool:

1. **Pick one tool from above** (recommendation: ChatGPT or Copilot)
2. **Visit the website**
3. **Create a free account** (if needed)
4. **Open the chat interface**
5. **Say hello!** Type: "Hello! I'm learning to use AI today."

Once you're in, you're ready for the rest of the course!

BREAK (5 minutes)

Stretch, grab water, get comfortable with your AI tool open and ready!

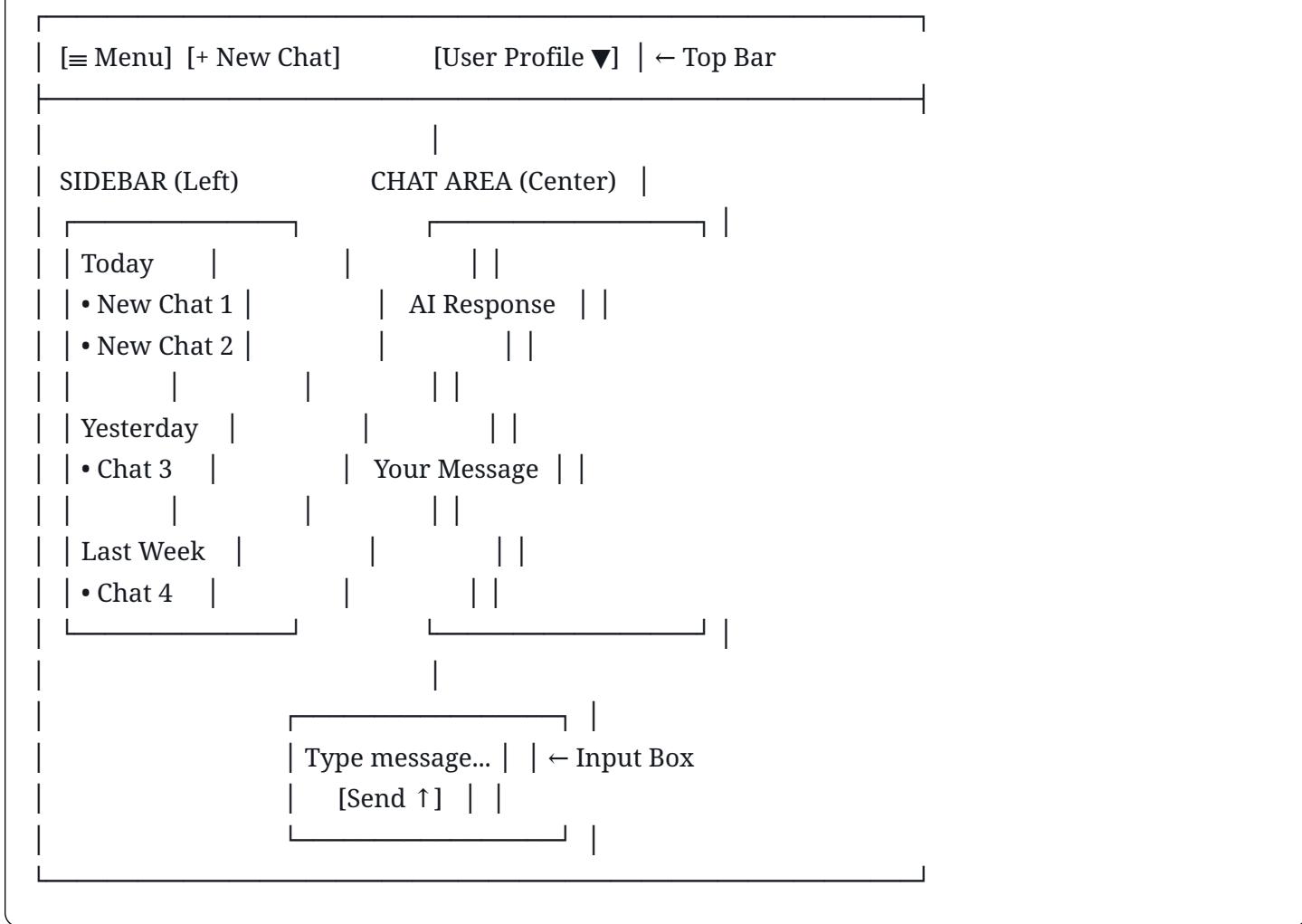
SESSION 2: UNDERSTANDING THE AI INTERFACE (30 minutes)

Part 2.1: The AI Chat Interface - A Complete Walkthrough (20 min)

Let's Learn How to Navigate Your AI Tool

Most AI chatbots have similar interfaces. We'll use ChatGPT as our example, but these concepts apply to all tools.

Main Interface Elements:



1. TOP BAR

≡ Menu Button (Three Lines)

- Click to show/hide the sidebar
- Useful when you want more screen space
- Sidebar contains your chat history

+ New Chat Button

- Starts a fresh conversation
- Previous conversations are saved in sidebar
- Use this when switching to a completely different topic

User Profile / Settings

- Your account settings
 - Subscription options (if paid plans available)
 - Data & privacy settings
 - Help and support
 - Log out
-

2. SIDEBAR (Chat History)

Today / Yesterday / Last Week

- Your conversations organized by date
- Click any conversation to continue it
- AI remembers context within each conversation

Why This Matters:

- Each chat is a separate "session"
- AI remembers everything within ONE chat
- AI does NOT remember between different chats
- Starting a new chat = fresh start with no memory

Pro Tip: Name your chats for easy finding:

- "Email Writing Practice"
- "Blog Ideas for March"
- "Learning Python Basics"

How to Rename (ChatGPT):

- Hover over chat name
 - Click the pencil/edit icon
 - Type new name
 - Hit Enter
-

3. CHAT AREA (Center)

This is where the magic happens!

Your Messages appear on the right (or highlighted differently) AI Responses appear on the left (or in a different color/style)

Timestamps:

- Shows when each message was sent
- Helps track long conversations

Scroll:

- Scroll up to see earlier parts of conversation
 - AI can reference anything earlier in the same chat
-

4. AI RESPONSE FEATURES

Below each AI response, you'll see buttons:

Copy

- Copies the AI's response to your clipboard
- Quick way to paste into emails, documents, etc.

Good/Bad Response

- Feedback buttons
- Help improve the AI
- Tell them what was helpful or unhelpful

Regenerate Response

- AI gives you a DIFFERENT answer to the same prompt
- Useful if you don't like the first response
- Same question, different approach

Edit (Your Message)

- Click to edit YOUR previous message
- AI generates new response based on edited prompt
- Great for refining your question

Example:

- First try: "Write about dogs"
 - Too vague? Edit to: "Write a 100-word paragraph about golden retrievers as family pets"
 - Get better result without starting over
-

5. INPUT BOX (Bottom)

Where you type your messages to AI

Features:

Text Input:

- Type your prompts/questions here
- Can be multiple lines (hit Shift + Enter for new line)
- Enter or click Send arrow to submit

Character Limit:

- Most AIs: 2,000-4,000 characters per message
- That's about 400-800 words
- If you hit the limit, split into multiple messages

 **Attachment Button (if available):**

- Some AIs let you upload files
- Images, PDFs, documents
- Not all free versions have this

 **Voice Input (if available):**

- Speak instead of type
- Depends on the AI tool

Send Button (↑ Arrow):

- Click to send your message
 - Or just hit Enter on keyboard
-

6. COMMON INTERFACE VARIATIONS

ChatGPT Specific:

- Model selector (GPT-3.5 vs GPT-4 for paid users)
- Plugins menu (for paid users)
- Dark mode toggle in settings

Claude Specific:

- Longer conversation memory
- "Continue generating" if response is cut off
- Attachment upload prominent

Microsoft Copilot:

- Conversation style selector (Creative/Balanced/Precise)
- Source citations appear inline
- Image generation button

Google Gemini:

- Google app integration buttons
- "Google it" suggestions
- Workspace integration options

All different, but same basic concept: You type, AI responds!

Part 2.2: HANDS-ON PRACTICE - Using the Interface (10 min)

Let's Practice with Your AI Tool

Follow along with these exercises to get comfortable with the interface:

Exercise 1: Basic Conversation

Try this sequence:

1. **Type:** "Hi! I'm learning to use AI. Can you introduce yourself?"
 - Click Send
 - Read the response
2. **Follow-up:** "What are three things you can help me with?"
 - Notice: AI remembers you're learning
 - It continues the conversation naturally
3. **Another follow-up:** "Explain the first one in simple terms"
 - AI knows "the first one" refers to your previous message
 - This is conversation memory in action

What You're Learning:

- AI maintains context within a chat
 - You can have natural back-and-forth
 - Follow-up questions work without repeating yourself
-

Exercise 2: Regenerating Responses

Try this:

1. **Type:** "Tell me a fun fact"
 - Read the response
2. **Click the Regenerate button (⟳)**
 - You get a DIFFERENT fun fact
 - Same prompt, different answer
3. **Regenerate again**
 - Another different fact
 - This shows AI generates content dynamically

What You're Learning:

- AI doesn't always give the same answer
 - Regenerating is useful when first answer isn't quite right
 - You can explore different approaches
-

Exercise 3: Editing Your Prompt

Try this:

1. **Type:** "Write a sentence about cats"
 - Read the response
2. **Click Edit on YOUR message** ()
 - Change it to: "Write a funny sentence about cats wearing hats"
 - Send the edited version
3. **Notice:** You get a completely different response
 - More specific prompt = better result

What You're Learning:

- Editing your prompt is faster than starting over
 - More specific prompts give better results
 - You can refine without losing conversation
-

Exercise 4: Starting Fresh

Try this:

1. **Click "+ New Chat"**
2. **Type:** "What did we talk about before?"
3. **Notice:** AI doesn't remember previous chat
 - Each chat is isolated
 - Fresh start = no memory of other conversations

What You're Learning:

- New chat = new memory
 - Use same chat for related topics
 - Start new chat for completely different topics
-

Exercise 5: Copying Responses

Try this:

1. **Type:** "Write a sentence about Monday mornings"
2. **Click the Copy button** (📋) below AI's response
3. **Open a text editor** (Notepad, Notes, anything)
4. **Paste (Ctrl+V or Cmd+V)**
5. **You now have the text to use anywhere**

What You're Learning:

- Easy to move AI content to other apps
 - Copy button saves time
 - You can collect useful responses
-

Exercise 6: Finding Old Chats

Try this:

1. **Look at your sidebar** (left side)
2. **Find the chat from Exercise 1**
3. **Click on it**
4. **You're back in that conversation**
 - All messages still there
 - Can continue where you left off

What You're Learning:

- Chats are saved automatically
 - Easy to return to previous conversations
 - Organized by date
-

You're Now Comfortable with the Interface!

Key takeaways:

- ✓ You know where everything is
- ✓ You can start new chats
- ✓ You can continue old conversations
- ✓ You can regenerate and edit
- ✓ You can copy responses
- ✓ You understand conversation memory

Ready to learn how to write GREAT prompts!

BREAK (10 minutes)

SESSION 3: TALKING TO AI - PROMPT BASICS (75 minutes)

Part 3.1: What is a "Prompt"? (10 min)

The Key to Great AI Results

A **prompt** is simply the message you send to AI. It's your instruction, question, or request.

Think of it like this:

- Bad prompt = vague restaurant order: "I want food"
- Good prompt = specific order: "I'd like a medium pepperoni pizza with extra cheese, thin crust, well-done"

The quality of AI's response depends on the quality of your prompt.

Example:

Vague Prompt: "Write something about exercise"

AI Response: *Generic 200-word essay about benefits of exercise*

Specific Prompt: "Write 3 tips for someone who wants to start exercising but hasn't worked out in years. Keep it encouraging and focus on starting small. 150 words max."

AI Response: *Targeted, practical, encouraging tips at the right length*

Same AI. Different prompt. Completely different result.

What Makes a Good Prompt:

✓ Clear: AI knows exactly what you want **✓ Specific:** Details about format, length, tone **✓ Contextual:** Background information when needed **✓ Actionable:** Clear instruction or question

✗ Vague: "Tell me about stuff" **✗ Too broad:** "Explain business" **✗ No context:** AI has to guess what you mean

Part 3.2: The Basic Prompt Formula (15 min)

A Simple Framework That Always Works

Most good prompts follow this structure:

[TASK] + [CONTEXT] + [FORMAT] + [TONE]

Let's break it down:

1. TASK (What you want)

Start with a clear action verb:

- Write...
- Explain...
- Create...
- Summarize...
- List...
- Compare...
- Suggest...

Examples:

- "Write a welcome email..."
 - "Explain how compound interest works..."
 - "Create a grocery list..."
 - "Summarize this article..."
-

2. CONTEXT (Background info)

Give AI the information it needs:

- Who is this for?
- What's the situation?
- What do you already know?
- Any constraints or requirements?

Examples:

- "...for new customers who just signed up..."
 - "...for someone who failed math in school..."
 - "...for a week of healthy dinners for two people..."
 - "...focusing on the main arguments and conclusions..."
-

3. FORMAT (How you want it)

Specify the structure:

- Length (word count, number of items)
- Format (email, list, paragraph, bullet points)
- Structure (sections, headings, steps)

Examples:

- "...in 5 bullet points..."
 - "...as a friendly email under 150 words..."
 - "...organized by breakfast, lunch, dinner..."
 - "...in 3-4 sentences..."
-

4. TONE (How it should sound)

Tell AI the style or feeling:

- Professional / Casual
- Friendly / Formal
- Encouraging / Direct
- Simple / Technical
- Funny / Serious

Examples:

- "...keep it warm and welcoming..."
 - "...use simple language, no jargon..."
 - "...make it organized and easy to scan..."
 - "...conversational tone, not academic..."
-

PUTTING IT ALL TOGETHER:

Example 1:

 **Bad Prompt:** "Email about being late"

 **Good Prompt:** "Write an email [TASK] to my manager explaining I'll be 30 minutes late to work due to a car issue [CONTEXT]. Keep it professional but brief [TONE], under 100 words [FORMAT]."

Example 2:

 **Bad Prompt:** "Recipe ideas"

 **Good Prompt:** "Suggest 5 dinner recipes [TASK] for someone who doesn't like seafood and has 30 minutes to cook [CONTEXT]. List them with ingredients and brief steps [FORMAT]. Keep it simple and family-friendly [TONE]."

Example 3:

 **Bad Prompt:** "Help with my resume"

 **Good Prompt:** "Rewrite this resume bullet point [TASK]: 'Responsible for social media.' I managed 3 platforms and grew followers by 40% in 6 months [CONTEXT]. Make it achievement-focused and quantifiable [TONE], one sentence [FORMAT]."

You Don't Always Need All Four:

Sometimes simpler is fine:

- "Explain photosynthesis in one paragraph" (TASK + FORMAT)
- "List 10 creative business names for a coffee shop" (TASK + CONTEXT + FORMAT)

But when results are disappointing, add more elements from the formula.

Part 3.3: HANDS-ON PRACTICE - Writing Prompts (20 min)

Let's Practice the Formula

For each scenario, write a prompt using the formula, then test it with your AI.

Practice 1: Email Writing

Scenario: You need to email a colleague asking to reschedule tomorrow's 2pm meeting because something came up.

Your turn - Write a prompt using the formula:

TASK: _____ (Write an email...) **CONTEXT:** _____ (asking colleague to reschedule...) **FORMAT:** _____ (keep it brief...) **TONE:** _____ (professional but friendly...)

Now combine it into one prompt and test with your AI.

Example Solution: "Write an email to a colleague asking to reschedule tomorrow's 2pm meeting because something urgent came up. Keep it apologetic and professional, under 100 words, and suggest two alternative times later this week."

Try it! Did you get a usable email?

Practice 2: Idea Generation

Scenario: You're planning a birthday party for a friend who loves hiking and craft beer.

Write a prompt to get party ideas:

TASK: _____ **CONTEXT:** _____ **FORMAT:** _____ **TONE:** _____

Example Solution: "Suggest 5 birthday party ideas for someone who loves hiking and craft beer. Include both outdoor and indoor options. List each idea with a brief description and what makes it special."

Try it! Are the ideas helpful and specific?

Practice 3: Learning Something New

Scenario: You want to understand how credit scores work but financial terms confuse you.

Write a prompt:

TASK: _____ **CONTEXT:** _____ **FORMAT:** _____ **TONE:** _____

Example Solution: "Explain how credit scores work in simple terms for someone who finds financial jargon confusing. Break it into: what it is