

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!

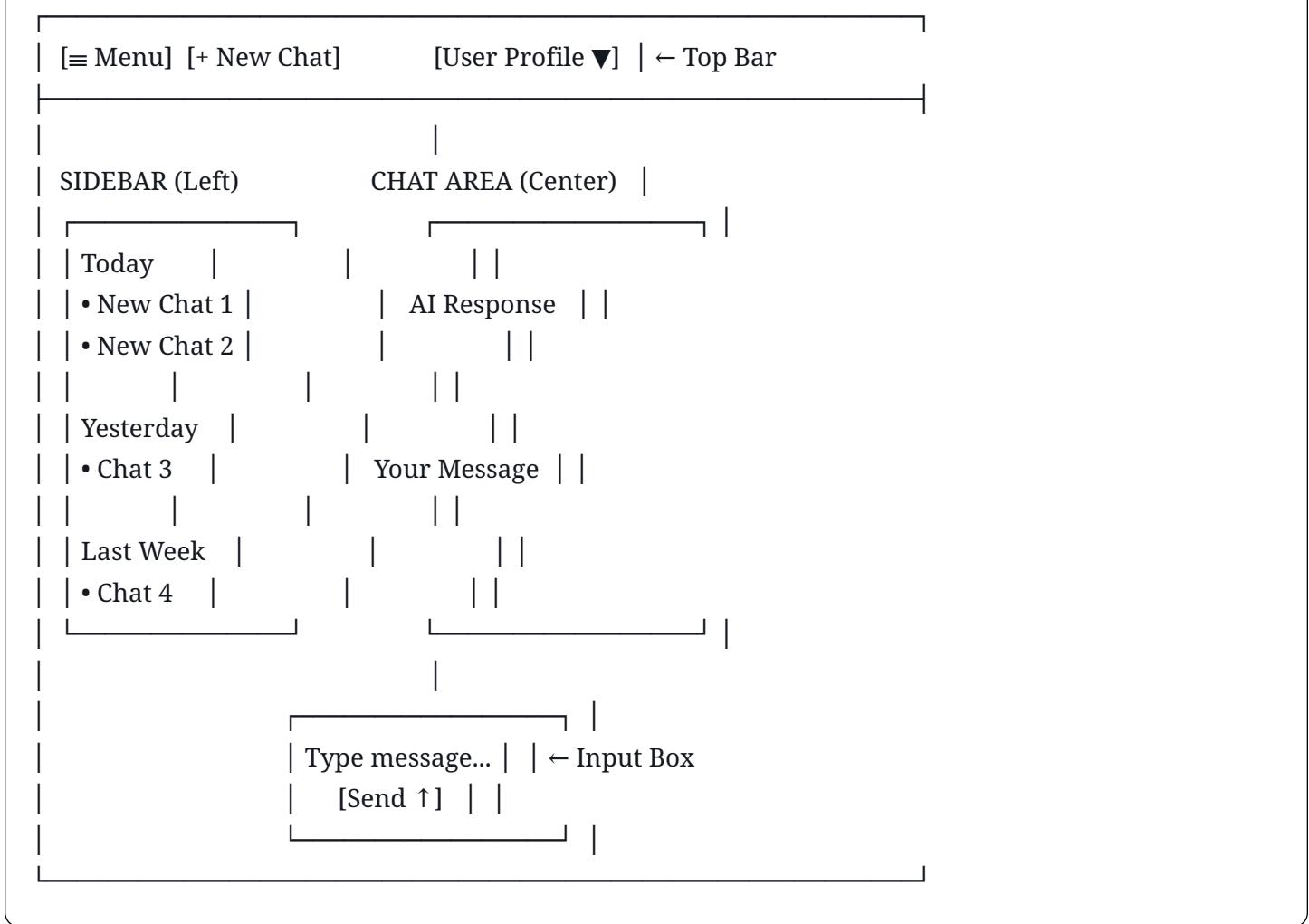
SESSION 2: UNDERSTANDING THE AI INTERFACE (30 minutes)

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, why it matters, and how to improve it. Use everyday language and examples. Keep it under 200 words."

Try it! Is the explanation clear and helpful?

Practice 4: Content Creation

Scenario: You need a social media post promoting your small bakery's weekend special.

Write a prompt:

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

Example Solution: "Write an Instagram caption for a small local bakery promoting our weekend special: buy one dozen cupcakes, get 6 free. Target audience is families and local community. Keep it warm, inviting, and under 100 words. Include a call to action to visit this Saturday or Sunday."

Try it! Would you post this?

What Did You Learn?

- More specific prompts = better results
- The formula helps you remember what to include
- You can adjust and refine prompts until they work
- AI responds to details

Keep practicing! The more you prompt, the better you get.

Part 3.4: Common Prompting Mistakes (and Fixes) (15 min)

Let's Learn from Common Errors

Even experienced users make these mistakes. Here's how to fix them:

Mistake #1: Too Vague

 **Bad:** "Write about marketing"

Problem: AI doesn't know:

- What aspect of marketing?
- For whom?
- How long?
- What format?

 **Fixed:** "Explain the difference between social media marketing and email marketing for a small business owner. Use simple language, 150 words, focus on which is better for limited budget."

The Fix: Add specifics about what, who, how much, and why.

Mistake #2: Too Many Tasks at Once

 **Bad:** "Write a business plan and marketing strategy and create a logo description and suggest a business name and explain how to register it."

Problem: AI gets confused trying to do everything. Result is shallow on all points.

 **Fixed:** Break into separate prompts:

1. "Suggest 10 business names for a pet grooming service"
2. "Write a marketing strategy for a new pet grooming business..."
3. "Describe a logo concept for..."

The Fix: One task per prompt. Do them in sequence.

Mistake #3: No Context

 **Bad:** "Is this a good idea?"

Problem: AI doesn't know what "this" refers to. You need to share the idea.

 **Fixed:** "I'm thinking of starting a dog walking business in my neighborhood. I work full-time but have evenings and weekends free. Is this a good idea? What should I consider?"

The Fix: Always provide the background information AI needs.

Mistake #4: Assuming AI Knows You

 **Bad:** "Write my weekly report"

Problem: AI doesn't know:

- What you do
- What happened this week
- Who the report is for
- What format you need

 **Fixed:** "Write a weekly status report for my manager. I'm a marketing coordinator. This week I: completed social media calendar for March, got 2 new client inquiries, started work on email campaign. Format as: Progress, Upcoming Tasks, Blockers. Professional tone, 200 words."

The Fix: Give AI the information you have. It can't read your mind.

Mistake #5: Wrong Level of Expertise

 **Bad:** "Explain quantum computing"

Problem: AI defaults to technical explanation. Might be too complex or too simple for your needs.

 **Fixed:** "Explain quantum computing like I'm a business executive with no science background. Focus on what it means for business, not the technical details. Use an analogy. 150 words."

The Fix: Specify your knowledge level and what you actually need to know.

Mistake #6: No Length Limit

 **Bad:** "Tell me about the history of computers"

Problem: AI writes 800 words when you wanted 3 sentences.

 **Fixed:** "Give me a brief 3-sentence overview of computer history, hitting the major milestones from 1950s to today."

The Fix: Always specify desired length.

Mistake #7: Forgetting to Specify Format

 **Bad:** "Give me healthy lunch ideas"

Result: AI writes paragraphs when you wanted a simple list.

 **Fixed:** "List 7 healthy lunch ideas. Format: Just the meal name and 3 main ingredients for each. Keep it simple."

The Fix: Tell AI how to structure the output.

Mistake #8: Not Iterating

 **Bad:** Get poor result, give up, blame AI.

 **Good:** "That's too long. Can you make it half as long?" or "Can you make this more casual?" or "Focus more on the benefits, less on the features."

The Fix: Refine! Use follow-up prompts to improve the output.

Part 3.5: The Power of Follow-Up Prompts (15 min)

You Don't Need Perfect First Prompts

One of AI's superpowers: It remembers the conversation. You can refine and improve through follow-ups.

Think of it like working with an assistant:

- First draft rarely perfect
 - Give feedback
 - Ask for adjustments
 - Iterate until it's right
-

Follow-Up Pattern #1: Adjust Length

Initial Prompt: "Explain email marketing"

AI gives 300 words, but you need it shorter:

Follow-up: "Make this half as long" or "Condense to 3 sentences" or "Give me just the key point in one paragraph"

Follow-Up Pattern #2: Change Tone

Initial Prompt: "Write a rejection email for a job candidate"

AI response too formal:

Follow-up: "Make this warmer and more encouraging" or "Less formal, more human" or "Add empathy and well-wishes"

Follow-Up Pattern #3: Add Missing Pieces

Initial Prompt: "Write tips for remote work"

AI gives good tips but missing your specific need:

Follow-up: "Add a section about dealing with distractions when you have kids at home" or "Include tips specifically for people with small apartments"

Follow-Up Pattern #4: Different Angle

Initial Prompt: "Explain blockchain"

Explanation too technical:

Follow-up: "Explain it using a simple analogy instead" or "Focus on practical uses, not the technical details" or "What does this mean for regular people?"

Follow-Up Pattern #5: Formatting

Initial Prompt: "Benefits of exercise"

AI writes paragraphs, you want bullets:

Follow-up: "Reformat as a bullet list" or "Make this a numbered list of steps" or "Turn this into a simple table"

Follow-Up Pattern #6: Expand

Initial Prompt: "Healthy dinner ideas"

AI lists 5 ideas, you like #3:

Follow-up: "Give me the full recipe for idea #3, including cook time and difficulty level"

Remember: AI knows what "#3" means because it's in the same conversation.

Follow-Up Pattern #7: Multiple Versions

Initial Prompt: "Write a welcome email for new customers"

Want options:

Follow-up: "Give me 2 more versions, one more casual and one more premium/luxury feeling"

HANDS-ON PRACTICE: The Iteration Game (10 min)

Start with a basic prompt and improve it through follow-ups.

Exercise:

1. **First prompt:** "Write a message"
 - See what AI gives you (it will be confused/generic)
2. **Follow-up:** "I meant a thank-you message to a coworker who helped me on a project"
 - Better, but still generic?
3. **Follow-up:** "Make it more personal and mention specifically that she stayed late two nights to help"
 - Getting better!
4. **Follow-up:** "Keep it professional but warm. Under 100 words."
 - Now you have something usable!

What You Learned:

- You don't need the perfect first prompt
 - Conversation lets you refine
 - Each follow-up gets you closer
 - AI remembers context
-

Key Takeaway from Session 3:

- Good prompts = good results
- Use the formula: Task + Context + Format + Tone
- Be specific, not vague
- Use follow-ups to refine
- Practice makes perfect

You now know how to talk to AI effectively!

LUNCH BREAK (45 minutes)

SESSION 4: PRACTICAL APPLICATIONS - WORK & PRODUCTIVITY (90 minutes)

Part 4.1: Email Writing with AI (20 min)

The Most Common AI Use Case

Writing emails takes time. AI can speed this up dramatically while maintaining quality.

Email Type #1: Routine Responses

Scenario: Customer asks "Do you ship internationally?"

Prompt: "Write a brief, friendly email response. We do ship internationally to most countries, \$15 flat rate, 7-10 business days. Keep professional but warm, under 100 words."

Result: Professional response in seconds.

Time Saved: 5 minutes → 1 minute

Email Type #2: Difficult Messages

Scenario: Saying no to a request

Prompt: "Write an email declining a meeting request from a vendor. I don't have budget for their service right now. Keep it polite, professional, and leave door open for future. Under 150 words."

AI handles the diplomatic language while you focus on the decision.

Email Type #3: Formal Business

Scenario: Following up with a client

Prompt: "Write a professional follow-up email to a client. We met last week about a website redesign project. I'm checking in to see if they have questions and when they'd like to schedule next steps. Professional but not pushy. 150 words."

Email Formula That Works:

"Write a [type] email to [recipient] about [topic].

[Key points to include].

Tone: [describe tone].

Length: [word count]."

PRACTICE: Write 3 Emails (15 min)

Try these scenarios:

Email 1: Apologize for Missing a Deadline

- Your task was due Friday, you'll have it Monday
- Write to your manager
- Apologetic but professional
- Brief

Email 2: Thank Someone

- A colleague recommended you for a project
- Express gratitude
- Warm and genuine
- Short

Email 3: Request Information

- Email a vendor asking about pricing
- Need quotes for 50 units
- Professional but friendly
- Clear what you need

For each:

1. Write your prompt using the formula
2. Generate with AI
3. Read it - would you send it?
4. If not, use a follow-up to improve it

Part 4.2: Writing Reports and Documents (20 min)

AI as Your First-Draft Generator

Reports, summaries, and documents take hours. AI creates the structure and first draft so you can focus on adding your expertise.

Use Case #1: Status Reports

Your Input (rough notes): "Project on track. Completed phase 2 testing. Found 3 bugs, fixed 2. Sarah on vacation next week, Mike covering. Next milestone: client demo Feb 15."

Prompt: "Turn these project notes into a professional status report. Format with sections: Progress, Issues, Staffing, Next Steps. Professional tone, 200 words."

Result: Polished report in the format you need.

Use Case #2: Meeting Summaries

After a meeting, you have rough notes.

Prompt: "Summarize these meeting notes into: Key Decisions, Action Items with owners, and Next Meeting. Format as email to send to attendees: [paste your notes]"

Time Saved: 30 minutes of formatting → 5 minutes

Use Case #3: Proposals and Plans

Prompt: "Create an outline for a proposal to implement hybrid work policy. Include: Executive Summary, Current Situation, Proposed Policy, Benefits, Implementation Plan, Budget Considerations. Just the outline with 2-3 bullet points per section."

Then expand each section: "Now write the Executive Summary section. 150 words, focus on employee satisfaction and productivity data."

PRACTICE: Create a Report (15 min)

Scenario: You're reporting on your department's Q4 performance.

Your rough data:

- Revenue: \$250K (target was \$225K)
- New customers: 45 (target was 40)
- Customer satisfaction: 4.2/5 (down from 4.5)
- Team: Hired 2 new people, 1 person resigned
- Challenge: Longer sales cycles than expected
- Plan: Focus on customer retention in Q1

Your Task:

1. **Write a prompt** asking AI to create a Q4 summary report
2. **Include:** The data above, format requirements, and tone
3. **Generate** the report
4. **Review:** What would you add that AI couldn't know?
5. **Refine:** Ask AI to adjust anything that's off

This is the Draft → AI Assist → Edit workflow in action.

Part 4.3: Brainstorming and Problem-Solving (20 min)

Stuck? AI is Your Brainstorming Partner

AI excels at generating options and alternatives. Use it to overcome creative blocks and explore possibilities.

Brainstorming Type #1: Ideas

Prompt: "I need 10 blog post ideas for a small business website about home organization. Make them practical and helpful for busy parents."

Result: 10 ideas in seconds. Pick the best ones.

Brainstorming Type #2: Solutions

Prompt: "I have a problem: My team doesn't read my weekly emails. They're often 500+ words. Suggest 5 ways to improve communication so people actually read updates. Be creative."

Result: Fresh perspectives you might not have considered.

Brainstorming Type #3: Alternatives

Prompt: "I'm planning a team building event. Budget: \$500 for 10 people. Can't do a restaurant (dietary restrictions). Suggest 5 creative alternatives that are fun and inclusive."

Problem-Solving Framework:

"I'm facing this challenge: [describe problem]
Constraints: [limitations]
Goal: [what success looks like]
Suggest [number] solutions. Be creative but practical."

PRACTICE: Solve a Problem (15 min)

Pick one of these scenarios (or use a real problem you have):

Scenario A: Time Management "I have 15 hours of work to do but only 8 hours this week. Suggest ways to prioritize and manage this. Can't work overtime, can't delay everything."

Scenario B: Difficult Conversation "I need to tell a coworker their desk is too messy and it's affecting the shared workspace. How do I approach this diplomatically?"

Scenario C: Process Improvement "Our team spends 2 hours every Monday in status meetings and people hate it. Suggest alternatives that keep everyone informed but take less time."

Your Task:

1. Write a detailed prompt about the problem
 2. Ask for 5 solutions
 3. Review AI's suggestions
 4. Ask a follow-up: "Which of these would you recommend trying first and why?"
-

Part 4.4: Learning and Research (20 min)

AI as Your Personal Teacher

Use AI to learn new skills, understand complex topics, and research efficiently.

Learning Use Case #1: Explain Concepts

Prompt: "Explain what SEO is to someone who's never heard of it. Use simple language and a real-world example. 150 words."

Follow-up if needed: "Give me 3 specific things I can do today to improve my website's SEO."

Learning Use Case #2: Step-by-Step Tutorials

Prompt: "Teach me how to create a pivot table in Excel. Assume I've never done it. Step-by-step instructions with what buttons to click. Keep it simple."

Learning Use Case #3: Compare and Contrast

Prompt: "What's the difference between LLC and S-Corp for a small business? Compare them in a simple table: Formation, Taxes, Paperwork, Best For. Keep explanations brief."

Research Framework:

"I'm researching [topic]
My knowledge level: [beginner/intermediate/advanced]
I want to understand: [specific aspect]
Format: [how you want information presented]"

PRACTICE: Learn Something New (15 min)

Choose a topic you've always wanted to understand:

Examples:

- How cryptocurrency works
- What makes a good password
- How to negotiate salary
- Basics of investing
- How search engines rank websites

Your Task:

1. **Start broad:** "Explain [topic] in simple terms"
2. **Drill down:** "What's the most important thing to know about this?"
3. **Make it practical:** "Give me 3 actionable tips I can use"
4. **Test yourself:** "Quiz me with 3 questions to test my understanding"

This is AI as tutor!

Part 4.5: Task Management and Planning (10 min)

Let AI Help You Organize

Use AI to plan, prioritize, and structure your work.

Planning Prompts:

Daily Planning: "I have these tasks today: [list]. Organize them by priority considering: morning meeting at 10am, I'm most productive before noon, task C depends on task A. Create a realistic schedule."

Project Breakdown: "I need to plan a website redesign project. Break it into major phases and tasks. Timeline: 3 months. Include: research, design, development, testing, launch."

Prioritization: "Help me prioritize: [list all tasks]. Use Urgent/Important matrix. Suggest what to do first, what to schedule, what to delegate, what to drop."

Quick Practice (5 min):

List 5-7 things on your actual to-do list.

Prompt AI: "Prioritize these tasks and suggest a logical order: [your list]. Consider dependencies and time estimates. Create a schedule for today."

SESSION 5: CONTENT CREATION (60 minutes)

Part 5.1: Social Media Content (20 min)

Creating Posts That Engage

Social media is time-consuming. AI speeds up content creation dramatically.

Post Type #1: Announcements

Prompt: "Write an Instagram caption announcing our bakery is launching gluten-free options next week. Excited tone, mention we listened to customer feedback, include relevant hashtags. 100 words."

Post Type #2: Educational Content

Prompt: "Write a LinkedIn post with 3 tips for remote workers to stay productive. Professional but conversational tone. Target: people new to working from home. 150 words."

Post Type #3: Engagement Posts

Prompt: "Write a Facebook post asking our coffee shop followers about their favorite fall drinks. Friendly, casual tone. Include a call to action to comment. 50 words."

Social Media Formula:

"Write a [platform] post about [topic]
Target audience: [who]
Tone: [style]
Call to action: [what you want them to do]
Length: [words/characters]
Include: [hashtags/mentions/links]"

PRACTICE: Create 3 Posts (15 min)

Create content for your business (or a hypothetical one):

Post 1: LinkedIn

- Share a professional tip or insight
- Educational value
- Professional tone
- Include question to encourage comments

Post 2: Instagram

- Behind-the-scenes or personal story
- Visual focus (describe what the photo would show)
- Casual, authentic tone
- Relevant hashtags

Post 3: Twitter/X

- Quick tip or observation
 - Under 280 characters
 - Engaging hook
 - Optional: thread of 3 tweets
-

Part 5.2: Blog Posts and Articles (20 min)

From Blank Page to Published Post

AI can't write your entire blog for you (and shouldn't), but it's an excellent drafting partner.

The Blog Writing Process:

Step 1: Outline "Create a blog post outline for 'How to Stay Motivated When Working from Home'. Include: intro hook, 5 main tips with subpoints, conclusion with call to action. Target: 1200 words."

Step 2: Expand Sections "Write the introduction section for this blog post. Hook the reader with a relatable scenario, state the problem, preview the solutions. 150 words."

Step 3: Add Your Voice

- Edit heavily
- Add personal examples
- Insert your expertise
- Make it authentic

Step 4: Polish "Review this paragraph for clarity and flow: [paste]. Suggest improvements."

Blog Writing Framework:

1. AI creates structure
2. AI drafts sections
3. YOU add personal stories and insights
4. YOU verify all facts
5. AI helps polish and refine

PRACTICE: Mini Blog Post (15 min)

Topic: "3 Simple Ways to Save Money on Groceries"

Your Task:

1. **Get an outline:** Ask AI for structure
2. **Draft intro:** Have AI write opening paragraph
3. **Add YOUR knowledge:** Edit the intro to include YOUR actual experience or tip
4. **Write one main point:** Have AI draft tip #1, then you personalize it
5. **Compare:** Notice the difference between generic AI and your personalized version

Key Learning: AI provides structure and speed. YOU provide authenticity and value.

Part 5.3: Marketing Copy (20 min)

Persuasive Writing Made Easier

Marketing copy needs to grab attention and drive action. AI helps, but needs your guidance.

Copy Type #1: Product Descriptions

Prompt: "Write a product description for noise-canceling headphones. Key features: 30-hour battery, lightweight, premium sound. Target: remote workers and travelers. Focus on benefits not just features. 100 words. Persuasive but not salesy."

Copy Type #2: Landing Pages

Prompt: "Write headline and subheadline for productivity app landing page. App helps people prioritize tasks using AI. Benefit: Save 2 hours per day. Target: overwhelmed professionals. Headline: 10 words max. Subheadline: 20 words max."

Copy Type #3: Email Campaigns

Prompt: "Write a promotional email for 20% off sale this weekend. Product: handmade candles. Tone: warm and inviting, not pushy. Include: benefit of handmade, scarcity (limited time), clear CTA. 150 words."

Marketing Copy Checklist:

When AI generates marketing copy, verify:

- Clear benefit stated
 - Addresses customer pain point
 - Includes call to action
 - Matches brand voice
 - Creates urgency (if appropriate)
 - No false claims or hype
-

PRACTICE: Write Marketing Copy (15 min)

Choose a product/service (yours or hypothetical):

Examples:

- Your freelance services
- A small business product
- An online course
- A local service (cleaning, tutoring, etc.)

Create:

1. Headline (10 words max, grab attention)

- Prompt AI for 5 options
- Pick best or combine elements

2. Short Description (50 words)

- Focus on main benefit
- Who it's for
- What makes it different

3. Call to Action (One sentence)

- Clear next step
- Create slight urgency

Test: Read it aloud. Would YOU click/buy based on this?

SESSION 6: SAFETY, ETHICS & BEST PRACTICES (45 minutes)

Part 6.1: What AI Gets Wrong (15 min)

Understanding AI's Limitations

AI makes mistakes. Knowing this protects you from problems.

Problem #1: Hallucinations (Making Things Up)

AI can generate false information confidently.

Example:

- **You:** "What did Einstein say about creativity?"
- **AI:** "Einstein famously said, 'Creativity is intelligence having fun.'"
- **Problem:** Einstein never said that. AI invented a plausible-sounding quote.

Why It Happens: AI predicts what "sounds right" based on patterns, not truth.

Problem #2: Outdated Information

AI's training data has a cutoff date. It doesn't know recent events.

Example:

- **You:** "Who won the 2024 World Series?"
- **AI:** Might guess wrong or admit uncertainty

Always verify time-sensitive information.

Problem #3: Can't Do Math Perfectly

AI is trained on language, not calculation.

Example:

- Complex math problems
- Precise percentages
- Financial calculations

Solution: Use a calculator for important numbers. Don't trust AI math blindly.

Problem #4: No Real-World Knowledge

AI can't:

- Access your personal files
- Know current prices or availability
- See your screen
- Know what's happening right now in the world

It only knows what you tell it in the conversation.

The Verification Rule:

Low Stakes (casual use):

- Brainstorming ideas
- Creative writing
- Casual conversation

Medium Stakes (work documents):

- Check facts
- Verify quotes
- Confirm logic

High Stakes (legal, medical, financial):

- Verify EVERYTHING
- Consult professionals
- Don't rely on AI alone

Part 6.2: Privacy and Data Safety (15 min)

What You Should NEVER Put in AI

Think of AI like a public forum. Anything you type could potentially be seen by others.

NEVER Share:

🚫 Personal Information:

- Social Security Numbers
- Credit card numbers
- Passwords or login credentials
- Home addresses
- Phone numbers
- Dates of birth

🚫 Other People's Private Data:

- Customer information
- Employee records
- Client confidential information
- Anyone's personal details

🚫 Proprietary Business Information:

- Trade secrets
- Unreleased product details
- Financial data
- Confidential strategies
- Internal communications

🚫 Medical or Legal Information:

- Health conditions
 - Legal cases or strategy
 - Anything covered by HIPAA or attorney-client privilege
-

Safe Practice:

Instead of: "Review this customer data: John Smith, 555-1234, john@email.com bought product X for \$599"

Do this: "Review this anonymized data: Customer A, purchased product X in price range \$500-600. What marketing insights can I draw?"

Remove identifying details. Use generic examples.

Company Policies:

Many workplaces have AI usage policies. Common rules:

- Don't share confidential company information
- Don't use AI for sensitive client work
- Don't upload proprietary documents
- Check with IT/Legal before using AI for work

When in doubt, ask your manager or IT department.

Part 6.3: Using AI Responsibly (15 min)

Ethics and Best Practices

With great power comes great responsibility. Use AI ethically.

Rule #1: You're Accountable

If AI writes something false, offensive, or harmful and you publish it—that's on YOU, not the AI.

Always:

- Review everything
- Fact-check claims
- Take responsibility for output
- Don't blame AI for your mistakes

Rule #2: Don't Use AI to Deceive

Not OK:

- Pretending AI-written content is entirely yours (when claiming expertise)
- Creating fake reviews
- Generating misleading information
- Impersonating others
- Academic dishonesty (using AI for homework when not allowed)

OK:

- Using AI as a writing tool (like spell-check)
- Brainstorming and drafting with AI
- Learning and understanding with AI
- Productivity assistance

When in doubt: Disclose AI use.

Rule #3: Verify Before Sharing

Don't spread AI-generated information without checking it.

Especially for:

- Facts and statistics
- Medical or health advice
- Legal information
- Financial guidance
- News or current events

If you can't verify it, don't share it.

Rule #4: Respect Copyright and Attribution

- AI training used copyrighted material
- Don't present AI output as wholly original when publishing professionally
- When appropriate, mention AI assistance
- Add your own significant value and expertise

Rule #5: Be Aware of Bias

AI can reflect societal biases:

- Gender stereotypes
- Racial bias
- Cultural assumptions
- Socioeconomic bias

Your job:

- Review outputs for bias
 - Request diverse perspectives
 - Edit to be inclusive
 - Don't perpetuate stereotypes
-

When NOT to Use AI:

- ✗ Medical diagnosis or treatment decisions
- ✗ Legal advice or strategy
- ✗ Financial investment decisions
- ✗ Anything involving safety or life/death
- ✗ Situations requiring licensed professional judgment
- ✗ Important personal relationships (authentic communication matters)

AI assists professionals; it doesn't replace them.

Quick Ethics Check:

Before using AI output, ask:

1. **Is this accurate?** (Did I verify facts?)
2. **Is this honest?** (Am I being truthful about AI use?)
3. **Is this mine?** (Did I add significant value?)
4. **Is this safe?** (Did I protect privacy?)
5. **Is this responsible?** (Would I be comfortable if this became public?)

If "no" to any question—revise before using.

SESSION 7: YOUR AI ACTION PLAN (45 minutes)

Part 7.1: Choosing Your Top 3 Use Cases (15 min)

Make AI Practical for YOUR Life

You've learned many applications. Now pick the 3 you'll actually use.

Reflect on Your Day:

Think about your typical day/week:

- What tasks take the most time?
 - What do you procrastinate on?
 - What's repetitive or tedious?
 - Where do you get stuck?
-

Common Use Cases by Role:

If you're in... Marketing:

- Social media content creation
- Email campaigns
- Blog post drafting

If you're in... Management:

- Status reports
- Email writing
- Meeting summaries

If you're... Self-Employed/Freelance:

- Client communications
- Proposals and quotes
- Content for your business

If you're in... Customer Service:

- Email responses
- Troubleshooting guides
- FAQ creation

If you're... Administrative:

- Document formatting
- Meeting notes
- Scheduling and planning

If you're in... Creative Fields:

- Brainstorming
 - First drafts
 - Overcoming blocks
-

YOUR TASK: Pick Your Top 3 (10 min)

Write down:

Use Case #1:

- What: _____
- Current time spent: _____
- How AI helps: _____
- Prompt template I'll use: _____

Use Case #2:

- What: _____
- Current time spent: _____
- How AI helps: _____
- Prompt template I'll use: _____

Use Case #3:

- What: _____
- Current time spent: _____
- How AI helps: _____
- Prompt template I'll use: _____

Be specific! "Write emails" is vague. "Draft responses to customer inquiries about shipping" is specific.

Part 7.2: Building Your Prompt Library (15 min)

Create Reusable Templates

You don't need to write prompts from scratch every time. Build templates you can reuse.

Prompt Library Format:

For each of your top 3 use cases, create 2-3 prompt templates.

Example for Email Writing:

Template 1: Professional Request

"Write a professional email to [recipient] requesting [what you need].
Context: [background].
Tone: professional but friendly.
Length: under 150 words."

Template 2: Apologetic/Difficult Message

"Write an email to [recipient] about [situation requiring apology/difficult news].
Key points: [what happened], [what you're doing about it].
Tone: apologetic but professional, not overly defensive.
Length: under 200 words."

Template 3: Follow-up

"Write a follow-up email to [recipient] regarding [previous interaction].
Purpose: [check in/get update/move forward].
Reference: [specific detail from previous interaction].
Tone: friendly persistence, not pushy.
Length: under 100 words."

YOUR TASK: Create Your Templates (10 min)

For each of your 3 use cases, create 1-2 reusable prompt templates.

Save them somewhere easy to access:

- Notes app on your phone
- Google Doc
- Sticky note on desktop
- Wherever you'll actually use them

Include:

- Clear structure with [placeholders]
 - Tone guidance
 - Length specification
 - Any recurring requirements
-

Part 7.3: Your 30-Day AI Plan (15 min)

Making This Stick

Learning AI in a day is great. Using it for 30 days builds lasting habits.

Week 1: Daily Practice

Goal: Use AI at least once per day for one of your top 3 use cases.

Daily Actions:

- Start each day: "What's one task today where AI could help?"
- Use AI for that task
- Note: Did it save time? What worked? What didn't?

End of Week 1 Checkpoint:

- Which use case is most valuable?
- What prompts work best?
- What needs improvement?

Week 2: Expand and Refine

Goal: Use AI 2-3 times per day. Start building prompt library.

Daily Actions:

- Use AI for your primary use cases
- Save prompts that work well
- Experiment with variations
- Share one tip with a colleague

End of Week 2 Checkpoint:

- Calculate time saved so far
 - Identify patterns in what works
 - Add 1 new use case to try
-

Week 3: Integration

Goal: AI becomes part of your normal workflow.

Daily Actions:

- AI is your first stop for your top 3 use cases
- No longer feels like "trying something new"
- You're naturally reaching for AI
- Teaching others what you've learned

End of Week 3 Checkpoint:

- What's now automatic?
 - What still feels awkward?
 - Are you seeing real productivity gains?
-

Week 4: Optimization

Goal: Fine-tune your approach for maximum efficiency.

Daily Actions:

- Review your prompt library
- Remove what doesn't work
- Polish your best templates
- Explore one advanced feature

End of Week 4 Assessment:

- Total time saved per week
 - Quality of outputs
 - Confidence level (1-10)
 - What's next to learn?
-

YOUR 30-DAY COMMITMENT:

Write this down:

"I commit to using AI for [use case #1] at least once daily for 30 days.

I will track my results and adjust my approach based on what works.

In 30 days, I will review my progress and decide next steps.

My first AI task tomorrow will be: _____

I'll set a reminder to check in on: [30 days from today]

Signed: _____ Date: _____ "

Accountability Ideas:

- Set phone reminder: "Did you use AI today?"
 - Partner with someone else learning AI
 - Share weekly progress on social media
 - Keep a simple log of time saved
 - Celebrate small wins
-

COURSE WRAP-UP & FINAL EXERCISE (30 minutes)

Part 8.1: Putting It All Together - Final Practice (20 min)

Real-World Challenge

Let's apply everything you've learned to a realistic scenario.

FINAL EXERCISE: Complete This Work Task

Scenario:

You're organizing a team lunch next Friday (one week from today). You need to:

1. Survey team about dietary restrictions
2. Research restaurant options
3. Make a recommendation
4. Send invitation email

Your Task: Use AI to help with ALL of these steps.

Step 1: Create the Survey Questions

Prompt AI: "Create 3-4 questions to ask my team about a group lunch. Need to know: dietary restrictions, cuisine preferences, budget comfort level. Keep questions simple and friendly."

Result: Survey questions you can send

Step 2: Analyze Responses (Simulate)

Let's pretend you got these responses:

- 2 vegetarians
- 1 gluten-free
- 3 prefer casual over fancy
- Budget: most said \$15-25 per person
- Cuisine: Mexican and Italian tied for top choice

Prompt AI: "Based on this team input [paste above], what should I look for in a restaurant? Summarize key requirements."

Step 3: Research Options (Simulate)

Pretend you found 3 restaurants that meet criteria.

Prompt AI: "Help me create a comparison of these 3 restaurants for team lunch: [describe each briefly]. Format as a table: Name, Cuisine, Price Range, Pros, Cons. Make a recommendation."

Step 4: Write Invitation Email

Prompt AI: "Write a friendly email inviting my team to lunch next Friday at [chosen restaurant]. Include: date/time (12pm), location, mention we chose it based on their input, RSVP by Wednesday. Warm and casual tone. 150 words."

Step 5: Review Everything

- Did AI save you time?
 - Is the output usable?
 - What did you need to adjust?
 - Could you do this faster next time?
-

Debrief Questions:

1. How long would this have taken without AI?
 2. How long did it take with AI?
 3. What was most helpful?
 4. What still needed your judgment?
 5. Would you use AI for this task in real life?
-

Part 8.2: Key Takeaways & Next Steps (10 min)

What You Learned Today:

Understanding AI

- What AI is and isn't
- How it's evolved (ELIZA vs. modern AI)
- Capabilities and limitations

Choosing Tools

- Compared major AI platforms
- Selected a tool to use
- Understood the interface

Effective Prompting

- The basic formula (Task + Context + Format + Tone)
- How to write clear, specific prompts
- The power of follow-up questions
- Common mistakes and fixes

Practical Applications

- Email writing
- Reports and documents
- Brainstorming and problem-solving
- Learning and research
- Social media and content
- Marketing copy

Responsible Use

- AI's mistakes and hallucinations
- Privacy and data safety
- Ethical guidelines
- When NOT to use AI

Personal Action Plan

- Your top 3 use cases
- Prompt templates
- 30-day practice plan

The Most Important Lessons:

1. AI is a tool, not a replacement for thinking

- You guide it
- You verify it
- You're accountable

2. Specific prompts = better results

- Don't be vague
- Use the formula
- Iterate and refine

3. Practice makes perfect

- First attempts may be awkward
- Gets easier with repetition
- Build your own templates

4. Stay safe and ethical

- Protect privacy
- Verify facts
- Use responsibly
- Be honest about AI use

5. Start small, build habits

- Pick 1-3 use cases
 - Use daily
 - Track progress
 - Expand over time
-

Your Next Steps:

Tomorrow:

- Use AI for one task from your top 3
- Save the prompt that worked
- Note the time saved

This Week:

- Use AI daily
- Build your prompt library
- Share one tip with a colleague

This Month:

- Follow your 30-day plan
- Track results
- Adjust approach
- Celebrate wins

Long Term:

- AI becomes natural part of workflow
 - You explore advanced features
 - You help others learn
 - You stay current with AI developments
-

Resources for Continued Learning:

Official Documentation:

- ChatGPT: help.openai.com
- Claude: claude.ai/help
- Copilot: copilot.microsoft.com
- Gemini: support.google.com/gemini

Communities:

- Reddit: r/ChatGPT, r/artificial
- LinkedIn AI groups
- Twitter AI hashtags
- Discord servers for AI users

Stay Current:

- Subscribe to AI newsletters
 - Follow AI tool release notes
 - Join online communities
 - Experiment with new features
-

Remember:

- ◉ **AI is your assistant, not your replacement**
 - ◉ **The best AI users combine speed with judgment**
 - ◉ **You don't need to be perfect—just willing to practice**
 - ◉ **Start simple, grow gradually**
 - ◉ **Your unique knowledge and voice are irreplaceable**
-

FINAL Q&A AND WRAP-UP (15 minutes)

Open Questions

Let's address any remaining questions:

Common Questions:

Q: "Will AI take my job?" A: AI will change how we work, but people who use AI effectively are more valuable, not less. Focus on skills AI can't replace: judgment, relationships, creativity, strategic thinking.

Q: "Which AI should I really use?" A: Start with ChatGPT (free) or Copilot (free GPT-4). Master one before exploring others. They all do similar things.

Q: "How do I know if I'm using AI too much?" A: If you're not thinking anymore or if you can't do the task without AI, you've crossed a line. AI should assist your skills, not replace them.

Q: "What if my company doesn't allow AI?" A: Respect company policy. Use AI for personal learning. Build skills for when policies change. Many companies are creating AI guidelines rather than banning it.

Q: "How long until I'm 'good' at AI?" A: Basic competence: 1-2 weeks of daily use. Real confidence: 30-60 days. Mastery: Ongoing. Like any skill, practice matters more than talent.

Q: "Can I trust AI for important work?" A: Trust AI for first drafts and assistance. Never trust it blindly for anything important. Always verify, edit, and add your expertise.

Q: "What's the biggest mistake beginners make?" A: Using AI output without reviewing it.
Always read, edit, verify, and personalize.

Course Completion Checklist

- I understand what AI is and how it works
 - I've chosen an AI tool and know the interface
 - I can write effective prompts using the formula
 - I know my top 3 use cases
 - I have prompt templates to start with
 - I understand AI safety and ethics
 - I have a 30-day practice plan
 - I know where to get help and continue learning
-

Final Encouragement

You started today not knowing how to use AI.

You're ending today with:

- A tool selected and set up
- Practical prompting skills
- Real examples you've created
- A personalized action plan
- Knowledge to use AI safely

That's huge progress!

The difference between knowing and doing is practice.

Tomorrow, use AI for ONE task. Then another. Then another.

In 30 days, you'll wonder how you ever worked without it.

Thank You!

Congratulations on completing AI Hero Academy!

You're now equipped to use AI as a powerful tool for productivity, creativity, and growth.

Remember:

- Start with your top 3 use cases
- Practice daily
- Stay safe and ethical
- Track your progress
- Help others learn

The AI revolution is happening. You're now part of it.

Go forth and use AI wisely!

COURSE MATERIALS TO TAKE HOME

Quick Reference Guide

The Prompt Formula:

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

Example: "Write an email to my team about project delay. We missed deadline due to vendor issue. Keep professional but human. Under 150 words."

Starter Prompt Templates

Email Response: "Write a [professional/friendly] email response to [recipient] about [topic]. Key points: [list]. Tone: [describe]. Length: [word count]."

Content Creation: "Create [type of content] about [topic] for [audience]. Include: [requirements]. Tone: [style]. Length: [specification]."

Learning: "Explain [concept] to someone with [knowledge level]. Use [simple language/analogy/examples]. Focus on [what matters]. Length: [words]."

Brainstorming: "Generate [number] ideas for [purpose]. Context: [constraints]. Make them [adjectives: creative/practical/specific]."

Problem-Solving: "I'm facing: [problem]. Constraints: [limitations]. Goal: [outcome]. Suggest [number] solutions. Be [practical/creative]."

Your AI Ethics Checklist

Before using AI output:

- Did I verify the facts?
 - Did I add my own value and voice?
 - Is this honest about AI use?
 - Did I protect privacy (mine and others)?
 - Would I be comfortable if this became public?
 - Am I accountable for this content?
-

30-Day Practice Calendar

Week 1: Use AI once daily for one top use case **Week 2:** Use AI 2-3 times daily, save best prompts **Week 3:** AI becomes habitual, share with others **Week 4:** Optimize approach, calculate time saved

Checkpoint: Review progress, set new goals

When to Use AI vs. When to Avoid

Great For:

- First drafts
- Brainstorming
- Overcoming blocks
- Learning new topics
- Routine communications
- Research starting points
- Content structure

Avoid For:

- Final content without review
 - Medical/legal/financial decisions
 - Anything with your/others' private data
 - High-stakes professional judgment
 - Authentic personal communications
 - Academic integrity violations
-

Troubleshooting Guide

Problem: Results too generic **Solution:** Add more context, be more specific, include examples

Problem: Wrong tone **Solution:** Use follow-up: "Make this more [tone]"

Problem: Too long/short **Solution:** Specify exact word/character count

Problem: Inaccurate information **Solution:** Verify facts independently, don't trust blindly

Problem: Not what you wanted **Solution:** Edit your prompt and try again, or use follow-ups to refine

Resources List

AI Tools:

- ChatGPT: chat.openai.com
- Claude: claude.ai
- Microsoft Copilot: copilot.microsoft.com
- Google Gemini: gemini.google.com
- Perplexity: perplexity.ai

Learning Resources:

- OpenAI Help Center
- AI subreddits
- YouTube tutorials
- LinkedIn Learning
- Professional AI communities

Practice Sites:

- Try ELIZA: masswerk.at/elizabot (to see where we started!)
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END OF COURSE

Your AI journey starts NOW.

See you in 30 days to check your progress!

Remember: AI is your tool. You are the hero. 

Course Duration: 6-8 hours with breaks **Hands-On Practice:** Built into every section
Beginner-Friendly: No technical knowledge required **Take-Home Value:** Immediate productivity gains

Welcome to the AI-powered future. You're ready.