

Smart learning plan (training)

Dear Oksana,

This plan is designed to support your learning during the training period.

1. Learning objectives

Module 1: Understanding AI basics

- Identify and become proficient with AI tools specifically useful for fashion e-commerce businesses selling handmade accessories
- Learn to create effective prompts for generating product descriptions, marketing content, and customer service responses for your handmade jewelry and scarves
- Understand how AI can help you navigate Estonian business regulations and overcome language barriers as a Ukrainian immigrant entrepreneur

Module 2: AI for Business Planning

- Develop a comprehensive market analysis for handmade accessories in Estonia and potential international markets using AI tools
- Create detailed customer personas for your target fashion accessories buyers and map their purchasing journey
- Use AI to identify pricing strategies, competitive advantages, and unique selling propositions for your handmade jewelry and scarves business

Module 3: Business Prompting Workshop

- Master creating visually appealing marketing materials for your handmade accessories using AI content creation tools
- Develop a custom GPT specialized in fashion e-commerce and handmade accessories business advice
- Learn to validate AI-generated business information specific to Estonian market conditions and regulations

Module 4: AI for Business Success

- Design AI-powered marketing campaigns targeting fashion enthusiasts across multiple platforms
- Develop an AI strategy for scaling your handmade accessories business internationally
- Create a sustainable business model that balances your creative process with AI-enhanced business operations

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Explore and compare at least 3 AI tools specifically useful for e-commerce (e.g., ChatGPT, Midjourney, Copy.ai)
2. Practice creating prompts that generate compelling product descriptions for your handmade jewelry and scarves
3. Use AI translation tools to help navigate Estonian business regulations and translate your business materials
4. Document which AI tools work best for different aspects of your fashion accessories business
5. Learn about ethical considerations when using AI-generated images for your handmade products

For Module 2: AI for Business Planning

1. Use AI to conduct a PESTEL analysis of the Estonian fashion accessories market
2. Create 3-5 detailed customer personas representing your ideal handmade accessories buyers
3. Map the customer journey from discovery to purchase for each persona
4. Analyze at least 5 competitors in the handmade accessories space using AI research tools
5. Draft the first version of your business plan with AI assistance, focusing on your unique value proposition as a Ukrainian artisan

For Module 3: Business Prompting Workshop

1. Create a pitch deck for your handmade accessories business using AI design tools
2. Develop product photography enhancement workflows using AI image tools
3. Compare outputs from different AI tools for creating marketing copy for your accessories
4. Build a custom GPT with knowledge about fashion trends, handmade accessories, and Estonian e-commerce
5. Test your custom GPT with specific questions related to your business challenges

For Module 4: AI for Business Success

1. Design a multi-channel marketing campaign for your handmade accessories using AI tools
2. Create AI-powered customer service responses for common questions about your products
3. Develop a strategy for using AI to identify international partnership opportunities
4. Use AI to forecast fashion trends relevant to your handmade accessories
5. Finalize your business plan with AI-enhanced financial projections and growth strategies

3. Extra Assignments

Assignment for Module 1

Fashion Trend Analyzer: Use at least two different AI tools to research current trends in handmade jewelry and scarves. Create a comparison document showing how different AI tools analyze the same fashion trend questions. Document the prompts you used, the responses you received, and your evaluation of which tool provided the most useful information for your business.

Assignment for Module 2

Ideal Customer Detective: Use AI to create a detailed profile of your ideal customer for handmade accessories. Then, use a different AI tool to generate a "day in the life" story of this customer, including when and why they might purchase your products. Compare how different prompting strategies affect the quality and usefulness of the customer profiles. Document your process and findings.

Assignment for Module 3

Multilingual Product Showcase: Create product descriptions for one of your handmade accessories in multiple languages (Estonian, English, and one additional language of your choice) using AI tools. Then, use AI image generation to create lifestyle photos showcasing your product. Combine these elements into a professional product listing that could be used on an e-commerce platform. Document which tools you used and your prompting strategy.

Assignment for Module 4

Seasonal Collection Planner: Use AI to help you plan a seasonal collection of handmade accessories. Ask the AI to suggest themes, materials, color palettes, and pricing strategies based on upcoming trends. Then, use AI to create a marketing calendar for launching this collection, including content ideas for Instagram and TikTok. Document your interaction with the AI and reflect on how this process differs from your usual creative planning.

4. Tips

Leverage your bilingual advantage: Use your fluency in multiple languages to create content that reaches diverse audiences. AI can help you translate and localize your marketing materials, giving you an edge in international markets.

Blend creativity with technology: As a handmade accessories creator, your unique artistic vision is your greatest asset. Use AI as a tool to enhance your creativity, not replace it. The most successful businesses in your field will combine authentic handmade quality with smart technology use.

Start small, think big: Begin with a focused collection of your best handmade pieces, using AI to optimize your listings and marketing. As you learn more about AI capabilities, gradually expand your product range and market reach.

Document your AI learning journey: Keep a log of effective prompts and AI tools that work specifically for fashion and handmade businesses. This personal knowledge base will become increasingly valuable as you grow your business.

Connect with both local and international communities: Use AI to help you find and engage with both Estonian local artisan communities and international handmade accessories networks. These connections can provide support, inspiration, and potential collaboration opportunities.

Balance online presence with your creative time: Use AI scheduling and automation tools to maintain a consistent social media presence while protecting your time for creating your handmade pieces. Finding this balance is crucial for sustainable creative entrepreneurship.

We hope you have a fruitful learning period. If you have any questions, please contact teachers.