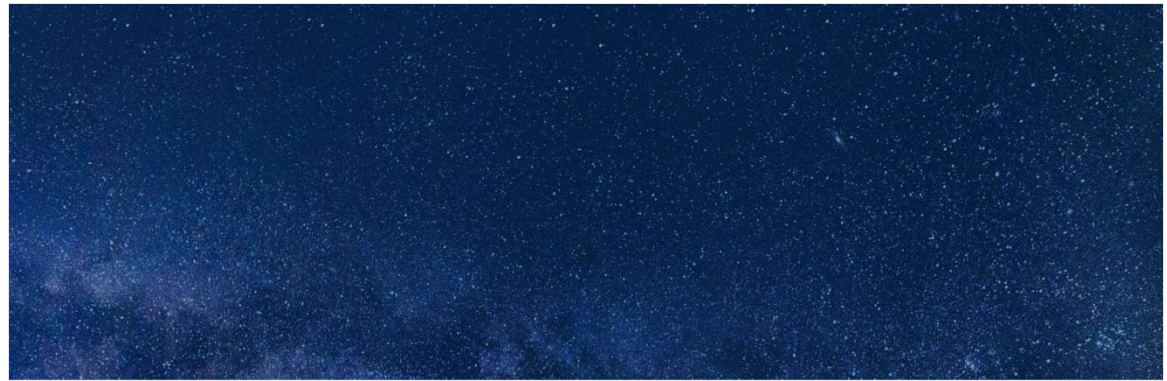


# CHATGPT FOR SMALL BUSINESSES



MAY 31, 2023



## SBDC SERVICES



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



**Counseling**  
(No Fee)



**Training**



**Resources**

15 Counselors in Maricopa County

10 SBDC Centers in Arizona

[www.Maricopa-SBDC.com](http://www.Maricopa-SBDC.com)



## TODAY'S SPEAKERS



**Jeri Denniston**, Maricopa SBDC  
Certified SBDC Small Business Advisor  
MIM Degree: Thunderbird School of Global Management  
30+ years in all facets of marketing  
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**Kevin Frost**, Standing 360  
Digital marketing advisor  
Business IT, SEO, marketing  
Certified Google partner  
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**Ri Lindegren**, Dances with Tech  
Multimedia and digital design  
Creative technology services for artists, small business, changemakers  
M.F.A. in Dance and Interdisciplinary Digital Media & Performance, Arizona State University.  
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## TODAY'S TOPICS



1. What is ChatGPT – pros and cons
2. How a small business can use it
3. Using text to image AI tools for graphic design/ social posts

**Jeri Denniston**

**Kevin Frost**

**Ri Lindegren**



## WHAT IS CHATGPT



### Artificial intelligence chatbot

- Can be trained to generate human-like responses
- Can be used to automate responses to FAQs
- Can be used to automate Customer Service responses
- Can be used to stimulate creative thinking, ideas
- Can help identify patterns or trends to inform marketing
- Constantly evolving



## ADVANTAGES OF CHATGPT



- Can reduce staff workload for basic, repetitive tasks
- Can be used to gather insights on customer behavior  
<https://embedsocial.com/blog/chatgpt-ai-customer-feedback-analysis/>
- Can be used to plan an outline or marketing strategy
- Can be used to generate blog articles, website content, etc.



## LIMITATIONS OF CHATGPT



- Lacks common sense
- May result in biased output
- Cannot reason or think critically
- No emotional intelligence
- May replicate stereotypes
- May draw from copyrighted content
- Does not provide source information
- Based on the data it was trained on – free version is 2 years old



## Ri Lindegren AI TOOLS FOR GRAPHIC DESIGN



**Your goal:**

**To learn to speak the language of the AI bot on the other side**

Use AI art to design:  
unique and fantastical images  
find inspiration as a creative, artist, & small business owner  
design ideas for website layouts, menus, products, business cards, logos, images that convey a point or specific location



"Space Opera Theater" by Jason Allen - generated on Midjourney AI Art platform  
first place winner at the Colorado Fair



# Ri Lindegren AI TOOLS FOR GRAPHIC DESIGN



Choose the right platform - begin with free options first!

Here is the order of my recommendations for AI Art:

1. **Dream Studio** - easy to use, great image quality. Loved the variety & detail.
2. **NightCafe** - easy to use, great image quality
3. **Canva Text to Image** - easy to use, takes more trial & error - free fo
4. **Shutterstock AI Image Generator** - easy to use, images aren't as complex
5. **Starry.ai** - simple but images aren't as complex
6. **OpenArt** - great to see the range of options using similar words, get inspiration, easy to use but images take more work to get to specific detail for me
7. **Midjourney** - incredible images, requires very specific language, and has a high tech barrier to entry - you have to know how to use Discord first, and then buy credits to try out the features
8. **Dall-E 2** - great reviews, super realistic, easy to use platform, \$15 minimum in credits to begin

*Every single art generating platform struggled with human features. The more complex the image/request, the more times you need to regenerate or tweak the prompt to get what you want*



# Ri Lindegren AI TOOLS FOR GRAPHIC DESIGN



2. Learn to speak the text description language: lots of trial & error

- **Create a prompt that the platform understands.** It is looking for specific keywords, and you will need to modify your language to keywords that the platform already knows
- **Just like structuring a sentence in English, you need these basics:**

**SUBJECT** (main keyword)

Nouns - what it is  
Office desk, purple eyes, space ship launch, haunted house, robot, cheeseburger, steaming mug of coffee, etc.

**DESCRIPTION** (details)

Soft light, faded background, ethereal planet...etc  
colors

**STYLE** (theme, influence, style)

Kahlo, Da Vinci, Picasso, Vermeer, etc.  
Fantasy, detailed, modern contemporary, surrealism, memories, impressionism, cubism, pop art

**GRAPHICS** type (how the image is rendered/designed)

unreal engine - real-time 3D creation tool for photoreal visuals and immersive experiences.  
3D rendering - creating a photorealistic 2D image from 3D models  
octane render - uses the graphics card in your computer to render photorealistic images super fast.

**QUALITY** (resolution - think size of image):

Small = SD (Standard Definition - 1280x720 pixels) - the usually quality you'll see on most social media platforms & websites  
Medium = HD (High Definition - 1920x1080 pixels) - recommended when you need media for a video etc.  
Large = 4K (Quad definition - 2160x2840 pixels) - beautiful but not necessary  
Huge = 8K (Ultra High Definition - 7680x4320 pixels) - don't recommend unless you are printing an epic art piece



**THANK YOU!**




**AMERICA'S SBDC ARIZONA**

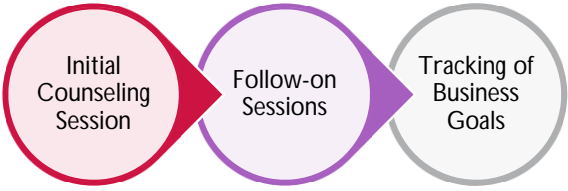

**Questions**



**SBDC COUNSELING EXPERIENCE**



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






**Initial Counseling Session**  
Identify business goals and areas of assistance needed.

**Follow-on Sessions**  
Meet with counselor for regular guidance.

**Tracking of Business Goals**  
Track and report metrics.

**Counseling is by appointment only.**



CONCLUSION



Thank you for joining us today.



Complete the evaluation at the end of the program.

