

Working Smarter with AI

Practical Ways to Save Time, Create Better Content, and Grow Your Business



Table of contents

01

What is AI?

Definition & why you should be using it

02

Using AI in Everyday Tasks

How AI can help you in your day to day

03

Tips to Increase Work Productivity

Ways to speed up everyday work tasks

04

Conclusion

Wrap up & take any questions

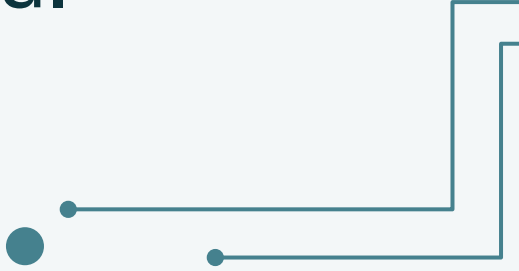
01

What is Artificial Intelligence (AI)?





AI is the study and creation of computer systems that can do tasks requiring human thinking. These systems can learn, solve problems, and make choices using data.



AI Isn't Replacing You

AI Helps You:

- Save hours every week
- Brainstorm ideas
- Write first drafts
- Organize Information
- Create marketing faster
- Eliminate repetitive work

AI Doesn't:

- Replace your existence
- Know your customers
- Understand your business
- Build relationships

02

Using AI in Everyday Tasks



Real World Examples



- **Cooking** - Already an approximation, so AI can be a helpful guideline
- **Travel planning** - Great for making itineraries and planning out custom trips
- **Meal planning** - Create a week's worth of meals based on your budget or dietary needs
- **Grocery shopping** - Build a shopping list from recipes or compare prices
- **Fitness** - Create a beginner workout plan or modify exercises around injuries
- **Learning a new skill** - Explain topics, create study guides, or practice a language
- **Personal finance** - Build a budget, explain investments, or compare loan options
- **Home improvement** - Troubleshoot repairs or estimate materials for DIY projects



03

Tips to Increase Work Productivity



How I Used AI This Summer

- 50+ social media post
- Website improvements
- Tourism research
- Grant brainstorming
- Workforce recruitment planning
- Presentation creation
- Museum marketing ideas
- SEO improvements
- Event promotions
- Welcome bag planning
- Photo contest marketing



AI never did the work for me. It helped me do the work faster and think bigger.

The Biggest Mistake People Make

“Write me a facebook post.”

Better prompt:

- Write a Facebook post promoting the Mitchell County Photo contest.
- Audience: families in North Central Kansas.
- Friendly tone.
- End with a call-to-action.
- Include 3 hashtags.

Simple Prompt Formula

1

Role

2

Task

3

Audience

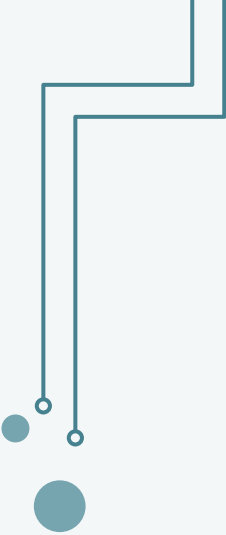
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Tone

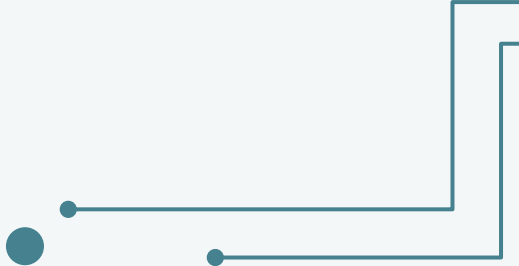
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Goals

"Act as a marketing consultant.
Write a Facebook post promoting
our fall sale to families in North
Central Kansas. Use a friendly tone
and end with a clear call to action."



**“The quality of your prompt
determines the quality of
your answer and results.”**



My Favorite Prompts

- Make this more professional.
- Write five different versions.
- Shorten this.
- Rewrite for Facebook.
- Rewrite for Instagram.
- Explain this simply.
- Act like a marketing expert.
- Make this sound more local.

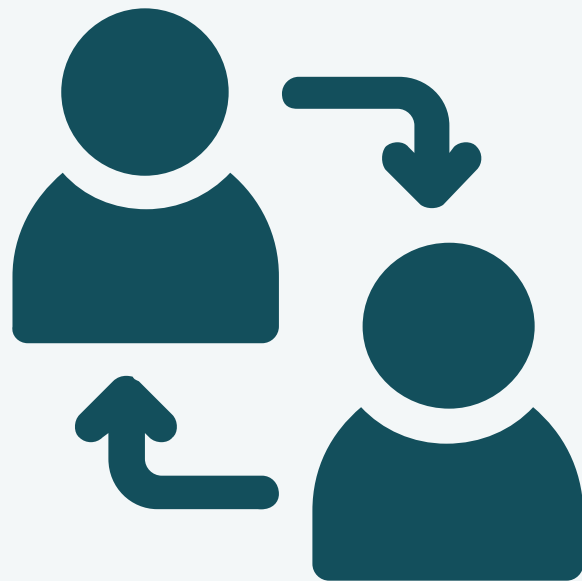


AI Doesn't Replace Experience

AI knows information

You know:

- Your customers
- Your community
- Your products
- Your personality

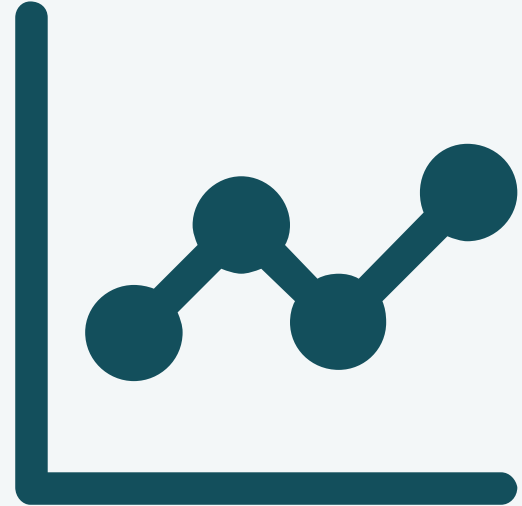


The best results happen when you combine both

Website Improvement

I asked AI to review our website. It found:

- Missing Pictures
- SEO opportunities
- Confusing pages
- Missing information
- Better organization



Instead of spending hour searching... I used AI as another set of eyes

Mitchell County Photo Contest



Discover
MITCHELL COUNTY

MITCHELL COUNTY PHOTO CONTEST



5 CATEGORIES TO ENTER

 RECREATION	 ARTS & CULTURE	 LANDSCAPES & ARCHITECTURE	 FACES OF MITCHELL COUNTY	 SMALL-TOWN CHARM
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WINNER OF EACH CATEGORY WILL WIN A \$25 GIFT CARD!

OVERALL WINNER WILL GET AN ADDITIONAL \$25 Grand Prize \$50!

SUBMISSIONS DUE BY AUGUST 1

YOU CAN ONLY SUBMIT A TOTAL OF 15 PHOTOS

SCAN TO SUBMIT YOUR PHOTOS!



Turning One Idea Into Months of Content

Instead of:

One event = One post



Use AI to Create:

- Facebook post
- Instagram caption
- Email
- Press release
- Reel script
- Tip Tuesday
- FAQ
- Blog
- Newsletter section

Creating Social Media Faster

I needed four post for our Mitchell County Photo contest- instead of writing four from scratch I asked AI:

Write four unique Facebook posts promoting Discover Mitchell County Photo contest.

Each should have a different tone.

Mention our website.

Encourage visitors to submit photos to win prizes.

Results:

- ★ Saved over an hour of time
- ★ More creative ideas
- ★ Still edited before posting

Every photo tells a story... what's yours?

From peaceful mornings at the lake to hometown celebrations, scenic backroads, local landmarks, and everyday moments, your favorite Mitchell County photo could inspire others to visit and explore.

Enter the Mitchell County Photo Contest for a chance to win cash prizes and have your photography featured by Discover Mitchell County. Submissions can be made on the Discover Mitchell County website.

Deadline: August 1

Start exploring, start snapping, and share your favorite moments with us!

#FacesOfMitchellCounty #DiscoverMitchellCounty
#ExploreKansas #SmallTownKansas
#PhotographyContest #VisitKansas



Ready to put your photography skills to the test? 📷
The Mitchell County Photo Contest is officially underway!

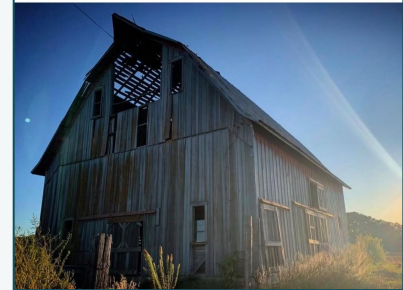
Cash prizes are up for grabs, and your photos could be featured in future Discover Mitchell County marketing materials.

Capture what makes our communities, landscapes, recreation, and people so special, then submit your best shots before August 1.

Entries can be uploaded here: <https://www.discovermitchellcounty.com/explore-live-grow/2026-mitchell-county-summer-photo-contest/>

Tag a friend who always has a camera in hand! 📷

#DiscoverMitchellCounty #PhotoContest
#KansasPhotography #ExploreMitchellCounty
#CommunityPride



Brainstorming

AI helped brainstorm:

- Welcome bags
- Tourism grants
- Museum marketing
- Recruitment ideas
- Community events
- Visitor experiences



AI doesn't pick the ideas, but it gives me dozens of ideas to think through

AI Can Help Every Business



Restaurant

- Menu descriptions
- Facebook posts
- Event promotions

Retail

- Product descriptions
- Sales promotions
- Emails

Contractors

- Estimate templates
- Customer emails
- Website wording

Nonprofits

- Grants
- Newsletters
- Volunteer recruitment

Healthcare

- Educational content
- Social posts
- Patient reminders

Banks

- Financial education posts
- Community event promotion

Insurance

- Frequently asked questions
- Monthly newsletters



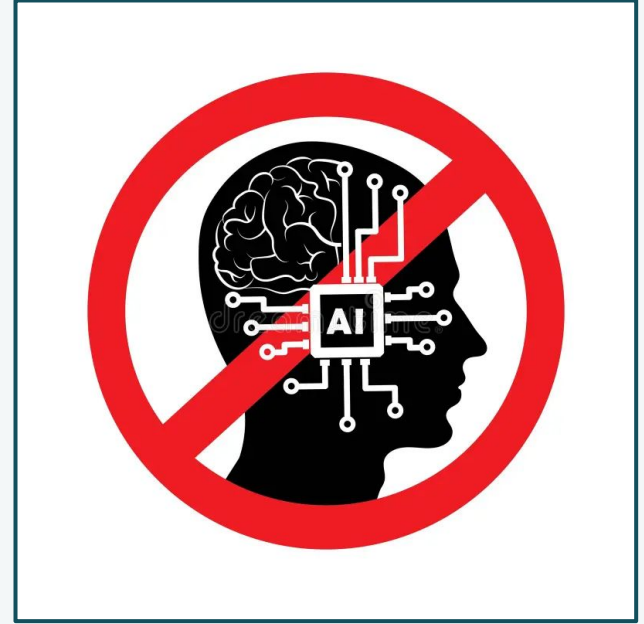
Free AI Resources

- ChatGPT – Writing, brainstorming, planning
- Canva AI – Graphics and presentations
- Perplexity – Research with sources
- Grammarly AI – Editing and proofreading
- Google Gemini – Google Workspace assistance
- Google Slides – Visualize slides through AI
- Excel – Summarizing huge sets of data

Things AI Shouldn't Do

Always check:

- Names
- Dates
- Prices
- Statistics
- Address
- Phone Numbers
- Facts
- Local Information



AI is an assistant- not the expert on your business

04

Wrap Up & Conclusion



10 Ways To Use AI Tomorrow

1. Write social media post
2. Answer emails
3. Brainstorm events
4. Improve your website
5. Create newsletters
6. Write job descriptions
7. Create advertisements
8. Rewrite brochures
9. Organize information
10. Generate ideas



“AI won’t replace your job, but people who can efficiently use AI will.”



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Thank You!

Questions?

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