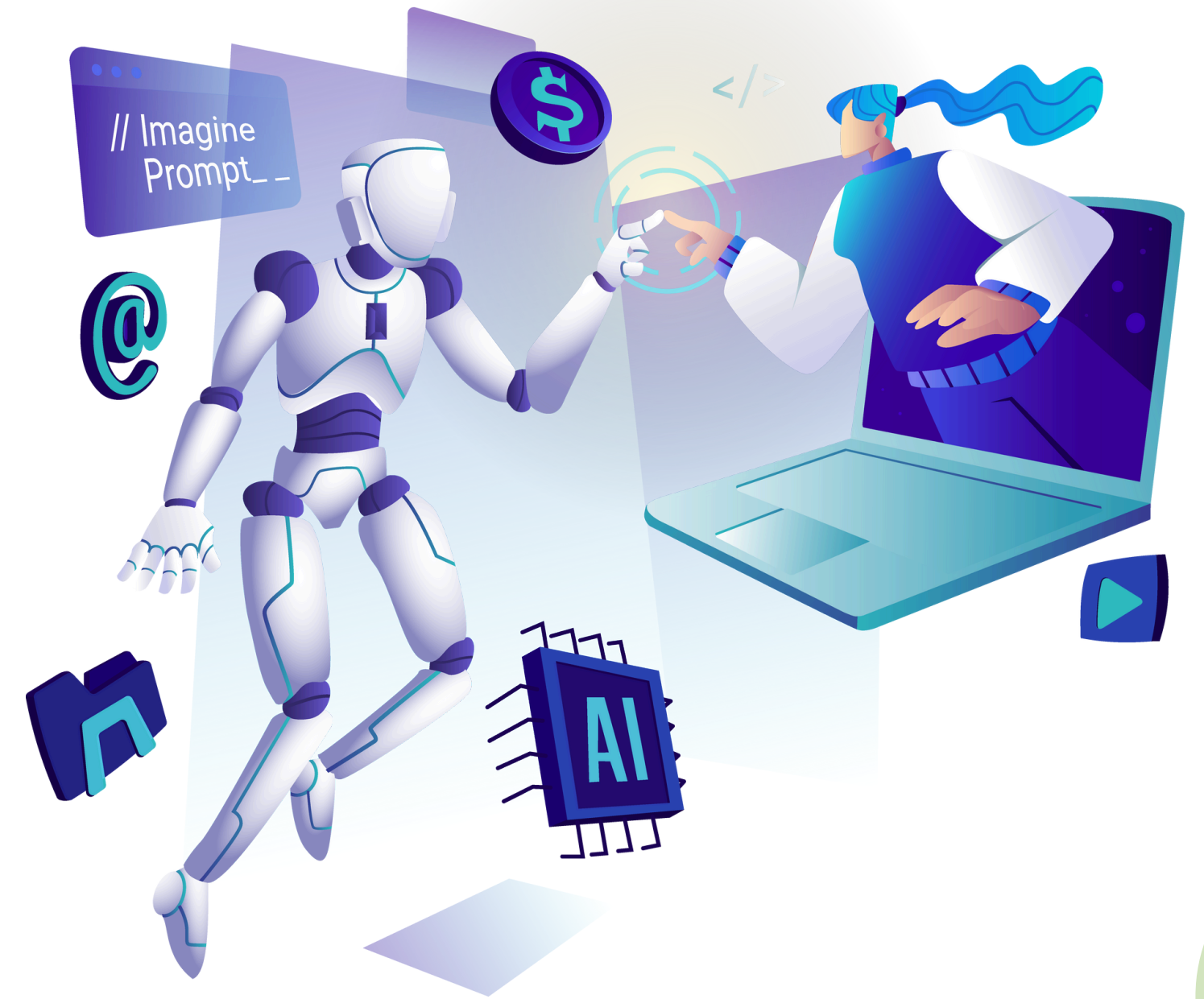


Are You Leveraging AI as a Small Business Owner?

Presented by: Ashton Fortuna



Understand the
basic concepts of
AI



How to market smarter
using free AI tools



Webinar Objectives



Ways to consolidate
tasks and save time

Who am I?




Ashton Fortuna
SR SALES REPRESENTATIVE


**VALLEY
TECHLOGIC**

📞 209-357-3121
✉ Ashton@ValleyTechlogic.com

What is AI?

Quick Definition: Artificial Intelligence is just software trained to recognize patterns and generate useful responses based on input.

More Quick and Efficient



You Direct, It produces



Market Smarter with Free AI Tools

3 free tools





What it is:

A design tool with easy drag-and-drop templates for social media, flyers, logos, and more.

What you can do with the free version:

- Access thousands of templates for Instagram, LinkedIn, flyers, and email headers
- Use the Magic Write AI feature in Canva Docs for captions, product descriptions, or emails
- Resize or brand content quickly without design experience

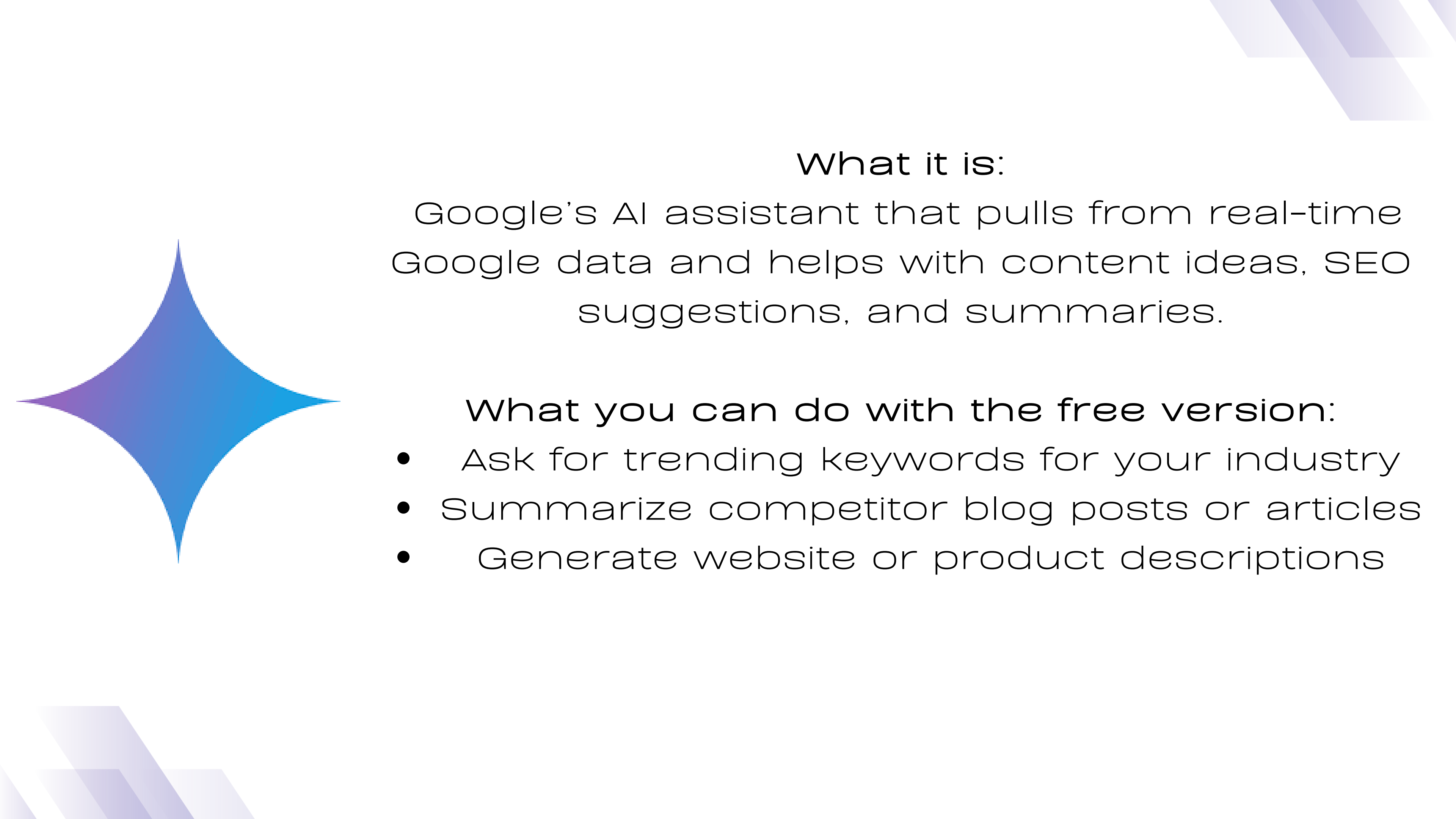


What it is:

A conversational AI that helps you write, brainstorm, and plan in plain English.

What you can do with the free version:

- Write social media captions or email drafts
- Get blog post outlines or marketing ideas
- Reword content to sound more friendly, professional, or catchy



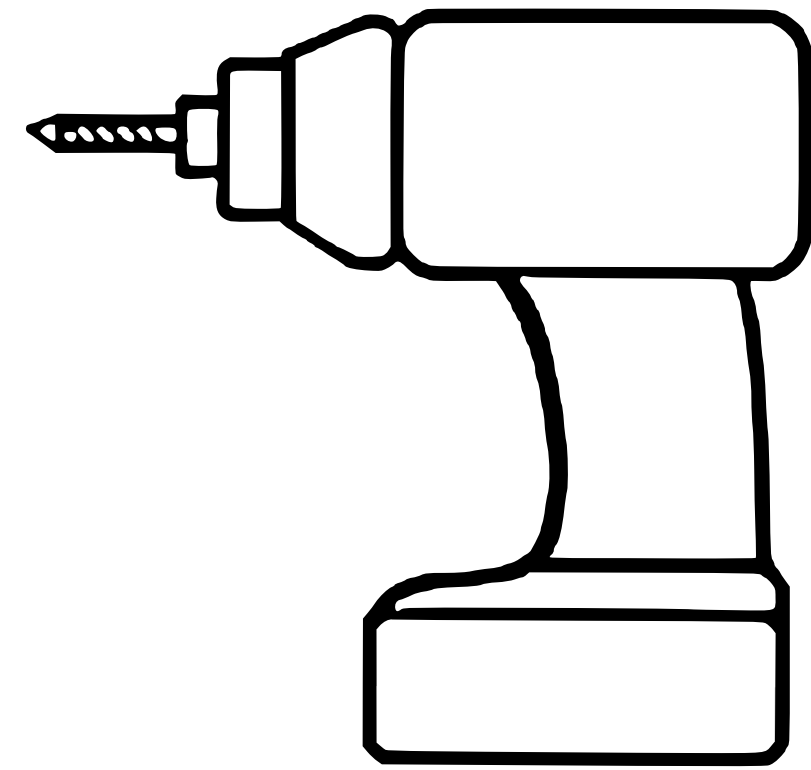
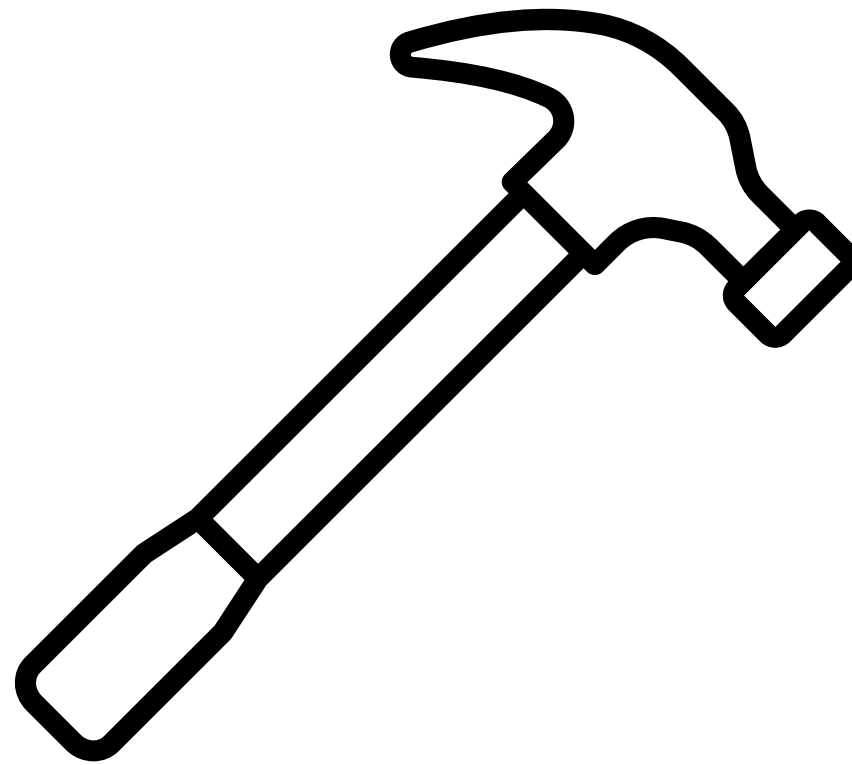
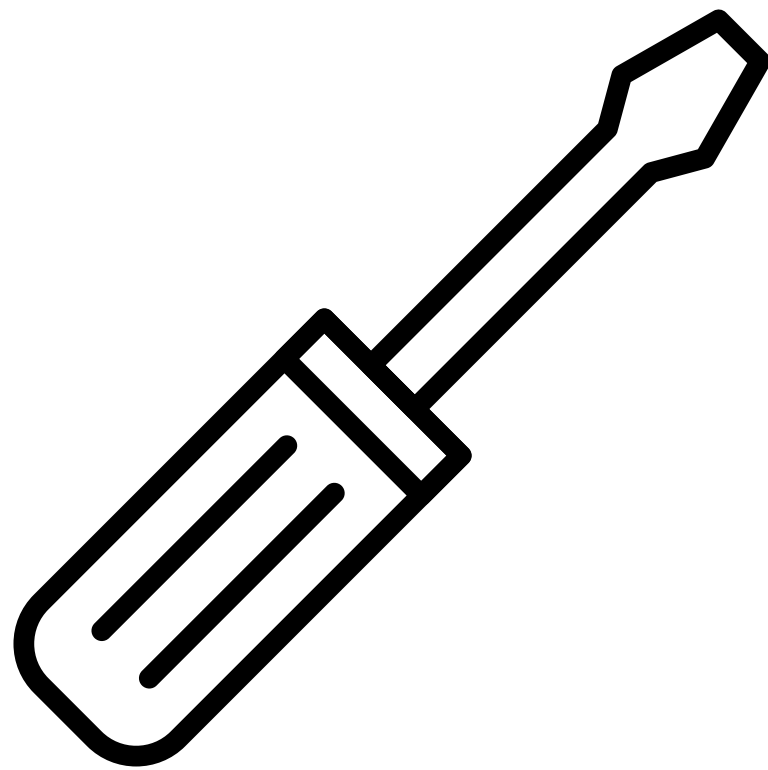
What it is:

Google's AI assistant that pulls from real-time Google data and helps with content ideas, SEO suggestions, and summaries.

What you can do with the free version:

- Ask for trending keywords for your industry
- Summarize competitor blog posts or articles
- Generate website or product descriptions

Consolidate Tasks & Save Time with AI



“You can use any tool, but choosing the right one makes the job easier and faster.”



- Repurpose one post into multiple formats [Instagram, flyer, LinkedIn, email header]
- Use AI Magic Write to generate headlines, call-to-actions, or product blurbs
- Create a month's worth of graphics in a few hours using templates



- Write responses to common customer questions
- Draft agendas or meeting notes based on bullet points
- Create SOPs [Standard Operating Procedures] from informal descriptions



- Generate bullet lists from long articles or PDFs
- Research competitor topics and ask Gemini to simplify them
- Summarize long emails into action steps

“What to Take Away From Today”

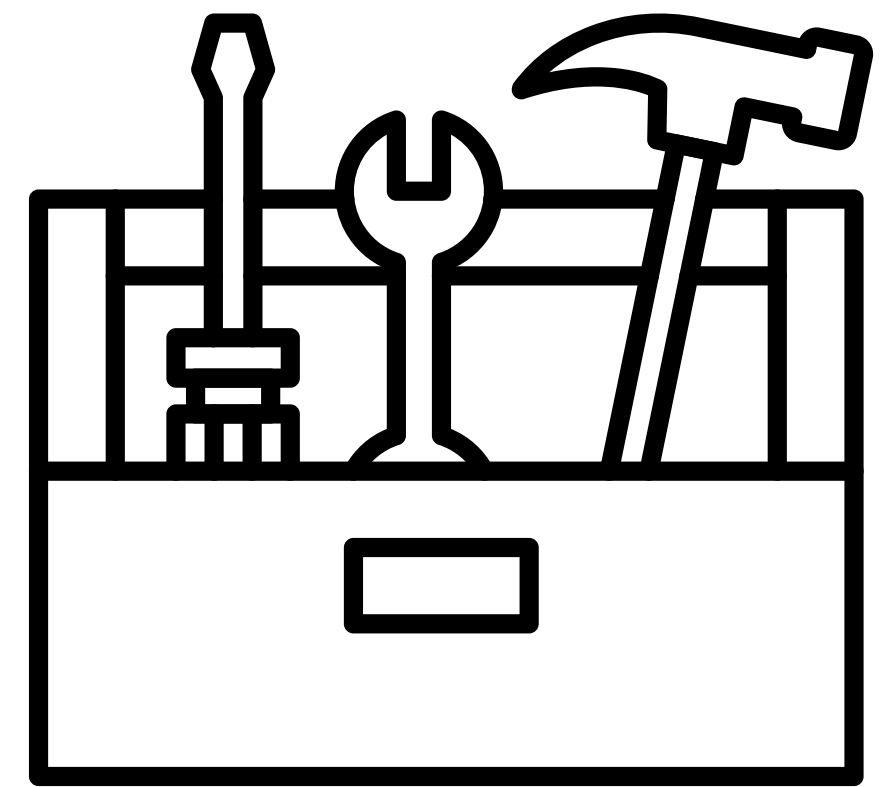
1. You're the Director



2. There are Free Tools



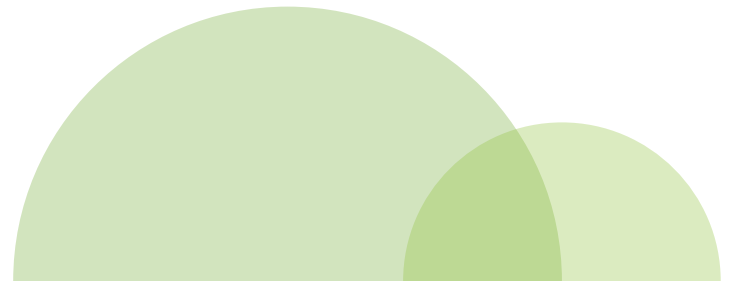
3. Not One-Size-Fits-All



Actionable Item:

Replace one repetitive 30-minute task with AI.

Whether it's drafting a client email, designing a flyer, or summarizing a meeting



Thank You!