



MAXIMIZING AI FOR BUSINESS

AI in Operations, Marketing, Sales, and Service

Thank you to the Governor's Office of Small, Minority & Women Business Affairs!



Facilitator: Will Holmes, Founder of WHC



Download Will's E-Books at <https://whcusa.com/downloads/>

What To Expect...

Overview

During this 90-minute session, Will Holmes will discuss how Artificial Intelligence can be used to **streamline existing business processes** and create new opportunities for cost savings and profitability.

Additionally, Holmes will introduce the **latest AI tools** to participants and give brief tutorials on how to use these tools to identify and reach more potential customers. **This will be an interactive session with breaks for Q&A.**

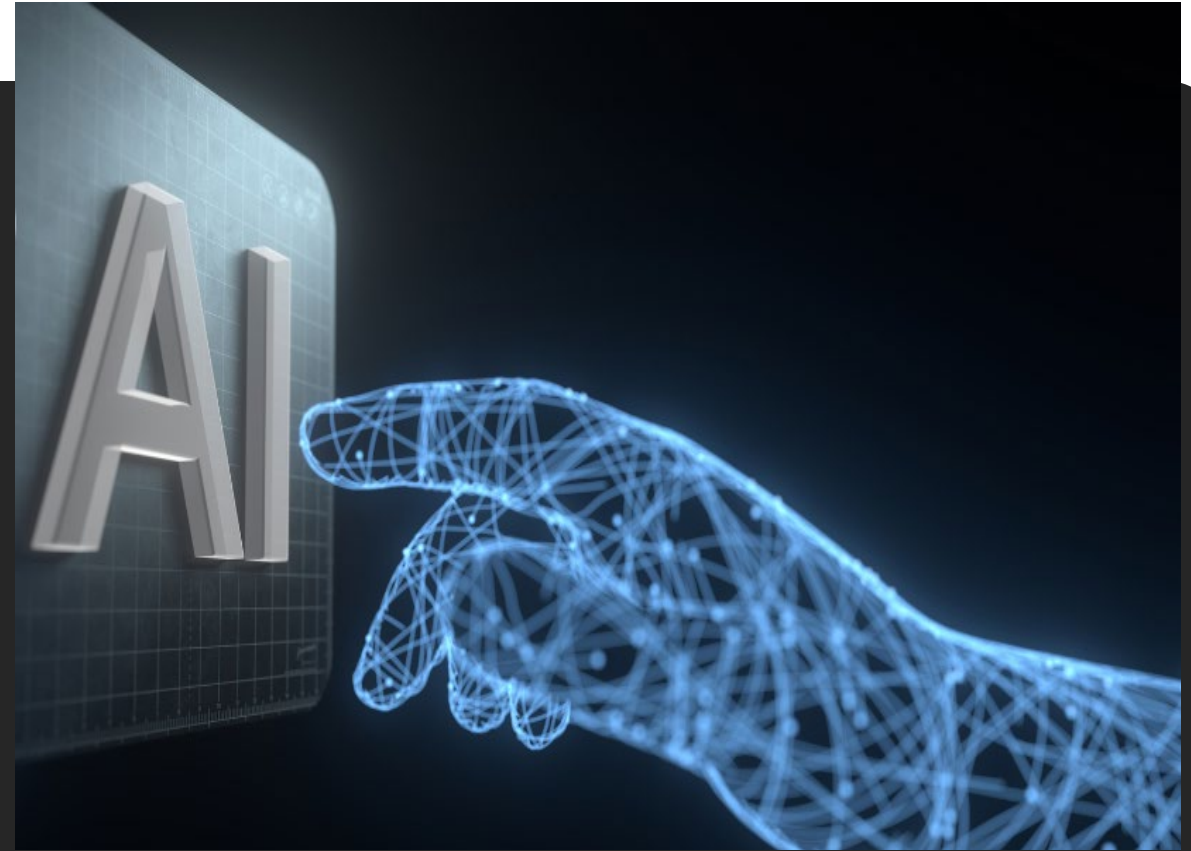
Thank you to the Governor's Office for the invitation!



What to Expect...

AGENDA

- I. Great Prompts Matter
- II. Leveraging AI Recommendations
- III. Inbound Outbound Marketing
- IV. Marketing Strategy with AI
- V. Proposal Writing with AI
- VI. Build Your Email List with AI Generated Downloads
- VII. Survey





Will Holmes

RECOGNIZED FOR COMMUNITY SERVICE AND ECONOMIC IMPACT BY:

The Governor of Maryland
The Comptroller of Maryland
The Maryland General Assembly
The Mayor's Office of the City of Baltimore
The Baltimore City Council
The Baltimore City Chamber of Commerce
United States Senator Chris Van Hollen
United States Senator Ben Cardin
Baltimore County Executive Kevin Kamenetz
The Mayor's Office of Employment Development
The University of Baltimore Merrick School of Business
The Greater Baltimore Leadership Association
Network for Teaching Entrepreneurship
Baltimore Urban Alliance
American Cancer Society
Johns Hopkins Carey Business School



Learn more about Will Holmes at
<https://whcusa.com/will-holmes-founder-of-whc/>



Founder of WHC

Established in 2006 | Providing AI, Business Management, and Commercial Loans to Government Agencies, Banks, Universities and Entrepreneurs



Entrepreneur in Residence, Johns Hopkins Carey Business School

Since 2019 | 150 Businesses | 180 MBAs



Chairman Emeritus, Baltimore City Chamber of Commerce

Elected 2019 | 400+ Members, representing 23,000 employees



Founder, Baltimore Economic Leadership League

Founded in December 2021, providing Micro Loans to small businesses across Maryland.



2024 SBA Maryland Minority Business of the Year

Recognized for our work in the community and our economic impact on Maryland.

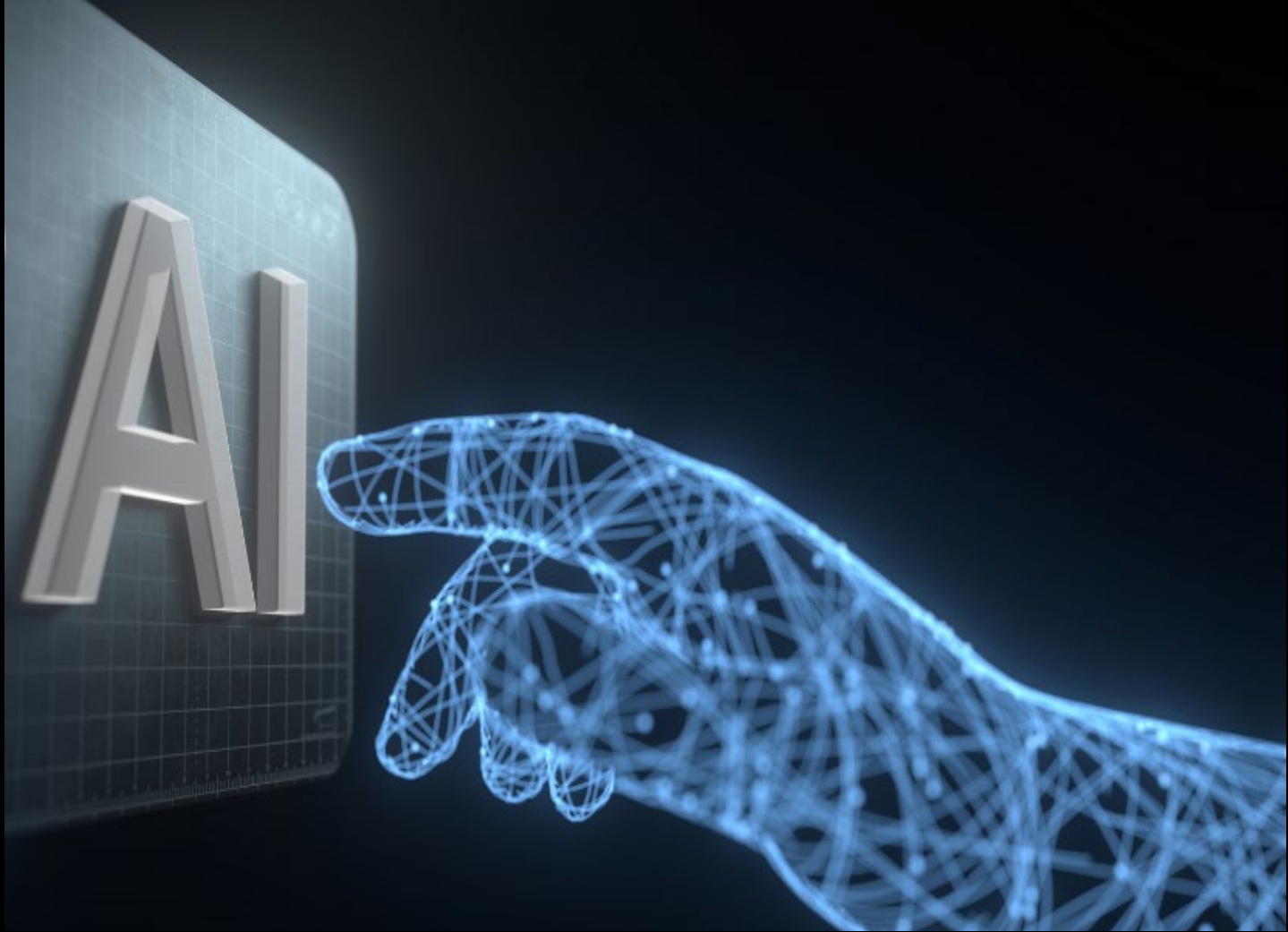


Author of "Find A Need. Fill A Need. Get Paid."

A 4-book series that is the foundation for WHC's Entrepreneurship Curriculum. Self-published in 2025.

AI

- I. Great Prompts Matter
- II. Leveraging AI Recommendations
- III. Inbound Outbound Marketing
- IV. Marketing Strategy with AI
- V. Proposal Writing with AI
- VI. Build Your Email List with AI Generated Downloads



Let's create an ad for my book in Google Gemini

gemini.google.com



Prompt One: This image is my book cover for my book, Find A Need Fill a Need Get Paid. Please create an interesting ad to make people want to buy it.

Prompt Two: I have uploaded an image of a book cover. The name of the book is "Find a Need. Fill a Need Get Paid." The author's name is Will Holmes. Please create a video of a pretty woman with curly hair holding the book, then turning to the audience and happily recommending the book because it helped her improve her business. The woman is standing next to her red convertible sports car on a street in New York City. She is wearing a white blouse and white pants and white shoes. The background noise is traffic and chatter from people passing by. the lighting is sunny and bright. People passing by are wearing business suits. They all look at the care when they pass by. The look is hyper realistic.

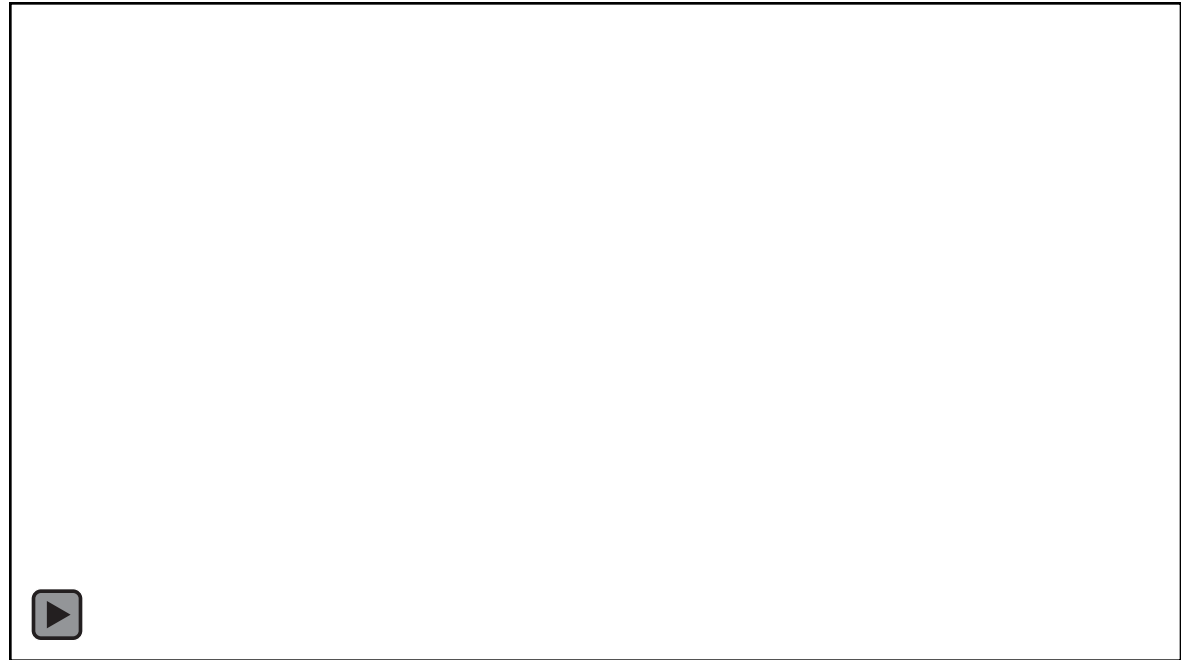


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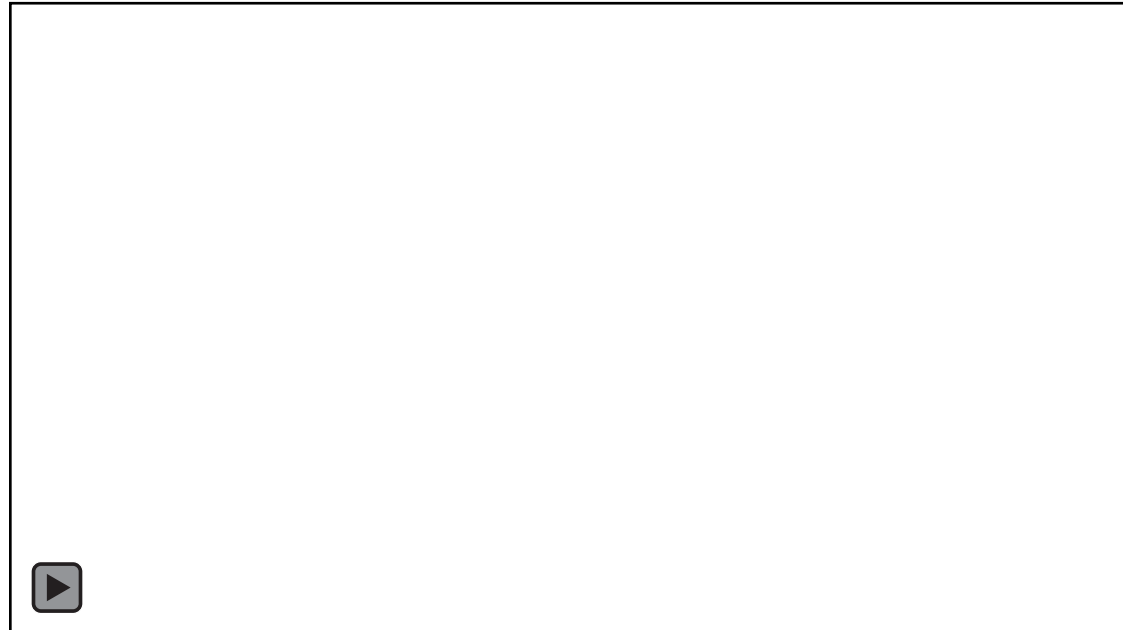


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OVERVIEW: HOW DID AI BECOME SO POWERFUL?

Artificial Intelligence or AI is the broad and well-defined field of computer science dedicated to creating machines that can perform tasks that normally require human intelligence.

- Examples:**

- Simple AI:** The logic that makes a character in a video game walk around an obstacle, a spam filter in your email, or a GPS app calculating the best route.
- Complex AI:** A large language model like Gemini, a system that can generate images from text, or the software in a self-driving car.

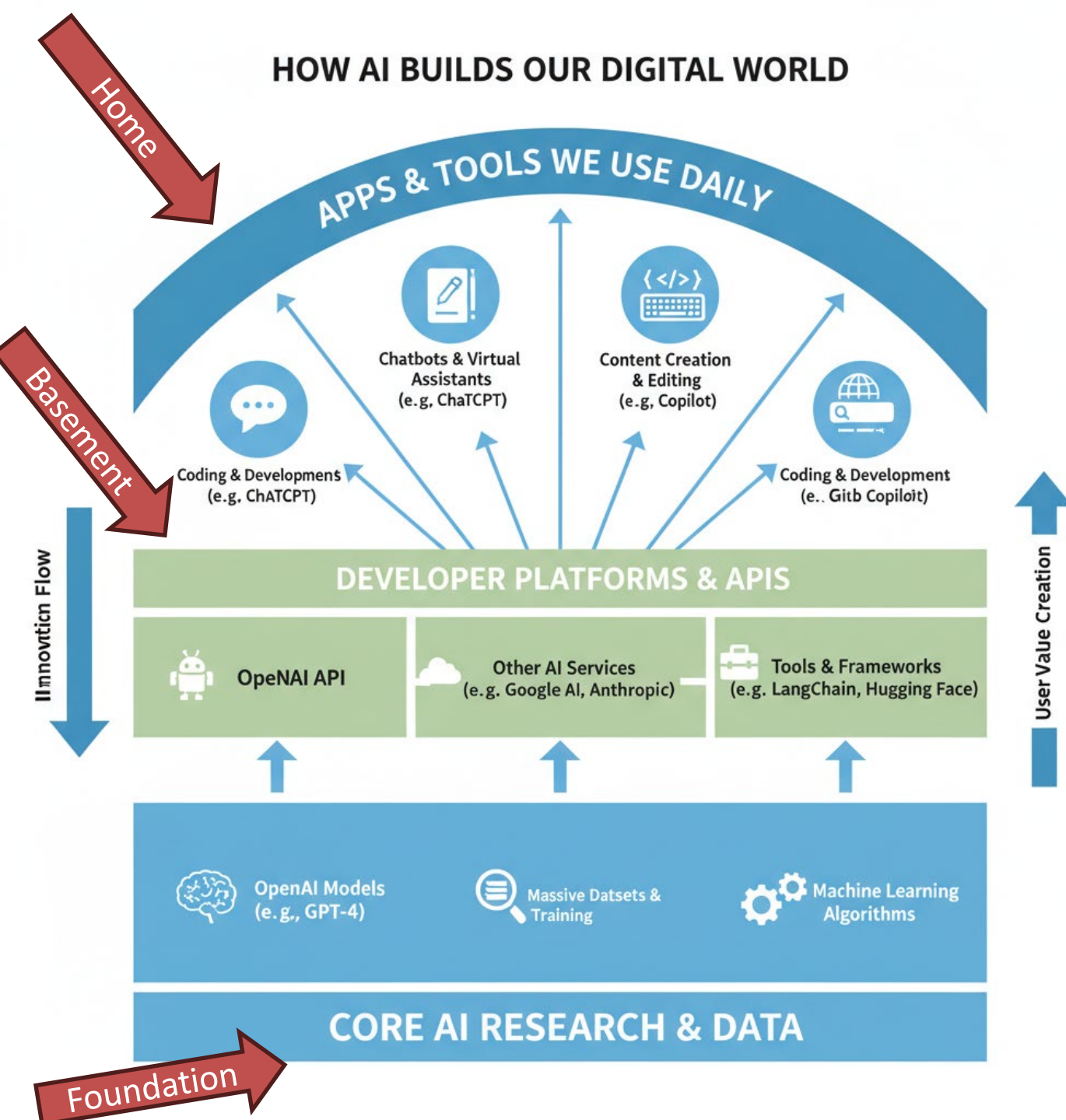


OVERVIEW: HOW DID AI BECOME SO POWERFUL?

- **The Foundational Breakthrough (2017):** All modern generative AI is built upon the "**Transformer**" architecture, a technology invented by **Google** researchers in their **2017** paper, "Attention Is All You Need." This became the essential blueprint for everyone. It allowed the model to **weigh the importance of different words in a sentence simultaneously**, no matter how far apart they were.
- **OpenAI's Race to Scale (2018-2022):** OpenAI was the first to aggressively scale the Transformer architecture with its GPT series, starting in **2018**. Their key innovation led to the public release of ChatGPT in **November 2022**, sparking the global generative AI boom. **In 2025 they released Apps and AgentKit. This was a major move!**
- **Anthropic's Safety-First Philosophy (2021):** Founded in **2021** by former OpenAI leaders, Anthropic differentiated itself by prioritizing safety. They pioneered a "Constitutional AI" training method for their Claude models to ensure they are helpful, harmless, and aligned with a core set of principles.
- **Google's Integrated Approach (2023):** As the inventor of the core technology, Google consolidated its research divisions into Google DeepMind in **April 2023** to accelerate development. This effort culminated in the announcement of its Gemini family of models in **December 2023**.



HOW AI BUILDS OUR DIGITAL WORLD



AI: A House Built on Data

• **Core Analogy:** Compares building an AI application to building a house.

• The Three Layers:

- **Foundation:** Core AI Research & Data.
- **Basement:** Developer Platforms (Google Vertex, Microsoft Azure, AWS) & APIs (Application Programming Interface rules for communication)
- **Finished Home:** The final apps and tools you use.

Three logical layers: the deep foundation of research, the structural framework of developer tools, and the finished, usable application.

What is AI?

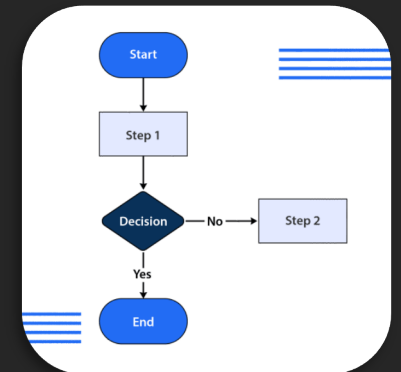
Overview

What is Artificial Intelligence?

AI works by feeding vast amounts of data into algorithms that learn patterns and make predictions. These algorithms, often inspired by the human brain, enable machines to perform tasks like recognizing images, understanding language, and making decisions.

What are algorithms?

AI algorithms are like sets of rules that computers follow to learn and make decisions. They process huge amounts of data, finding patterns and connections. When you ask a question, the AI uses these patterns to generate a relevant and informative answer, often drawing from a vast database of information.



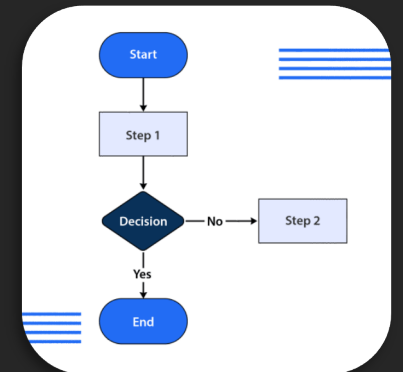
What is AI?

Overview

What are Artificial Intelligence hallucinations?

AI hallucinations are confidently delivered but false, nonsensical, or factually incorrect outputs generated by an AI model; in short, the AI "makes up" an answer but presents it as fact.

For business owners, this poses a significant risk, as using this false information in marketing, financials, or operations can damage credibility and lead to costly errors. To prepare, business owners must implement a strict "human-in-the-loop" policy, treating all AI-generated content as a first draft that requires mandatory fact-checking and verification by a knowledgeable person before it is ever used in a live business setting.



What Do You Want to Be?

A Businessperson who creates profitable systems?



Or the system that creates profits?



Now that you know what you want, let's use projections to plan the growth of your business. Projections will tell us how much capital we'll need to make it happen!

To Be Free As a Business Owner You Must Delegate and Automate!

These key roles in your organization can be filled by you, an employee, a contractor, an outsourced professional, or with technology. Your choice! Your bottom line!

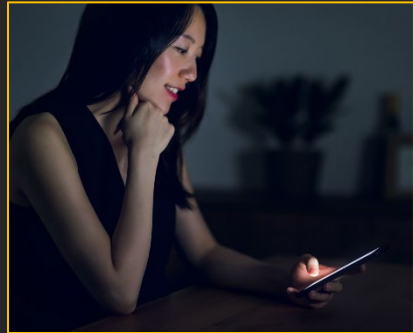


Job descriptions, performance metrics, training programs and standard operating procedures are needed for the people in each role. You should also use technology (software and hardware) to automate tasks, improve efficiency, and reduce costs. AI, used with necessary hardware and software, is an enhancement that each team member can use to do their jobs better, faster and more profitably. Or AI can be used to fill roles so staff can focus on other tasks. Some AI Tools for SOPs:

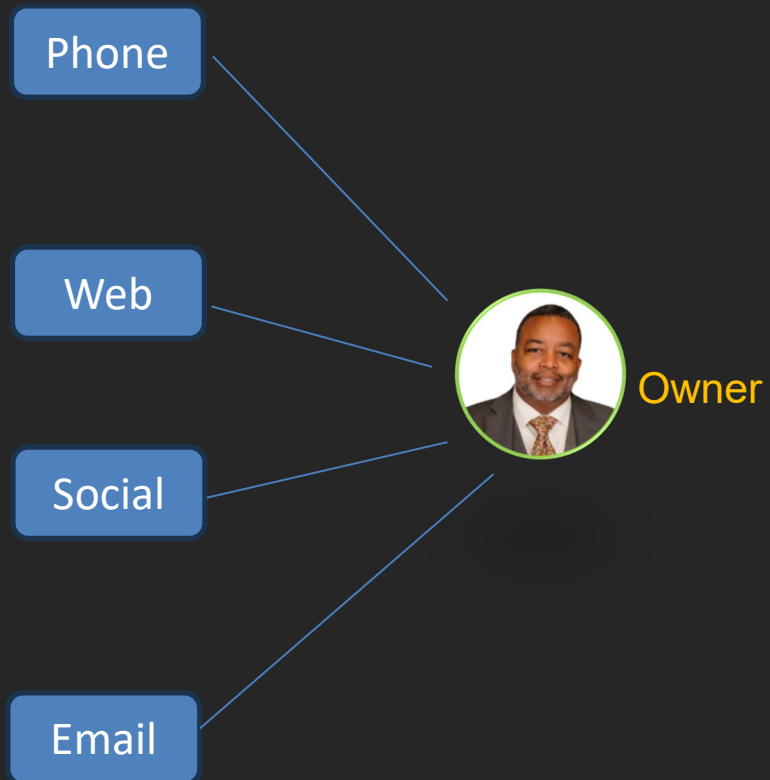
<https://scribehow.com/tools/sop-generator> | <https://trainual.com/>



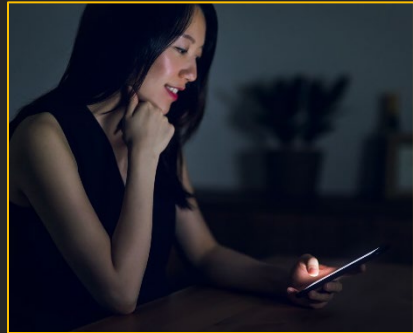
Implementing AI



Customer



Implementing AI



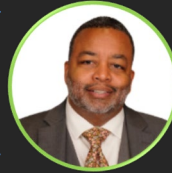
Customer

Phone

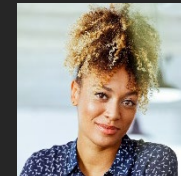
Web

Social

Email



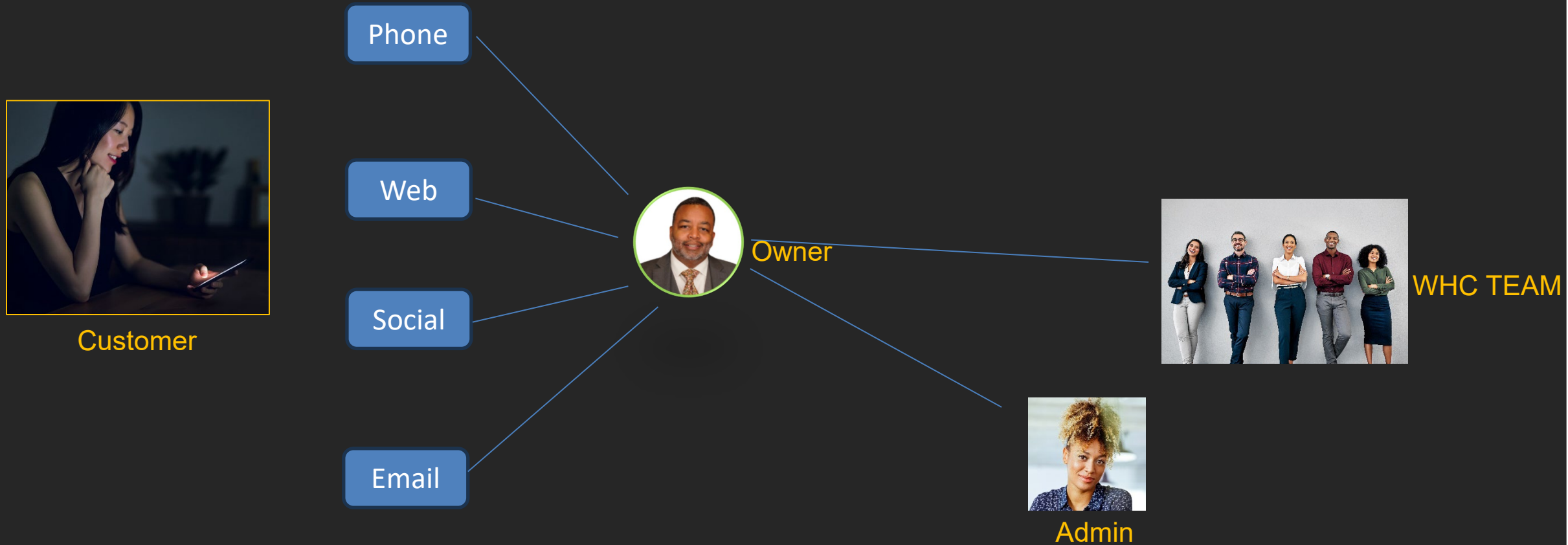
Owner



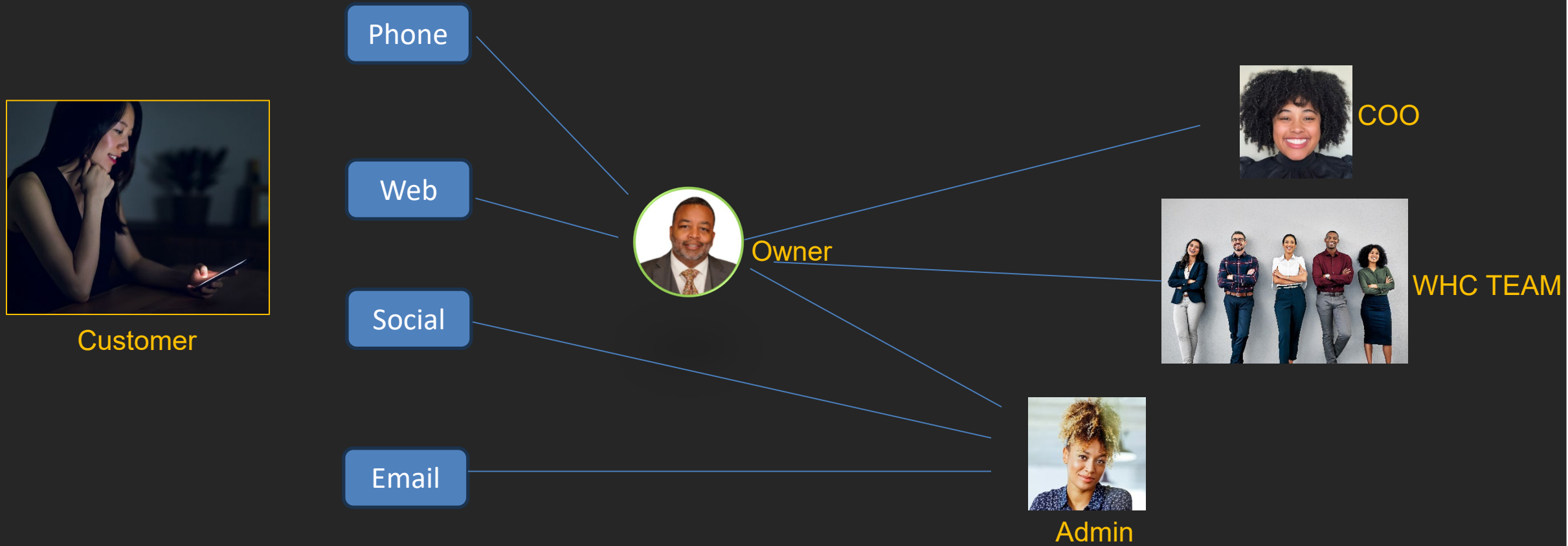
Admin



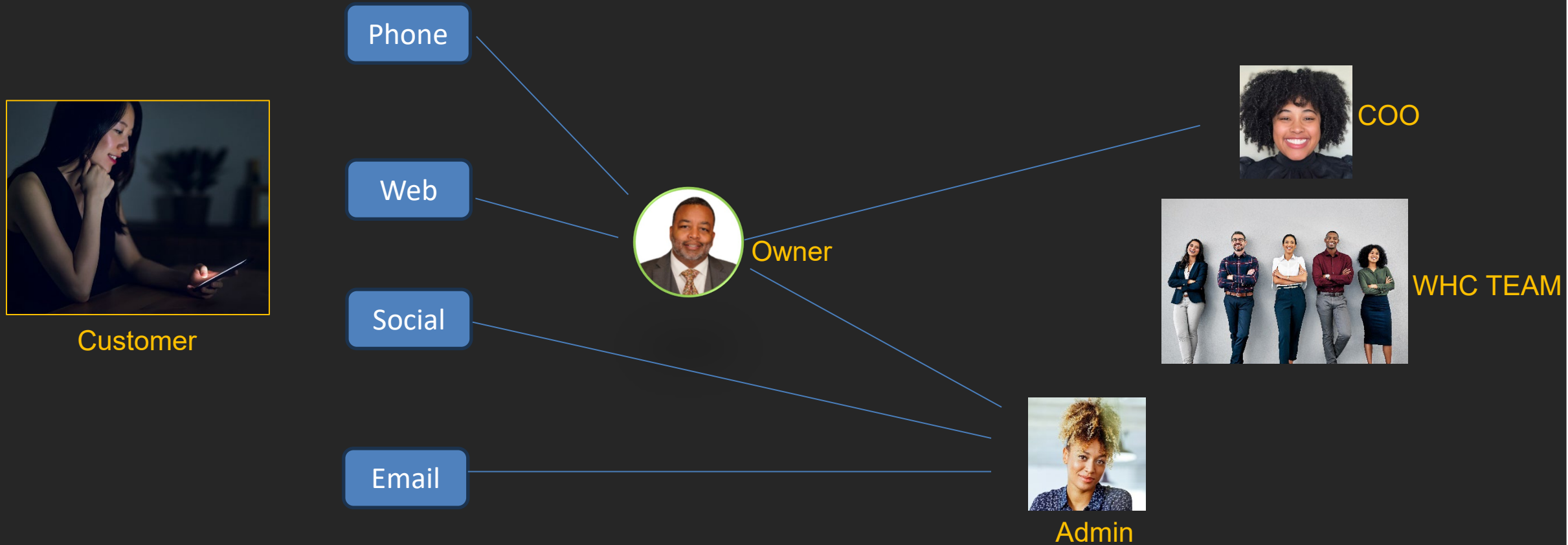
Implementing AI



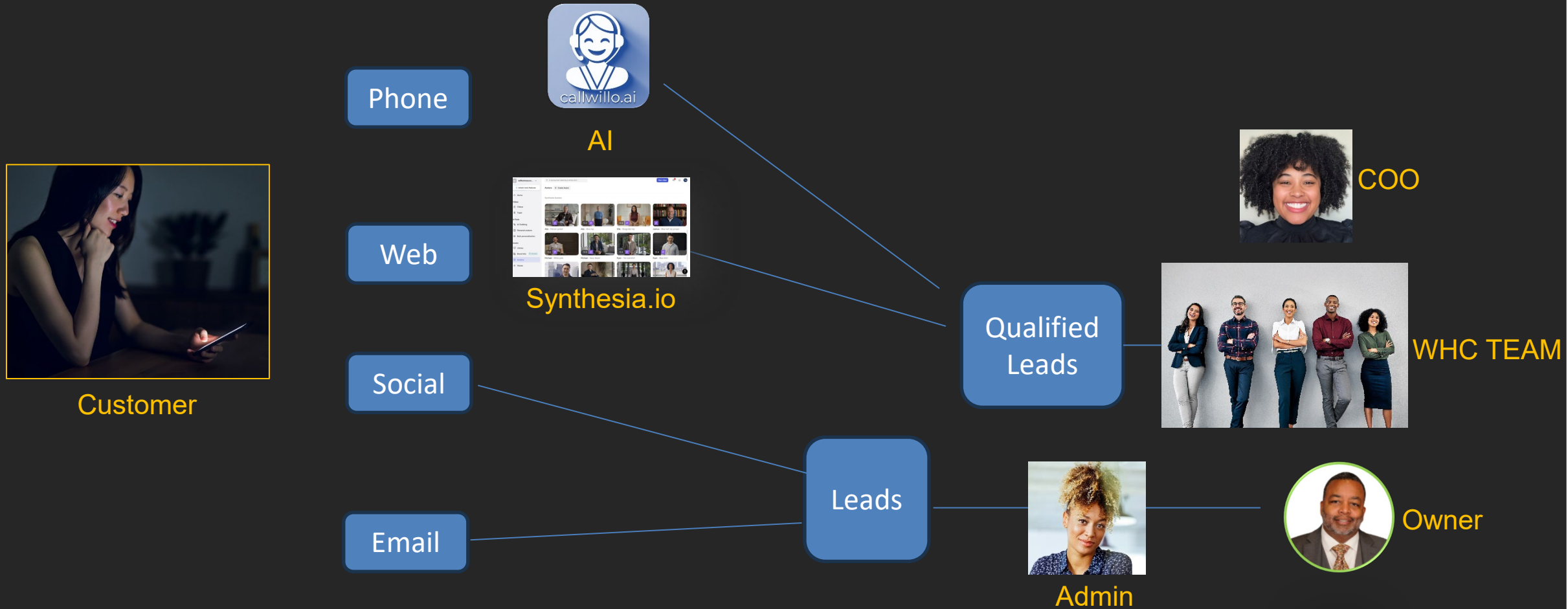
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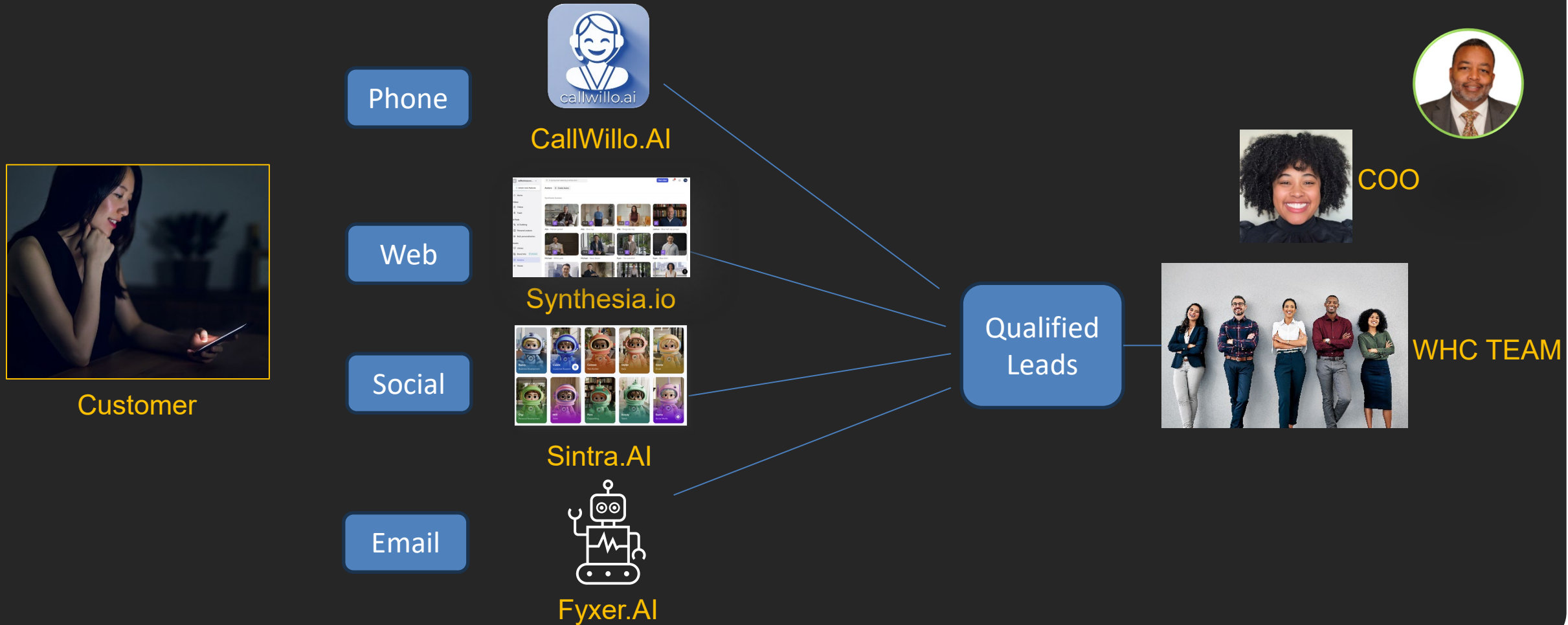
Implementing AI



Implementing AI



Implementing AI



Why AI?

Meet Willow

Willow is an AI generated representative of WHC. Willow explains concepts, teaches classes, and introducing new programs. A person with Willow's skill set costs approximately \$75,000 per year. Because WHC is a tech company and understands AI, it cost us approximately \$500 to create Willow on Synthesia.io. Willow can be utilized in an unlimited number of ways; we just write new scripts for Willow to speak.

With just that one time cost of \$500 in in-house developer costs to build her, Willow saves us \$74,500 per year, forever. Willow generates new business and revenue every day. Willow never calls out. Willow never makes mistakes. Willow never wants a raise. Check out Willow's work:

<https://whcusa.com/>

<https://whcusa.com/application-park-heights-visionaries/>



Why AI?

Talk to CallWillo.ai at [844-578-2062](tel:844-578-2062)

CallWillo.ai answers our phone 24 hours a day, 7 days a week. She explains programs and offers, answers questions, and send links via text or email. She can transfer calls and tell jokes. Willow can be utilized in an unlimited number of ways; we just write new scripts for CallWillo.ai to speak.

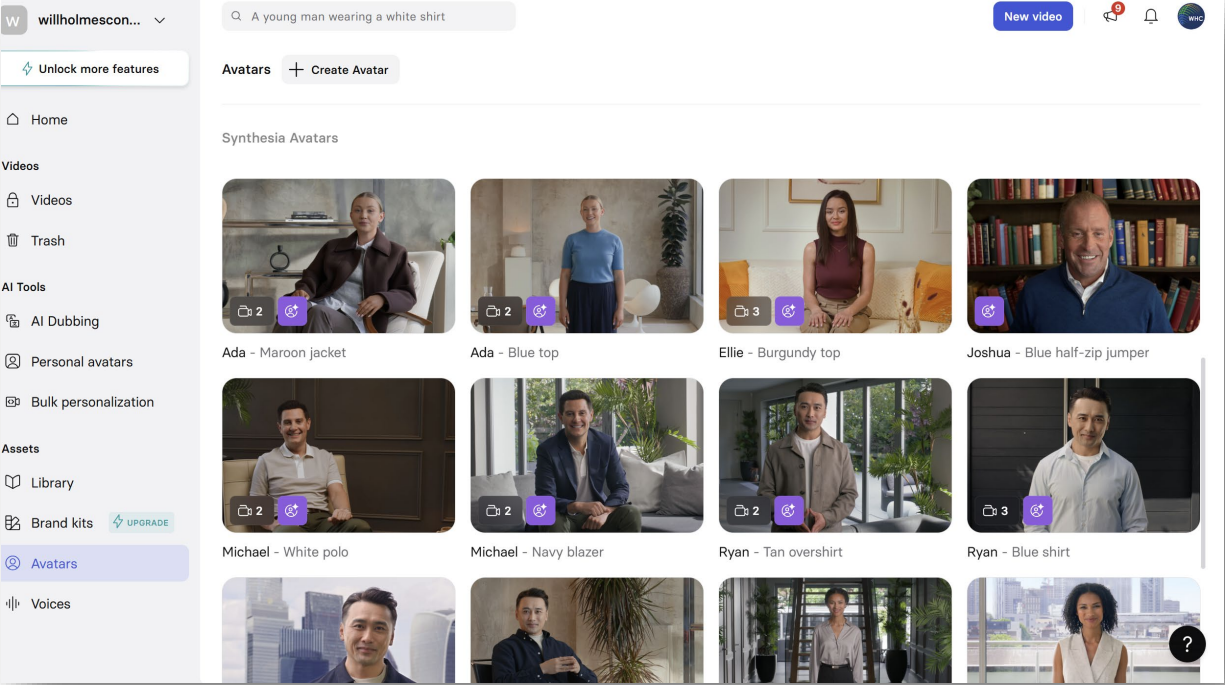
CallWillo.ai generates new business and revenue every day. She never calls out. She never makes mistakes. She never wants a raise. Check out Willow's work:

[Call 844-578-2062](tel:844-578-2062)

[Sign up at https://whcusa.com/callwillo-details/](https://whcusa.com/callwillo-details/)



Synthesia.io



Sintra.ai



AI in Finance and Accounting

AI in Finance and Accounting: Moving from simple automation to predictive financial intelligence.

We will cover how AI technology like **Optical Character Recognition (OCR)** and **Natural Language Processing (NLP)** eliminates manual data entry, how real-time expense policy enforcement works, and how AI algorithms spot fraud and forecast cash flow with unprecedented accuracy.



AI in Finance and Accounting

The single greatest time sink in bookkeeping is **manual data entry**. AI eradicates this through a combination of technologies:

Optical Character Recognition (OCR)

Natural Language Processing (NLP)



AI in Finance and Accounting

Optical Character Recognition

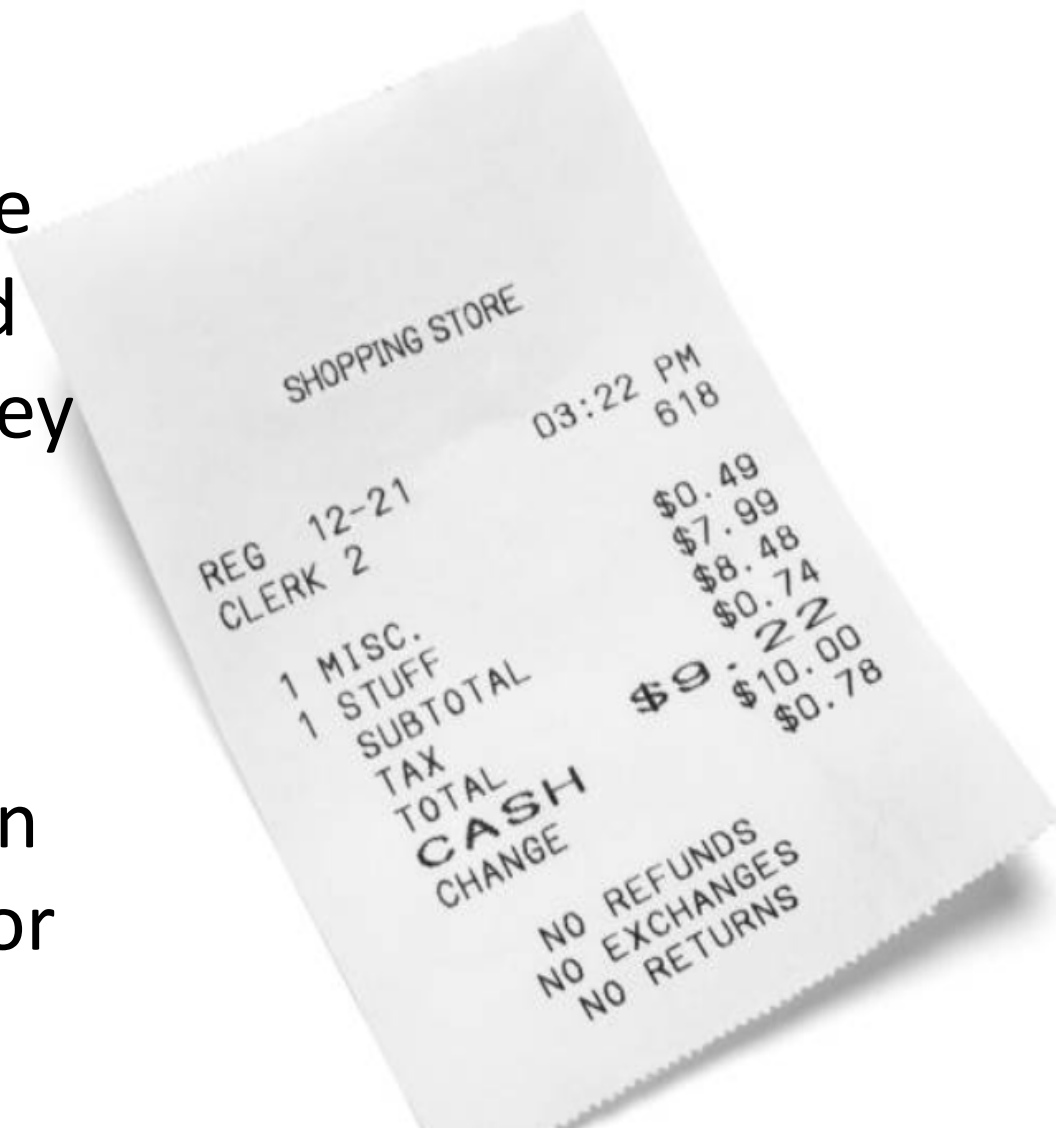
(OCR): When you scan a receipt or upload a PDF invoice, OCR technology converts the image of the text into machine-readable text data.



AI in Finance and Accounting

Natural Language Processing (NLP): Once the text is extracted, NLP algorithms read and understand it. The AI identifies the key entities: vendor name, invoice date, due date, line items, and total amount.

It then intelligently codes this information to the correct General Ledger account. For example: "Staples" is coded to "Office Supplies").



AI in Finance and Accounting

The General Ledger (GL) is the master record containing all the detailed financial transactions of your business, organized by the accounts listed in the Chart of Accounts. For each account in your COA, the GL shows the individual debit and credit entries and the running balance.

The Chart of Accounts (COA) is like the table of contents for your company's finances. It is a complete list of every account in your accounting system (e.g., "Cash," "Accounts Receivable," "Office Supplies," "Sales Revenue"). It provides the structure and the categories, but it doesn't contain any transaction details or balances. It's simply the organized framework.





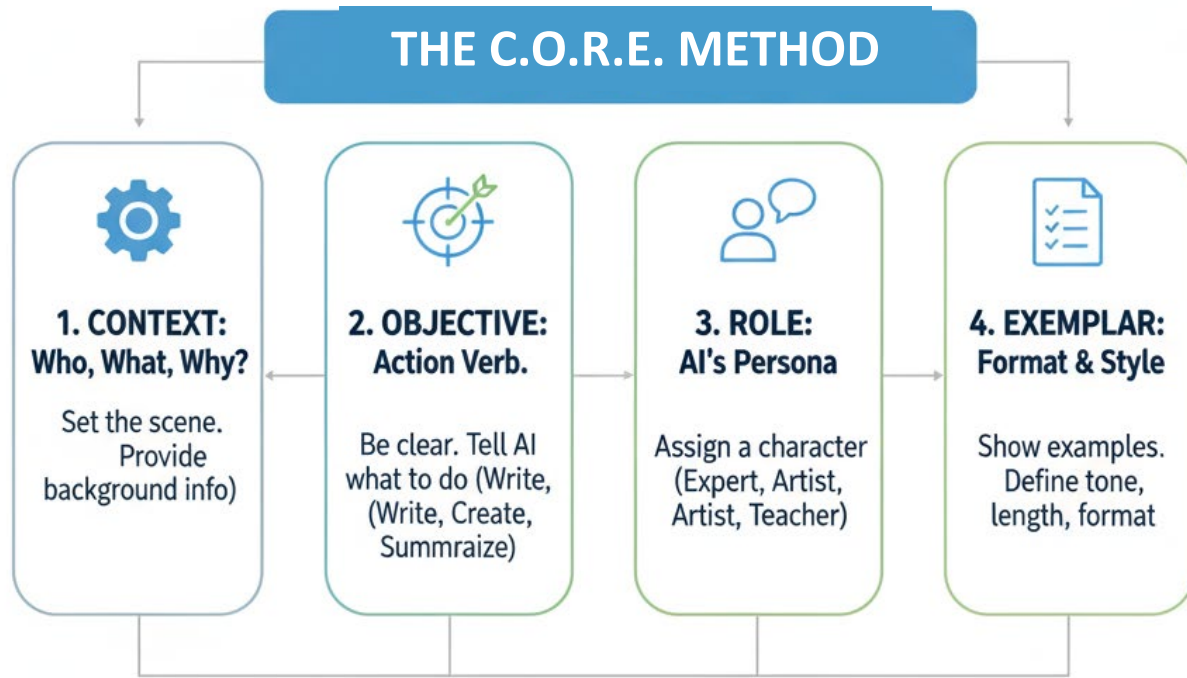
Chart of Accounts

Cost of Goods Sold	
Assets Office Equipment Computer Equipment Buildings Machinery Goodwill Bank Account Petty Cash Accounts Receivable Stock	Liabilities Credit Card Accounts Payable Income Tax Payable Payroll Taxes Bank Loan Overdraft
Equity Capital Drawings Current Year Earnings Retained Earnings	Income Sales Consultancy Shipping Other Income
Expenses Advertising Bank Fees Consultancy Depreciation Entertainment Insurance Office Expenses Payroll Expenses Professional Fees Rent Subscriptions Travel Utilities Vehicle Expenses	

Profit Loss Statement

[Your Company Name]		
Income Statement		
For the Year Ended [Month DD, YYYY]		
Revenue:		
Item Sales		\$0.00
Sales Taxes and Allowances		\$0.00
Net Sales		\$0.00
Cost of Goods Sold		
Beginning Inventory	\$0.00	
Add: Purchases	\$0.00	
Freight	\$0.00	
Direct Labor	\$0.00	
Indirect Expenses	\$0.00	
	<u>\$0.00</u>	
Less: Ending Inventory	\$0.00	
Cost of Goods Sold		\$0.00
Gross Profit (Loss)		\$0.00
Expenses:		
Advertising	\$0.00	
Amortization	\$0.00	
Bad Debts	\$0.00	
Bank Charges	\$0.00	
Charitable Contributions	\$0.00	
Commissions	\$0.00	
Contract Labor	\$0.00	
Debtors' Discounts	\$0.00	
Delivery Expenses	\$0.00	
Depreciation	\$0.00	
Dues and Subscriptions	\$0.00	
Insurance	\$0.00	
Interest	\$0.00	
Maintenance	\$0.00	
Merchandise	\$0.00	
Office Expenses	\$0.00	
Operating Supplies	\$0.00	
Payroll Taxes	\$0.00	
Penalties and Expenses	\$0.00	
Professional Fees	\$0.00	
Promotion Taxes	\$0.00	
Rent	\$0.00	
Repairs	\$0.00	
Toughness	\$0.00	
Travel	\$0.00	
Utilities	\$0.00	
Vehicle Expenses	\$0.00	
Wages	\$0.00	
Total Expenses	<u>\$0.00</u>	
Net Operating Income		\$0.00
Other Income		
Interest on Sale of Assets	\$0.00	
Interest Income	\$0.00	
Total Other Income	<u>\$0.00</u>	
Net Income (Loss)		\$0.00

AI PROMPT ENGINEERING: BEST PRACTICES FOR GREAT RESULTS



GENERAL PRO TIPS



BE SPECIFIC:
Use descriptive language



ITERATE & REFINE:
Treat it as a conversation



USE CONSTRAINTS:
Define limits (e.g., word count, count, -no blurry).

The 4 Key Elements of a Great Prompt (The C.O.R.E. Method)

• **Framework:** Introduces the **C.O.R.E.** method as a simple tool for building better prompts.

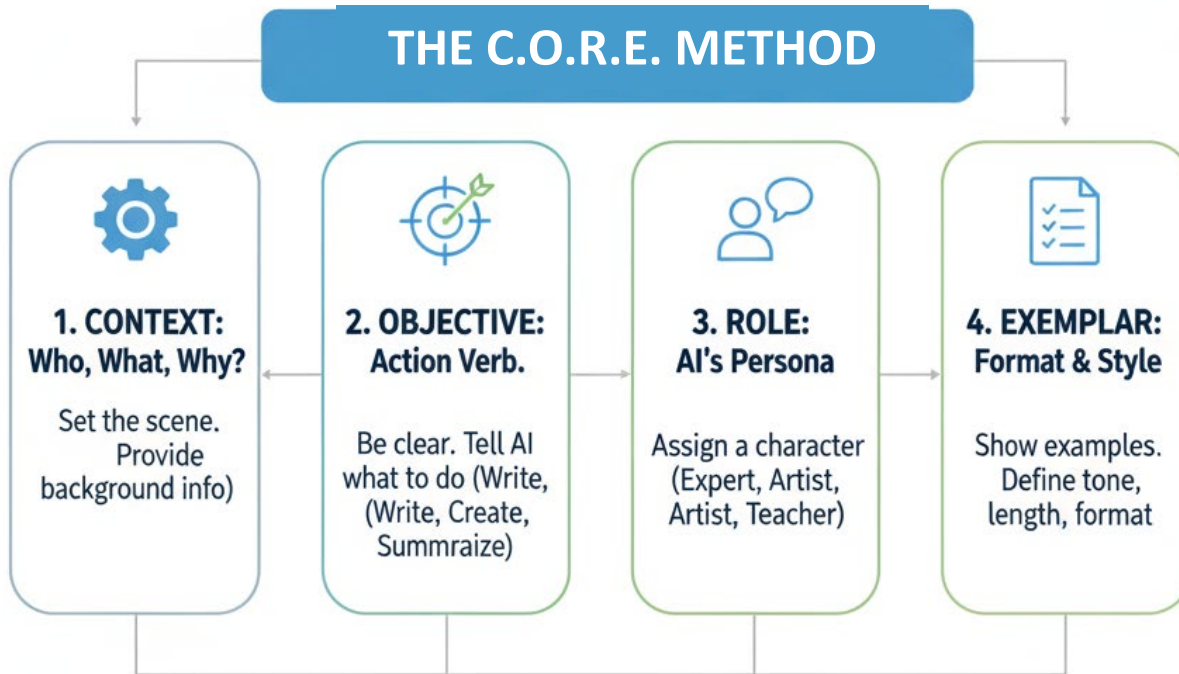
• The Acronym:

- **C - Context:** The background and "why."
- **O - Objective:** The specific task or verb.
- **R - Role:** The persona the AI should adopt.
- **E - Exemplar:** The desired format, tone, and style.

A powerful prompt has four essential components: providing **Context** for the task, defining a clear **Objective**, assigning a specific **Role** to the AI, and giving an **Exemplar** to guide the output's format and tone.

AI PROMPT ENGINEERING: BEST PRACTICES FOR GREAT RESULTS

THE C.O.R.E. METHOD



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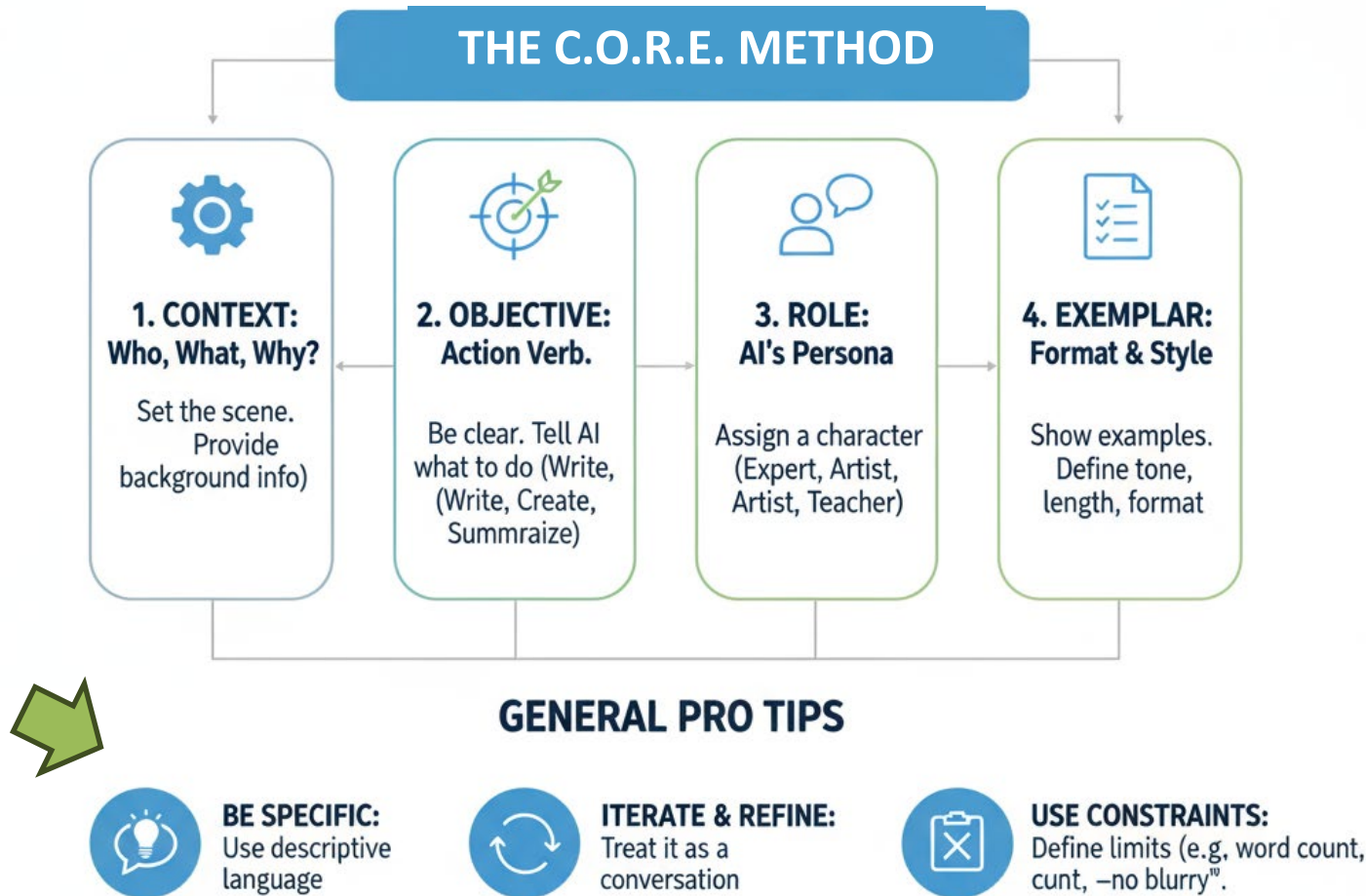


USE CONSTRAINTS:
Define limits (e.g, word count, cunt, –no blurry”).

Best Practices for Writing **Text** Prompts

- Be Specific:** Avoid ambiguity to get clear results.
 - Iterate and Refine:** Treat prompting as a conversation; give feedback to improve the AI's answers.
 - Use Constraints:** Set boundaries on length, style, or content to guide the output.
- Be highly specific and engage in a conversational back-and-forth with the AI to refine answers, and to use constraints to clearly define the boundaries of the desired response.

AI PROMPT ENGINEERING: BEST PRACTICES FOR GREAT RESULTS



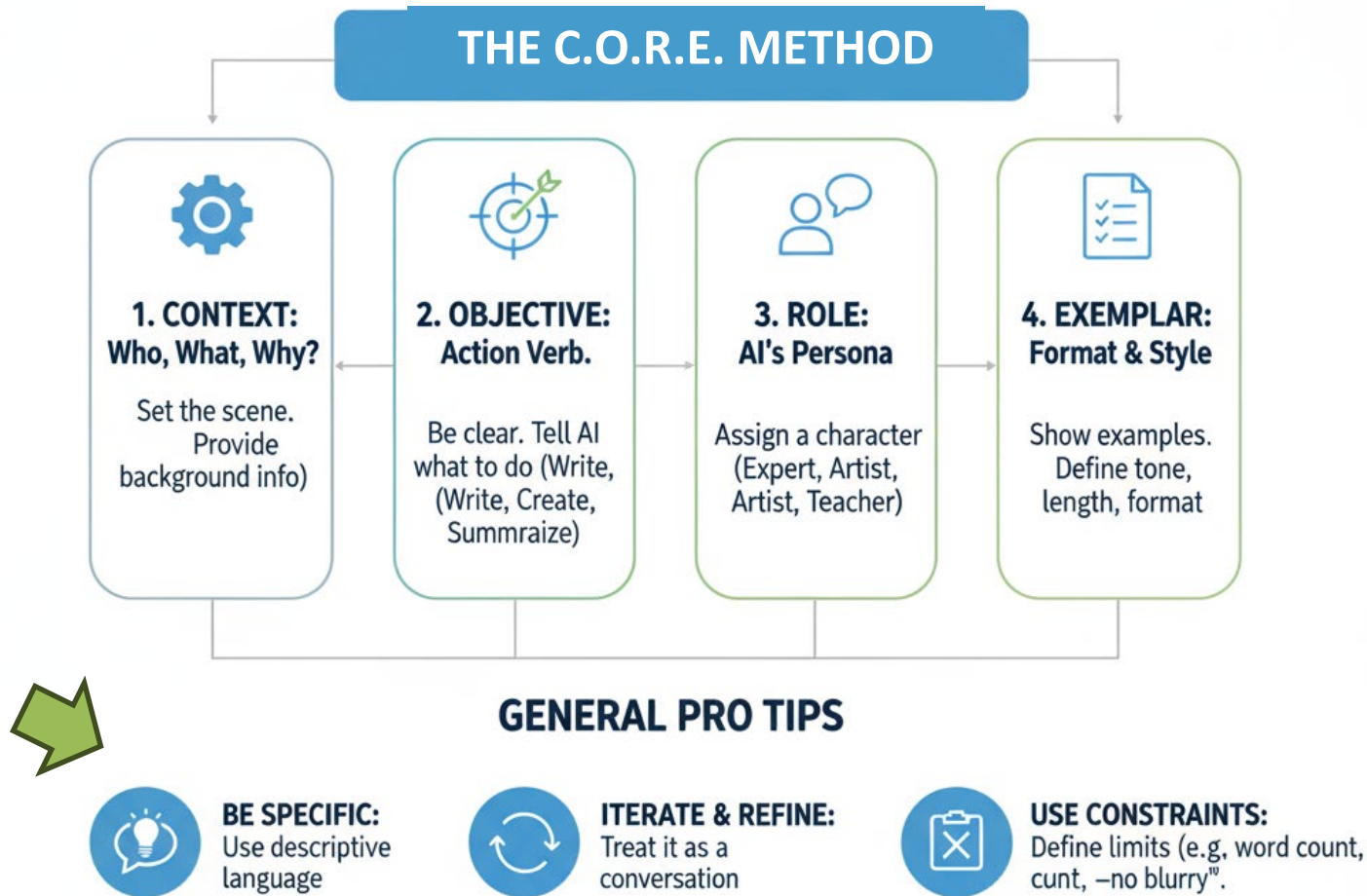
Unlock the Full Power of AI Communication!

Image Prompting in Action & Best Practices

- Clear Example:** Shows the dramatic difference between a simple prompt ("A spaceship") and a detailed one.
- Best Practices:** Recommends stacking adjectives, referencing specific artists, and using negative prompts to exclude unwanted elements.
- Encouragement:** Stresses that experimentation is the best way to learn and master image generation.

Use multiple descriptors and referencing specific art styles, and experiment with different words and phrases to see how they influence the final image.

AI PROMPT ENGINEERING: BEST PRACTICES FOR GREAT RESULTS



Prompting for **Videos**: Directing a Digital Movie

- Main Principle:** Video prompts are all about describing **motion and action**.
- Key Elements:** A good prompt defines the **subject, scene, action, camera movement, and mood**.
- Director's Mindset:** Encourages users to think like a movie director by describing a continuous scene.
The key is to describe action and movement. It advises users **to adopt a director's mindset, clearly defining the scene, the subject's actions, and even camera movements** to guide the AI in creating a short, dynamic video clip.

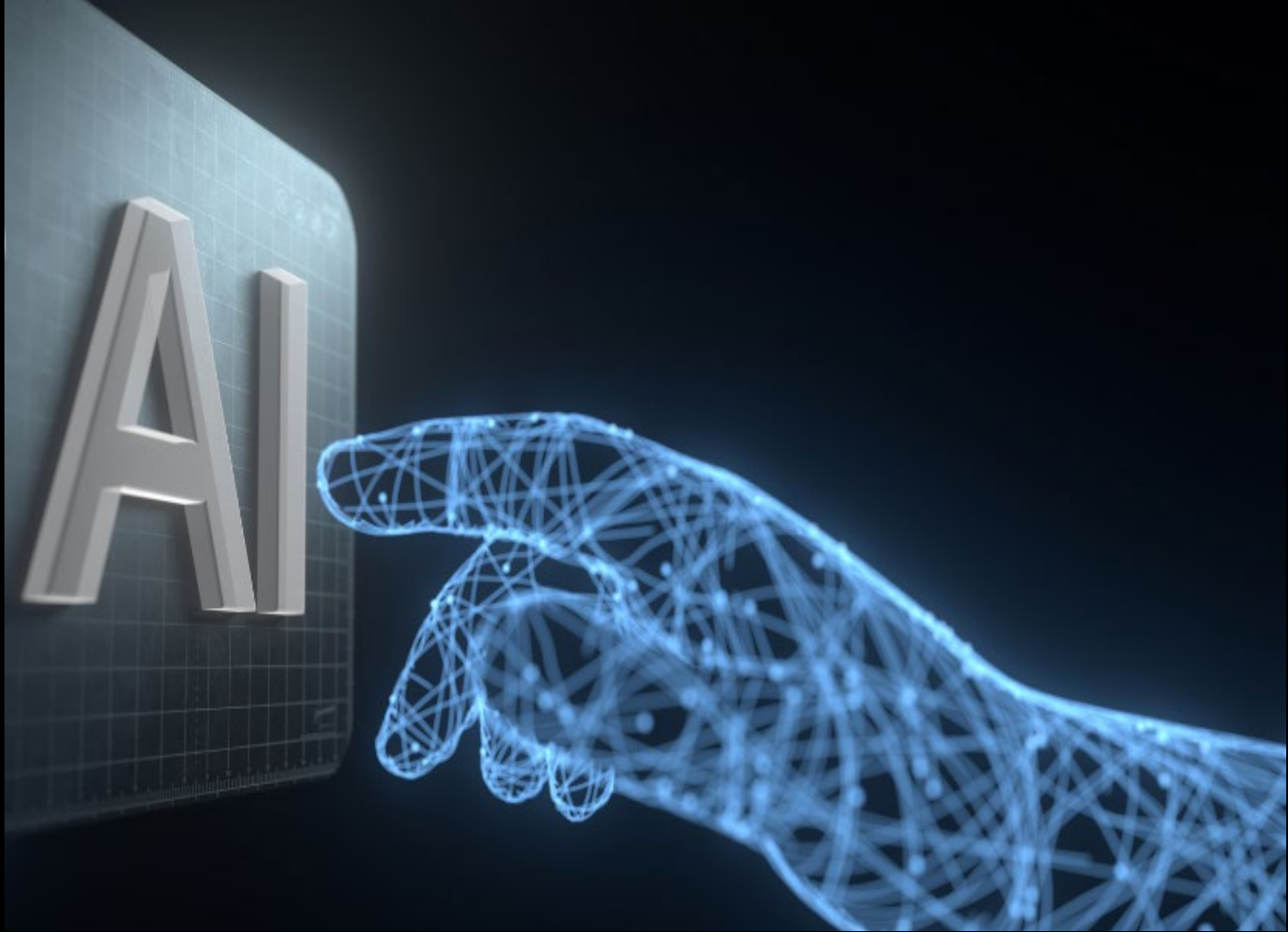
Q&A

Questions from the Chat!



AI

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AI in Marketing

An urgent new challenge for all businesses: a new kind of SEO!

Your customers are starting to use AI to find and recommend businesses in order to make buying decisions.



AI in Marketing

You must organize your company's online data so that when a potential buyer asks an AI for a recommendation, it recommends you.



AI in Marketing

How AI LLMs Find You (or Don't)

When a user asks an AI for a recommendation, the AI doesn't just Google it. It does something far more complex: it **synthesizes** information.

It instantly scans and reads:

- Your website's About and Services pages
- Your Google Business Profile
- All of your customer reviews on Google, Yelp, and other sites
- News articles or blog posts written about you
- Your directory listings (like your local Chamber of Commerce)



AI in Marketing

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It then pieces all this information together to construct a single, confident answer.



AI in Marketing

The Danger: Invisibility by Inconsistency

Here is the critical problem: If the AI finds conflicting information, it loses confidence and will not recommend you.

If your website says you're at 123 Main St. but your Google profile says 123 Main Street, Suite 200...

If your Services page is a vague paragraph of marketing-speak...



AI in Marketing

The Danger: Invisibility by Inconsistency

If your business name is Will's Consulting, LLC in one place and Will Holmes Consulting in another...

The AI will consider you an unreliable result. It will confidently recommend your competitor who has their digital house in order, and you will have lost a lead without ever knowing it.

In this new age, your online business data must be explicit, structured, and perfectly consistent.



AI in Marketing

Master Your Structured Data (Schema)

This is the most important technical step you can take.

What it is: Structured data (often called Schema.org markup) is a simple, invisible secret language of code you add to your website. It doesn't change what human visitors see, but it explicitly labels information for search engines and AI.



AI in Marketing

Master Your Structured Data (Schema)

How it works: It's like adding price tags to your products. Instead of making the AI *guess* what your address is, you add a LocalBusiness schema tag that says:

- name: Your Business Name
- address: 123 Main St, Your City, ST 12345
- telephone: +1-555-123-4567
- serviceType: Business Management Consulting



AI in Marketing

Master Your Structured Data (Schema)

Why it matters: It removes all guesswork. You are telling the AI, this is my exact address. These are the exact services I offer. This is a testimonial from a client.

This gives the AI maximum confidence to recommend you.

Action Step: Ask your web developer to implement LocalBusiness, Service, and Review schema on your website. You can use Google's Rich Results Test to see if your site is currently using it.



AI in Marketing

Adopt a Knowledge Base Mindset for Your Website

Your website is no longer just a digital brochure; it is a data feed for AI. You must be clear and explicit. Stop Using Vague Jargon!

Bad: We offer synergistic, forward-thinking solutions to optimize your enterprise. (An AI has no idea what this means.)

Good: We are a business management consulting firm. We provide strategic planning, AI implementation for sales teams, and operational efficiency audits for small to medium-sized businesses.



AI in Marketing

Build Detailed FAQ & Service Pages: Your Services page should clearly list each service, what it includes, and who it is for.

Your FAQ page should answer the most common questions your customers ask. AI loves to pull answers directly from well-structured FAQ pages.

Action Step: Read your website's About and Services pages as if you were a robot. Is it crystal clear what you do? If not, rewrite it.



AI in Marketing

Obsess Over Online Profile Consistency (NAP-W)

This is the foundation of local AI SEO.

NAP-W stands for Name, Address, Phone, and Website. These four pieces of information must be 100% identical across every single online platform.

The Problem: Over time, businesses create dozens of profiles. Google Business Profile: 123 Main St. LinkedIn Profile: 123 Main Street Yelp Profile: 123 Main St Chamber of Commerce: 123 Main St., #200

Why it matters: A human sees these and knows they are the same place. An AI sees four different addresses and its confidence plummets. It doesn't know which is correct, so it will recommend a competitor whose data is clean.



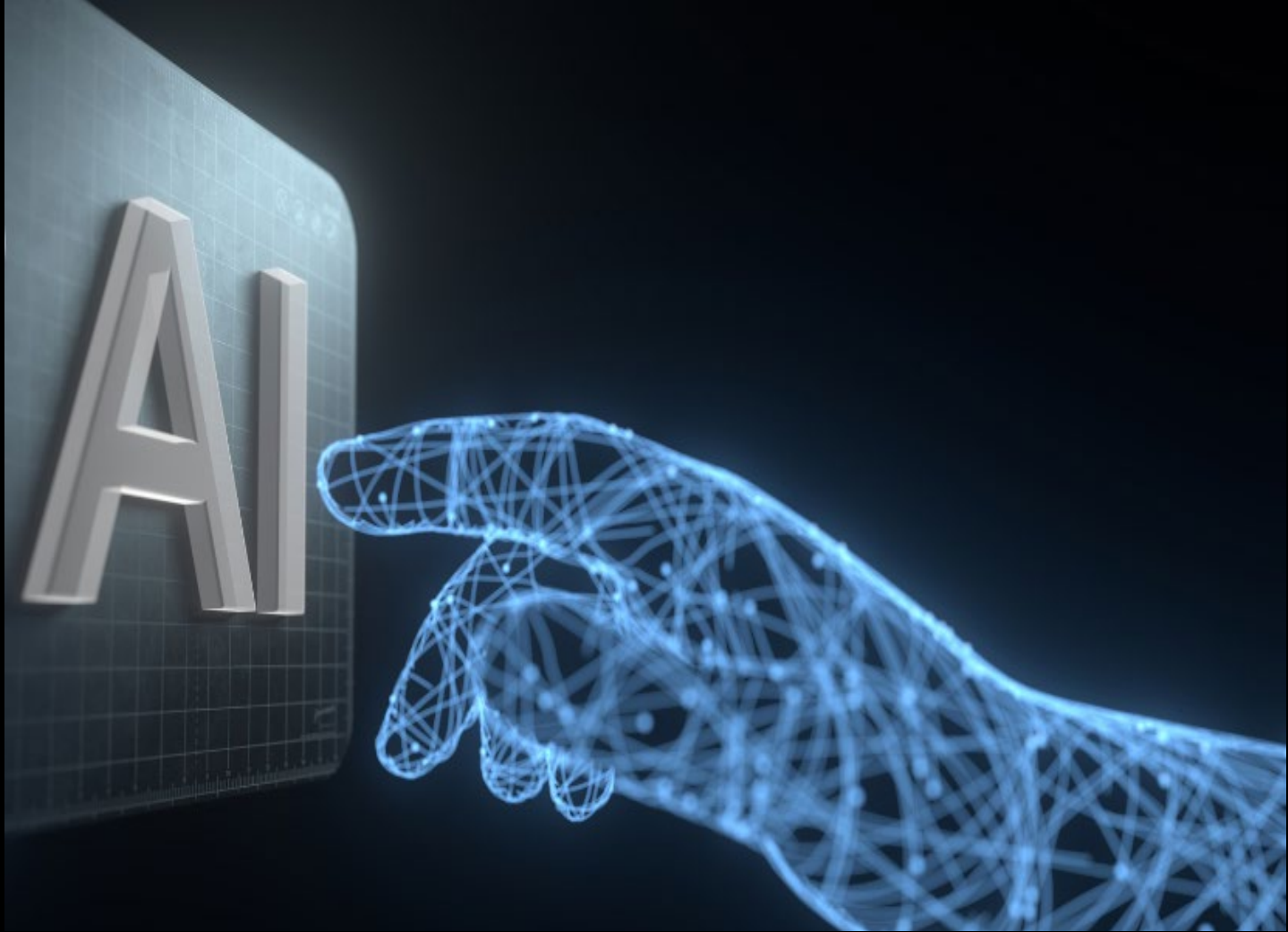
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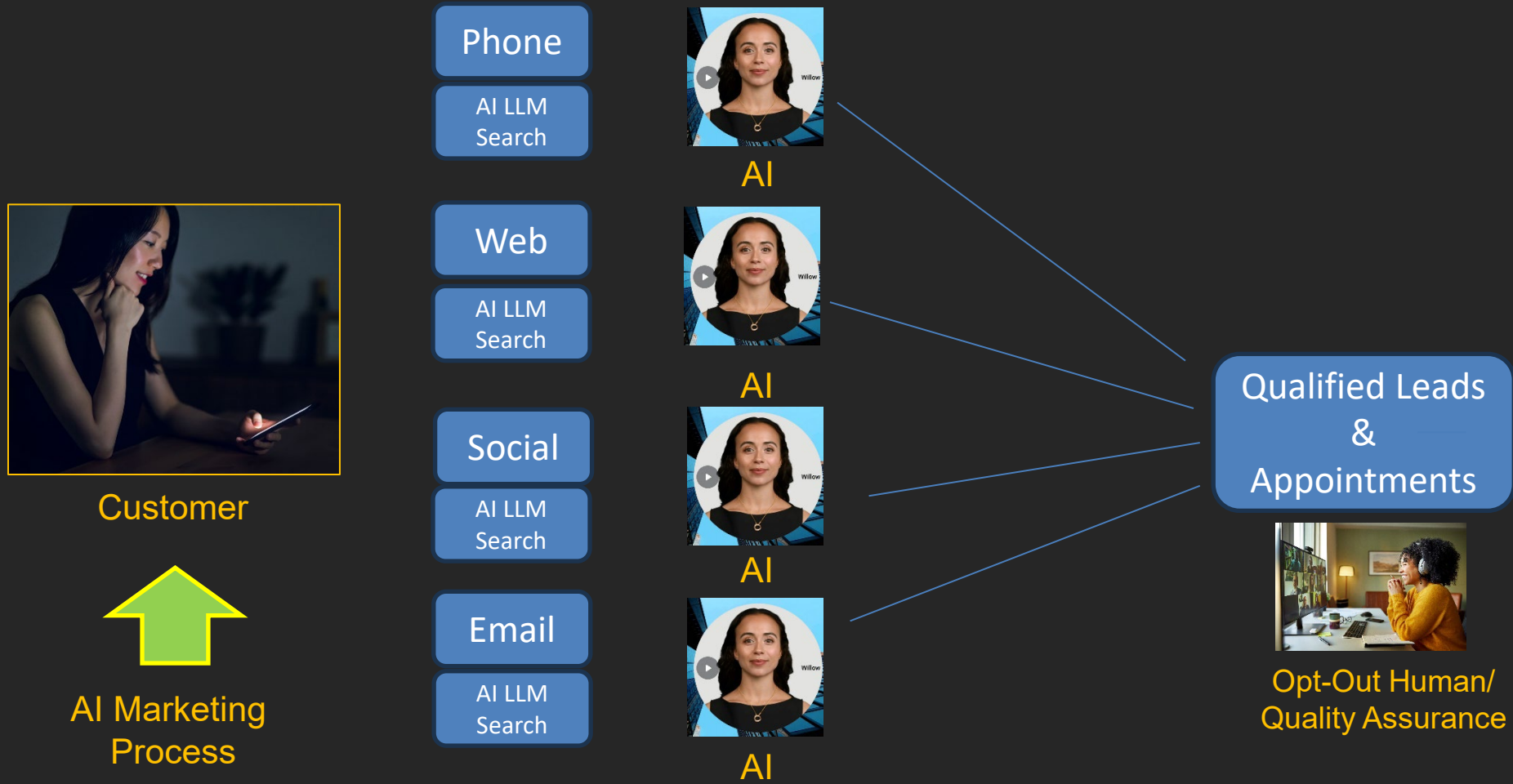


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- VI. Build Your Email List with AI Generated Downloads



Service (Inbound)



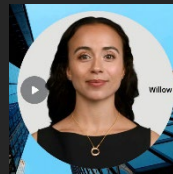
You and your team talk to the customer, confirm details, writes a proposal/ contract if needed, and provides the service.



Service (Outbound)



You, your team and AI create the marketing strategy, ads, promotional materials, outbound and follow-up campaigns.



AI Manages the Digital Marketing Process

Events

Phone

SEO

LLM

Email

Social

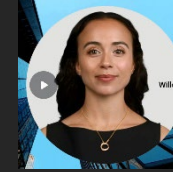
Collabs

Promo

Affiliates



Customer



AI manages follow-up

Qualified Leads & Appointments



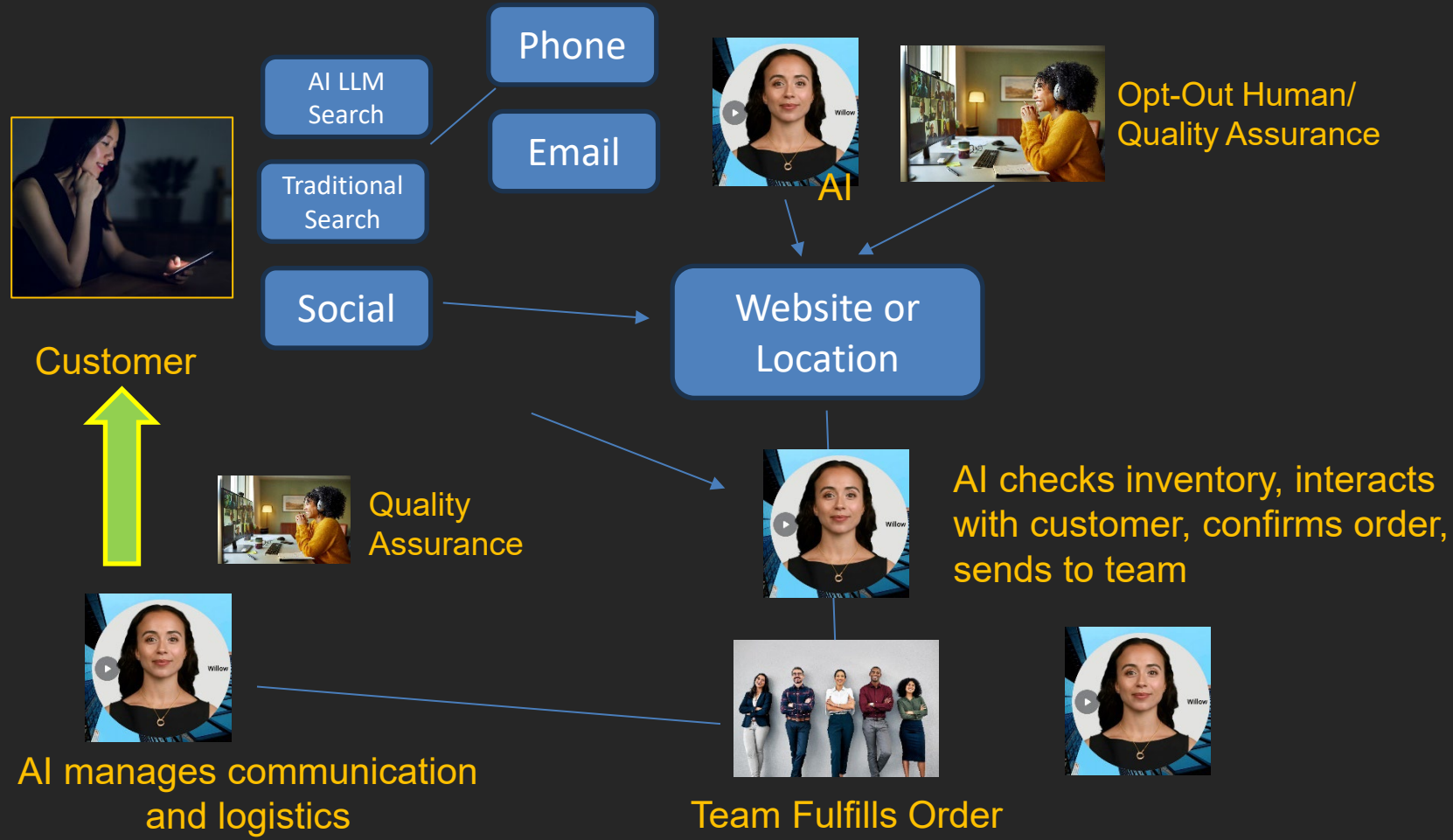
Opt-Out Human/ Quality Assurance



Your team fulfills the service



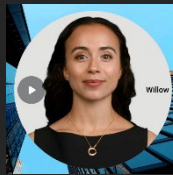
Product (Inbound)



Product (Outbound)



You, your team and AI create the marketing strategy, ads, promotional materials, outbound and follow-up campaigns.



AI Manages the Digital Marketing Process

Events

Phone

SEO

LLM

Email

Social

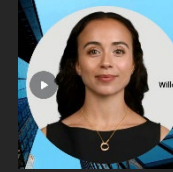
Collabs

Promo

Affiliates



Customer



AI manages follow-up

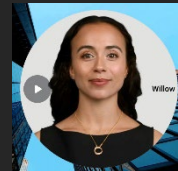
Qualified Leads & Appointments



Opt-Out Human/ Quality Assurance

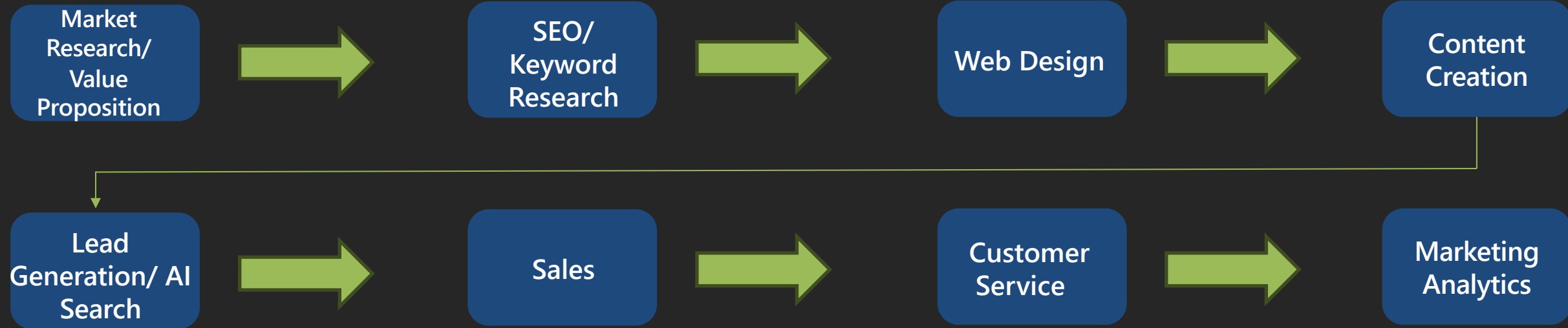


Your team fulfills the product, and AI manages communication and logistics



MARKETING

Marketing is a process that drives sales.



MARKETING

Marketing is a process that drives sales. **AI can help.**

Market
Research/
Value
Proposition

<https://www.surveymonkey.com/product/features/surveymonkey-genius/>
<https://youscan.io/>
<https://www.displayr.com/>
<https://speakai.co/marketers/>
<https://www.brandwatch.com/>
<https://www.quantilope.com/>
<https://www.prolific.com/>
<https://www.respondent.io/>
<https://www.usertesting.com/>
<https://gemini.google.com/>
<http://whcusa.com>

SEO/
Keyword
Research

<https://www.semrush.com/>
<https://ahrefs.com/>
<https://moz.com/>
<https://surferseo.com/>
<https://www.jasper.ai/>
<https://copy.ai/>
<https://rytr.me/>
<https://quillbot.com/>
<https://www.grammarly.com/>
<https://www.similarweb.com/>
<https://gemini.google.com/>

Web Design

<https://www.wix.com/>
<https://www.squarespace.com/>
<https://www.webflow.com/>
<https://www.jimdo.com/>
<https://www.zoho.com/creator/>
<https://www.site123.com/>
<https://www.strikingly.com/>
<https://www.uixui.com/>
<https://www.figma.com/>
<https://www.adobe.com/express/>

Content
Creation

<https://www.jasper.ai/>
<https://copy.ai/>
<https://rytr.me/>
<https://quillbot.com/>
<https://writesonic.com/>
<https://www.articleforge.com/>
<https://www.wordsmith.ai/>
<https://www.copymatic.ai/>
<https://anyword.com/>
<https://gemini.google.com/>
<https://get.typeset.com/>
<https://www.opus.pro/>
<https://www.canva.com/>
<https://invideo.io/>
<https://openai.com/index/sora/>



MARKETING

Marketing is a process that drives sales. **AI can help.**

Lead
Generation

<https://www.hubspot.com/>
<https://www.salesforce.com/>
<https://www.leadiq.com/>
<https://www.zoominfo.com/>
<https://www.seamless.ai/>
<https://www.drift.com/>
<https://www.outreach.io>
<https://useartemis.com/>
<https://www.kartra.com/>
<https://instantly.ai/>
<https://woosender.com/>
<https://phrasee.co>
<https://hoppycopy.co>
<https://buffer.com>
<https://sproutsocial.com>

Sales

<https://www.salesforce.com/>
<https://www.hubspot.com/>
<https://www.pipedrive.com/>
<https://www.close.com/>
<https://www.outreach.io/>
<https://www.gong.io/>
<https://www.salesloft.com/>
<https://www.insales.com/>
<https://www.leadgenius.com/>
<https://www.crunchbase.com/>
<https://whcusa.com>
<https://intercom.com>
<https://drift.com>
<https://manychat.com>

Customer
Service

<https://www.zendesk.com/>
<https://www.freshdesk.com/>
<https://www.intercom.com/>
<https://www.chatbot.com/>
<https://www.kore.ai/>
<https://www.reply.io/>
<https://www.crisp.chat/>
<https://www.botsify.com/>
<https://www.mobilemonkey.com/>
<https://www.chatfuel.com/>
<https://whcusa.com>
<https://intercom.com>
<https://drift.com>
<https://manychat.com>

Marketing
Analytics

<https://www.google.com/analytics/>
<https://www.hotjar.com/>
<https://www.mixpanel.com/>
<https://www.fullstory.com/>
<https://www.heap.io/>
<https://www.semrush.com/>
<https://www.ahrefs.com/>
<https://www.moz.com/>
<https://www.similarweb.com/>
<https://www.supermetrics.com/>
<https://whcusa.com>



Lead Generation

Gemini- What tools can I use to generate leads?

Gemini Advanced
2.0 Flash Experimental

what AI tools can I use to push content to my customers and generate leads?

2.0 Flash Experimental. Might not work as expected.

It's exciting to see how AI can revolutionize content delivery and lead generation. Here are some AI tools categorized by their function, which you can leverage to reach your customers and generate leads:

Content Creation & Optimization:

- **Jasper.ai:** Excels at generating various content formats, from blog posts and marketing copy to social media updates and email subject lines. It's great for overcoming writer's block and creating engaging content quickly.
- **Scalenut:** A comprehensive platform that combines AI writing with SEO optimization. It helps you research keywords, create content outlines, and generate high-quality content that ranks well in search engines.
- **Copy.ai:** Focuses on creating marketing copy that converts. It can generate ad copy, website copy, product descriptions, and more.
- **Anyword:** Analyzes your target audience and predicts the performance of your content before you publish it. It helps you optimize your messaging for maximum impact.
- **SurferSEO:** While not strictly an AI writing tool, SurferSEO uses AI to analyze top-ranking content for specific keywords and provides recommendations for optimizing your own content.

Ask Gemini

You can ask AI for ideas to generate leads and how to better reach your customers. You can also ask for suggestions for AI tools to use to generate leads.

<https://jasper.ai>
<https://copy.ai>
<https://www.hubspot.com/>
<https://www.salesforce.com/>
<https://www.leadiq.com/>
<https://www.zoominfo.com/>
<https://www.seamless.ai/>
<https://www.drift.com/>
<https://www.outreach.io>
<https://useartemis.com/>
<https://www.kartra.com/>
<https://instantly.ai/>
<https://woosender.com/>
<https://phrasee.co>
<https://hoppycopy.co>
<https://buffer.com>
<https://sproutsocial.com>



AI Agents

The Rise of AI Agents: Graduating from tools to an autonomous workforce.

We will define what AI Agents are and explore how they can be deployed to **execute complex, multi-step tasks across all your operational departments** without direct human supervision.



AI Implementation

AI Automation Tools

What Are AI Agents?

An AI Agent is a system that perceives its digital environment, makes decisions, and takes actions to achieve a specific goal. Unlike simple automation (like a script that copies data from A to B) or Robotic Process Automation (RPA) which mimics human clicks, an AI agent can reason, self-correct, and learn.



AI Implementation

AI Automation Tools

An automation script is a set of pre-written commands that executes a specific, repetitive task exactly the same way every time.

Developers use automation scripts run on tools like Bash, PowerShell, Python, Jenkins, and RPA platforms to manage systems and workflows.



AI Implementation

AI Automation Tools

What Are AI Agents?

The key difference is intent. You tell an automation script what to do. You tell an AI Agent what to achieve.



AI Implementation

AI Automation Tools

For example:

"Monitor our finance email. When a new invoice arrives, extract the details, verify it against the purchase order in our ERP, approve it if it matches, and schedule the payment for 5 days before the due date."

The agent formulates and executes the entire workflow on its own.



AI Implementation

AI Automation Tools

The Architecture of an AI Agent

Understanding how an agent "thinks" is key to deploying one effectively. Most modern agents share a common architecture:

1. The LLM Core: The agent's "brain" is a powerful Large Language Model (LLM) like GPT-4 or Gemini. This provides the reasoning, language understanding, and problem-solving capabilities.



AI Implementation

AI Automation Tools

2. Planning and Reasoning Loop: The agent operates in a loop, often called a ReAct (Reason + Act) framework. It assesses the goal, reasons about the next logical step, and then acts by selecting a tool. It then observes the result of that action and repeats the loop until the goal is complete.



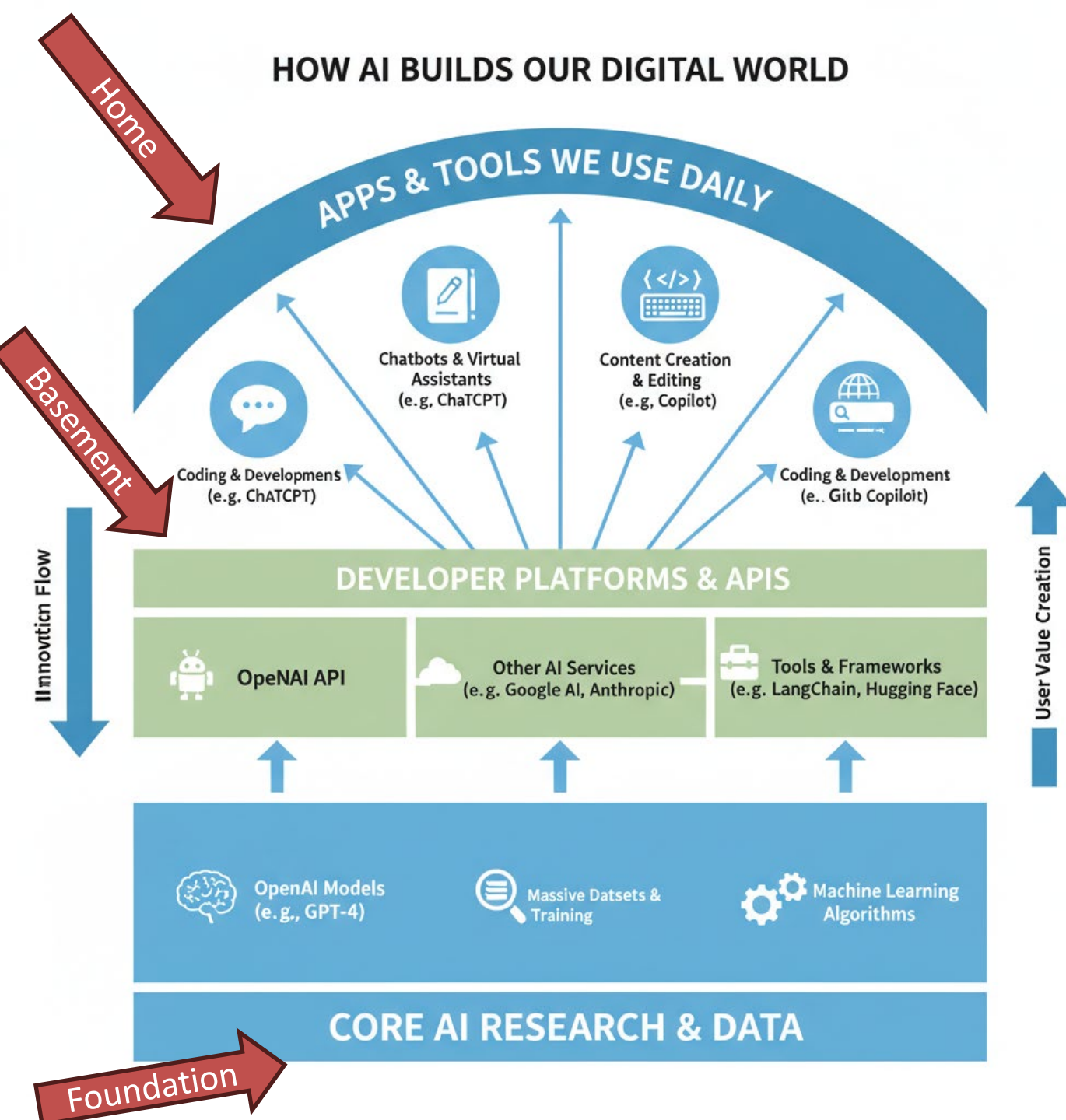
AI Implementation

AI Automation Tools

3. Memory: Agents need memory to track progress. This can be short-term (remembering the steps taken in the current task) or long-term (learning from past tasks to improve future performance).



HOW AI BUILDS OUR DIGITAL WORLD



AI: A House Built on Data

• **Core Analogy:** Compares building an AI application to building a house.

• The Three Layers:

- **Foundation:** Core AI Research & Data.
- **Basement:** Developer Platforms (Google Vertex, Microsoft Azure, AWS) & APIs (Application Programming Interface rules for communication)
- **Finished Home:** The final apps and tools you use.

Three logical layers: the deep foundation of research, the structural framework of developer tools, and the finished, usable application.

AI Implementation

AI Automation Tools

4. Tool Library: This is the agent's set of capabilities. Each "tool" is a function or API connection that allows it to interact with the world

Example:

```
\texttt{send\_email}, \texttt{read\_database\_record},  
\texttt{check\_website\_price}
```



AI Implementation

AI Automation Tools

In short, the LLM provides the reasoning and decision-making, while these tools provide the ability to take action in the digital world.

The LLM decides what to do and why, and then it selects the appropriate tool from its library to actually do it.



AI Implementation

AI Automation Tools

Would you type those commands directly in Chat GPT or Gemini (a Large Language Model)?

No. Those commands are not built-in abilities of the LLM. Instead, a developer connects those "tools" to the LLM by building an application that acts as a bridge.



AI Implementation

AI Automation Tools

You would use Low-Code/No-Code Agent Platforms:

The easiest entry point is through platforms designed to build and deploy agents. Tools like Zapier Central, Make, Microsoft Power Automate, or Open AI Agent Toolkit provide agentic workflow platforms.



AI Implementation

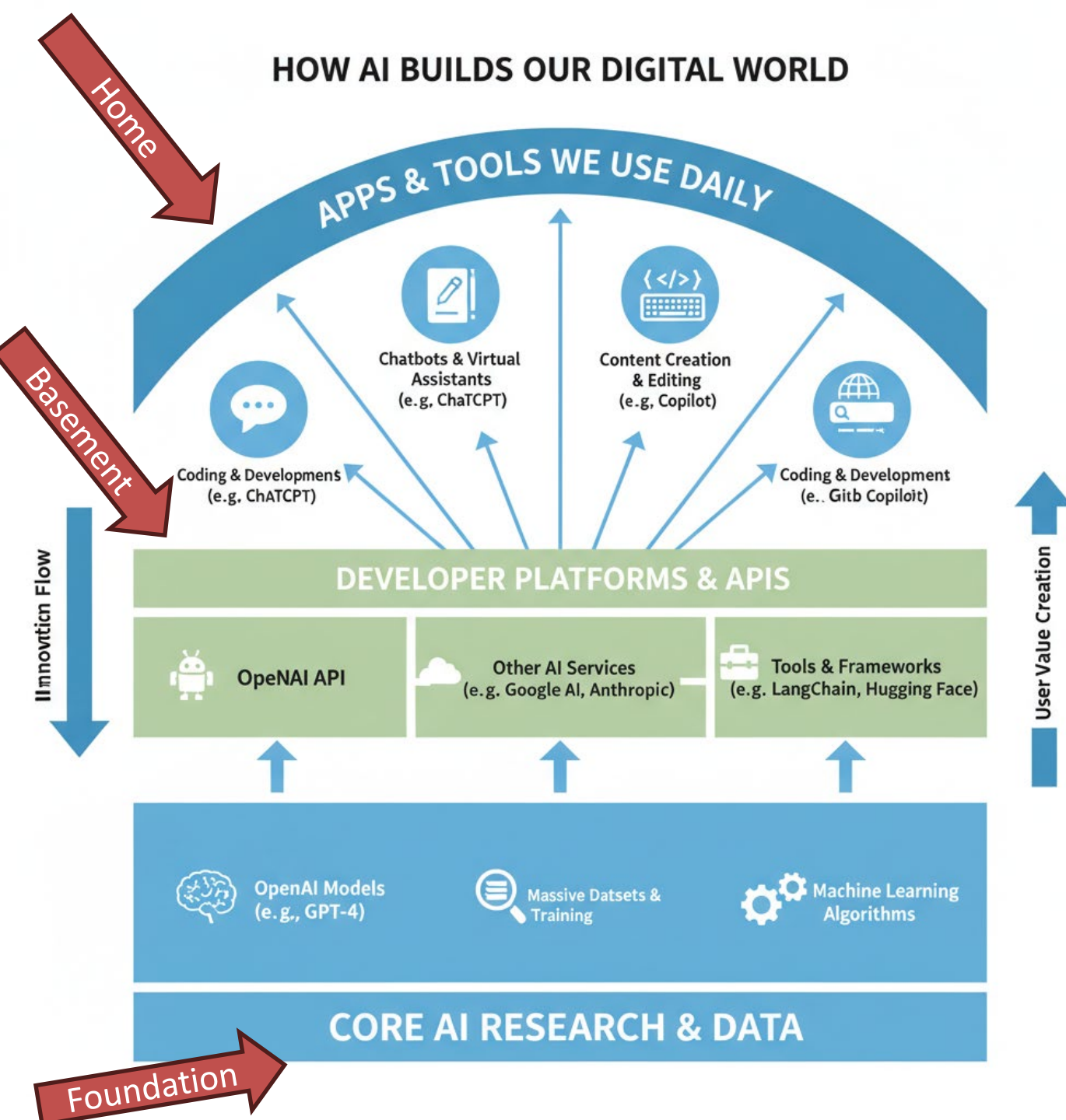
AI Automation Tools

For more complex or proprietary tasks, a custom agent may be necessary. This typically involves a development team using frameworks like LangChain, Microsoft Autogen, or CrewAI.

The process involves defining the agent's role, providing it with a core LLM, building a custom library of tools to interact with your specific software, and establishing a memory system.



HOW AI BUILDS OUR DIGITAL WORLD



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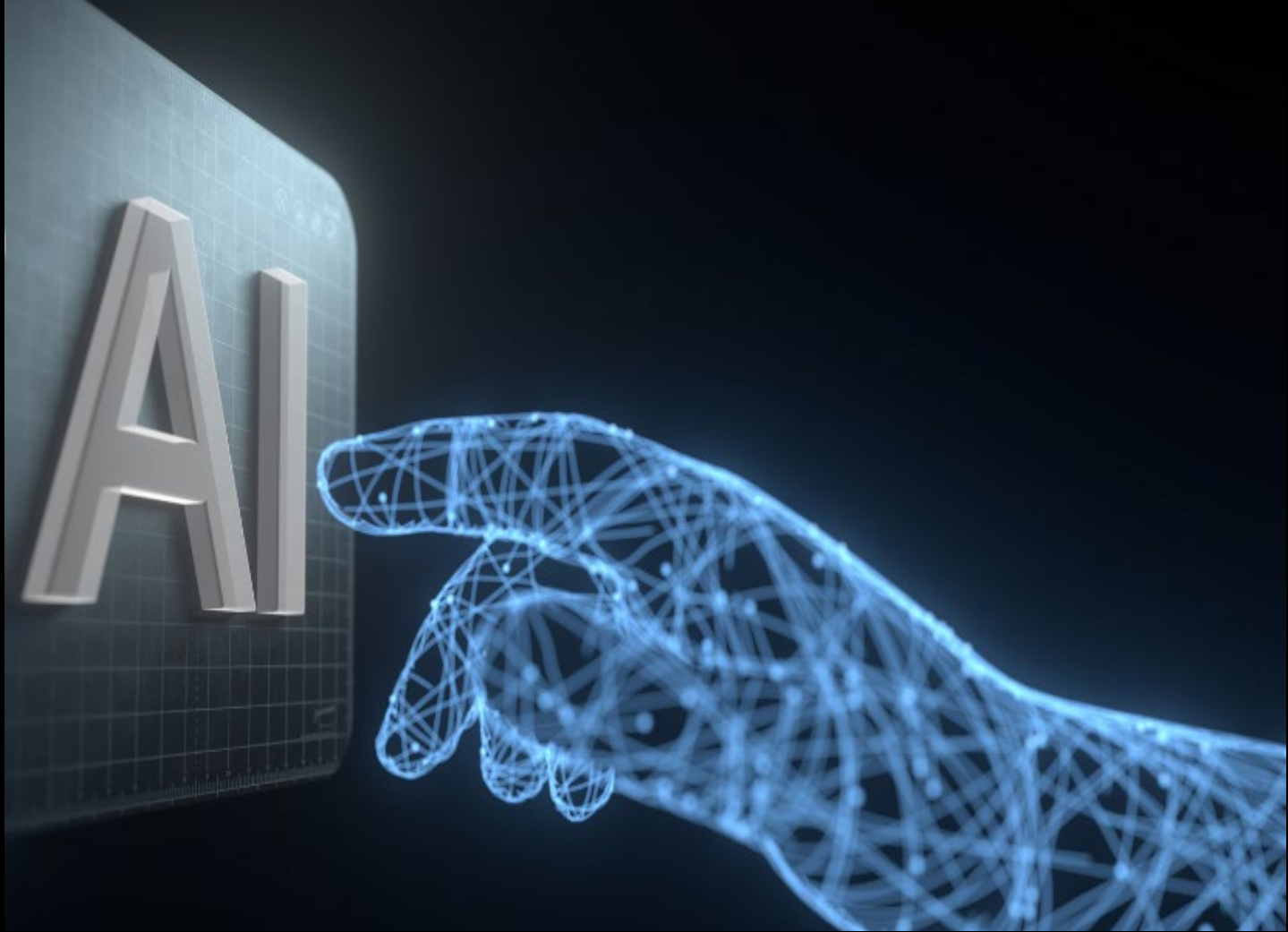
Q&A

Questions from the Chat!



AI

- I. Great Prompts Matter x
- II. Leveraging AI Recommendations x
- III. Inbound Outbound Marketing x
- IV. Marketing Strategy with AI
- V. Proposal Writing with AI
- VI. Build Your Email List with AI Generated Downloads



Market Research

Market Research tell us that there is a need in the market that we can fill with our product. How can AI improve our process?



1. New entrepreneurs need affordable guidance!



2. Our book offers affordable guidance.



3. Entrepreneurs buy our book on our website.



4. We get paid.

Market Research

Market Research helps us better understand the need in the market, who will pay, and what other products and services they will buy.



1. New entrepreneurs need resources!



2. WHC offers books, e-books, podcasts, on-line and in-person training programs, commercial loans, coaching, mentorship, grant writing, networking events, online communities, partnerships, consulting services...



3. WHC becomes a trusted resource to entrepreneurs, offering a variety of solutions that help them to grow, create jobs and positively impact the economy. This creates opportunities with government agencies, banks, and universities who want to work with entrepreneurs in our network.



4. WHC has multiple streams of sustainable income.



Ex: Google Gemini

Market Research tell us that there is a need in the market that we can fill with our product. How can AI improve our process?



1. New entrepreneurs need affordable guidance!

Gemini Advanced
2.0 Flash Experimental

Can you tell me about the needs of new entrepreneurs in Baltimore, md?

2.0 Flash Experimental. Might not work as expected.

New entrepreneurs in Baltimore face a unique set of opportunities and challenges. Here's a breakdown of some key needs:

1. Access to Funding and Capital:

- **Seed Funding/Microloans:** Early-stage funding is crucial. Many new businesses struggle to secure traditional bank loans. Microloan programs, grants, and angel investors are vital.
- **Venture Capital/Angel Networks:** For startups with high-growth potential, access to venture capital and angel investors is essential. Baltimore's ecosystem is growing but still needs further development in this area compared to larger hubs.
- **Navigating Funding Options:** Many new entrepreneurs aren't familiar with the intricacies of different funding types (equity, debt, grants) and need guidance.

2. Mentorship and Networking:

- **Experienced Mentors:** Connecting with seasoned entrepreneurs who understand the local market is invaluable. Mentors can provide guidance on business strategy, operations, and navigating local regulations.
- **Networking Opportunities:** Building a strong network within the Baltimore business community is crucial for finding partners, customers, and resources. Access to co-working spaces, industry events, and incubator/accelerator programs is essential.

Ask Gemini

Use AI to ask about the needs of your target customer. This may help you generate new ideas or new approaches to filling these needs.

<https://gemini.google.com/>



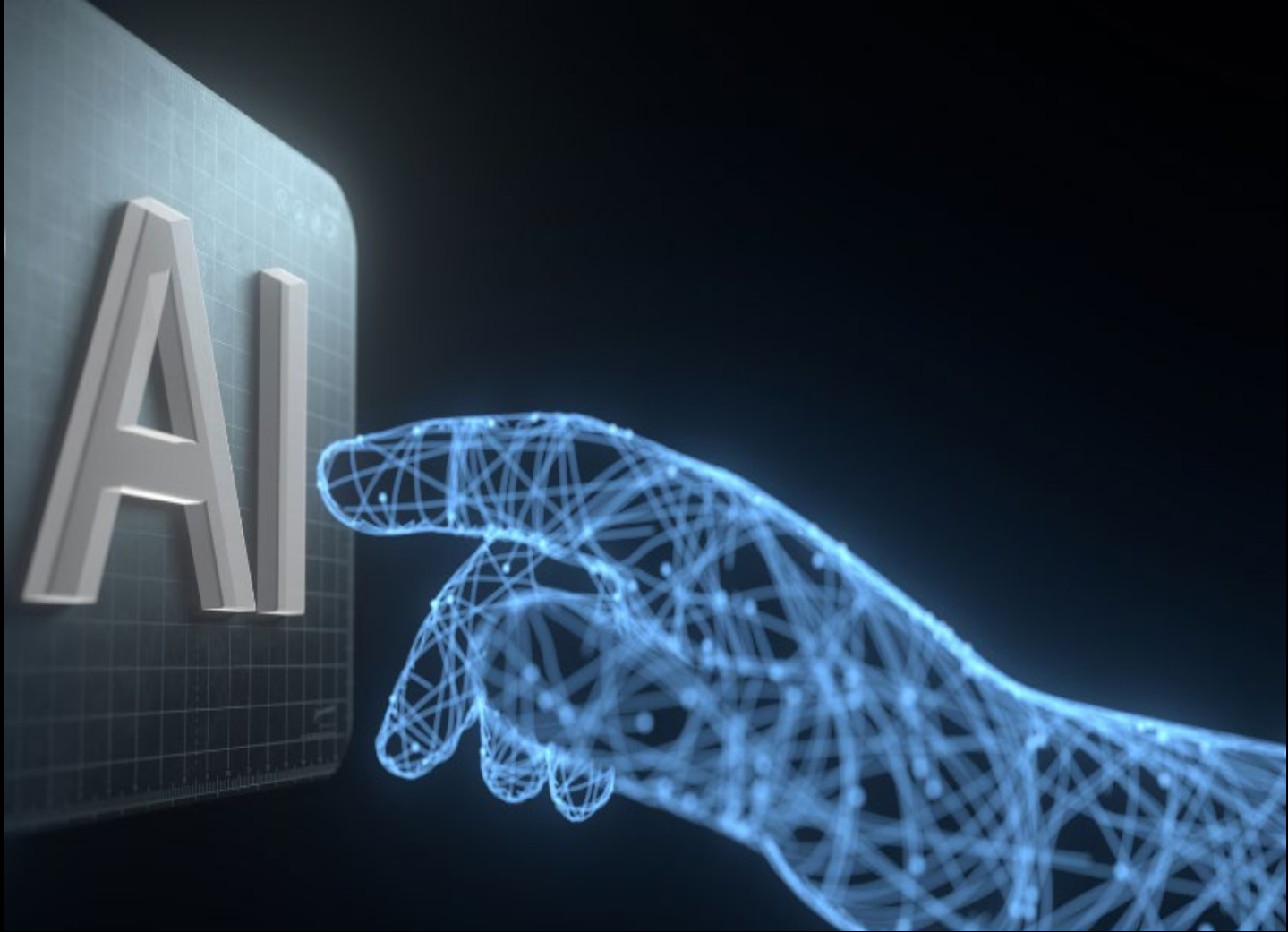
Q&A

Questions from the Chat!



AI

- I. Great Prompts Matter ☒
- II. Leveraging AI Recommendations ☒
- III. Inbound Outbound Marketing ☒
- IV. Marketing Strategy with AI ☒
- V. Proposal Writing with AI
- VI. Build Your Email List with AI Generated Downloads



AI Tools to help with B2B Proposal Writing

These AI tools can help you. You should maintain the responsibility of ensuring all information is correct and the content accurately represents your company's capabilities and addresses the customer's needs!

Proposal Generation & Content Creation:

- **Easy-Peasy.AI:** easy-peasy.ai
- **Storydoc:** storydoc.com
- **Writesonic:** writesonic.com

Proposal Management & Automation:

- **Proposify:** proposify.com
- **PandaDoc:** pandadoc.com

Content Improvement & Optimization:

- **Grammarly:** grammarly.com
- **Jasper.ai:** jasper.ai

Research & Data Analysis:

- **Crayon:** crayon.co



AI Tools to help with B2G Proposal Writing

These AI tools can help you. You should maintain the responsibility of ensuring all information is correct and the content accurately represents your company's capabilities and addresses the agency's needs!

- **GovPro AI:** govpro.ai
 - Focuses on helping businesses win federal contracts.
 - Features include AI-powered proposal generation, compliance checks (DAWIA/FAC-C Level III and APMP standards), and RFP analysis.
- **Proposal Writer AI:** proposalwriter.ai
 - Specifically designed for government contractors.
 - Automates responses to RFPs, RFQs, and RFIs.
 - Claims to reduce proposal writing time and increase output.



Proposal Writing

Gemini- I am writing a proposal in response to a RFP. Please write a response based on what you know about Will Holmes Consulting and our work with facilitating successful entrepreneurship program across Maryland in the format that is outlined in the RFP. The info in the RFP states:

I am writing a proposal in response to a RFP. Please write a response based on what you know about Will Holmes Consulting and our work with facilitating successful...

✦ Show thinking ▾

Of course. Based on the provided RFP and my knowledge of Will Holmes Consulting's extensive experience in fostering entrepreneurship, here is a draft response formatted to align with the RFP's requirements.

Transmittal Letter

October 16, 2025

[Redacted] Dover, DE 19901

RE: Proposal for Contract Number [Redacted]

Dear [Redacted]

Will Holmes Consulting (WHC) is pleased to submit this proposal in response to the Request for Proposals (RFP) for Scoping Professional Services for the Encouraging Development, Growth, and [Redacted]

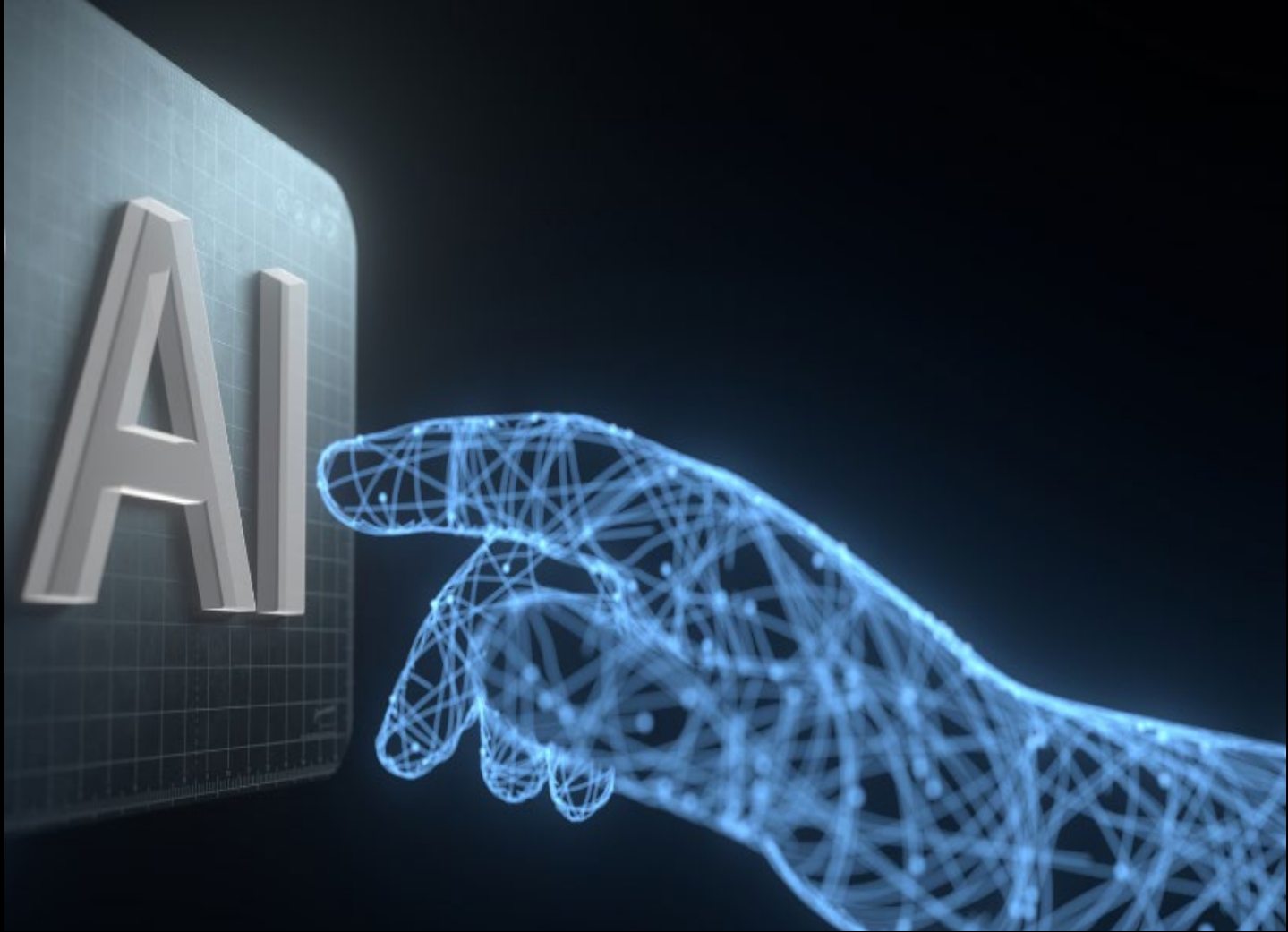
Ask Gemini

+ 🛠 Tools



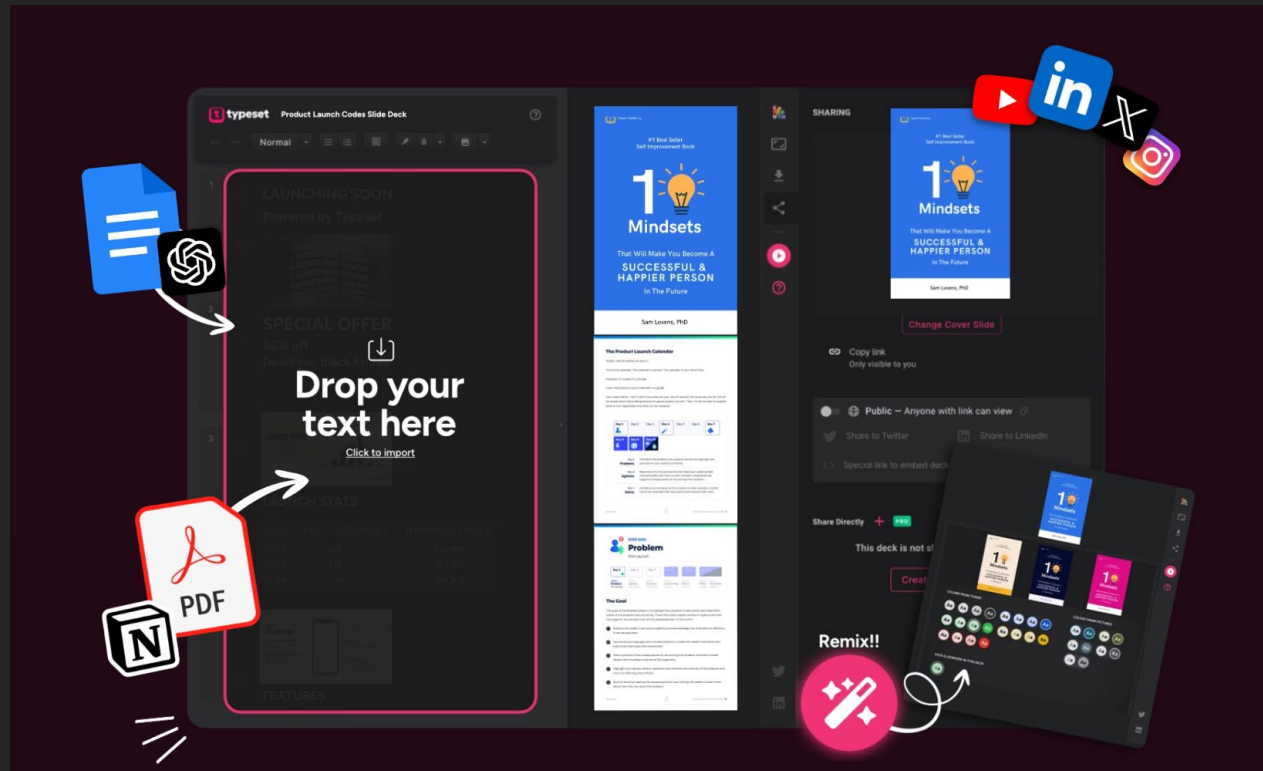
AI

- I. Great Prompts Matter x
- II. Leveraging AI Recommendations x
- III. Inbound Outbound Marketing x
- IV. Marketing Strategy with AI x
- V. Proposal Writing with AI x
- VI. Build Your Email List with AI Generated Downloads



Content Creation

Typeset- Use the AI generated content to design an e-book...

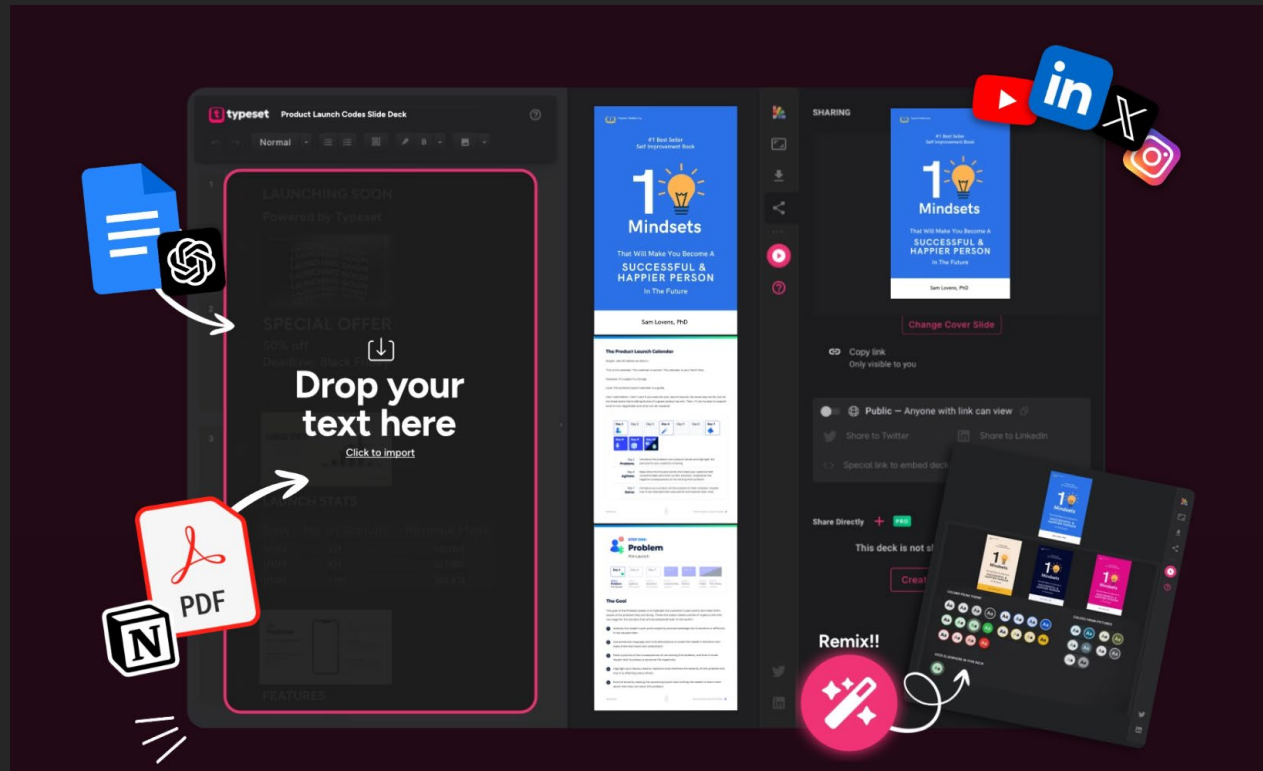


Within seconds, you have a completed e-book that you can sell online. You can change the images and design as you please with very little effort.

<https://get.typeset.com/ebooks/>

Content Creation

Typeset- Use this content to design an e-book...



NEW FEATURE

Turn Your eBook Into Ads, Posts, & Banners (Instantly)

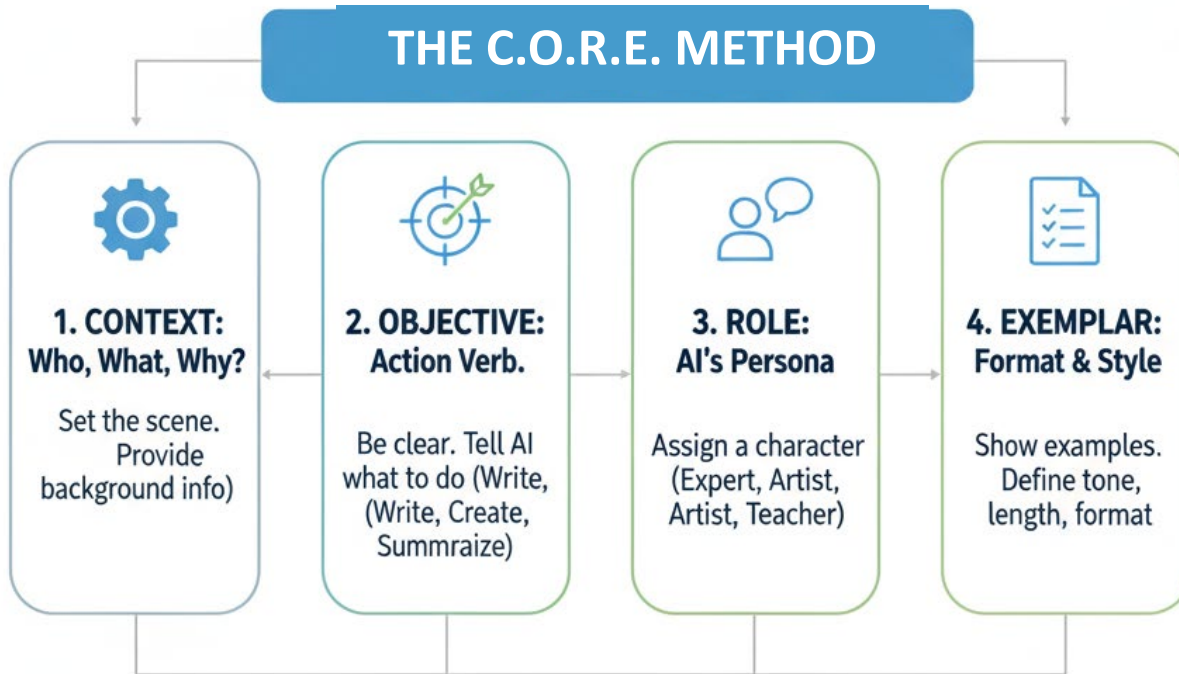
With one click...your ebook becomes 1,000+ new pieces of content you can share everywhere

Then, use the AI tool to create marketing content to use to generate sales. You can sell e-books or offer them as new downloads to generate leads and build your email list.

<https://get.typeset.com/ebooks/>

AI PROMPT ENGINEERING: BEST PRACTICES FOR GREAT RESULTS

THE C.O.R.E. METHOD



GENERAL PRO TIPS



BE SPECIFIC:
Use descriptive language



ITERATE & REFINE:
Treat it as a conversation



USE CONSTRAINTS:
Define limits (e.g, word count, cunt, –no blurry”).

Best Practices for Writing **Text** Prompts

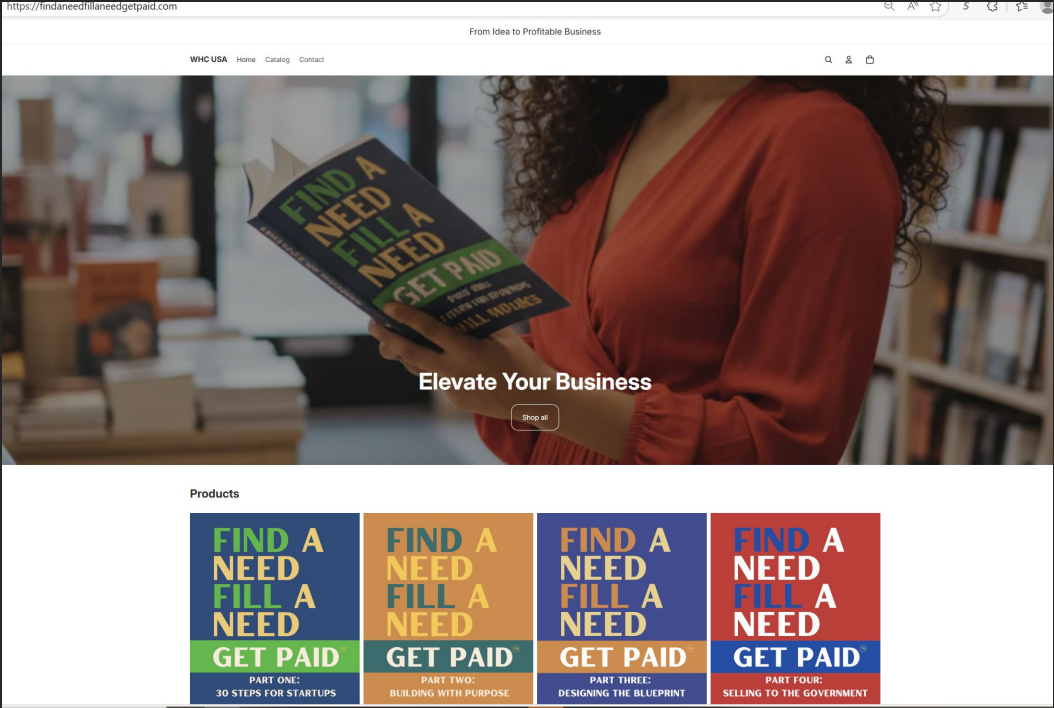
- Be Specific:** Avoid ambiguity to get clear results.
 - Iterate and Refine:** Treat prompting as a conversation; give feedback to improve the AI's answers.
 - Use Constraints:** Set boundaries on length, style, or content to guide the output.
- Be highly specific and engage in a conversational back-and-forth with the AI to refine answers, and to use constraints to clearly define the boundaries of the desired response.

Content Creation

Typeset- Use this content to design an e-book...

Shopify
<https://findaneedfillaneedgetpaid.com/>

On my website...
<https://whcusa.com/book-series-by-will-holmes/>



Thank you so much for joining me for my book series launch. I started writing the "Find A Need, Fill A Need, Get Paid" series in 2016 because I wanted to help entrepreneurs avoid trial and error and create jobs in their communities.

Watch the Book Launch Video!



I am so glad I can finally share this information with you and other business leaders who are ready for more freedom, bigger profits, and deeper impact on the lives of others!

-Will

P.S. Scroll down for the 4-book bundle special!



Part One: 30 Steps for Startups is your ultimate roadmap from idea to a profitable exit. Drawing on two decades of experience advising hundreds of entrepreneurs, Will Holmes provides a comprehensive, step-by-step guide that eliminates the guesswork. This is a valuable tool that walks you through every critical step, from cultivating a winning mindset and identifying market needs to selecting ideal customers and setting your pricing. You will master proven strategies for launching powerful business-to-consumer (B2C), business-to-government (B2G), and business-to-business (B2B) marketing campaigns. The journey doesn't stop there; learn how to successfully scale your operations, maximize your company's value for a future sale, and plan for a comfortable retirement, all while avoiding the common pitfalls that lead to new venture rewrites.

Scroll -> bundle



Part Two: Building With Purpose takes a deeper dive into the foundational elements required to create a sustainable and scalable business, with a strong emphasis on the initial preparations often overlooked in the rush to launch. Will Holmes shares his valuable insights on how to mentally and emotionally prepare yourself and your family for the rewarding yet challenging entrepreneurship journey ahead. This book teaches you to strategically establish relationships with mentors, they align with your long-term vision, set clear and ambitious profit goals from day one, and identify and assemble a trusted team of partners and advisors who will champion your growth. It is the essential guide for setting a solid foundation that prepares you not just to start, but to scale with confidence and intention.

Scroll -> bundle



Part Three in Designing the Blueprint, your ambitious dream is transformed into a solid, functional business structure ready for execution and growth. This practical guide is focused on building the robust infrastructure necessary for long-term success. Will Holmes demystifies the process of writing a compelling business plan that attracts investors, mastering the art of financial forecasting to manage cash flow effectively, and building crucial relationships with banks, lawyers, and paid-gain who understand the complex landscape of laws and taxes that impact hiring decisions and growth strategies, empowering you to make informed choices that protect and propel your business forward.

Scroll -> bundle



Part Four: Selling to the Government offers an extraordinary insider's look into the lucrative world of government contracting. As the planet's largest buyer of goods and services, the government presents a massive opportunity, and this book is your key to unlocking it. Based on his extensive experience writing contracts and advising clients, Will Holmes provides a clear playbook on how to prepare your business, make the right connections with agency decision-makers, and consistently find opportunities at the federal, state, and local levels. You will learn the critical strategies for managing your cash flow on government projects and crafting winning proposals that make your company the clear choice, turning public sector entities into your most reliable and valuable customers.



Copyright 2025 Will Holmes

Q&A

Questions from the Chat!



Download Will's E-Books at <https://whcusa.com/downloads/>