

What is ChatGPT?

- AI assistant that answers questions and completes tasks instantly
- Helps write emails, captions, proposals, and business content
- Supports marketing, sales, customer service, and daily operations
- Works through simple conversation — just type like you're texting
- Available on web and mobile, no technical skills required



<https://chatgpt.com/>

What problems does ChatGPT Solve?

Too much time spent writing emails, posts, and responses daily

No budget to hire a copywriter, researcher, or assistant

Running out of ideas for marketing campaigns and promotions

Repetitive tasks taking time away from running the business

Struggling to keep up with consistent content creation

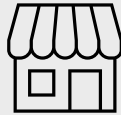


How Does ChatGPT Work?

- **Type a question or task** — use plain everyday language, no technical skills needed
- **AI generates a response** — instantly produces text, ideas, or step-by-step plans
- **Refine through conversation** — keep chatting to improve and adjust the output
- **Save and reuse** — store helpful responses and templates for future tasks
- **Connect apps and tools** — automate workflows by linking ChatGPT to other platforms

Specific Use Cases and Examples

Retail Shop



- Write product descriptions and promotional captions in seconds
- Generate email campaigns for sales, holidays, and new arrivals
- Brainstorm creative promotion ideas and seasonal marketing content
- Respond to customer inquiries faster with AI-drafted replies

Restaurant Owner



- Create weekly social media posts and menu highlight captions
- Draft responses to online reviews professionally and quickly
- Build staff training materials and onboarding documents
- Plan marketing campaigns around holidays and local events

General Contractor



- Write professional project proposals and client estimates faster
- Draft follow-up emails for leads and pending quotes automatically
- Create social media content showcasing completed projects
- Research local competitors and market pricing quickly

Competitors of ChatGPT

Feature/Function	ChatGPT	Claude	Gemini	Copilot
AI Writing & Content	Advanced	Advanced	Good	Good
Image Generation	Yes	No	Yes	Yes
App Integrations	Best-in-class	Limited	Google only	Microsoft only
Starting Price	Free / \$20mo	Free / \$20mo	Free	Free / \$30mo

Getting Started with ChatGPT - Costs

Plans	Price	Best For	Key Features
Free	\$0	Anyone getting started	Basic AI chat, limited access
Free Trial	\$0	New Plus users	Full Plus access free for first month
Plus	\$20/mo	Freelancers & small businesses	Faster responses, image generation, advanced models
Team	\$25-30/mo per user	Small teams	Collaboration, admin controls, higher usage limits

Getting Started with ChatGPT - Demo

<https://youtu.be/15ihbpyK2B0>

