SMART WEBSITE DESIGNERS
www.smartwebsitedesigners.co.uk

1:1 MENTORING · SESSION GUIDE

# AI from Scratch

Never used ChatGPT or Claude? Start here. We set it up together on your phone and laptop, and you learn exactly what to ask it.

| DURATION | FORMAT | INVESTMENT | INCLUDES |
|---|---|---|---|
| 90 minutes | 1:1 on Zoom or in Swansea | £175 | Written action plan |

**For example:** A florist goes from "what is AI?" to writing her first customer email with it in under an hour.

## Who this session is for

- You have heard about ChatGPT but never tried it, or tried once and gave up
- You worry about getting it wrong or doing something unsafe
- You want someone patient to sit with you and show you, step by step

## By the end, you will

- Understand in plain English what AI is and what it can do for your business
- Have a free AI tool set up on your phone and laptop
- Know how to ask good questions and get useful answers
- Know the simple safety rules that protect you and your customers

## What we will cover in 90 minutes

*Every session is built around your business. Timings are a guide, and we always go at your pace.*

| | |
|---|---|
| **0–10** mins | **Welcome and your business**<br>What you do, and the jobs you would love to get off your plate. |
| **10–25** mins | **AI explained simply**<br>What it is, what it is not, and the common fears, answered honestly. |
| **25–45** mins | **Setting up together**<br>Create a free account on your phone and laptop, step by step, at your pace. |
| **45–65** mins | **Your first real tasks**<br>Use it on real jobs from your own business, with Ian alongside you. |
| **65–80** mins | **Asking better questions**<br>A simple formula for getting great answers every time. |
| **80–90** mins | **Your action plan and questions**<br>Agree what you will try this week and ask anything you like. |

### What to bring

- A phone and a laptop or tablet
- Your email login, so we can set up a free account
- Two or three everyday jobs you would like help with

### What you will take away

- A free AI account set up on your devices
- A cheat sheet of ready-to-use prompts for your business
- Simple safety rules, written down
- Your written action plan



YOUR MENTOR

## Ian Brealey

Ian is a qualified tutor and Internal Quality Assurer (IQA) and a former Head of Training at Gower College Swansea. He has run Smart Website Designers for 10 years and uses AI and automation every day in his own business. He helps tradespeople, shop owners and service businesses save hours every week, and explains everything patiently, in plain English, at your pace.

## How booking works

**1**

### Book a free chat

A free 30-minute call to make sure the session is right for you.

**2**

### Pick your date

Choose a time that suits you from Ian's live calendar.

**3**

### Meet with Ian

On Zoom from anywhere, or in person in Swansea.

**4**

### Get your plan

Receive your written action plan after the session.

**Ready to book?** smartwebsitedesigners.co.uk/business-mentoring

Questions first? Email ian@smartwebsitedesigners.co.uk or call 07305 319667

This is practical business mentoring. It is not financial, legal or tax advice; for those matters, please speak to a qualified adviser.