

MASTERCLASSTEM

Artificial Intelligence for Business

Participant Guide

Asheboro Chamber of Commerce

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Applied AI Specialist



What is **MasterclassTEM**?

*The natural extension of the Taller de Expresión Musical —
where technology, music, and family grow together.*

There is something every MasterclassTEM student has in common: they arrived with questions and left with tools. Not theory — real tools they used the very same day they learned them.

MasterclassTEM was born from a simple question: why should technology feel intimidating, when it can be learned as naturally as music? Note by note, practice by practice, until it becomes part of you.

It is the educational extension of the Taller de Expresión Musical — a space that has spent years accompanying the Hispanic community — **in Asheboro and beyond its borders** — in its personal and artistic growth. Now that same spirit extends into applied technology.

Here you learn artificial intelligence in a practical way, in Spanish, at your own pace, with an instructor who doesn't just teach these tools — she uses them every day in her own work. Every class is designed so you leave with something concrete before the day is over.

The guide you're holding is just the beginning.
The best is yet to come — in the next class.

 [@MasterclassTEM](#)

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★ About the Instructor

María Eugenia Simancas

Educator · Instructional Designer · Applied AI Specialist

With over 25 years designing meaningful learning experiences, María Eugenia Simancas brings together high-level pedagogical training and hands-on expertise in artificial intelligence — a combination few professionals can offer.

She holds a Master's degree in Virtual Learning Environments (UMECIT, 2025), with research focused on teaching emerging technologies. As an instructor in the Northstar Digital Literacy program at Randolph Community College, she integrated AI tools as a practical layer on top of the existing curriculum, enriching the experience of dozens of Spanish-speaking adults in Asheboro, NC.

General assistants ChatGPT · Claude · Gemini · Grok · Copilot
Audio & video HeyGen · Suno · Fadr · SORA · Kling AI · Pica · Pictory · Flux
Productivity Gamma · Otter.ai · NotebookLM
Creative production Adobe Audition · Adobe Creative Suite

"I don't teach AI from theory — I use it every day and show you exactly how it can transform your work and your life."

Welcome

This guide is your reference companion for applying Artificial Intelligence in your business after the workshop. You don't need to read it cover to cover — use it like a manual: look up the topic you need, check the table that helps you, copy the prompt you're looking for.

<p>What you'll find here</p> <ul style="list-style-type: none"> → Key concepts explained without jargon → Reference tables to consult at home → Full platform comparison chart → Prompting rules with real examples → Use cases for local businesses → Basic glossary of terms 	<p>How to use it</p> <ul style="list-style-type: none"> → Save this document on your phone → Use it when you're about to write a prompt → Check the comparison before choosing a tool → Share it with your team → The English version is on the reverse side → No need to memorize anything!
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1 What is Artificial Intelligence?

AI is not new — it has been around for over 70 years.

Artificial Intelligence is the ability of computers to perform tasks that normally require human intelligence: understanding language, recognizing images, making decisions, and learning from experience. What changed recently isn't the technology itself — it's the **speed, cost, and accessibility**.

Year	Milestone
1950	Alan Turing proposes the imitation game — the first test of artificial intelligence
1997	Deep Blue (IBM) defeats world chess champion Garry Kasparov
2012	Deep learning revolution — machines recognize images better than humans
2022	ChatGPT reaches the general public — 1 million users in 5 days
Today	Access from your phone, free, in seconds. The barrier is gone.

Remember: AI is like electricity — we don't ask whether we want to use it, we just use it. The question is how to use it well. — Javier Ideami

Why is now different?

Before, only labs with millions of dollars could use advanced AI. Today, anyone with a phone and an internet connection has access to tools more powerful than what major companies used just 10 years ago.

The change is not just technological — it's cultural. AI is redefining what it means to be productive, what skills have value, and how businesses compete.

2 How Does It Work? — Tokens & Learning

What is a token?

A token is the smallest unit the AI processes. It's not exactly one word — it can be a syllable, a full word, or a punctuation mark. When you write a message, the AI splits it into tokens before processing it.

<p>"The house is blue" ~5 tokens Simple sentence</p>	<p>One page of text ~400 tokens Short document</p>	<p>A complete novel ~150,000 tokens Long document</p>
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Why does this matter?

- Models have a context limit — how much they can "remember" in a conversation, measured in tokens.
- Models with more tokens = more expensive and slower, but they can handle longer documents.
- If a conversation gets very long, the AI may "forget" what you said at the beginning.

How does AI learn?

AI learns by reading massive amounts of text — books, articles, websites, code — and identifying statistical patterns. It learns that after "Good" often comes "morning" or "evening". After "The capital of France is" usually comes "Paris".

Important: AI doesn't "understand" like humans do. It has no consciousness or intentions. What it does is predict the next most likely piece of text based on its training. That is its magic — and also its limitation.

<p>AI CAN...</p> <ul style="list-style-type: none"> ✓ Write, summarize, and translate text ✓ Answer complex questions ✓ Analyze documents and data ✓ Generate creative ideas ✓ Explain concepts in multiple ways 	<p>AI CANNOT...</p> <ul style="list-style-type: none"> ✗ Verify if what it says is true (watch out!) ✗ Remember previous conversations (without setup) ✗ Access the internet in real time (by default) ✗ Feel, have opinions, or exercise judgment ✗ Replace your experience and critical thinking
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Remember: Hallucinations: AI can invent data, dates, or quotes with total confidence. Before using critical AI-generated information — prices, statistics, names — always verify from a reliable source.

3 Types of Models — The AI Universe

There is no single 'the AI'. There are hundreds of specialized models, each built for a different task. Here are the most relevant ones for your business:

Type	What it's for	Main tools
Text (LLMs)	Conversation, writing, summarizing, translating, analyzing documents	Claude, ChatGPT, Gemini, Grok, Copilot
Image	Create images from a text description or edit photos	Midjourney, DALL-E, Flux, Adobe Firefly
Audio & Voice	Create music, transcribe audio, generate narration	Suno, Fadr, HeyGen, Adobe AI, Otter.ai
Video	Generate or edit video from text or images	SORA, Kling AI, Pica, Pictory, Runway
Data	Analyze spreadsheets, create reports, predict trends	Julius AI, ChatGPT with Code Interpreter
Productivity	Transcribe meetings, create presentations, organize tasks	Otter.ai, Gamma, NotebookLM, Copilot

Remember: Where to start: focus first on Text models (LLMs). They are the most versatile, the most accessible, and the ones that deliver the fastest results for any business.

4 Platform Comparison

All of them are good. The key is knowing which one is best for what:

Platform	Company	Best for	Base price	Free?
Claude	Anthropic	Deep analysis, long documents, ethical reasoning. Very honest about its limitations.	\$20/mo (Pro)	Yes
ChatGPT	OpenAI	General use, image generation (DALL-E), plugin ecosystem. Most widely known.	\$20/mo (Plus)	Yes
Gemini	Google	Real-time web search. Native integration with Google Drive, Docs, and Gmail.	\$20/mo	Yes
Grok	xAI (X)	Real-time news via X/Twitter. Direct and informal tone. Very up to date.	Included in X Premium	Limited
Copilot	Microsoft	Built into Word, Excel, and Teams. Ideal for businesses using Microsoft 365.	\$30/user/mo	Limited
Perplexity	Perplexity AI	Research with cited sources. Works like a conversational search engine.	\$20/mo (Pro)	Yes

Remember: If you have to choose just one platform to start: use Claude.ai or ChatGPT on their free plan. Try both with the same question and decide which feels more natural to you.

5 How to Write a Great Prompt

A prompt is the message you write to the AI. The quality of the response depends directly on the quality of your question. These are the 5 fundamental rules:

1 Be specific

<p>X Without the rule: <i>Bad: "Write me an email."</i></p>	<p>✓ Applying the rule: <i>Good: "Write me a formal email in English for a client who hasn't paid their invoice in 30 days. Professional but firm tone. Maximum 3 paragraphs."</i></p>
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2 Give it context

<p>X Without the rule: <i>Bad: "Give me ideas for my business."</i></p>	<p>✓ Applying the rule: <i>Good: "I own a women's clothing store in Asheboro, NC. I have 2 employees and my main customers are women between 30 and 55. Give me 5 ideas to increase sales this summer."</i></p>
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3 Request the format you need

<p>X Without the rule: <i>Without format: The AI decides how to present the answer.</i></p>	<p>✓ Applying the rule: <i>With format: "Give me the answer in 5 brief bullet points.", "As a 3-column table.", "In fewer than 100 words.", "With emojis for Instagram."</i></p>
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4 Iterate — don't start over

<p>X Without the rule: <i>Don't do this: delete everything and write a new prompt if you didn't like the response.</i></p>	<p>✓ Applying the rule: <i>Do this: "Make it shorter.", "Change the tone to more casual.", "Add a concrete example.", "Translate it to Spanish keeping the same tone."</i></p>
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5 Assign a role to the AI

<p>X Without the rule: <i>Without a role: The AI responds generically.</i></p>	<p>✓ Applying the rule: <i>With a role: "Act as a digital marketing expert for small businesses.", "You are an accountant explaining finances to someone with no experience."</i></p>
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6 AI in Your Business — Real Use Cases

Immediate use — starting today, for free

Task	How to use it	Suggested tool
Professional emails	Draft, reply, and translate. Give it the context and tone you need.	Claude, ChatGPT
Social media posts	Request content for Instagram, Facebook, or LinkedIn with hashtags and emojis.	Claude, ChatGPT
Customer service	Generate template replies for FAQs, phone scripts, website FAQ pages.	Claude, ChatGPT
Summarize documents	Paste a long contract and ask: summary in 5 points anyone can understand.	Claude, ChatGPT
Ideas & brainstorming	10 ideas for promotions, product names, seasonal marketing strategies.	Claude, ChatGPT, Gemini
Translations	Translate business communications while keeping the original tone.	DeepL, Claude, ChatGPT

Intermediate level — with a little more practice

Task	How to use it	Suggested tool
Data analysis	Upload your Excel sales sheet and ask: which product sells most on weekends?	ChatGPT (Code)
Presentations	Type your topic and get complete, designed slides in 2 minutes.	Gamma.app
Meeting transcriptions	Record your meetings and get automatic transcription and summary by email.	Otter.ai
Video marketing	Convert a blog post into a video with narration and automatic subtitles.	Pictory
Video avatar	Create a digital avatar that speaks for you in marketing videos.	HeyGen
Research	Search for information with cited sources, ideal for comparing suppliers or prices.	Perplexity

Remember: Where to start: pick ONE task you do every week (emails, posts, client replies) and use AI to help with it for 7 consecutive days. The habit forms through practice, not theory.

7 Advantages & Disadvantages

✓ ADVANTAGES	✗ DISADVANTAGES
<ul style="list-style-type: none">✓ Available 24/7, never gets tired✓ Brutal speed on repetitive tasks✓ Low cost versus hiring specialists✓ Multilingual with no extra effort✓ Learns your style if you train it well✓ Lowers the barrier to entry for everyone✓ Democratizes access to professional-grade tools	<ul style="list-style-type: none">◦ Can invent data with full confidence◦ No memory between sessions (without paid plan)◦ Doesn't know your business without prior context◦ Never enter sensitive client data◦ Generic responses with vague prompts◦ Risk of dependency without maintaining critical thinking◦ Needs verification before publishing or sending

The golden rule:

Remember: AI is your assistant, not your boss or your official proofreader. You always have the final word. AI amplifies your work — it doesn't replace it.

"AI can make you smarter, but it can also make you more dependent."

— Javier Ideami, AI & Innovation Expert

8 Recommended Tools

All tools marked with ★ have a functional free version to get started.

Category	Tool	What for	Price
Text assistant ★	Claude.ai	Texts, analysis, documents	Free / \$20 Pro
Text assistant ★	ChatGPT	General use, images, plugins	Free / \$20 Plus
Text assistant ★	Gemini	Web search, Google Suite	Free / \$20 Advanced
Presentations ★	Gamma.app	Professional slides in minutes	Free / \$10 Plus
Transcriptions ★	Otter.ai	Meetings & automatic notes	Free / \$16.99 Pro
Research ★	Perplexity	Search with cited sources	Free / \$20 Pro
Video avatar	HeyGen	Videos with your digital avatar	From \$29/mo
Video from text	Pictory	Article → automatic video	From \$19/mo
Music with AI ★	Suno	Create songs from text	Free / \$8 Pro
Image with AI ★	DALL-E (ChatGPT)	Images for marketing	Included in ChatGPT Plus

9 Basic Glossary

AI (Artificial Intelligence)	The ability of computers to perform tasks that normally require human intelligence, such as understanding language, recognizing images, and making decisions.
LLM (Large Language Model)	A large language model — the type of AI behind Claude, ChatGPT, and Gemini. Trained on enormous amounts of text.
Token	The smallest unit of text the AI processes. It can be a syllable, a word, or a punctuation mark.
Prompt	The message or instruction you write to the AI. The quality of the prompt determines the quality of the response.
Hallucination	When AI invents false information with total confidence. The most common error and the most important to detect.
Context	The information you give the AI at the start of a conversation so it understands your situation, business, or need.
Iteration	The process of improving the AI's response by giving additional instructions instead of starting over.
Model	The specific version of AI you are using (e.g., Claude Sonnet, GPT-4o). Each model has different capabilities and costs.
Freemium	A business model where the basic version is free and advanced features have a monthly cost.
API	An interface that allows developers to integrate AI directly into their own applications or websites.
Multimodal	AI that can process different types of information at once: text, images, audio, and video.
AI Agent	AI capable of performing tasks autonomously, making decisions and executing actions in sequence without human intervention.

10 My Next Steps

Real learning starts when you close this document and open a chat window with the AI. Here are your three commitments for this week:

**Step
1**

Create a free account

Open claude.ai or chat.openai.com and create your account. No credit card needed. Have your first conversation about your business today.

**Step
2**

Delegate a repetitive task

Identify one task you do every week (emails, posts, client replies) and let AI help you with it for 7 consecutive days.

**Step
3**

Teach it to someone

Share this guide with a colleague, employee, or family member. Explaining what you learned is the best way to consolidate it.

"The competition isn't AI — it's whoever uses it best."

— Adriana Noreña, VP of Google for Latin America

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PART A — Generic Prompts

Copy the prompt, replace the text in brackets [] with your business information, and paste it into Claude.ai or ChatGPT.

📍 1. Business Description

Write an engaging description for Google My Business for [your business name]. Business type: [type of business]. Location: [city]. Main services: [list your services]. Tone: professional and friendly. Maximum 250 words.

Customize: Replace the text in []

📄 6. Product Description

Write a sales description for [product or service name] from [your business name]. Price: \$[price]. Main benefit: [benefit]. Target audience: [type of client]. Tone: [formal/informal]. Maximum 80 words.

Customize: Replace the text in []

📷 2. Instagram Post

Create an Instagram post about [topic or product/service] for [your business name]. Include an attention-grabbing opening line, brief description, call to action, and 10 relevant hashtags. Add emojis.

Customize: Replace the text in []

👤 7. Welcome Email

Write a welcome email for a new client of [your business name]. Include: thank you message, what they can expect, a special benefit for being a new client, and how to contact us. Tone: warm and professional.

Customize: Replace the text in []

✉️ 3. Follow-up Email

Write a follow-up email for a potential client of [your business name] who showed interest in [product/service] but hasn't responded in [number] days. Tone: professional and friendly. No pressure. Maximum 3 paragraphs.

Customize: Replace the text in []

📞 8. Sales Call Script

Write a 2-minute script for a sales call from [your business name] offering [product/service] to [type of client]. Include: greeting, brief presentation, main benefit, handling the most common objection, and closing.

Customize: Replace the text in []

★ 4. Response to Negative Review

Write a professional response to this negative review of [your business name]: [paste the review text here]. Tone: empathetic, no excuses, offering a solution. Maximum 100 words.

Customize: Replace the text in []

📄 9. Summarize a Document

Read the following [contract/report/article] and give me: 1) Summary in 5 key points, 2) The 3 most important points I should remember, 3) Whether there is anything concerning I should review with a professional. [Paste document here]

Customize: Replace the text in []

💡 5. Promotion Ideas

Give me 8 promotion ideas for [your business name] during [season or month]. My main clientele is [client description]. Approximate budget: \$[amount]. Include both free and paid ideas.

Customize: Replace the text in []

🧠 10. Marketing Brainstorm

Act as a marketing expert for small businesses. I own [your business name] — [type of business] in [city]. My main challenge right now is [challenge]. Give me 10 concrete, actionable ideas with a limited budget.

Customize: Replace the text in []

PART B — Filled-in Examples

The same 10 prompts ready to copy as-is — using the fictional business "El Buen Sabor Restaurant" as a reference for how yours should look.

1. Business Description

Write an engaging description for Google My Business for El Buen Sabor Restaurant. Business type: Mexican restaurant. Location: Asheboro, NC. Services: family dinners, takeout, catering. Tone: professional and friendly. Maximum 250 words.

Customize: Example: El Buen Sabor Restaurant

6. Product Description

Write a sales description for the Traditional Mole Negro plate from El Buen Sabor Restaurant. Price: \$18.99. Benefit: authentic family recipe. Target audience: lovers of traditional Mexican food. Tone: warm. Maximum 80 words.

Customize: Example: El Buen Sabor Restaurant

2. Instagram Post

Create an Instagram post about our Mother's Day special for El Buen Sabor Restaurant. Include an attention-grabbing opening line, description of the special menu, call to action, and 10 hashtags. Add emojis.

Customize: Example: El Buen Sabor Restaurant

7. Welcome Email

Write a welcome email for a new client of El Buen Sabor Restaurant. Include: thank you, menu description, 10% discount on their next visit, and our WhatsApp number. Tone: warm and welcoming.

Customize: Example: El Buen Sabor Restaurant

3. Follow-up Email

Write a follow-up email for a potential client of El Buen Sabor Restaurant who asked about event catering but hasn't responded in 5 days. Tone: professional and friendly. No pressure. Maximum 3 paragraphs.

Customize: Example: El Buen Sabor Restaurant

8. Sales Call Script

Write a 2-minute script for a sales call from El Buen Sabor Restaurant offering catering for corporate events to Asheboro businesses. Include greeting, presentation, key benefit, price objection handling, and closing.

Customize: Example: El Buen Sabor Restaurant

4. Response to Negative Review

Write a professional response to this negative review of El Buen Sabor Restaurant: 'The food took 45 minutes and arrived cold. The server was rude.' Tone: empathetic, no excuses, offering a solution. Maximum 100 words.

Customize: Example: El Buen Sabor Restaurant

9. Summarize a Document

Read the following commercial lease agreement and give me: 1) Summary in 5 key points, 2) The 3 most important points I should remember, 3) Whether there is anything I should review with a lawyer. [Document text]

Customize: Example: El Buen Sabor Restaurant

5. Promotion Ideas

Give me 8 promotion ideas for El Buen Sabor Restaurant during the summer. My main clientele is Hispanic families with children. Approximate budget: \$500. Include both free and paid ideas.

Customize: Example: El Buen Sabor Restaurant

10. Marketing Brainstorm

Act as a marketing expert for small businesses. I own El Buen Sabor Restaurant — Mexican restaurant in Asheboro, NC. My main challenge is attracting customers on weekdays. Give me 10 concrete ideas with a limited budget.

Customize: Example: El Buen Sabor Restaurant