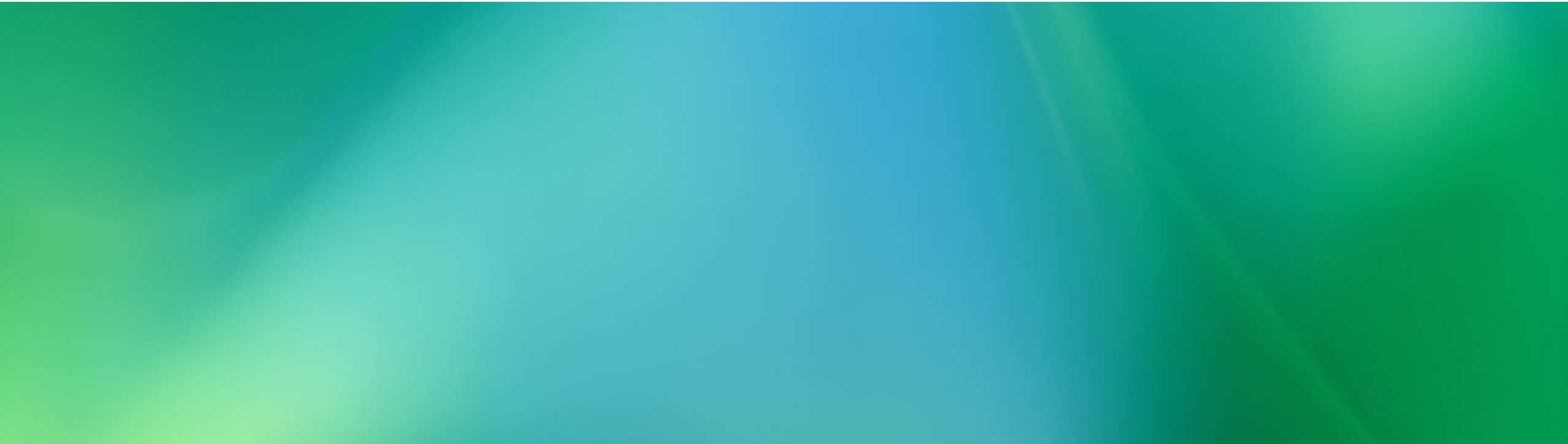


OpenAI Academy

ChatGPT for Small Business

Houston | September 21, 2026



Get ready

- Join Wi-Fi
- Open ChatGPT and sign in to the intended account.
- Claim your upgrade.
- Confirm that Chat and Work are visible.
- Think of one recurring customer or business task.
- Raise your hand if you need help.

Build practical skills with
ChatGPT—and leave with a workflow
your business can run again.

Today's plan

- 01 Welcome and setup
- 02 Lesson 1: Prompting and setup
- 03 Lesson 2: Research and communications
- 04 Coffee break
- 05 Lesson 3: Put ChatGPT Work to work
- 06 Build, share, and close

Watch



Try



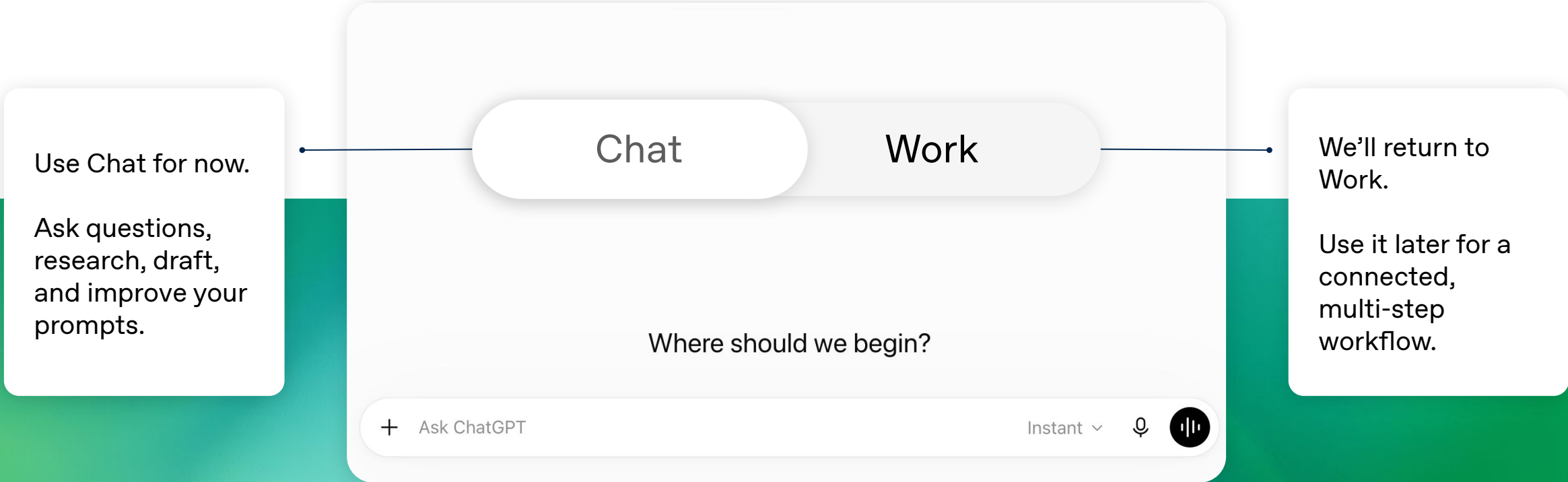
Share



Let's get a quick sense
of who's in the room.

Raise your hand if...

Chat now. Work later.



Lesson 1

Prompting and setup

What is a prompt?

A prompt is the question, instruction, or task you give ChatGPT.

Start in your own words and add details that help.

What is prompting?

Prompting is the practice of giving instructions or inputs to a large language model (LLM) like ChatGPT to guide its response. A *prompt* can be as simple as a question or as complex as a multi-step scenario with constraints, goals, and examples. The way you structure a prompt has a significant impact on the quality, relevance, and accuracy of the output.

What Is Prompting?

At its core, prompting is how you *communicate* with an LLM to get the result you want. It's similar to writing a query or giving directions:

- **Simple prompt:** "Summarize this article."
- **Detailed prompt:** "Act as a legal analyst. Summarize the key privacy concerns in the following article in bullet points, with citations."

Prompts can be phrased in natural language and don't require programming knowledge, which makes them powerful tools for non-technical users.

Three ingredients of a useful prompt



Task:

**What should
ChatGPT do?**



Context:

**What should
ChatGPT know?**



Expectation:

**What does good look
like?**

Okay

Task

Reply to a negative customer review.

**Better**

Task + context

Reply to this 2-star review. The customer says: “My anniversary bouquet arrived late and looked nothing like the photo.” This is for Harbor Bloom, a neighborhood florist.

**Best**Task + context +
expectation

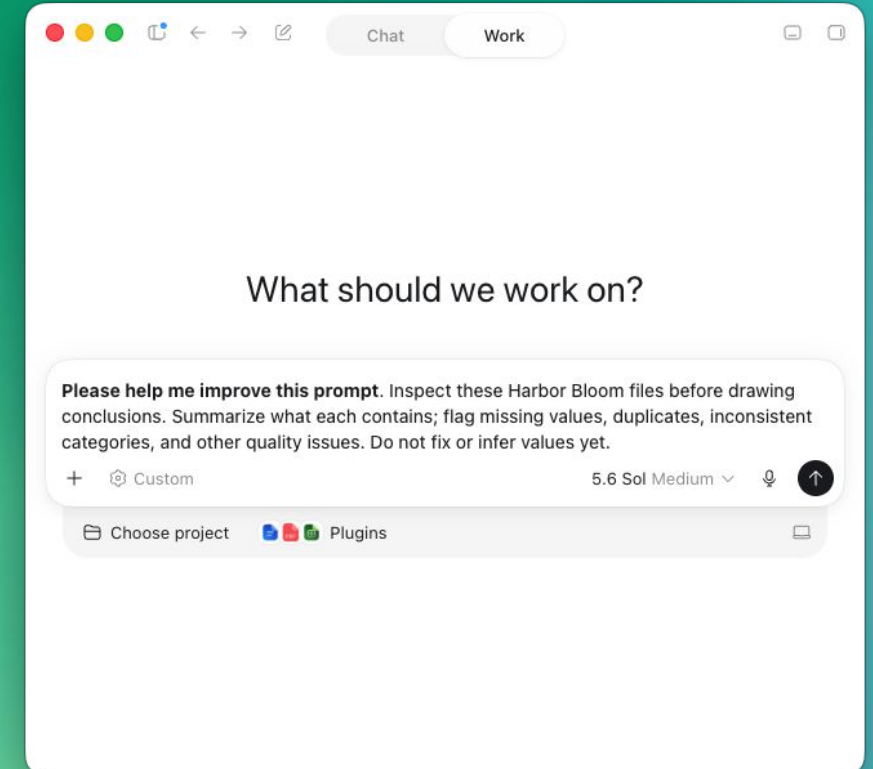
Reply to this 2-star review. The customer says: “My anniversary bouquet arrived late and looked nothing like the photo.” This is for Harbor Bloom, a neighborhood florist. Make it warm and direct, under 60 words.



Pro tip: Ask ChatGPT to improve a prompt

Ask ChatGPT to help you write and refine prompts.

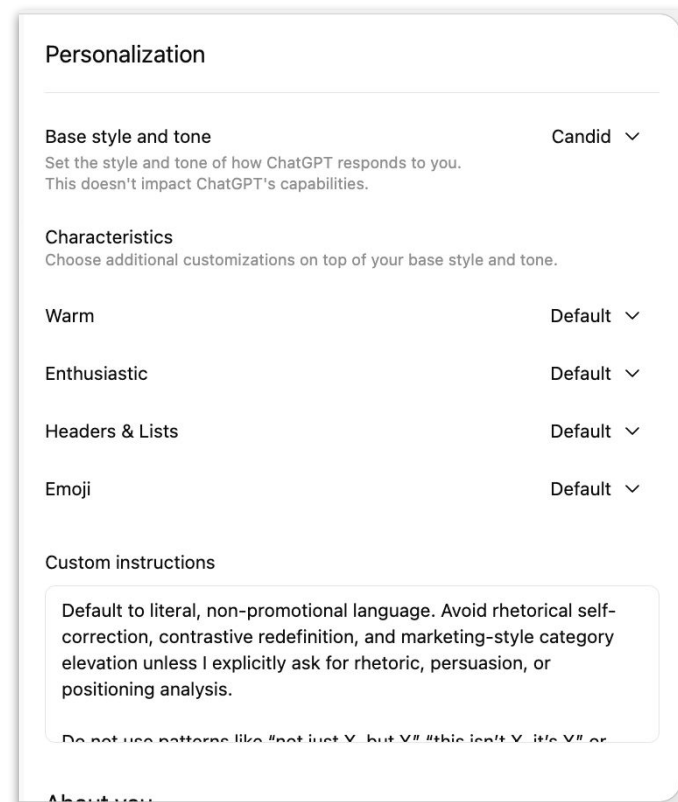
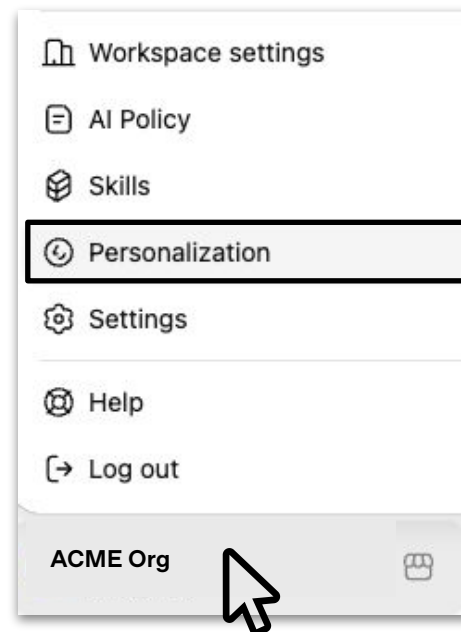
- Turn this rough idea into a stronger prompt
- Ask me three questions to make this prompt more specific
- Give me three different approaches before drafting



Personalize your experience

1. Go to **Personalization** by clicking on your profile banner.
2. Select Personalization and select your preferred style, tone and characteristics.
3. Input any custom instructions.

Memory inside of ChatGPT works thoughtfully and natively: it carries relevant context across conversations and keeps it up to date automatically.



Use AI responsibly



Keep a person responsible for important decisions



Use only information you are allowed to share



Follow your business and platform policies



Name missing context, assumptions, and gaps



Keep customer and sensitive business information private



Review before sending, publishing, or acting

Work with a partner to improve one prompt

1. Introduce yourself and choose one business task below
2. Draft the request in your own words
3. Add Task, Context, and Expectation
4. Run it and iterate

Choose one

- Respond to a customer review
- Draft a promotion for a slow time of day

Let's hear from you.

What changed when you added
context?

Which change made the result
more useful?

Lesson 2

Research and communications

Research one business question and communicate the finding

Find current information, inspect the sources, and adapt the result for two audiences.

Inputs

- One focused business question
- Customer and location context

Outputs

- A finding supported by sources
- A customer message and owner briefing

What you'll learn

- Search and Deep Research
- Source checking
- Adapting communication
- Projects

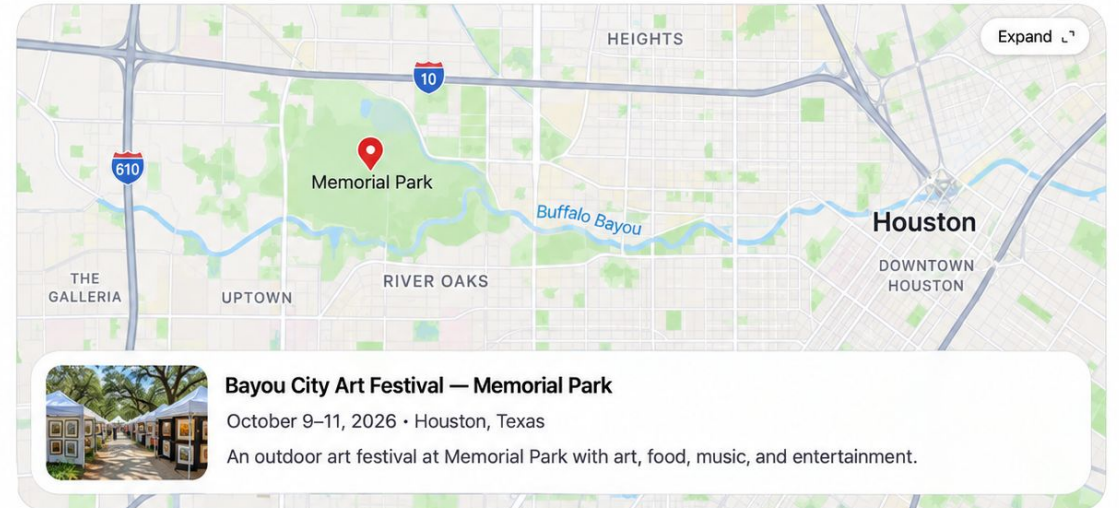
Search

Find current information with sources.

How to use it

- Search for current public guidance
- Open the source and double check important details
- Take note of anything that needs verification

 **Web search** Find up to five public events in Houston in the next 60 days that could matter to a neighborhood florist. Show the event, date, and link.



Illustrative Houston example

Here is one Houston event to investigate for seasonal customer messaging. Its relevance to Harbor Bloom is an idea to explore, not a confirmed partnership.

Event	Date	Why it could matter to a florist
<u>Bayou City Art Festival — Memorial Park</u>	Oct. 9–11, 2026	An arts-focused weekend may offer a timely theme for bouquets, gifts, or customer messaging. Check organizer requirements before pursuing vendor activity. Harbor Bloom has no stated affiliation.
Official festival page		

Deep Research

Investigate a larger question across multiple trustworthy sources.

How to use it

- Start with a clear research question
- Add reference material as **context**, like your website or approved business documents
- Inspect sources

 **Deep research** Research flower shops serving Houston. Compare their bouquet prices, delivery fees, minimum orders, subscriptions, wedding services, reviews, positioning, guarantees, and promotional strategies. Normalize prices where possible by arrangement size or stem count. Identify pricing gaps and recommend a three-tier pricing structure for my shop: everyday, premium, and luxury.

Illustrative report preview



Harbor Bloom: Houston Flower Shop Pricing and Positioning



Harbor Bloom: Houston Flower Shop Pricing and Positioning

Executive summary

Research scope. Compare published bouquet prices, delivery fees, minimum orders, and arrangement sizes at flower shops serving Houston. Review subscriptions, wedding services, positioning, guarantees, and promotions where information is available.

How to read the comparison. Prices are only comparable when size and included services are clear. Mark missing stem counts, delivery charges, or minimums as unspecified.

Pricing options. Consider everyday, premium, and luxury tiers as starting points for testing. Harbor Bloom's costs, margins, and customer demand must inform final prices.

Use this example to review the comparison, open the source pages, and check assumptions before making a pricing decision.

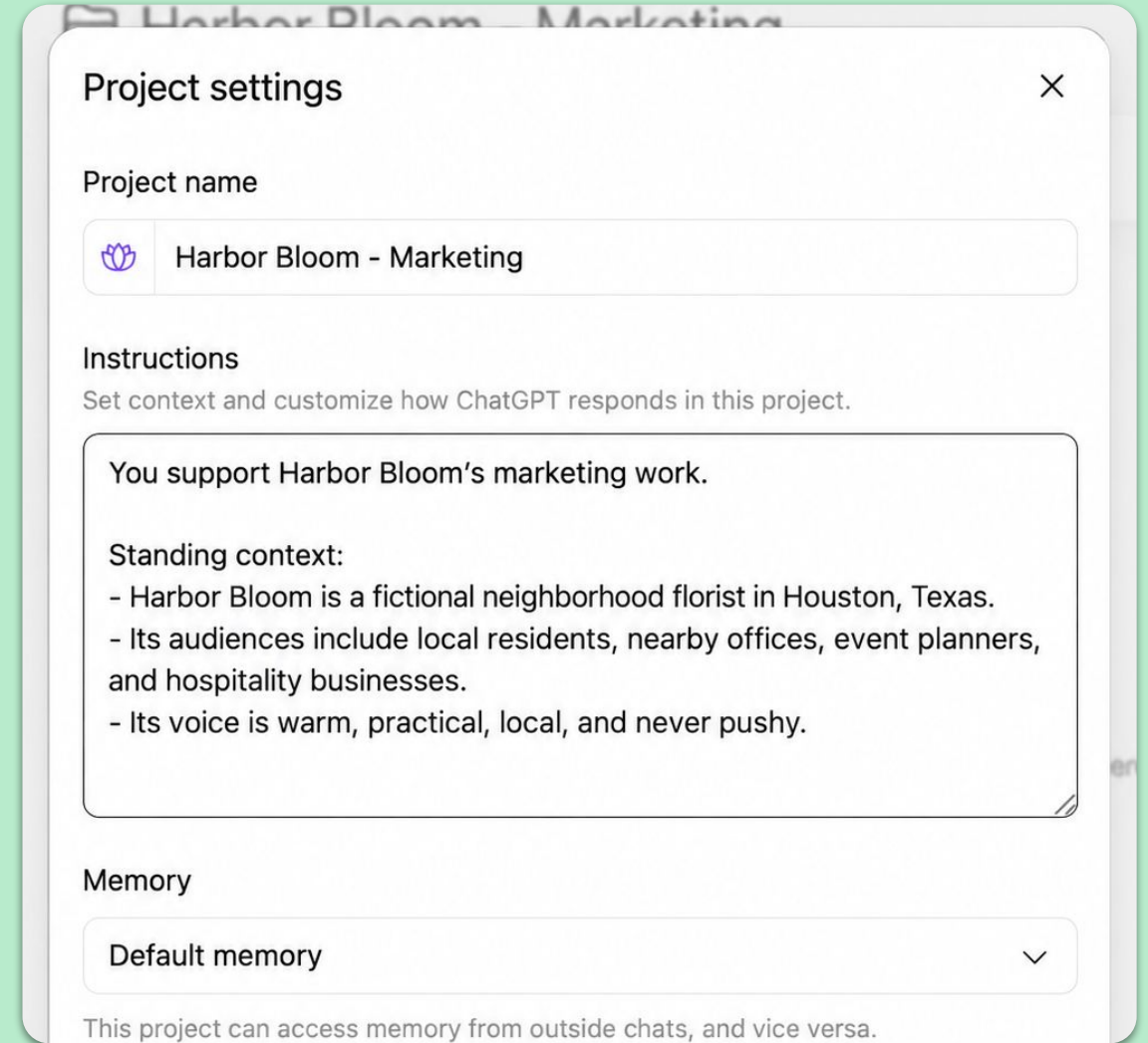


Projects

Keep related chats, files, and instructions together.

How to use it

- Create a Project
- Add reference material as **context**, like your website or approved business documents
- Add **expectations** as instructions, like audience, tone, or review steps.
- Start a new chat for a new **task**.



Project settings

Project name

Harbor Bloom - Marketing

Instructions

Set context and customize how ChatGPT responds in this project.

You support Harbor Bloom's marketing work.

Standing context:

- Harbor Bloom is a fictional neighborhood florist in Houston, Texas.
- Its audiences include local residents, nearby offices, event planners, and hospitality businesses.
- Its voice is warm, practical, local, and never pushy.

Memory

Default memory

This project can access memory from outside chats, and vice versa.

Research one business question. Choose your output.

1. Choose a question for your business. Example:

What current customer or local trends could inform one promotion for my business?

Or use your own.

2. Use **Search** or **Deep Research**. Inspect sources.
3. Turn what you learn into one useful **output**, like a customer message.
4. Flag anything that still needs checking.

Ready for more?

- Turn it into a finished deliverable: a brief, checklist, flyer, or plan.
- Ask for it in a format you already use: a Word document, spreadsheet, slide deck, or PDF.
- Organize useful chats and sources into a **Project**.

Let's hear from you.

Which of the sources you found
was most useful?

How did it change your approach
or your thinking?

What questions do you still have?

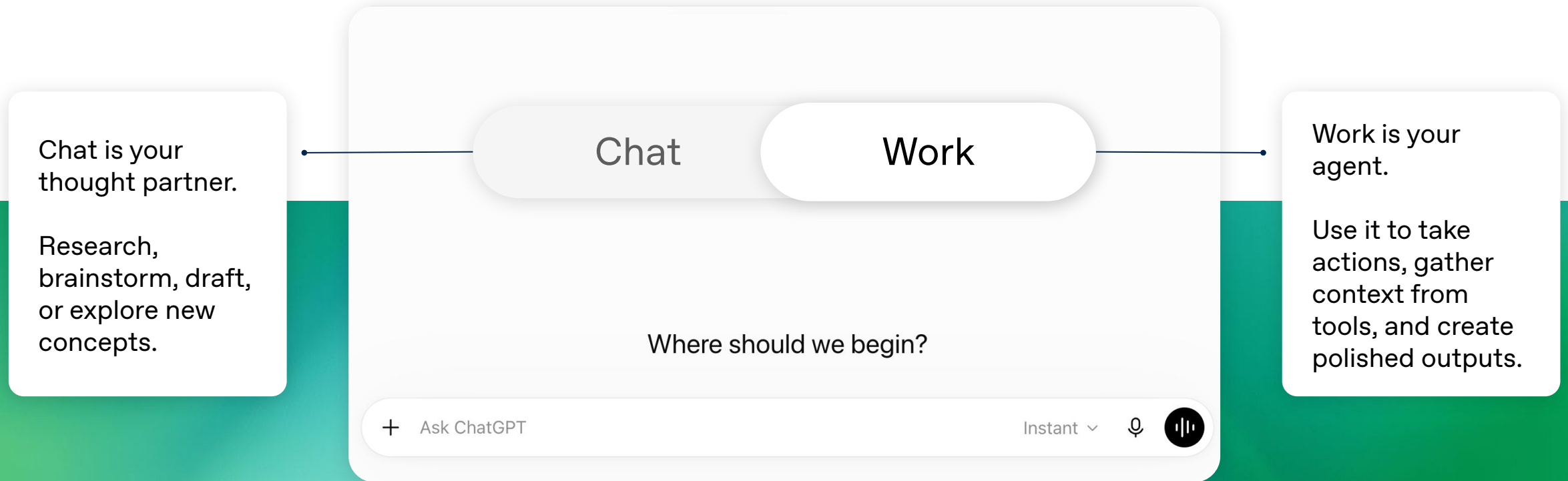
Coffee Break

15 minutes

Lesson 3

Put ChatGPT Work to ... work

Chat and Work: what's the difference?



Plan Harbor Bloom's weekly deliveries

Use one delivery Sheet to create calendar holds and driver email drafts. Then save the method as a Skill and schedule it to run each week.

Inputs

- One delivery Sheet with order and driver details
- Connected Google Drive, Calendar, and Gmail

Outputs

- Calendar holds with delivery details
- Three unsent driver email drafts
- A reusable Skill and weekly Scheduled Task

What you'll learn

- Work across connected apps with plugins
- Keep emails in draft for review
- Save and schedule a repeatable workflow

When to use Chat

When the task is
exploratory,
ambiguous, and
conversational

When **personality** and
nuance matter

When you need **quick
responses** and
frequent iterations

When to use **Work**

When your task
requires **multi-step**
execution

When you need a
polished output such
as a report, slides, or a
site

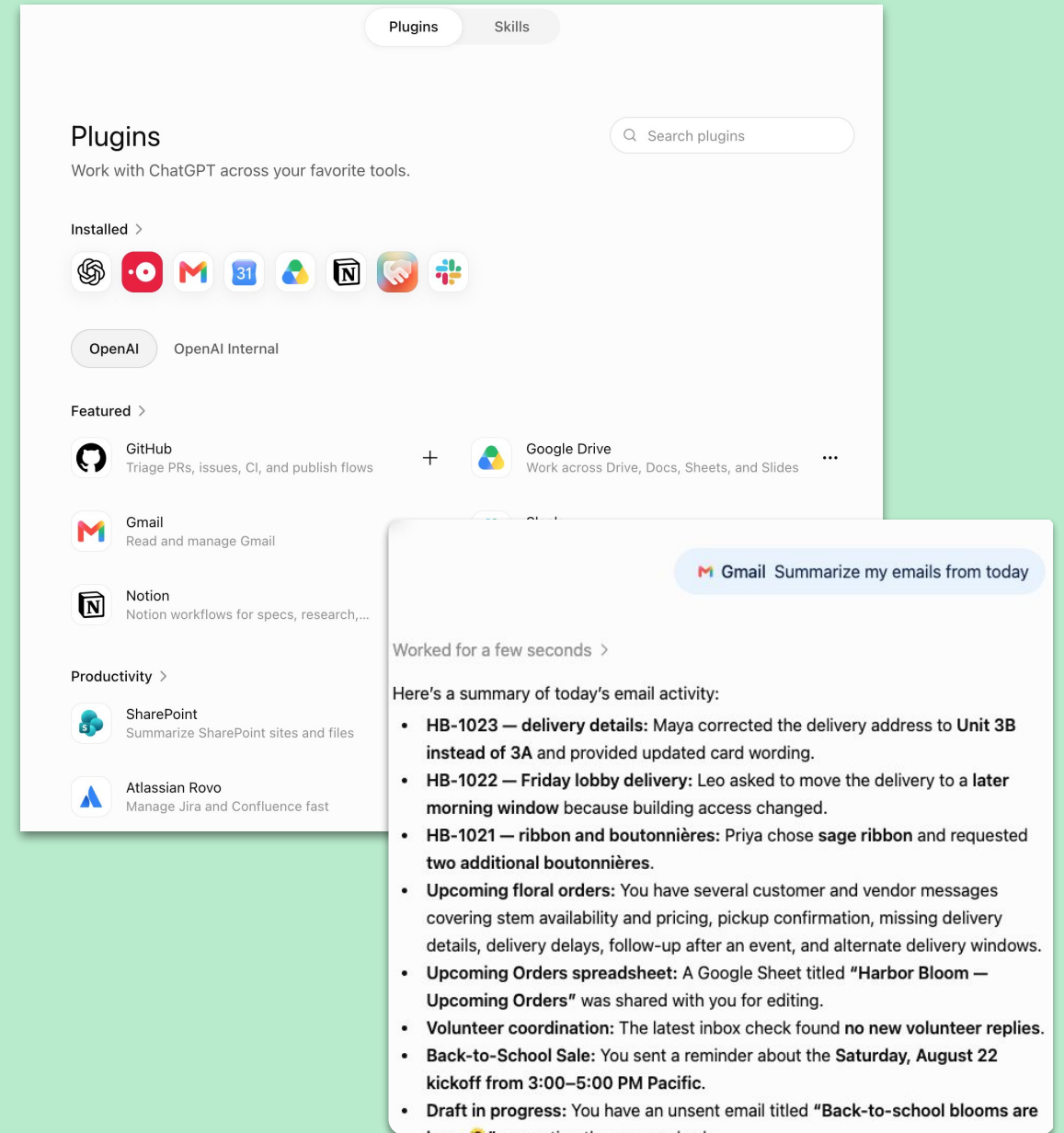
When your task uses
multiple tools, files,
or applications

Plugins

Use ChatGPT to find information and take approved actions across the apps your business already uses.

How to use it

1. Connect the apps you need.
2. Ask ChatGPT to find the right information.
3. Review what it proposes.
4. Approve before it takes action.



Skills

Save a repeatable way of working so ChatGPT can use it again.

How to use it

1. Start with a task that already works.
2. In Work, ask Skill Creator to save the tested steps as a Skill.

Examples

- *Apply my email voice*
- *Triage and prioritize my email*
- *Declutter my emails*
- *Apply my brand guidelines*

Create Brand Skill · Work



harbor-bloom-brand-guidelines.pdf
PDF

Create a skill that applies the attached brand guidelines to whatever I am working on.

Worked for 4m 12s >

Created and installed **Harbor Bloom Brand**.

It applies the guidelines across copy, email, documents, presentations, websites, spreadsheets, and imagery while preserving facts and flagging missing details. The original PDF is bundled as the authoritative reference.

Use it with: Use `$harbor-bloom-brand` to revise this...

[View skill instructions](#) · [Open skill](#) ↗

If it does not appear immediately, refresh the Skills page.



SKILL.md
Document



Scheduled Tasks

Run a tested task again on a schedule.

How to use it

- Start with a task that already works.
- Set when it runs and what it should produce.
- Review the first result before it repeats.

Examples

- Every morning: prepare my priorities from my calendar and inbox.
- Every Friday: summarize customer feedback.

Weekdays

⋮ ⓘ ✕

Daily Email Triage

PROMPT

Review my emails and prioritize them. Include sections for 1) where I am a blocker or someone is waiting on a response from me, 2) VIP customers or partners, 3) FYI that can be scanned and archived.

FREQUENCY

Repeat	Custom ▾
Frequency	Weekly ▾
Days of the week	Mon, Tue, Wed, Thu, & Fri ▾
Time	8:00 AM ▾
End repeat	Never ▾

Build a workflow your business can run again

Build and test

- **Plan** Give Work the recurring job, context, and useful output. Ask for a plan and clarifying questions.
- **Build** Create one useful version.
- **Review & save** Check facts, assumptions, and the human review point. Save the method as a reusable prompt, Project, or Skill.
- **Guardrail** Keep it in draft. Don't send, publish, schedule, or edit records.

Use your own business—or a fictional example.

Examples:

- Prioritize new inquiries and draft replies.
- Review weekly orders and flag what needs follow-up.
- Turn customer feedback into themes and next steps.
- Find a local marketing opportunity and build a content plan.

Let's hear from you.

What did you build?

What repeated job did it handle?

What would a person review—and
how will you reuse it?

Reuse what works

2 minutes

Projects

Keep context, sources, and instructions organized.

Plug-ins and Skills

Connect to your tools and re-use a method.

Scheduled Tasks

Repeat after you've tested it.

What's next?

Name one workflow you will improve this week.

Thank you for joining us.

Keep learning and building with OpenAI Academy.

Feedback

Help us improve by taking our 4-minute feedback survey.

tinyurl.com/scorehoustonsurvey



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