

# The Power of AI Tools: A Starter Guide

Duration : 8 hours

## **Chapter 1: Introduction to AI Tools and Prompt Engineering (1 Hour)**

**Objective:** Build foundational knowledge of AI tools and the importance of prompts.

1. Overview of AI in Creative and Analytical Work
    - Basics of generative AI and its applications.
    - Introduction to text-based and image-based AI tools.
  2. Understanding Prompt Engineering
    - Crafting effective prompts: Clarity, context, and specificity.
    - Common mistakes and how to avoid them.
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## **Chapter 2: ChatGPT Basics for Creative Content (2 Hours)**

**Objective:** Learn to create brand-aligned and engaging text content using ChatGPT.

1. Writing Product Descriptions
    - Creating concise and appealing product descriptions.
  2. Generating Marketing Copy
    - Writing taglines, social media posts, and email content.
  3. Refining and Enhancing Text
    - Improving tone, grammar, and overall readability.
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## **Chapter 3: ChatGPT for Data Analysis and Insights (1 Hour)**

**Objective:** Explore how ChatGPT can be used to analyze and summarize data.

1. Summarizing Traffic and Conversion Data
    - Generating actionable insights from raw data.
  2. Writing Clear Reports
    - Crafting concise summaries and recommendations.
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## **Chapter 4: Basics of Image Generation and Prompting (2 Hours)**

**Objective:** Understand the basics of AI image generation tools like MidJourney.

**1. Introduction to Image Generation Tools**

- Overview of MidJourney and its alternatives.
- Navigating features and settings.

**2. Structuring Image Prompts**

- Key elements of effective prompts for visuals (style, theme, detail).

**3. Aligning Images with Brand Language**

- Ensuring output reflects brand guidelines.
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**Chapter 5: Hands-On Practice with Image Generation (2 Hours)**

**Objective:** Practice generating and refining visuals using MidJourney or other tools.

**1. Creating Product-Centric Visuals**

- Generating relevant and visually appealing outputs.

**2. Exploring Variations and Styles**

- Experimenting with prompts to achieve diverse results.

**3. Refining Outputs**

- Tweaking prompts for better accuracy and alignment with requirements.