Embracing AI Today

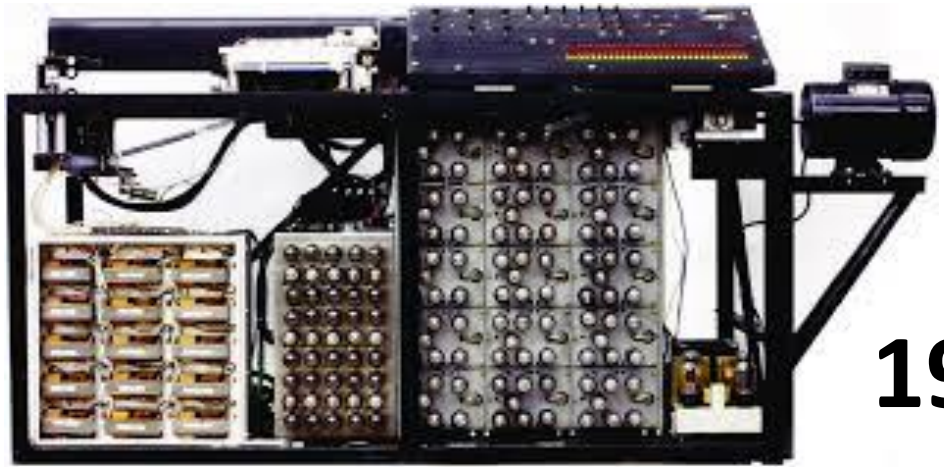
Practical Tips for Businesses

June 2025

proceed innovative

Google Partner

Your Business Without AI



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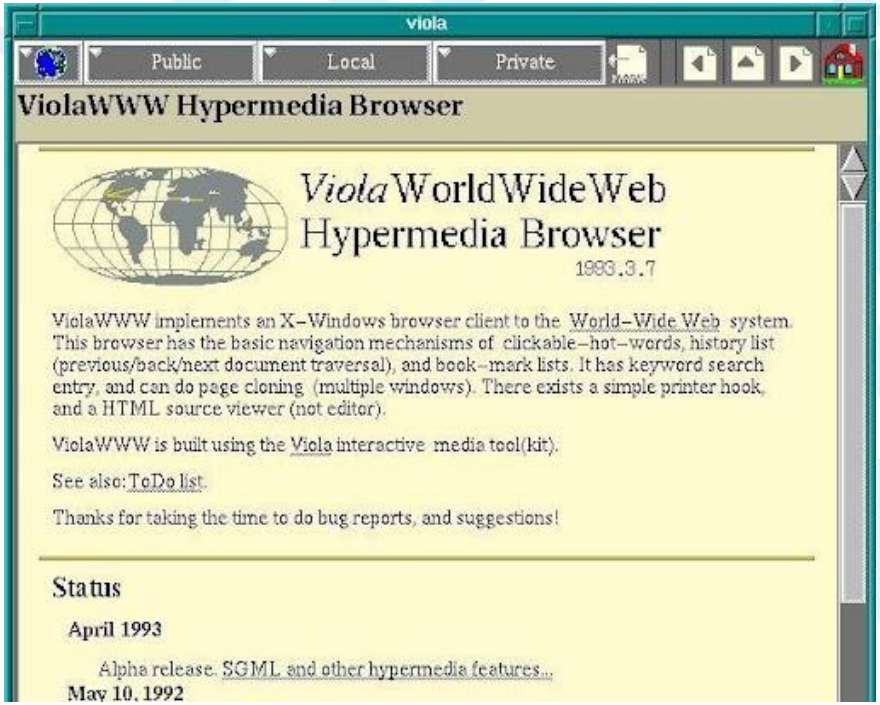

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What you will Learn Today

Tip 1 - Supercharge Team

Tip 2 - Revolutionize Data Management

Tip 3 - Call Center Intelligence

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Tip 1 - Supercharge Team

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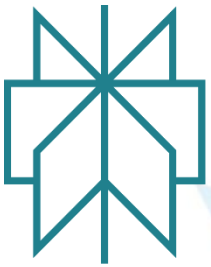
Alternative’s to ChatGPT



perplexity

Claude

LLaMA

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Tip 1 - Supercharge Team

ChatGPT

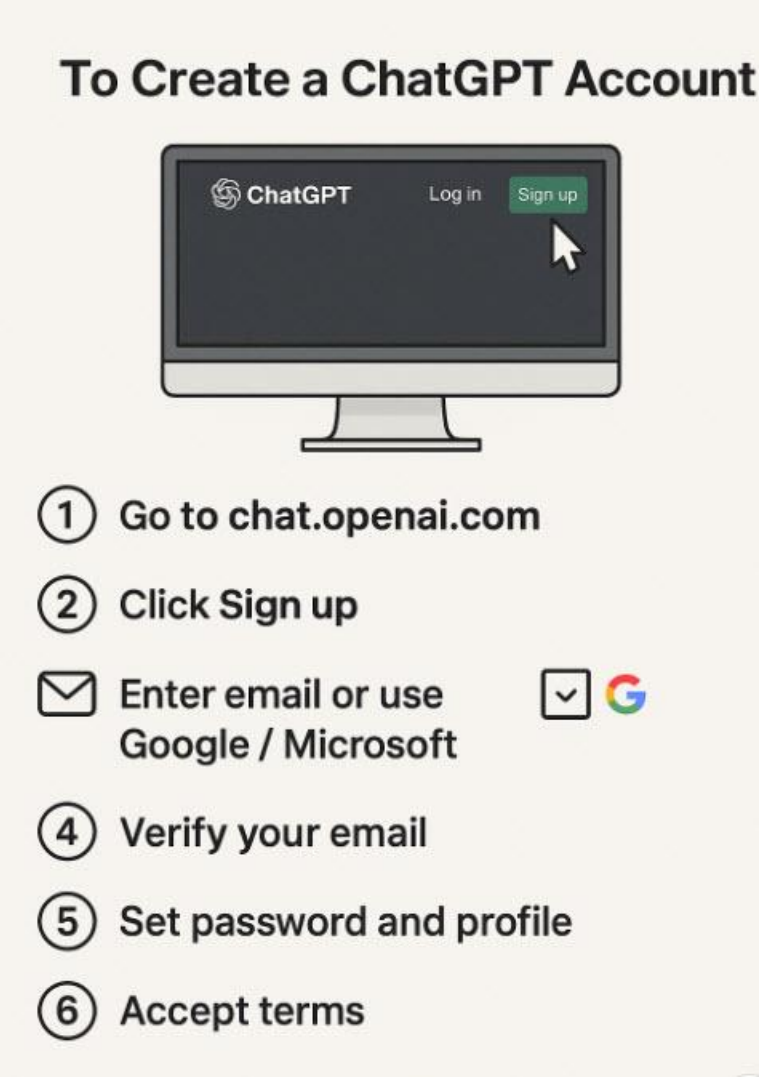
chatgpt.com

AI language model generating human-like text

Practical Applications:

- Level 1 Research
- Summarize, Organize, Clarify
- Real Voice Assistance

Cost: Free Limited or ChatGPT Plus $20/month



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Explain Health Care

what does TSH with reflex uIU/mL mean

TSH with reflex to uIU/mL is a type of thyroid function test that measures Thyroid Stimulating Hormone (TSH) levels. The term "reflex" means that if the initial TSH result is outside the normal range, the lab will automatically perform additional tests (usually Free T4 or Free T3) to provide more detailed information about thyroid function.

What Each Component Means:

- **TSH**: This hormone is released by the pituitary gland and helps regulate thyroid function. It indicates how well the thyroid is working.
- **Reflex Testing**: If the TSH is too high or too low, the lab will run further tests without requiring another blood draw.
- **uIU/mL (Micro-International Units per Milliliter)**: This is the unit of measurement used to report TSH levels.

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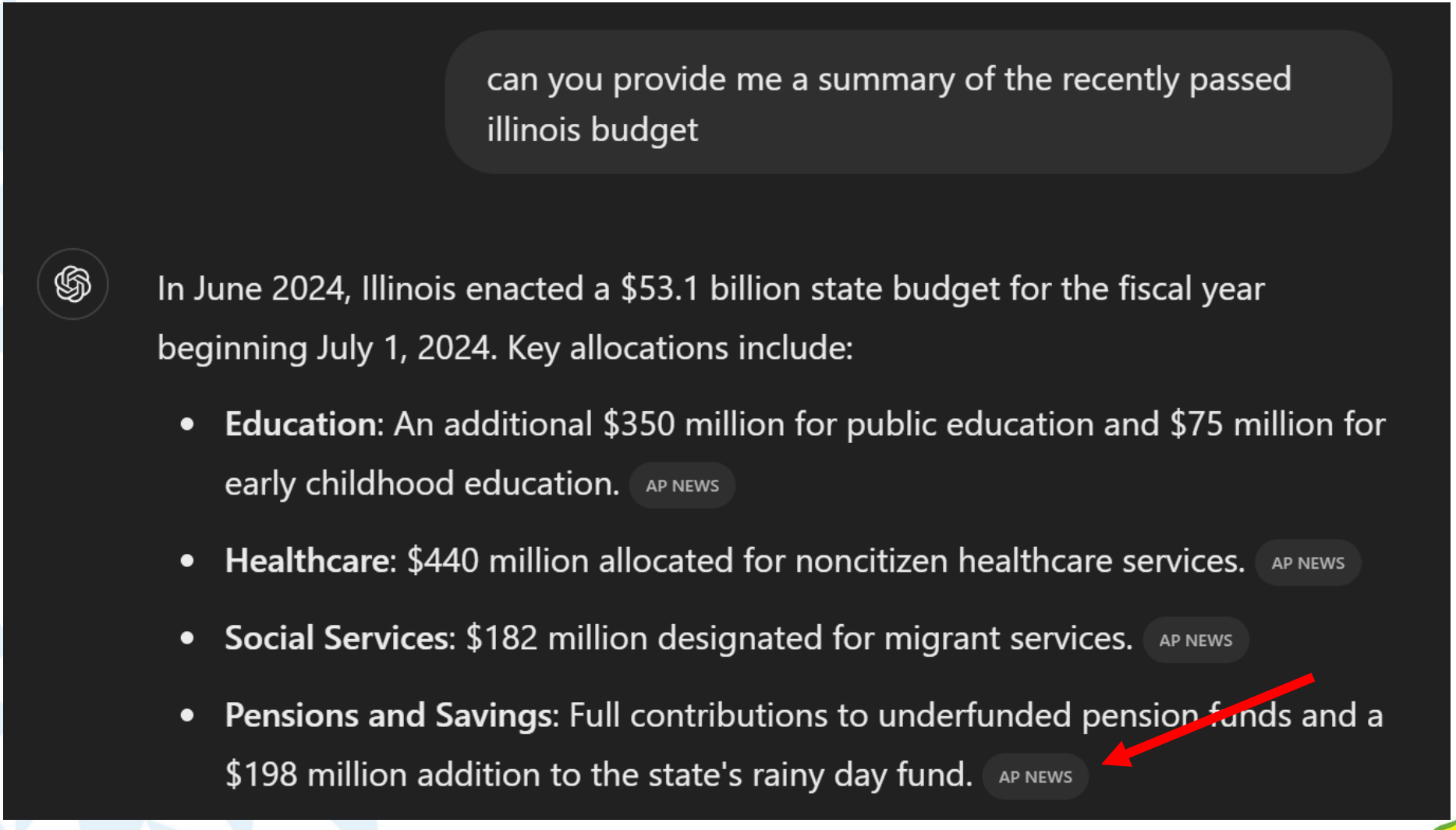
Summarize Notes



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Formulas and Code

can you write me an excel formal that colors every city name red and every state name blue

Certainly! Here's how you can set it up in Excel using Conditional Formatting:

1. **Select** the column that contains the cities and states.
2. Go to the **Home** tab, select **Conditional Formatting**, and choose **New Rule.**
3. Choose **Use a formula to determine which cells to format.**
4. Use these formulas separately for cities and states:
   - **City (Red):**

```excel
=ISNUMBER(SEARCH("City", A1))
```

Copy code

Set the format to red for this rule.

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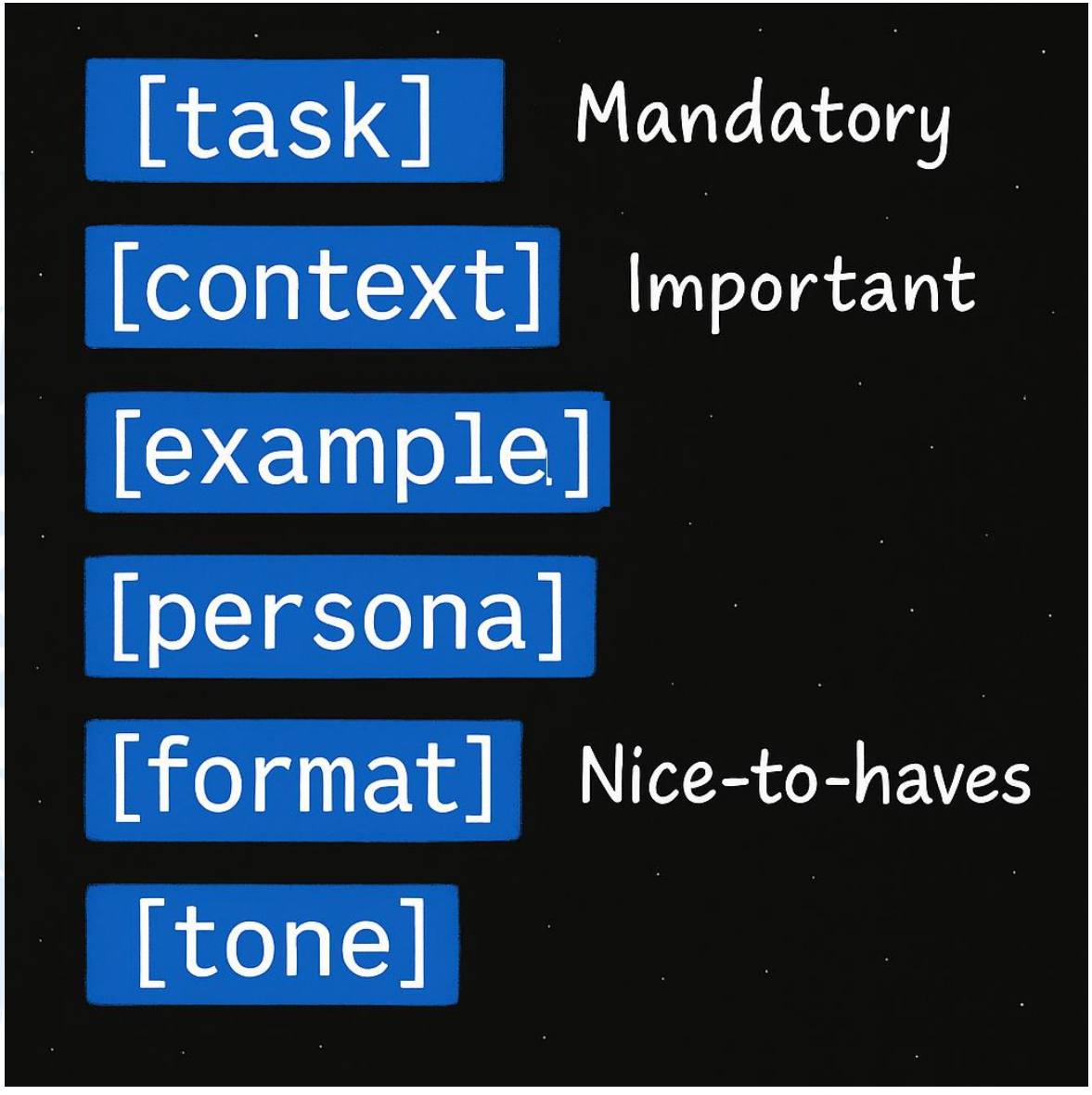
Tips on Prompt Creation



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Tips on Prompt Creation

[task]
Write a two-paragraph follow-up email to Sarah Thompson, Marketing Director at Evergreen Home Care

[context]
Sarah is interested in our SEO and Google Ads services but needs clear monthly ROI reports. Her pr

[example]
Include:

- Month-by-month ranking changes for three target keywords
- Google Ads spend vs. conversions (calls/form fills)
- A simple lead-count comparison for Jan–Mar

[persona]
You're a Proceed Innovative consultant experienced with home care franchises. Speak to a Marketing

[format]

- Paragraph 1: Thank her, reference the meeting, summarize our ROI tracking (SEO rank improvements
- Paragraph 2: Invite her to a quick call (offer two slots), and close with your name, title, and

[tone]
Warm, professional, and results-oriented.

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Prompt - Results

Subject: Great Connecting at SBC – Clear ROI Tracking for SEO & Google Ads

Hi Sarah,

Thank you for taking the time to meet with me at last week's networking luncheon. It was a pleasure learning about Evergreen Home Care's growth objectives. To address your need for clear, monthly ROI reports, our SEO tracking provides month-by-month ranking changes for your three target keywords—so you can see exactly how improvements in search position impact your lead-to-admission ratio. On the Google Ads side, we report spend versus actual conversions (phone calls and form fills), then tie that back to LTV estimates. Additionally, we'll include a simple comparison of lead counts for January through March, giving you transparent visibility into how each dollar invested translates into new clients.

I'd love to review a detailed proposal with you and answer any questions. Would Wednesday, June 12 at 10:00 AM or Thursday, June 13 at 2:00 PM work for a quick 20-minute call? If neither of those times fit, please let me know a slot that's more convenient. I look forward to the opportunity to help Evergreen Home Care achieve measurable, sustainable growth.

Warm regards,

Jasmine Panayotov

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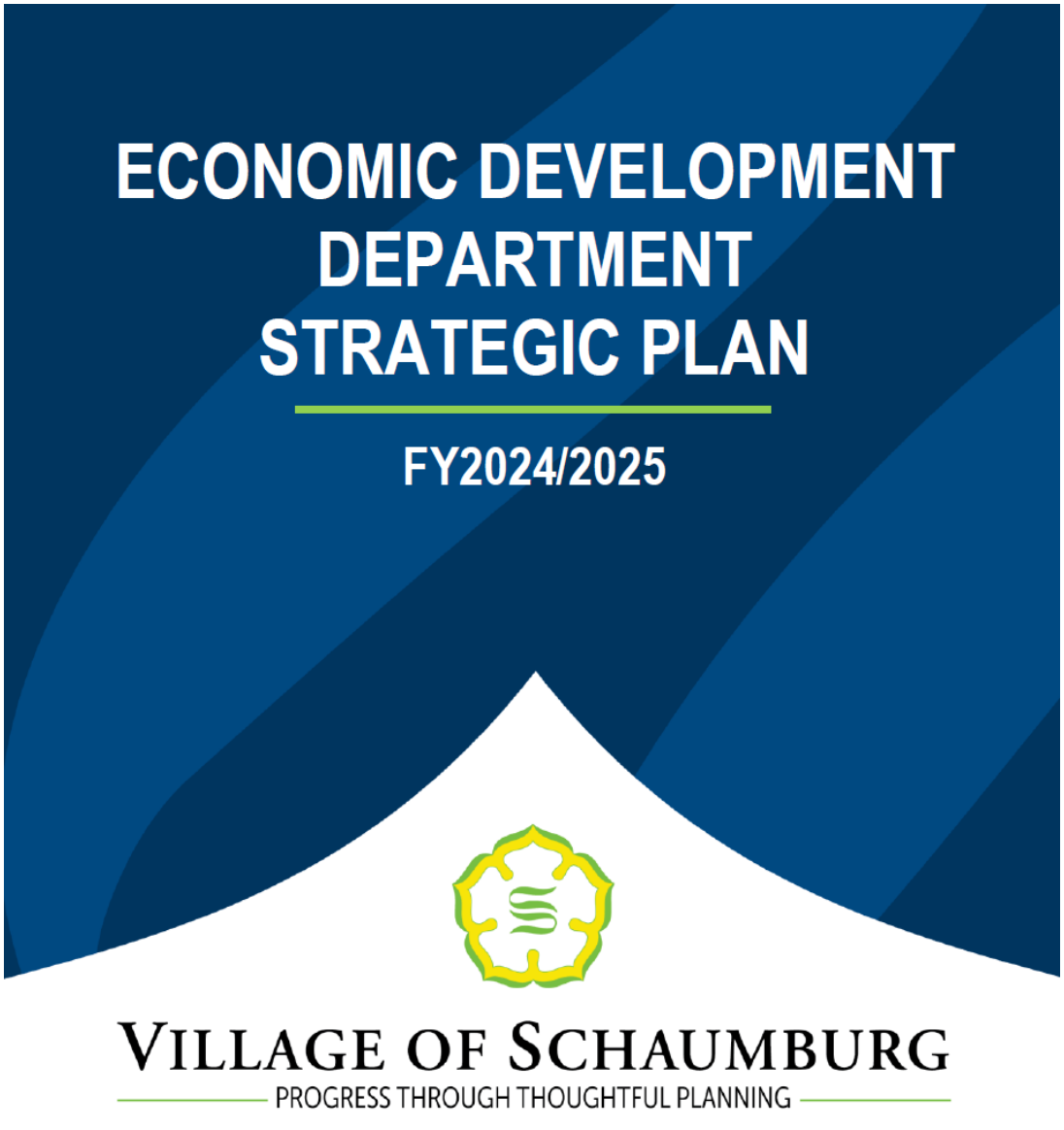
Tip 2 - Revolutionize Data Management



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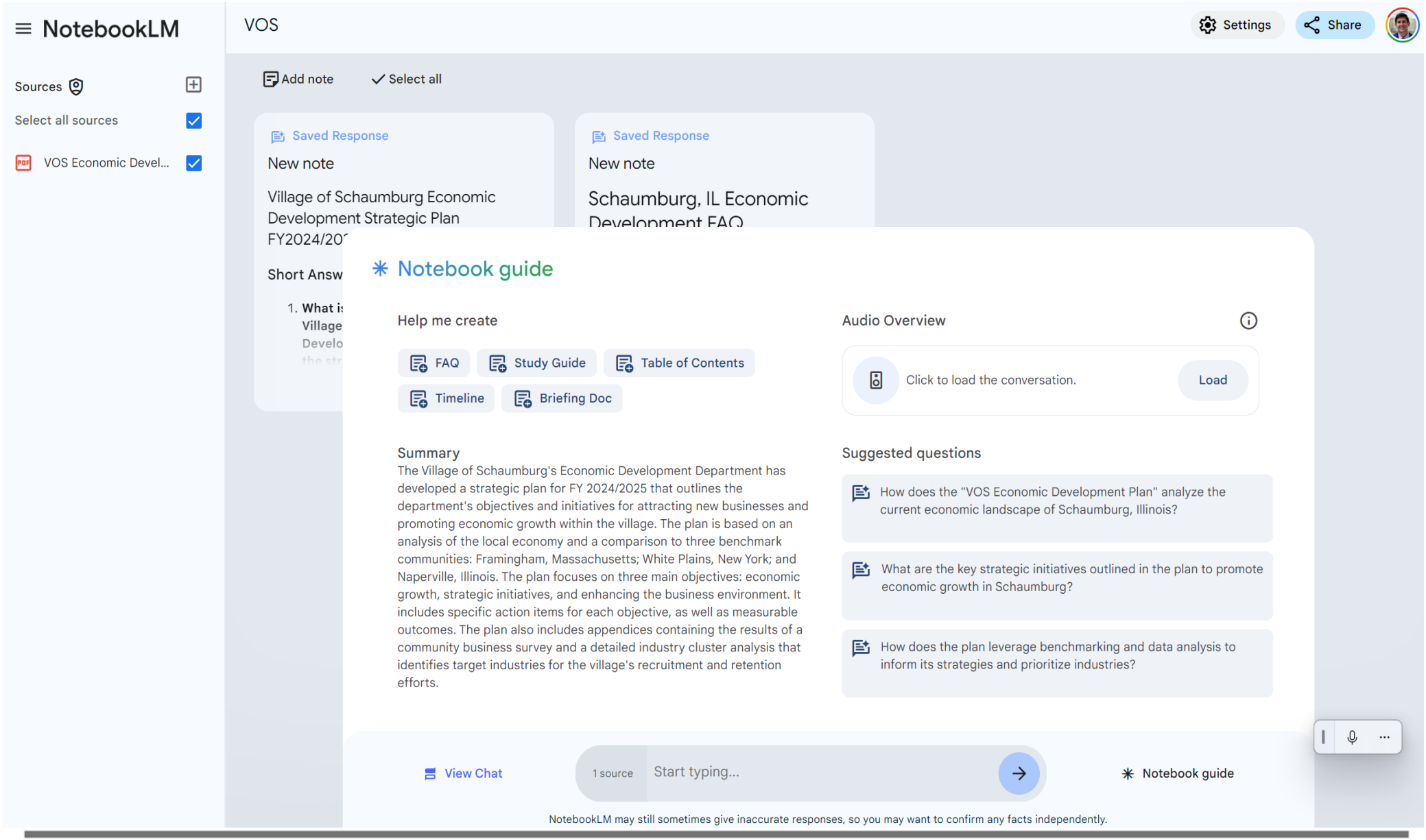
Tip 2 - Revolutionize Data Management



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Custom Podcast Summary

Link

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Tip 2 - Revolutionize Data Management

NotebookLM

notebooklm.google.com

AI-powered research and note-taking tool

Practical Applications:

- Consolidate notes and research data
- Personalized audio overviews (podcast-style)
- Link direct to Google Sheets and Docs

Cost: Free or Google One AI Premium $20/month

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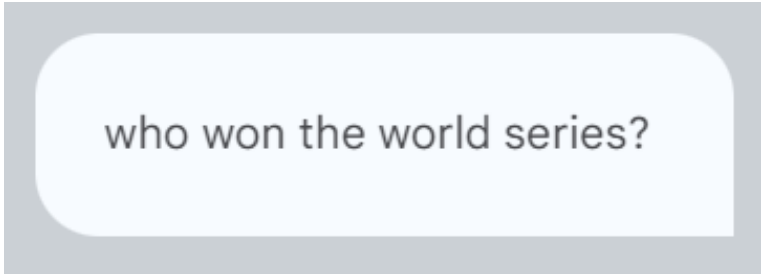
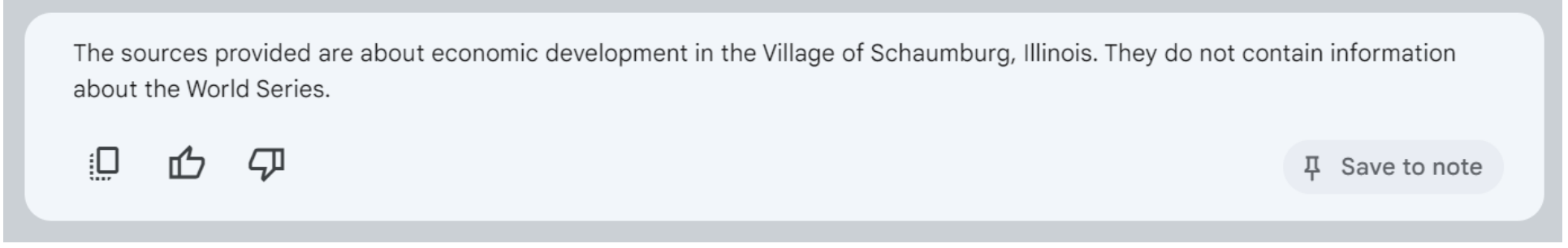
Tip 2 - Revolutionize Data Management





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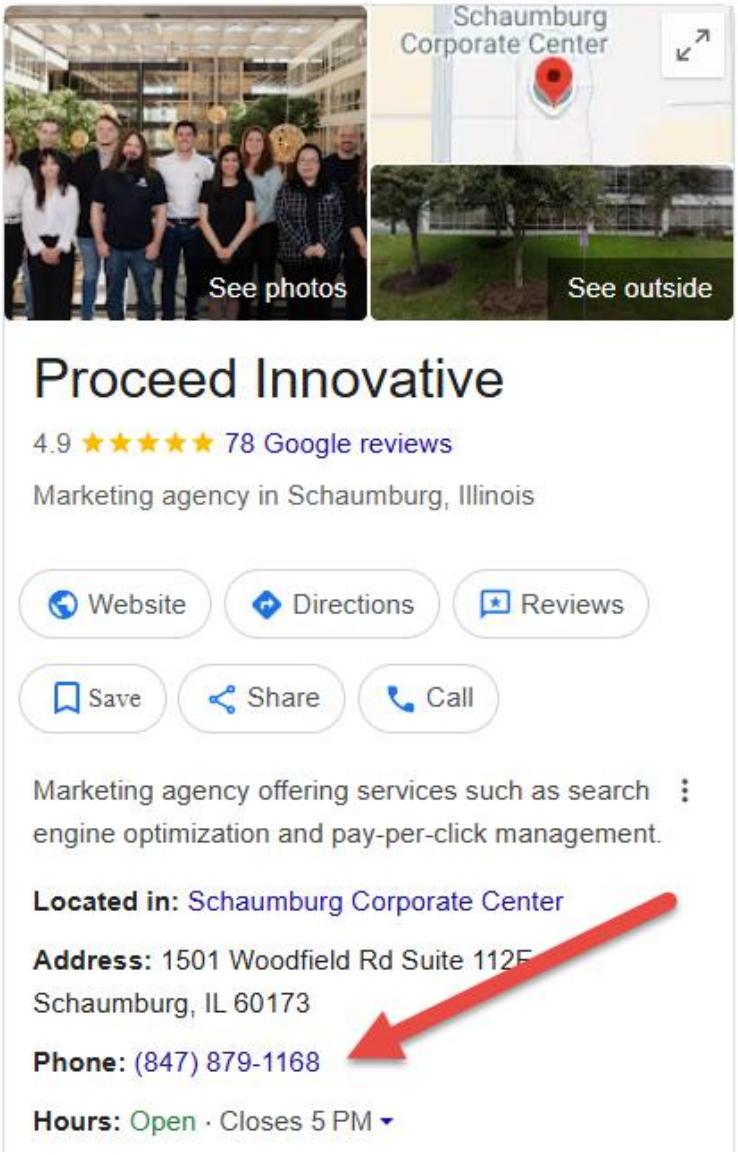
Tip 3 - Call Center Intelligence (CCI)



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Tip 3 - Call Center Intelligence (CCI)

AI Powered Call Center

Personal knowledgeable AI to handle incoming calls

Practical Applications:

- Answer calls simultaneously
- Consistent customer service and next steps
- Dynamic answers that continue to develop
- 24/7 Always active

Investment: Based on Objective

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Get Started with AI

Persona Creation:

- Answer a tailored list of questions
- We create a POWERFUL PERSONA profile for you to use
- **$1,500 Value**

AI Powered Persona Marketing can be used in:

1. Emails
2. Service Pages
3. Blogs

Visit: www.proceedinnovative.com/sbdc to get started

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Next Steps?

Key 3 Takeaways:

1. Explore and experiment with AI tools
2. Integrate AI strategically into operations
3. Educate your team on using AI effectively
4. Visit: proceedinnovative.com/sbdc

Thank you!

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Don’t be afraid to test the limits!