

Course: AI Essentials

for Small Business Owners

Price: \$197

“What happened over the four weeks was transformational for me and my business. That is months of business development that I completed in four short weeks.”

~ Heather McGlone, Owner, Ace Strategies

Go Beyond Chat

This is a hands-on AI skills course where you learn the strategy, build the skills, and walk away with real results.

Format: 4 online, live classes • 90 min. each, meeting weekly; flexible cohorts after Class 1.

Class Structure: 30 min. instruction • 30 min. hands-on lab • 15 min. wrap-up

Audience: Solo & micro-business owners (up to 5 employees), beginning to more advanced levels of AI expertise

Focus: Strategy and decision frameworks, safety, privacy, security; learning how AI works; a survey of the platforms; practical creation using AI, no technical knowledge needed

Class 1:

Foundations of AI, Content Creation with Generative AI

Learn core AI concepts and safe prompting with privacy, security, and accuracy in mind; survey generative AI platforms and tools.

Lab: generate customized content using AI tools.

Class 2:

Strategy & Visual AI

Learn core AI strategy and decision frameworks; understand your “Human in the Room” value; survey visual platforms.

Lab: create AI-generated images/social graphics

Class 3:

AI for Video, Audio & Music

Learn AI tools for video, audio and music creation; survey leading platforms.

Lab: create AI-generated movie and music clip.

Class 4:

AI for Data, Automation & Efficiency

Learn how to organize information, identify automation opportunities, and create simple AI-assisted apps and spreadsheets.

Lab: use AI to automate a simple workflow

Your Outcome

You'll move beyond Chat with a clear plan for how AI fits into your business. You'll know when and how to use AI safely, strengthen your Human-in-the-Room expertise, and create real AI assets, including images, videos, songs, plus gain the know-how to build a simple app.

Robin Suomi, MBA, founder and former business professor, has worked with thousands of small business owners for 20+ years.