

# Trampoline NH CIC

*Promoting Community Enterprise*

*Supporting Ethical Leadership*



## AI & DIGITAL SKILLS

## **Trampoline NH CIC**

- *Promoting  
Community Enterprise*
- *Supporting Ethical  
Leadership*

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# Trampoline NH CIC

*Promoting Community Enterprise*

*Supporting Ethical Leadership*



## AI & DIGITAL SKILLS

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### OBJECTIVES

By the end of this lesson, you will be able to:

- Recognise the essential components of a digital presence.
- Map your current online presence and define growth goals.
- Identify which digital tools and platforms will support your startup journey.

### EXPECTED OUTCOMES

By the end of this session, you will be able to:

- Use with confidence top AI tools.
- Prepare your digital strategy.
- Chose the digital tools that fit your goals.



# Introduction

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In a few words (90 seconds max), please share more about yourself:

- Your name / business name
- What is your experience with implementing and using digital tools?
- What is your experience with AI?
- What do you hope you achieve in this session?



## Why Digital Skills Matter for Startups

For new entrepreneurs, digital skills are often the difference between being noticed and being invisible.

**Visibility:** Customers now search you online before they buy. No online presence = missed opportunities.

**Credibility:** A simple website or LinkedIn profile can establish trust even before you meet a client.

**Efficiency:** Tools automate tasks like invoicing, posting, or email follow-up — saving time and money.

**Growth:** With digital platforms, even a solo founder can reach national or global markets.

Without digital skills, you risk being left behind by competitors who are online.

# Your digital presence

Every platform/tool that enables you to promote & sell your product online





# Your digital presence

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## Website

Your digital home base where all your content, products, and calls-to-action live — the central hub that builds trust and converts visitors.

## Online Store

A section of your website or platform where customers can browse and buy your products or services directly, enabling 24/7 sales.

## Emails / Newsletter

Direct communication to your audience's inbox — crucial for nurturing leads, building loyalty, and driving repeat business. Use every opportunity you can to collect emails.

## Social Media Presence

Your brand's public voice and community space — where you share, engage, and build relationships in real time with your ideal audience



# Your digital presence

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## Paid Ads

Paid marketing that drives targeted traffic to your site or offers is ideal for scaling visibility and testing messaging fast.

## Podcast / Vlog

Audio (podcast) or video (vlog) storytelling that allows deeper connection with your audience and positions you as a thought leader in your niche.

## Affiliate Partners

Other creators or businesses who promote your products in exchange for a commission — extending your reach without extra ad spend.

## Tutorials

How-to content (videos, PDFs, webinars, courses) that educate your audience and builds authority while reducing customer support needs.

## Blog

Written content that shares insights, tells your brand story, and boosts your SEO so people can find you through search.



# Website

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Your website is your digital storefront — the one place online where you control everything: your message, your content, and your sales.

- ✓ Builds credibility and trust
- ✓ Central hub for all marketing channels (social, email, ads)
- ✓ Lets customers learn, engage, and buy — 24/7
- ✓ Grows with your business — from landing page to full online store

## What you need to get started:

- A domain name that reflects your brand and matches your HRMC name.
- Website builder like **Wix, Shopify, Webflow, or Carrd**
- Clear sections: Home, About, Products/Services, Contact, Call-to-action

## Pro Tip:

Use AI (like ChatGPT, Canva) to generate copy, visuals, and structure in minutes — no coding required.

# Website

Keep the content simple, easy to digest and visually appealing, first time users take max. 2 mins to qualify if your website is relevant to them.

Pick type

## What type of website do you want to create?

Search for your business or site type

Continue

EXAMPLES

- Online Store
- Portfolio
- Blog
- Consultant
- Technology Company
- Restaurant
- Event

Pick approach

## How would you like to design your website?



### Customize a Template

Browse thousands of designs, then pick one to customize.

Pick a Template



### Generate a Design with AI

Get a personalized site design in seconds.

Generate a Design

Continue with Setup for Now →

Customize

### SITE BRIEF

My Site, your Online Store, was built based on the [site profile](#) we put together. It has a [site structure](#) with 1 page. The site content was generated based on your [site description](#).

Your site [theme](#) features refined fonts and an elegant, serene design in shades of blue and gray. It has a [layout](#) with a clean, simple design with a classic look.

Regenerate Design

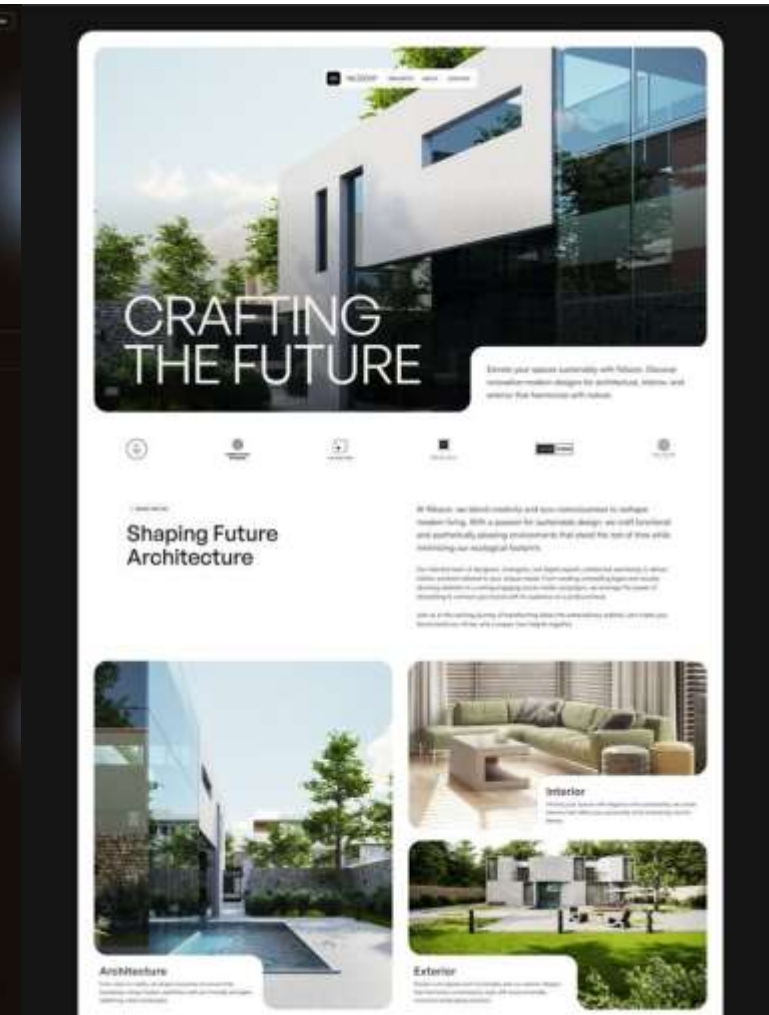
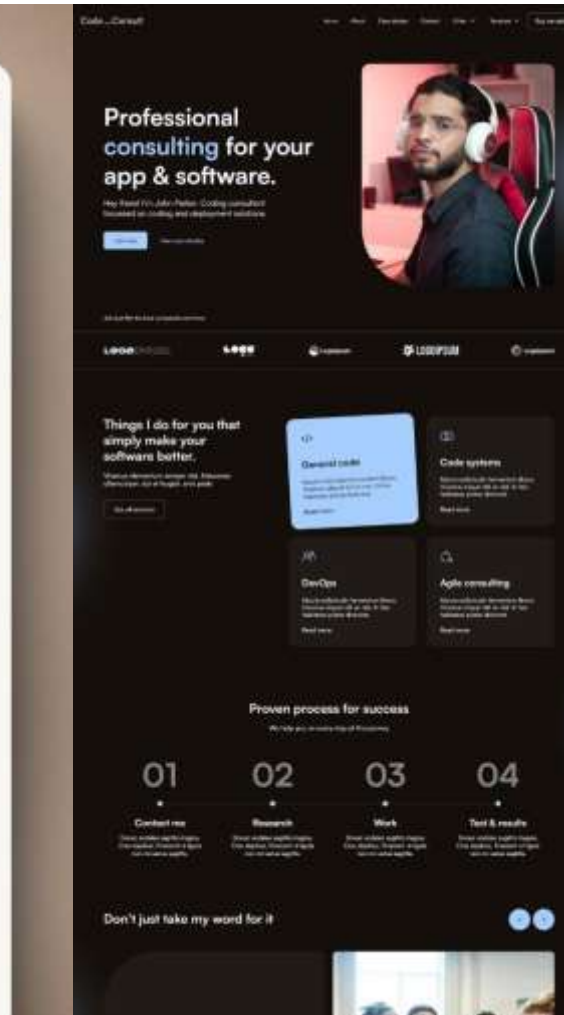
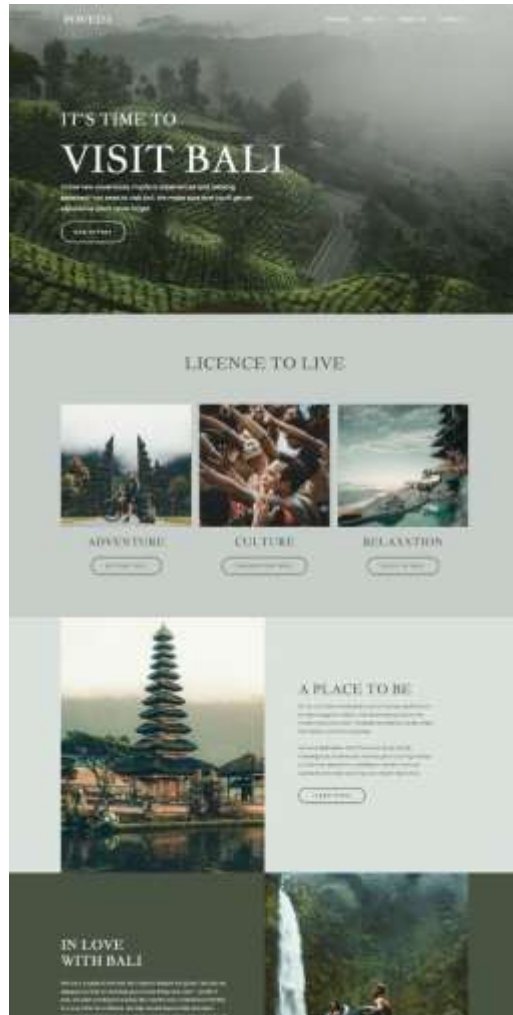
Tweak Design



Here's the latest version of your site.

Want to make more changes? Just keep editing the site brief. When you're happy with the design, you can continue to the next step.

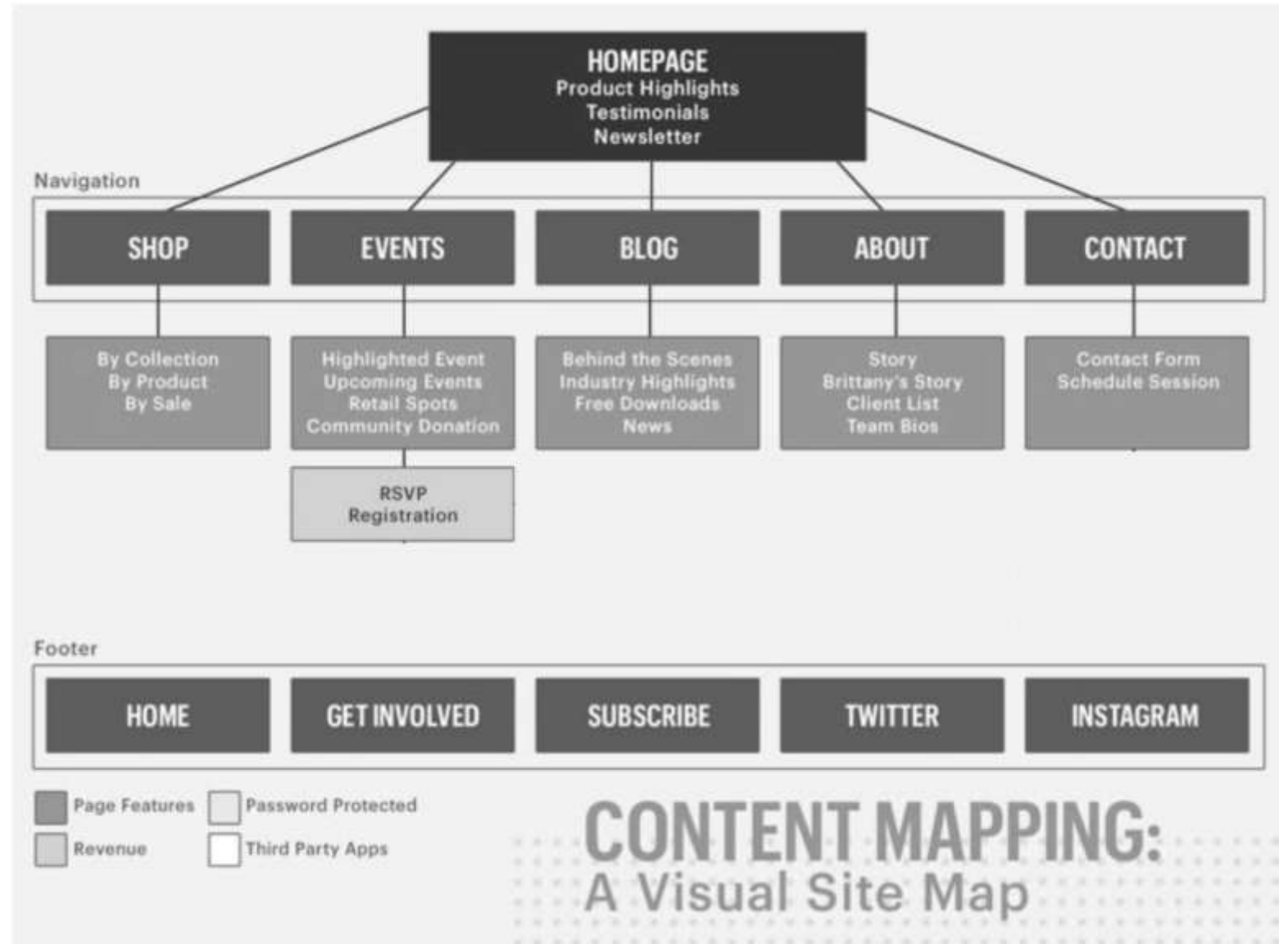
## Website Template Examples





# Website

Good navigation helps visitors find what they need fast, builds trust, and encourages them to take action (buy, book, or subscribe).





# Website

Landing page = focused web page designed to get someone to take one clear action — like signing up, booking, or buying.

The Landing Page are generally linked from ads or email campaign.

## Pro Tip:

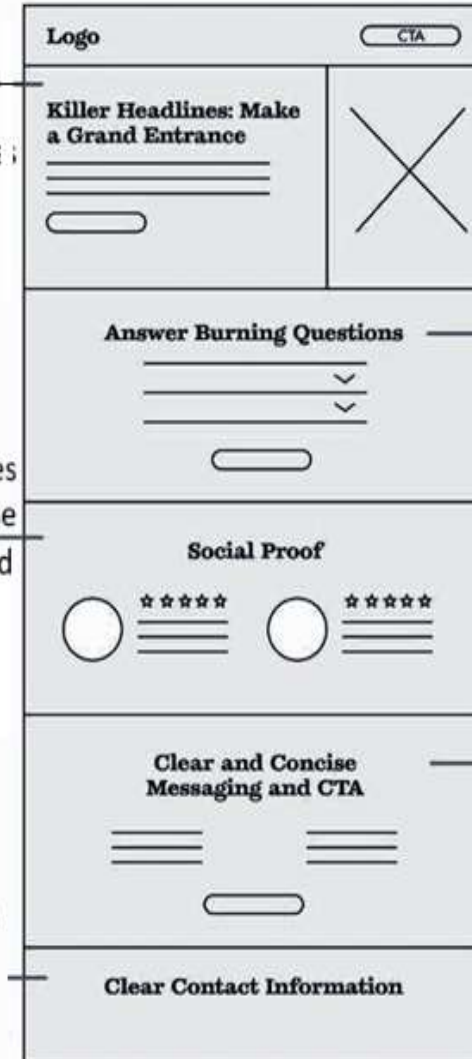
Use Email tools like Mailchimp, Brevo, Carrd, Mailerlite, or Shopify Pages, and write your content using ChatGPT to save time.

## The Anatomy of a Powerful Landing Page

Your headline is your first impression, your chance to grab visitors by the collar and say, "Hey, you need this!"

Display testimonials, reviews, and case studies prominently to showcase your credibility and build trust with potential buyers.

Make it easy for users to reach out to you. Accessibility breeds trust.



This is the first step in creating authority for your audience.

In a world filled with information overload - brevity is key. Leave no room for confusion



## Website

### WEB DESIGN TIPS (For Brochure Style Websites)

- ✓ Keep it simple — 5–6 menu items max
- ✓ Use **descriptive names** (avoid jargon)
- ✓ Make your **CTA button stand out** (e.g., “Start Free Trial”)
- ✓ Make sure it looks great on **mobile too**

**Call-to-Action** = Buttons like “Book Now”, “Get Started”, “Subscribe”

## Online Stores

### TIPS FOR ONLINE STORES

- ✓ Builds a 24/7 revenue stream
- ✓ Adds professionalism and trust
- ✓ Allows you to track orders, stock, and customer data
- ✓ Can be integrated with your website, social media, email marketing, CRM and payment system



# Platforms for Website Building

## Popular platforms:

- Shopify – Powerful, scalable, best for product-heavy stores
- Wix – Drag-and-drop, easy for beginners
- Square Online – Good for small local businesses

## Third Party Marketplaces

- Ebay (Sales and Auction sites)
- Etsy – Marketplace for handmade/creative products
- Gumroad – Digital products, courses, and services (super fast setup)

## Pro Tip:

Use tools like Canva, ChatGPT, or Shopify's AI tools to create product photos, descriptions, and customer emails fast.



# Emailing platforms

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An email is a direct way to stay connected with your audience, through updates, offers, & value-packed content sent to their inbox.

- ✓ You own your list (unlike social media followers)
- ✓ Converts 4–5x higher than social posts or ads
- ✓ Builds long-term relationships and repeat sales
- ✓ Great for launching, educating, or re-engaging

## What to send:

- 🎉 Welcome series for new subscribers
- 📦 Product updates, new launches
- 💡 Tips, how-tos, and behind-the-scenes
- 💬 Personal stories or founder insights
- 🎁 Exclusive offers or discounts

## Pro Tip:

Use AI tools (like ChatGPT or Jasper) to generate welcome emails, subject lines, or entire newsletter drafts in minutes.

# Emailing platforms

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**mailchimp**

**Great for:** Small businesses with mixed needs

**Why it works:** All-in-one marketing hub with templates, CRM, and ads integration

**Note:** Pricing climbs quickly as your list grows; limited automation in free tier

**Pricing:**  Free up to 500 subs  Paid from ~£11/mo



**Best for:** Scaling businesses & service providers

**Why it works:** Deep CRM + email + pipeline automation in one tool

**Note:** Free CRM is powerful, but advanced features are behind expensive tiers

**Pricing:** Free plan (2,000 emails/mo). Paid from ~£45/mo



**Best for:** Creators, coaches, digital product sellers

**Why it works:** Flexible tagging system, great for sequences and segmenting

**Note:** Creator-focused, paid plan unlocks automations + product selling

**Pricing:** Free up to 1,000 subs. Paid from ~£23/mo



**Best for:** Solo founders, beginners

**Why it works:** Clean UI, automation, landing pages — all in the free plan

**Note:** Great starting point, intuitive UX, quick setup

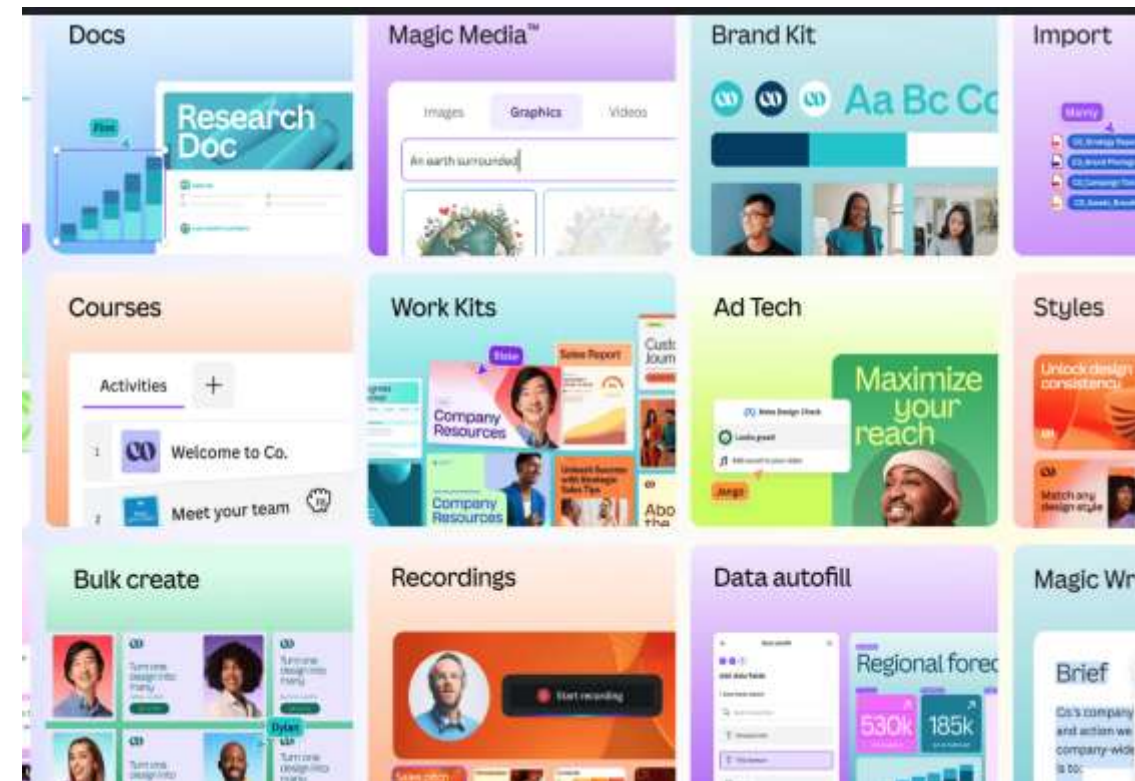
**Pricing:** Free up to 1,000 subs. Paid from ~£9/mo

## Visuals creation with Canva

Design platform to create stunning graphics, videos, documents, and branded content

- ✓ Easy to use with pre-built templates
- ✓ Design: social posts, pitch decks, flyers, logos, videos
- ✓ Access to stock images, icons, and brand kits
- ✓ Works from desktop or mobile — anytime, anywhere
- ✓ Pro version includes background remover, Magic Resize, & AI-powered tools (Magic Write, Magic Design)

**Pro Tip:** Use Canva's Brand Kit to keep fonts, colors, and logos consistent across all your external materials.





# Automations for your business

Handle repetitive tasks automatically, so you can focus on strategy, customers, and growth — not manual admin.

- ✓ Saves hours each week
- ✓ Reduces errors & missed steps
- ✓ Improves customer experience
- ✓ Helps solo founders do the work of a full team
- ✓ Creates systems that scale with your business

**Pro Tip:** Start small — automate one task you repeat weekly (like lead capture → email intro) and grow from there.

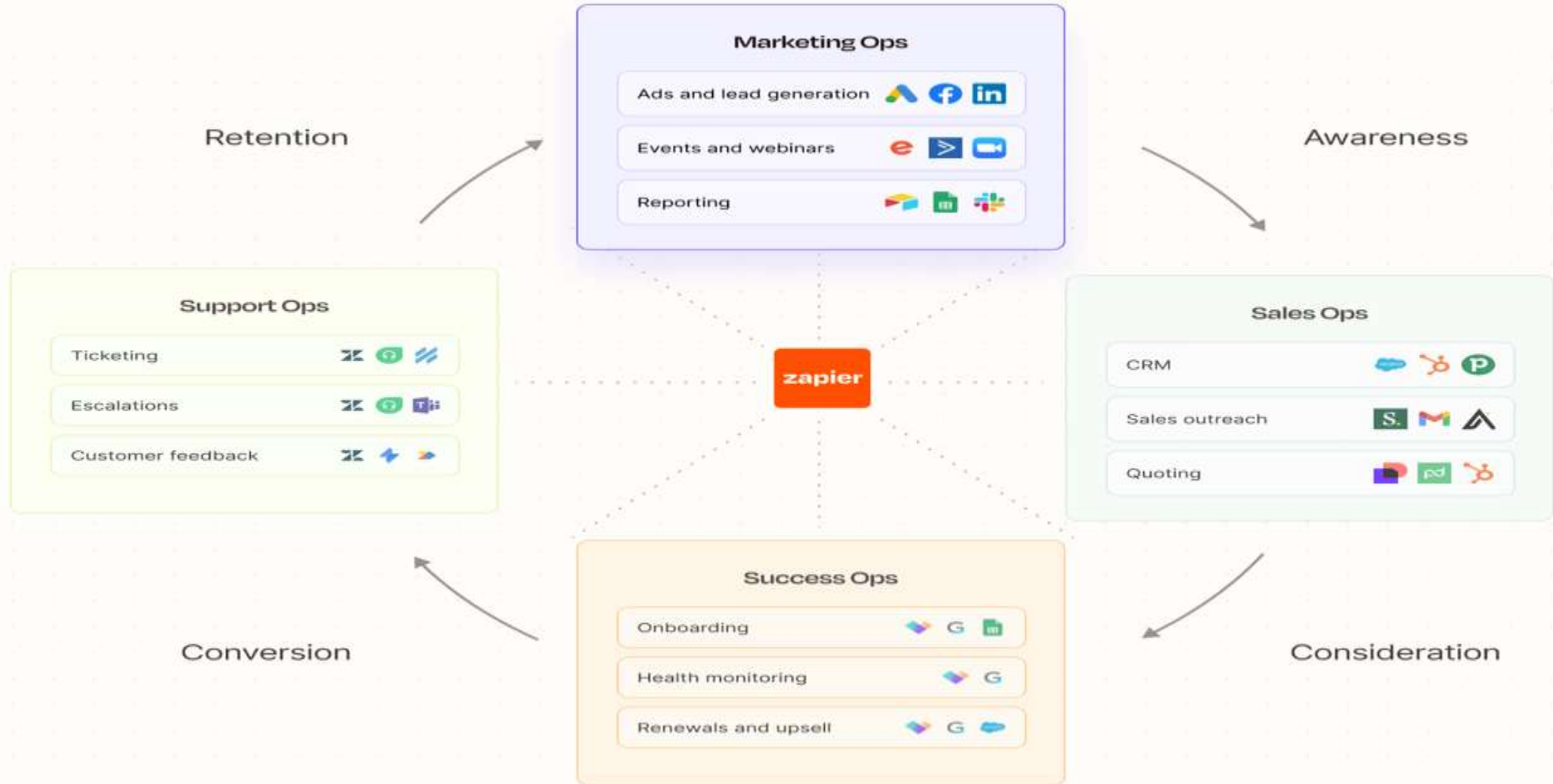
## Top tools:

- **Zapier:** Connects 5,000+ apps
- **Make:** Visual workflows for advanced automations
- **HubSpot:** Automates email sequences, lead follow-up, tasks (built into CRM)
- **Calendly (with Stripe):** Auto-book + charge for sessions

## Example use cases:

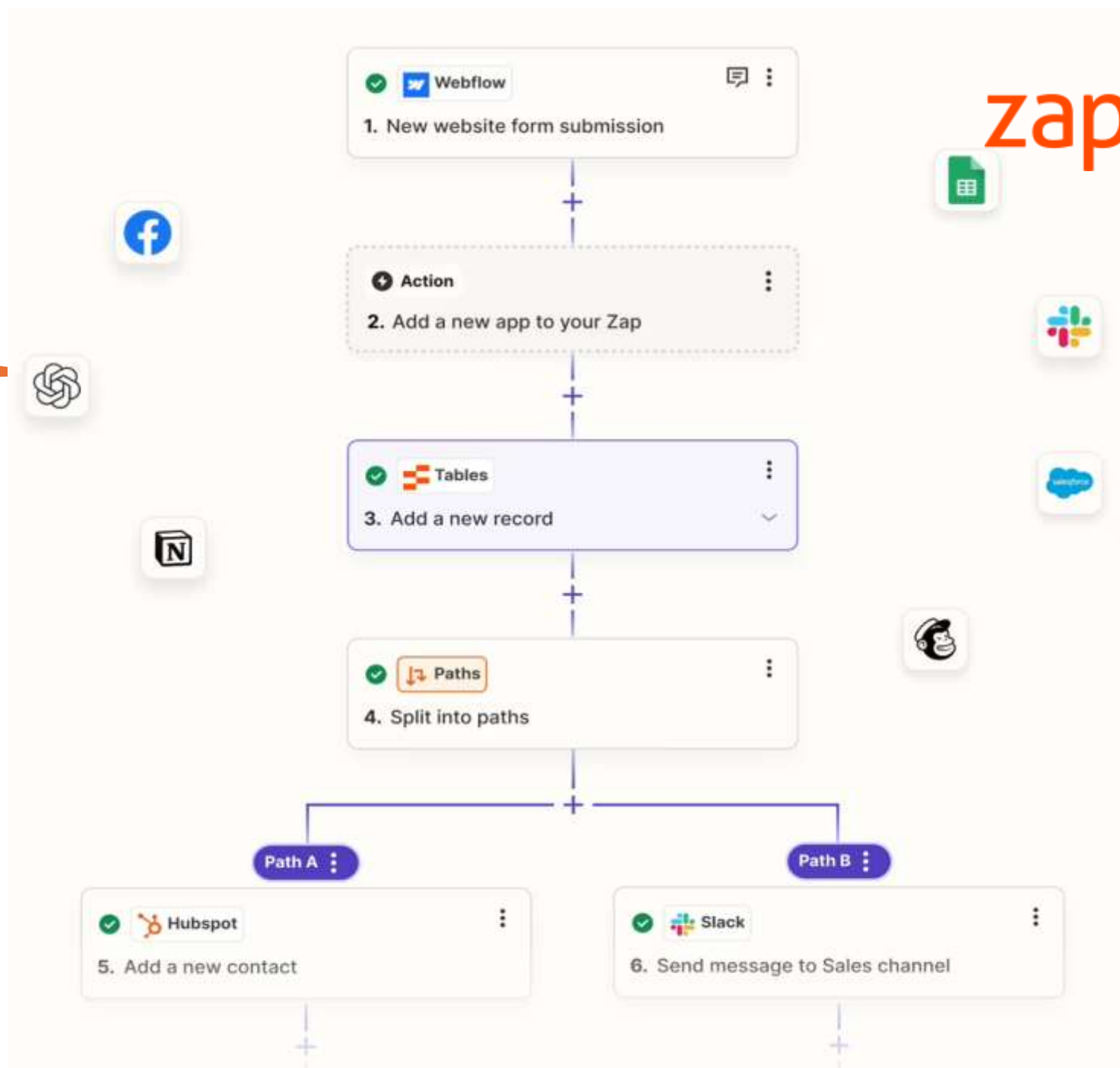
- Auto-send a welcome email after form submission
- Trigger invoice & payment confirmation + onboarding guide after purchase

# Automations for your business





# Automations for your business



## Generative AI

Generative AI uses machine learning to create new content — like text, images, videos, code, and more — based on prompts you typed.

### ADVANTAGES:

- ✓ Saves hours of time on content, emails, planning & design
- ✓ Makes creativity, branding, and automation more accessible
- ✓ Levels the playing field — no team? No problem.

There are a variety of generalist and specialized AI tools, but the main generalist ones are: ChatGPT, Claude and Gemini.

They work really similarly, but for the purpose of this training will mainly use ChatGPT.



# HOW TO COMMAND AI

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## Importance of AI Prompts

**To tell Ai what to do – you would use Prompts or Commands.**

AI prompts are crucial for achieving precise and meaningful results. Prompts save time, improve efficiency, and enhance decision-making by providing clear and targeted outputs. They are widely used in applications such as text generation, code creation, language translation, and creative content development.

**Use the prompts (or commands) provided in the forthcoming slides as the starting point, but get creative. After testing these, you can customise your own prompts.**

Even though AI is great, remember the output is only as good as the input, so if the output is not what you expect, try again as sometimes it takes a few iterations to get it.



# Generative AI

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**Great for:** Its versatility, excelling in tasks such as coding assistance, creative writing, and general inquiries.

**Why it works:** Offers a broad range of functionalities, for diverse applications.



**Best for:** ethical AI and natural language understanding, delivering thoughtful and human-like responses.

**Why it works:** Prioritizes safety and responsibility in AI interactions. Excels in providing detailed explanations and handling



**Best for:** Google's advanced AI model designed to integrate seamlessly with Google's ecosystem.

**Why it works:** Excels in multimodal processing, handling text, images, and more.



**Best for:** its cost-effective and efficient AI models.

**Why it works:** A fraction of the cost and similar in capacity to ChatGPT.

**Note:** Mechanisms to limit responses on politically sensitive topics, particularly those related



# Prompts for Website building with AI

## Generate website navigation

PROMPT 1: I'm starting a [type of business], selling [product] for [target audience]. Please suggest a simple, clear 5-page website navigation menu that includes a call to action based on my [website goal].

*Example: I'm starting an organic cosmetics brand selling foundation for young women who are environmentally conscious. Please suggest a simple, clear 5-page website navigation menu with one strong call-to-action to encourage prospects to buy my product.*

## Generate website page content

PROMPT 2: As a marketer write the [page name] structure, outlining visuals requirements and proposed copy for my [type of business] that helps [audience] with [problem/solution], in a friendly, clear tone.

*Example: Acting as a marketer write the homepage structure, outlining visuals requirements and proposed copy for my organic cosmetics brand that helps young women who are environmentally conscious with finding their tailored cosmetics routine, in a friendly, clear tone.*



# Prompts for Marketing Text Creation with AI

## Generate promo email

PROMPT 3: Acting a promotional email writer for [type of product or service], aimed at [target audience]. The tone should be [friendly / confident / inspiring], and the goal is to get the reader to [action — e.g. buy, book, download]. Include a strong subject line, a short compelling intro, 3 bullet-point benefits, a call-to-action button.

## Generate newsletter

PROMPT 4: Acting as a copywriter for [business type] write a short, engaging newsletter to their email list of [target audience].

It should include a personal story or insight related to [industry/topic], a practical tip or tool recommendation, and an invitation to check out [link/product/resource]. Keep the tone conversational and human, like writing to a friend.



# Prompts for - Content creation with AI

## Generate a promotional content plan

PROMPT 5: I run a *[business type]* focused on *[product type: e.g., liquid foundation]* for *[target audience: e.g., Gen Z and Millennial women]* who care about *[values: e.g., sustainability, clean beauty, cruelty-free living]*.

I'm developing a content strategy to *[goal: e.g., launch a new product, boost conversions]*. This campaign will run for *[timeline: e.g., 4 weeks]* across *[channels: e.g., Instagram, TikTok, email, blog]*.

My tone is *[tone: e.g., empowering, transparent, youthful]*. The brand stands for *[unique angle: e.g., minimalist, refillable beauty that doesn't cost the Earth]*.

Generate a *[format: e.g., 4-week content calendar]*

## Generate social media post

PROMPT 6: Act as a Marketing Manager and create an engaging *[social media platform]* post about *[topic]* that follows the problem, and solution copywriting framework.

Imagine you're a social media manager and create a compelling hook that teases an industry secret related to *[your niche]*, encouraging curiosity. Include CTA to *[resource attached]*.



# Prompts for - Content creation with AI

## Generate a brochure

PROMPT 7 “Create a 4-page Brochure for a Cleaning Company, including CTA buttons for booking trial sessions.”

PROMPT 9: “Give me 5 Instagram post ideas for a café targeting remote workers, including captions.”

## Generate a welcome email

PROMPT 8: “Write a welcome email for my handmade jewellery brand. Include a short story about my inspiration and a 10% discount code.”

PROMPT 10. “Write a monthly newsletter for a skincare startup. Include 1 beauty tip, 1 product highlight, and a CTA to shop.”

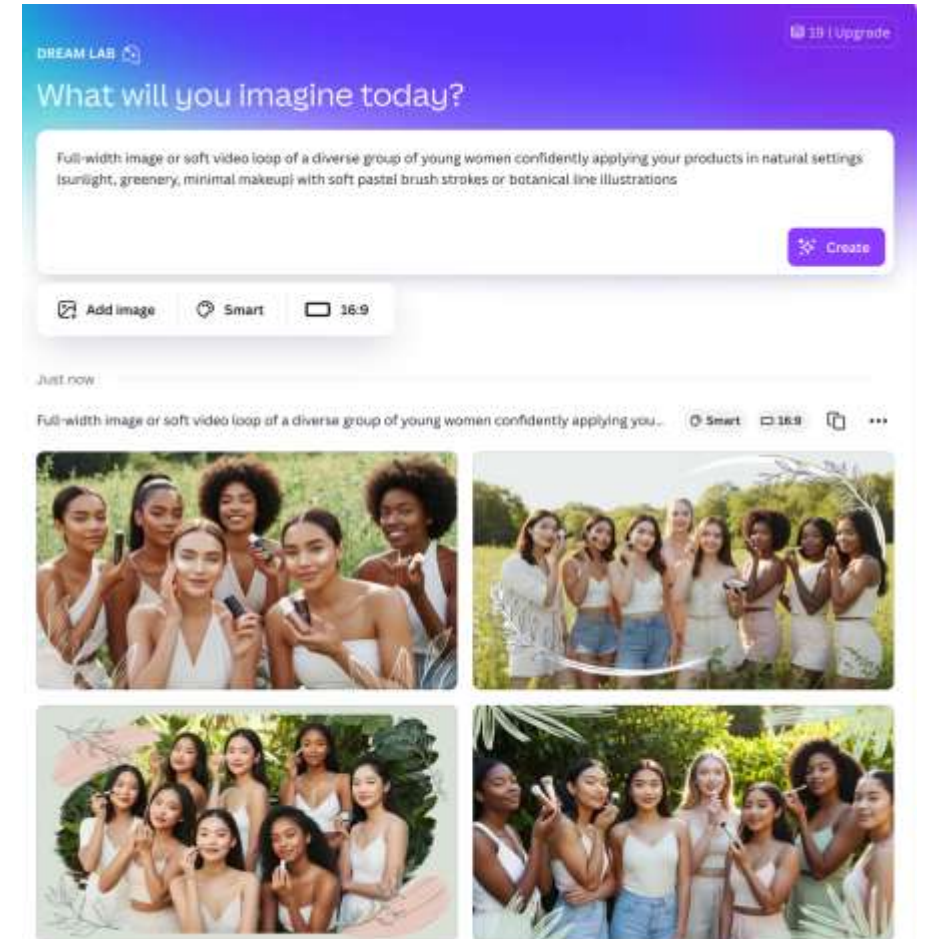
## Generate visuals with AI

Take the proposed visuals requirements and use them in AI image generators like Midjourney or Canva AI to generate the visuals for your website. Specify color schemes and go as detailed as you can to generate the visuals you need.

*PROMPT 7: Create a Full-width image or soft video loop of a diverse group of young women confidently applying my cosmetics products in natural settings (sunlight, greenery, minimal makeup) with soft pastel brush strokes or botanical line illustrations.*



Midjourney demo:  
<https://www.midjourney.com/imagine>





# AI Tools Alternatives for Start-Ups

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## 1. Content & Writing

**ChatGPT** – Text generation, emails, blogs, scripts.

**Alternatives:**

**Claude (Anthropic)** – Safer, thoughtful responses.

**Jasper** – Focused on marketing copy.

**Gemini** – similar to ChatGPT.

## 2. Design & Visuals

**Canva AI** – Quick, branded graphics and templates.

**Alternatives:**

**Adobe Express** – Professional, more design features.

**Crello (VistaCreate)** – Similar to Canva, often cheaper.

**Fotor AI** – Focused on photos and image generation.

## 3. Images & Art

**Midjourney** – Artistic, high-quality visuals.

**Alternatives:**

**DALL·E (OpenAI)** – User-friendly, integrates with ChatGPT.

**Stable Diffusion** – Open-source, free if you want flexibility.

**Dream by WOMBO** – Beginner-friendly, phone app.

## 4. Websites & Stores

**Mixo** – Auto-build websites and landing pages.

**Alternatives:**

**Durable AI** – “One-click website” tool.

**Bookmark AiDA** – AI web design assistant.

**Hostinger AI Website Builder** – Budget-friendly startup option.



# AI Tools Alternatives for Start-Ups

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## 5. Video & Audio

**HeyGen / InVideo** – Create videos with avatars or templates.

### Alternatives:

**Synthesia** – Professional avatar videos.

**Pictory** – Turn blog posts into videos.

**Lumen5** – Convert text into social media videos.

## 6. Audio Transcription & Voice

**Otter AI** – Transcribe meetings, interviews, or podcasts.

**ElevenLabs** – Realistic voice generation.

### Alternatives:

**Sonix** – Advanced transcription with translations.

**Rev AI** – Human+AI transcription service.

**Descript** – Edit video and audio with text-based editing.

## 7. Music & Creative

**Suno AI** – Create songs and backing tracks.

### Alternatives:

**Aiva** – AI-generated music for business use.

**Soundraw** – Customise royalty-free tracks.

**Amper Music** – Beginner-friendly music creator.

## 8. Automation & Productivity

**Zapier** – Automates workflows.

### Alternatives:

**Make (Integromat)** – Visual workflows, more affordable.

**IFTTT** – Simple automations for beginners.

**HubSpot AI** – CRM with built-in AI automation.



## Other AI use cases for Small Businesses

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- ✓ Set up project templates with milestones & tasks
- ✓ Write client proposals faster
- ✓ Auto-generate onboarding documents
- ✓ Forecast cash flow or set budget recommendations using transaction history
- ✓ Write Business Plan
- ✓ Create an original Theme Tune for your Instagram Reels or Youtube.
- ✓ Write a short story about your product, and produce a Cartoon for it
- ✓ Create branding for a business including: Logo, Business Card, Leaflets, Brochures



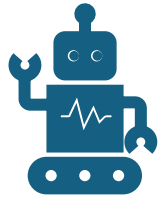
## What AI cannot do?

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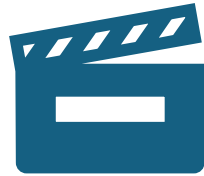
- ✓ Make Ethical or Moral Decisions
- ✓ Control Children
- ✓ Prevent Evil
- ✓ Share your human story and thoughts or bring your experiences to the table
- ✓ Guarantee 100% accuracy — always fact-check.
- ✓ Understand your customers as deeply as you do.
- ✓ AI often fails to grasp the subtle nuances, sarcasm, cultural references, and subtext in human language

## Discussion Topics

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What digital tool or AI use case surprised you the most today?



Which parts do you feel most ready to take action on?



Where do you still feel unsure or stuck?



What new ideas have you come up with today. (Have you written them down)



## How Did we do today?

Please scan the QR Code below, to give us your feedback



# Join the Start-up Movement!

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