

THE

# AI Femme Edit

BY THE AI EXECUTIVE EDIT

01



MODULE 01 • AI FOUNDATIONS

# AI Explained

Your beginner's guide to understanding  
AI

Free guide

About 60 minutes

No experience needed

With Heather

## WELCOME

# Hello, I'm Heather.

I'm a wife, mum of two, dog mum, gym-goer, book addict and a full-on BookTok fangirl.

When I'm not with the kids, I've usually got my nose in a book, at the gym, or I'm disappearing down some new rabbit hole I've become obsessed with.

### **AI became one of those rabbit holes.**

By day, I'm a leader in the medical device industry, a career I genuinely love. I work with an incredible team, and I've had a front-row seat watching AI start to change how businesses work in real time.

I first came across AI properly in 2022 and something just clicked.

Yes, I know. I sound like a geek.

What started as curiosity quickly became a hobby, then a slight obsession, and now I'm building apps to help my son study, creating websites just for fun, and testing new tools and finding ways to use AI in pretty much every part of my working life.

## WELCOME

I've spent years learning by doing. Trying things. Breaking things. Getting completely useless answers. Realising the problem was usually my prompt. Testing tools that promised the world and occasionally finding ones that genuinely changed how I worked.

Along the way, I've applied what I've learned inside a corporate environment, contributing to projects and improvements that have gone on to receive prestigious awards.

But I didn't learn any of this because someone handed me a neat little roadmap.

I wish they had.

### **That's why I created this.**

This is the guide I would have wanted when I first started. Something that explains AI like a normal person, without assuming you understand tech terminology or want to spend your evening watching a three-hour YouTube tutorial.

### **No jargon. No hype. No pretending you need to become a tech expert.**

Just what AI actually is, what it can genuinely help you with, and how to start using it properly in your own life today.

And if you end up disappearing down the rabbit hole too...

I apologise in advance.

## BEFORE YOU START

# How to use this guide

**About 60 minutes:** six short lessons (about 40 minutes) and a 15-minute exercise. Do it in one go, or a lesson at a time.

**You'll need:** a phone or laptop, and an email address to sign up for a free AI tool.

### COPY THIS PROMPT

Paste it straight into your AI tool.

### TRY THIS

A quick action, usually under 5 minutes.

### CHECK YOURSELF

A quick question to see what's stuck.

One rule: don't just read it. Every lesson has something to do. Doing it is how you learn.

# Your learning path

10 modules, from first steps to strategy · 01–05 free

- 01** **AI Foundations** **YOU ARE HERE**
- 02 Prompting
- 03 Everyday AI
- 04 Creating with AI
- 05 AI for Business & Income
- 06 AI at Work
- 07 Automation
- 08 AI Workflows
- 09 Agentic AI
- 10 Advanced AI Strategy

## LEARNING OBJECTIVES

# By the end of this module, you'll be able to:

- 1 Explain what AI is in one sentence, to a friend or your manager
- 2 Tell the difference between the AI you already use and the new AI chat tools
- 3 Pick a free AI tool and have your first real conversation with it
- 4 Turn a weak answer into a useful one by following up
- 5 Spot when an answer needs checking
- 6 Decide what's safe to share with AI, and what isn't

# 01

## Start with something you already know

When you type a text on your phone, it suggests the next word. Type "See you" and it offers "soon" or "tomorrow".

See you|

soon

tomorrow

later

It learned that from millions of messages. AI chat tools work on a similar idea, on a far bigger scale. They learned from an enormous amount of written text, which made them very good at predicting what a useful reply looks like.

# So, what is AI?

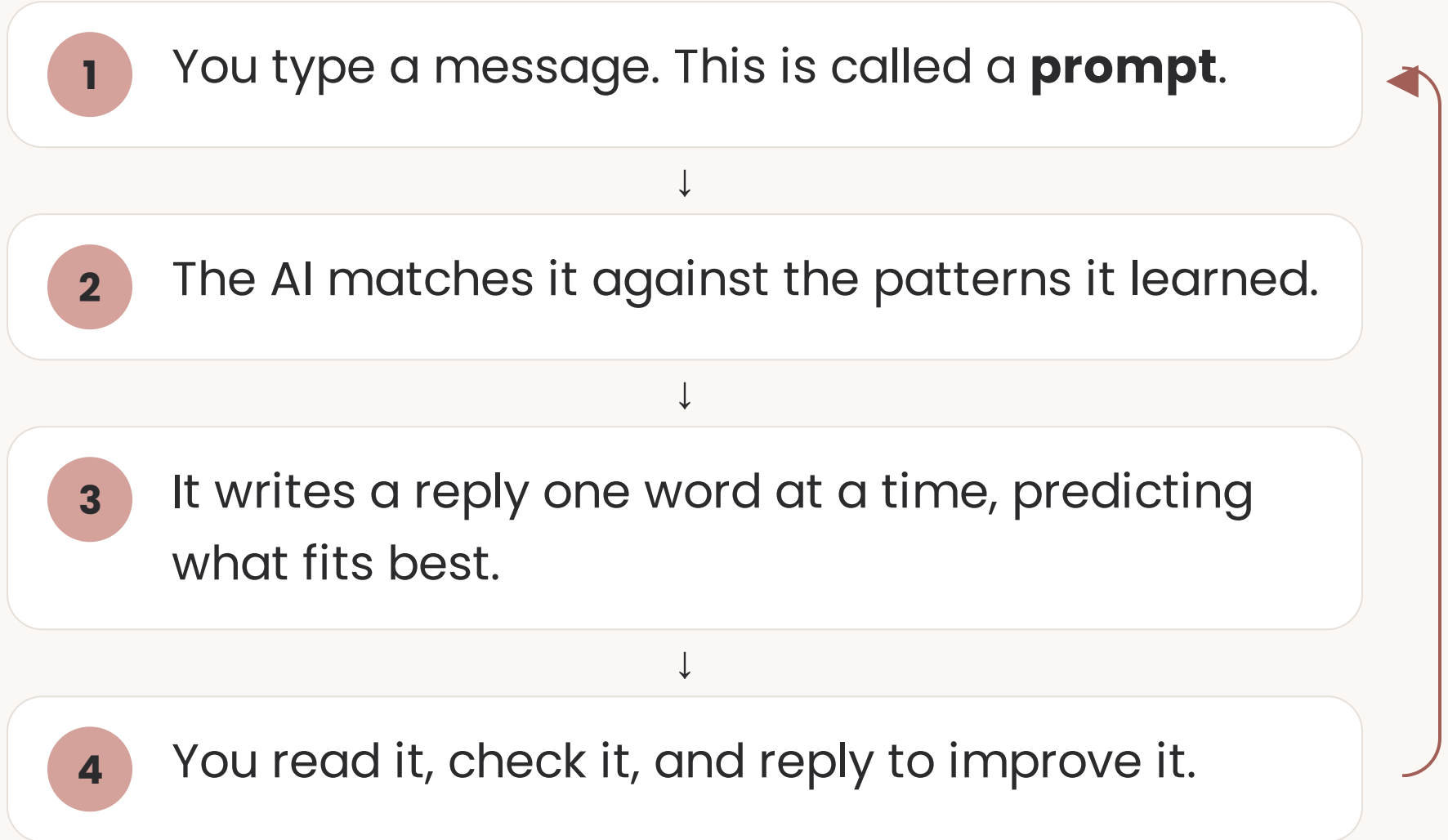
## IN ONE SENTENCE

AI (artificial intelligence) is software that has learned patterns from huge numbers of examples, so it can do tasks that used to need a person, like writing, summarising or answering questions.

## What that means for you

- It doesn't know things the way you do. **It predicts a likely answer.**
- Most of its answers are useful. Some are wrong, and it sounds just as confident when it's wrong.
- It only knows **what you tell it** about you and your situation, plus anything saved in its memory settings. So tell it what matters, each time.

# What happens when you ask AI a question

- 1 You type a message. This is called a **prompt**.
  - 2 The AI matches it against the patterns it learned.
  - 3 It writes a reply one word at a time, predicting what fits best.
  - 4 You read it, check it, and reply to improve it.
- 

↻ The back-and-forth is where the good answers come from.

## CHECK YOURSELF

Why can AI sound certain and still be wrong?

Decide first. The answer is upside down.

*Answer: it's predicting what a good answer looks like.  
It isn't looking up a guaranteed fact.*

# 02

## You've been using AI for years



Your phone suggesting the next word



Netflix or Spotify recommending what to watch or play next



Your email moving spam out of your inbox



Maps finding a faster route around traffic



Face ID unlocking your phone

**None of these felt scary. They were just useful.**

# What's new: AI that creates

The recent change is AI that can make something new: write an email, draft a plan, explain a confusing letter, suggest ideas.

This is called **generative AI**, because it generates.

This course focuses on these tools because you can use them for your work, your business and your home life, starting today.

## TRY THIS • 1 MIN

Look at your phone's home screen. Find two apps that already use AI.

Hint: anything that recommends, predicts or recognises.

# 03

## The main free AI chat tools

You only need one. Not sure? Pick ChatGPT, Claude or Copilot. The Full Edit has set-up guides for these three. If you already live in Google, Gemini works too.

### ChatGPT

by OpenAI

[chatgpt.com](https://chatgpt.com)

### Claude

by Anthropic

[claude.ai](https://claude.ai)

### Gemini

by Google

[gemini.google.com](https://gemini.google.com)

### Copilot

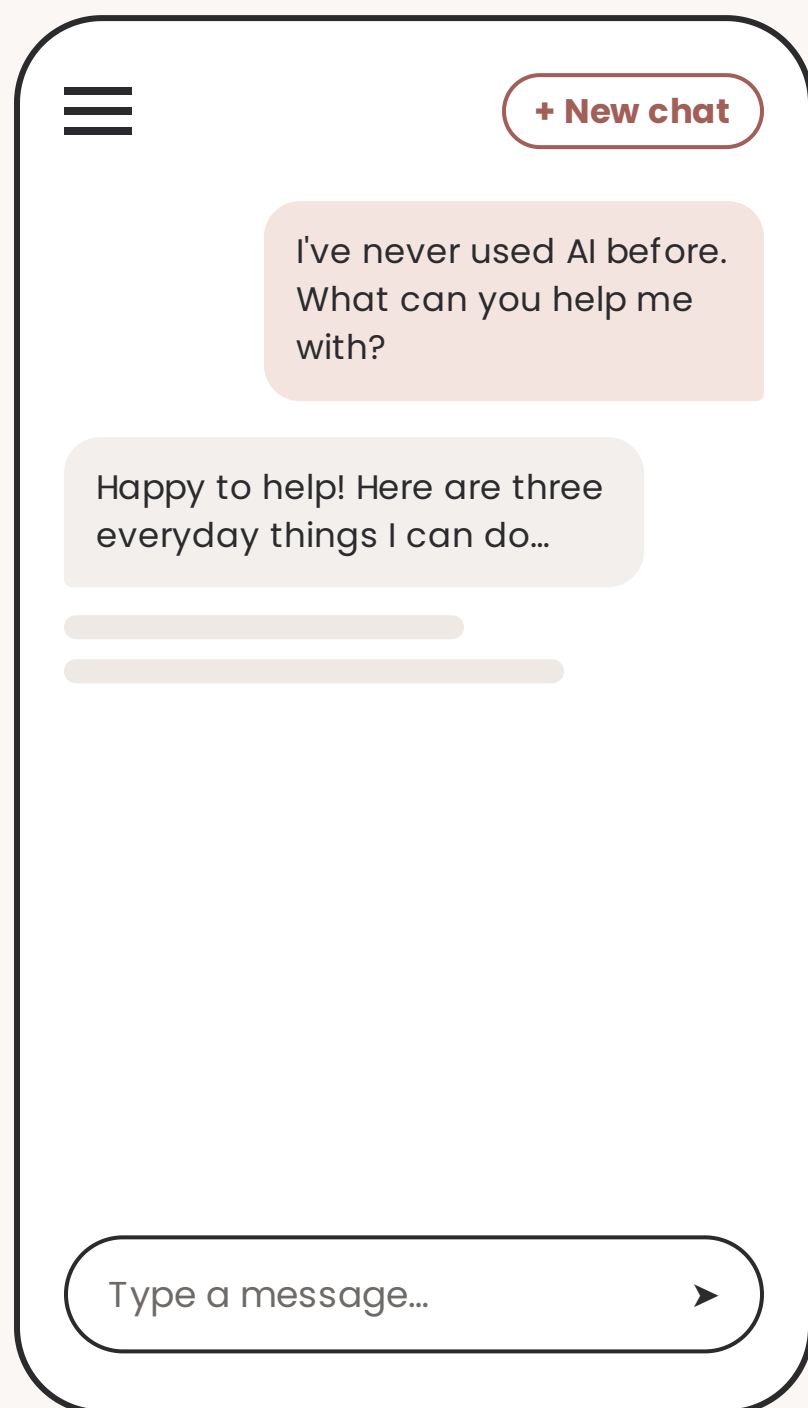
by Microsoft

[copilot.microsoft.com](https://copilot.microsoft.com)

Each has a free version, a website and a phone app. Free versions have usage limits that reset after a while. If you hit one, try again later or switch tool.

**At work?** Use the tool your employer has approved, and read your company's AI policy first.

# What you'll see on screen



## ① TOP

A "**New chat**" button. Some apps show a pencil , or hide it in the  menu.

## ② MIDDLE

Your messages and the AI's replies stack up like a text conversation.

## ③ BOTTOM

The **message box**. This is where you type.

**Tip:** start a new chat for each new topic. It keeps the answers focused.

# 04

## Your first chat in five steps

- 1 Open your chosen tool and sign up with your email. It may ask you to verify your email or phone number. That's normal.
- 2 Tap or click in the message box.
- 3 Copy the prompt below and paste it in.
- 4 Press Enter or tap Send.
- 5 Read the reply. Then reply back, like a conversation.

### **COPY THIS PROMPT**

"I've never used AI before. Explain what you can help me with, in plain English, using three examples from everyday life. Keep it short."

# Now make it about you

Swap in your own role. The more it knows about you, the more useful the ideas.

## COPY THIS PROMPT

"I'm a [your role, e.g. office manager / small business owner / parent returning to work]. Give me 5 small, specific ways you could help me this week. One sentence each."

## TRY THIS

Pick one idea from the list and do it today.

# Following up is the real skill

The first answer is a starting point, not the finished article. Reply to it, just as you would to a person.

## **COPY THESE FOLLOW-UPS**

“Make that shorter.”

“Explain that more simply.”

“Give me an example.”

“That's not quite right. I meant...”

“Ask me 3 questions so you can give me a better answer.”

That last one is the most useful sentence in this guide.

# Context makes the difference

## × VAGUE

“Write an email to my manager.”

→ A generic email that could be from anyone.

## ✓ WITH CONTEXT

“Write a short, friendly email to my manager asking to move our Thursday 1:1 to Friday morning because I have a school appointment. Under 80 words.”

→ Nearly ready to send after a quick read-through.

Who

What

Why

How long

AI can't read your mind. Tell it who it's for, what you need, why, and how long.

Module 02 turns these into a simple four-part formula: Task, Context, Format, Check.

# 05

## Where AI helps

### GREAT FOR

- First drafts: emails, posts, plans
- Summarising long text
- Explaining things simply
- Brainstorming ideas
- Rewriting in a different tone
- Turning messy notes into a tidy list

# Where to be careful

## BE CAREFUL WITH

- Facts, figures, dates and quotes
- Recent news, unless the tool shows it searched the web
- Maths and money calculations
- Legal, medical or financial decisions
- Anything where being wrong has real consequences

**Rule of thumb: AI gets you to a good first version faster. You make the final call.**

# Confident mistakes

Sometimes AI makes things up: a statistic that doesn't exist, a book nobody wrote, a wrong date. It says them with the same confidence as everything else.

People call this “hallucination”.

## THE 3-STEP CHECK

- 1 Ask: **“Which parts of your answer should I double-check?”**
- 2 Check any fact that matters against a source you trust.
- 3 If it names a source, open it. Make sure it exists and actually says that.

# 06

## The traffic light



**GREEN** · Go ahead

General questions · Your own writing · Public information  
· Made-up examples



**AMBER** · Remove details first

Work documents (take out names, clients, figures) ·  
Personal situations (change the names) · Anything  
you'd hesitate to email to a stranger



**RED** · Don't paste into a free or personal tool

Passwords and bank details · Other people's personal  
information · Health records · Confidential company or  
client information, unless your employer's approved tool  
allows it

Also worth doing: check whether your chats are used to train the tool. In Settings, look for “Data controls”, “Privacy” or “Improve the model”, and switch it off if you'd rather they weren't. The wording differs by tool.

**CHECK YOURSELF**

**A colleague wants to paste a client's contract into a free AI tool to summarise it.**

**Green, amber or red?**

Decide first. The answer is upside down.

*Answer: Red, unless your employer has approved that tool for client documents.*

**AND THIS ONE?**

**You want AI to improve your CV before a job application.**

Decide first. The answer is upside down.

*Answer: Amber. It's your own information, but take out your address and phone number first.*

# How people use it

Illustrative examples

**Sarah** · café owner

“Here are my notes on our new autumn menu. Write a short, warm Instagram caption.”

She still edits it so it sounds like her.

**Priya** · returning to work

“Here's the job advert. Ask me 5 likely interview questions, one at a time, and give me feedback on each answer.”

Practice without the pressure.

# How people use it

Illustrative examples, continued

**Jo** · team leader

“Turn these meeting notes into a list of actions with an owner for each.”

She uses her own notes, in her company's approved tool.

**Emma** · mum of two

“Plan 5 weeknight dinners for a family of four, under 30 minutes each, no mushrooms. Then give me one shopping list.”

One prompt, one weekly plan.

# Your starter prompt library

Copy, paste, and fill in the [brackets].

## 01 · EXPLAIN

“Explain [topic] as if I'm new to it. Use one everyday example.”

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## 02 · SUMMARISE

“Summarise this in 5 bullet points, then tell me the one thing I most need to know: [paste text]”

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## 03 · REWRITE

“Rewrite this so it sounds friendly but professional: [paste text]”

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## 04 · DRAFT

“Draft a short email to [who] about [what]. Tone: [warm / direct]. Under 100 words.”

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# Your starter prompt library

Screenshot these pages so they're always on your phone.

## 05 · BRAINSTORM

"Give me 10 ideas for [thing]. Mix safe ideas with a few unusual ones."

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## 06 · PLAN

"Help me plan [task]. Break it into steps I can each do in 15 minutes."

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## 07 · DECODE

"Explain this letter in plain English and tell me if I need to do anything: [type it out, or add a photo with the + or  button, with names, addresses and reference numbers covered]"

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## 08 · CHECK

"What in your last answer might be wrong or need checking?"

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# The before-and-after test

This shows you first-hand how AI works.

- 1 Ask a vague question about something real in your life, like **“Help me plan my week.”**
- 2 Start a new chat. Ask again, but add context: who you are, what's happening this week, what you need, and how you want the answer laid out.
- 3 Compare the two answers. Which one could you actually use?
- 4 In the better chat, type: **“Ask me 3 questions so you can improve this.”** Answer them.
- 5 Finish with: **“Which parts of this should I double-check?”**

# Write it down

**What AI is, in one sentence, in my own words**

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**My vague prompt, and my better one**

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**What changed in the answer**

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**One thing I'll use AI for this week**

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You're done when you have one answer you'd genuinely use, and you can explain why it's better.

TRY THIS · 10 MIN A DAY

# The 5-day starter challenge



## DAY 1

Ask AI to explain something you've always found confusing.



## DAY 2

Paste in an email you need to send (no private details) and ask for a friendlier version.



## DAY 3

Ask for 10 ideas for something you're planning. Pick one.



## DAY 4

Summarise a long article in 5 bullet points.



## DAY 5

Ask AI to help you plan next week. Follow up at least twice.

Share your favourite result with **@theaiexecutiveedit**  
**#TheAIFemmeEdit**

# Key takeaways

- 1 AI predicts useful answers from patterns. It doesn't know things the way you do.
- 2 You already use AI. What's new is AI that creates.
- 3 Pick one free tool and start. You don't need to try them all.
- 4 Better context gets better answers. Say who, what, why and how long.
- 5 The first answer is a draft. Follow up.
- 6 Check anything that matters. You make the final call.
- 7 Never paste passwords, other people's personal information or confidential data.

# Quick knowledge check

**1. AI gives you a precise statistic with a source for your presentation. What do you do?**

- A) Use it, it sounds certain
- B) Ask a different AI
- C) Open the source and check it says that

**2. You ask AI to “write a bio for me” and it's bland. Most likely reason?**

- A) It had no information about you
- B) AI isn't good at writing about people
- C) Free versions only give short answers

**3. Which is safest to paste into a free AI tool?**

- A) Your own draft LinkedIn post
- B) A spreadsheet of your customers' email addresses
- C) A photo of a friend's party invitation showing their home address

# Quick knowledge check

## **4. Which is a good first use of AI?**

- A) Choosing between two mortgage deals for you
- B) Drafting a polite email to rearrange a meeting
- C) Checking the exact date a new law starts

## **5. You're not happy with an answer. What's the best next step?**

- A) Start a new chat and type the same question
- B) Switch to a different AI tool
- C) Reply saying what's wrong and what you want instead

Answers on the next page.

# Answers

- c** **Q1.** AI can invent statistics and sources. Always open and check.
- A** **Q2.** It only knows what you tell it. Add your role, experience and tone.
- A** **Q3.** It's your own writing, with no one else's data in it.
- B** **Q4.** It's low risk and quick to check. Money decisions and legal dates need a qualified person or an official source.
- c** **Q5.** Following up is the skill. Say what to change.

**4 or 5 right?** You're ready for Module 02.

**Fewer?** Q1 and Q4: Lesson 5 · Q2 and Q5: Lesson 4 · Q3: Lesson 6.

# Words you'll hear

## **AI (artificial intelligence)**

Software that learned from examples to do tasks that used to need a person.

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## **Generative AI**

AI that creates new text, images or audio.

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## **AI assistant / chatbot**

A tool you talk to by typing, like ChatGPT, Claude, Gemini or Copilot.

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## **Prompt**

The message you type to the AI.

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## **Context**

The background you give it: who, what, why, how long.

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## **Hallucination**

When AI states something false as if it's true.

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## **Model**

The engine behind the tool. Companies update their models, so answers can change over time.

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## NEXT STEPS

# You've done the hardest part: getting started.

### NEXT • MODULE 02 • PROMPTING

## How to ask AI for exactly what you need

A simple four-part formula that turns vague answers into ones you can use.

[Get Module 02 free at theaiexecutiveedit.com](https://theaiexecutiveedit.com)

Follow **@theaiexecutiveedit** for a practical AI lesson every week.

### WANT TO GO FURTHER?

The Full Edit starts with the Getting Started Kit: step-by-step set-up for ChatGPT, Claude and Copilot, a 30-day starter plan, and three first projects with worked examples. It's available now at [theaiexecutiveedit.com](https://theaiexecutiveedit.com).

*See you in Module 02.*

*Heather • The AI Executive Edit*

