



BEYOND THE PROMPT:
AI FUNDAMENTALS
YOU SHOULD KNOW

BEFORE THE HACKS, TIPS, AND TRICKS; BUILD YOUR BASELINE.





ABOUT THE CREATOR.

I'm Kan Jones, founder of [iTechnically Kan](#) (ITK). I'm a software trainer, creator, and someone who believes tech should serve you and not the other way around.

I teach people how to use AI without the BS.

My goal is simple: help you build skills that matter, cut through the noise, and turn up your tech literacy.

SESSION FLOW



section 1



Cutting Through the AI Hype

Move past the noise to understand how AI actually works

section 2



AI Tools in Our Lives

See how AI already fits into your routines and build a simple AI starter toolkit

section 3



Prompting With Purpose

Learn how to talk to AI so it gives you what you actually need

section 4



AI Limits, Bias, & Healthy Habits

Spot bias, question confidently, and build habits that keep you balanced and in control

section 5



Reflection Questions

Reflect on how AI can serve your goals without replacing your judgment or creativity

**WHEN YOU HEAR
THE TERM “AI”
WHAT COMES TO MIND?**

MAGIC? SCARY? USEFUL? OVERHYPED?



CUTTING THROUGH THE AI HYPE

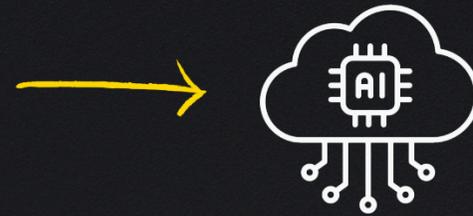
- Define Key AI Terminology
- Understand The AI → ML → LLM Continuum
- Difference Between AI Models & AI Products

SECTION 1 →

KEY DEFINITIONS

Artificial Intelligence (AI)

Computer systems that can perform tasks requiring human-like intelligence, such as recognizing patterns, generating text, or making predictions.



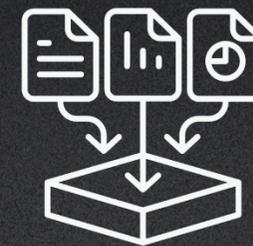
Machine Learning (ML)

A method within AI where systems learn from data rather than explicit programming.



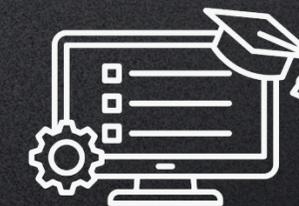
Large Language Model (LLM)

AI systems trained on vast amounts of text data that can understand, generate, and respond to human language in context.



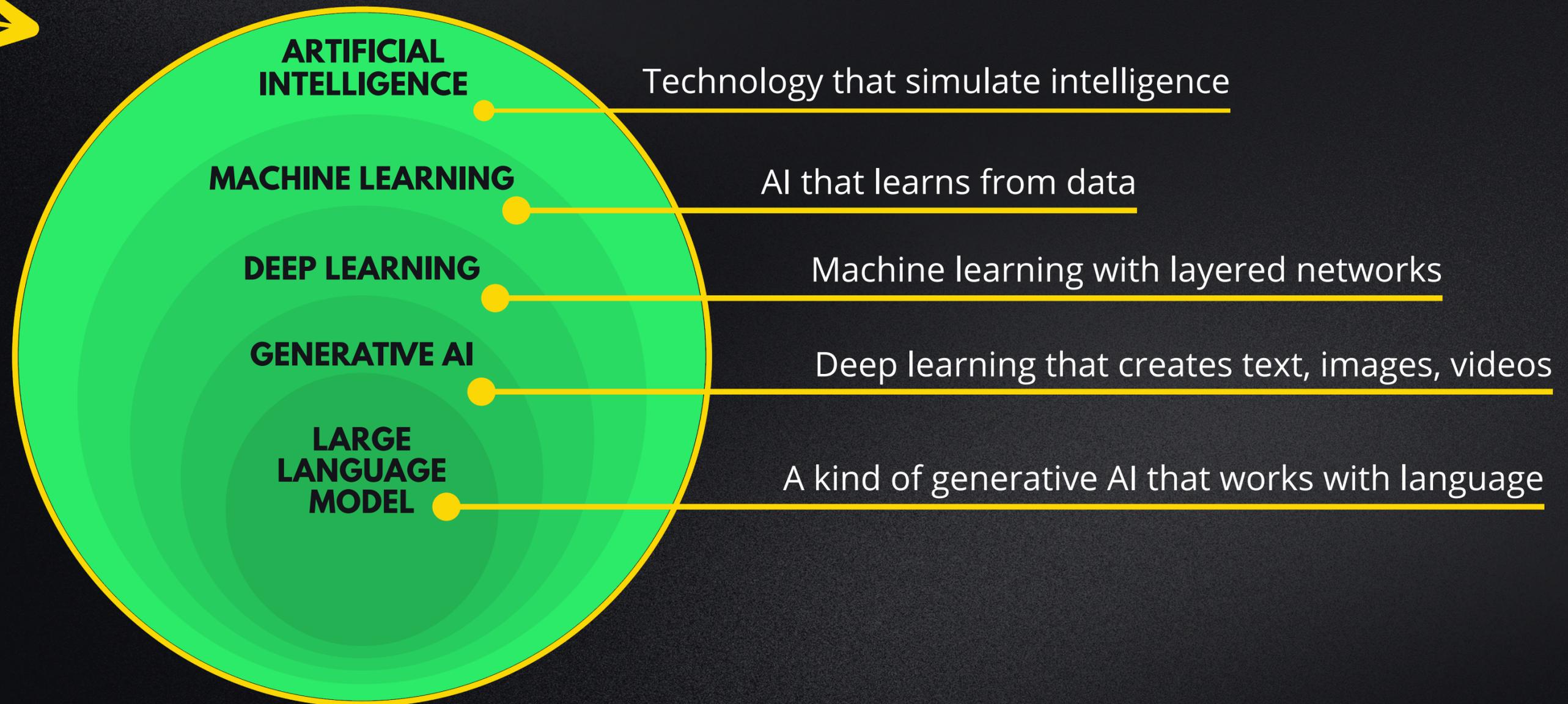
Digital/AI Literacy

not just knowing about or being able to use AI tools, but knowing how to question, adapt, and apply them responsibly.



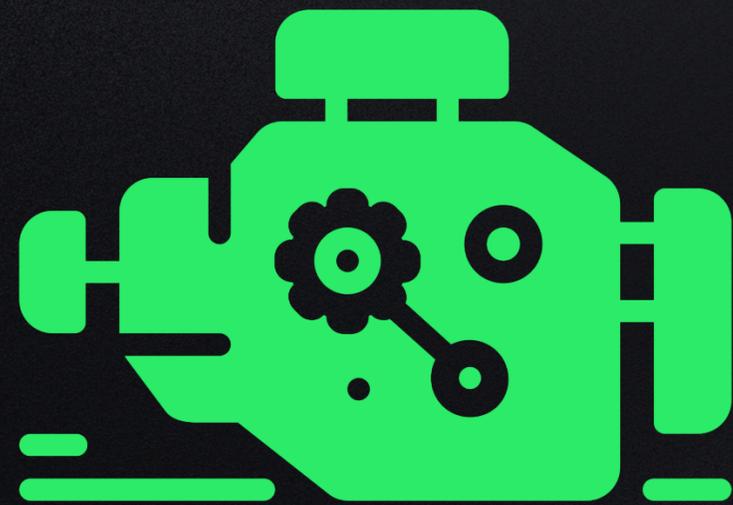
THE AI CONTINUUM

Each term isn't separate. They're connected and nested.
LLM's like ChatGPT are at the center of the bigger AI picture.



UNDERSTANDING AI MODELS & AI PRODUCTS

Models Create Capability; Products Create Usability.



The engine is the model.



The car is the product.

AI Models POWER AI Products

AI products run on AI models — but they're not the same thing.

EXAMPLES OF AI MODELS & AI PRODUCTS

The Models



The Products



GPT-4 / GPT-5



CHATGPT

STABLE DIFFUSION



CANVA MAGIC MEDIA

CLAUDE SONNET 4.5



CLAUDE CODE

SPEECH RECOGNITION SYSTEM



APPLE'S SIRI

MACHINE LEARNING ALGORITHM



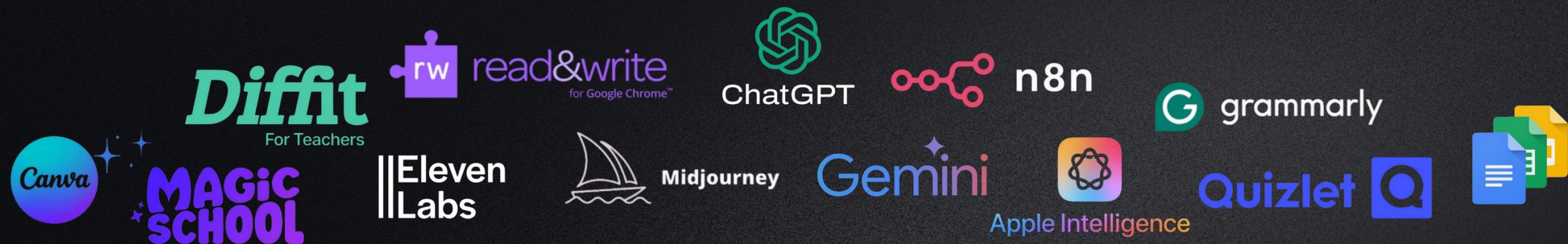
NETFLIX RECOMMENDATIONS





AI TOOLS IN OUR LIVES

- Where AI Already Exists In Our Routines
- Standalone / Integrated / Custom AI Tools
- Building A Simple AI Starter Kit



SECTION 2 →

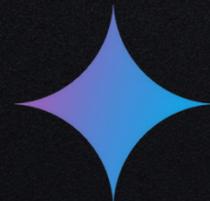
THE 3 CATEGORIES OF AI TOOLS

Standalone

Full applications built primarily around AI models and used directly.



ChatGPT



Gemini



Perplexity



Claude

Integrated

AI features built into existing software to extend what it can do.



MS Copilot



Google AI



Canva Magic

Custom

AI systems designed for a specific audience, context, or workflow.



Magic School



n8n

N8N



Diffit



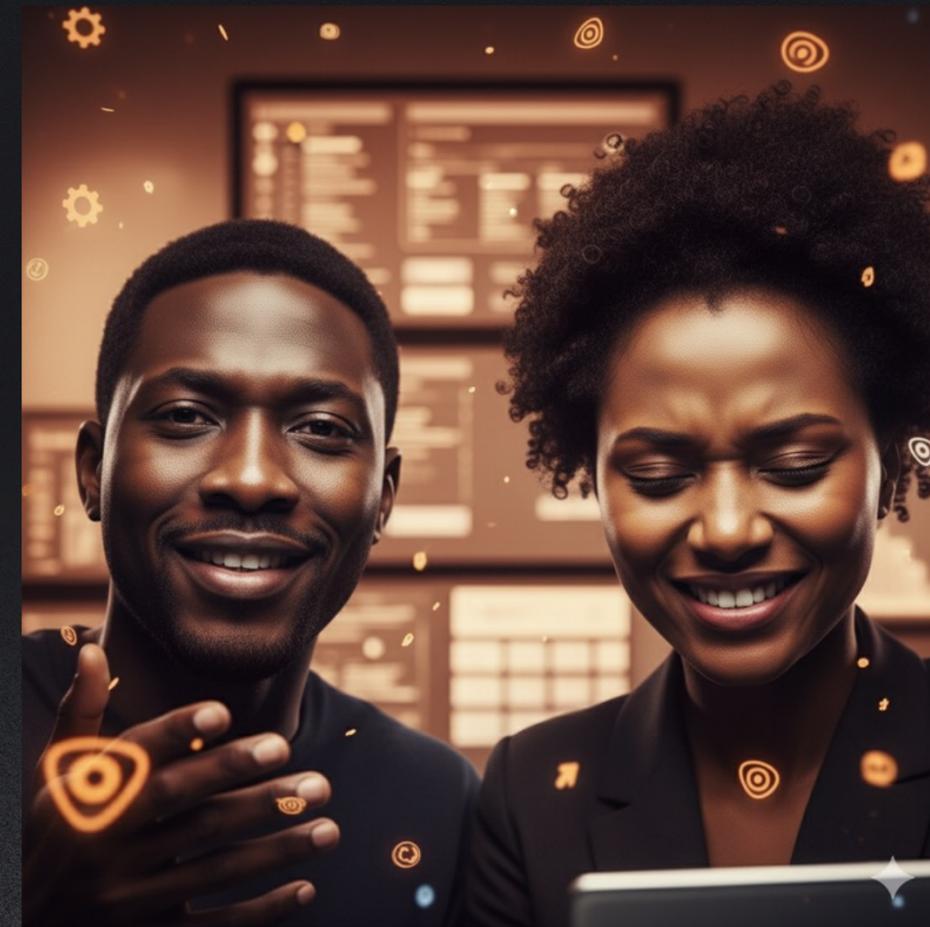
Make AI Automations

TOOL PARALYSIS IS REAL

YOU DON'T NEED EVERY TOOL — JUST THE RIGHT THREE.



Before Building A Toolkit

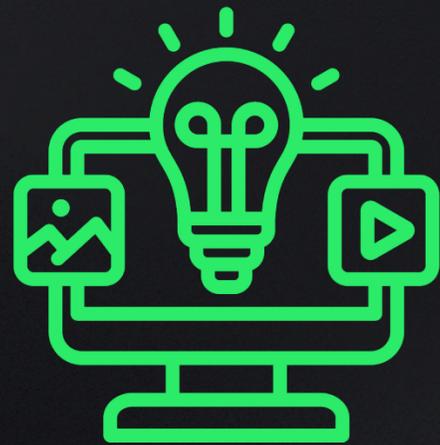


After Building A Toolkit

THE AI STARTER KIT: THREE TOOLS. THREE ROLES.



+



+



ONE TO THINK

ONE TO CREATE

ONE TO ORGANIZE.

Three tools can cover 80% of your AI needs.

STARTER KIT:

LLM (LARGE LANGUAGE MODELS)

Tools That Think With You



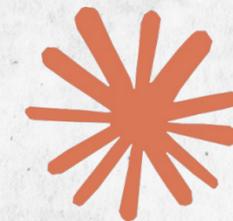
Gemini (Google)

integrates into Google Docs,
Sheets, Classroom



ChatGPT

General-purpose reasoning,
writing, tutoring



Claude.AI

Reading long texts, summarizing,
and policy-safe contexts.

HOW THEY SUPPORT:

Professionals: Draft emails, summarize documents, brainstorm ideas, refine messaging

Creatives: Outline projects, generate concepts, edit and refine written content

Learners: Break down complex topics, get explanations in plain language, study support

STARTER KIT: CREATION TOOLS

Tools That Make with You



Microsoft Designer

AI-powered design tool for graphics, posts, and branded content



Adobe Express

Simplified design and content creation with AI features built in



Canva AI

Design visuals, social posts, presentations, AI-assisted

HOW THEY SUPPORT:

Professionals: Create branded content, automate design work, polish messaging

Creatives: Mockup ideas fast, generate layouts and visuals without starting from scratch

Everyone: Make polished content without a design or editing background

STARTER KIT: ORGANIZING TOOLS

Tools That Plan with You



Google Workspace

smart summaries, scheduling,
data organization.



Notion

note-taking, curriculum
mapping, project tracking.



Trello

task automation, classroom
project management.

HOW THEY SUPPORT:

Professionals: Manage projects, track deadlines, organize workflows and documentation

Creatives: Plan content calendars, manage ideas, collaborate with teams

Everyone: Stay on top of tasks, centralize information, automate repetitive work



PROMPTING WITH PURPOSE

- How To Talk To AI So It Understands You
- From Generic To Purposeful Prompts
- Implied Context, Few-shot, Chain-of-thought

SECTION 3 →

PROMPT **CONTEXT MATTERS**

Vague in → generic out.



Write a social media post about AI tools



Input: Too broad, no audience, no angle, no direction for AI to follow.



ChatGPT 5.2 ▾

Share

Add people



Write a social media post about AI tools

AI tools aren't magic. They're leverage.

They don't replace your thinking. They multiply it.

They don't give you ideas. They help you test them faster.

They don't do the work *for* you. They reduce the friction *around* the work.

The real skill right now isn't "knowing AI."

It's knowing **what you're trying to do**, then using AI to get there with less noise.

Treat AI like a power tool, not a brain transplant.

Still need judgment. Still need taste. Still need intent.

The people winning aren't chasing every new tool.

They're using a few tools, clearly, on purpose, every day.

Build first. Prompt second.



Output: Generic, shallow, lacks focus or cultural nuance.

PROMPT **CONTEXT MATTERS**

Clear in → context-rich out.



Write a LinkedIn post for solopreneurs explaining why they should start with 3 AI tools instead of 10. Use a conversational tone, include a personal story about tool overload, and end with a clear takeaway.



Input: Clear audience, focus, and outcome which gives AI purpose and context to build from.

ChatGPT 5.2 Share Add people

Most solopreneurs don't have an AI problem.
They have a *tool hoarding* problem.

I know this because I did it.

At one point I had ChatGPT, Claude, Notion AI, Jasper, Midjourney, Zapier, n8n, three Chrome extensions I couldn't name, and a half-built workflow that worked... sometimes.

On paper, it looked productive.
In reality, I spent more time *deciding which tool to use* than actually doing the work.

Here's what finally clicked.

Every AI tool promises leverage.
But leverage only shows up **after repetition**, not during experimentation.

When you juggle 10 tools:

- You never build muscle memory
- You never trust the outputs
- You never move fast enough to feel momentum

When you commit to 3 tools:

- You learn their quirks
- You design workflows around *your* brain
- You stop "trying AI" and start *using* it

The magic number isn't 3 because it's trendy.
It's 3 because you can hold the mental model in your head.

One for thinking and writing.
One for automation or organization.
One for creation or distribution.

That's it.

Clear takeaway:
Depth beats breadth. Pick three tools, use them daily for 30 days, and let skill compound before adding anything new.

AI doesn't reward curiosity alone.
It rewards commitment.

Copy Like Quote Share Refresh More Download

Output: Focused, relatable, audience-specific, actionable.

PROMPTING METHODS

Teach AI how to think with you, not for you.

Implied context

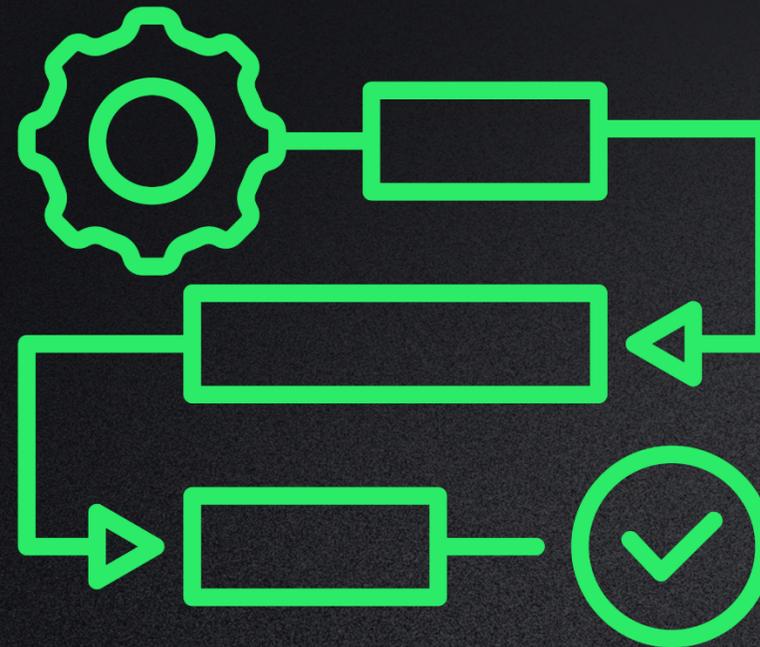
Tell the AI who it's talking to and what world it's in. Don't make it guess.

Zero/One/Few-Shot

The more examples you give, the better the fit.

Chain-of-thought

Break big tasks into steps so AI can reason through them.



IMPLIED CONTEXT PROMPT EXAMPLE

Write a personal bio for my LinkedIn profile. I'm a content creator who teaches people how to use AI tools. Keep it approachable and highlight that I make tech accessible for non-technical people.



Implied Context prompts tells the AI who it's for and why it matters.

I teach everyday people how to actually use AI.

Not engineers. Not prompt wizards. Regular folks who just want tech to make life and work easier.

I create practical content that breaks AI down into plain language. No buzzwords. No gatekeeping. No "just trust me" nonsense. If a tool is useful, I'll show you how to use it. If it's overhyped, I'll say that too.

My focus is accessibility. Helping non-technical creators, professionals, and small teams understand what AI can do, where it fits, and how to apply it without feeling overwhelmed or behind.

Think of me as your tech translator. Turning confusing tools into usable workflows.

If you're curious about AI but tired of the noise, you're in the right place.

Implied Context Result

ZERO / ONE / FEW-SHOT PROMPT EXAMPLES

Write a short 'what I do' statement for my website.



Zero-Shot prompts give no examples in the prompt

Write a short 'what I do' statement for my website.

Here's a short, clean "what i do" statement that works well on a homepage:

I help non-technical people use AI without the confusion.

I break down complex tools into simple, practical workflows so creators, solopreneurs, and everyday professionals can actually apply AI to their work, not just talk about it.

Zero-Shot Result

ZERO / ONE / FEW-SHOT PROMPT EXAMPLES

Here's an example of a 'what I do' statement:

'I help small business owners simplify their marketing so they can focus on what they do best—without spending hours on social media.'

Now write a similar statement for someone who teaches people how to use AI tools.



One-Shot prompts give 1 example in the prompt

Here's an example of a 'what I do' statement:

'I help small business owners simplify their marketing so they can focus on what they do best—without spending hours on social media.'

Now write a similar statement for someone who teaches people how to use AI tools.

I help everyday people use AI tools so they can work smarter and save time, without needing technical skills or getting lost in the hype.

One-Shot Result

ZERO / ONE / FEW-SHOT PROMPT EXAMPLES

Here are three examples of 'what I do' statements:

1. I help small business owners simplify their marketing...
2. I help freelance designers build profitable businesses...
3. I help new parents navigate the first year...

+ Now write a new statement in that same style for someone who teaches people how to use AI tools."



Few-Shot prompts give several examples in the prompt

"Here are three examples of 'what I do' statements:

'I help small business owners simplify their marketing so they can focus on what they do best—without spending hours on social media.'

'I help freelance designers build profitable businesses by teaching them how to price their work, find better clients, and manage their time.'

'I help new parents navigate the first year with evidence-based advice, practical tips, and a judgment-free community.'

Now write a new statement in that same style for someone who teaches people how to use AI tools."

"I help non-technical people learn how to use AI tools in practical ways so they can work smarter and save time—without needing to be tech experts or chase hype."

Few-Shot Result

CHAIN-OF-THOUGHT PROMPT EXAMPLE

I'm building my personal brand as someone who teaches AI literacy.

Step 1: Identify three core messages I want people to associate with my brand.

Step 2: Write a short positioning statement based on those messages.

+ Step 3: Suggest 3 content topics that reinforce this positioning.



Chain-of-Thought prompts *break the task into reasoning steps*

Step 1. Three core messages

1. AI is a tool, not magic.

You help people understand what AI can and can't do so they use it intentionally instead of blindly trusting it.

2. You don't need to be technical to be effective with AI.

AI literacy is about thinking, context, and decision-making. Not coding, math, or jargon.

3. Practical use beats hype.

Real value comes from applying AI to everyday work and life. Not chasing every new tool or trend.

Step 2. Short positioning statement

I teach AI literacy for everyday people. I help non-technical professionals understand how AI works, when to use it, and how to apply it responsibly and practically without the hype or intimidation.

Step 3. Three content topics that reinforce this

1. "What AI is actually doing when you type a prompt"

Mental models. Plain language explanations. No diagrams that require a CS degree.

2. "Where AI helps. And where it absolutely shouldn't be used."

Decision boundaries. Risk, bias, and human judgment. This builds trust and authority fast.

3. "One tool, one real workflow."

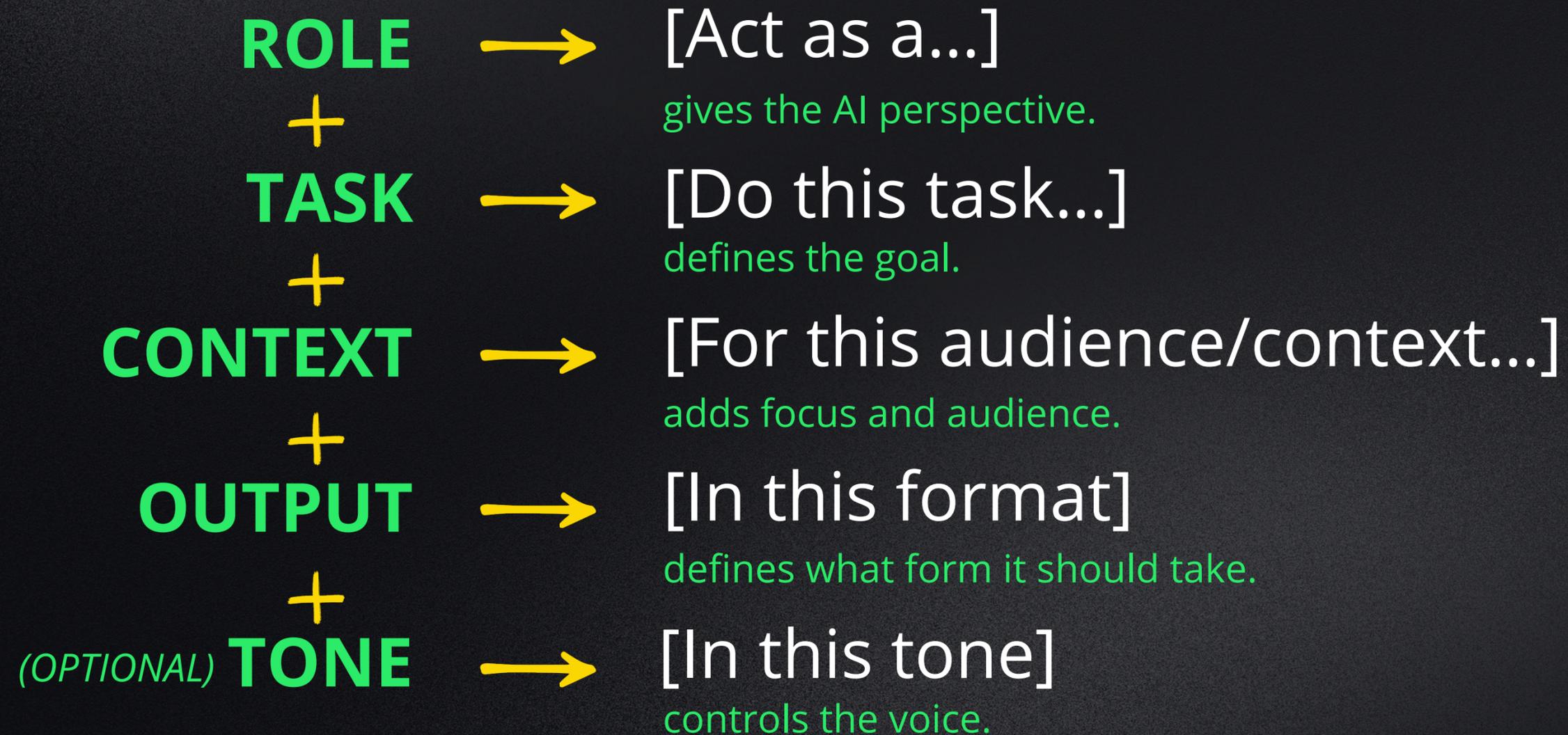
Walk through a single AI tool solving a real problem. Email drafting, planning, summarizing, decision support. Show usefulness, not novelty.

This positions you as a translator and a guide, not a cheerleader or a fear merchant. That's AI literacy done right.

Chain-of-Thought Result

PROMPT FRAMEWORK

Good prompts are built, not guessed. If you can give directions, you can prompt.



PROMPT FRAMEWORK **IN ACTION**

Act as a content strategist helping a creator write their weekly newsletter. Write a short intro for a newsletter about AI fundamentals. The newsletter goes to solopreneurs & creatives who want to use AI but feel overwhelmed by all the tools and trends. This edition focuses on why starting with the basics matters more than chasing the latest hacks. Create a 3-paragraph intro that can be used at the top of the email. Use a conversational and grounded tone like talking to a friend who's smart but doesn't have time for bs.

Role: *Act as a content strategist helping a creator write their weekly newsletter.*

Task: *Write a short intro for a newsletter about AI fundamentals.*

Context: *The newsletter goes to creatives who want to use AI but feel overwhelmed by all the tools & trends. This edition focuses on why starting with basics matters more than chasing the latest hacks.*

Output: *Create a 3-paragraph intro that can be used at the top of the email.*

Tone: *Conversational and grounded, like talking to a friend who's smart but doesn't have time for BS.*

Every week there's a new AI tool, a new "must-know" hack, and a new reason to feel behind. One thread says agents will replace everything. Another says prompts are dead. Meanwhile, you're just trying to get your work done without turning your brain into a browser with 47 tabs open.

Here's the part nobody tells you. Most people aren't stuck because they're missing the latest tool. They're stuck because they never learned the basics. What AI is actually good at. Where it breaks. And how to think about using it before touching a single prompt. Foundations beat features every time.

This edition is about slowing down on purpose. We're talking AI fundamentals. The mental models, simple rules, and first principles that make everything else make sense. Because once you understand the basics, the tools stop feeling overwhelming. And the hype stops controlling your workflow.

Conversational and grounded tone

PROMPT FRAMEWORK **IN ACTION**

Act as a content strategist helping a creator write their weekly newsletter. Write a short intro for a newsletter about AI fundamentals. The newsletter goes to solopreneurs and creatives who want to use AI but feel overwhelmed by all the tools and trends. This edition focuses on why starting with the basics matters more than chasing the latest hacks. Create a 3-paragraph intro that can be used at the top of the email. Use a motivational and energizing tone—like a coach rallying someone to take action.

Role: *Act as a content strategist helping a creator write their weekly newsletter.*

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Output: *Create a 3-paragraph intro that can be used at the top of the email.*

Tone: *Motivational and energizing like a coach rallying someone to take action.*

Right now it feels like AI is moving at warp speed. New tools. New features. New “you have to try this” posts every time you open your phone. It’s easy to feel like you’re already behind before you’ve even started.

But here’s the truth. The people making real progress with AI aren’t chasing every new hack. They’re grounded in the basics. They understand what AI is good at, where it helps most, and how to think clearly before reaching for another tool. That foundation is what turns noise into momentum.

This edition is about getting you back on solid ground. We’re focusing on AI fundamentals. The core ideas that give you confidence, clarity, and control. Master these, and every tool that comes next becomes easier to use, easier to evaluate, and easier to turn into real results.

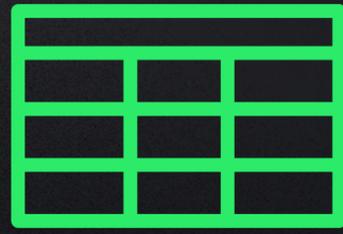
Motivational and Energizing Tone

**A PROMPT IS A TOOL.
A SYSTEM IS A STRATEGY.**

DON'T JUST EXPERIMENT. ORGANIZE.
THAT'S HOW YOU TURN CURIOSITY INTO CAPACITY.

BUILD A SYSTEM

A prompt is a recipe. Write it down so you can cook it again.



Capture It

When a prompt works,
copy it into document or
notes app.

Categorize It

Label it by purpose —
Lesson Plan, Comms,
Assessment, etc.

Name It

Give each prompt a short,
clear title.

Reuse It

Revisit and tweak
prompts over time.

Build once. Reuse often.

CREATE A “PROMPT PANTRY”

AI gets better when you do. Every saved prompt is one less decision tomorrow.

	A	B	C	D	E
	Table1				
1 +	Prompt Name	Full Prompt	Purpose	Notes	Category
2	Prompt Pack Builder	Build me a [number]-prompt pack for my subscribers.	Create a reusable set of pro	Great for lead magnets or freebies.	Content Creation
3	Welcome Sequence Builder	Write a 3-email welcome sequence.	Onboard new subscribers.	Sets tone for new readers.	Email & Newsletter
4	Unsub Analytics & Feedback	Analyze this email data: [open rate, click rate, unsubscribes].	Improve campaigns based	Works after each campaign.	Email & Newsletter
5	Newsletter Content Repurposing	Take this email [paste text] and repurpose it into:	Turn email content into mul	Boosts reach from one email.	Email & Newsletter
6	Automation Setup Guide	Write a step-by-step guide for setting up [tool/automation].	Simplify complex tech setu	Great for Make/Zapier walkthroughs.	Automation & Workflow
7	Unsubscribe Messages	Write 5 short unsubscribe confirmation messages.	Offboarding subscribers gra	Prevents burned bridges.	Content Writing
8	Opt-In / Landing Page Copy	Write opt-in landing page copy.	Grow email list with clear m	Ideal for sign-up pages or lead magnets.	Content Creation
9	HTML Email Update	Take this HTML template [paste code] and replace the following:	Quickly refresh content in a	Works well for consistent branded emails.	Content Creation
10	Tech Term Breakdown	Explain the term [insert term], in plain language.	Make technical terms diges	Use as a recurring glossary section.	Content Creation
11	Weekly Email Draft	Draft a weekly email on [insert topic].	Write engaging weekly ema	Can be paired with prompt packs.	Email & Newsletter
12	Prompt Pack Builder	Build me a [number]-prompt pack for my subscribers.	Create a reusable set of pro	Great for lead magnets or freebies.	Content Creation
13	Subtle CTA Builder	Draft 5 call-to-action lines that drive follows without sounding desp	Grow followers without pus	Growth comes from subtle pull, not push.	Content Writing
14	Comment Value Pack	Generate 20 comment templates I can use to add value under big a	Build visibility and relations	Distribution is part of creation.	Content Writing
15	Content Calendar Creator	Create a 30-day content calendar mixing authority, storytelling, and	Plan consistent content out	Consistency beats bursts.	Social Media Strategy
16	Micro-Hook Thread Builder	Turn this long piece into a thread (or carousel) with micro-hooks on	Expand single post into mul	Retention compounds when readers scroll.	Content Writing
17	Sharpen My Post	Rewrite this post in my voice but sharper, shorter, and more shareat	Improve clarity and virality c	Clarity spreads. Fluff dies.	Content Writing
18	Viral Hook Generator	Give me 10 viral-style hook ideas tailored to [topic/niche].	Quickly test strong content	If the hook fails, nothing else matters.	Content Creation
19	Viral Post Pattern Analyzer	Analyze 20 viral posts in [niche]. Identify patterns in hooks, tone, an	Learn repeatable content st	Teaches you the formula instead of guessing.	Social Media Strategy
20	Medium Blog Post Prompt with SEO	You are a content creator with a conversational, authentic, and enga	Converting long-form trans	This is a reusable blog-writing template. Works fo	Content Creation
21	One-Page Website Builder	First ask: "Do you have any reference websites, HTML, or images th	Generate a modern one-pag	Focus on accessibility and responsive typography	Prompt Template
22	Instructional Blog Post Writer	Please enter your instructional blog post topic and target audience,	Generate a full instructional	Ideal for turning educational ideas into blog posts	Content Writing
23	Prompt Engineering Optimizer	Analyze the user's input for intent, task, and clarity. Apply best pract	Transform messy or vague	Use 20-30 word sentences for clarity. Assume ac	Prompt Template
24	HTML Email Builder (Interactive)	Ask one question at a time. Wait for answers. Follow this sequence	Create brand-consistent, re	Use bulletproof buttons, safe system fonts, mean	Prompt Template
25	YouTube Title + Description Generato	Help me write a YouTube title and description for my video. The go	Create YouTube video titles	Optimize for clarity and relatability; keep the title c	Content Writing

* Google Sheets



LIMITS, BIAS, & HEALTHY HABITS WITH AI

- Why AI Isn't Neutral And Why That Matters
- Spot Bias And Verify Sources
- Build Healthy Habits For Responsible AI Use

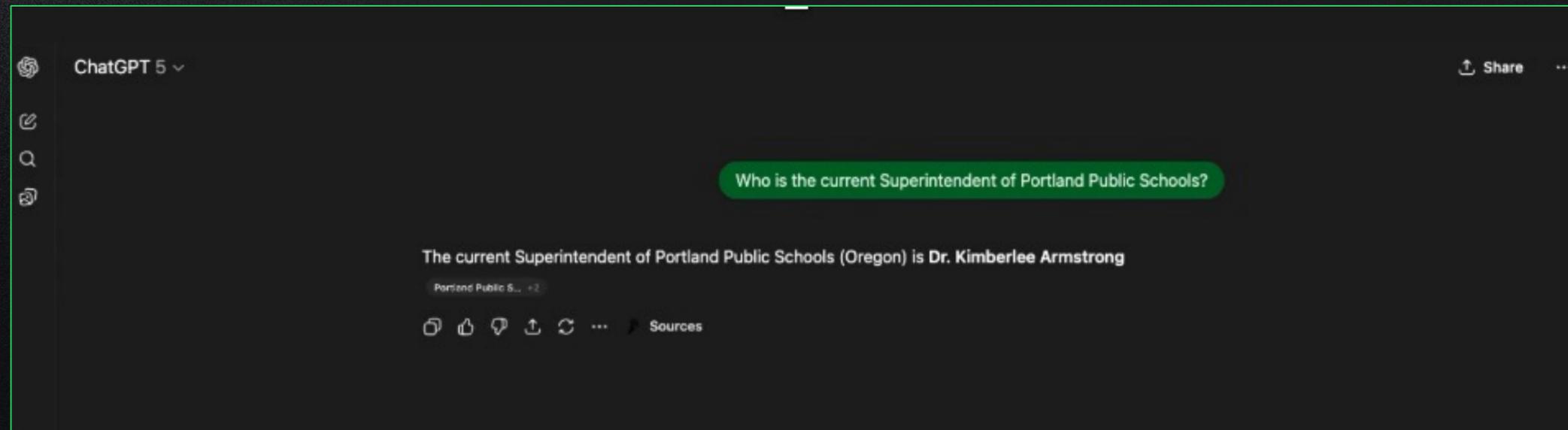
SECTION 4 →

AI ISN'T NEUTRAL.
IT MIRRORS ITS DATA.

IF IT'S MISSING FROM THE DATA,
IT'S MISSING FROM THE OUTPUT.

ANSWER VS. EVIDENCE: WHAT MATTERS MORE?

In AI literacy, credibility comes from the source, not just the claim.

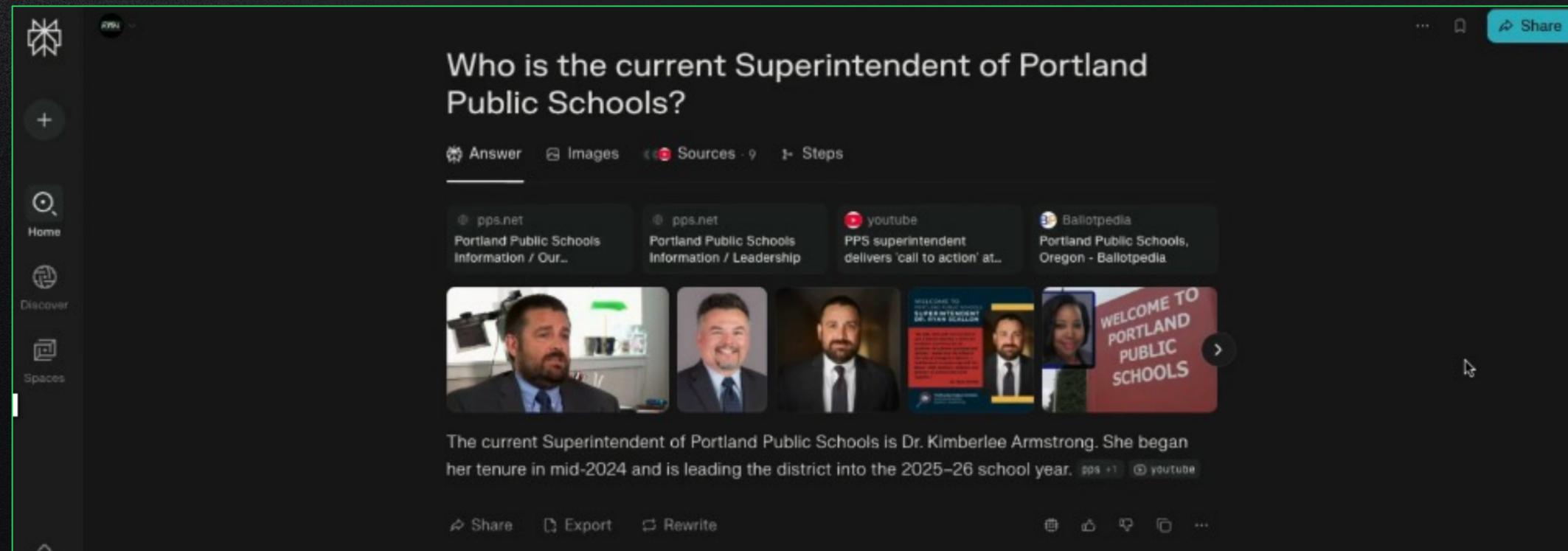


ChatGPT will sometimes give you an answer but no way to verify it.

It sounds confident, but you can't trace where the information came from or confirm it's still accurate.

ANSWER VS. EVIDENCE: WHAT MATTERS MORE?

In AI literacy, credibility comes from the source, not just the claim.



Perplexity gives you an answer and shows you where it came from.

You can click through to verify the sources, check for updates, and make your own judgment about credibility.

LIMITS & BIAS

AI reflects the world we've built; not the one we're still building.

AI DOESN'T KNOW TRUTH, IT PREDICTS PATTERNS.

It generates what's probable, not what's proven.

BIAS IN → BIAS OUT.

If the data reflects inequality, the output will too.

REPRESENTATION GAPS ARE REAL.

Histories, voices, and cultures underrepresented in data sets show up less (or not at all) in results.

CONFIDENCE ≠ CORRECTNESS.

AI can sound certain and still be wrong — especially on local or nuanced topics.

CONTEXT MATTERS.

Prompts that name place, perspective, or audience produce more balanced responses.

HUMAN JUDGMENT IS STILL REQUIRED.

AI can assist, not replace, our responsibility to verify and interpret.

AI LITERACY ISN'T ABOUT **KNOWING EVERYTHING.**

IT'S ABOUT ASKING BETTER QUESTIONS, CHECKING
FOR GAPS, AND PACING YOUR GROWTH.

HEALTHY HABITS FOR AI USE

Don't Chase the Tools. Build the Habits.

STAY GROUNDED IN PURPOSE.

Use AI as a thought partner to enhance, not replace, your expertise creativity, & connection.

LEARN DAILY.

Spend a few minutes exploring one tool, prompt, or idea. Consistency beats intensity.

ACT WEEKLY.

Apply what you've learned to a real task, lesson, project, or communication.

REFLECT REGULARLY.

Ask: What worked? What didn't? What's worth keeping? Reflection turns use into understanding.

VERIFY BEFORE YOU SHARE.

AI can be wrong or incomplete so double-check before reusing content.

DISCONNECT TO RECHARGE

Balance screen time with offline learning, collaboration, and rest.

REFLECTION QUESTIONS

Think about how AI can be integrated with purpose

- Q:** What's one thing you now understand about AI that changes how you'll approach it?
- Q:** How do you want to show up when using AI? curiosity, intention, or something else?
- Q:** What's one habit you'll build to stay grounded and critical when working with AI?
- Q:** What's the first thing you're going to try or apply this week?
- Q:** If someone asked you, "what's the most important thing to know about using AI?", what would you say?



CONTACT INFORMATION

Have questions or want to connect? Whether you're looking for help exploring AI tools, or collaborating on a project, reach out and let's talk.

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Social Media

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