ITDP TECHNOLOGY ACADEMY · CLASS 2 · HOMEWORK

Ship It.

Put last class to work · ~1 hour this week · bring proof to next class

Last class, the AI *told* you things about your business — your strengths, your message, posts you could run. That's the easy part, and it's where most people stop and nothing changes. This week is different. This week you **put one real thing into the world.**

> **The rule from here on:** homework = shipped work. Every assignment leaves something real in your business — a post that's live, an assistant that's set up, a plan you've started. You don't need more ideas. You need reps.

1 Set up your AI business assistant

~15 min · do once

Stop re-typing who you are every time. Save your business once, so your AI always knows it.

1. Grab the **Business Brief** you wrote in class (the paragraph about your business).
2. In **ChatGPT**: create a new **Project** (or open Settings → Custom Instructions) and paste your Business Brief in so every chat starts knowing your business.
3. In **Claude**: create a new **Project** and add your Business Brief to the project's instructions/knowledge.
4. Test it: open a fresh chat and ask, *"What do you know about my business?"* — it should answer without you explaining again.

💡 *Not sure where the buttons are? The step-by-step is in your online portal, and the class assistant can walk you through it. This one's worth getting right — you'll use it the rest of the program.*

> **Bring proof:** a screenshot of your AI correctly answering "what do you know about my business?"

2 Publish ONE real thing

~30 min

Take one thing the AI made for you last class and actually put it out. Not perfect — out.

Pick at least one (more if you're feeling it):

- [ ] Post **3 of the captions** the AI wrote for you — to Instagram, Facebook, wherever your customers are.
- [ ] **Set up or finish your Google Business Profile** — hours, photos, categories. This is how locals and AI find you.
- [ ] **Send one real message** to past customers — an update, an offer, "we miss you." (Have AI draft it from your assistant.)
- [ ] **Fix or publish one product listing** using the description the AI wrote.

> **Bring proof:** a screenshot of what you posted, sent, or published.

3 Build your 2-week content plan — and start it

~20 min

One plan beats posting on panic. Let your new AI assistant build it, then get the first ones out.

RUN THIS IN YOUR AI ASSISTANT (IT ALREADY KNOWS YOUR BUSINESS)

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Build me a simple 2-week social media content calendar. For each day give me: the post idea, the goal (awareness, foot traffic, or a sale), and a ready-to-use caption with hashtags. Make it realistic for a busy owner — no more than one post a day, and some days off.
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1. Save the calendar where you'll actually see it (notes app, printed, calendar).
2. **Post the first one today.** Then at least two more before next class.
3. Watch what happens — which post got a comment, a like, a customer? Note it.

> **Bring proof:** your 2-week calendar + a screenshot showing you posted at least one.

+ Stretch (optional) — the "do I exist?" fix

~15 min

For the go-getters: make the AI start recommending you.

1. Ask ChatGPT and Claude: *"I'm looking for **[what you sell]** in **[your city]** — where should I shop?"* See if you're named.
2. Ask your assistant: *"List the 10 phrases customers actually search to find a business like mine, and exactly where I should put those words."*
3. Add those words to your Google profile, your bio, and your website. That's how you start showing up.

BRING TO NEXT CLASS

- [ ] My AI assistant is set up in both ChatGPT and Claude (screenshot)
- [ ] I published at least one real thing (screenshot)
- [ ] My 2-week content calendar, with at least one posted
- [ ] One sentence: what happened when I put my work out there?

Quick reflection — fill this in before next class

Easier than I expected:

Where I got stuck (bring it to the assistant):

You already did the thinking. This week is the doing. One real thing out in the world beats a hundred good ideas on paper.