

AI GUIDE FOR THE NON-TECHNICAL

How to quickly become the most knowledgeable person on AI in your space.



“
AI WON'T REPLACE HUMANS —
BUT HUMANS WITH AI WILL
REPLACE HUMANS WITHOUT AI
FEI-FEI LI
”

So let's get to work.

Time is our most valuable resource. So much of the free training for AI is for technical usage, not the average person.

This guide was created to help you:

- learn the latest tools quickly,
- easily stay up-to-date,
- cut through the noise and find the most quality training for effective learning,
- find a community of people interested in the same thing,
- and be the smartest person in the room when talking about how to leverage AI tools for your business.

Step 1 - Take Advantage of Free Training

Step 2 - Attend Free and Low-Cost Events

Step 3 - Surround Yourself With Industry Experts And Mentors

Step 4 - Play With The Tools



STEP I

TAKE ADVANTAGE OF FREE TRAINING



Google: Google AI for Anyone

Free, Virtual and Self-Paced (9 hours)

Upgrade available to receive Certificate of Completion

**Tip - If you sign up for the free version, they will send you a discount code for \$50 off the cert attempt (from \$299 to \$250).*



AI for Everyone

Free, Virtual and Self-Paced (6 hours)

Written by Andrew Ng, hosted by coursera

**Tip - If you don't care about getting the cert, feel free to skip*

Module 2 - Building AI Projects



Becoming an AI Enhanced Human

Free, 5 day email educational course

Will teach you how to implement the most popular tools.



ChatGPT, Midjourney, Firefly, Bard, DALL-E, AI Crash Course

Free, Virtual and Self-Paced (2 hours)

Free Udemy Certificate of Completion

**Tip - I highly recommend you set up accounts with Open AI (ChatGPT & DALL_E), MidJourney, Google Bard and Adobe Firefly so you can play along during the course.*



Penn State: AI Fundamentals for Non-Data Scientists

Free, Virtual and Self-Paced (6 hours)

Free LinkedIn Certificate of Completion

STEP 2

ATTEND FREE AND LOW COST EVENTS

New Events are added daily. To keep this evergreen, here are some of the best search tools to find free events.



Search “Free AI Events” or [click here.](#)



Day of AI - May 13, 2024

Free and Virtual

Register at dayofai.org

*Geared towards kids (K-12), but still helpful overview for all.



AI and Data Science Virtual Summit

Watch Replays of [2023 event here.](#)



SANS AI Cybersecurity Summit

Watch Replays of [2023 event here.](#)



There are over 800 Ted Talks on AI alone.

Just search “AI” or [go here.](#)

STEP 3

SURROUND YOURSELF WITH INDUSTRY EXPERTS

Instead of doom scrolling, use social media to level up your knowledge by following these people.
*Tip - if you only add one person to your social media, make it @AndrewYNg



[ANDREW NG](#)
[THE AI GRID](#)
[FEI-FEI LI](#)

[ALLIE K MILLER](#)
[DAVE EBBELAAR](#)
[FUTUREPEDIA](#)



[ANDREW NG](#)
[THE AI GRID](#)
[FRESHLY BREWED AI](#)

[SUMITH](#)
[TOOL PILOT AI](#)
[THE AI ALCHEMIST](#)



[ALLIE K MILLER](#)
[KANE KALLAWAY](#)
[MATTY MCTECH](#)

[BRAND NAT](#)
[CLARK TALKS AI](#)
[GIANLUCA MAURO](#)



- [LEARN AI TOGETHER](#)
- [THE AI HUB](#)



- [TLDR AI - A DAILY EMAIL NEWSLETTER WITH THE LATEST.](#)

STEP 4

PLAY WITH THE TOOLS

Start Here

There are so many new AI tools popping up, but start with these as they are the most-popular.

Open AI (ChatGPT & DALL_E)

How to access - Set up an account at <https://openai.com/>. I highly recommend spending the \$20 a month on GPT4.

**Tip - The most comprehensive list of prompts to start are here. Thank you Fatih Kadir Akin for this list.*

<https://github.com/f/awesome-chatgpt-prompts>

Google Gemini (previously Bard) - AI creative collaborator, similar to ChatGPT.

How to access - Gain full access by logging into your Google account.

<https://gemini.google.com>

**Tip - You should try the same prompt in both ChatGPT and Gemini and compare the results.*

MidJourney - Image Generator

How to access - Access through Discord, but this Start Here guide will walk you through everything.

<https://docs.midjourney.com/docs/quick-start>

Adobe Firefly - creates images, text effects, and color palettes

How to access - Sign up for a free account at <https://firefly.adobe.com/>

**Tip - My favorite thing to play with are the different Text Effects. Who doesn't want letters made of food?!*



SEE THE FULL LIST OF FREE
RESOURCES AT [THEGRAI.COM](https://thegrai.com)