

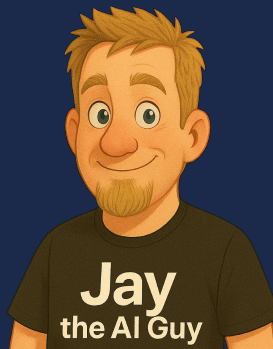
AI FOR SMALL BUSINESS WITH JAY, THE AI GUY

NotebookLM Quick Start Guide

Your AI Research Assistant for Small Business

Turn your documents into a searchable, question-answering knowledge base using Google's FREE AI tool.

No hallucinations. Every answer cited. Your data stays private.



Created by Jay Vics | JVI Mobile Marketing

getjourneybuilder.com

What is NotebookLM?

Your Private AI That Only Knows What You Teach It

NotebookLM is a free AI tool from Google that turns your documents into a searchable, question-answering knowledge base. Unlike ChatGPT or Claude, it ONLY uses YOUR documents.

- ✓ **Only uses YOUR documents**
not the internet
- ✓ **Every answer includes citations**
to your sources
- ✓ **No hallucinations**
or made-up information
- ✓ **Your data stays private**
and secure
- ✓ **Built on Google Gemini 3**
Google's most advanced AI

Free vs. Plus Comparison

Feature	Free	Plus (\$19.99/mo)
Notebooks	100	500
Sources per notebook	50	300
Daily chat queries	50	500
Audio Overviews	3/day	20/day
Video Overviews	Yes	Yes + Priority
Mind Maps / Data Tables	Yes	Yes
Slide Decks	Yes	Yes + No watermark

For most small businesses, the free version is MORE than enough!

Your Data is Private

- Your uploaded documents are NOT used to train Google's AI
- Notebooks are private by default — you control access
- Can make notebooks public with a shareable link (optional)

Getting Started in 5 Minutes

From zero to AI-powered knowledge base

1 Go to notebooklm.google.com

Sign in with any Google account (personal or Workspace).

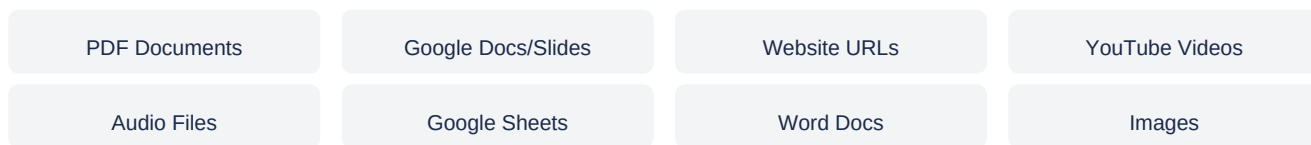
2 Click "Create Notebook"

Give your notebook a name that describes its purpose.

Example: "Employee Onboarding" or "Client: ABC Company"

3 Add Your Sources

Click 'Add source' and upload your documents:



PRO TIP: Start with 3-5 related documents. You can always add more later.

4 Start Asking Questions

NotebookLM creates a summary and suggests questions automatically.

Just type your question in the chat and hit enter!

5 Save Useful Responses

Click the "pin" icon to save any response as a Note.

Build a library of your most useful insights over time.



Jay's Take:

"NotebookLM is the most underrated AI tool out there right now.
For small business owners with tons of documents? Game changer."

Asking Great Questions

Get the best answers from your AI knowledge base

Summarization

- "Summarize the main points of [document name]"
- "What are the key takeaways from these documents?"
- "Create a one-paragraph summary of our refund policy"

Comparison

- "Compare the pricing strategies in these sources"
- "What do these documents agree/disagree on?"

Extraction

- "List all action items from these meeting notes"
- "What are all the deadlines mentioned?"
- "Extract all statistics from this report"

FAQ Generation

- "Create a FAQ based on these documents"
- "What are 10 questions a new employee would ask?"

Content Creation

- "Write a blog post summary from these research notes"
- "Create 5 social media posts from this content"
- "Draft an email explaining our process based on this SOP"

Reading Citations

Every NotebookLM answer includes numbered citations like [1], [2], [3].

Click any citation to see the exact quote from your source and verify accuracy.

This is what makes NotebookLM trustworthy — you can always verify where info came from.

Killer Features Cheat Sheet

Everything NotebookLM can do with your documents

Audio Overviews

Podcast-style AI discussions about your documents. Download as MP3. Formats: Deep Dive, Brief, Critique, Debate.

Mind Maps

Visual maps showing how topics connect across your documents. Click nodes to explore deeper.

Video Overviews

AI-generated slide videos with narration and visuals. Perfect for training content.

Flashcards & Quizzes

Auto-generate study materials from docs. Export to CSV for Anki. Great for team training.

Data Tables

Extract scattered info into structured tables. Export to Google Sheets for analysis.

Slide Decks

Generate presentations directly from your sources. Great for quick meeting prep.

How to Access These Features

All features are in the "Studio" panel on the right side of your notebook.

QUICK REFERENCE: BEST USE FOR EACH FEATURE

Audio Overview	Passive learning, team training
Mind Map	Understanding relationships, brainstorming
Video Overview	Presentations, social content
Flashcards/Quiz	Team training, onboarding
Data Tables	Competitor analysis, action items
Slide Deck	Meeting prep, training materials

5 Quick Wins for Small Business

Start using NotebookLM today with these use cases

1 Employee Onboarding Notebook

UPLOAD: Employee handbook, training docs, SOPs, company policies

ASK: "What's the process for requesting time off?"

"Who do I contact about IT issues?"

2 SOP Notebook

UPLOAD: All Standard Operating Procedures, workflow guides, checklists

ASK: "What are the steps for processing a refund?"

"Create a checklist for onboarding a new client"

3 Content Repurposing Notebook

UPLOAD: Blog posts, video transcripts, old presentations, newsletters

ASK: "Create 10 social media posts from this blog"

"Draft a newsletter based on these posts"

4 Competitor Research Notebook

UPLOAD: Competitor websites, product pages, reviews, industry reports

ASK: "Compare the pricing of all competitors"

"What are customers complaining about?"

5 Client Knowledge Base Notebook

UPLOAD: Meeting notes, project docs, proposals, email threads

ASK: "Summarize our last 3 conversations"

"What open issues do we have?"

Jay's Pro Tips + Next Steps

Get the most out of NotebookLM

PRO TIP #1

One Notebook Per Purpose

Create separate notebooks for different purposes: Onboarding, clients, projects, SOPs. Focused notebooks give better answers.

PRO TIP #2

Add a Glossary Document

If your business uses jargon, create a glossary doc. NotebookLM will understand your terminology.

PRO TIP #3

Use Audio Overviews for Passive Learning

Listen while commuting or exercising. Create audio from training materials for your team.

PRO TIP #4

Export Data Tables to Sheets

Export to Google Sheets for further analysis, filtering, and sharing with your team.

PRO TIP #5

Share Notebooks with Your Team

Give team members View or Edit access. Great for knowledge bases and client portals.

Next Steps

Start Using NotebookLM Today

notebooklm.google.com

Join the AI Community

facebook.com/groups/jaytheaiguy

Go Deeper: The Company Cortex

Complete system for AI-ready documents — \$47 launch

Book a Discovery Call

Let Jay's team build your Company Cortex for you



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