

Gamma Quick Start Guide

Your AI Presentation Builder for Small Business

Created by Jay Vics | Jay the AI Guy | JourneyBuilder

PAGE 1: What is Gamma?

The AI That Designs Your Presentations For You

Gamma is the AI-powered platform built specifically for creating beautiful, professional presentations — from a single text prompt.

While other tools dabble in presentations:

- Claude → Great at content, you handle the design
- Gemini → Helps inside Google Slides, template-dependent
- NotebookLM → Turns docs into basic decks

Gamma does something different:

-  Generates your ENTIRE presentation from one prompt
-  Designs the layout, visuals, and structure automatically
-  AI image generation built right in (DALL-E, Stable Diffusion, and more)
-  Creates presentations, documents, AND web pages
-  Exports to PowerPoint when clients need .pptx

Gamma is a specialist. It woke up every day and decided to be the absolute best at visual AI presentations. And it shows.

Free vs. Plus vs. Pro vs. Ultra

Feature	Free	Plus	Pro	Ultra
Monthly Price	\$0	\$10/mo	\$20/mo	\$100/mo
Annual Price	\$0	\$8/mo	\$15/mo	—
Monthly Credits	400 (one-time)	1,000	4,000	20,000

Feature	Free	Plus	Pro	Ultra
Gamma Branding	Visible	Removed	Removed	Removed
Image Models	Basic	Basic + Advanced	Basic, Advanced + Premium	All incl. Ultra models
Custom Domains	✗	✗	Up to 10	Up to 100
Detailed Analytics	✗	✗	✓	✓
API Access	✗	✗	✓	✓
Studio Mode	✗	✗	✗	✓ Early access
Cards per prompt	10	20	50	75

Important: Free plan credits are one-time (400 at signup) — they don't auto-refresh. Earn more by referring friends, or upgrade to get monthly credits. Paid plan credits roll over up to 2x your plan size.

Teams & Business plans are also available for organizations needing centralized brand management and admin controls — visit gamma.app/pricing for details.

PAGE 2: Getting Started in 5 Minutes

Step 1: Go to gamma.app

Sign in with your Google account or create a free account with your email. No credit card required. You'll start with 400 one-time AI credits — enough to explore and build your first few presentations.

Step 2: Click "New AI"

You'll see three output types:

-  **Presentation** — slides for pitches, training, workshops
-  **Document** — long-form guides, reports, SOPs
-  **Webpage** — visual landing pages, explainers, link hubs

Step 3: Write Your Prompt

This is where the magic starts. Type what you want your presentation to be about.

Basic prompt: "5 ways to market a local restaurant"

Power prompt: "Create a 10-slide presentation for local restaurant owners explaining how automated text marketing can increase repeat visits, conversational and friendly tone, include real examples"

👉 **More specific = better results. Always.**

Step 4: Choose Your Theme

Gamma shows you theme options before generating. Pick one that matches your brand or the feel you want. You can change it later.

Step 5: Set the Outline (Optional)

Gamma will generate a suggested outline. You can:

- Accept it and generate immediately
- Edit the outline before generating
- Add or remove slides

Step 6: Click Generate

Watch your presentation build in real time. Average generation: 20-40 seconds.

Step 7: Edit and Refine

Your presentation is ready to customize:

- Click any card to edit text inline
 - Swap or regenerate images
 - Rearrange cards by dragging
 - Change the theme at any time
-

PAGE 3: Writing Great Prompts

The Anatomy of a Power Prompt

A great Gamma prompt tells the AI:

1. **The audience** — who is this for?
2. **The goal** — what should viewers do/think/feel after?
3. **The tone** — formal? Conversational? Energetic?
4. **The format** — how many slides? Any specific sections?

Prompt Templates That Work

For Client Proposals: "Create a [X]-slide proposal for [type of business] explaining how [your service] can help them [specific result]. Professional and persuasive tone. Include an overview, process, timeline, and call to

action."

For Sales Presentations: "Build a [X]-slide sales deck for [product/service] targeting [audience]. Highlight [top 3 benefits]. Include proof points, objection handling, and a clear next step. Confident and approachable tone."

For Training/Onboarding: "Create a [X]-slide onboarding presentation for new [role] explaining [topic]. Step-by-step format. Friendly and encouraging tone. Include key policies, common questions, and who to contact for help."

For Social Media Carousels: "Create a 10-slide presentation on [topic] for [audience]. Each slide should have one main point with a short headline and 2-3 sentences of context. Conversational tone, modern design."

For Explainer/Overview: "Build a [X]-slide overview of [company/service/product] for [audience]. Cover what we do, who we serve, how it works, and why it matters. Clear, simple language."

Quick Prompt Examples

Goal	Prompt Example
Restaurant pitch	"10-slide pitch for a restaurant owner showing how SMS marketing can increase weekday traffic. Friendly, local-business tone."
Gym/wellness	"8-slide presentation on how AI scheduling tools help fitness studios reduce no-shows. Professional but approachable."
Real estate	"Listing presentation for real estate agents showing our marketing services. 12 slides. Trust-building, results-focused."
Retail	"Training deck for retail associates on handling customer complaints. 8 slides. Practical and empathetic tone."
Service business	"10-slide overview of our HVAC maintenance plans for homeowners. Simple, benefit-focused, no jargon."

PAGE 4: AI Image Generation

Why This Is a Big Deal

Most presentation tools give you:

- Stock photos that look... stocky

- Auto-selected images that may or may not fit
- The hassle of going to a separate tool

Gamma gives you:

- AI-generated images custom-made for YOUR message
 - Multiple AI engines built right in (DALL-E, Stable Diffusion, and more)
 - Full control over style, subject, and tone
 - All without leaving the app
-

How to Generate an AI Image

1. **Click on any image** in your presentation
 2. **Select "Generate with AI"** from the image panel
 3. **Write your image prompt** — describe exactly what you want
 4. **Choose a style** (photorealistic, illustrated, abstract, etc.)
 5. **Generate and pick your favorite** — Gamma shows multiple options
 6. **Click to insert** — the image drops right into your slide
-

Image Prompt Tips

Be specific about:

- The subject: "A confident woman in her 30s reviewing analytics on a laptop"
- The setting: "In a bright, modern coffee shop"
- The mood: "Warm, professional, approachable"
- The style: "Photorealistic" / "Clean illustration" / "Flat design" / "Cinematic"

Example prompts:

- "Friendly small business owner shaking hands with a customer, warm natural lighting, photorealistic"
 - "Clean illustration of connected digital devices and automation icons, blue and teal color scheme"
 - "Aerial view of a small town main street, golden hour lighting, cinematic"
 - "Modern restaurant interior, warm lights, few customers dining, inviting atmosphere, photorealistic"
-

Style Options at a Glance

Style	Best For
Photorealistic	Client-facing presentations, proposals
Clean illustration	Training materials, explainers
Flat design	Social media carousels, infographics
Cinematic	Emotional storytelling, brand presentations
Abstract/conceptual	Tech topics, data-heavy content

PAGE 5: 5 Quick Wins for Small Business

Quick Win #1: Client Proposal Template

Create once, reuse forever:

- Build a proposal template in Gamma with your brand theme
- Duplicate it for each new client
- Swap in client-specific content and custom images

What to include:

- Executive summary card
- Problem/pain point
- Your solution
- How it works (process overview)
- Timeline and investment
- Next steps / CTA

Share as a web link instead of a PDF attachment. It looks more professional and you can see exactly when they viewed it.

Quick Win #2: Social Media Carousel Factory

The system:

1. Prompt Gamma: "10-slide carousel post for Instagram on [topic]. One big idea per slide, short headline + 2 sentences. Modern, bold design."
2. Generate and review
3. Export slides as images (PNG)
4. Upload to your scheduler in JourneyBuilder

Best carousel topics:

- "5 mistakes [your audience] makes with [relevant topic]"
 - "Before and after: how AI changed [task] for small businesses"
 - "Step-by-step: how to [achieve result]"
 - "X things you didn't know about [your industry]"
-

Quick Win #3: Training & Onboarding Deck

Upload to JourneyBuilder and automate delivery:

1. Build a visual onboarding deck in Gamma
2. Export the Gamma web link
3. Add the link to your onboarding automation in JourneyBuilder
4. New team members or clients automatically receive it

What to include:

- Welcome and company overview
 - How we work / what to expect
 - Key contacts and resources
 - Common FAQ answers
 - Next steps
-

Quick Win #4: Monthly Client Report

Make your reports look like they came from an agency:

1. Prompt: "Monthly marketing results report for a small business. Include sections for summary, highlights, metrics, challenges, and next month's plan. Professional, data-forward design."
2. Fill in your numbers and insights

3. Share as a Gamma web link with client tracking enabled
 4. Know when your client viewed it (and which parts they read)
-

Quick Win #5: Your Sales Process Presentation

Build a visual "how we work" deck:

- What problem you solve
- Who you work with
- Your process (3-5 steps)
- What results clients see
- Social proof / testimonials
- How to get started

Use it: During discovery calls, on your website, in your JourneyBuilder follow-up automations, and anywhere someone asks "so what do you actually do?"

PAGE 6: Jay's Pro Tips

Tip #1: Set Up Your Brand Theme First

Before making your first client-facing presentation, spend 10 minutes creating a custom theme with your brand colors and fonts. Every presentation you build after that automatically matches your brand. Huge time-saver.

Tip #2: Use the Right Card Types

Gamma has more than just "bullet point" slides. Use these intentionally:

Card Type	Best For
Title card	Opening slides, section headers
Text + Image	Explanations with supporting visuals
Stats callout	Big numbers, key metrics
Quote card	Testimonials, powerful statements
Timeline	Process overviews, roadmaps
Grid/columns	Comparisons, multiple options
Video embed	Training content, product demos

Tip #3: Generate Multiple Versions

Not happy with the first output? Don't settle — click "Regenerate" or try a tweaked prompt. Small wording changes produce noticeably different results. Spend 5 minutes iterating and you'll get to "wow" much faster.

Tip #4: Use the Analytics Before Important Meetings

If you sent a proposal or pitch deck as a Gamma web link, check the analytics 30 minutes before your follow-up call. Know which slides they lingered on. Know what questions to expect. Walk in with an edge.

Tip #5: The PowerPoint Export Workflow

When a client or partner specifically needs a .pptx file:

1. Click the three-dot menu (⋮) in the top right
2. Select "Export"
3. Choose "PowerPoint (.pptx)"
4. Download and send

Note: The export is excellent — ~95% pixel-perfect. You may want to do a quick review, especially on slides with complex layouts.

Tip #6: Pair Gamma with JourneyBuilder

Some of the best uses:

- Embed Gamma web pages in your JourneyBuilder landing pages
 - Link to Gamma proposals in follow-up automation sequences
 - Use Gamma for onboarding decks delivered by JourneyBuilder automations
 - Create webinar slides in Gamma and promote via JourneyBuilder email/SMS
-

PAGE 7: Next Steps

Start Building in Gamma Today

👉 **gamma.app** Free plan — no credit card required. 400 one-time AI credits included. Earn more by referring friends, or upgrade to get monthly refreshing credits.

Join the AI for Small Business Community

👉 **facebook.com/groups/jaytheaiguy**

- Weekly AI tips and updates
 - Workshop replays
 - Community Q&A
 - Share your Gamma presentations and get feedback!
-

Want to Go Deeper?

Book a JourneyBuilder Discovery Call Want help integrating Gamma into your marketing and sales workflow? Let's look at your business and build a system that saves you hours every week.

👉 **[DISCOVERY CALL LINK]**

About Jay Vics

Jay is the founder of JVI Mobile Marketing and JourneyBuilder, helping small businesses leverage AI and automation to grow smarter. His Friday AI Workshops have helped hundreds of business owners implement practical AI tools they can use the same day.

Connect with Jay:

- Facebook Group: AI for Small Business with Jay, the AI Guy
- Website: getjourneybuilder.com

Created for the Friday AI Workshop: AI Presentations with Gamma March 13, 2025

Quick Reference: Gamma Feature Cheat Sheet

Feature	What It Does	Best For
AI Presentation	Builds full deck from text prompt	Client decks, pitches, training
AI Document	Builds long-form content with design	Reports, guides, SOPs
AI Webpage	Creates visual web pages	Explainers, landing pages
AI Images (DALL-E)	Generates photorealistic custom images	Client-facing presentations
AI Images (Stable Diffusion)	Alternative image engine with stylistic variety	Creative and brand content
Theme Editor	Custom brand colors + fonts	Brand consistency
PowerPoint Export	Downloads as .pptx	Clients who need a file
Share as Link	Web-based sharing with no attachment	Proposals, pitches
Analytics	View tracking, time-on-slide	Follow-up strategy
Presenter Mode	Full-screen with speaker notes	Live presentations
Team Workspace	Shared access and collaboration	Agencies, teams
Video Embed	Add YouTube, Loom, etc. to slides	Training, demos