

AI FOR SMALL BUSINESS WITH JAY, THE AI GUY

Gemini Quick Start Guide

Google's AI for Small Business

Use Gemini in Gmail, NotebookLM, and the free Gemini app to power your business — and connect it to JourneyBuilder.

Most of it is FREE. Here's exactly how to use it.



Created by Jay Vics | JVI Mobile Marketing
Friday AI Workshop | Week 19 | May 23, 2026

What is Google Gemini?

Google's AI is already where you work

Gemini is Google's AI model — and it's built into the tools you're probably already using every day: Gmail, Docs, Drive, Search, and NotebookLM. Most of the features small business owners need are FREE.

Four Ways Gemini Shows Up for Your Business

THE CHATBOT LAYER

The Gemini app (gemini.google.com)

Free chatbot — like ChatGPT or Claude, but tied to your Google stuff

THE WORKSPACE LAYER

Gmail, Docs, Drive, Meet

Reads and summarizes YOUR emails and documents (some free, some paid)

THE RESEARCH LAYER

NotebookLM

Your private AI brain — only uses documents YOU upload (free)

THE SEARCH LAYER

Google AI Overviews

AI-powered summaries at the top of search — your customers see these

Gemini = research and insight engine.

JourneyBuilder = execution engine.

Together, they're unstoppable.

What's FREE vs. What's Paid

The honest breakdown for small business owners

Most of what you need is free. The paid plans give you more — but you don't need them to start. Here's exactly what you get at each tier:

FREE (with any Google account)

- ✓ Gemini app (gemini.google.com)
- ✓ NotebookLM (100 notebooks, 50 sources each)
- ✓ AI Overviews in Google Search
- ✓ Basic Gemini in Gmail (US accounts)
- ✓ Gems and Canvas in the Gemini app
- ✓ Audio Overviews in NotebookLM

PAID (when you outgrow free)

- + Side panels in Docs, Drive, Sheets
- + Deep Research (autonomous agent)
- + NotebookLM Plus (500 notebooks)
- + 1M context window (huge documents)
- + 5TB Google One storage
- + Higher daily query limits

Current Google AI Plan Pricing (May 2026)

Free	\$0	Most small business owners getting started
Google AI Plus	\$7.99/mo	NotebookLM power users on a budget
Google AI Pro	\$19.99/mo	Daily Google users (formerly Gemini Advanced)
Workspace Business Standard	\$14/user/mo	Teams with @yourbusiness email — Gemini bundled
Google AI Ultra	\$249.99/mo	Heavy power users + content creators

Our recommendation: Start FREE. Upgrade only when you hit a real limit.

The Free Gemini App

Your starting point at gemini.google.com

The Gemini app is your easiest entry point — completely free with any Google account. If you've used ChatGPT or Claude, it works the same way, but it's deeply tied to your Google stuff.

Get Started in 3 Steps

- 1 Go to gemini.google.com**
Sign in with any Google account — personal or work.
- 2 Try Your First Prompt**
Type a real business question. Examples on the right.
- 3 Build a Custom Gem**
Save AI assistants pre-loaded with YOUR business context.

Try These Prompts Right Now

"Write a thank-you email to a customer who left a 5-star review for my [business type]"

"Give me 5 social media post ideas for my [business] this month"

"Compare Yelp and Google Business Profile — which should I focus on?"

"Take this rough idea and write it as a professional client proposal: [paste idea]"

Pro Move: Build a Brand Voice Gem

Instructions to paste into your Gem:

*"You are my brand voice assistant. My business is [DESCRIBE].
My tone is [DESCRIBE]. When I ask you to write something, always
use this tone. Avoid corporate jargon. Keep it friendly and direct."*

Save it. Use it any time. On-brand content in 10 seconds.

Gemini in Gmail

Your inbox just got smarter

HEADS UP: Gemini in Gmail is FREE for US personal accounts (limited features) OR included with Workspace Business Standard+ and Google AI Pro/Ultra plans. Don't see the sparkle icon? The free Gemini app at gemini.google.com is the fallback.

3 Things to Try Right Now

Summarize a Long Email Thread

Open any thread with 10+ emails. Click the Gemini sparkle icon. Ask: "Summarize this conversation." Read it in seconds instead of minutes.

Draft a Reply

Open any email. Click "Help me reply." Describe the tone: "Professional, thank them, confirm the meeting." Edit and send.

Search Your Inbox with AI

Use the Gmail search bar. AI Overviews (US accounts) pull an AI-generated answer from across your inbox — no need to open each email.

Pro Tips

- Works best on threads with multiple back-and-forth messages
- Use it for Monday morning catch-up — summarize the weekend's pile-up
- Combine: Gemini summarizes a discovery call thread → paste into JourneyBuilder contact notes

Jay's Power Move:

Use Gemini in Gmail to summarize every email thread that's over 5 messages. Paste the summary into the contact's JourneyBuilder CRM record as a note.

Now your CRM has the FULL context of every conversation — searchable forever.

NotebookLM

Your private AI business brain (free)

NotebookLM is a FREE AI tool built on Google Gemini. Unlike the regular Gemini app, it ONLY uses the documents YOU upload — nothing from the internet. Every answer comes with citations from your sources. No guessing, no hallucinations.

→ notebooklm.google.com

Get Started in 5 Minutes

- 1 Go to notebooklm.google.com — sign in with Google
- 2 Click 'Create Notebook' — name it by purpose
- 3 Add Sources (PDFs, Docs, URLs, YouTube — up to 50 free)
- 4 Ask Questions — type in plain English
- 5 Pin Useful Answers — save them as Notes

What You Can Upload



Free vs. NotebookLM Plus

Feature	Free	Plus (\$7.99+/mo)
Notebooks	Up to 100	Up to 500
Sources per notebook	50	300
Chat queries per day	50	500
Audio Overviews	Limited	5× more
Mind Maps, Video, Data Tables	Yes	Yes

The Audio Overview Feature

It's a podcast about your business... that you didn't have to record.

The 6 Notebooks to Build

From the Brain in a Box framework

This is the system Jay teaches inside Brain in a Box — a 6-notebook structure that mirrors how your business actually runs. Build all six and you've got your entire business in a private, queryable AI brain.



Where to Start: Pick the ONE causing the most pain right now.

- Drowning in repeat customer questions? Start with SALES.
- Onboarding feels like reinventing the wheel? Start with HR.
- Lost track of what's been written for marketing? Start with MARKETING.

Want to build all 6 the RIGHT way?

Brain in a Box teaches the Source Hygiene Protocol, the Brain Architect Gem (a custom AI that reformats your docs), and templates for all 6 notebooks.

Launch Price: \$47 (regularly \$197)

→ jaytheaguy.com

The JourneyBuilder Connection

From insight to automated action

Gemini gives you the insight. JourneyBuilder gives you the action. Here's exactly how to bridge them:

STEP 1 Surface the Insight (Gemini)

- Use the Gemini app to summarize a discovery call transcript
- Use Gemini in Gmail to summarize a long prospect email thread
- Ask NotebookLM (your Sales notebook): "What do customers ask most often?"

STEP 2 Bring It Into JourneyBuilder

- Paste Gemini's summary into a contact record note
- Tag the contact with a pipeline stage based on what you found
- Copy a key insight into Vibe Creator (AI Studio) → generate an email or SMS

STEP 3 Automate the Follow-Through

- Build a JourneyBuilder workflow that answers common questions automatically
- Schedule a follow-up sequence triggered by contact tags
- Let JourneyBuilder's chat agent handle repeat inquiries

Ready to Connect It All?

JourneyBuilder is the all-in-one platform that turns your Gemini insights into automated CRM, email, SMS, and AI agents.

30-Day Free Trial

→ getjourneybuilder.com



Your Action Plan + Resources

What to do this week

Your Gemini Action Plan

TODAY

Open gemini.google.com — try one prompt

TOMORROW

Try Gemini in your Gmail (if available)

THIS WEEK

Create your first NotebookLM notebook — pick ONE of the 6

THIS MONTH

Build 2-3 notebooks + connect one to a JourneyBuilder workflow

Key Links

Gemini app	gemini.google.com
NotebookLM	notebooklm.google.com
Google AI Plans	one.google.com/about/google-ai-plans
JourneyBuilder Free Trial	getjourneybuilder.com
Jay's Facebook Group	facebook.com/groups/jaytheaiguy
Brain in a Box (\$47 Launch)	jaytheaiguy.com
Book a Discovery Call	links.getjourneybuilder.com/widget/booking/...

Brain Dump Workshop

\$97

Live small-group session where Jay builds your AI system in real time.

Includes Brain in a Box + 15-min call



Got questions?

Drop them in the Facebook Group:

facebook.com/groups/jaytheaiguy