



AlpineLynx

PRACTICAL GUIDE · FREE

Your first conversation with AI

For anyone who's never tried it
— and wants to start without
the fear.

In 20 minutes you'll have a free assistant
writing messages, quotes and emails for you.
No tech skills at all.

Before you start (read this — it's 1 minute)

This guide starts from absolute zero. You don't need to know anything. You don't need to be "good with computers". If you can send a WhatsApp message, you can do everything in here.

You won't install anything complicated, you won't pay anything, and there's no way you can break something. Promise.

What you're going to do: have your **first conversation** with a free artificial-intelligence assistant — and put it to work writing the boring bits of your day for you. A message to a client. A quote. A post for social media.

In 20 minutes you'll have a free assistant writing messages, quotes and emails for you. No tech skills at all.

Keep the guide open next to your phone and do each step as you read. That's how it's meant to work.

Let's get to it.

CHAPTER 1

What this AI thing actually is (in plain language)

Let me take the weight off your shoulders right away: **AI isn't for tech geniuses.** It's a writing tool, the same way a calculator is a tool for sums.

Here's how it works: you write a request — *"write me a quote for painting a living room"* — and it hands you back finished text, in seconds. You can ask it to change something, make it shorter, translate it. It's like having a very fast, very helpful intern, available any hour, who never gets tired. (And who sometimes gets it wrong — we'll come back to that.)

The only three "technical" words in this guide: *AI* is the assistant that writes for you. *Prompt* is the request you make to it — the clearer it is, the better the result. *Account* is your sign-up, made with an email, free. That's it. Everything else you learn by doing.

And why should this matter to you, with a business to run? Think about the time you spend on things that aren't your real work:

- Writing the **quote** for the gentleman who called yesterday.
- Replying to the **email** from the client who wants to change the date.
- Doing that **post** for social media (that never actually goes out).
- **Translating** a message because the client is from Bern.

A painter I know, in Martigny, worked out he was losing **an afternoon a week** just on quotes and messages. That's the time AI gives you back: it writes the draft, you check it and send.

What you take from this chapter: AI is a writing tool, not magic and not a monster. You write a request, it hands back finished text. It's built exactly for the tasks that eat up your afternoons.

CHAPTER 2

Your first conversation (10 minutes, honestly)

We're going to use **one** tool only: **ChatGPT** — the name you've almost certainly already heard on the news. There are others like it (Claude, Gemini), but they don't matter today: one is enough. Less is more.

Step by step (do it now, phone in hand)

1. Go to `chatgpt.com` on your phone or computer — or install the "ChatGPT" app (the official one, from OpenAI; watch out for the copycats). It's free and doesn't ask for a card.

App Store

results for «chatgpt»



ChatGPT

OpenAI

Free

the official one ✓

Get



Chat AI — Assistant Bot

AI Apps Studio Ltd.

CHF 4.99/week after the trial

imitation ✕



check the maker below the name: OpenAI

FIGURE 2.1 In the App Store, the official one says **OpenAI** under the name. The paid imitations show up next to it — stay away from those. · illustrative screen

2. Create the account with your email. It takes 2 minutes, like signing up to any website.

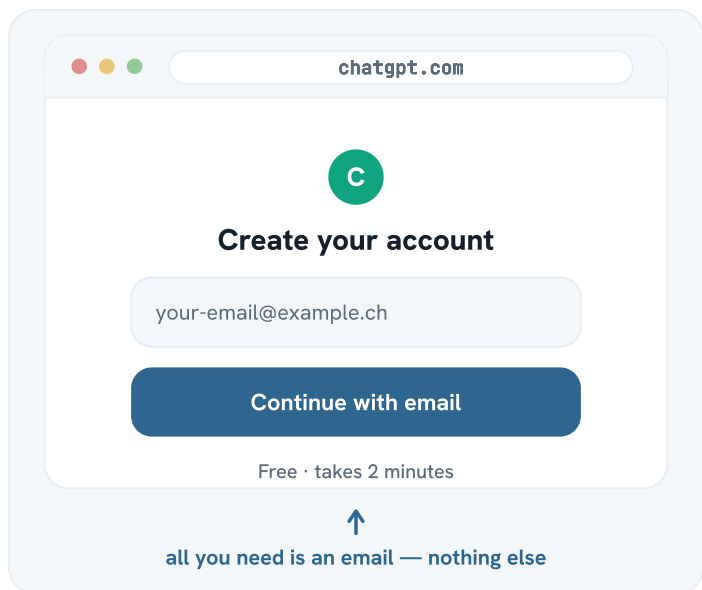


FIGURE 2.2 The account-creation screen: an email field and a continue button. That's all there is to it. · illustrative screen

3. At the bottom you'll see a **writing box**, just like when you message someone. That's where you talk to it. Type (or paste) this and send it:

PROMPT

Write a short, friendly WhatsApp message to let a client know
I'll be running about 15 minutes late to the job. Warm and polite tone.

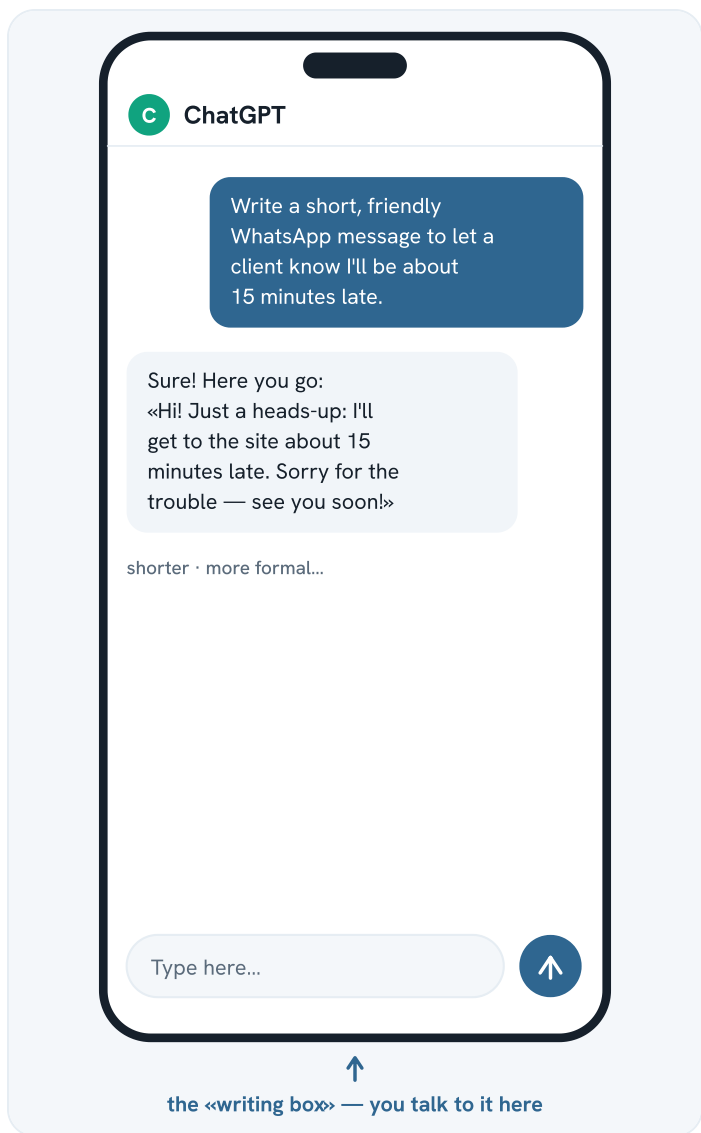


FIGURE 2.3 ChatGPT's writing box on the phone, with the first message sent and the reply underneath. · illustrative screen

Read the reply. Not quite what you wanted? **Keep the conversation going** — just type **shorter** or **more formal** and send again; it redoes it on the spot.

Three tricks that help right away:

- **Don't feel like typing? Talk.** Tap the microphone next to the writing box (or the one on your phone's keyboard) and say your request. What you say shows up as text; check it and send. If it starts answering you out loud, you've tapped the voice-conversation button: close it and use the microphone. But never while you're driving. And what you say goes to the company's computers, just like what you type.
- **Just one part isn't right?** Type **change only the last sentence, keep the rest the same** . That way you keep what was already good (read it again anyway: sometimes it changes something else).
- **New topic, new conversation.** In a very long conversation, it can start to get muddled. Finished with one topic? Start a new conversation for the next one (the button is usually at the top of the screen).

And relax: **there's no way to break anything.** This is a conversation, not a program that snaps. You can wipe it all and start over as many times as you like. Nobody grades you or laughs at you. (Just don't write client data in there — you'll see why in Chapter 4.)

Ask, read, fine-tune. **That's it — you've just talked to an AI.** The rest of this guide is doing exactly the same thing, for more and more useful things.

What you take from this chapter: talking to an AI is writing in a box, reading the reply, and asking it to fine-tune. Nothing more. And there's no mistake you can make.

CHAPTER 3

Put it to work (3 recipes for this week)

Now that you know how to have a conversation, let's get to the good part: **ready-made recipes** for your business. Copy, paste, change what's between [...] to fit your situation, and send.

One rule above all others: **AI sometimes gets it wrong with total confidence.** Always read the text with your own eyes before sending it to anyone. It drafts; you're the one who signs.

And take extra care when you ask it about rules — VAT, AVS contributions, licences, deadlines. Because you write to it in English, it may give you another country's rules, such as the UK's or the US's. So start by telling it *"I'm in Switzerland, in the canton of [...]"*. And check the answer on the official website: [ch.ch](https://www.ch.ch) (the Swiss authorities' portal) or your canton's website.

Recipe 1 — The message that's hard to write

When: you have to break awkward news (put off a job, apologise for a delay, correct a mistake) and you end up staring at the screen for half an hour.

PROMPT

Write a short, polite message, in English, to
[put off a job
to next week / apologise for a late
delivery].

Context: [explain in 1-2 lines what
happened].

Calm, professional tone. Give me two
versions: one more formal, one warmer.

The trick: always ask for **two versions**. You pick the one that sounds more like you — and you get a feel for the tone you prefer.

Recipe 2 — The quote from 3 lines

When: the client has described the job and you have to send a quote that looks the part.

PROMPT

Write a professional, simple quote, in
English, based on this:
[describe the job in 2-3 lines, e.g. "paint
two rooms of an
apartment, about 45 m², walls and ceilings,
white paint"].

My business: [name]. Present it as a table:
description, quantity,
unit price, total. Leave the prices as [xxx]
for me to fill in.

Add a 30-day validity and a friendly line at
the end.

Don't invent prices, deadlines or guarantees.

C ChatGPT

You're my office assistant.
Professional quote: paint two
rooms, 45 m², in Sion.
As a table, prices as [xxx].
Don't make up prices.

Quote — Martins Painting

Description	Qty	Price
Walls and ceilings painting	45 m ²	[xxx]
Prep and protection	1	[xxx]
White paint, 2 coats	45 m ²	[xxx]
Total		[xxx]

Valid for 30 days. Thank you for your trust!



you fill in the [xxx] prices — never the AI

FIGURE 3.1 The pasted request and the quote it hands back as a table — with the prices left as [xxx], for you to fill in. · illustrative screen

The trick: the prices stay [xxx] and you put the numbers in. **Never let the AI invent figures** — the business is yours, the prices are yours.

Recipe 3 — The post that never goes out

When: you've just finished a lovely job and you'd like to show it off on social media, but you never know what to write.

PROMPT

Write a short post for the social media of my business [name].

I just finished this job: [describe in 1-2 lines, e.g. "full repaint of a living room, walls and ceiling, flawless finish, happy client"].

Proud but honest tone, no exaggeration. With 3 simple hashtags at the end.

The trick: you describe the job in two lines — the AI handles the rest. One job a week is enough to keep a presence on social media.

What you take from this chapter: three recipes — the hard message, the quote, the post. Copy, adapt what's in [...] , read with your own eyes, send. Start with just ONE this week.

CHAPTER 4

The golden rule (read this before you go on)

This chapter is short — and it's the most important in the guide.

When you write in ChatGPT (or in any free AI), the text **leaves your phone** and goes to the company's computers, abroad. On the free versions, assume that **what you write there may be kept**. It's not malice — it's how "free" works. But it has a serious consequence:

Never paste your clients' personal data into a free AI.

Specifically, **never** write there:

- Client names together with addresses, phone numbers or emails.
- The **AVS** number (the social security number).
- **IBAN**, bank details, card numbers.
- Contracts, invoices with details, identity documents.
- The PIN for **your own** card or TWINT, your passwords and the confirmation codes you get by

SMS.

- **Photos** of invoices, letters or documents with these details. The AI reads everything in the picture, even the address in the corner of a letter or the IBAN at the bottom of a QR invoice. And the photo itself may be kept too.

And what **can** you write freely? Anything general: *"paint a 20 m² living room", "a client is late paying", "write a post about a renovated kitchen"*. If you need to talk about someone, swap the name out: **"Client A"**.

Do that swap **yourself**, before you send. Sending the text with Mrs Rochat's real name and asking it to *"take the names out"* doesn't work. By the time the AI reads that request, her name has already left your phone.

The simple test, before you paste anything at all: **"If this showed up in a newspaper, would it hurt anyone?"** If yes — take the data out first, or don't paste it.

Two precautions you only need to take once

In ChatGPT: tell it not to learn from your conversations. On the free version, the company may use what you write to improve ChatGPT, unless

you say no. In the settings, go to "Data controls" and turn off "Improve the model for everyone" (if your phone is in another language, look for the part about data). You only need to do it once, while signed in to your account: it then applies on your phone and on your computer. From then on, new conversations are no longer used for that. But don't tap the thumbs-up or thumbs-down under the replies: that rating can mean the whole conversation gets used anyway. And turning it off doesn't delete anything — what you write may still be kept. The golden rule doesn't change.

With your family: agree on a code word. Scammers use AI too: today, copying a voice is easy and cheap — the Swiss authorities warn that about ten seconds of recording is enough. Someone in your family could get a call in your voice, urgently asking for money. Choose the word together, in person, and never write it in a message. An urgent call asking for money? Ask for the word. No word? Hang up and call back yourself, on the number you already have. The same goes for your business: a supplier who has "changed their IBAN"? Check by calling the number you've always used, never the contact details given in that message.

And if you've already pasted something you shouldn't have? If it was a password, change it first. Then delete the conversation: it disappears from your list straight away, but the company may still keep it for a while.

What you take from this chapter: free AI is for text and ideas, never for client data. Names+addresses, AVS, IBAN, contracts — that doesn't get pasted. When in doubt, "Client A". And do these two things now: in ChatGPT's settings, don't let the company use your conversations to teach the AI; and agree on a code word with your family.

CHAPTER 5

What now? (the next step)

If you've made it here and done the recipes, you're no longer a beginner: you have a free assistant working for you. Three natural paths from here — you can take all three.

Ask it to teach you

ChatGPT isn't only there to write for you. It's also a tutor with endless patience: it never tires of your questions and will explain again, a different way, as many times as it takes.

Start with something you really want to do this week — the month's accounts in a spreadsheet, the words of your trade in German — and ask like this:

PROMPT

```
I want to learn how to [what you want to be
able to do], so that I
can [what it's for]. I know nothing about
this. Explain it one step
at a time, in short sentences, with examples
from my trade: I'm a
[your trade]. After each step, stop and wait
until I type "next".
```

Three tricks:

- **Didn't get it?** Ask for another comparison: explain it as if I were a cook (or a painter, or a hairdresser — your trade).
- **At the end, you explain it.** Say in your own words what you've learned and type `correct me`. Or type `ask me 3 questions, one at a time`. That's how it sticks.
- **Stuck?** Take a picture of the screen and ask what to do — but only if no client data shows on it (Chapter 4).

When you're learning, a small slip on its part does no harm. For money, contracts and Swiss rules, always check with someone who knows. And when it stops being fun, stop — you can carry on tomorrow.

The complete guide (free, like this one)

When you feel comfortable, there's a big brother to this guide: ***AI in your business in 1 hour***. That's where you learn what didn't fit here:

- The **three tools** (ChatGPT, Claude, Gemini) and what each one is for.
- The trick of **orchestration**: draft in one, improve in another, check in the third.
- Bigger recipes: photos that turn into posts, translations that sound natural, the team's

WhatsApp turned into a to-do list.

- And, for the curious: how to have a **100% private AI, on your own computer** — where even client data can go in, because nothing leaves it.

Download it at alpinelynx.ch/ebook — free, no email needed.

The tasks with real data

You spotted the golden rule: free AI hits a wall the moment **real data** shows up — your team's names, the addresses, the invoices. For those tasks, there are apps that keep everything **on your phone**.

How do you recognise them? Before you install one, open its page in the App Store and scroll down to the "**App Privacy**" section. The best answer is "**Data Not Collected**". It's filled in by whoever makes the app — so it's a first filter, not a guarantee. The complete guide teaches you four more checks.

I make apps like this too. **Send Planning**, for example, puts together the schedules for a small team and sends each person their own.

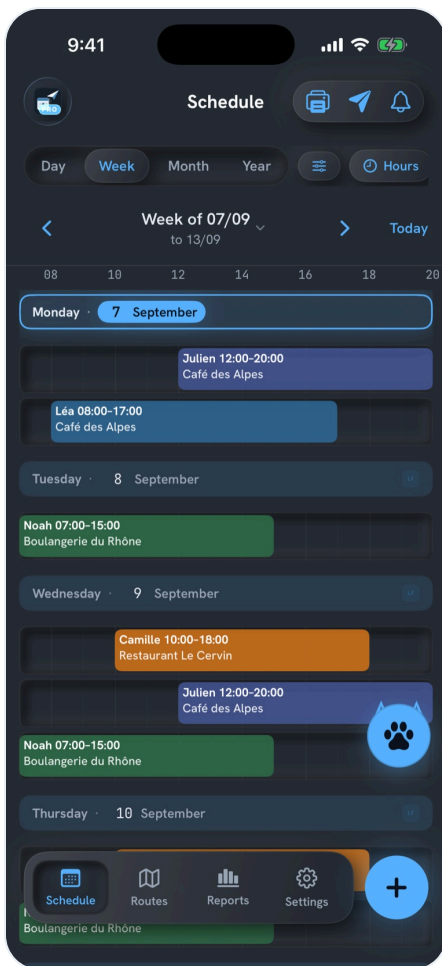


FIGURE 5.1 Send Planning: the team's week laid out, ready to send to each person. · real screen, sample data

There are others: **QR Quota** (Swiss QR invoices for club or building fees) and **Volta** (for people who invest). If one of them could help you, search for the name in the App Store and see whether it's there yet.

Thank you

Thank you for making it to the end. A question or a mistake you spotted? Write to me:

info@alpinelynx.ch.

If you'd like Alpine Lynx news (new apps, guides and tools, tips), leave your email at alpinelynx.ch/ebook. It's optional, and you can unsubscribe with one click.

What you take from this chapter: use AI for learning too, one step at a time. The next step is the complete guide (free, at alpinelynx.ch). For tasks with sensitive data, choose apps that keep everything on your phone — and check "App Privacy" in the App Store first.

One last word

A year ago, "artificial intelligence" was newspaper talk. Today you wrote it a message and it answered you back — and that puts you ahead of most people.

Start small: **one** recipe this week. Once you see the time it saves you, the rest comes on its own.

Good luck — and count on me.

— *Alpine Lynx* info@alpinelynx.ch · alpinelynx.ch

Appendix — Your first 8 prompts (copy and adapt)

Where you see [...], replace it with your own information. And remember: **no clients' personal data**. In the letter prompt, the AI may mix up a date or an amount: always check them in the letter itself. Something serious (a fine, a court case)? Decide with someone who knows.

PROMPT

Write a short, friendly message confirming a booking for [day and time], for a client. Warm, professional tone.

PROMPT

A client has written to me, angry about [reason]. Write a calm, professional reply that apologises without leaving me exposed. Two versions.

PROMPT

Write a simple quote as a table (description, quantity, price, total) for: [job in 2-3 lines]. Prices as [xxx] for me to fill in.
Don't invent prices.

PROMPT

Write a polite reminder for an unpaid invoice: [amount] CHF, overdue by [number] days. First reminder, friendly tone.

PROMPT

Write a short post for my business [name]'s social media about this job: [description]. Honest tone, 3 simple hashtags.

PROMPT

Translate this message into [French / German], in a natural, warm tone, as if written by a Swiss person: [text].

PROMPT

I've received this letter in [German / French]. Answer in English, in short sentences: what I have to do and by what date. If there's money to pay, say how much. Next to each date or amount, copy the sentence from the letter where it appears. If there's no date or amount, tell me so instead of guessing. Letter: [paste the text WITHOUT people's names, addresses, AVS no. or IBAN]

I'm going to explain in my own words what I've learned about [topic].

Correct anything that's wrong, in short sentences, and tell me what I missed. Then ask me 3 questions, one at a time.

Explanation: [your explanation]

Pocket glossary (1 line each)

- **AI (Artificial Intelligence):** the assistant that writes, summarises and translates from your requests.
- **Prompt:** the request you write to the AI. The clearer it is, the better the reply.
- **Free account:** your sign-up, made with an email. It has usage limits — plenty to get started.
- **Official app:** the real app, from the company that makes the tool (ChatGPT's is from OpenAI). There are paid imitations — stay away from them.
- **Personal data:** names with addresses, AVS, IBAN, contracts. It's what you never paste into a free AI.
- **Usage limit:** on free accounts, the tool may ask you to wait a while. Normal — come back later.
- **Training:** when the company uses your conversations to teach the AI. In ChatGPT, you can turn it off in the settings (look for the option about "improving the model"). Even when it's off, the golden rule doesn't change.

Links

- ChatGPT — chatgpt.com (the official app is from OpenAI)
 - Swiss rules (VAT, AVS, licences) — [ch.ch](https://www.ch.ch), the official portal of the Swiss authorities
 - The complete guide *AI in your business in 1 hour* — alpinelynx.ch
 - Alpine Lynx — alpinelynx.ch · info@alpinelynx.ch
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A free guide from Alpine Lynx. Share it with anyone you like — anyone running a small business will thank you. Your data is yours; let's keep it that way.