

New Trainings for Fall 2026 - Spring 2027
Martin Brossman & Associates LLC
with Martin Brossman & Dr. Justin Rose
(These will be officially added to the website soon, but we are scheduling them now)
[Being actively added; check back for more.]

New for 2027: The **KI of Marketing Series!**

These three trainings give small business owners practical ways to clarify their value, attract better-fit customers, strengthen referrals, and build a more focused path to profitable growth. Each session draws on concepts from The KI of Marketing, with increasing depth from the 1.5-hour introduction to the 3-hour workshop and the all-day implementation experience.

- [**Get Chosen: 3 Marketing Moves That Make Your Business Easier to Buy From and Refer**](#)

1.5-hour Webinar or Lunch-and-Learn

A fast, practical session that helps small business owners clarify what customers are really buying, identify what makes their business harder to replace, and strengthen sales and referrals. It draws on key concepts from The KI of Marketing and gives participants ideas they can apply immediately.

- [**Build a Business People Choose, Return To & Refer**](#)

3-Hour Interactive Live Small Business Workshop

A deeper working session that helps owners sharpen customer fit, define their “Only,” strengthen referrals, and connect their Ground Game with their Web Game. Drawing on The KI of Marketing, participants leave with clearer positioning and practical actions to attract and retain better-fit customers.

- **[From Business Idea to Profitable Growth](#)**

All-Day Hands-On Small Business Workshop

A hands-on workshop that takes participants from identifying a problem worth solving through customer clarity, differentiation, relationships, referrals, digital visibility, and a focused 90-day growth system. Built around concepts from The KI of Marketing, it helps aspiring and established business owners create a more profitable, referable, and sustainable business.

Note: The 1.5-hour session can be offered as a live lunch-and-learn through the chamber, supporting the three-hour course in the evening, either at the chamber location or the community college. Contact Colleen to schedule a conversation about these programs.
Colleen@MartinBrossman.com

Self-Publishing: New, Expanded and Updated

- **Write, Publish, Profit - WRITE & SELF-PUBLISH YOUR BOOK - for Business Owner - 4-part**

4-Part Live Online Course | No Writing Experience Needed. Turn Your Knowledge and Entrepreneurial Spirit into a Book , and a Marketing Powerhouse

Self-publish a book that builds credibility, positions you as an authority, and keeps working for you for years. Today's publishing tools make creating and self-publishing a professional-quality book more achievable and affordable than ever.

[Click here to see the full write-up](https://www.ncsmallbusinessstraining.com/write-and-self-publish-your-book-for-business-owners/)
<https://www.ncsmallbusinessstraining.com/write-and-self-publish-your-book-for-business-owners/>

- **Write, Publish, Profit - WRITE & SELF-PUBLISH YOUR BOOK - for Business Owner - 3hr-live**

Turn your knowledge into a book that builds credibility, attracts clients, and opens doors to speaking opportunities. In this hands-on 3-hour workshop, learn how to plan, write, publish, and market your book using practical strategies and ethical AI.

3hr Live in-person training

[Click here to see full write-up](https://www.ncsmallbusinessstraining.com/write-publish-profit-write-and-self-publish-your-book-for-business-owners-in-person-3hr/)
<https://www.ncsmallbusinessstraining.com/write-publish-profit-write-and-self-publish-your-book-for-business-owners-in-person-3hr/>

- **How to Structure a Book that Works! For Small Business Owners**

Step-by-Step Training for Business Owners and Aspiring Authors on Effective Book Organization for Nonfiction and Fiction

[Click here to see full write-up](#)

This training can be the next step for either of the Wright published profit courses or a standalone training.

- How to Use Free AI to Enhance Your Business
[Click here to learn more](#)

- Intro to using Free ChatGPT and Gemini for Small Business (hand on)

This hands-on class introduces small business owners to using the free versions of ChatGPT and Google Gemini directly from their smartphones. Participants will download the apps, set up accounts, and practice simple, practical prompts they can immediately apply to marketing, customer communication, content creation, and problem-solving. The focus is on building confidence, understanding what to say to get useful results, and learning how to guide AI step by step using only free tools. By the end of the session, attendees will know how to turn their phone into a daily business assistant without spending a dollar.

- Free way to make AI Video for Your Small Business Owners
Learn how to create engaging AI-powered videos for your small business using completely free, beginner-friendly tools. In this practical introduction, you'll discover how to generate scripts with AI, turn text into natural voiceovers and music, and combine visuals, captions, and sound into short promotional videos ready for social media and your website. No prior experience needed. By the end, you'll know how to use free AI tools to amplify your message, attract customers, and market your business with confidence.

Here are two paragraph descriptions for your workshops:

- **ChatGPT 101 Applied Workshop**

This hands-on introductory workshop is designed for small business owners who are ready to move beyond the buzzwords and actually put ChatGPT to work. Participants will explore the foundational capabilities of ChatGPT through live, guided demonstrations led by experienced presenters — following along in real time on their own devices. From crafting compelling item descriptions to drafting client

communications, this session focuses on practical, immediately applicable skills that fit naturally into your existing workflow. To make the most of the experience, participants are strongly encouraged to download the ChatGPT app prior to the workshop so they can engage fully from the first prompt.

- **Generative AI (GenAI) for Auctioneers: Streamline Your Consignment Workflow**

Preparing consignment packets is one of the most time-intensive tasks in the auction business — but it doesn't have to be. This focused workshop walks participants through a step-by-step process for leveraging Generative AI tools to streamline every stage of consignment preparation, from gathering and organizing item details to producing polished, professional documentation ready for clients. Attendees will see firsthand how GenAI can reduce administrative burden, improve consistency, and elevate the overall quality of the consignment experience. Whether you're managing a handful of items or a large multi-lot estate, this session will give you a repeatable, scalable workflow you can implement immediately.

- **AI Risk and Responsibility: Doing It Right From Day One**

This class builds practical confidence for using AI responsibly by combining clear instruction with guided, hands-on support throughout. It covers core AI ethics, common legal and privacy considerations (including FERPA and COPPA), and responsible-use guidelines that translate into real decisions—not vague principles. Participants work through realistic case studies and apply simple decision-making frameworks to evaluate risk, fairness, transparency, and data handling. Integrated lab time provides open Q&A, helps tailor guidance to specific use cases, and supports troubleshooting compliance and policy concerns.

- **Productivity Without Chaos: AI Across Google and Microsoft**

This class demystifies how AI features across Google Workspace and Microsoft 365 can be used together effectively, with integrated problem-solving support built into the experience. It explores AI integrations in Google tools (such as Gemini and NotebookLM), Microsoft 365 capabilities (including Copilot), and cross-platform workflows that reduce friction and duplication. Security, permissions, and access management are treated as core design constraints, not afterthoughts. Integrated lab time focuses on platform-specific troubleshooting, building or refining workflows, and resolving common integration challenges in real time.

- **From Prompts to Playbooks: Google Gems**

This class helps participants create reusable, task-specific AI assistants using Google Gems, with hands-on building and refinement integrated into the session. It covers how Gems work, how to write strong instructions and prompts, and how to design assistants that produce consistent, high-quality outputs for common workflows. Examples include assistants for planning, drafting, summarizing, coaching, and basic analysis. Integrated lab time provides support for creating Gems, testing them against real tasks, improving reliability, and troubleshooting issues so participants leave with working, usable tools.

- **From Chat to Agent: Creating Microsoft Copilot Agents**

This class teaches how to build no-code Copilot agents using Copilot Studio, combining core instruction with embedded development support so participants can move from concept to deployment-ready prototypes. It covers agent design fundamentals, connecting agents to knowledge bases or approved data sources, and publishing/sharing agents in an organization. Practical examples include FAQ bots, process guides, and resource navigators. Integrated lab time provides build support, customization help, knowledge integration guidance, and deployment/adoption considerations to make agents useful beyond a single demo.

To schedule training, contact Colleen@MartinBrossman.com, and to see more of his training goto

<https://www.ncsmallbusinessstraining.com/core-curriculum-for-small-businesses-by-martin-brossman-and-associates-llc/>