

Practical Strategies to Grow, Compete, and Scale Your Veteran- Owned Business

Presented by: Paul Edelstein | International Consultants LLC

Presented in partnership with the National Veteran Business Development Council (NVBDC)





Today's Mission

Work Faster

Market Smarter

Win More Business

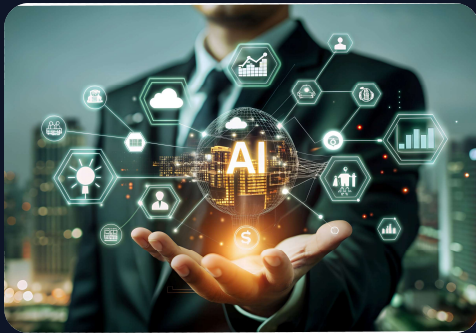
Prepare for Corporate Buyers

Build Your AI Workforce

Save hours

AI Has Changed ...Again

The question isn't whether AI is coming. It's whether your business will benefit from it.



01 New models

02 Better reasoning & Memory

03 Voice, Images, Video

04 Automation

Anatomy of a Great AI Prompt (RECAP)



- 01** Role - (Who AI should be)
- 02** Goal - (What you want)
- 03** Context - (Background information)
- 04** Audience (Who it's for)
- 05** Tone - (How it should sound)
- 06** Output Format - (How to present it)
- 07** Constraints - (Rules or limitations)
- 08** Examples (Show what good looks like)

Write me a capability statement.



01 **Start Simple: Mediocre**

02 **Add Structure**

03 **Tailor for the Buyer**

04 **Refine and Differentiate**

05 **Show Business Impact**

Demo 1:
Capability Statement

Demo 2:
Rewrite for Different Buyers

Demo 3:
Corporate Outreach Email



Build Your AI Team **(Each has its strengths)**

01

Creatives

02

Marketing Strategy

03

Research

04

Writing

05

Analysis

06

Coding



ChatGPT



Gemini



Claude

Choosing the Right AI

AI TOOL	 FAST	 CREATIVE	 RESEARCH	 CODING	 DOCUMENTS	 IMAGES
 ChatGPT	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
 Claude	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
 Gemini	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
 Perplexity	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
 Microsoft Copilot	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
 NotebookLM	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★



One Prompt. Many Assets.

- Graphic
- Blog
- LinkedIn↓Facebook
- Email
- Landing Page
- Press Release



Demo: Integrated Marketing Campaign

- Graphic
- Blog
- LinkedIn↓Facebook
- Email
- Landing Page
- Press Release

AI Can Analyze Your Business Data to Reveal Opportunities, Risks, and Growth Strategies

- Sales reports and revenue trends
- CRM and customer data
- Email marketing performance
- Website analytics (Google Analytics) Profit & Loss statements and financial reports
- Inventory and purchasing data
- Proposal win/loss history
- Customer surveys and online reviews
- Social media analytics
- Marketing campaign performance
- Procurement pipeline and contract opportunities
- Capability statements and competitor analysis



Ask AI Questions Like:

- *What trends do you see in my sales over the past 24 months?*
- *Which customers generate the highest lifetime value?*
- *Where am I losing the most opportunities?*
- *Forecast my sales for the next 12 months based on historical data.*
- *Identify my most profitable products or services.*
- *Which industries should I target next?*
- *What marketing activities are producing the best ROI?*
- *What risks should I prepare for?*
- *Create a 12-month business growth strategy based on this data.*
- *Recommend three ways to increase revenue by 20%.*

Business Outcomes AI Can Help Deliver

- ✓ Identify hidden trends and patterns
- ✓ Forecast revenue and demand
- ✓ Improve cash flow planning
- ✓ Optimize marketing spend
- ✓ Prioritize the best sales opportunities
- ✓ Reduce operational inefficiencies
- ✓ Support hiring and staffing decisions
- ✓ Build data-driven strategic plans
- ✓ Prepare for procurement and corporate growth

AI doesn't replace your business judgment, it amplifies it.

Quality Input = Better Output



Draft Script

Upload to AI Video Platform

Generate Video



AI Video Creation: Demo 1



AI for NVBDC-Certified Veteran Businesses (Recap)

01

Icons

02

Capability Statements

03

Corporate Outreach

04

Proposals

05

Supplier Profiles

06

Meeting Prep

07

Research

08

Certification

Competitor Analysis



01 Website Analysis

02 Market Position

03 SEO keywords.

04 Messaging

05 Social Media

06 Differentiators

07 Opportunities

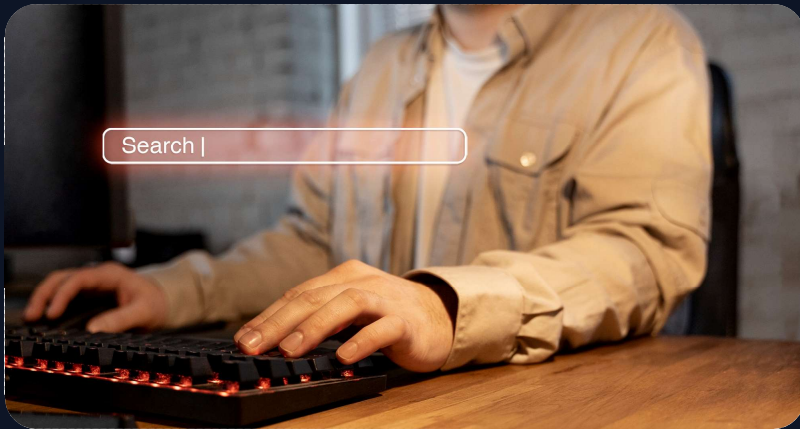


Responsible AI: **Think Before You Paste**

- Graphic
- Privacy
- Confidential Data
- Copyright
- Hallucinations
- Security
- Verification

AI-Powered Search: Getting Your Business Found

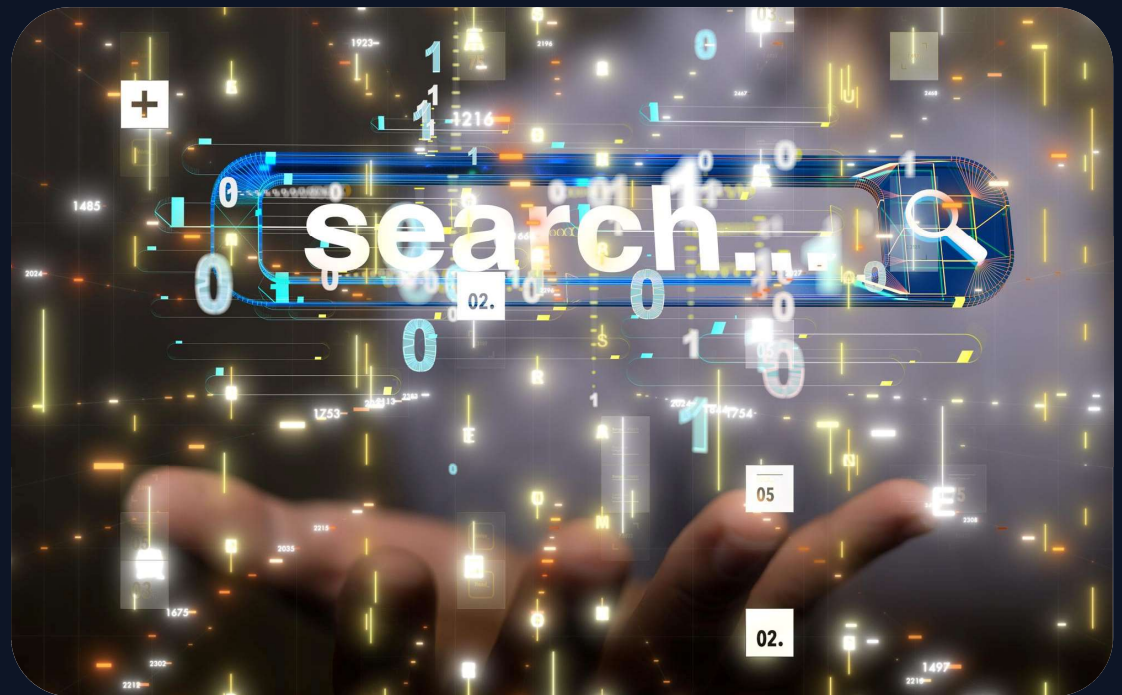
Why SEO Still Matters in the Age of AI



- Search engines reward high-quality, authoritative content.
- Well-written blogs improve visibility in Google Search and AI-generated search results.
- Answer your customers' questions with helpful, educational content—not sales pitches.
- Use keywords naturally, optimize titles and headings, and keep content current.
- Publish consistently to build authority and increase website traffic over time.



Let's Create an Optimized Blog Post for **SEO/AEO/GEO**



Beyond SEO: Optimizing for AI Search

The Future
of Search
Is **Already**
Here



- 01 Google AI Mode
- 02 Generative Engine Optimization and AI Overviews
- 03 Answer Engine Optimization (AEO)
- 04 Authority Wins
- 05 Think Like Your Customer



Your 90-Day AI Roadmap

- The learning doesn't stop when the webinar ends.
- Receive a practical 90-Day AI Roadmap with clear, actionable next steps.
- Implement AI over the next three months across your daily operations, marketing, sales, and business development.
- Build confidence by applying AI to real business tasks.
- Increase productivity by automating repetitive work and streamlining workflows.
- Create a sustainable competitive advantage that helps your veteran-owned business grow and scale.



Days 1–30: Build Your Foundation

- Choose your primary AI tools (ChatGPT, Gemini, Claude, etc.).
- Identify three repetitive business tasks to automate.
- Create AI prompts for emails, proposals, capability statements, and marketing.
- Review your website and marketing materials with AI for improvements.
- Establish usage policy to protect sensitive business information. an AI



Days 31–60: Integrate AI into Your Business

- Use AI to research target customers and corporate buyers.
- Create social media, blog posts, and email campaigns with AI assistance.
- Develop proposal and capability statement templates.
- Build simple AI workflows for sales, customer service, and administrative tasks.
- Begin tracking the time saved and productivity gains.



Days 61–90: Scale for Growth

- Refine your AI prompts and workflows based on results.
- Explore advanced tools for video creation, automation, CRM integration, and document analysis.
- Use AI to prepare for customer meetings and procurement opportunities.
- Measure ROI by tracking leads, proposals, and business growth.
- Create an ongoing AI adoption plan to continue learning and improving.

Your Next Mission Starts Today

AI doesn't replace
business owners.

**It amplifies great
business owners.**



01 Better prompts

02 Better marketing

03 Better proposals

04 Better meetings

05 Better workflows

05 Better competitive advantage



Your AI Journey Starts Today

Don't try to automate everything. Start with one task. Master it. Then add another. Small improvements every day create a major competitive advantage over time.

Need additional help?

Following the webinar, participants may schedule up to one hour of complimentary technical assistance to help apply what they've learned to their business.

pedelstein@international-consultants.com | 248-805-1539 | 248-747-2392



Thank **you.**

Open Q&A

GET IN TOUCH

Contact Information

EMAIL

pedelstein@international-consultants.com

pedelstein@nova-iq.net

pedelstein@edelstein-ventures.com

WEBSITE

www.international-consultants.com

Phone

248-805-1539

248-747-2392