

# AI in Plain English

*Five words decoded. No engineering degree, no acronyms, no shame.*

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If you've been on Instagram for ten minutes, someone has already told you that you need 100 prompts, 27 tools, and a brand-new mindset by Friday. It's noise. And it's the loudest reason smart women stay on the sidelines.

You don't need 100 prompts. You need to understand five words. Once these click, the whole conversation stops sounding like a foreign language.

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*You don't need 100 prompts. You need a foundation.*

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## First, the one distinction that matters

"Old" AI	"Agentic" AI (the new kind)
Answers and suggests. Siri, autocomplete, spellcheck. It waits for you and hands one thing back.	Takes action for you. It can carry out a multi-step task — draft the email, pull the times, sort the list — not just answer a question.

Everything below is about the agentic kind. That's the shift that's actually changing small business right now.

## The five words

### 1. Skill

**Plain English:** a focused thing AI can do well. One job, done one way.

**In your business:** "chunk my newsletter into three Instagram posts" is a skill. "write a subject line in my voice" is a skill.

**Do this week: name one tiny repeatable task. That's your first skill.**

### 2. Agent

**Plain English:** an AI that takes on a role, like an employee with one job title. An agent is a bundle of related skills.

**In your business:** an "Inquiry Concierge" that tags each new lead, drafts a warm reply in your voice, and proposes call times. One agent, one job.

**Do this week: pick the one job title you wish you could hire for. That's your first agent.**

### 3. Connector

**Plain English:** the wire that links AI to the tools you already use and pay for.

**In your business:** connect AI to your Gmail or Google Calendar so it can actually read your inbox or see your week — instead of you copying and pasting.

**Do this week: notice the tool you're always copying out of. That's the connector worth setting up first.**

### 4. Artifact

**Plain English:** a small custom tool AI builds for you — a calculator, an intake form, a tracker. It exists after the conversation ends.

**In your business:** a pricing calculator for your packages, or a client intake form that drops answers where you need them.

**Do this week: finish the sentence "I wish I had a little tool that..." That's an artifact waiting to be built.**

### 5. Chatbot

**Plain English:** an agent that talks to your customers for you. The front desk, not the back office.

**In your business:** a helper on your site that answers your top five FAQs at midnight so you don't have to. Useful when the same questions come in constantly — skippable when they don't.

**Do this week: be honest about whether you need one yet. Most people don't at first, and that's fine.**

## Bonus: why AI sounds like a robot when you use it

It's almost never the tool. It's that the tool doesn't know you. Every prompt that works has three layers — think of it as a sandwich.

Layer	What goes here
Top — who you are	Your business, your style, the words you'd never use. The context only you have.
Middle — the ask	What you want, specifically. Not “write a caption” but “write three captions about X with a soft CTA.”
Bottom — what good looks like	One or two real examples from your own past work. This is the secret ingredient.

**The shift:** the tools will change — ChatGPT becomes Claude becomes the next thing. The context you build about yourself travels with you to all of them. Build it once, take it everywhere.

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*Date the tech. Marry the process.*

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