

Build It in Ten Minutes

Using Gamma to Create Marketing Materials
That Actually Look Professional

Companion Workbook for AIPD Pro Members

Presented by Esther Kane, CAPS, C.D.S.

Purpose: Walk step by step through Gamma.app and leave with one finished, professional-looking marketing piece built from your own expertise.

What's inside

- Gamma in plain English: what it is, the words you'll see, and what's new in 2026
- Plans and costs (checked September 2026) and how to set up your account safely
- The webinar's 7 build steps as fill-in worksheets
- Review, readability, image, and privacy checklists made for aging-in-place work
- A publishing and follow-up tracker, your action plan, and a one-page cheat sheet

Your name / business

Date you started this workbook

How to Use This Workbook

Everything here is typeable. Open this PDF in a free reader such as Adobe Acrobat Reader, click in any box, and type. Press **Tab** to jump to the next box. Save a copy when you're done (File > Save As) so your answers stay put.

Work through it with Gamma open in another window. Pick **one** piece to build, then let each page walk you through a step. You don't need to be "good with computers." If you can copy and paste, you can do this.

The pages marked **Plain English** explain tech terms. The pages marked **New in 2026** cover Gamma updates since the webinar script was written.

Need a hand?

If you get stuck or want someone to look over your first piece with you, 1:1 help is available. See the last pages of this workbook for a quick consult with Esther.

Before you start: your quick self-check

Rate yourself honestly. You'll look at these again at the end.

How comfortable am I making marketing materials on the computer?

☐	☐	☐	☐	☐
1	2	3	4	5

How professional do my current handouts and reports look?

☐	☐	☐	☐	☐
1	2	3	4	5

How confident am I that I could build a guide in Gamma today?

☐	☐	☐	☐	☐
1	2	3	4	5

What do I most want to get out of this workbook?

Gamma in Plain English

Gamma (gamma.app) is a website that turns your words into a finished, designed piece: a slide deck, a document, a one-page website, or a social media graphic. You bring the content. Gamma handles the fonts, spacing, layout, and pictures, and it applies them the same way on every page.

Think of it as a very fast graphic designer who follows directions well but doesn't know your field. That's why **you** stay in charge of what it says.

Words you'll see in Gamma

Gamma word	What it means
A "gamma"	Anything you make in Gamma: a deck, document, website, or social post.
Card	One section or page. In a presentation a card is a slide; in a document it's a section.
Theme	A ready-made look (fonts, colors, spacing). Change the theme and the whole piece changes.
Credits	Gamma's "tokens" for AI work. Free accounts get a starting supply; paid plans get more each month.
Gamma Agent	The built-in AI helper. Ask it in plain words to rewrite, restyle, add, or fix things.
Present mode	Full-screen view for showing your piece to a group or on a video call.
Share / Publish	Getting a link people can open on their phone or computer, or putting it up as a website.
Export	Downloading a copy as a PDF, PowerPoint, image, or Google Slides file.
Three-dot menu (...)	The small "..." button, usually at top right. Most settings are hiding there.

New in 2026: what's changed since the webinar script

- **Gamma Agent** (introduced with Gamma 3.0) is now the main way to ask for changes: type what you want in plain words.
- **Phone apps (August 2026):** Gamma now has iPhone and Android apps. Since June 2026 you can also edit in your phone's web browser.
- **Consistent styled images (May 2026):** Gamma can make all the pictures in a piece match in style.
- **Better PowerPoint exports (August 2026):** tables stay editable when you download to PowerPoint.
- **Smart Charts (August 2026):** charts can pull numbers from a Google Sheet with one click.
- **More formats:** besides decks and documents, Gamma now makes websites and social media posts.

What It Costs (Checked September 2026)

The webinar's advice still holds: **start free**. Here's what each plan gets you, in everyday terms. Prices shift and vary by monthly or yearly billing, so treat these as ballpark figures and confirm at gamma.app/pricing before you buy.

Plan	Approx. cost	What you get, in plain English
Free	\$0	A one-time starting supply of AI credits that <i>doesn't refill</i> (recent reviews put it at about 10 full creations). Up to 10 cards each time you ask it to build. You can create, share, and export, but a "Made with Gamma" badge appears on what you share.
Plus	About \$8-\$10 per month	Removes the Gamma badge. Better AI pictures. More cards each time you build. A good first upgrade if you're using Gamma regularly.
Pro	About \$18-\$20 per month	Everything in Plus, plus your own branding (custom fonts, logo in headers and footers), analytics (see who viewed your piece and for how long), and your own web address for Gamma websites (up to 10).
Ultra	About \$90-\$100 per month	Gamma's most advanced AI for text, pictures, and video, plus early access to new features. More than most solo aging-in-place pros need.
Team / Business	Per person, billed yearly	For practices with several staff: shared folders, admin controls, and your content is never used to train Gamma's AI.

How credits work, simply

Every time the AI does work for you (builds a piece, makes a picture, makes an Agent edit), it uses credits. On the free plan, credits come out of your one-time starting supply. Recent reviews say paid plans cover everyday building and use credits mainly for Agent edits and the fanciest AI models. If you run out on the free plan, that's a sign Gamma is earning a place in your week.

My plan today:

The feature that would make me upgrade (e.g., removing the badge, my logo, analytics):

Check today's prices: gamma.app/pricing

GETTING STARTED

Set Up Your Account the Safe Way

Ten minutes of setup now saves headaches later. Check off each step as you go.

- ☐ Go to **gamma.app** and click **Sign up**. Signing up with your Google account is quickest.
- ☐ Use your **business** email, not your personal one, so your marketing stays in one place.
- ☐ **Turn off AI training on your content.** On Free, Plus, Pro, and Ultra plans, Gamma may use your content to improve its AI unless you turn it off. Click your picture or initials in the lower-left corner > **Settings** > **Data Controls** tab, then switch it off. (Team and Business plans are always off.)
- ☐ Browse the **Themes** list for five minutes. Don't pick yet; just notice which ones are easy to read.
- ☐ Optional: get the Gamma app for iPhone or Android so you can review pieces on your phone.
- ☐ Bookmark Gamma's help center (help.gamma.app) for how-to questions.

Why the data setting matters in our field

You work with older adults and their families. Even if you never paste client names (and you shouldn't), turning off training is a simple, professional habit that keeps your drafts private. It takes 30 seconds.

Date I turned off AI training (Settings > Data Controls):

The email address my Gamma account uses:

Help center: help.gamma.app

Pick Your Piece: How Gamma Can Help Your Business

The webinar names five big ways aging-in-place pros can use Gamma. Rate how well your **current** version of each one works (1 = embarrassing or nonexistent, 5 = I'm proud of it). Your lowest score is a good place to start.

Client-facing assessment reports: turning your home safety notes into a visual report with photos, section headers, and a summary. The biggest use case, and one that justifies a higher assessment fee.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Referral-partner presentations: a 10-slide "here's what I do" deck for discharge planners, elder law attorneys, senior living marketers, and realtors.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

CEU and lunch-and-learn decks: for hospital staff, NKBA chapters, or senior centers, exported to PowerPoint or PDF for whoever runs the room.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Lead magnets and one-pagers: fall prevention checklists, "5 questions to ask before hiring a contractor," bathroom modification cost guides.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

A microsite for each service line: one clean page, such as "Bathroom Safety Modifications in [Your County]," without touching your main website.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

The document I already make and already dislike (the one I'm embarrassed to hand people):

The piece I'll build with this workbook:

Who will read it? (e.g., stressed adult child, discharge planner, homeowner):

Step 1: Start With Your Own Words, Not a Topic

Gamma gives you three ways to start. Click **Create new** (the AI option), and you'll see:

Option	What it does	When to use it
Generate	You type a topic; the AI writes everything.	Rarely. You get generic content anyone could have written.
Paste in text	You paste your own writing; Gamma designs it.	Almost always. This is the webinar's #1 lesson.
Import	You upload a file (Word, PowerPoint, PDF) or a web address.	Refreshing something you already have, like an old handout or blog post.

The single most important idea

"Your expertise is the entire product. The design is the wrapper." If you click Generate and type "bathroom safety guide," you'll get "install grab bars" and "remove throw rugs." Nothing in it will make a family think *she's been in houses like mine*.

My working title (example from the webinar: "The Seven Bathroom Hazards Most Families Miss"):

Your 15-minute brain dump

Set a timer for 15 minutes. Write rough bullet points with a few sentences under each, the way you'd explain it standing in a client's bathroom. Don't polish. Paste this straight into Gamma later.

My brain dump:

Tip: control where each section breaks

Type three dashes (---) on a line by themselves between sections. Then, in Gamma's settings, choose to split cards by your text breaks. Each section becomes its own card.

The "towel bar" test

In the webinar, hazard #3 was "towel bars that families use as grab bars." An AI wouldn't come up with that, but every pro has seen a towel bar ripped half out of the drywall. List three details from *your* field experience that only someone who has been in real homes would know.

Real-world detail #1:

Real-world detail #2:

Real-world detail #3:

Your section outline

Most guides follow the webinar's pattern: an intro, your main points, and a closing. List your sections in order. This becomes your card count in Step 2.

#	Section title	The one thing I want the reader to take away
1		
2		
3		
4		
5		
6		
7		
8		
9		

Step 2: Tell Gamma What You're Making

After you paste your text, Gamma shows a settings screen before it builds. These are the choices that matter. (Gamma updates its screens often, so the exact labels may differ slightly.)

Format: what kind of thing is it?

☐ Document
 ☐ Presentation
 ☐ Webpage
 ☐ Social post

Webinar tip: choose **Document** for anything meant to be read, **Presentation** for anything projected or shown on a call.

How much should Gamma change my text? (the webinar's most important setting)

☐ Preserve
 ☐ Condense
 ☐ Generate / expand

Setting	What it does in plain English
Preserve	Keeps your exact words and only adds structure like headings. Use this so Gamma doesn't turn your clinical language into marketing fluff.
Condense	Shortens long text to fit. Handy for a long assessment report turned into a summary.
Generate	Rewrites and adds more. Use with caution: this is where generic content creeps in.

Length: how many cards/sections? (Webinar example: 8 = intro + 7 hazards + closing)

Tone: (e.g., warm and plain-spoken for families; more clinical for referral partners)

Audience: who's reading? (Gamma lets you describe them in your own words)

Amount of text per card

☐ Brief
 ☐ Medium
 ☐ Detailed
 ☐ Extensive

Pictures: where should images come from?

☐ AI-made
 ☐ Stock photos
 ☐ Placeholders
 ☐ No images

Choose **Placeholders** or **No images** if you plan to add your own photos (see Step 6).

Two setting "recipes" to compare

The webinar notes that the same content needs different settings for different readers. Fill in both columns for your piece, or for two versions of it.

Setting	Version for families	Version for referral partners
Format		
Text change (Preserve / Condense / Generate)		
Number of cards		
Tone		
Audience description		
Text amount per card		
Image source		

Extra instructions for Gamma, if there's a box for them (e.g., "End with a card about how to contact me." "Use short sentences." "Don't change any measurements."):

BUILD STEP 3 OF 7

Step 3: While It Builds, and Meeting Gamma Agent

Click go. In 30 seconds to two minutes, Gamma splits your text into cards, picks a layout for each one, and adds pictures. What would take two hours in Word, it does **consistently**: same margins, heading sizes, and spacing throughout. "That consistency is most of what 'looks professional' actually means."

But it's a **first draft that happens to be well-designed**. The next steps make it yours.

Gamma Agent: your plain-English helper

Gamma Agent is the AI assistant built into the editor. Click the sparkle icon or the **Agent** button and type what you want, the same way you'd ask an assistant. It can rewrite a section, change the look, add a card, suggest pictures, look things up on the web (with sources), and give feedback on your piece.

Try these requests (copy them word for word)

- "Make the text on every card larger and easier to read for older adults."
- "Add a closing card with my phone number and website."
- "Give me feedback on this document: what's confusing or too long?"
- "Make all the images match in style."
- "Turn card 3 into a checklist."

Caution

Agent edits use credits, and anything the Agent writes or looks up gets the same line-by-line review as the rest of your piece (Step 4). If it "researches" a statistic, check the source yourself.

Agent requests I want to try on my piece:

What Gamma got right on the first try, and what it got wrong:

Step 4: Fix the Content First, Design Second

First pass: read every single word. Click on any text and type to fix it, just like a document.

The discipline to take away

Never publish a piece you haven't read line by line. Gamma doesn't produce obvious nonsense. It produces something that reads smoothly and is *slightly wrong*. In a field where a family might put a grab bar in the wrong place, slightly wrong is not acceptable. You are the clinical reviewer. That role does not get automated.

Line-by-line review checklist

- ☐ I read every word, including headings, picture captions, and the closing card.
- ☐ Every **measurement** is correct (heights, widths, clearances).
- ☐ Every **code or standard reference** is accurate and current.
- ☐ Every **product recommendation** matches what I'd actually recommend.
- ☐ Gamma didn't "tighten" my wording and lose a distinction I care about.
- ☐ Nothing was added that I didn't write and can't stand behind (especially from Generate or Agent).
- ☐ I'd say every sentence out loud in someone's bathroom.

Correction log

Write down what Gamma changed and how you fixed it. Patterns here tell you which settings to adjust next time.

Card #	What Gamma wrote	My correction

Want a second set of eyes?

Clinical review is the step people most often want help with. A 30-minute consult is a good fit for walking through your first draft together.

[Book a 30-minute consult \(\\$25\)](#)

Step 5: Make It Look Like You

Now design. Open the **Themes** panel. There are 100+ built-in themes, and one click changes the fonts, colors, and spacing of the whole piece. Two rules from the webinar:

- **Pick for your reader, not for you.** Readers are often 65+, frequently on a phone, sometimes with reduced contrast sensitivity. Choose generous body text and strong contrast. That elegant thin typeface? Your reader can't read it. Pick the boring, legible one.
- **Pick one and stay with it.** When a discharge planner has seen four things from you and they all match, that's brand recognition. Don't chase a new theme every time.

How to add your own branding (updated 2026)

To do this...	Do this in Gamma
Tweak an existing theme	In the Themes panel, click the three-dot menu (...) on a theme > Customize theme . Change colors, fonts, text size, and roundness.
Build your own theme	Themes > New theme and follow the steps.
Copy your existing brand	Import a PowerPoint or a Google Drive file and Gamma pulls out your colors, fonts, and logo to make a matching theme. (Canva designs can't be imported this way yet.)
Add your logo	Upload it in the theme and choose a corner. Logo headers and footers need the Pro plan.
Use custom fonts / remove the badge	Custom fonts and full branding come with Pro; badge removal starts at Plus.

My brand kit

Theme name I'm committing to:

Heading font:

Main brand color (hex code, e.g., #1F3A5F):

Accent color (hex code):

Where my logo file is saved (and a version that looks good on white):

Readability check for a 65+ reader

Run this check before you share anything. It's the same standard you'd apply to a client's home.

- ☐ Body text is generous, not small or thin.
- ☐ There's strong contrast between text and background (no light gray type on white).
- ☐ No text sits on top of a busy photo.
- ☐ Lines are short and paragraphs are brief.
- ☐ Headings clearly tell the reader what each section is about.
- ☐ I opened it **on my phone** and could read it without zooming.
- ☐ I asked someone over 65 to read one card and tell me what it said.

How readable is my piece for an older adult on a phone?



What I changed to make it easier to read:

BUILD STEP 6 OF 7

Step 6: The Images

The images Gamma picks are usually "fine but generic." Click any image to replace it: search stock photos, make an AI image, pull from the web, or upload your own.

Image source	Webinar verdict
Your own photos	Best. A real photo of a real bathroom you assessed, with permission, faces out of frame, nothing identifying, "is worth ten stock photos of a smiling model gripping a grab bar."
Stock photos	Acceptable if you don't have your own. (Most senior stock photos are beige and look like insurance commercials.)
Web images	If you pull images from the web, choose the option for images that are free to use commercially , since this is marketing.
AI-made images	Only for abstract or decorative purposes. AI images of grab bars or equipment often show installations that would fail. Don't put a picture of bad practice in your safety guide.

New in 2026: matching images

Gamma can now keep all the pictures in a piece in one consistent style. Try asking Gamma Agent to "make all the images match in style." This matters most for decorative images, not for photos of equipment.

My image plan

Card #	Image I need	Source (mine / stock / AI)	Permission OK?

Photo permission checklist

- ☐ I have the homeowner's permission to use the photo.
- ☐ No faces are in the frame.
- ☐ No house numbers, mail, family photos, medication bottles, or other identifying details are visible.
- ☐ Any equipment shown is installed correctly.

Step 7: Get It Out Into the World

You have three main ways to deliver your piece. Most are behind the **Share** button or the three-dot menu (...) at the top right.

Option	How to do it	Best for
Export to PDF	Share or (...) > Export > PDF. You can also export PowerPoint, PNG image, or Google Slides. A quality slider lets you adjust image sharpness. The file downloads and is also emailed to you.	Lead magnets: attach to your welcome email or put behind a signup form.
Publish as a web page	Gamma hosts it and gives you a link that opens instantly on a phone. For a real website, use (...) > Site settings : you get a free gamma.site address, can add menus and a page title for Google, then click Publish . Using your own web address requires Pro.	Referral partners (a link instead of an attachment they'll never open) and service-line microsites.
Share the link	Share > copy the link. Choose whether people can view, comment, or edit.	Collaboration or quick review by a colleague.

Export tips (from Gamma's help center)

- Downloads show your piece as it looks in **Present mode**, so small layout differences are normal.
- If content looks too small or too big, toggle **Zoom to fit** in the Export options and try again.
- A PowerPoint opened in **Google Slides** may swap your fonts. Export straight to Google Slides instead.
- Need only one card? Hover over it, click its (...) menu, and download just that card.
- Can I edit after exporting? Not really. Edit in Gamma, then export again. Keep Gamma as the "master copy."

My distribution plan

Format	Where it's going / who gets it	Date
PDF download		
Web link		
Gamma website (microsite)		
PowerPoint / Google Slides		
Printed copies		

Which Referral Relationships Are Real?

The webinar pointed out that a web link lets you see who opened your piece and how far they scrolled. Here's how that works today:

- **Analytics require the Pro plan.** Open your piece > three-dot menu (...) > **Analytics**.
- You'll see views, which cards people spent time on, and unique viewers over the last 30 days.
- People signed in to a Gamma account show up **by name**. Everyone else shows as **"Anonymous Viewer."** So note the date you send each link; a view shortly after is a good clue.

Use this tracker to follow up while you're still on their mind.

Referral partner	Date sent	Viewed? Which cards?	Follow-up / next step

Honest Cautions: Your Self-Audit

Check each box only when it's true for the piece you're about to share.

1. Everything you publish carries your professional name

"The AI wrote it" is not a defense. If you wouldn't say it out loud in someone's bathroom, don't publish it.

☐ I've completed the Step 4 review checklist for this piece.

2. Do not put client information into it

Not names, addresses, identifying photos, or anything from a medical record. Either de-identify before you paste or get clear written consent. Treat Gamma like any other cloud service you'd think twice about.

☐ I removed or changed every client name, address, and identifying detail before pasting.

☐ Or: I have clear **written** consent from the client for this use.

☐ I turned off AI training on my content (Settings > Data Controls).

3. Watch out for sameness

Default theme + default stock images = your piece looks like everyone else's. Ten minutes on your own colors, logo, and photos is what sets you apart.

☐ I changed at least the theme colors, and ideally the logo and photos too.

4. Accessibility is not optional in our field

"Of all the professions using this tool, we have the least excuse for making something a seventy-eight-year-old can't read."

☐ I completed the readability check in Step 5, including checking it on my phone.

Anything I'm still unsure about before I publish:

Where Else to Point This

The webinar built a lead magnet, but these five uses may be worth even more. Rank them and note what you already have to start from.

Idea	What I already have to paste in	Priority (1-5)	Target date
Client Assessment Summary: your findings as a clean visual report the family can actually read			
Referral Partner One-Pager: who you are, who you serve, how to refer. On their phone in ten seconds			
Lunch-and-Learn Deck: the content is in your head; twenty minutes to a real deck			
Repurpose What You Wrote: an old blog post becomes a downloadable guide			
Proposal or Scope-of-Work: a visual proposal closes better than a text email			

New in 2026: two more places to point it

- **Social media posts:** Gamma now makes social graphics in square and phone-screen sizes. Try turning each hazard in your guide into its own post.
- **Numbers that update themselves:** Smart Charts can pull from a Google Sheet, which is handy for a cost guide you update each year.

One idea of my own for using Gamma:

The "Start Free, Make Three Things" Test

Esther's recommendation: **start free and make three things**. If after three things you're reaching for Gamma instead of dreading it, that's your signal to pay for badge removal. If you made one thing and never went back, you've lost nothing.

#	What I made	Date	Reaching for it or dreading it? Why?
1			
2			
3			

My decision

☐ Stay on Free ☐ Upgrade to Plus ☐ Upgrade to Pro ☐ Not for me

Why I made this decision:

Before you pay

Gamma's refund window is short (recent reviews report 3 days, including on yearly plans). Consider paying monthly for the first month or two until you're sure. Check current terms on the pricing page.

Common Questions (Updated for 2026)

"Does it work with my existing PowerPoint templates?"

Not really. Gamma applies its own themes, and a strict corporate template is a poor fit. **2026 update:** you can now import a PowerPoint or Google Drive file into the theme builder, and Gamma will pull out your colors, fonts, and logo to make a matching theme.

"Can I edit it after I export the PDF?"

No. Edit inside Gamma, then export again. Keep Gamma as the master copy for each piece. **2026 update:** tables in PowerPoint exports now stay editable.

"Is my content used to train their AI?"

On individual plans (Free, Plus, Pro, Ultra), it can be unless you turn it off: Settings > Data Controls. Team, Business, and Enterprise plans are always off. This is one more reason not to paste client-identifying information.

"How is this different from Canva?"

Canva starts you with a template and you place elements yourself. Gamma starts with your text and builds the layout for you. Canva gives more control; Gamma is faster and enforces more consistency. Many people use both.

"What if I don't have any content to start with?"

Then content is your real bottleneck, not design. Record yourself talking through the topic for ten minutes, get it transcribed, clean it up, and paste it in. Your spoken expertise beats anything you'd generate.

"Can I work on my phone?"

New in 2026: yes. Gamma has iPhone and Android apps, and you can also edit in your phone's web browser. It's great for reviewing, but most people still find building easier on a computer.

"Do I need to be good with technology?"

No. If you can copy, paste, and click, you can make a professional piece. The hard part, knowing what to say, you already do better than any AI.

Your Action Plan: One Document. This Week.

Not "go explore Gamma." That's how tools die in your bookmarks bar. Pick **one** document you already produce and already dislike, open it, copy the text, and paste it into Gamma. Twenty minutes. You're not creating anything new. You're making it look like your work is worth what you charge.

The one document I'm redoing this week:

Day and time I've blocked on my calendar:

Where the original file lives:

My next 3 actions

Action

By when

Look back at your self-check

Now, how confident am I that I could build a guide in Gamma?



1



2



3



4



5

The biggest thing I'm taking away from this webinar:

Need Help Applying This to Your Business?

The gap between the quality of your work and the quality of how your work *looks* is costing you clients. Not because you're bad at your job, but because the person deciding whether to hire you has no way to evaluate your job. They only see the wrapper. Closing that gap now costs twenty minutes and your own expertise.

If you'd like personalized guidance working through this workbook or applying the webinar content to your own practice (figuring out which piece to build first, what to put in it, or how it fits your overall marketing), Esther offers 1:1 consultations:

30-Minute Consult — \$25

Great for reviewing your first Gamma piece together.

[Book here](#)

60-Minute Consult — \$50

Great for mapping out your full marketing kit.

[Book here](#)

Questions I'd like to bring to a consult:

Esther Kane, CAPS, C.D.S. • AgingInPlaceDirectory.com

Quick Reference: Gamma in 7 Steps

Step	Remember
1. Your own words	Create new > Paste in text . Bring a 15-minute brain dump. Add --- between sections.
2. Settings	Document (to read) or Presentation (to show). Text: Preserve . Set card count, tone, audience.
3. Let it build	30 seconds to 2 minutes. It's a well-designed first draft, not a finished piece.
4. Fix content first	Read every word. Check measurements, codes, products. You are the clinical reviewer.
5. Look like you	Pick a legible theme for a 65+ reader and stick with it. Add your colors and logo.
6. Images	Your own photos (with permission) > stock > AI only for decoration. No bad-practice photos.
7. Get it out	Export PDF for lead magnets. Web link for referral partners. Gamma site for microsites.

The 4 honest cautions

- Your name is on it: read every word.
- No client information; de-identify or get written consent. Turn off AI training in Settings > Data Controls.
- Avoid sameness: your colors, logo, and photos.
- Accessibility: big text, real contrast, short lines, no text on photos, check it on a phone.

Where to find things

I want to...	Go to
Ask the AI to change something	Sparkle icon / Agent button
Change the whole look	Themes panel (three-dot menu on a theme > Customize)
Download a PDF or PowerPoint	Share or (...) > Export
Publish a website	(...) > Site settings > Publish
See who viewed it (Pro)	(...) > Analytics
Turn off AI training	Your picture (lower left) > Settings > Data Controls
Get help	help.gamma.app

Sources checked September 2026: Gamma pricing page (gamma.app/pricing); Gamma Help Center articles on exporting, themes, analytics, sites, and data/AI training (help.gamma.app); Gamma product changelog (ideas.gamma.app/changelog); "Introducing Gamma 3.0" (gamma.app, Sept. 2025); eesel AI Gamma pricing review (June 2026); ChatSlide Gamma review (July 2026). Prices are approximate and change often.