

RICK SAMARA

Author • Speaker • AI Educator

AI for Beginners Demystified

Making artificial intelligence understandable, practical, and useful for everyday people.



Plain-English explanations



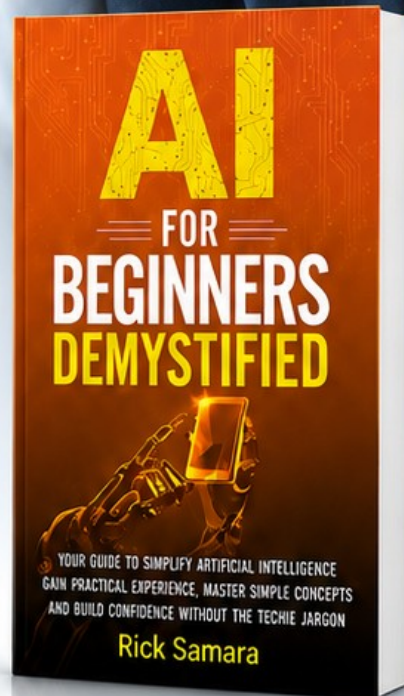
Real-life examples



No technical background required



Media Contact: Rick@eims.company



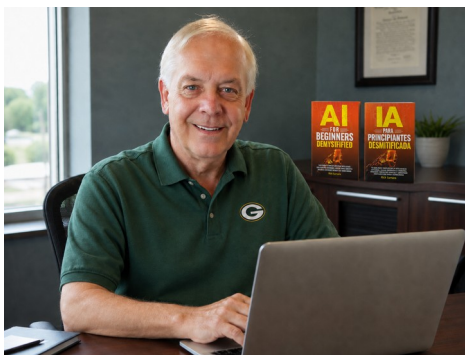
Available in **English & Spanish**

Professional Media Kit

ricksamara.com • einternetmarketingservices.com

Meet Rick Samara

Author • Speaker • AI Educator



Rick Samara makes artificial intelligence understandable for people who do not speak fluent tech. A retired U.S. Air Force intelligence professional and the founder of E-Internet Marketing Services, Rick brings together decades of experience in analysis, digital marketing, local search, and practical business problem-solving.

As the author of *AI for Beginners Demystified*, he helps readers move past the fear, jargon, and hype surrounding AI. His warm, plain-English approach shows beginners how AI already appears in everyday life—and how they can use it with greater confidence, judgment, and purpose.

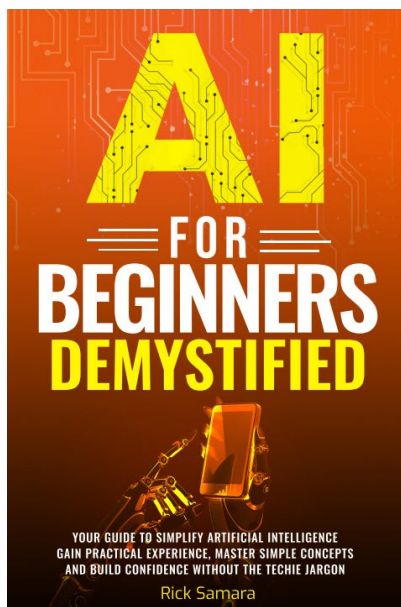
Rick is an engaging interview guest for conversations about AI literacy, older adults and technology, practical ChatGPT use, small-business productivity, the future of search, and the human side of technological change.

MEDIA CONTACT

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About the Book

AI for Beginners Demystified



A friendly, practical introduction to artificial intelligence for readers who want clarity—not a computer-science lecture. The book begins with the fear and confusion that often surround AI, then explains machine learning, neural networks, deep learning, and generative AI in accessible language.

Readers see how AI is already used in smartphones, homes, shopping, transportation, healthcare, finance, education, and business. The book also addresses ethics, bias, misinformation, surveillance, job concerns, and responsible use—without losing its reassuring, conversational tone.

“A calm voice, real-life examples, and a path to keep learning.”

Literary Titan review, March 2026

Rick Can Speak About

Interview-ready topics for podcasts, radio, television, panels, and articles

- 1 AI for Absolute Beginners** — What AI is, what it is not, and why nontechnical people can understand it.
- 2 AI for Older Adults** — Building confidence with new technology without talking down to the audience.
- 3 AI and Small Business** — Practical ways owners can save time, improve service, and make better use of limited resources.
- 4 Practical ChatGPT Use** — Moving beyond novelty to everyday writing, research, organization, and productivity.
- 5 AI Myths and Misunderstandings** — Separating realistic capabilities and risks from science-fiction expectations.
- 6 AI, Jobs, and Lifelong Learning** — How work is changing and why adaptability matters more than panic.
- 7 How AI Is Changing Search** — What business owners and consumers should know about answers generated by ChatGPT, Gemini, Claude, Perplexity, and other AI platforms.

Suggested Interview Questions

A ready-made starting point for hosts and journalists

- 1. Why do so many intelligent people still feel intimidated by artificial intelligence?
- 2. What does AI actually mean in everyday language?
- 3. Where are people already using AI without realizing it?
- 4. What is the easiest, most useful first step for someone new to ChatGPT?
- 5. How can older adults become comfortable with AI without feeling overwhelmed?
- 6. What are the most common myths you hear about artificial intelligence?
- 7. How can a small business use AI without losing its human touch?
- 8. Which risks—such as bias, misinformation, privacy, or job disruption—deserve the most attention?
- 9. How is AI changing Google search and the way customers discover businesses?
- 10.What do you hope readers will do differently after finishing AI for Beginners Demystified?

Fast Facts

Author	Rick Samara
Book	AI for Beginners Demystified
Also available in	Spanish: IA para Principiantes Desmitificada
Ideal audiences	Beginners, older adults, educators, parents, professionals, and small-business owners
Interview formats	Podcast, radio, television, livestream, webinar, panel, print, and online media
Media contact	Rick@eims.company

Media Resources & Booking

Everything needed to prepare an interview, profile, review, or feature

Available assets

High-resolution author photograph

Rick in a relaxed professional office setting with the English and Spanish books visible.

English book cover

Front cover of AI for Beginners Demystified.

Spanish book cover

Front cover of IA para Principiantes Desmitificada.

Media-kit cover graphic

A publication-ready overview featuring Rick, both editions, and key positioning.

Book and author background

Approved summaries, biography, speaking topics, and suggested questions contained in this kit.

BOOK RICK FOR AN INTERVIEW

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Rick is available for interviews and educational conversations about AI literacy, practical adoption, small-business use, and the changing search landscape.