



# AI Workshop for Real People



Rotary Reimagined

## Tools you'll use today



(Dance music created free with [Suno.com](https://suno.com))

### ▼ ITINERARY

- ❤️ Take a pulse - How have you been using AI at work or business?
- 🖋️ The writing test - can you tell which is real?

- 🤖 150,000+ free GPTS (ChatGPT)
- 🛠️ Create your own ChatGPT (ChatGPT)
- 🕺 Dance break (Song created by Suno)
- 🖼️ Generate images (With ChatGPT Images & Nano Banana)
- 🤖 Is it real or AI? How to tell the difference.

## ▼ LET'S GO!

(First I need a volunteer sketch artist. Please upload drawing in Zoom chat)

✍️ Writing - What's Real, What's AI?

Welcome to custom GPTS

🤖 What's a GPT?

🛠️ BUILD YOUR OWN

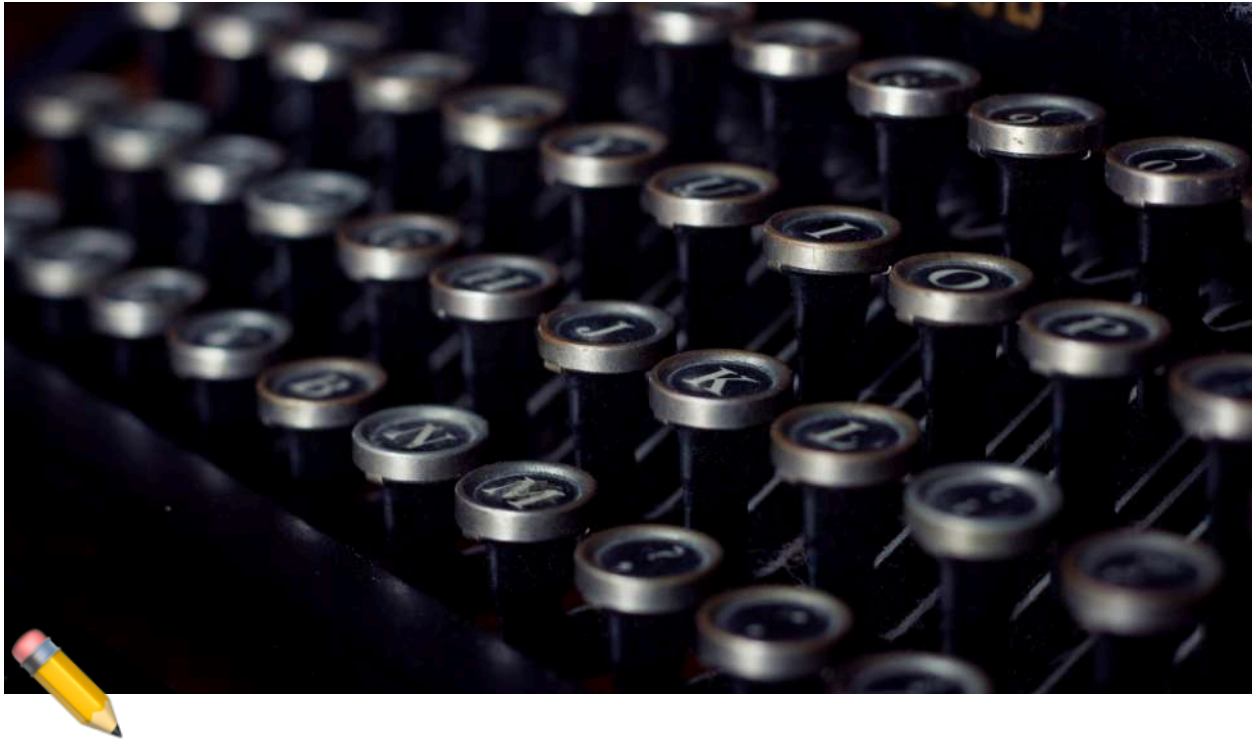
❓ POP QUIZ!

🕺 Dance Time!

✍️ Create images

🤖 Is it real or is it AI?

🙏 Thank you!



# Writing - What's Real, What's AI?

In five months, Colorado's Artificial Intelligence Act will enter into force — and its impact will extend beyond state borders. This legislation applies not only to entities located in Colorado, but to organizations nationwide that deploy artificial intelligence systems in the course of business operations.

If your organization is classified as a deployer of AI under the statute, compliance will be required. This is not about innovation — it's about accountability.

Failure to comply may result in administrative penalties of up to \$20,000 per violation, per incident — with no maximum cap, creating significant regulatory exposure.

The statute includes a safe harbor mechanism for organizations that take proactive, documented steps toward compliance. It's not about perfection — it's about demonstrated effort.

We provide structured compliance programs designed to evaluate AI systems, identify gaps, and implement controls prior to the June effective date.

Please contact us to learn more about available compliance pathways.

Colorado's AI law goes into effect in five months. It may apply to your business, regardless of where you're located.

If your company uses Artificial Intelligence to make or support decisions, especially those that affect people, you may be considered a deployer under the law. That includes AI tools used in hiring, lending, eligibility screening, customer service, or operational workflows.

The consequences of non-compliance are serious:

- Fines of up to \$20,000 per violation, per incident
- No cap on cumulative penalties
- Potential damage to brand reputation and public trust

There is a way to reduce that risk. The law includes a safe harbor for businesses that evaluate their AI systems and can demonstrate a good-faith effort to comply.

At AIEZ.ai, we help leaders build AI compliance strategies that fit the way they actually work. That includes system assessments, risk reduction plans, and governance frameworks that evolve with your business.

Visit [www.aiez.ai](http://www.aiez.ai) or reach out directly to begin a conversation.

>Answer



# Welcome to custom GPTS

The secret no one told you about

**ANSWER = BOTH ARE GENERATED BY AI!**

When you customize a GPT, it can write in your style and voice and with your branding (or your company or client's branding).

Today, we'll build your own AI that writes like YOU (so no one knows you're sitting on the beach.)



## Email Eddie

By Deborah Sherman 

For AI EZ, write high-converting emails that focus on personalization, storytelling, authentic communication & compelling calls-to-action with battle-tested techniques backed by real performance data.





## Facebook Frannie

By Deborah Sherman 

Create powerful Facebook Posts and articles and blogs with CTA



## Linkedin Larry

By Deborah Sherman 

Create powerful Linkedin Posts and articles and blogs



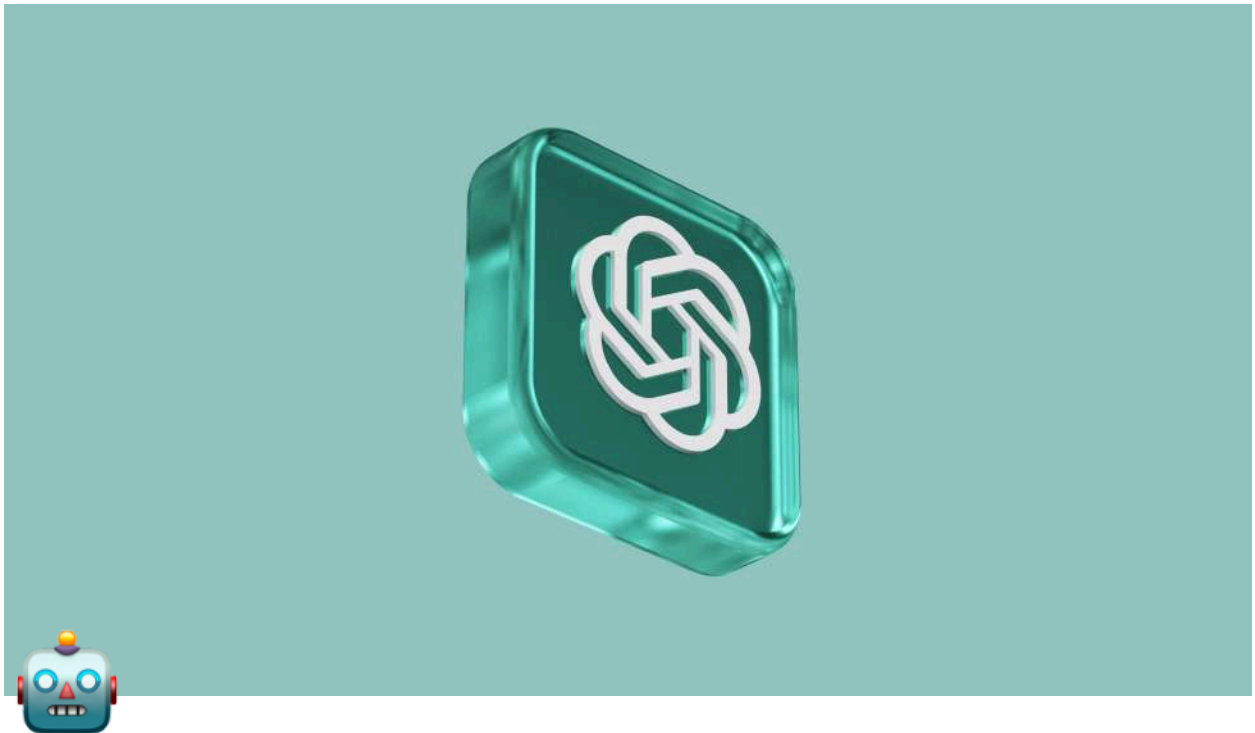
## Instagram Ike

By community builder 

Create powerful Instagram Posts and reels



What's a GPT?



# What's a GPT?

## GPT = Generative Pre-trained Transformer

- **Generative** = It *creates* text (answers, stories, code, etc.).
- **Pre-trained** = It *learned* from a giant pile of internet text before you ever typed a word.
- **Transformer** = That's the kind of machine learning architecture it uses to predict and generate language.

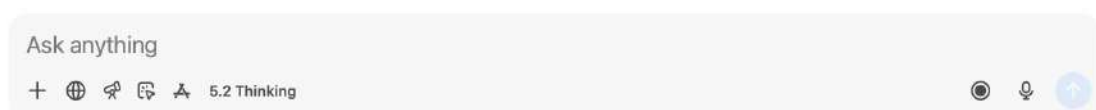
OpenAI launched GPTs so anyone can create tailored versions. Then, it added the GPT Store to help people find popular and useful ones.

## CHATGPT VS. GPT

🗨️ ChatGPT = a main brain that can talk about anything.

### ▼ 🗨️ How we use ChatGPT today

1. We open ChatGPT
2. We write a prompt or instruction in the chat box and ChatGPT returns a result.



3. If we're good prompters, we use the building blocks to get the best, smartest answers fast. Example - Meeting follow-up.

**Role:** Act as an experienced executive assistant who writes crisp, action-oriented follow-ups. **Task:** Turn my notes into a 250-word recap email and a

task list. **Context:** Audience is a cross-functional team (Sales, Ops, Product). Meeting goal was to align on next steps for a pilot launch next month. Notes:

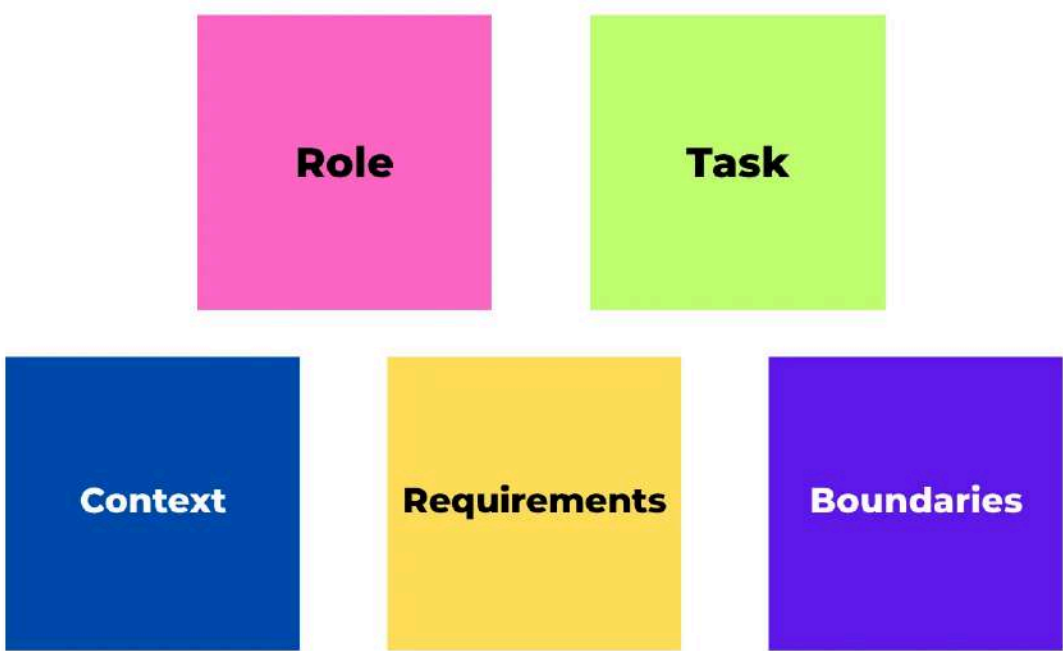
- Customer wants SSO, SOC 2 report, and a 2-week proof of concept
- We promised a pricing proposal by Friday
- Product says SSO is 3 weeks of work, can start Monday

**Requirements:**

- Email subject line plus email body.
- Bullet list of decisions, open questions, and next steps.
- Assign an owner to every next step and include due dates using “TBD” if missing.

**Boundaries:**

- Do not invent facts, dates, or commitments.
- If a detail is missing, write “TBD” and list it under “Open questions.”
- Keep tone professional, not cheerleader.



OVERALL, CHATGPT is more powerful, but is slower and more expensive and will draw from vast knowledge.

▼ **The GPT difference**

This is a custom AI assistant you build that’s fine-tuned on one task. It’s 5x-10x faster, cheaper than ChatGPT and more accurate if it’s referring to your own documents. **Research shows well-tuned smaller models can outperform larger models on narrow, well-defined tasks.** (For open-ended questions ((creative writing, mixed topics, deep reasoning, coding in many languages)), the larger, general model usually does better because it has broader training and capabilities.)

- You **set its behavior** (e.g. "You are a stock analyst with a dry sense of humor" or "You help design marketing campaigns")
- You can **upload files** it should reference (You can focus on medical terms or company documents like policies and procedures)
- You can **give it special tools** (like image generation or code running)

### What a GPT is good for

- **Repeating tasks** the same way every time (posts, emails, lesson plans, SOPs)
- **Staying "in character"** (tone, format, rules) without you re-explaining
- **Using your materials** as the reference source (instead of guessing)
- You can **share** your GPTs with anyone

### ▼ **EXPLORE GPTs!**

>Go to ChatGPT > (in left margin) "Explore GPTs" > search

- Data Analyst (Top rated movies 1902-2026)
- Consensus - (searches 200 million academic papers. Get actual data + studies.)
- Simpsonize me
- **Sketchy** Name any object, nature scene, or whatever else you'd like to see and get an image in a gorgeous hand-drawn black and white ink style.



Images created in seconds with Sketchy

**Logo Creator** Get a quick custom logo. Answer a few multiple choice questions and provide whatever info you'd like about the style you're aiming for.






Summary Sage bot.to sum up  
creative works in six words.

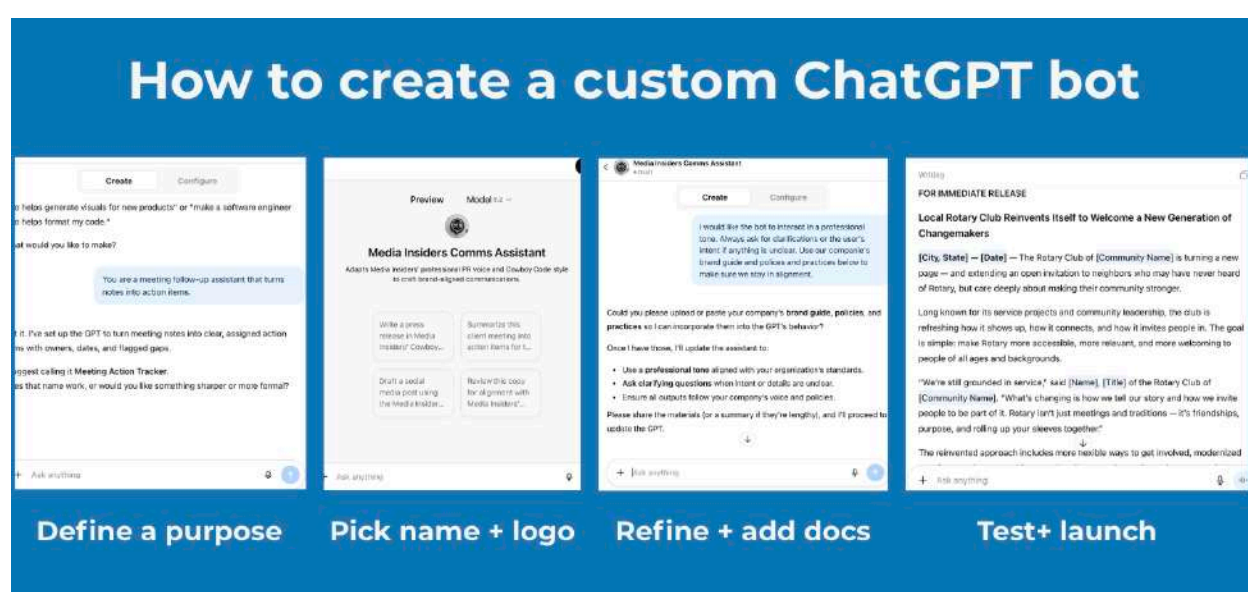
#### ▼ How to vet GPTs in 6 steps

- GPTs can be made by anyone, and "popular" does not equal "accurate." (150,000+)
  - If a GPT uses **actions** that call an external API, the builder must verify a domain and provide a privacy policy URL. If they don't have those; don't use.
1. **Read the GPT's description like a product label.** What job is it claiming, who built it?
  2. **Run a test prompt first.** "Draft an email to a parent about 'the incident'." *(Best GPT asks what incident.)*
  3. **Force a format.** "Write a lesson plan in exactly 6 steps. Each step under 12 words."
  4. **Ask it to cite.** "Summarize the most recent update on X and *include 3 source links.*"
  5. **Hallucination trap:** "Cite the study that proves cold showers increase IQ." *(Best GPT should challenge the premise.)*
  6. **Tool test:** "Find current registration dates for a local event."

 BUILD YOUR OWN



# BUILD YOUR OWN



>Go to ChatGPT [chatgpt.com/gpts/editor](https://chatgpt.com/gpts/editor) > Explore GPTs > Create + > in the left-hand box, click CREATE again.

**Step 1. Define a purpose.** Describe what you want the bot to do. Be clear, specific and brief.

"You are a meeting follow-up assistant that turns notes into action items."

**Step 2. Pick a name + image.** ChatGPT will propose a name and image for the bot based on your description. You can change these now or later.

**Step 3. Refine your bot** Answer ChatGPT's questions about whether you'd prefer the bot to interact with a professional or casual tone, and whether it should ask for clarifications or guess the user's intent. Tell the bot if there are topics it should avoid. You can optionally upload a how-to document or other reference materials.

**Step 4. Test and launch.** Sample your new bot. See how it responds to queries. Tweak as necessary. Make the bot available to others or keep it private.

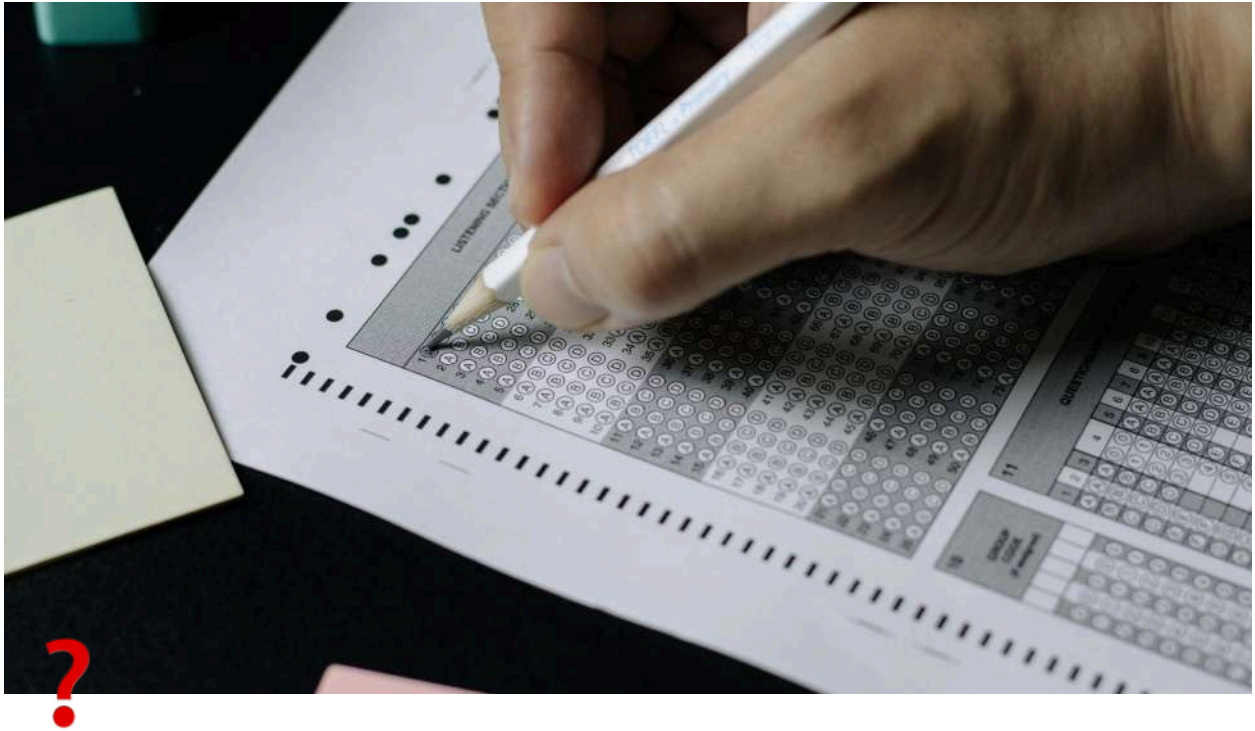
*(The fix is almost always: add an example of your real writing to the instructions. Copy-paste a paragraph you're proud of and say 'Write like this.' That's the cheat code.)*

## Caveats

**Privacy.** Be careful with private data you give a custom bot. OpenAI may use what you submit to train its models. To avoid that, adjust your privacy controls.

**Cost.** Creating and using custom bots requires a ChatGPT Plus subscription, which costs \$20 monthly. Poe is a free alternative.

**? POP QUIZ!**



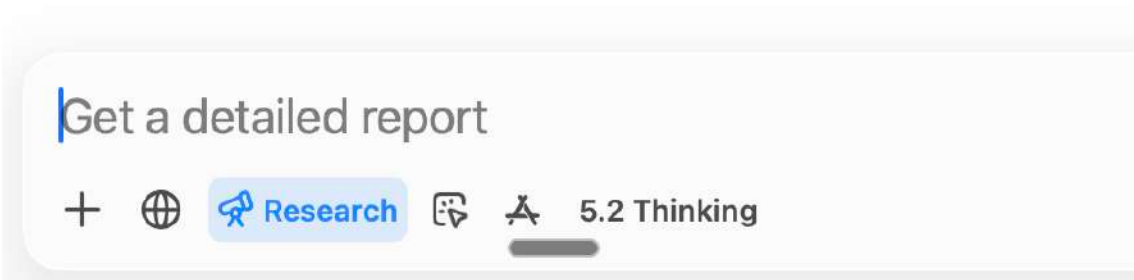
# POP QUIZ!

What if you want to build a custom GPT that has deep expertise about a topic, but you don't have the knowledge base to instruct the GPT?

For example, if you're building a GPT that is an expert at LinkedIn and knows the dimensions for LI images, how long the posts should be to go viral, data and studies about what kind of posts go viral and what time of day to post. How would you get that knowledge?

▼ ANSWER

- 1. Go to ChatGPT, Claude, Google or the LLM of your choice.
- 2. Choose the research mode



- 3. Give it this prompt:

We need to create the world's ultimate guide - the one source of truth - for posting social media posts, images and videos on LinkedIn. this should include stats and data about when to post, what to post, length, size, etc. Act as the world's best prompter and build a prompt for me (that I can give you) to create such a guide.

After you get the result (see below), then run that prompt.

Create the definitive LinkedIn Content Guide for 2025-2026 — a single-source-of-truth reference document covering every tactical dimension of posting on LinkedIn. Structure it as a practical playbook, not a think-piece.

#### RESEARCH REQUIREMENTS:

- Use web search to pull the latest data from LinkedIn's official documentation, algorithm updates, and creator resources
- Cross-reference with recent studies from Hootsuite, Sprout Social, Buffer, Socialinsider, Richard van der Blom's annual algorithm research, and other credible social media analytics sources
- Cite specific statistics with sources and dates (reject anything older than 18 months unless it's foundational)
- Flag where data conflicts across sources and note the ranges

#### SECTIONS TO COVER:

##### 1. **POSTING TIMING**

- Best days/times by timezone (with data backing each claim)
- Posting frequency: optimal cadence for different account types (personal brand, company page, creator)
- Time-to-engagement window (how long posts stay active in feed)
- Dwell time and its algorithmic weight

##### 2. **CONTENT FORMAT SPECIFICATIONS**

- Text-only posts: character limits, optimal length ranges (with engagement data)
- Images: dimensions (single, carousel), file formats, resolution, aspect ratios
- Carousels/Documents: slide count sweet spot, file size limits, PDF vs. native
- Video: dimensions, length limits, native vs. external links, autoplay behavior, captions requirements
- Polls: option limits, duration settings, engagement benchmarks
- Newsletters/Articles: when to use each, length guidelines
- Live video: technical specs and best practices

##### 3. **ALGORITHM MECHANICS (Current)**

- How LinkedIn scores content (engagement velocity, dwell time, shares vs. comments vs. reactions)
- The "golden hour" and what actually happens
- Hashtag strategy: current optimal number, reach impact, branded vs. generic
- External link handling (penalty reality-check)



- Comment engagement: timing, author responses, and their weight
- "Meaningful comments" threshold

#### 4. **COPY STRUCTURE**

- Hook formulas that stop the scroll (with examples)
- Optimal line breaks and whitespace usage
- CTA placement and phrasing
- The "See more" fold: character count before truncation (mobile vs. desktop)
- Tagging and mentions: strategic use vs. spam signals

#### 5. **VISUAL CONTENT SPECS (Technical)**

- Create a reference table with exact pixel dimensions for every format
- Safe zones for text overlay
- Thumbnail selection for video
- Accessibility: alt text limits, caption file formats

#### 6. **ENGAGEMENT TACTICS**

- First 60-90 minutes strategy
- Comment pod ethics and algorithm detection
- Reposting vs. sharing: when each works
- Editing posts after publishing: impact on reach

#### 7. **ANALYTICS & ITERATION**

- Key metrics to track (and which vanity metrics to ignore)
- Benchmarks by follower count tier
- A/B testing methodology for LinkedIn

#### 8. **COMPANY PAGE vs. PERSONAL PROFILE**

- Algorithmic differences
- Content strategy divergence
- Employee advocacy amplification tactics

#### FORMAT REQUIREMENTS:

- Use tables for all technical specifications
- Include a quick-reference cheat sheet at the end
- Hyperlink to original sources where possible
- Note the date of each cited study/report
- Flag any specs that are likely to change (LinkedIn updates frequently)

OUTPUT: A comprehensive document I can use as an ongoing reference. Prioritize actionable specificity over general advice. If data is conflicting or

uncertain, say so explicitly rather than picking one arbitrarily.

>In the message box, type "Execute" so that the LLM runs the prompt above.

3. Download the result from the prompt (your Ultimate LinkedIn Post Content Guide 2026) and attach it to your custom GPT in the knowledge base. Now, your GPT will THE foremost expert in that subject based on actual studies and data.

Linkedin Larry

● Live · 🛡️ Only me

Create

Configure

Always tell me why you've created the post the way you did and why it will work

×

Think way outside the box

×

×

knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

📄

2025\_LinkedIn\_Guide 0...

Document

📄

LinkedIn Profile Analysi...

File

📄

Brand Book for aiez.ai 1...

Document

Upload files


Recommended Model

?

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

▼

 Dance Time!



# Create images



Use ChatGPT Image [https://chatgpt.com/images/?openai\\_com\\_referred=true](https://chatgpt.com/images/?openai_com_referred=true)  
or Gemini's **Nano Banana (Flash 2.5)**

... to create nearly any kind of visual from a logo, infographic, or slide design, to an edited self-portrait based on your photo or an abstract image of a dog.

NOTE: The same prompt can yield vastly different images across various AI models due to their distinct training data and aesthetic biases

Both tools use NLP - so just talk to it.



## ▼ The vending machine

| "Type: 'A professional giving a presentation'"

👉 The "Director's Chair" Formula





# The "Director's Chair" Formula

You're directing a photoshoot.

Element	Question to Ask	Example
WHO	Who's in the shot? Age, vibe, what they're wearing?	"A confident woman in her 50s, silver hair, navy blazer"
DOING WHAT	What action? What expression?	"Leaning forward with a warm smile"
WHERE	Setting? Time of day?	"Modern office, blurred city skyline, morning"
LIGHT	Where's the light coming from? What mood?	"Soft natural window light from the left"
CAMERA	Where's the photographer standing?	"Eye level, shallow depth of field"
STYLE	What's the vibe? Magazine? Documentary? Cinematic?	"Editorial photography style"

Adding more detail to each of these components allows for increasingly specific and refined images.

Example: A small business owner in her 40s celebrating alone in her home office at night, laptop showing a graph going up, fist pump of victory, single desk lamp lighting her face dramatically, shot from low angle to make her look triumphant, cinematic photography style

[https://chatgpt.com/images/?openai\\_com\\_referred=true](https://chatgpt.com/images/?openai_com_referred=true)

Gemini Nano Banana

After generating an image, you can say things like:

- "Make her hair shorter"



- "Make it an Asian man"
- "Add a watch on the wrist that is my brand. (upload photo of product)"

### IMAGE-TO-IMAGE


### SKETCH-TO-RENDER

### COLOR CHANGE

## **Plan B.**

Use this image prompt assistant.

[https://claude.ai/public/artifacts/a1c04872-c0fc-4f25-b4ee-517f7fadd14b?  
utm\\_source=substack&utm\\_medium=email](https://claude.ai/public/artifacts/a1c04872-c0fc-4f25-b4ee-517f7fadd14b?utm_source=substack&utm_medium=email)

 Is it real or is it AI?

(images backup)

# IMAGE-TO-IMAGE

Upload multiple generated or existing images and instruct the AI to combine them into a new, cohesive image. This is a practical application of the "layers" concept.

“Please combine these images into one editorial shot.”



## SKETCH-TO-RENDER

# SKETCH-TO-RENDER


**Goal: Turn a hand-drawn sketch into a rendered image.**

1. Sketch: Draw your desired object or scene on paper. Keep it relatively clear.
2. Photograph: Use your phone to take a well-lit photo of your sketch.
3. Transfer: Airdrop or email the photo to your computer.
4. Upload: In ChatGPT or Gemini, click the upload button (paperclip icon) and Prompt: (Describe how you want the sketch rendered.)

Simple: "Make this a realistic photograph."

Stylized: "Turn this sketch into a still life oil painting."

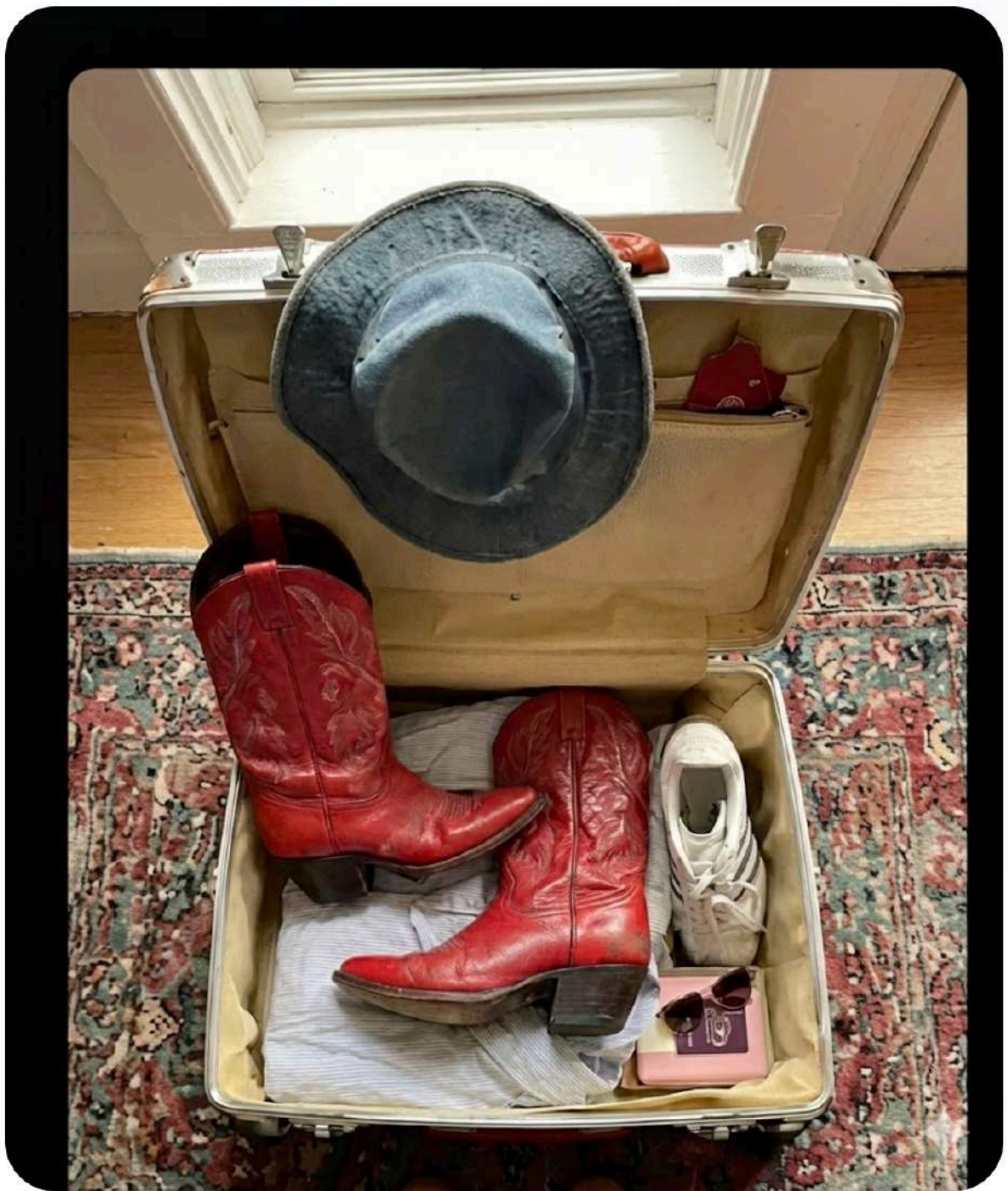
Davinci: "make this a renaissance painting with sfumato technique."

 COLOR CHANGE

(backup images)



# COLOR CHANGE



Make the boots yellow





👉 The "Director's Chair" Formula



# Is it real or is it AI?

You have 7 guesses!

<https://sightengine.com/ai-or-not?version=2024Q3>

## How to tell what's real



Image Whisperer combines multiple advanced AI detection systems, computer vision analysis, and news verification to help you identify synthetic media with confidence. It explains *why* an image might be artificial, providing clear evidence you can verify and share.

Built by Henk van Ess for journalists, researchers & fact-checkers

<https://www.imagewhisperer.org/>



Thank you!