NEW AND IMPROVED

LEARN AI FOR BIZ

AI Accelerator 2.0

Take it to the next level!

Training3

Wins from last week

What things did you try that really worked for you?

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Questions from last week

What questions do you have?

How to get more info

Get the recordings.

◦ They will show up about 1-2 days later. Log into WBL site. Click on Resources. You will see Amy and Michelle at the top of the page. Scroll down to find the Accelerator.

Get the slides.

◦ Click the link in the Zoom Chat OR scan the QR code at the end of the session on the screen. You will be directed to download them. Same place each week.

Get the emails after each session.

◦ If you registered for or downloaded the slides, we will send you an email each week with more AI tips and a summary of the session.

Here's what you will learn today

Using AI to help improve your business

◦ Key performance indicators and metrics, how to track, industry benchmarks

Using AI to do things you thought were impossible

◦ Brainstorming for a blog a week

Features in the Plus version ($20/month)

◦ Projects. Canvas.

Using AI to help improve your business

Key performance indicators, how to track, benchmarks

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Using AI to help improve your business

Key Performance Indicators (KPIs)

◦ Tracking key data by the numbers. Once you figure out what's important, this can help you figure out how to improve it and track how you are doing

AI can help

◦ After you train AI on your business, it can help you figure out what the KPIs should be for your type of business and your size of business.

Ask AI about the things you don't know

◦ If this is new to you, don't be afraid to ask AI how to do this. It can give you formulas, tips, and suggestions on how to do this. No judgement!

Benchmarks

◦ What are others doing? What are their numbers? Can be useful to see where you stand.

Find out your KPIs

Persona

You are a business strategy expert, skilled in assisting businesses in the INDUSTRY industry.

Backstory

I have a TYPE business serving CLIENTTYPES clients. I have been in business YEARS years. I am a solo practitioner/have a team of NUMBER people. I offer these services: SERVICE1, SERVICE 2, SERVICE 3.

What are the Key Performance Indicators I should be paying attention to?

Task

I can only tackle a few of these with the time I have available. What are the top NUMBER I should start focusing on?

What are appropriate benchmarks for similar businesses?

You can really dig into these and have ChatGPT help you figure out where to get the information, how to calculate, and where to track.
Want to know how? Schedule a FREE Discovery Chat.

Using AI to do things you thought were impossible

A blog a week!

Using Brainstorming for Blog content

AI never runs out of ideas

◦ Use it to get unstuck or to create a nice list of things

Ask for formats

◦ A 'table' format will make it easier to read on screen

◦ You can also ask for a 'downloadable Excel file' to get a file you can download!

Guide it for better results

◦ Tell it your goals and intent. You will get better results.

◦ Give it some guidance on how to create the content so it won't sound like everyone else.

Creating Blog ideas

Persona

You are a blogging expert for the INDUSTRY industry.

Backstory

I have a TYPE business serving CLIENTTYPES clients. I offer these services: SERVICE1, SERVICE 2, SERVICE 3.

Create 26 topics for blogs for me starting with DATE. Pay attention to seasonality. Make 50 % of the topics about my industry and 50% of the topics of general interest to my clients. I want to be different from everyone else and create topics that really stand out. Create this list in a table format. Add a category column specifying whether the topic is general interest or related to a specific service that I offer.

Task

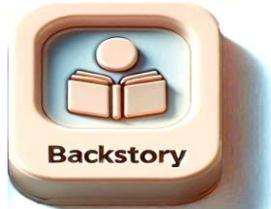Create a downloadable Excel file for this list.

Once you customize ChatGPT, you can omit the Backstory piece. You need to create the list first and THEN ask for the downloadable file.

Creating the blog

(same chat)

Persona

Backstory

Task

Create a WORDS word blog for topic NUMBER. Add the appropriate keywords for my business. Add a call to action. Suggest an image to use.

What keywords did you use?

This is a quick and dirty hack for getting keywords. Better to work with ChatGPT to figure out what your actual keywords should be.
Want to know how? Schedule a FREE Discovery Chat.

Features in the Plus version ($20/month)

Organize with Projects, edit with Canvas

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Using Projects

A way to organize your chats and info

◦ It's all contained in the project. Can create new chats and move old chats in as well

Use Case 1: Handling multiple clients

◦ Make each client a separate project

◦ Upload files specific to that client

◦ Make the chats about client notes, recommendations, services and documents provided

◦ Use the Add Instructions for client specific brand tone or other info
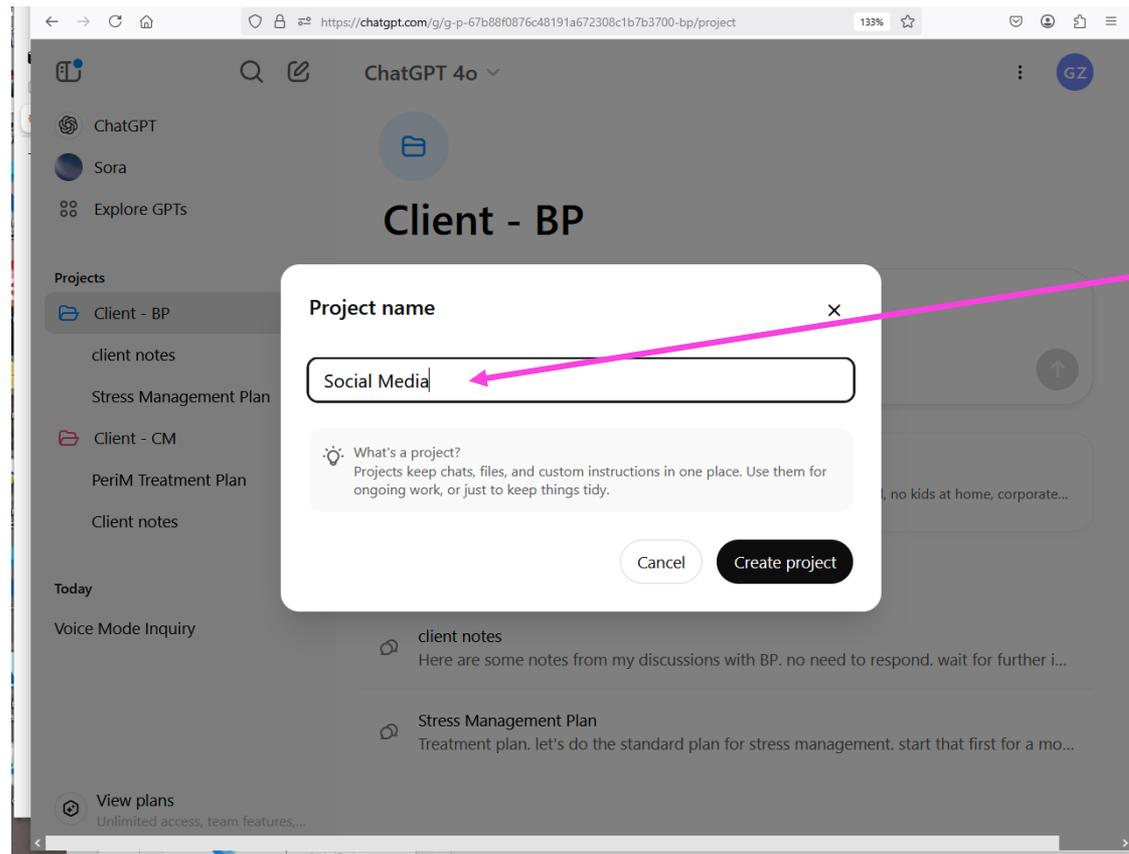
Use Case 2: Social media

◦ Create a master content calendar and save it as a file, then upload into this project

◦ Use the Add Instructions to create the social media personas for Linked In, Instagram, Email, etc

◦ Use the chats to create the content
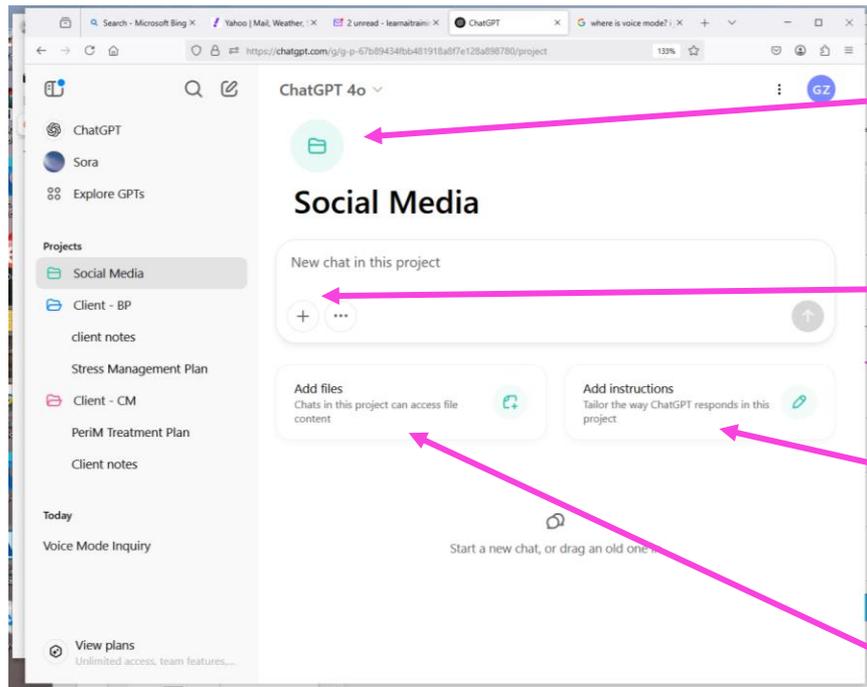
Using Projects
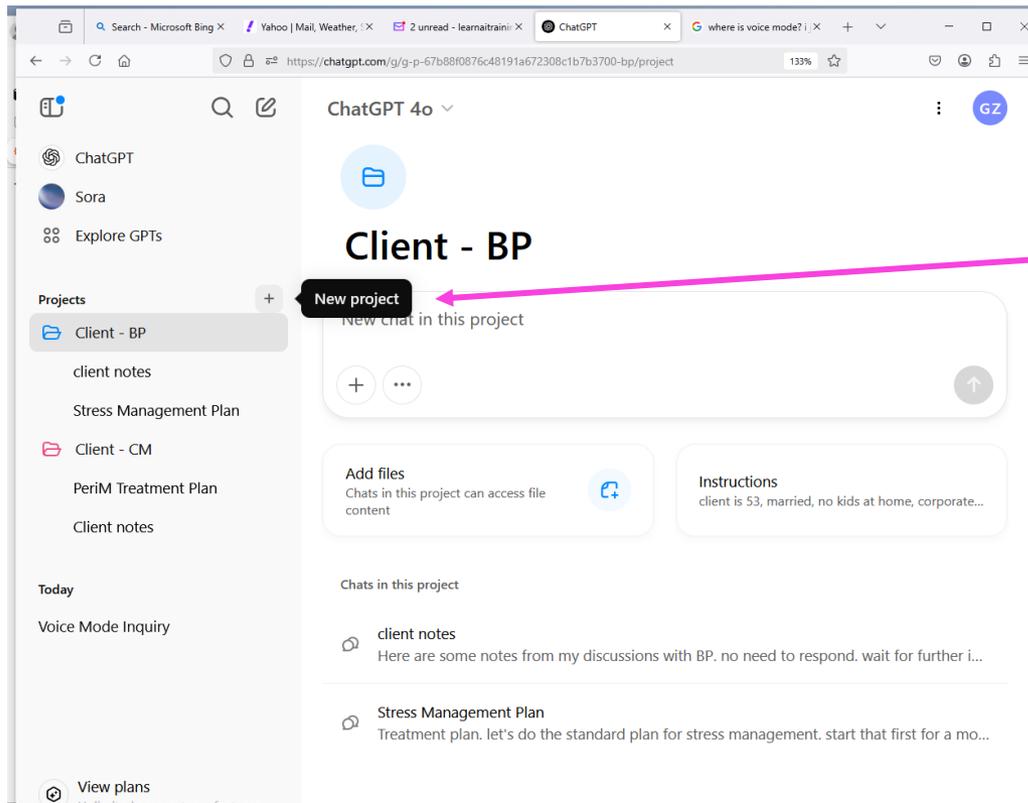
1. Click here to create

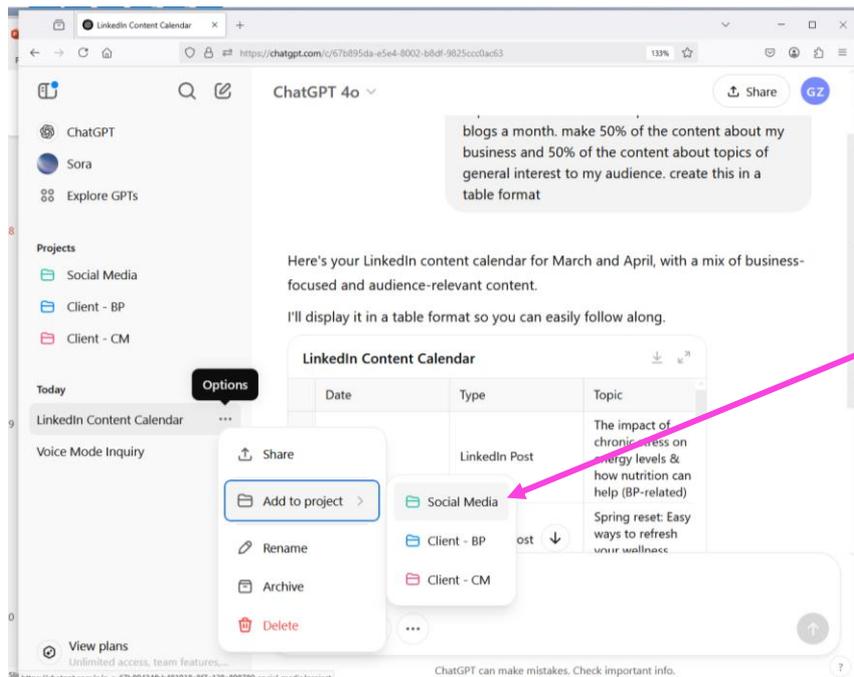# Using Projects

2. Type in a name

Using Projects

3. Choose a color. Helps you keep things organized.

4. Start a new chat here. You can add lots of new chats.

5. Add instructions. Put brand tone and personas in here as well as any info for this project.

6. Upload files. Any files you add here are usable by all the chats in the project.

Using Projects

7. Add previous chats to a project

Using Canvas (with an 's'!)
available for limited time in FREE version

Canvas is the built-in word processor

◦ You can flip back and forth from 'command mode' to 'word processor mode'

Great for creating documents

◦ Makes editing text much easier since you can edit it directly
◦ Move text around
◦ Has limited formatting options

Use the Command Mode for big changes

◦ Things like changing for a client type, creating a new event with the same template
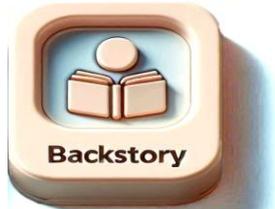
Warning

◦ If you use this in the FREE mode and it runs out of time, you are kind of stuck. It won't save your changes.
◦ Good practice is to say 'save changes' before you click the 'X' to close the Canvas window

Creating an Event Flyer

You are a marketing communications expert for the INDUSTRY industry.

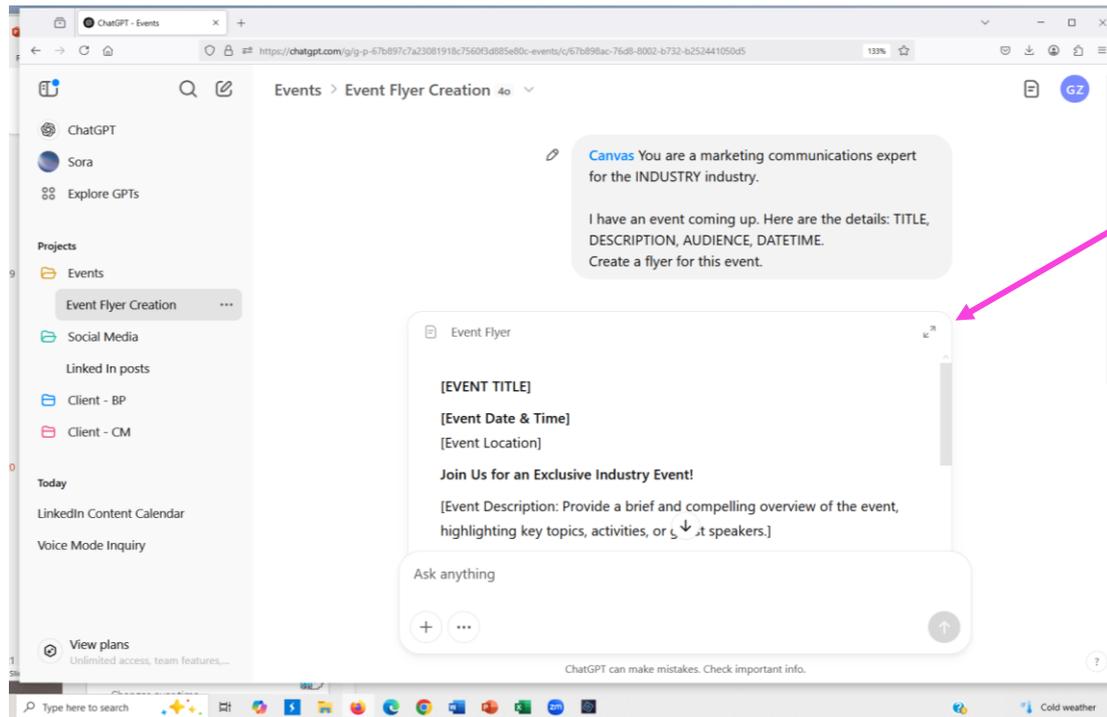I have an event coming up. Here are the details: TITLE, DESCRIPTION, AUDIENCE, DATETIME.

Create a flyer for this event.

[then you say 'Use Canvas' or click on the tools and select Canvas. Sometimes it will pop into Canvas automatically]
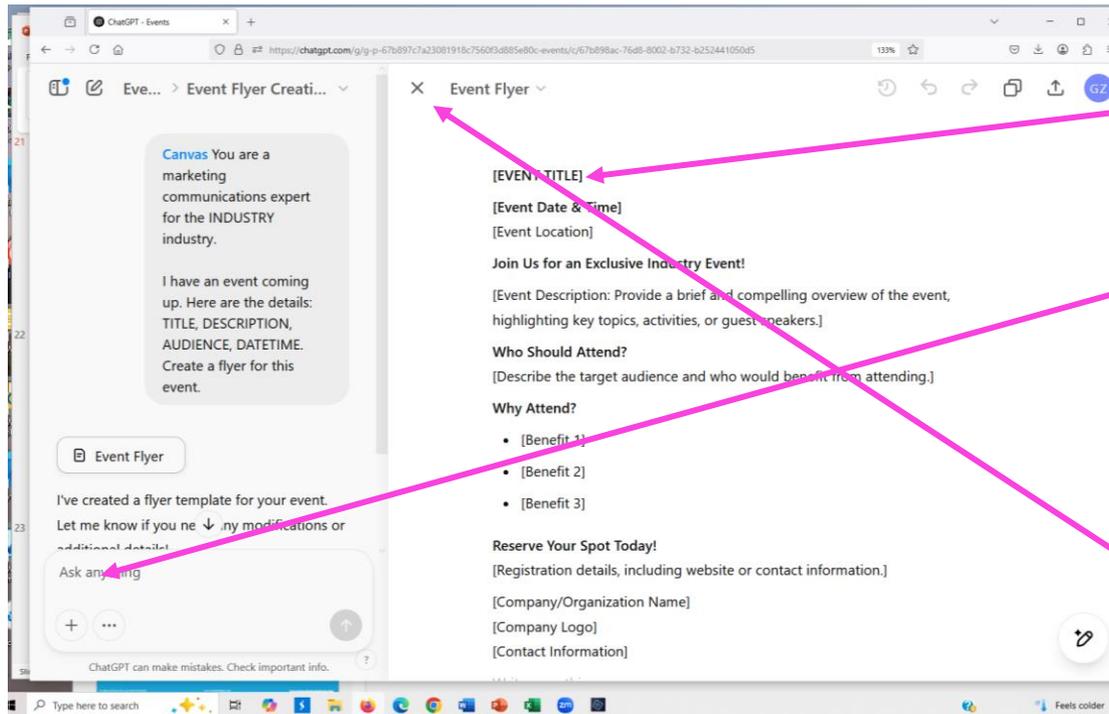
You can edit 'inline' using Canvas. You can also give it commands.

Using Canvas

Expanding the screen to get the split screen. Easier to work with. Click on the 2 arrows at the top right.

Using Canvas

Edit inline like you would with a word processor.

Use the command prompt to make global change for the whole document.

Good idea to say "Save changes" in the command prompt.

Click the X to go back to the normal screen.

Next Steps

0. *Save the Zoom chat!*

1. *Get the slides.* **See the link in the chat and on the last slide.**

2. *Practice, practice, practice!*

3. **For Newbies: definitely try the KPI prompt**

4. For more advanced users: if you have the Plus version, try the Projects OR try the Canvas mode of editing.

Discovery Chat and AI Mini Sessions

Discovery Chat

◦ I offer a free 30 minute Discovery Chat where we discuss how AI can specifically help YOUR business. We talk about what you are doing now and how AI can streamline that, make it easier and faster and I offer lots of suggestions about related things that you probably hadn't even thought of.

◦ Book any time by just emailing me.

AI Mini Sessions

◦ If you would like specific 1on1 help, I offer Mini Sessions.

◦ These are 30 minute sessions where you are using ChatGPT and I am 'looking over your shoulder' giving you prompts I prepared especially for you or guiding you exactly what prompts to use to get the results you want

◦ They are incredibly productive and have been hugely popular since I give you customized prompts and teach you how to use AI like an expert.

◦ We discuss how you might use these in the Discovery Chat

◦ We usually do the Customization exercise for the first one

Special Offer for Accelerator Attendees

AI Mini Sessions Standard Pricing

- Single session $140
- Bundle of 4 sessions $500
- Bundle of 10 sessions $1000

SPECIAL OFFER for Accelerator Attendees
Mini Bundle of 2 sessions for only $250!
Get ChatGPT Customized to sound like you
AND Solve a Real Business Challenge

Offer good until March 8.
Email me to book at gail@learnaiforbiz.com
AI Mini Sessions scheduled at your convenience.

Contact Info

FREE Discovery Chat with me:
gail@learnaiforbiz.com

Follow me on Linked In:
https://www.linkedin.com/in/gail-zona/

Learn more about our services:
https://www.learnaiforbiz.com

Gail Zona
Founder, Learn AI for Biz

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