



AI Accelerator 2.0

Take it to the next level!



Wins from last week

What things did you try that really worked for you?



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

Creating images

- Bing Create, Google Imagen

Text to video!

- Using OpenAI's Sora

Getting more reviews

- Creating a template



Creating Images

Copilot Create, Gemini Imagen

Creating Images

My favorite tools

Use Create (Microsoft Copilot) or Imagen (Google Gemini)

[Free AI Image Generator - Image Creator in Bing](#) (FREE, but need a Microsoft login)

[Imagen - Google DeepMind](#) (FREE, but need a Google login)

[Note: There are other tools. Canva and Photoshop are good examples]

Image prompts

- The more descriptive, the better
- Start off using ChatGPT to create the prompts.
- You can even ask it to create a prompt specifically for Bing Create or Imagen. That will give you a better prompt.

Using the image generators

- The images have no copyright issues. You are free to use them for business use. There are restrictions against creating libraries for sale.
- There are sometimes 'safety' issues with the generators. It might not allow you to create certain kinds of images
- It saves the most recent ones so you can go back to earlier ones.

How to get a good prompt



You are an expert using Imagen to create realistic photos for social media posts.



I am a PROFESSION and I want to create a powerful image of SOMETHING for a social media post.



What is the most effective prompt to use?



This is a way to get started. Of course, once you customize ChatGPT, it can create much better prompts for images for you.

Want to know how? Schedule a FREE Discovery Chat.



Text to Video!!!

Text to Video!

Using Sora

Only available with ChatGPT 4Plus (\$20/month)

(sign in with your ChatGPT 4Plus login in info)

Types

- Can create people, animals, nature, landscapes, cartoons, fantasy.
- Can do flyovers, zoom in/out, pan and scan. Can also storyboard it.
- Doesn't work too well with text
- 5 or 10 seconds

Easiest way to get started

- Use ChatGPT to create the prompts. Tell it, in words, what you want to see and ask for the prompt
- OR tell if you want to create a certain kind of video using Sora. What info does it need. Then it will ask you questions.

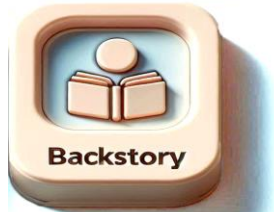
Look at the sample videos to get ideas

- Look at the sample videos to see what prompts THEY used to create the videos

Create a prompt for a new video



You are an expert in creating prompts for Sora.



I am a PROFESSION. I want to create a video for Sora to use in a social media post. I am trying to show this feeling: FEELINGS. The video should be about DESCRIPTION.



Create the prompt that will give me the most interesting 5 second video.

Create a prompt for a new video



You are an expert in creating prompts for Sora.



I am a PROFESSION. I want to create a video for Sora to use in a social media post. I have an image I want to upload into Sora to use as a starting point. I want the video to: DESCRIPTION.



Create the prompt that will give me the most best 5 second video.



Getting more Reviews

Reviews: The lifeblood of our businesses!

Make it timely

- Send the request for a review out 24-48 hours after their experience with you
- Best if you tell them at the end of their session/meeting/treatment that you will be sending a request
- Send a reminder after a week if no response. Use AI to create.

Make it easy

- Give them a template and the links
- Use AI to create (see the next slide)

Show your gratitude

- Use AI to get the 'feeling' right

Make it easy for your clients



You are a marketing communications expert.



I am a PROFESSION offering SERVICES.

(or you can say “Use what you know about my clients and services” if you have customized your ChatGPT)



I want to create a compelling request to use after MEETINGS to get my clients to create a REVIEWTYPE for me. I want to make it easy for them so create a mock template for them to use. It should also ask them if I can use their name, and should have a link to my review page to make it easy. Above all, I want it to be easy to do, kind of fun, and light-hearted but express my deep gratitude to them for taking the effort to write the review.

My review request

Spending the last 4 Fridays with you has been an absolute pleasure! I love seeing how AI is already making a difference in your business.

If you've enjoyed our time together and found value in what we did, I'd be incredibly grateful if you could take a minute (literally) to leave a **Google review**. It helps others who are curious about AI know they're in good hands!

Here's the **super-easy** part:

 [Click this link](#) to leave a review

 Not sure what to write? You can **use AI!** Just copy & paste this into ChatGPT:

"Write a short, upbeat testimonial for Gail Zona of Learn AI for Biz. She helped me use AI in my business by [describe what we worked on], and now I [share a result or benefit]. She made AI easy, fun, and actually useful for my work. Highly recommend!"

Of course, feel free to make it your own! 😊 Also, let me know if I can use your name when I share your kind words on my website or social media.

Big thanks for helping spread the word—it truly means the world to me!

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: try the image generator. It's fun.!***
- 4. *For more advanced users: if you have the Plus version, definitely give the videos a try. Take some images you have and try uploading them and turning them into videos.***

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



Gail Zona

Founder, Learn AI for Biz



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>



Scan to get
the slides