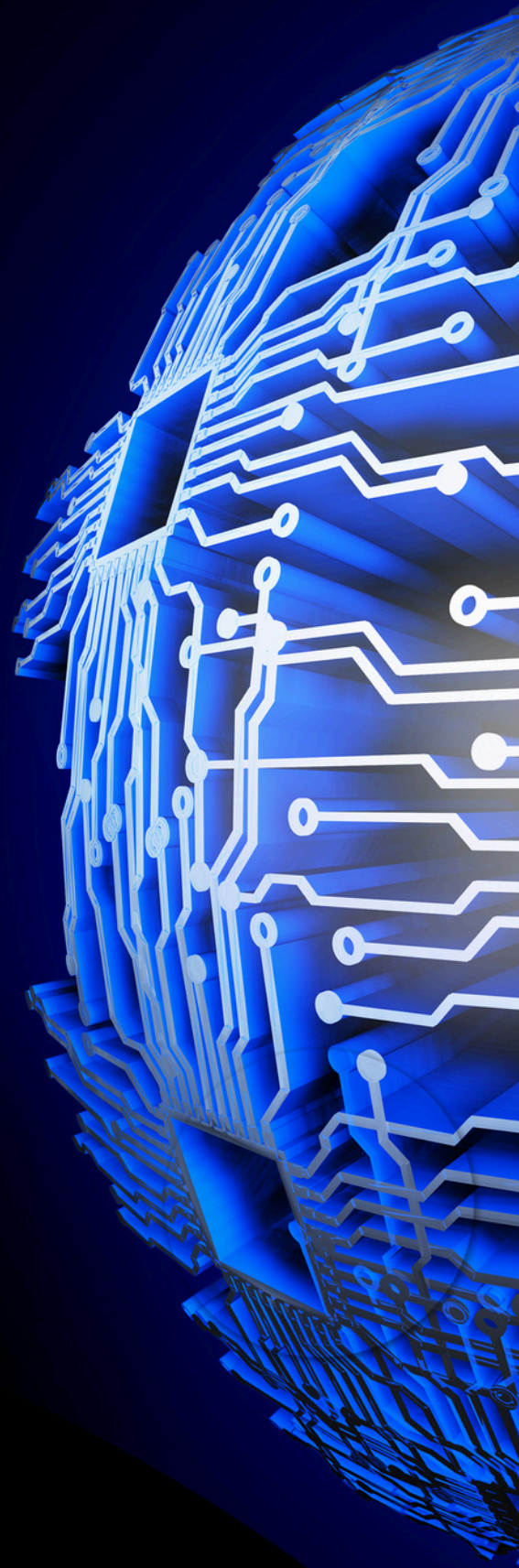




KEEPING A HEAD



```
<!--info
count_positions_by_byte="false"
paper_optimization="speed"
lookahead_depth="3"
suppress_empty_nodes="false"
generate_empty_nodes="true"
allow_early_termination="false"
standard="Flat File"
root_reference="File" /-->
```

```
<schemaExtension schemaInfo
namespaceClass="b"
extensionClass="
standardName="Flat File"
xmlns:schema="http://www.w3.org/2001/XMLSchema"
:appInfo
:notation
complexType name="LineType"
sequence
:annotation
<xs:appInfo
</groupInfo
sequence_numbers="0"/>
</xs:appInfo>
:annotation
:element
name="FirstName"
type="xs:string"
</xs:annotation
```

ROM FAILURE AT IC14, 17, 20
RAM FAILURE AT IC19, 16
QDOS RAM FAILURE AT IC18



GENERATIVE AI

2023 Edition

What is Generative AI ?

Generative AI is a type of artificial intelligence that can take human inputs and create something entirely new, like art, writing, video, or audio. Given a prompt, it generates a new creation. Generative AI learns by leveraging natural language learning models and consuming content. It picks up patterns in those language models and leverages them to complete thoughts or repackage ideas provided by a human. Because it makes conveying ideas easier and faster, generative AI has the potential to be a transformative technology for productivity and creativity. Here's how the process works: Large language models are given a string of text and predict the most likely next word. These models consume a huge portion of the information on the internet — about 10-20% — giving them a baseline of context on various topics in various languages. Through exposure to this large amount of content, the models learn how humans naturally speak, write, and create things like art. They then complement that baseline with whatever prompt or context you give it. As you give the AI models more context, their outputs become better. The two main models used in generative AI are natural language processing (NLP) and artificial neural networks (ANN). NLP models use rules to learn from existing text, while ANNs use data to create new relationships between elements

Accessing Generative AI

Generative AI can be accessed directly through a large language model or an AI application like Jasper. Applications like these pull from multiple AI models with a specific use case in mind. They select the right models for the right circumstances and combine them to serve the user's needs more effectively. Over the next few years, there will likely be an emergence of a wide variety of AI models with varying strengths and specializations. Application layers will also evolve and deepen in functionality, in addition to using data to fine tune their models and create increasingly efficient outputs. That's how the technology behind generative AI works, but it's much more intuitive in practice. As a creator, you can use AI as an assistant to help you convey your ideas simply by giving it prompts.

All about Prompts

Prompts are the input that people give the AI to set the direction for what it generates. Prompts themselves are just natural language, i.e., the normal speech patterns that humans use in everyday communications, so the barrier to entry is low. But there is skill in developing great prompts that determine the quality of an output that AI can generate. Below are a set of prompts put into Jasper, a generative AI tool, and the results they create. See the examples below,





Write a sentence on Mohammed Ali



Mohammed Ali, widely celebrated as "The Greatest," was an American professional boxer known for his charismatic personality, quick footwork, and powerful punches, who revolutionized the sport of boxing and became a cultural icon of the 20th century.



Explain the difference between a date hack and a data breach



I believe there may be a bit of a misunderstanding here. There's no standard term known as a "date hack" in the realm of information security as of my last training data in September 2021.

However, I can certainly explain what a "data breach" is:

A data breach occurs when secure or private information is accessed, copied, transmitted, viewed, stolen, or used by an individual unauthorized to do so. It's a security incident in which information is accessed without authorization.

If you were referring to something else by "date hack," I'd appreciate more context so I could provide a more accurate response.

In the event that you're interested in knowing about "data hacking," here's a brief explanation:

Data hacking is the act of deliberately accessing protected data without authorization, typically with malicious intent. This may result in a data breach if the hacker successfully accesses and extracts sensitive data.

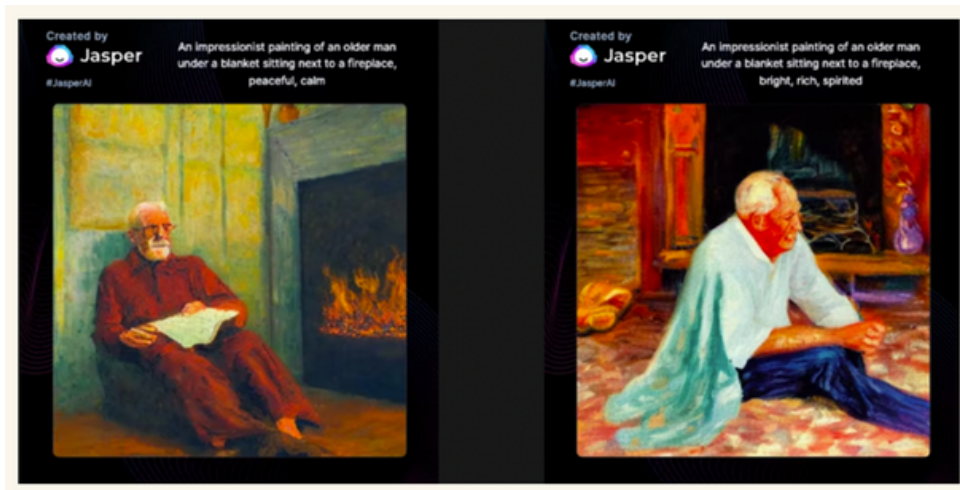
In essence, data hacking is an activity that could potentially lead to a data breach.

Prompts can be simple, but they are best when they are intentional.

Below is an example of 2 types of prompts that can create completely different outcomes when added to Jasper AI. As you can see, simply changing the keywords from "peaceful, Calm" to "bright, rich, spirited," creates an entirely different feel to the outcome. Alterations in prompts can be made to the core directive ("write the next line", "rephrase this line", "extend this paragraph") descriptors you add to the directive ("peaceful" "colourful"), tone of voice ("witty", "educational", "dry",) inspiration ("in the style of Salvador Dali", "in the voice of Oprah") and more.



KEEPING A HEAD



Using Generative AI in Marketing and Content Strategy

Generative AI can be used in a wide range of scenarios — from generating custom marketing copy and creating images for a website to creating product descriptions and writing blog posts. It can also be used to repackage your existing content into a full campaign or translate an idea into different languages. Let's spend some time on the most common uses of AI assistance for marketers.

If you're looking for new ideas, generative AI can be a great way to jump-start the ideation process. While it's not going to come up with the next big idea on its own, it can help you get over that first hurdle of getting ideas down on paper. For example, if you're an insurance company looking to come up with blog angles you can give the AI a few prompts to inspire you.

Below, you'll see examples from ChatGPT



KEEPING A HEAD



Give me ideas for blog posts on short-term disability insurance.



1. "Understanding the Basics of Short-Term Disability Insurance"
2. "Why Everyone Needs to Consider Short-Term Disability Insurance"
3. "The Role of Short-Term Disability Insurance in a Comprehensive Insurance Portfolio"
4. "5 Myths About Short-Term Disability Insurance Debunked"
5. "Short-Term Disability Insurance: What You Need to Know Before Buying"
6. "The Process of Claiming Short-Term Disability Insurance Benefits"
7. "Key Factors that Affect Your Short-Term Disability Insurance Premiums"
8. "5 Critical Reasons Why Self-Employed Individuals Need Short-Term Disability Insurance"
9. "Comparison Guide: Short-Term vs. Long-Term Disability Insurance"
10. "Employer-Provided vs. Private Short-Term Disability Insurance: Which is Better?"
11. "Does Short-Term Disability Insurance Cover Mental Health Issues?"
12. "Maternity and Short-Term Disability Insurance: What Expectant Mothers Should Know"
13. "Understanding the Waiting Period in Your Short-Term Disability Insurance Policy"
14. "Case Study: How Short-Term Disability Insurance Saved a Family During a Health Crisis"
15. "Navigating the Tax Implications of Short-Term Disability Insurance"
16. "How Short-Term Disability Insurance Works in Conjunction with Workers' Compensation"
17. "Choosing the Right Short-Term Disability Insurance Policy: Key Features to Look Out For"
18. "Making the Most of Your Short-Term Disability Insurance: Top Tips from Insurance Experts"
19. "Short-Term Disability Insurance and COVID-19: A Comprehensive Guide"
20. "The Future of Short-Term Disability Insurance: Trends to Watch Out For"

Simplify Complex Ideas or Wordy Text

Maybe being a prolific writer isn't your problem, but brevity is.

You can use generative AI to take something you wrote and simplify it to a different reading level or a more streamlined format, as shown below.

If you have a strong liking for elaborate sentence structure, AI can help you be a little less wordy.

Simplify my last paragraph.

Use AI to make long-winded writing shorter or simplify complex topics.



KEEPING A HEAD

Create Accompanying Visuals

Stock photo sites are often the very definition of a wild goose chase.

You spend valuable time hunting for the perfect image for your blog post or eBook and end up with results that are subpar or too expensive. Then, you finally pay for a few images only to be haunted by all the other places you see those same photos used online.

If you don't have a design team or are looking for new ideas for visuals, generative AI can be a great option.

You can describe the image you want and tweak things like style and medium to help generative AI give you options that fit. Each of those options will be original, and you don't need to buy the rights to use them.

Synthesize Research

While you're not going to have an AI tool run a research study on its own, generative AI can take pages of research you've completed, like customer interviews and qualitative studies, and summarise them into key takeaways and an executive statement. If you have a lot of data, you can use generative AI to help you make sense of it all and find patterns that you may have missed. Just be sure to have your logic hat on to review the results for accuracy and ensure all your key points are there.

Break Through Writer's Block

So often in writing, we start strong on a piece of content then lose steam or get stuck on a key transition statement. If you're feeling stuck, you can use generative AI to help you get over writer's block... Like what's happening right now. This paragraph could use a transition line from this point. Help me out, AI...

Give me a transition line from the last statement.

Now that I'm past the writer's block, I can finish up this eBook

Turn a Post into a Full Campaign

The proliferation of channels is a good thing for content discovery but a bad thing for overworked marketers. With generative AI, you can build an entire multi-channel campaign by starting with one piece of content, which you adapt to different formats and lengths. If you are turning a blog post into an eBook, AI can expand on your topic for you. Then it can build a few social media posts for you based on longer-form content.

Good channels eventually become saturated, and it's too risky if your marketing is solely based on one channel. If it goes away or stops working for your business, it will crumble you. You can't control algorithms, and you can't always predict costs. Focus on an omnichannel approach... You need to eventually try and leverage all the major marketing channels." “ Neil Patel, Co-founder of Mix panel



Lead Nurturing Sequences and Sales Outreach

Like blog posts, email sequences can be time consuming to generate. Generative AI can help you accelerate the creation of lead nurturing sequences, adapt your tone, and personalize sales outreach. You can input data about your leads and customers, and the tool will turn it into customized content for each person based on their needs, interests, and interactions. It's important to note that the AI tool will not do its own research on your leads, but it will turn your research into cohesive and tailored insights.

Help With Language Barriers

Having great ideas but being unable to properly convey them in a different language is a major challenge many creators across the world experience. Generative AI can help creatives, entrepreneurs, and businesses create content in other languages by translating text and adjusting it to sound more natural in a targeted language. While not a complete replacement for localization and cultural adaptation across global communities, AI can certainly accelerate that process.

All the functionality mentioned thus far is still in its early days, but it's developing quickly. As it does, we'll see more marketers taking advantage of its capabilities to create better content, faster.

Test Ad and Landing Page Variations

Generative AI can help you create ad and landing page variations without having to design a dozen versions yourself. After you've written one source page or ad, ask AI to produce three, nine, or even more variations.

Limitations of Generative AI

Generative AI is still in its early stages and wasn't meant to do everything, so there are some limitations that need to be considered when using it. Notably, any AI system is only as good as the data it consumes and works with. As a result, there may be biases or errors reflected in some generated content. This is where the critical role of human creators comes in and why AI should never be a replacement for a writer or editor. AI can do a lot, but here's what it cannot do (at least right now)

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TO KEEP A HEAD
YOU NEED TO LEAD.

CONTACT US TODAY AND DRIVE YOUR BUSINESS FORWARD

Louize@keepingahead.co.uk



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