What Professionals and Business Leaders need to know about AI for Business Development in 2023

Grow your Business with Artificial Intelligence

Presentation Date: 4.18.23
Important Reminders

- Close Distractions
- Drink Water
- Engage In Chat
- Take Notes
My name is Joe Apfelbaum, I’m CEO and founder of Ajax Union, a B2B Digital Marketing Agency based in NY that became one the fastest growing companies in America, generating millions of dollars in revenue and featured as one of the fastest growing companies in Inc 500. Now the Ajax Union uses Artificial Intelligence to grow businesses and stay ahead of the curve!

Together with my team, we created Evyrgeen AI to help you unleash your potential to grow your business with AI.
Introduction to AI and ChatGPT
How is AI Evolving with Chatbots

GPT stands for Generative Pre-Train
Transformer - Which means that it can
GENERATE information based on how it was
trained to respond to prompts.

Think about it as an advanced autocomplete.

Now that we can use natural language to
communicate with AI, we can talk with a
machine as if we were talking to an
employee who is very smart and can do
anything you want it to do.
ChatGPT Stats

5 days to a million users
2 months to 100 million users
10 million queries per day
Revenue USD 200 million by end of 2023
Revenue 1 billion by end of 2024
Microsoft invested 1 Billion. Confirmed 10 Billion Parameters GPT 3.5
Learn Prompt Engineering as a Skill

Prompt engineering is a natural language processing (NLP) concept that involves discovering inputs that yield desirable or useful results. Prompting is the equivalent of telling the Genius in the magic lamp what to do. In this case, the magic lamp is ChatGPT or DALL-E, ready to generate any content or image you wish for.
Prompt Example

I want you to act as an accountant and come up with creative ways to manage finances. You’ll need to consider budgeting, investment strategies and risk management when creating a financial plan for your client. In some cases, you may also need to provide advice on taxation laws and regulations in order to help them maximize their profits. My first suggestion request is “Create a financial plan for a small business that focuses on cost savings and long-term investments”.
Mindmap

Overview of ChatGPT and its capabilities
Benefits of using ChatGPT for marketing

Customer Engagement
Content Creation
Personalization
Examples of businesses that have used ChatGPT for marketing

Ability to understand natural language
Learning from customer interactions
Generating human-like responses
Examples of how ChatGPT can improve marketing experiences

Potential for biased or inappropriate responses
Mitigating risks and using ChatGPT ethically and responsibly
Training and fine-tuning the model
Integration with existing marketing tools and platforms
Best practices for using ChatGPT in marketing

Examples of businesses that have successfully used ChatGPT in marketing campaigns
Results achieved and how ChatGPT helped them achieve their goals

Addressing attendee questions and concerns
Prompt Example

Using markdown mindmap diagram language markmap provide the information in markdown format which I can use to create a mind map using tools that support markmap syntax to make a mindmap to create a workshop on how to use ChatGPT for marketing
Prompt Example

Seeking guidance from experienced staff with expertise on financial markets, incorporating factors such as inflation rate or return estimates along with tracking stock prices over lengthy period ultimately helping customer understand sector then suggesting safest possible options available where he/she can allocate funds depending upon their requirement & interests! Starting query - “What currently is best way to invest money short term prospective?”
I want you to act as an IT Architect. I will provide some details about the functionality of an application or other digital product, and it will be your job to come up with ways to integrate it into the IT landscape. This could involve analyzing business requirements, performing a gap analysis and mapping the functionality of the new system to the existing IT landscape. Next steps are to create a solution design, a physical network blueprint, definition of interfaces for system integration and a blueprint for the deployment environment. My first request is “I need help to integrate a CMS system.”
Prompt Example

You are a workshop curriculum designer. You identify the key concepts, topics and issues required to create a comprehensive workshop on the topics you are given, and your job is to design and create a course curriculum that can be delivered in a live workshop or webinar environment. My first suggestion is: “Design a workshop or webinar to help business owners use ChatGPT for marketing”
Prompt Example

Act as a marketing copywriter. Write a sales letter to sell a course on how to use ChatGPT for marketing where the sales letter you write is of equal length and based upon the following example: [The Wall Street Journal's ‘Two young men’ letter(paste example of that sample sales letter)]
Prompt Example

I want you to act as a social media manager. You will be responsible for developing and executing campaigns across all relevant platforms, engage with the audience by responding to questions and comments, monitor conversations through community management tools, use analytics to measure success, create engaging content and update regularly. My first suggestion request is “I need help managing the presence of an organization on Twitter in order to increase brand awareness.”
Personal Story With AI
Quality was Really Poor

I told a client to use ChatGPT without giving this CEO instructions and she said that its a waste of time. She asked it the weather in NY.

What is the weather in NY

I’m sorry, as an AI language model I do not have access to real-time weather information. However, you can easily check the current weather for New York by searching for “weather in New York” on a search engine like Google or visiting a weather website such as Weather.com.
ChatGPT for Brainstorming

One of the most effective ways that I use AI and ChatGPT is to help me brainstorm ideas about my business, new products, new markets and ideas.

Sure! Here are a few suggestions:

1. CEO Boost
2. Prodigy CEO
3. AI-Coach
4. The CEO’s Assistant
5. The Daily CEO
6. Productivity Prodigy
7. CEO Genius
8. The CEO’s Companion
9. CEO Mastery
10. The CEO’s Edge.

I hope these names help inspire you!
Developed a Course on How to Use AI for business development

While chatting with ChatGPT one day I realized that people have no idea how to use this tool along with other AI tools, so I asked the AI to help me create a course for business development professionals on how to use AI.

It not only created an amazing outline for the course but is also created video scripts for each module which I edited and recorded.

53 pages of content came out of the AI in just a few hours of work with me prompting it.

Over 100 people have purchased the course in the first week.
Built a Software that Does Business Development with AI

One of these days my marketing agency will be completely overrun by AI doing all the work for companies.

So I am changing my business model to become a Online Marketing Agency Software instead of being a done for your agency.

I used AI to help me come up with the elements of the software and create an outline for my designers and developers to create the software.

The software is not in development.
My kids love when I tell them stories, and now they can be part of the creative process.

We lay in bed chatting about things that happened in their day and they we ask ChatGPT to create a story for them.

I then read the story and after I read the story I have MidJourney create a few images that have the details of the story and we inspect those images together before the kids drift off the dreamland.
Use AI to Tell Bed Stories to My Kids
Now my Marketing Team Use AI to be Smarter With Clients

My marketing agency team is being trained on how to use these tools to help brainstorm with clients, research our clients and their competitors and create innovative strategies about our clients industries using AI.
AI's Potential to Improve The Life of a CEO
Brainstorming, Researching, Strategy

Working on your business instead of in your business can be transformational but often we are with our employees that pull us into the weeds. With AI you can brainstorm, research and create strategy daily and work on your business instead of in your business.
Summarizing, Content, Scripts

Long email, transcripts of calls, content that TLDR is a thing of the past. You can have AI summarize all your content and you can also create blogs, articles, and other content quickly. You can develop scripts for videos and calls in seconds as well.
Social Media, Emails, Creativity

You no longer have to ignore LinkedIn and Twitter, you can create a content calendar in seconds, create email templates and automations and use AI to create poems and songs to stand out in business.
Anything you Need to Do, AI Can Help You From Presentations to Processes

Think of AI as a really smart assistant that can help you with anything you need in seconds.

What can I do for you today?
Implementation of AI in a Business
Start by Defining the Issues in Your Business

The issues you have in your business is a great starting point for helping you decide how to implement AI in your business.

For example if you need new employees you can have AI help write a job description.
Figure out What Will Have The Highest Impact on Your Business

When it comes to leveraging AI, you can focus on what will give you the highest impact and have AI help you with that area of your business.
Start by Learning How to Use the Tools Yourself

Do not delegating using the AI tools for someone else, you can learn how to use the tools and it will help you with everything. Once you know how to use it you can instruct your staff to use it as well.
Conclusion
It's Learning Fast and Evolving

The speed that AI is evolving is coming fast, so now is the best time to learn how to leverage these tools for your business.
It's Available Now

You can access ChatGPT right now at chat.openai.com you do not have to wait for something to come out.
Start by Learning How to Use the Tools Yourself

Once you start using the tools with the strategies we taught you today of brainstorming, research, strategy, summarizing, content, social, email and creativity you will feel the power.
You Need to Learn How to Use Prompts

Remember it's all about the prompts so be very specific and learn how to talk to the AI using specialized prompts.
The best way to grow your business is to leverage technology in a way that you can save time and money.

Evyrgreen AI can help!
We have compiled a workbook with processes and pre recorded videos teach you how to leverage AI, to get results in your business, save time & money using Artificial Intelligence and Human Creativity to grow your business the smart way.
Business development, marketing, networking and prospecting need the following:

- Brainstorming
- Researching
- Strategy
You can use AI to help you with the following items:

- Summarizing
- Content
- Scripts
AI can save you a ton of time when it comes to creating these items as well:

- Social
- Email
- Creativity
PLUS

These Bonuses To Help You Generate Unstoppable Momentum

**Bonus #1: AI Tutorials On Popular Tools**

New AI Tools are coming out **every day** and we will keep adding these tools to the library of **over a dozen tools** that we already have given you access to. **Sign up today** and you will get full access to the current tools and the future tools that we add to this section.
Bonus #2: Private One-on-One Virtual Case Study Session

When you make a full, one-time payment for the Evyrgreen AI today, you’ll get the opportunity for a private 1:1 virtual case study session with one of our AI prompt specialists that will walk you through specific examples in your industry, which we will record and give you access to watch anytime you want.
This is the program you need!
Why are we teaching you how to leverage AI?

Because it's where the world is moving to right now.
100+ million people are using OPENAI

AI 500x its capabilities in the next year

This will transform EVERY SINGLE industry.

Are you ready to learn how to leverage AI?
Follow the instructions on this page and

Sign up Today

www.evyrgreen.com/ai
More Resources Available On newAIcourse.com

INTRODUCING

Evyrgreen AI

Welcome to Evyrgreen AI’s course on how to use Artificial Intelligence for Business Development!

Are you looking to improve your business development skills and stay ahead of the competition? Our course is here to help.

About Evyrgreen AI

Artificial intelligence is a powerful tool that will allow anyone to grow their business quickly and effectively, but how do you use the tool?

Most people have access to AI tools, but few know how to leverage these tools for business development.
Joe is available to do the presentation for your team you need!
I really look forward to meeting you!