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of Silicon Valley

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

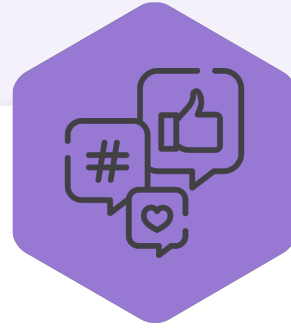*Grow your Business with Artificial Intelligence*

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-Trained 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 B
175 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

Workshop on Using ChatGPT for Marketing

Introduction to ChatGPT
- Overview of ChatGPT and its capabilities
- Benefits of using ChatGPT for marketing

Use Cases for ChatGPT in Marketing
- Customer Engagement
- Content Creation
- Personalization
- Examples of businesses that have used ChatGPT for marketing

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

Addressing Concerns with ChatGPT
- Potential for biased or inappropriate responses
- Mitigating risks and using ChatGPT ethically and responsibly

Implementing ChatGPT in Marketing
- Training and fine-tuning the model
- Integration with existing marketing tools and platforms
- Best practices for using ChatGPT in marketing

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

Q&A Session
- 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?"

Prompt Example

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 give, 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.

Can you help me brainstorm an idea I have for a new business idea to create an app that coaches CEOs on how to be more productive each day using AI. Each morning the AI sends a text message to the CEO asking him what is the most important thing that he needs to do that day. When he responds, the AI will check in and see how progress is going and make suggestions along the way.

Sure! Here are some ideas to consider to enhance your concept:

1. Personalized goal-setting: The AI could analyze the CEO's past performance, and suggest daily and weekly goals based on their strengths and weaknesses.
2. Time management: The AI could suggest time blocks for specific tasks and prioritize tasks based on importance and deadline.
3. Mindfulness and stress reduction: The app could also offer mindfulness exercises and stress-reducing techniques to help the CEO maintain focus and avoid burnout.
4. Networking opportunities: The AI could suggest networking events and opportunities based on the CEO's industry and goals.
5. Data-driven insights: The app could collect data on the CEO's progress, habits, and preferences, and provide insights and recommendations to help them improve.
6. Team Management: The AI could also provide suggestions on how to manage and delegate tasks to their team more effectively, leading to better productivity and job satisfaction.
7. Gamification: To make the experience more engaging, the app could use gamification techniques to encourage CEO's to reach their goals and compete with others.

Overall, the app could be a one-stop-shop for CEOs looking to improve their productivity and reach their goals.

Can you give me a name for this type of app?

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.

Use AI to Tell Bed Stories to My Kids

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 MidJounrey 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, Rearching, 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 starting 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.

PLUS

These Bonuses To Help You Generate Unstoppable Momentum

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.

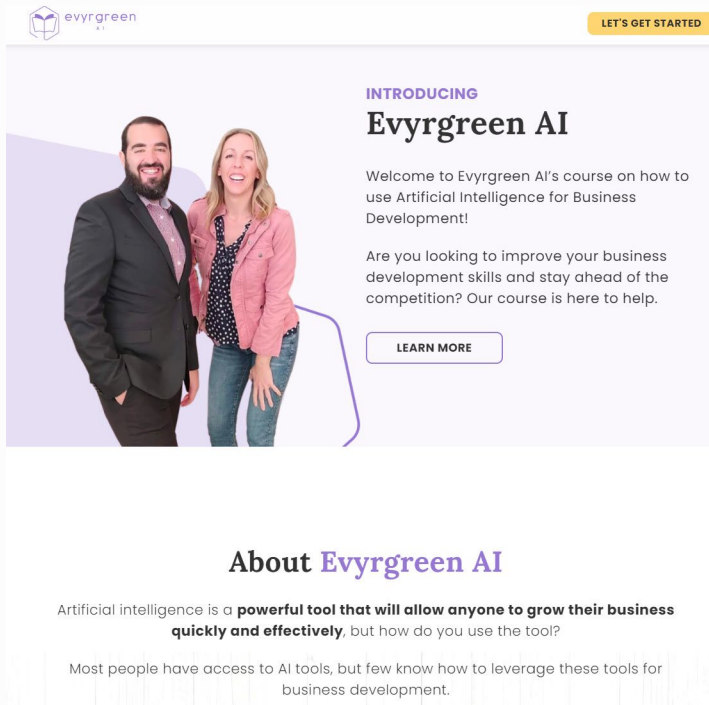Are you ready to learn how to leverage AI?

Follow the **instructions** on this page and

Sign up Today

www.evyrgreen.com/ai

More Resources Available On newAIcourse.com

Joe is available to do the presentation for your team *you need!*

I really look forward to meeting you!