BEGINNER

AI Your Business

1:00 PM - 2:00 PM I THE BASICS

- What is AI & why should we care?
- The 4 rules of AI
- The 4 P's - Prime, Prompt, Polish, Publish
- Setting up ChatGPT for success
  - Versions
  - Web access
  - Memory
  - Custom instructions
  - Plugins
- Writing Styles
  - 5 common writing styles
  - Simplifying
  - Tone of voice
  - Emulate a person or persona
- ChatGPT prompts
- The AI Guide site - https://blog.mycabcorner.com/ai-your-business/

2:00 - 3:30 PM I WORKSHOP TIME - CHATGPT SETUP

- Installing Chrome extensions
  - WebChatGPT
  - ChatGPT Token Counter
- Mastering your 'Voice'
  - Testing writing styles
  - Experimenting with tone of voice
  - Provide feedback & refine
  - Great result? Get a style summary
  - Convert content to additional formats
- Using sample prompts and making them your own

3:30 - 4:00 PM I TOOLS & TOYS

- Finding ideas & inspiration
- Video tools
  - Captions app
  - Munch app
- Chatbots
  - Facebook Messenger
  - ManyChat
- Automation
  - Zapier, KvCORE, SOCi

NOTES