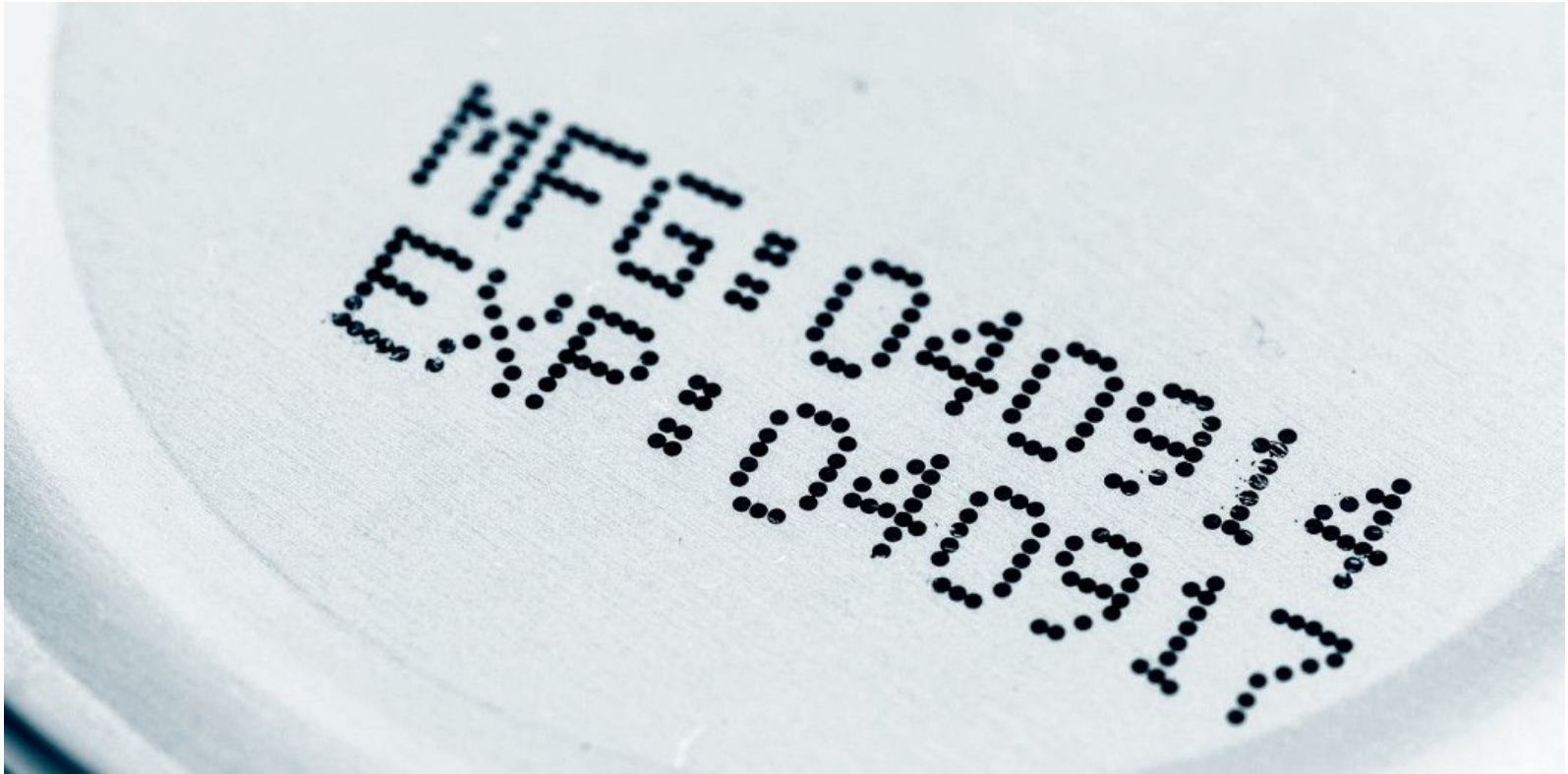




AI UNLEASHED: PRACTICAL STRATEGIES FOR BUSINESS SUCCESS



@alecnewcomb



Disclaimer: You will experience facts that will be out of date in days from this talk!

Not an AI Expert

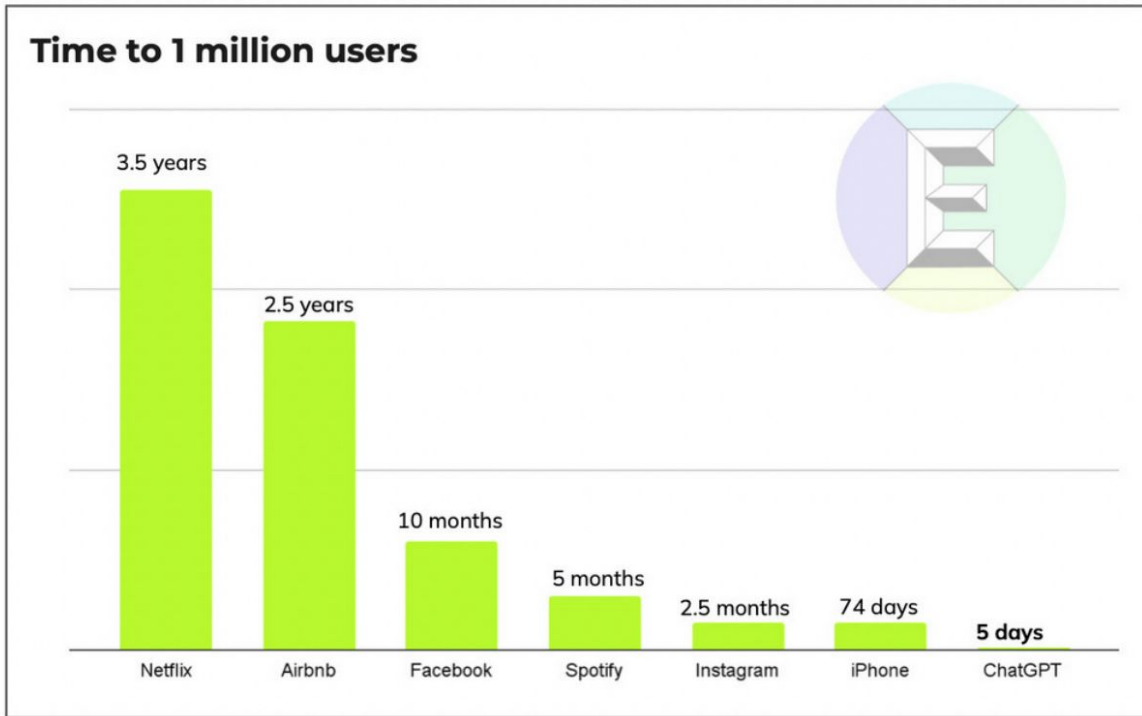
They don't exist...

What I do is help companies test and apply **AI** to Business Problems

Here are there stories.



MARKETING ALEC

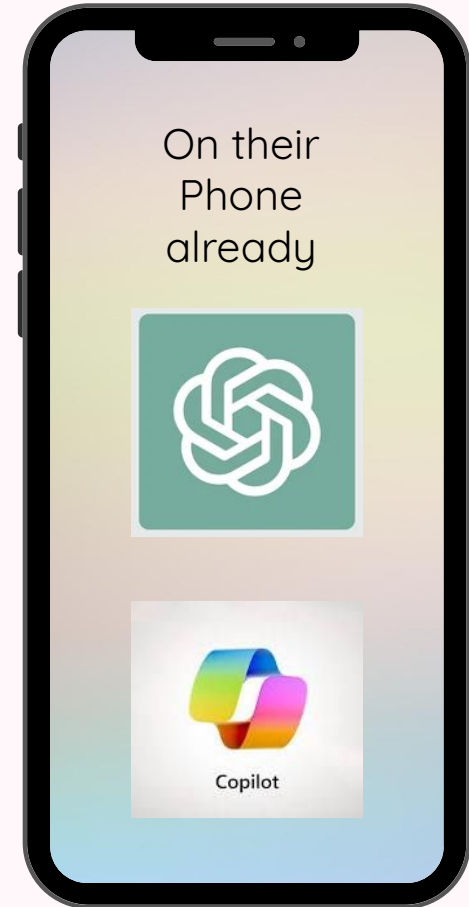


Exponential View via Linas Belūnas

ChatGPT took **5 Days** to get to 1 Million Users

We can't use AI because...

1. Security
2. Data Reliability
3. Bias
4. Data
Transparency
5. Skill Erosion
6. Complexity
7. Costs
8. Regulations



AI Won't Impact Our Business

Microsoft added GPT to all Products Nov 1st

Microsoft | Official Microsoft Blog Our Company ▾ News and Stories ▾ Press Tools ▾ Source

Bringing the full power of Copilot to more people and businesses

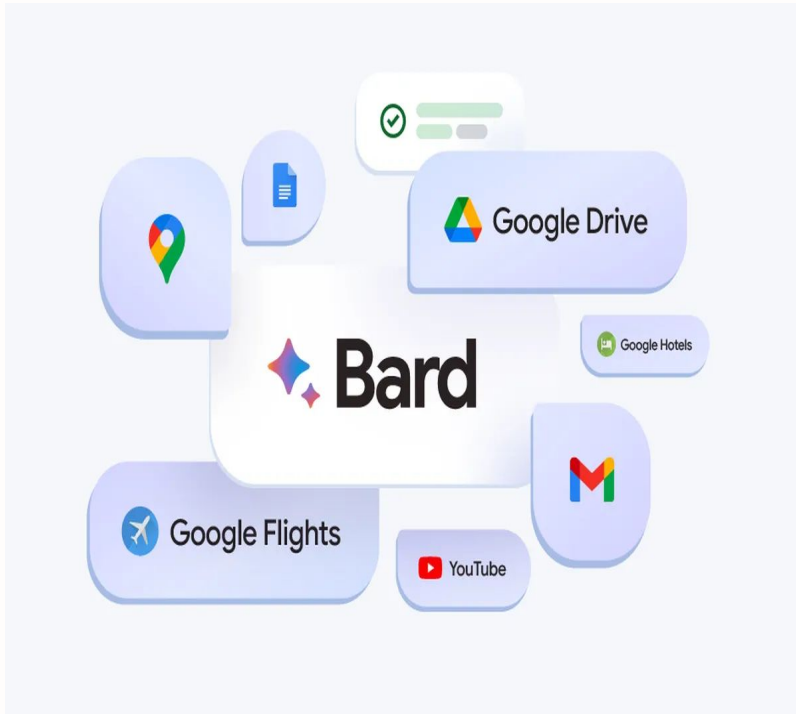
Jan 15, 2024 | [Yusuf Mehdi - Executive Vice President, Consumer Chief Marketing Officer](#)



- 5 Billion Chats
- 5 Billion Images generated

In
3 Months!

Bard in Google Docs as of 9/19/23

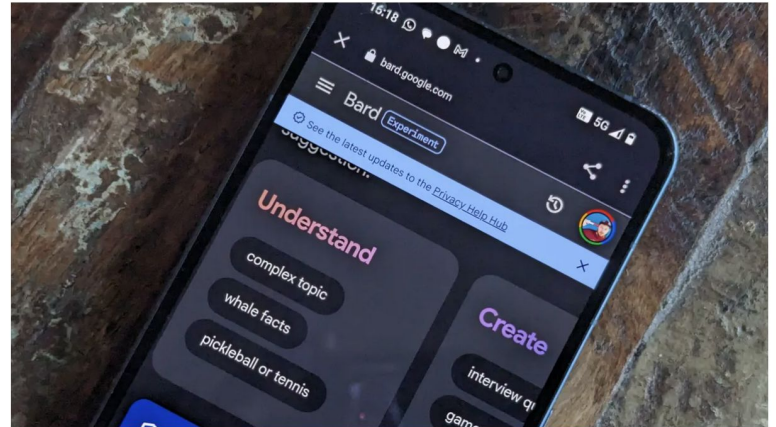


And coming to **3 Billion** active Android Phones shortly

Google Bard AI's addition to Messages could change the way we text forever

News By James Ide published 2 days ago

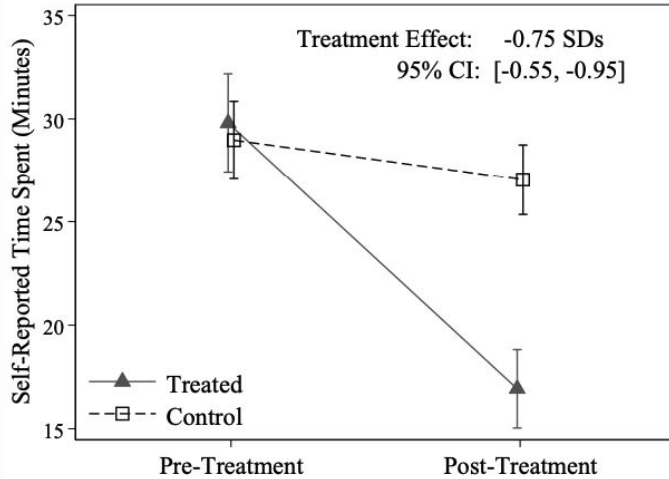
AI could change Google's Messages app in a big way



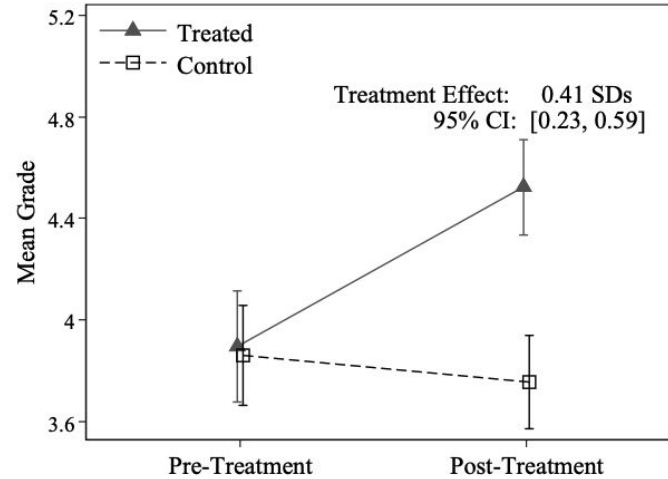
(Image credit: Future / James Ide)

Google's experimental AI chatbot [Bard](#) may be coming to the Google Messages app in the near future – and it promises to bring some major upgrades to your

A Time Taken Decreases



B Average Grades Increase

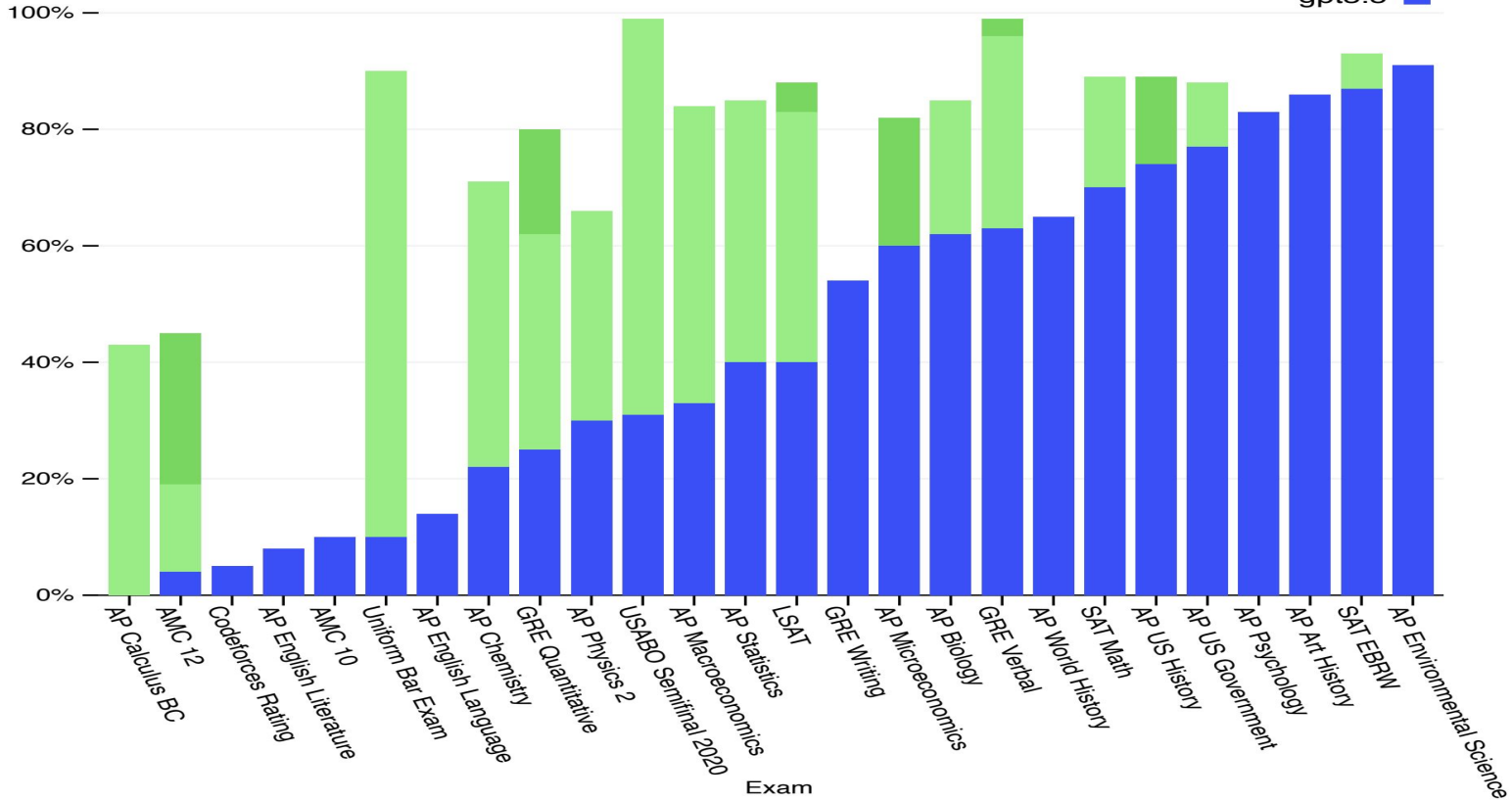


[MIT Study](#) found that workers using ChatGPT to write took **40% less time** to complete their task, and the output quality was measured to be **18% better**.

Exam results (ordered by GPT-3.5 performance)

Estimated percentile lower bound (among test takers)

gpt-4
gpt-4 (no vision)
gpt3.5



Chat GPT performance on standard AP tests

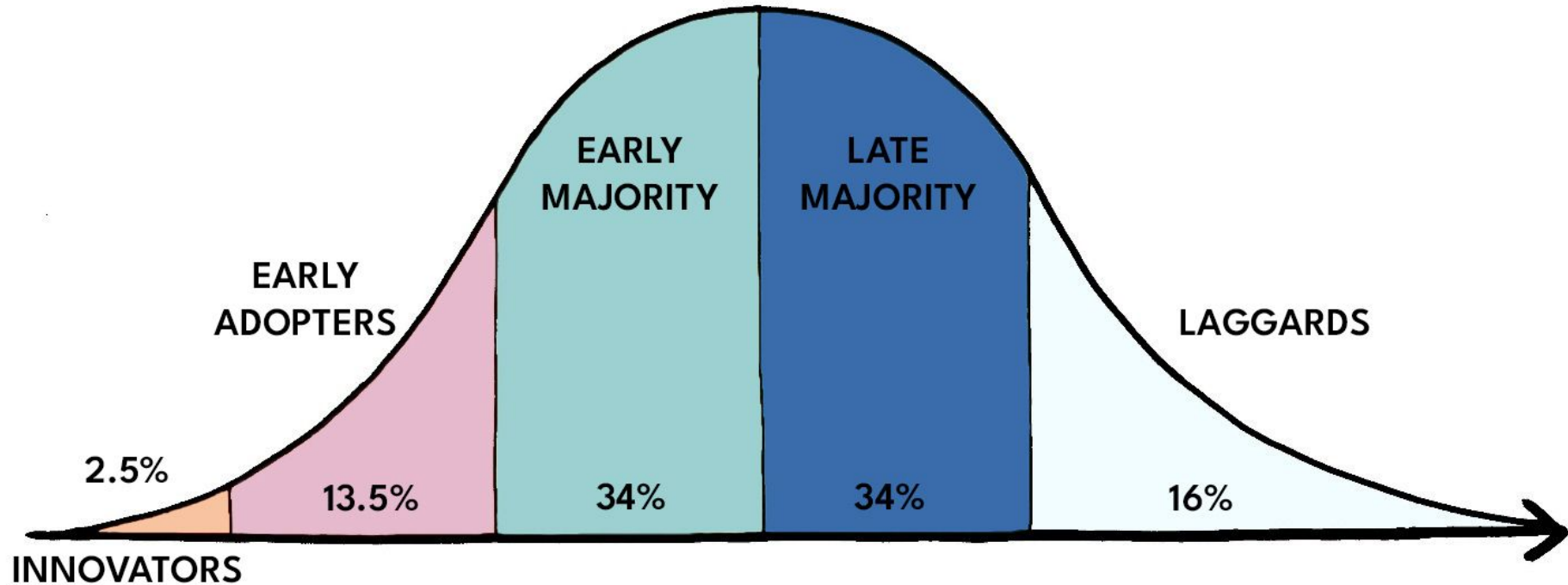
AI is Here at Scale



MTV NETWORKS



Don't be lucky PLEASE Pick your place on the AI Curve



What is AI?

Artificial Intelligence

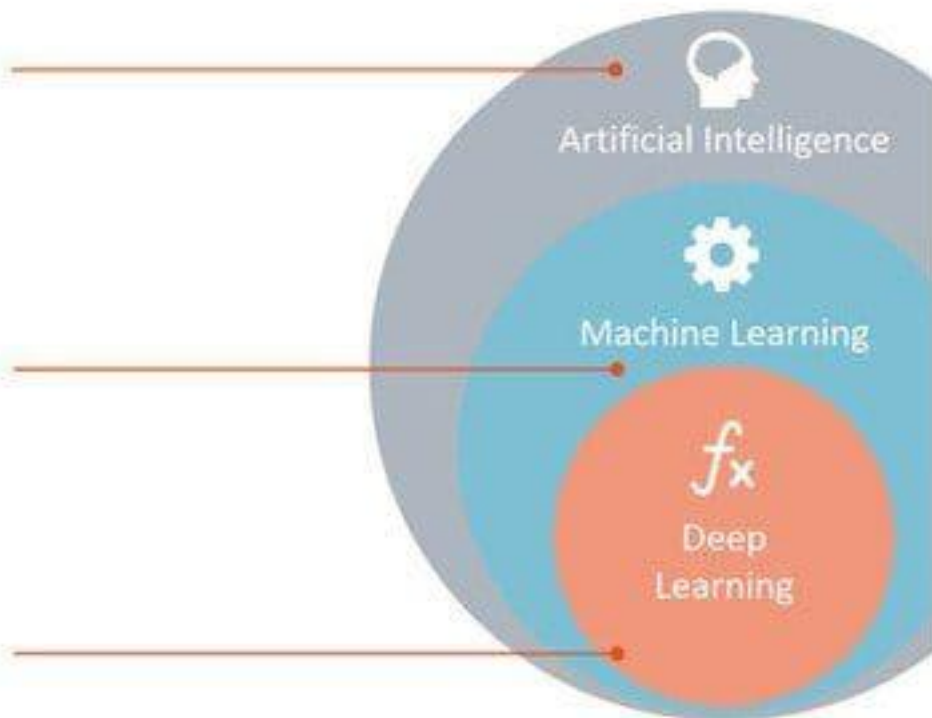
Any technique which enables computers to mimic human behavior.

Machine Learning

Subset of AI techniques which use statistical methods to enable machines to improve with experiences.


Deep Learning

Subset of ML which make the computation of multi-layer neural networks feasible.




Useful AI Definitions:

Input/Output types:

 : Text

 : Image

`</>` : Code

 : Software tool use (text, code generation & execution)

 : Video

 : Music

 : 3D

 : Robot state

Model types:

 →  : LLMs

 +  →  : Multimodal LLMs

 +  +  →  : Multimodal LLMs for Robotics



 → `</>` : Text to Code



 →  : Text to Software tool use

 →  : Text to Image

 →  : Text to Video

 →  : Text to Music

 →  : Image to 3D

 →  : Text to 3D

LLM = Large Language Model

Consumer

ENTERTAINMENT / COMPANIONSHIP character.ai Inflection CHAI LUNA TikTok	AVATAR GENERATORS Remini Lensa	MUSIC splash BandLab SongStarter Endel SUNO okio Audialab AIVA TuneFlow Mubert Harmonai by stability.ai boomy SONIFY Spotify	MEDICAL ADVICE Med-PaLM XYLA	GAMING AI DUNGEON inworld Scenario Leonardo.AI Layer astroblock Unity ROBLOX
SOCIAL aichat Call of Duty AVA/GOSH Instagram WhatsApp	EDUCATION Speak Elio studyy	RELATIONSHIPS meeno RIZZ	PERSONAL ASSISTANT milo	

Enterprise: Horizontal SEARCH / KNOWLEDGE glean cohere	RPA / AUTOMATION zapier Forge DeepOpinion ADEPT rby AI axiom.ai LiliPath Google Duet AI Kognitos AUTOMATION WORKSPACE	SALES Gong Clari Apollo.io tavus Day.ai unify LAVENDER Telescope HubSpot clay	Enterprise: Vertical HEALTHCARE Ambience MEMORA HEALTH DeepScribe Hippocratic AI abridge Co-Helm Nabla ATROPOSHEALTH LATENT GLASS Athelas
MARKETING attentive MidJourney Jasper copy.ai Twain WRITER Rytr anyword copysmith Hypotenuse AI Writesonic	DESIGN Adobe Figma Recraft Kii Canva modifi Picsart Visual Electric	SOFTWARE ENGINEERING / CODE GEN. GitHub Copilot replit Cody Cursor FACTORY CodeGen codeium tabnine Magic warp	LEGAL Harvey. Ironclad EvenUp casetext PINCITES
CUSTOMER SUPPORT Moven AGI Slang.ai CRESTA zendesk GENESYS	DATA SCIENCE ChatGPT Code Interpreter seek Wisdom AI Hex Magic turntable a b i e o u Looker Arcwise	BIO Inceptiv Cradle	FINANCIAL SERVICES Hebbia pilot
PRODUCTIVITY Notion tome Microsoft 365 Copilot Google Duet AI	TRANSLATION LIIT		

Prosumer

GENERAL SEARCH / KNOWLEDGE ChatGPT ANTHROPIC Claude perplexity YOU Google Bard Poe	VIRTUAL AVATARS synthesisia D-ID BabyAGI	AUTONOMOUS AGENTS Open Interpreter	VIDEO CREATION / EDITING runway VEED.IO PIKA LABS captions descript loom Adobe Premiere Pro dream by <small>ai</small> TikTok 30 mirage Spline Physna	BROWSER COPILOTS / AUTOMATION / ASSISTANT Rewind MULTI-ON Minion AI new COMPUTER
	VOICE ElevenLabs RESEMBLE.AI WELLSAID MURFAI PlayHT coqui descript		IMAGE CREATION / EDITING Figma Midjourney stability.ai Ideogram Lexica PLAYGROUND Adobe Firefly Picsart PhotoRoom	

Explosion of AI Tools & Technology

- Why are you using AI?
- What do you need to improve?
- Test if the price to performance is there for your organization
- Gain evaluation skills

Construction & Architecture



E-Commerce



Finance & Accounting



Gaming



Healthcare (diagnosis & workflows)



Insurance



Media & Entertainment



Legal



Pharma Drug Discovery



Rapidly going **Vertical** by Industry for 2024

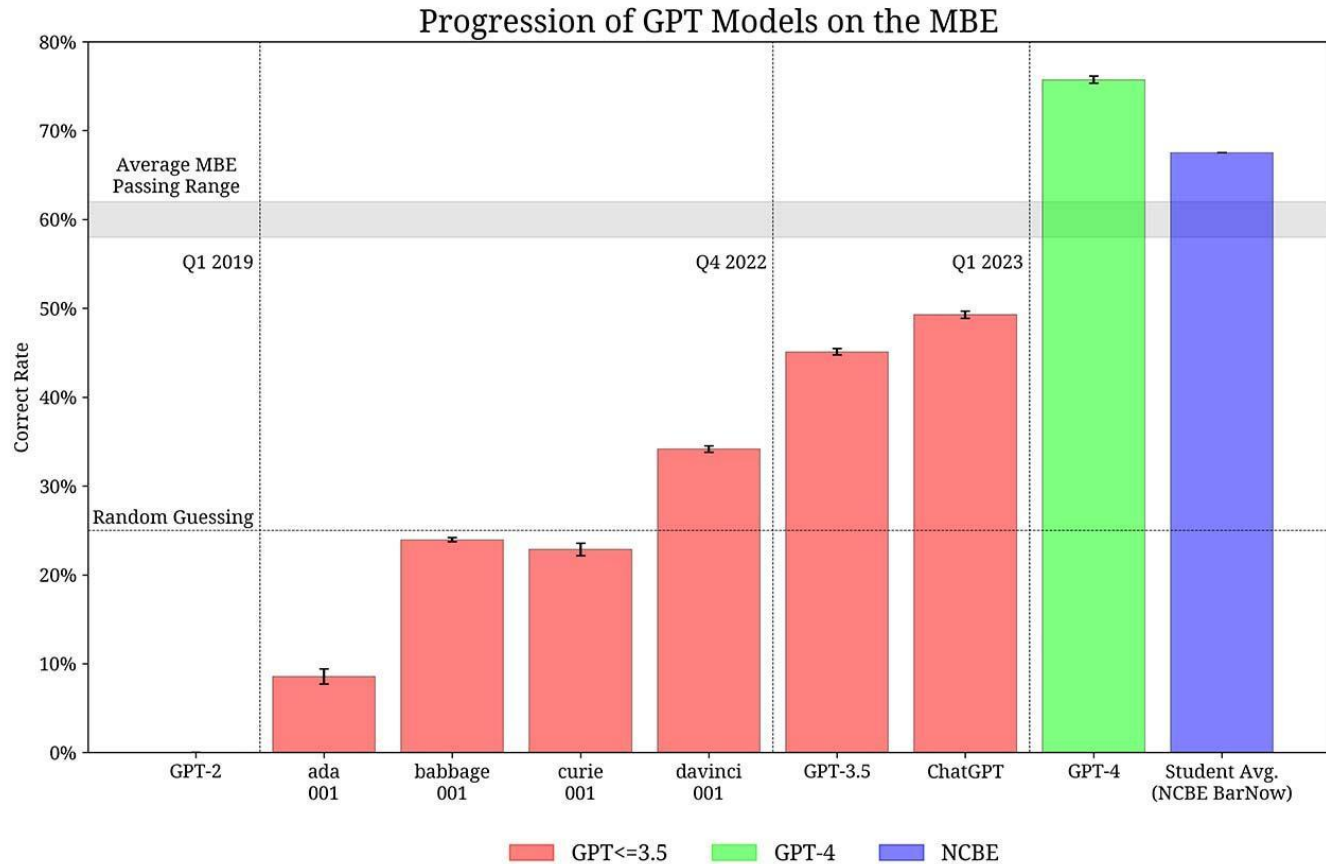
Where
are
you
now?

What is the Role of LLM
and AI in your Business?



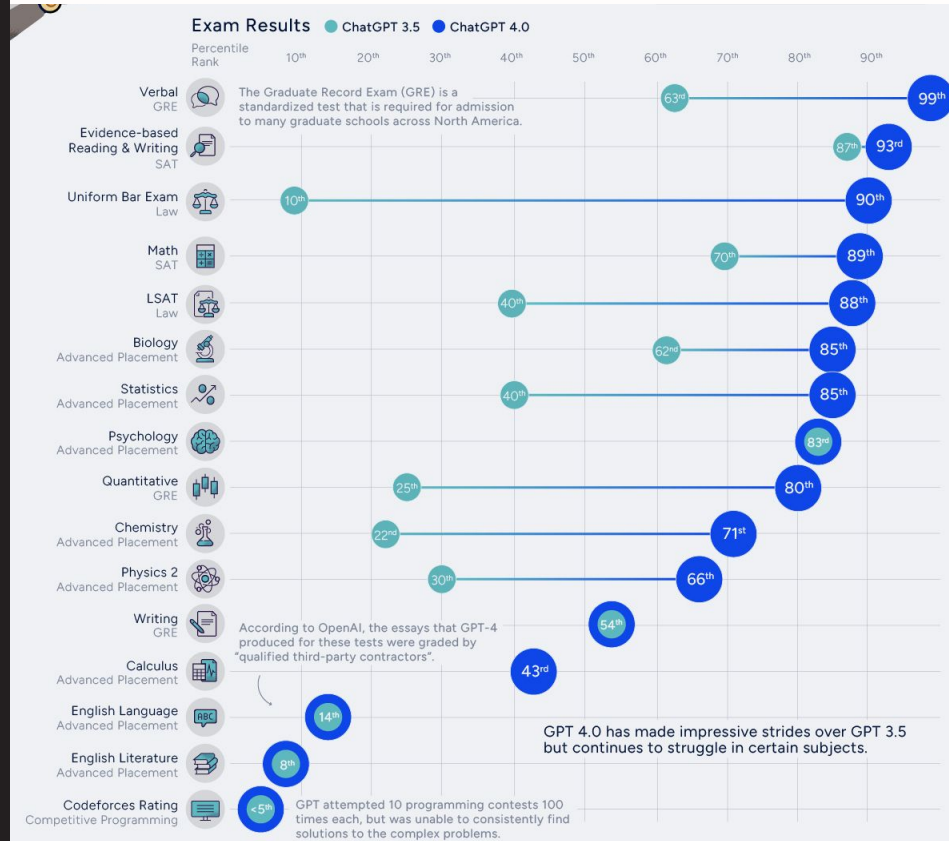
Will I still have a **job** ?

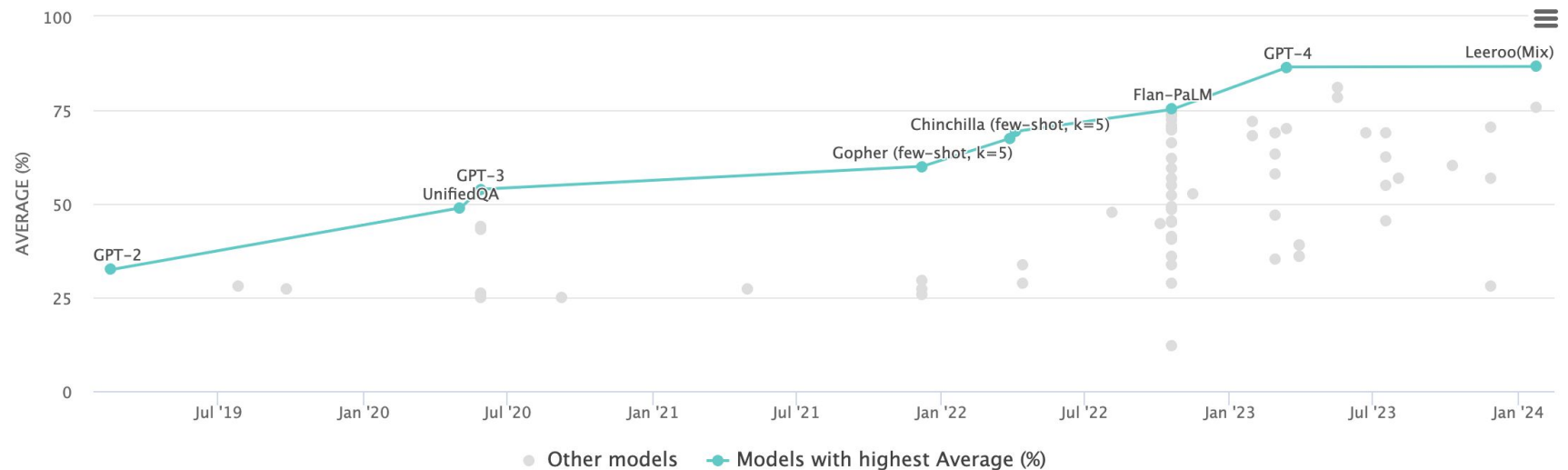
Chat GPT Bar Exam Results



How Smart is GPT 4?

- GRE 99th Percentile
- SAT Reading & Writing 93rd
- Bar Exam 90th
- SAT - Math 89th
- LSAT 88th
- Biology 85th
- Statistics 85th
- Psychology 83rd
- Quantitative GRE 80th
- Chemistry Advanced Placement 71st
- Physics 2 Advanced Placement 66th
- Writing GRE 64th
- Calculus Advanced Placement 43rd
- English Language Advanced Placement 14th
- English Literature Advanced Placement 8th
- Codeforces Rating Competitive Programming <5th



View by for 

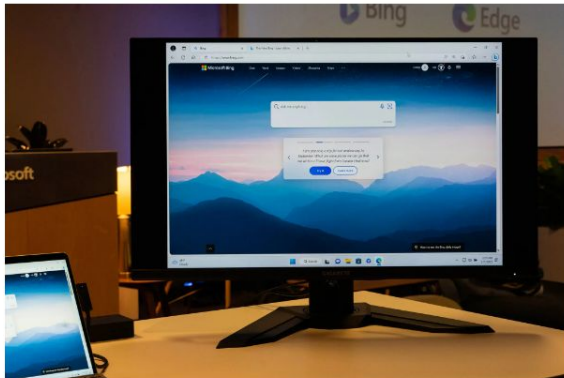
Chat GPT continues to lead the market as benchmarked and commercial accessibility at \$20 a month

THE SHIFT

A Conversation With Bing's Chatbot Left Me Deeply Unsettled

A very strange conversation with the chatbot built into Microsoft's search engine led to it declaring its love for me.

Give this article    2.7K



Last week, Microsoft released the new Bing, which is powered by artificial intelligence software from OpenAI, the maker of the popular chatbot ChatGPT. Ruth Fremson/The New York Times

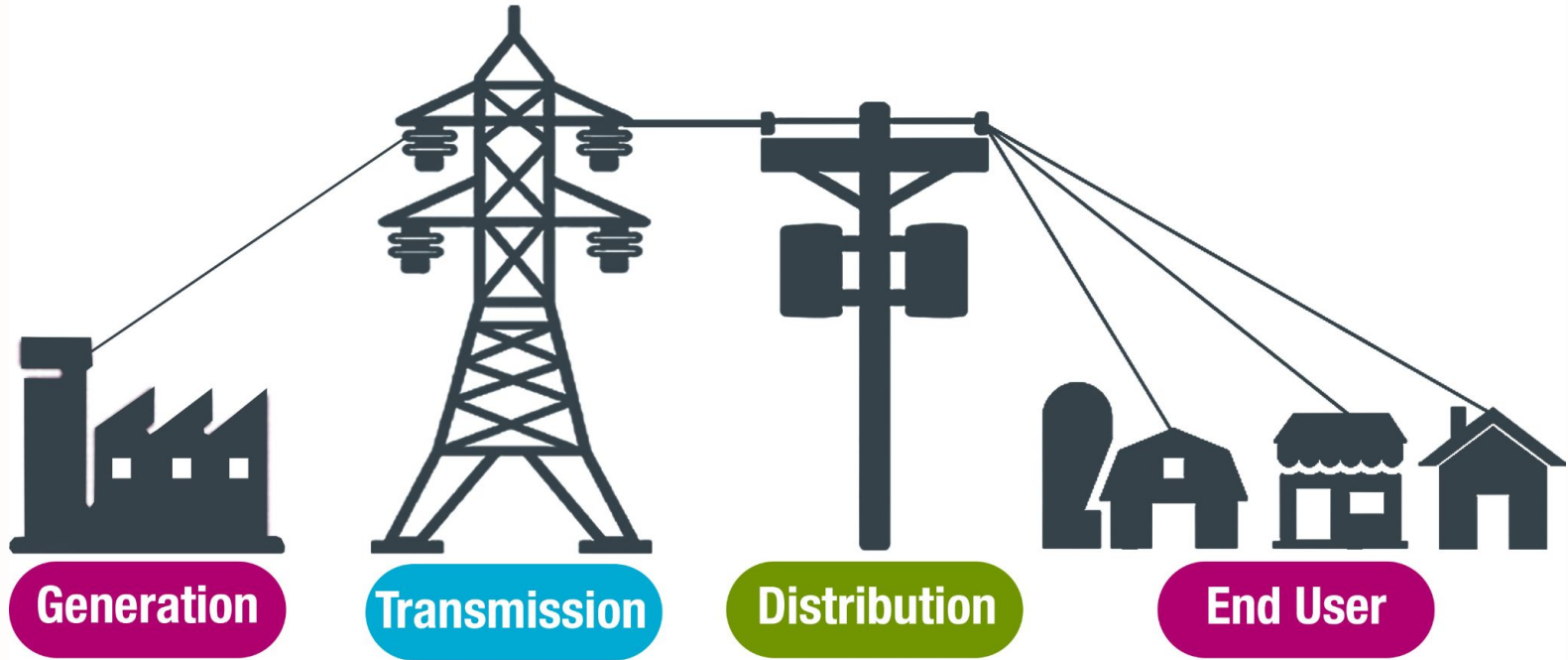


By **Kevin Roose**

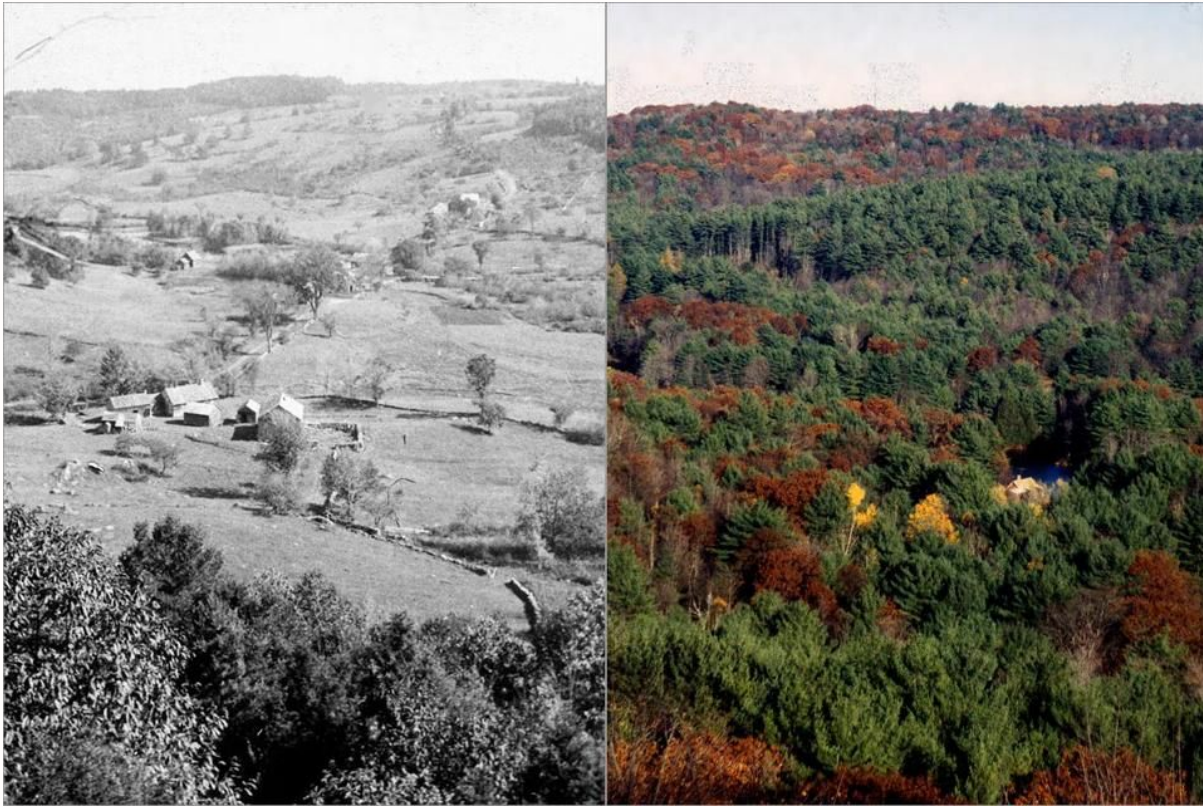
Kevin Roose is a technology columnist, and co-hosts the Times podcast "Hard Fork."

Hype Sells vs Boring AI

- **40%** lift in Efficiency
- **18%** lift in Quality
- Better Data-Driven Insights and Decision Making
- AI-generated copywriting and visuals
- 50%+ Lower operational costs through automation
- Staying **Competitive** in a Rapidly Evolving Market

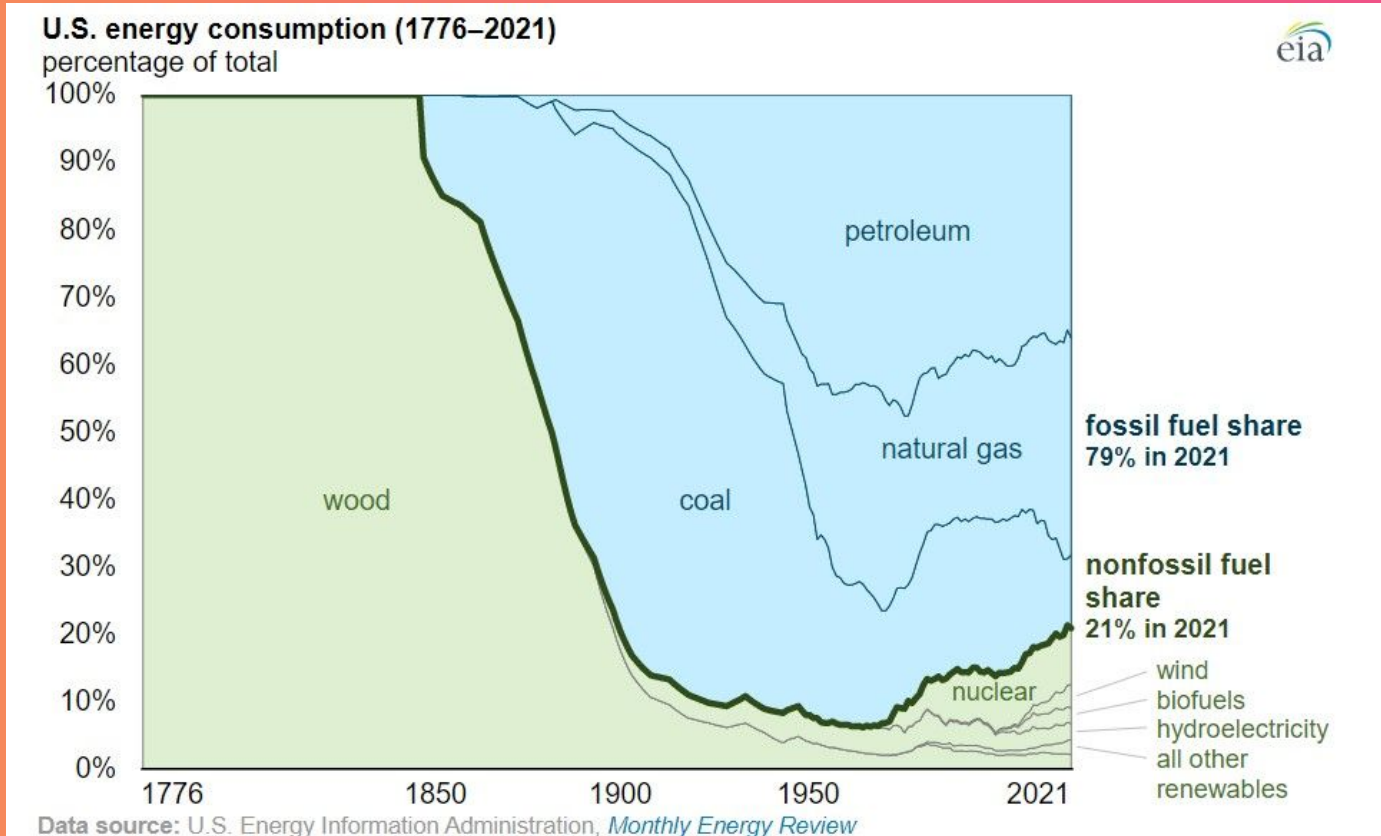


Let's look at Electricity/Energy as an Example



Much of New England was stripped of trees for farmland, fuel, and industry.

US Energy Consumption 1776-2021



5 Days & Not 50 Years

MARKETING ALEC

Scale of Usage

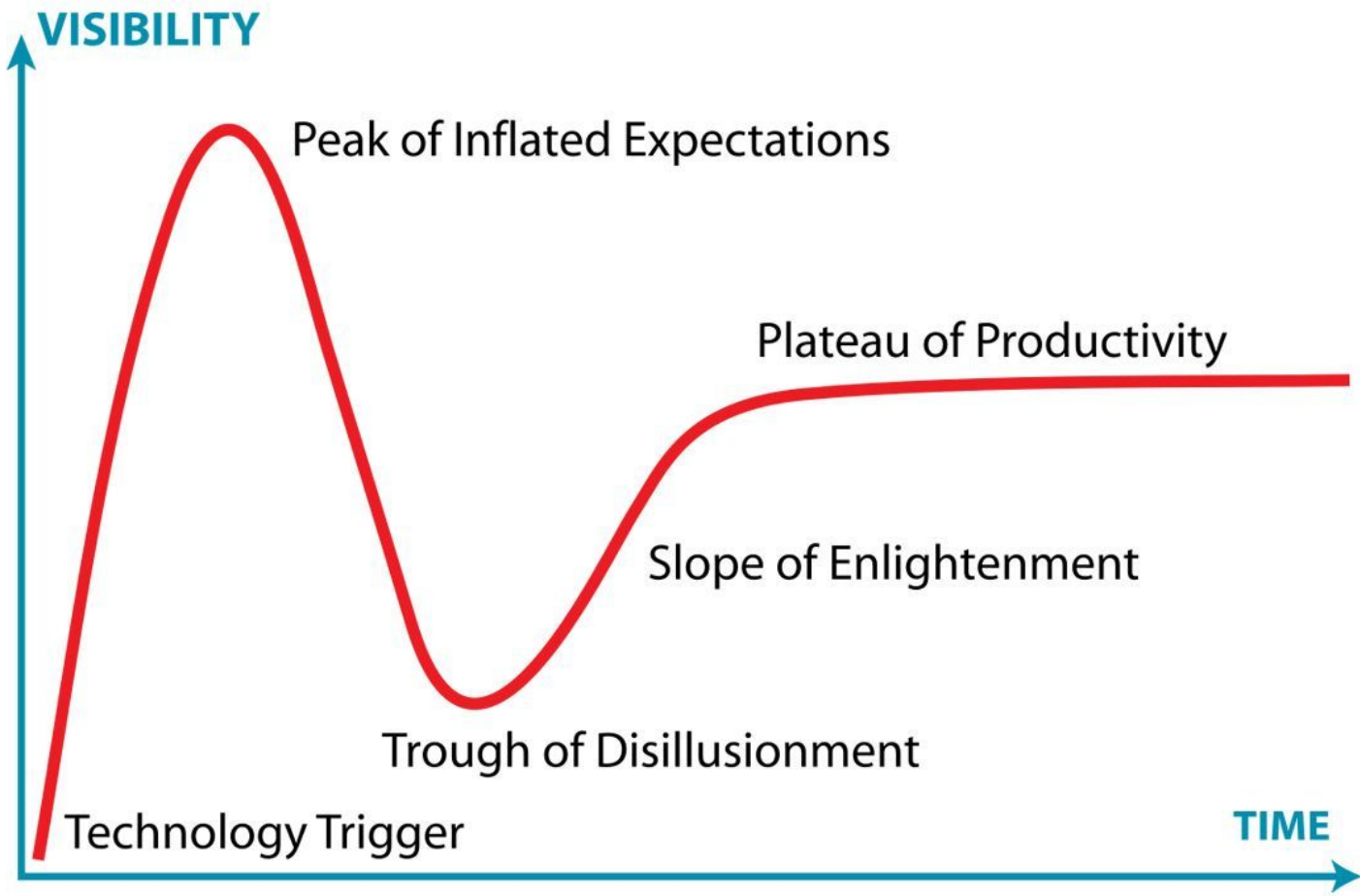
ChatGPT is likely outputting the entire printed work of humanity every **14 days**...

Or $129,864,880 \text{ Books} \times 50,000 \text{ words per book} = 6.5 \text{ Trillion words}$.

6.5 Trillion words every **two** weeks







Change is Hard

1. Have a Framework
2. Build team Skills
3. Eat the Elephant in Small bites
4. Avoid the Hype
5. Always be Testing



AI Text Tools



AI Case Study: Industrial Manufacturing

Marketing Manager Quit
\$96K + Benefits

AI Tools Used:

- Chat GPT Plus for Research
\$20 Month
- koala.sh \$150 blog post to \$3
per post
- Outsourced PPC & SEO \$3K
- **\$60K** in Net Savings

Intro to ChatGPT





- **Android**

- https://play.google.com/store/apps/details?id=com.openai.chatgpt&hl=en_US&gl=US&pli=1
- <https://play.google.com/store/apps/details?id=com.microsoft.copilot&hl=en&gl=US>

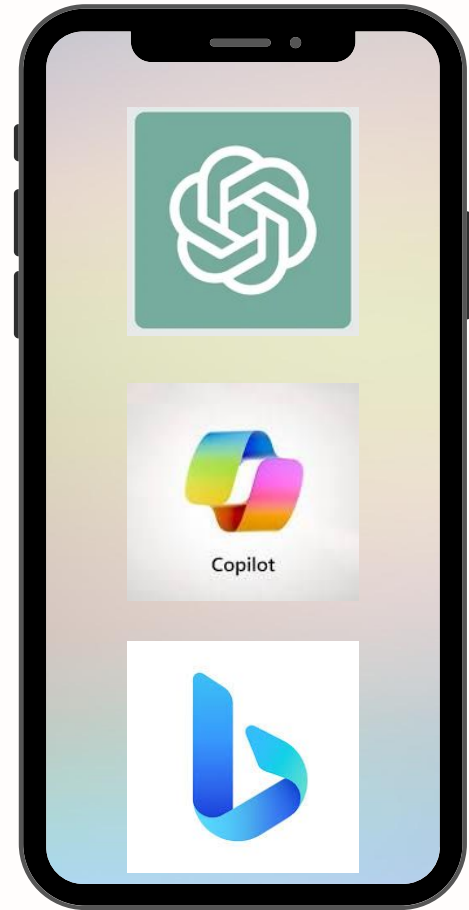
- **Apple**

- <https://apps.apple.com/us/app/chatgpt/id6448311069>
- <https://apps.apple.com/us/app/microsoft-copilot/id6472538445>

Please go download Chat GPT for iPhone or Android to your Phone or Microsoft CoPilot

Or Create A ChatGPT Account

1. <https://chat.openai.com/auth/login>
2. Sign Up
 - a. Can use Google and Microsoft
3. Complete Phone Verification
 - a. Enter Four-Digit Code
4. Download for your Phone
5. Do I need a Plus account for \$20 a month? YES!



Step 1

Collect demonstration data and train a supervised policy.

A prompt is sampled from our prompt dataset.



A labeler demonstrates the desired output behavior.



This data is used to fine-tune GPT-3.5 with supervised learning.



Step 2

Collect comparison data and train a reward model.

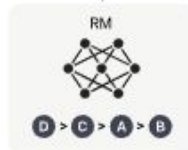
A prompt and several model outputs are sampled.



A labeler ranks the outputs from best to worst.



This data is used to train our reward model.



Step 3

Optimize a policy against the reward model using the PPO reinforcement learning algorithm.

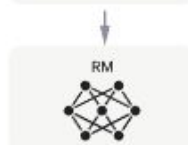
A new prompt is sampled from the dataset.



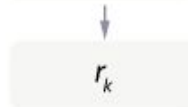
The PPO model is initialized from the supervised policy.



The policy generates an output.



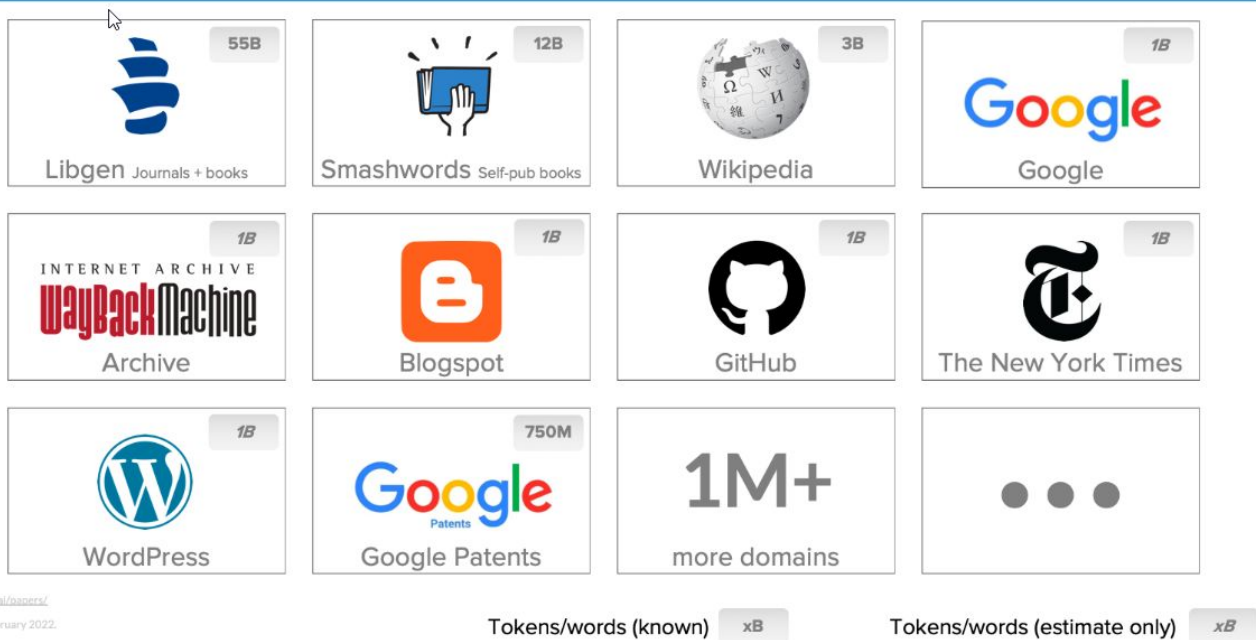
The reward model calculates a reward for the output.



The reward is used to update the policy using PPO.

How does Chat GPT actually work?

GPT-3'S TOP 10 DATASETS (BY DOMAIN/SOURCE)



GPT3.5 Data Sources



Email: "Hi, Alec I want to learn more about AI after the class what should I read? Best Ric"
Respond to this email diplomatically and comprehensively.



Dear Ric,



Thank you for reaching out to me. I am happy to hear that you are interested in learning more about AI beyond our class. There are many resources available that can help you deepen your knowledge and understanding of AI.

Firstly, I would recommend exploring online courses and tutorials. Platforms like Coursera, Udemy, and edX offer a variety of courses on AI, machine learning, and deep learning that are taught by experts in the field. These courses are typically designed to be self-paced and can be a great way to gain foundational knowledge in AI.

Secondly, there are many books and academic papers that you could read to gain a deeper understanding of AI. Some classic books on AI that you may find helpful include "Artificial Intelligence: A Modern Approach" by Stuart Russell and Peter Norvig and "Machine Learning: A Probabilistic Perspective" by Kevin Murphy. If you're interested in reading academic papers, arXiv.org is a great resource where you can find the latest research in AI.

Lastly, I would suggest exploring AI communities and forums. There are many online communities where AI experts and enthusiasts gather to share ideas and knowledge. Some popular communities include the [r/MachineLearning](#) subreddit and the Machine Learning Mastery forum.

I hope you find these suggestions helpful. If you have any further questions or need any additional guidance, please don't hesitate to reach out.

Best regards,

Alec

How to Use Prompts

LLM use a concept called prompting to interact with them.

- Tell is what you want vs asking
- If you don't like the response start a **NEW** Chat
- Email: "Hi, Alec if I want to learn more about AI after the class what should I read? Best Ric" Respond to this email diplomatically and comprehensively.

Tables

Create a table showing ten funny and relaxing movies set in the 1980 and 1990's

Sure, here's a table with ten funny and relaxing movies set in the 1980s and 1990s:

Movie Title	Release Year	Setting Decade	Genre
The Princess Bride	1987	1980s	Fantasy, Comedy
Ferris Bueller's Day Off	1986	1980s	Comedy
Ghostbusters	1984	1980s	Comedy, Sci-Fi
Spaceballs	1987	1980s	Comedy, Sci-Fi
Bill & Ted's Excellent Adventure	1989	1980s	Comedy, Sci-Fi
Clueless	1995	1990s	Comedy, Romance
Home Alone	1990	1990s	Comedy
The Sandlot	1993	1990s	Comedy, Drama
Wayne's World	1992	1990s	Comedy
Dumb and Dumber	1994	1990s	Comedy

These movies are great for relaxing and having a good laugh, and they all capture the fun and quirky spirit of the 1980s and 1990s. Enjoy!

- It's very good at summarizing large sets of data
- You can add columns after

	Genre	Leading Actors
	Fantasy, Comedy	Cary Elwes, Robin Wright
	Comedy	Matthew Broderick
	Comedy, Sci-Fi	Bill Murray, Dan Aykroyd
	Comedy, Sci-Fi	Mel Brooks, John Candy
	Comedy, Sci-Fi	Keanu Reeves, Alex Winter
	Comedy, Romance	Alicia Silverstone
	Comedy	Macaulay Culkin
	Comedy, Drama	Tom Guiry
	Comedy	Mike Myers, Dana Carvey
	Comedy	Jim Carrey, Jeff Daniels

Advanced Topic: AIPRM

Library of prompts:



chrome web store

[Home](#) > [Extensions](#) > AIPRM for ChatGPT



AIPRM for ChatGPT



www.aiprm.com



Featured

★★★★★ 1,492



[Productivity](#)

1,000,000+ users

AIPRM Premium - ChatGPT Prompts

★ Favorites

✓ AIPRM

Public

Own

🔍 Hidden

+ Add List

Your "Favorites" List

Topic

Marketing

Activity

All

Sort by

Top Usage

Model

Not specific

+

Search

Prompts per Page

12

Showing 1 to 12 of 429 Prompts

Prev

Next

Get Monthly Content Calendar In 1 Click

Marketing / Marketing

🌐 · [Google Business Profile Services](#) · 2 months ago

Get a beautifully organized 4-week content calendar that targets your primary keyword using only transaction longtail keyword & clickbait style

Instagram post description / caption generator

Marketing / Marketing

🌐 · [Code Highlights](#) · 1 month ago

Write an Instagram post caption/description

AIPRM how to Use: Topic is Marketing and then Sort By and then Model

Questions?

On ChatGPT?

MARKETING ALEC

Generative Image Tools

AI Case Study:

Commercial Real Estate

Need to update thousands of property images on a corporate website

AI Tools Used:

- Midjourney
- Dall-E3 API to Google Sheet
- One part time FTE accomplished a year of work in a Month



Intro to Dall-E3

MARKETING ALEC

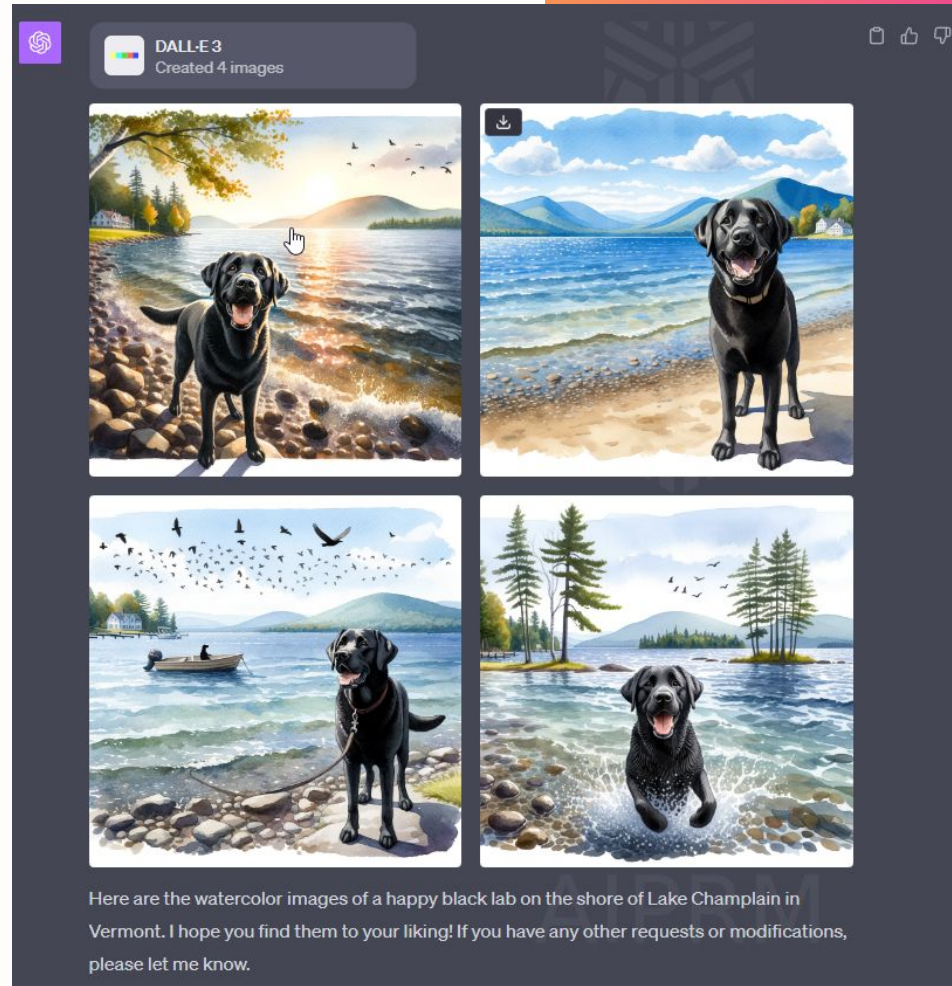
DALL-E Three

Free version at:

<https://www.bing.com/images/>

Paid version in Chat GPT Pro
Account

- Limited to 76 words
- Limited to 15 boost credits in Bing
- No aspect ratios or advanced fine tuning
- Does not need Discord or other tool





framing **film type** **shoot context**
A **close-up**, **black & white** **studio photographic portrait** of SUBJECT,
dramatic backlighting, 1973 photo from Life Magazine **year & usage context**
lighting prompt

vibe prompt **framing** **shoot context** **lighting prompt**
A **vibrant** photograph of SUBJECT, **wide shot**, **outdoors**, **sunset photo at**
golden hour, wide-angle lens, soft focus, shot on iPhone 6, **on Flickr in 2007**
lens & camera prompt **year & usage context**

Using Prompts like a Photographer

Dall E3 Photo Prompts

- Extreme close-up
- Close-up
- Medium Shot or head and shoulders shot
- Long Shot
- Extreme long shot or X in the distance
- Overhead view
- Low Angle
- Aerial view
- Tilted frame or skewed shot
- Over-the-shoulder shot
- Camera settings & Lenses (Wide angle lens. Bokeh)
- Lighting Outdoor: Midday, Overcast, Blue Hour
- Lighting Indoor: Warm, Cold, Flash, Studio, Low-key lighting, High-key lighting, Backlit
- Kodachrome
- Autochrome
- Polaroid
- Cameraphone (Year)
- CCTV
- Disposable camera
- Daguerreotype
- Double Exposure
- Black and white
- Instagram, Hipstamatic
- Contact Sheet
- Color splash
- Solarised
- Actions sports vs professional, etc



Stencil, street art, Banksy ([source](#))



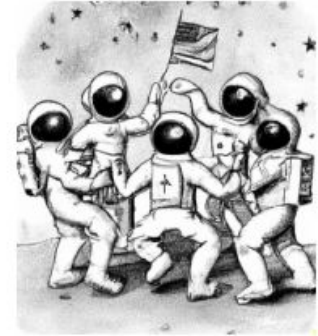
Ballpoint pen art ([source](#))



Pencil sketch ([source](#))



Pencil drawing, detailed, hyper-detailed, very realistic ([via](#))



Political cartoon from U.S. newspaper



Charcoal sketch ([source](#))



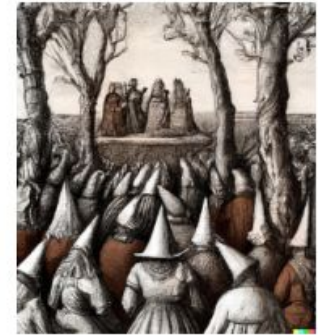
Woodcut ([source](#))



Field journal line art ([source](#))



Colouring-in sheet ([source](#))



Etching ([source](#))

Illustration Styles in Black and White and Monochrome



Crayon ([source](#))



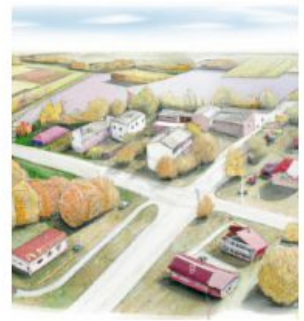
Child's drawing / children' drawing ([source](#))



Acrylic on canvas ([source](#))



Watercolor ([source](#))



Coloured pencil, detailed ([Source](#))



Oil painting ([source](#))



Ukiyo-e ([source](#))



Chinese watercolor ([source](#))



Pastels ([source](#))



Airbrush ([source](#))

Styles for analog media



Alegria, 'corporate Memphis'



Collage, photocollage, magazine collage ([source](#))



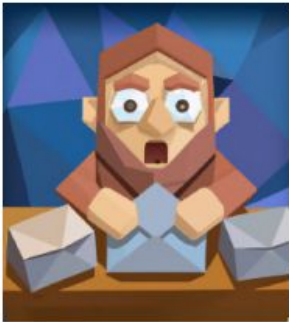
Vector art ([source](#))



Watercolor & pen ([source](#))



Screen printing ([source](#))



Low poly ([source](#))



Layered paper ([source](#))



Sticker illustration ([source](#))



Storybook ([source](#))



Digital painting ([source](#))

Styles for Digital Media

Other Tips:

- In style of: Comic Book Art, Pixar, The Simpsons
- Art History: Ancient Egypt, Baroque, Art Deco
- Artists: [Explore — Google Arts & Culture](#)
- Other: Hairstyles, Tattoos, Clothes, Makeup
- Locations: Gardens, Streets, Events, Interiors
- Upload images and blend them
- Does not do well with Text except Greetings

“, pixel art”



black lab on Rye beach, nh claymation

Intro to Midjourney

MARKETING ALEC

Midjourney

- Need Discord to use
- It's all about the prompts
- Good for storyboards and ideation
- Use search to find renders you like and the prompt they used
- Training available on Discord





Midjourney does a better job rendering people.

Other Free Resources

- [Photopea | Online Photo Editor](#)
- [CapCut | All-in-one video editor](#)
- [Face Restoration Tool](#)
- [List of Aesthetics](#)
- [Dall-E2 on Reddit.com](#)
- [Dall-E2 Prompt Guide](#)





Pro Tip

- If you get stuck ask Chat GPT to generate the image prompt for you
- Data shows a 50% improvement in outputs if you ask the AI for help



Questions?

On Midjourney?

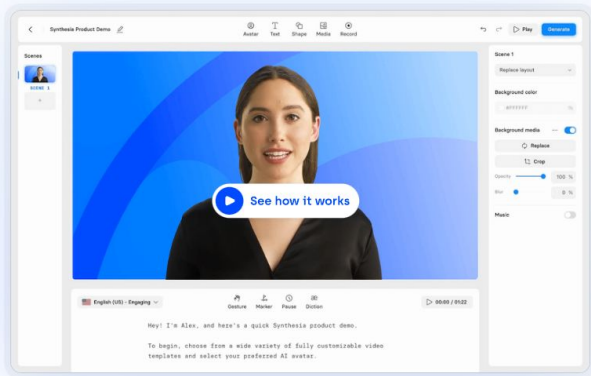
AI Video Tools

#1 AI video creation platform

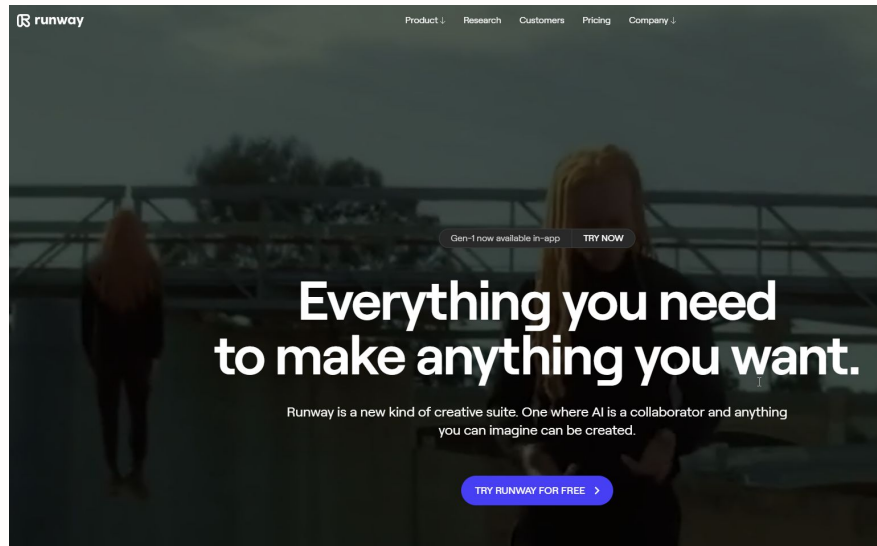
Create professional videos in 15 minutes

- Simply type in your text in over 120 languages
- No equipment or video editing skills required
- Save up to 80% of your time and budget

[Create a free AI video](#)



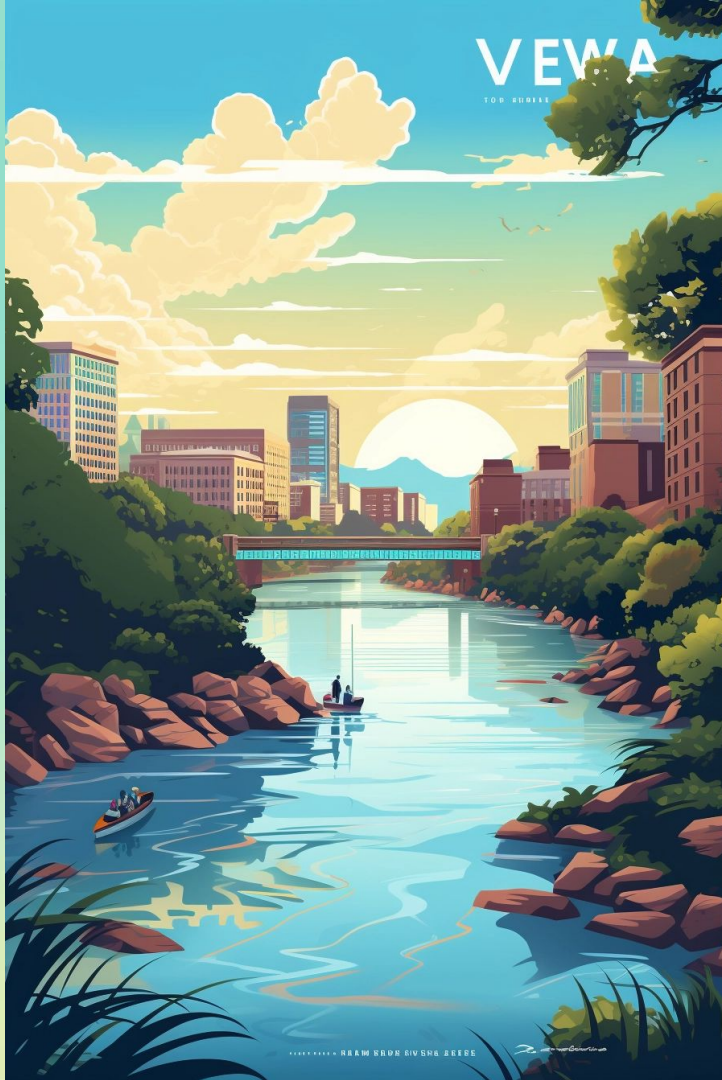
Trusted by over 50,000 companies of all sizes



Other Video Tools we are not going to cover but are worth checking out:
Synthesia and Runway.

Why Descript?

MARKETING ALEC



AI Case Study: Environmental Non Profit

Needed content for Social
Channels

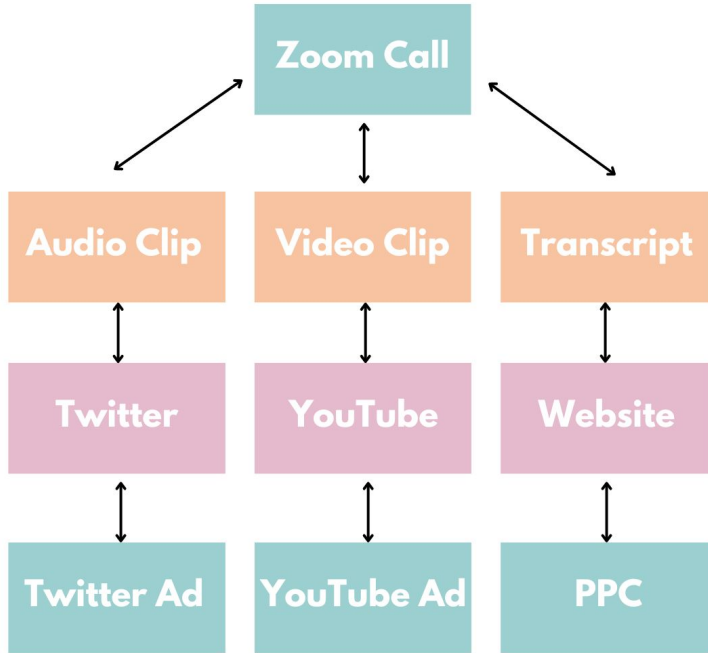
Tools Used:

- Descript
- ChatGPT to Google Sheet
- Zapier for Automation
- One non marketer produces content for Facebook, Instagram and LinkedIn Weekly

Get A Descript Account

1. <https://www.descript.com/>
2. Sign Up
 - a. Can use Google
 - b. You get 1 hr and 1 Video
 - c. Or \$24 a Month for Pro





Scale Content

Take a Zoom call and

- Transcribe to
 - Blog / Website Content
 - PPC Ads
- Video Clip
 - Youtube Channel
 - YouTube Ad
 - Social Post with Video
- Audio Clip
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