

USING CHAT GPT

WITH KIMBERLY BEER



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Create a business that
supports the life
you want to live.

30+ Year Entrepreneur
Podcast Host
AI Explorer

Meet AI!

Think of AI like an employee.

- Needs training to be effective
- Has access to the internet's vast archives
- Isn't 100% accurate
- Can lie
- Needs supervision and direction



Some terms you need to know:

Machine Learning (ML)

Natural Language Processing (NLP)

Model Training

Prompt

Token

Generative

Bias

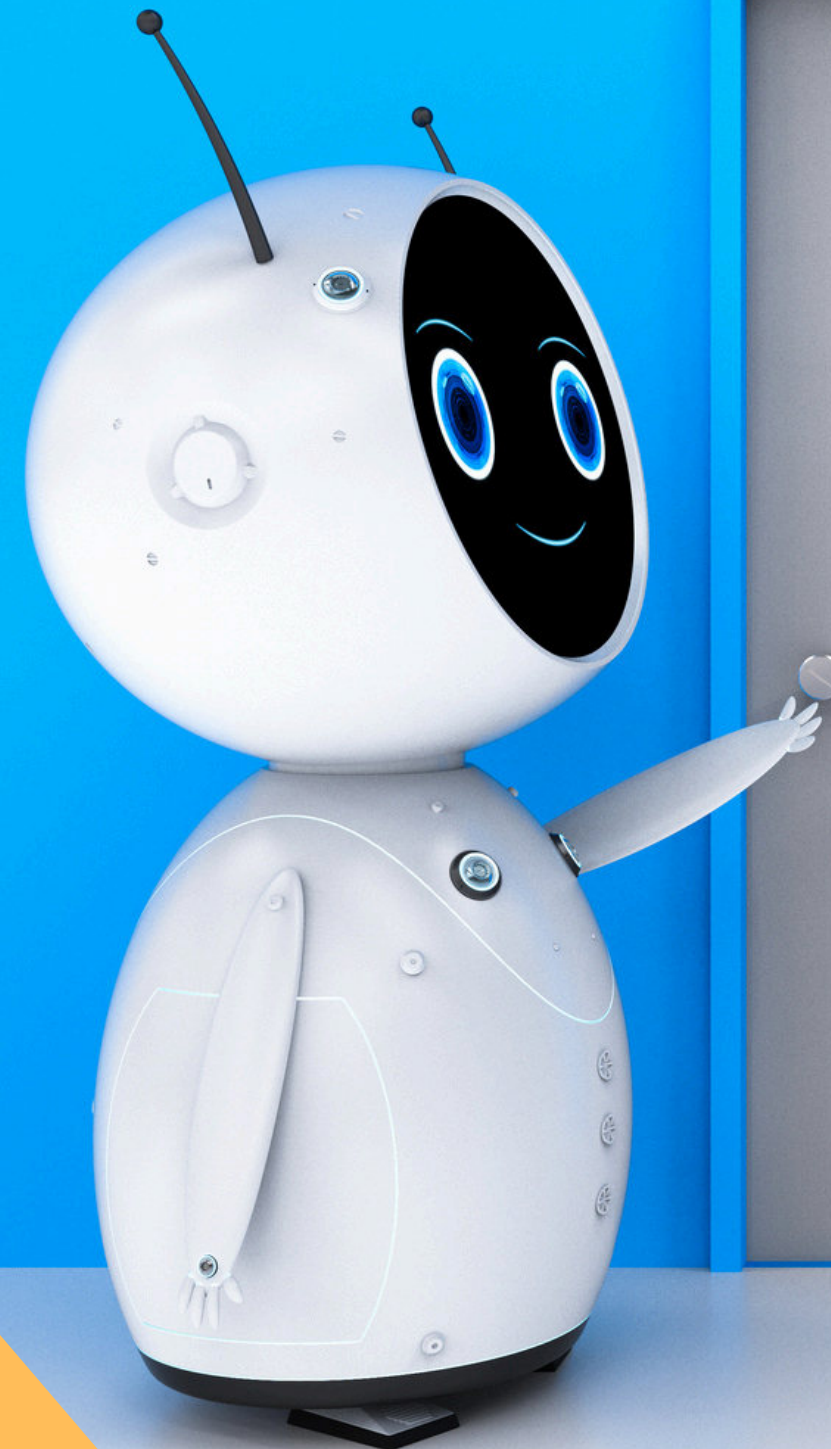
Overfitting

Hallucination

About Chat GPT

Gives you access to a vast amount of knowledge parsed through an API and formatted by an AI.

JOB



Chat GPT Basics

Use a PROMPT to ask the AI to do what you want.

Be SPECIFIC in your prompt.

Speak to it like an employee.

Double check everything!

Train it to be better.

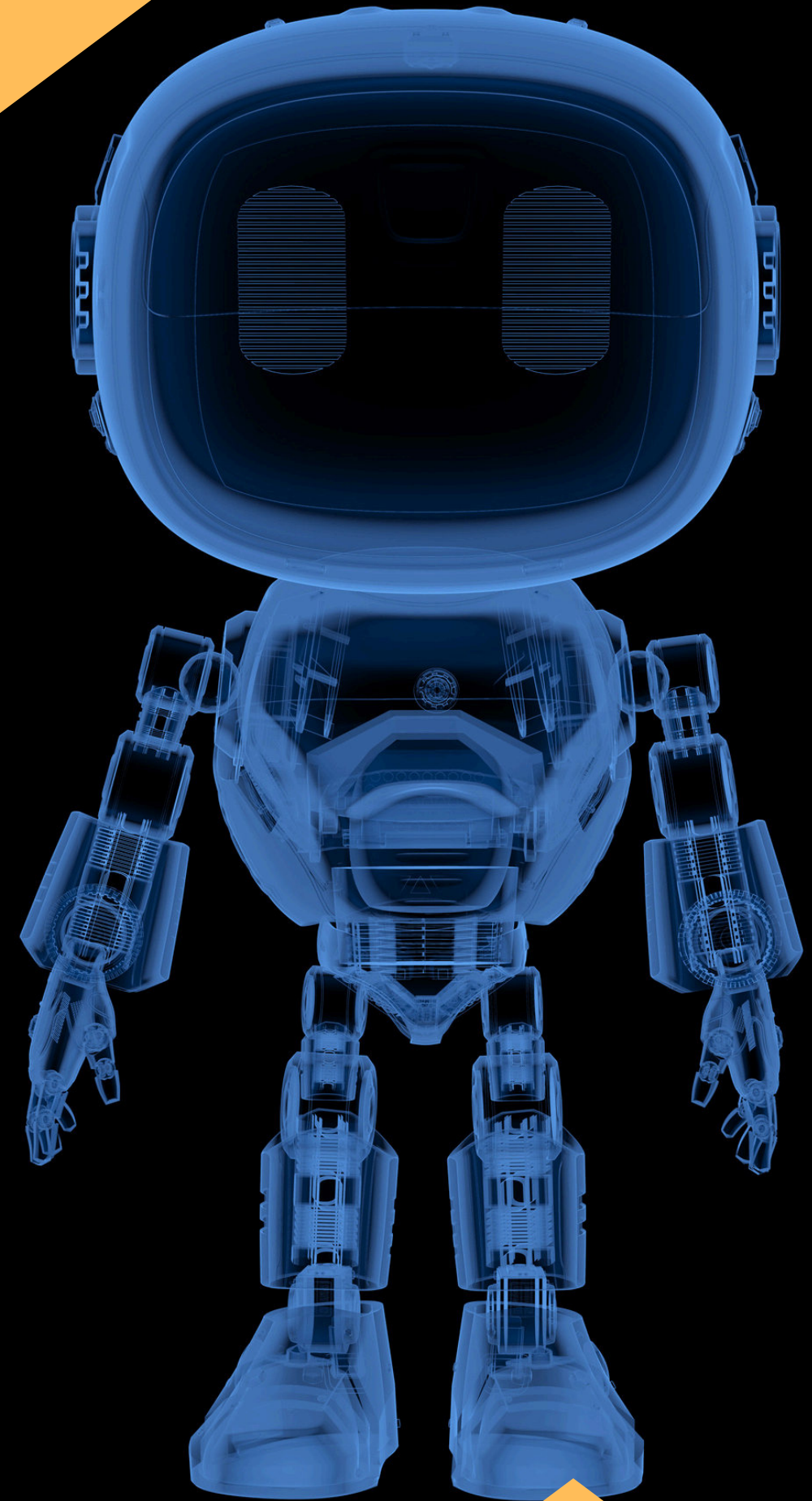


Don't:

Use AI content verbatim without checking it! **NO!**

Depend on AI to do your copywriting. **NO!**

Trust AI's statistics without double checking. **NO!**



5 Ways You Can Start Using Chat GPT Now

#1

Condense or Expand Your Already Written Content



5 Ways You Can Start Using Chat GPT Now

#2

Better Understand Your Customers



5 Ways You Can Start Using Chat GPT Now

#3

Filling Branding & Messaging Gaps



5 Ways You Can Start Using Chat GPT Now

#4

Technical Quick Reference



5 Ways You Can Start Using Chat GPT Now

#5

Social Media Post Generation



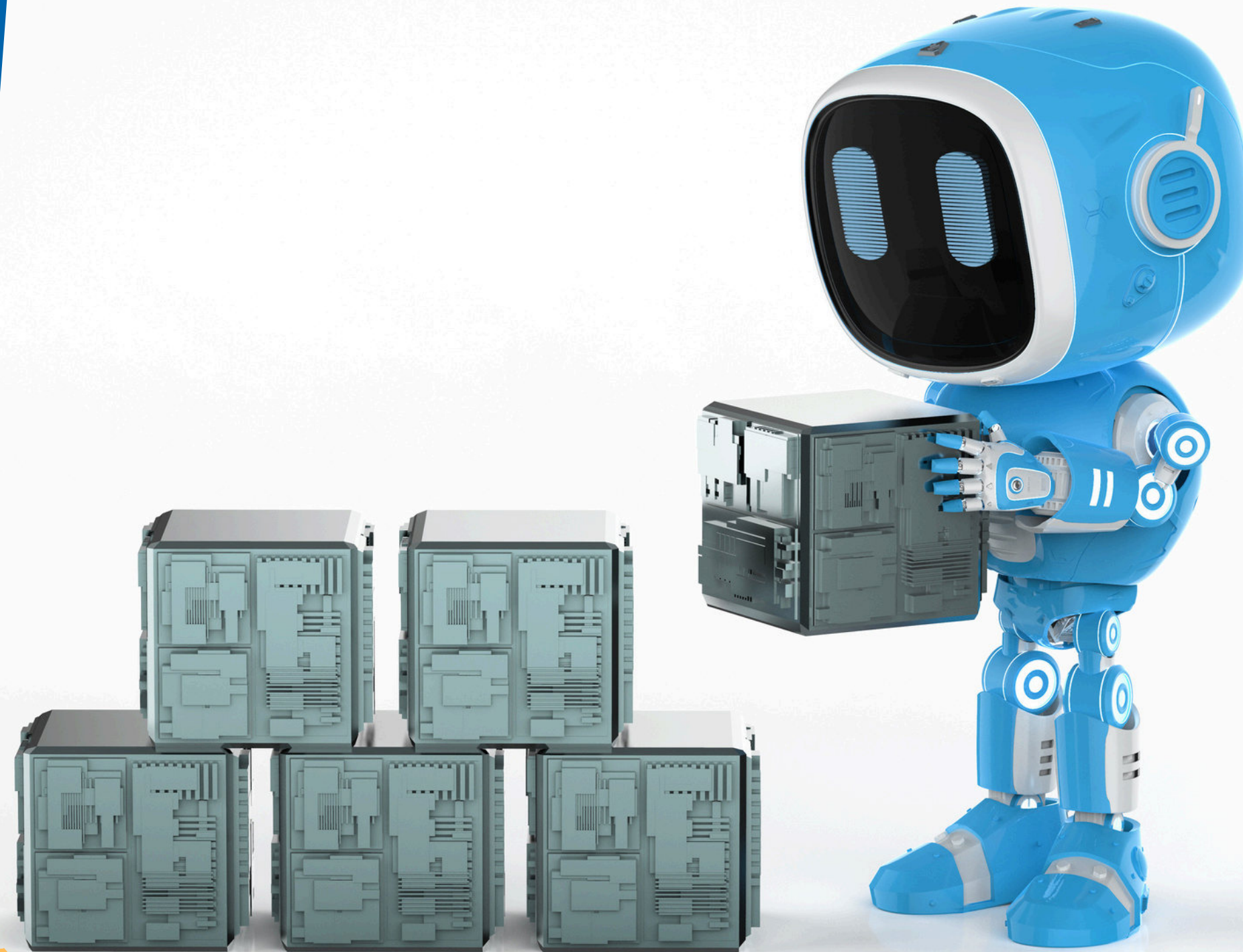
Paid or Unpaid?

Usage Limits

Response Time

Advanced Features

Current cost is Free or
\$20/month



What Else?

[Theresanaiforthat.com](https://theresanaiforthat.com)

[Perplexity.ai](https://perplexity.ai)

[Gemini.Google.com](https://gemini.google.com)

[Firefly.Adobe.com](https://firefly.adobe.com)

Midjourney (Discord)



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