

# Staffless? Not with AI.

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## ♥ WHY IS THIS TOPIC RELEVANT?

- Computer boom - older folk (me included)
- Worldwide issue with staff, management, time (think Jodi Story)
- Key is to support the right staff - imagine this...
- Bottom-line goal: give better care

## ♥ THE PLAYING FIELD HAS CHANGED

Because of AI - practitioners can hire their first team member for as a little as \$20/month to do things like:

- Generate content ideas
- Write/draft content for Social Media
- Perform market research
- Write Facebook ads
- Give you marketing, sales advice and all around business advice
- Personal discovery and research

## ♥ WHAT IS ARTIFICIAL INTELLIGENCE?

- The capacity given by humans to machines to memorize, and learn from experience, to think and create, to speak and judge and make decisions
- Putting information in front of you, and organizing it
- Can not do the BOOK SEARCH for us
- The ability for a computer to think and learn for itself
- 🗞️ Google search topics
- 🗞️ Amazon product recommendations
- Post recommendations from your favorite social network like YouTube and Facebook...

**Open AI** - ability to interact directly with AI

**ChatGPT** - chat with artificial intelligence and give it commands or tasks to execute on your behalf, ask questions, etc. like:

*“What would a first time parent write in their journal before going to bed?”*

*“Write me a Facebook ad for a coaching program on how to become a better parent.”*

Or even...

*“How can I make paleo and grain-free meatballs? Share with me instructions and a recipe.”*

## ♥ **WHAT ARTIFICIAL INTELLIGENCE TOOL SHOULD I USE?**

Everyday new AI tools are being released to solve new problems.

Discover new artificial intelligence tools we suggest regularly browsing directories like: <https://www.futuretools.io/>

Conversational Ai using ChatGPT (specifically the **GPT-4 model**).

A **model** can be thought of the Ai's operating system (e.g. you update your Mac or Windows computer regularly for bug fixes and new features). Right now - GPT-4 is the latest model

<https://chat.openai.com/auth/login>

“Premium” access for approximately \$20/month gives more stable and consistent results. - only way to access the GPT-4 model which is significantly better than GPT-3/3.5.

## ♥ **HOW CAN I GET THE BEST RESULTS WITH CHATGPT?**

Artificial intelligence is only as effective as the prompt (instructions) you give it.

The more specific and detailed the prompt, the better output (result) you will get.

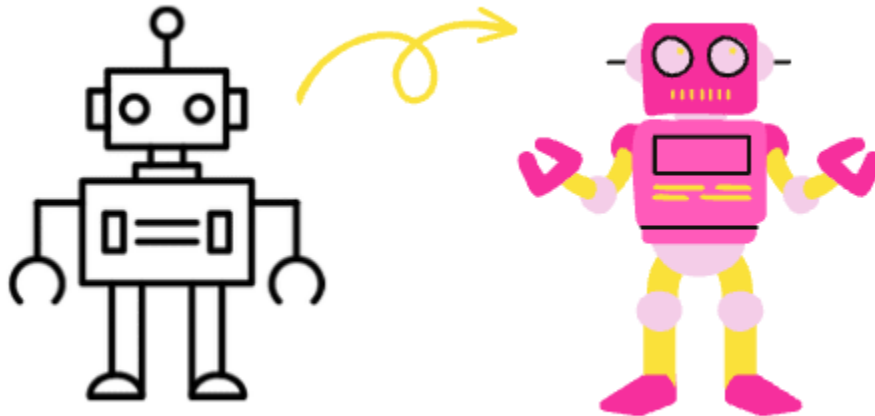
**Nope Prompt:** Write me a Facebook ad on back pain.

**Not So Much Prompt:** Write me a 500 word Facebook ad on back pain without emojis.

**Good Prompt:** Write me a 500 word Facebook ad talking to women who are looking to feel better with their back pain after pregnancy.

**Great Prompt:** You are a direct response copywriter who specializes in writing Facebook ads. Write me a 500 word Facebook ad talking to women who are looking to get rid of back pain after pregnancy. End with a call to action to join my free practice Facebook community.

Imagine Ai being simultaneously all-knowing and all-powerful, yet lacking an identity -



- dress up your Ai and tell it who it needs to become for whatever you need for your practice

### ♥ HOW DO I LEARN MORE ABOUT PROMPTING?

ChatGPT persona prompts that further illustrate who you can make ChatGPT become:

<https://github.com/f/awesome-chatgpt-prompts>

### Warnings:

- 50-80% of the way to completing a *nuanced* task or question.
- Polish the content to make sure it has your spirit and is more human-sounding
- Direction and skillset coming your way in the Staffless AI course
- AI is an enhancer, not an answer
- We are still in innovators phase, especially for wellness practitioners

### Next Steps Tools:

- PPM
- Four Part Marketing Map
- New Client System
- Club Access

### Next Steps Training:

Practice Growth and Creative with AI Know-How Parts 1, 2, 3

