The First Free AI Agent Builder is Here and it's Powerful

URL: https://www.youtube.com/watch?v=oE2tjGBvsF4

there's a brand new AI agent Builder where you could build custom AI agents with very specific set of instructions completely for free and I want to show you exactly how to use it in this video if you come to this website right here chat. mol. mistol is a large language model is by a French startup and is free to use this chatbot is free to use and it's powered by a large language model right now called mistro Larch 2 that's one of the models they have they have other models but this is the best one available right now what they just released is this option right here agents so if you click over here it brings you to this page where you could create yourself custom agents and these agents could be powered by different AI models that mistol has so again mistol large 2 is one of them now what are these agents exactly right now in the world of AI we have two very popular AI agent Builders one is called custom gpts so if you go to chat GPT this is one that I've built myself in order to build them inside of chat GPT you need a paid version of chat GPT for $20 a month and you could build as many custom agents or custom gpts as you want so this one I'll show you in a second we'll use for this video the other option you have is from cloud so cloud. a another chatbot and here you could also build these things called projects so with projects you could again build something that's very specific and with its own set of instructions these are really designed for very specific tasks that's why they're called AI agents that's what they call them in mistol and this is a third version of that so you have an option I've made ton of videos comparing custom gpts and the reason why I make many videos about that is because I think these AI agents or custom gpts are the best parts right now in the world of AI I use them more than any other tool and I've literally test that out about a thousand different AI tools so let's go ahead and finish building this agent again pick your model I recommend large 2 this temperature option has been around if you've ever done anything more customized but the higher you go this goes all the way to one or you could bring it all the way to zero and typically somewhere in the middle is where you want to be now the closer to zero you go the less random your output is going to be and then if you go all the way towards one it's going to be a lot random a lot more creative so you could just hover over lower value makes results more predictable so the fact that we have this slider this temperature slider here to control Randomness something we don't have anywhere else unless it's more customized things that are more advanced for developers then you have your instructions where you could type in a system prompt so a system prompt is something that you could give to chat GPT for example at the account level it's a custom instruction for the specific bot that I'm building this AI agent is going to have a very specific system prompt when you're using chat GPT if you're just regularly using it you don't really know know how they prompted to talk to you in a specific way here when you design these little agents you could get each one to be different than another one not just like a broad chat GPT or broad mistol so I buil this custom GPT and it's available for free because you could build custom GPT and share it with people without a paid version they could use it completely free so here you could type in a basic prompt and I'll link this in the description and it will generate a custom instruction that I could paste over there and I'll type in something simple so my instruction is turn a single sentence into a LinkedIn post and this is going to create a much more interesting prompt you are an AI model designed to transform a single sentence into a professional LinkedIn post so this is creating the prompt this is your little prompt designer here I'll go ahead and copy this right here and let's go ahead and back to our agent Builder and type in our system prompt over here which by the way is optional but the point of these is that you give it a system prompt so it follows your very specific set of instructions talks to you in a certain way you could give it a tone you could give it a writing style you could give it a reading level all that could be part of your custom instructions again I've made ton of videos on this channel about how custom instructions work now this is one of my favorite prompting techniques and it's available here as an option it's called fuse shot prompting so with fuse shot prompting you could give the model an example so you could tell that hey when someone puts this input this is the ideal output that I want so if you click this it says what's the input and what's the output that you desire so here's an example so this agent the purpose of this agent is I could give it a simple one- sentence LinkedIn post and it will give me

something far more detailed so that's what the instructions I give it so I need to give it an example for input so let's say if a post I was going to make just said AI education is crucial for preparing students for tomorrow's jobs H it's okay right I wouldn't probably post that on LinkedIn so what would the output look like if I was giving this chatbot an example it's learning from a very specific example and you could give it more than one so I could give it something like this that's far more detailed here let me go ahead and extend this out a bit AI is becoming a big part of our world and teaching it well is the key for getting students ready for the future careers and there's a bunch more here right and all I have to do is if I give it an example of the input and write the output that's a lot more detailed is more customized to my writing style it's going to use that as it set of instructions to give us an answer and I usually like to give it one or two examples like this when I have this options for demonstration before when I was teaching Claude in the project settings or if I was building custom gpts I will still give it this input and output example because few shot prompting is a great way to give instructions to these chat Bots but I was doing that as part of the system prompt now it has a different section for it inside of this mistal agent Builder and that's pretty much all I have to do and then I could go ahead and name this agent on top LinkedIn post generator and I could press deploy right here and for my deployment it lets you do it through the API again that's for developers but in our case we're just going to put Le chat this is their chat bot over here so I'm going to deploy it there now let me just point out the pricing here because if you deploy your agent if you just press deploy here you could use it for free inside of their chats so inside of that first website I showed you you could pick it which I'll show you exactly how to find it and use it totally for free custom gpts can't be built and used for free you have to pay for them to build them clot projects you have to pay to build them here you could build them and use them for free the only time you may want to pay is if you want to use their API so if you're building some kind of AI app using this then you'll need to pay because API is pay as you go and you will have to pay for that or if you want to test it out while you're building it on the right side is letting you test it out that requires a subscription but it's not a flat rate it's pay as you go and I'll set that up in this video as well but for most of you you could go ahead and build this AI agent you could go ahead and deploy it you could share it with other people and you could use it all for free and in order to do any testing with it by the way it says it's great out right here because we need to set up a subscription so let me show you exactly how that works if you decide to go this route this does have a free trial again I don't know if this is available in every country but over here I could go ahead and activate it or or I could just press subscribe over here and the pricing is based on what model you choose in the very beginning so some of them are very cheap like some of these older models are very cheap but if you use mistro large 2 you could see this one right here is $3 per million tokens on the input side $9 on the output side just to compare this with gp4 for example it's slightly cheaper it's I think about half of GPT 4's newer model somewhere around there but it's not that far off okay so just so you have some idea if you were using the API on the GPT side now if I go back to the chat interface here any agent I build by the way is going to appear just like this and I could build other ones here and over here I could just type in this again would be a simple LinkedIn post and then I could go ahead and send this out and it should use my set of instructions I give it for this very specific task and as you could see this was the LinkedIn post that I would have written and it's making it again much more comprehensive based on my set of instruction and based on that few shot prompting which was given an input example and an output example and wow this is pretty involved here but it looks like a linked impost right something like this would probably get a lot more engagement than something that's just a simple one sentence a great way to optimize anything and I usually like to use these AI chat Bots for exactly this purpose to remix content to take simple content make it much better and I use this across all the different social medias that I post to or even for newsletters and email copy too and I recently made a video comparing Cloud projects to custom gpts too so those are your two other options this was a new one that I wanted to add to the mix but I recommend you watch that next some of those have better options that this doesn't have including a way to upload your own documents as part of your GPT your own knowledge base chat GPT could do that clot projects could do that this cannot do that yet which is a big big limitation that hopefully they improve on but I hope you found this useful and I will see you on the next video
References and Recommendations: No references or recommendations found.

Mastery is an Infinite Game with performance psychologist Mike Gervais | A Bit of Optimism

URL: https://www.youtube.com/watch?v=eWrpJ00IQWY

confidence is super interesting like it only comes from one place and one place only go on what you say to yourself but how on Earth do I actually stop caring about what people think about me when as social animals I want to be included I want to feel like I belong I want to be trusted I want to be a member of the tribe I want to be welcomed and invited because not to be is to feel alone to feel ostracized to feel brushed aside know your purpose so it's no longer about identity it's about something far larger so your identity Fades away it just allows your identity of like I have to perform to start to evaporate and I'm performing because I want to contribute to something that's really meaningful and it's not Wall Street bottom line Mike I'm so glad you came on the show uh I'm such a fan and I I so enjoyed coming on your podcast finding Mastery and I thought you know for those who don't know fing Mastery a you're missing out but B how selfish am I to go and enjoy your company and not share you with everybody else so thanks for thanks for joining our little podcast for those who don't know you um you're a psychologist by training and in particular what I would I guess high performance right that's your specialty correct um and you worked with the Seahawks and other football teams you come from Sports um what I let's start let's start for you you talk about Mastery over for performance and I find this this is an important Nuance because every CEO you talk to CEOs and like you know so what kind of we're a high performance culture we're a high performance everything is performance performance even when it's not why doesn't anybody talk about Mastery why are people so obsessed about performance and even you you come from Sports where performance is the thing that they talk about why does everybody talk about performance and nobody thinks about or talks about Mastery there's kind of like this high performance treadmill in just about every industry that you can get your kids on you you know like there's a some sort of track in the corporate world that you can get on that you know you do a b and c things you give yourself a pretty good chance of being a high performer whether it's technical skill development in sport it's physical and for all of us it's mental and there's like a a little bit of a track for it and the track for Mastery is really Los when I think about the difference between high performance and Mastery e high performance is about executing on demand but with Mastery there's a bit of a contour to it there's something that just has an organic authentic artistic expression on demand certainly but there's a different Contour to the path of Mastery um what do you mean by Contour the way that you see the world around you is there's a difference between people that are committed to Mastery and those that are committed to high performance so I don't have a better word I've been studying this thing for 25 years and so the I wish there was a way to express the space that happens for people that are committed to Mastery versus like the execution got to go drive drive drive drive get it done you know execute on command be great be great recover be great recover that's like the high performance kind of process Mill if you will nothing wrong with that but there's a difference between the commitment to Mastery and then let me open it up two ways Mastery really is about Mastery of craft and Mastery of self so you're you're really using the craft to go deeper to understand The Human Condition yourself first and then in return other people as well I need I need to go deeper than this because we get judged mostly by our results right our bonus structures are large largely tied to our results a lot of people unfortunately tie their self worth to their results that's right um uh we are a uh for better more likely For Worse results oriented Society we grade children we grade their art from very young very early Ag and it's usually individually motivated you know what is your grade relative to other relative to other people you know etc etc etc and as we talk about this and I'm sort of like thinking about the people I admire performance is an output it it it literally comes at the end of something that's right Mastery is an input yeah Mastery is a commitment like the Mastery comes before that's right and so that's one difference which is somebody who is you know you actors always talk about the craft you know you say how do you know that person's a good actor like they they study the craft yes you you I was with the Seattle Seahawks for nine seasons and just about every game we won a lot it was a it was a high performing team and just about every game we're on the 50 yard line pregame there's like the stadium holds uh

let's call it 70 I think it was like 78,000 people so it's about half full at this point there's good energy players are out there moving around doing their thing and for sure coach would always come up to me and say so mik what do you think what do you think what do you think about today and at first I thought that I needed to answer that like I am the high performance psychologist I need to answer what I think about their their mindsets or their commitment to winning or or their ability to win today which and then I realized like no this is about the coaches really asking what do you think of their framework what do you think of the quarterback's framework is it sturdy or is it flimsy is are is the offense going to get knocked around or they grounded and really sturdy and how they're going to go about being their very best and to your point about input output there is another output winning whatever that means right and when you Cobble together a bunch of performance outputs you get to the outcome right whatever winning means for people and in that process if you have a sturdy Nimble strong agile the antifragile type of stuff if if that is the way that your psychology is built you can go weather some really incredible hostile rugged challenging environments psychologically so it when you say it's an input it's a fundamental decision that you make that I'm moving towards um Mastery as opposed to high performance I went to Japan and we went to visit um a samurai sword maker there you go and he's one of the last like hundred guys left making samurai swords in the traditional method where he folds the steel himself and does all this and his story was quite remarkable which is he had a desk job um and was like I can't this can't be my life and he quit and decided to become an apprentice sword maker and has now been on his own and uh he says we we talk you know we're we're talking to him and he's like you know I'm still I'm still learning um I'm one day I I hope to be good at this and we're like how long have you been doing this he said 30 years that's that that's it you know yeah you're lighting up when you say it cuz like that appreciation truly for being being a beginner in your approach to like how things really work and as you get further down the path even at 25 30 years and you're further down the path of really understanding something yeah um the Mastery of self is what drives that Curiosity yeah like wait how does this man if I could just figure out how to really dial this thing in in the way that I see it could be yeah how do I match my skills with the the challenge ahead of me or in front of me he doesn't think he's bad at it he just knows he can be better that's exactly it and there's there was an incredible lack of ego you know at the same time an incredible self-confidence yeah because otherwise you wouldn't have the grit to stick with it and realize them because I think you have confidence if you see yourself improving confidence is super interesting like it only comes from one place and one place only go on what you say to yourself that's it and so now that has to be credible yeah you have to speak to yourself in a credible way and there's there's a calculus there's a math it's a math problemy ol logically if you will is that what's happening for confidence and I'm going to tie it to your point in a second is that there's this constant calculus which is I'm interpreting the challenge ahead of me or in front of me the demands of a challenge okay whatever it is playing one-on-one basketball against Michael Jordan or having a conversation with you or whatever it might be I put you and Jordan in the same category and so um no for real like it's a it's a perception of the challenge mapped against my perception of my internal skills let's say that again a perception of the challenge mapped against my perception of my SK skills right and so if I can see the challenge is high and wonderful and big and whatever and then I can also know how to back myself that I've got skills to navigate this challenge right now I've got like the I've now I've got the ability to speak to myself in a way that builds confidence so confidence is State specific meaning it changes from moment to moment from environment but that's the math that sits underneath of it and you were probably really smart when you were young you're smart now um it's like the same as a young athlete they're probably pretty talented when they were young certainly the exceptional ones are and like they they or you didn't maybe really learn how confidence worked because when you walked into a room you were always one of the smarter ones that got it quickly so you didn't know that it had to come from this calculus it just was a thing that happen based on how well things go now here's the Trap my confidence comes when something goes well I feel confident yeah when I get two buckets in a row now I'm confident when I walk on stage and people smile and I say a couple funny things and something smart and I get that look from the audience then then you nod your head like nah now I'm in my pocket yeah so that's dangerous because you're waiting for your external world to give you the information that your internal world is solid and when it goes directionally in that way is a problem now you're constantly getting whipped around the external world so if you get the direction of this right and

you build it on the math that we just spoke about okay so here's the reality the real story yeah I was a solid be student okay cool right yeah uh I think my brain worked quickly but there's some subjects I just didn't grasp and to this day I still struggle with right you know my friends were the Smart Ones like my friends were the one who is the straight A student in math or the straight A student in English or the straight A student in history and they all had a subject or a couple of my friends were jocks who were like the star football player I jogged around the track occasionally you know so what was going on so uh so for me the challenge was I was always the dumb one or the not athletic one around my friends I mean I was athletic but I was never an athlete yeah right there might be something really healthy going on there that you didn't over identify your identity was R not wrapped up in what you were doing and and so and so this the the the the stress that I had was what's my subject everybody has a subject like that one's good at math that one's good at English that one's a great writer that one's great at physics that one you know and I had no subject and so I had to go on a journey to be like I'm fine at at everything but I'm great at nothing and I the lesson that I started to learn was I I looked outside of the subjects that were written on my school schedule and thought what is the stuff that I'm good at that my friend that I'm I mean that I'm better than my friends at and I was better at asking questions I was better at talking cuz I had to be cuz it was a survival Instinct for ADHD CU I couldn't study so I had to get good at asking good questions and listening to the answers and I didn't know what to do with that but it gave me confidence to know that I had a thing it just wasn't written down on my high school schedule or my College schedule I've got a story for you I've got a story for you to uh to relate to what you just shared is that um in high school and college I didn't have a thing either and so I'm I'm a psychologist in high school I got an F in psychology so I keep my high school report card in mind as a reminder you know it's great when you can find your thing at a young age I was I was a bit of a wreck yeah so um love my parents dad was a functioning alcoholic mom was codependent and I knew that I wasn't I didn't have a thing either I was athletic but I was not the athlete I was clever and smart but I was definitely not the student and so I didn't have a thing either and I think that there's a case to be built that when you over identify early on your identity with a thing that you're good at it can get you really good because you have to go all inh so when you stand at the pitcher box or or the Batters box or you're on the pitcher Mount or whatever sport it is and your entire identity rests on you striking people out or hitting home runs you practice hard mhm you practice probably practice harder than just about everyone else so at a young age that get you really good now you're this is a dead end full stop dead end approach because you are so much more than the thing that you do so you and I accidentally were afforded this luxury of kind of the flounder floundering years where it's like your identity was not wrapped up in it and you didn't know the thing that you were that was going to spark you there's so many thoughts going through my head which is um this goes to and you and I have talked about this which is the concept of finite and infinite thinking right and the finite there's a great iry in this which is to say I have a subject or I'm a basketball player or I'm a pitcher or whatever it is and I'm going to be the best I'm going to work hard and I've got that work ethic and I've got that discipline the problem is there is a date that that stops that's right you either get injured get fired or it's just time to retire just about everyone gets pushed out of the pros and the same can be is true in life I'm the best lawyer I'm the best Banker I'm the best blah blah blah and at some point you're going to have to leave they'll either push you out or you just age out right there's the number of CEOs or high performing Executives that I meet that leave their careers or or you know sell their companies whatever it is and they have massive identity crisis because their entire lives they would Define themselves by this one thing that's exactly and I here's the analogy I have a friend who grew up in Fargo North Dakota Fargo North Dakota who dreamed of being a New York City rocket and making it to Broadway no kid from Fargo North Dakota parents did the sacrifice you know all of this stuff and she made it she be she went she made it to Broadway she became a New York City raet right all of her dreams came true yeah and then what she spent her entire life committed to achieving this thing did it for a few years and then she chased the dream and accomplished the dream yeah and then literally didn't know what to do next if you knew what I knew about what it takes for a kid to be one of the best in the world to be a high performing athlete or whatever fill-in the blank artist you we would not be pushing our kids yeah the wash out is incredible yeah and I think most of us so what you're describing you're you're framing it as the um infinite in finite game and I when I hear you speak that that to me is a performance-based identity right because it's goal-based right yeah like I'm

going to be the right that's exact that framing is and the opposite Mastery 100% that is they they're high performers and they and they have the the resume to prove their high performance but then when you peel the onion and the day after the career the day after the dream accomplished nothing scare fear I actually uncertainty doubt for who for for the high performer for the high performer and even if they don't achieve the the dream which is more likely most people will not become super mod or you know Prof high profile you know athletes Etc but I've defined myself by thing that I actually didn't accomplish then I think it's even worse oh this is a tough this is one of the reasons I think when I speak to folks in the you know corporate spaces is like purpose is a big deal yeah like what am I doing like what am I really doing I mean we're on this radical Rock spinning around I don't even know how I got into this body we're using this madeup language right now to try to connect yeah to try to think about our experience together to try to be just a little bit better and I think that the common the commonality amongst people that I can see that that binds us is we all want a great life yeah not just a high performing life what is that but we want the a great life with this short amount of time that we're here and that's where that conversation about purpose what am I doing here and I think it's a bit of a right of passage to adulthood to have a sense of what am I doing with my time here and it does not need to be this Grand thing it can be to be a great part partner to my spouse it can be to you know to be a great dad it can be to you know have fun and bring joy to other people in my neighborhood it does not need to be like serial entrepreneurship like whomever fill in the blanks it doesn't have to be that but to have a sense of purpose is huge I want to go back to that confidence thing at some point in life we all struggle with it nobody is immune no it's state specific meaning that it's it's it's like moment to moment confidence in one moment and nothing the next that's right depending on what I'm doing or who I'm talking to depending on what you're saying to yourself about that chall yeah that's such a good one it's the way you're framing the conversation and if you if you think if you entertain what are they thinking about me then we're on a slide for confidence like a downward slide if you start like what is Simon thinking about what I'm saying right now is getting in the way of that calculus which is is like no this is a I love this conversation it's really challenging to find the right words to describe things that are hard to talk about and this is what I really enjoy doing that's how confidence will be built for me you're bringing up something that look what did what did Teddy Roosevelt say you know comparison is the thief of Joy that's right yeah you know and you're bringing up something which I think is so easily understood and so difficult to Doh it is well and good to say don't care what other people think about you we all know that grandma told me that right Grandma told me that yeah uh but how on Earth do I actually stop caring about what people think about me when as social animals I want to be included I want to feel like I belong I want to be trusted I want to be a member of the tribe I want to be welcomed and invited because not to be is to feel alone to feel ostracized to feel brushed aside we know what happens a social animal left to their own devices is destructive to others are destructive to themselves and that's a whole different topic you know I think it's right people who hurt themselves and hurt others you know yeah and that we thrash when we're not connected and the thrashing makes sense because our brains are wired for safety yeah and belonging is safety yeah you know the think about like the sheep and the Wolves the sheep in the that are in the middle of the pack are way safer than the Sheep on the outside and way safer than the Sheep that's kind of wandered off so so being rejected by the tribe is a form of a uh 200,000 years ago a death sentence and yeah the mamalian brain still freaks out yes now and then so if you think about that mechanism is still ancient brain modern times it's still happening for us and then you wrap the modern kind of identity with what you do so when you go out and do something I'm an executive I'm a manager I'm a salesperson I'm a CMO whatever it might be and and you're getting data back that it's it's not good and that can either be objective numbers or a lift from an eyebrow from your supervisor or whomever or a iroll in a meeting that that is so triggering to the survival brain that we do something very predictable we'll conform we will contort we will confront and and sometimes sometimes we just cut off the relationship because it's too much but think about the conforming and confronting which are they're all which is kind of fun no science here just a nice alliteration way for me to remember it but the conforming is I might laugh at a joke or go along with something that's slightly offensive to my moral code to what I think is right but that person has power so I slightly conform we've all done it yeah the contorting is where it becomes we do it on dates yeah right to to be liked to be liked yeah and then they find out like wait you know you don't think I'm funny what just happened here the

contorting is when it's really problematic when we when we really do so contortion is a an extreme full of of con of conforming conforming yeah like I might really you're literally abandoning your moral code to be like to be in to not get pushed out got it and that's it's a form of loneliness right oh yeah it's a fear and loneliness that you know that if if they kick me out yeah I'm kind of screwed yeah like I don't I don't have a back stop here uh okay okay so I'll tell you a quick story and then I have to go back to this question so I watched this documentary um about flat earthers M it's an okay documentary but the thing that I loved about it was there's this guy who who was the leader of one of the the Flat Earth um organizations and they consider themselves people of Science and they have scientific explanations for you know why the Earth is flat and they conduct an experiment to prove that the Earth is flat um spoil alert they accidentally prove that it's ruined um and they look at this science they look at this experiment and they go huh H and you know maybe we did the experiment wrong you know but the leader of the group he recognizes what's going on here he's a smart guy and he's because he's such an Ardent flat earther he's been rejected by his friends and family growing up his only Community are other flat earthers in this group and now he recognizes that gig is up but he actually doesn't come clean because if he leaves that group he's got no one yeah you know yeah that it's the same with like some of the divide that we're seeing politically you know they formed such tight belonging ship that if cost is so high the and they and they've cost relationships getting into those groups that's right that if I leave this group I literally will have no one and that fear is so real that as you said I do I do worse than conform I contort yeah for belonging yeah that's right yeah it it And so there's this pervasive worry am I going to be accepted or rejected by others that is a very healthy um pervasive survival tactic am I going to get rejected or accepted by the tribe when it when it bleeds into the words you choose the clothes that you wear the the conforming or contorting that you're going to accept or not it becomes almost a clinical condition huh how would you diagnose that um just it's not it doesn't meet the clinical criteria for social anxiety disorder it does not meet that um allodoxaphobia is like the kind of the fear of being out with other people it's not that either but it's on that path it's on that path well for fun I I na if we were diagnosing our nation oh yeah so we're a nation of allodoxaphobia of people's opinions and I think that we're on the Glide path like the fear of people's opinions is really quite High and the it's it makes sense to me though because we live in a performance-based culture yeah and in a performance-based culture would make sense that I would organically developed a performance-based identity right and then underneath that it would make sense that I would St uh be anxious and hustle hard and all that kind of stuff about being my very best or being the best which is now like my identity is wrapped up in how well I do whatever I do and I'm constantly scanning the world to see if I'm okay are my numbers good are people looking at me okay are they laughing behind my back or with me like what's happening so that it's it's an exhaustive approach to see if I'm okay is the problem and how do you get around it I I this it's going to sound too simple but because nothing's quite this simple be very clear about your purpose and you say why do you say purpose a purpose-based identity if think about any who inspires you Simon like like Global Changers his with us or you know no longer with us the people who inspire me are not household names the ones that are living anyway yeah they're certainly not do do one that's a household name that we can we can Vibe okay uh Martin Luther King okay so Dr King Jr if he was sitting in this conversation with us he would probably be talking about Equity he'd probably be talking about like freedom of Rights the dream that he has so this is all wrapped into his purpose so when your purpose is clear and and it's bigger than you and it is inspiring and it matters to you you're trying to get help mhm so you're want to pull people in you can't solve it alone Mike Simon can you guys help me like I there's you know there's something here that's bigger than all three of us and I want to see if you know we can do something special and so it's no longer about identity it's about something far larger so you your identity Fades away and the thing that you're trying to solve together um comes forward and we're no longer managing identity and ego but we're we're committing together to a shared purpose it's that invitation which is Go Go full circle back to mastery it it is an invitation to explore potential that's really what Mastery is and the invitation is always available to everybody each one of your listeners the invitation is available right now to fundamentally commit to a life that um you are going to explore what what is possible for you and it feels overwhelming and you say where do I start with this first just snap into like in this brief amount of time that I might be on this planet when I look back what do I want to contribute to so start with purpose but I think so how do you help an athlete find their purpose yeah well

because they were raised to perform yeah that's exactly right and while they're in the league that they're in whether it's the Olympics or the NFL or NBA whatever it might be the purpose is quite clear you know so the purpose is given to them you know win championships yeah and that wears out at some point that's not really a purpose though is it no that's more of an outcome a goal but it's like a binding thing for us together you know but it falls it it it has the appearance of purpose and it works for a period that's right and again it's finite you know in all all the ways that you would articulate that and so um what it does though it serves a bit of a placeholder for them to know what it's like to be part of something bigger where they can't solve it on their own even individual athletes whether it's a golfer or singles tennis player they're part of a team too yeah yeah and so um so I think the question was more tactical like how do I help people yeah like yeah like like what it's because I think look everybody's looking like the rise of spirituality everybody's looking for their sense of purpose you know I mean I mean I wrote a book about it you know uh uh what do you do how do you take people on the journey to actually help them answer the question first is help them sit with the pain that they feel I think one of the greatest gifts we can give people is to Hold Steady while they are exploring the hardest parts of themselves and so without judgment without critique so a container yeah a safe space a safe space not trying to fix not trying to coach not trying to solve anything but just hold the space for them to explore the harder parts of themselves to put words to the emotionally charged parts of themselves we all have pain suffering we all have trauma micro massive traumas and it is important to at least index and understand those and most of us if you stay with that first assumption that I have is that we all got something we're working through that the response to unexamined trauma is to protect ourselves from around a a corner that was like a hairpin corner and whatever and there's smells and sounds all the kind of classic examples of a PTSD moment well it would make sense that maybe you don't go around hair pin turns anymore or you slow down or you're very cautious or you grip your nails into the side of the if somebody else is driving like we're trying to protect ourselves from being ret traumatized so we have to what we do this I need to I need to I need to underscore this we're not trying to protect ourselves from dying we're trying to protect our from being ret traumatized because if you ask people why are you freaking out you know it's you're like they say cuz I don't want to die but that's not true I don't want to be ret traumatized they didn't die from the thing they didn't die from the thing yeah but it was so but it was traumatizing it was so jaring that they don't want that feeling for an extended period of time again that's exactly it it's not post-traumatic it's not a revisiting of the original trauma it's a fear of of that trauma recurring correct that's really important that's a huge Insight yeah I was just going to say it was for me that Insight was like cuz I saw it I see it in sport as well so let me be less dramatic than somebody almost dying or fill in the blanks whatever trauma The Listener is working through you can also have it in sport so Seattle Seahawks just for a moment we won the Super Bowl in dramatic fashion it was like wow like Super Bowl 48 uh 2013 okay a lot to a little a lot to a little okay that's all that matters yeah and it's really hard to go back the next year and we got back the next year and back to the Super Bowl yeah the reason it's so hard is because your coaches get plucked your teammates or your your players um they get bigger contracts from other teams so like and there's like a 40 to 50% turnover on the team so you got to recapture the culture it is not a Glide path it's a hard thing to do and we got back and we ended up losing in the dramatic fashion as you well remember it was like the half goal line yeah and it was a sure thing that the best running back in the in the league was going to kind of walk it in on Tom Brady's offensive our defensive line and we're going to win back toback which is really rare to do and we we we made some mistakes and the ball was turned over and we lost the game with seconds to go on on the goal line right okay um it was so traumatizing nobody lost their life right okay but that there's no redundancy in the brain like this part of the brain is for like hair ping Cur Corners all death experiences and losing games and this yeah it's the same network right right like this highly emotional oh my God what just happened this is heavy I don't have a way to deal with this right um and it was so traumatizing for so many of the team that um all of these mechanisms the next year were were all of a sudden erecting in our culture and it was really about people not not putting them themselves in a vulnerable position which is required to be great so that they wouldn't have that feeling again playing not to lose yeah versus to win playing that it wasn't my fault it's your fault right you better be right and I'm not going to put myself in a vulnerable spot unless I know that you've figured out why we're in this situation in the first place right so now we were never so everybody's a victim now yeah and so we

never got our noses pointed in the same direction which is a very hard thing to do and so trauma doesn't happen just from the classic word of trauma it also has all these other things that you know are so emotionally volatile that they can shape our psychology this is such a big like the I love that you love this yeah the bells are ringing uh you know you look at our society right now where you know Mass layoffs as a mechanism to balance the books did not exist in the United States prior to the 1980s wow it did not exist right layoffs were used when your company faced an existential crisis you were going bankrupt and the only means we had was to sacrifice our people just to keep the company afloat but just missing the quarter or missing the year like we're profitable not as profitable as we had hoped so you lose your job right literally didn't exist wow yeah and the the that's why people had one career that's why it's why you had one career they weathered the the Wall Street and seite weathered and true loyalty existed which is we'll take care of you and you're going to give us your all for your whole career and it was Mutual you're going we're going to you're going to give what you're going to we're going to protect you company's going to Pro give you offer you employment for your whole life and in return you're going to be super loyal and offer us your best work you know you know what actually Mutual yeah and you know what happened okay so and then it became like a mafia da thing which is I expect you to give me the company loyalty but I'm going to offer you nothing in return and so that we I call that the extraction model I'm you're going to give me everything and I offer you nothing right and you're going to like lose your relationship with your kids and you should just be grateful that I pay you yeah and by the way work harder cuz someone else is going to take your job that that extraction model was a real thing for whatever reasons that we could opine about and it's flipped now though the workforce workers or um people that are you know being employed by large companies are saying yeah you need to help me unlock I I think I think what we're facing is more complicated right and I think you're right but I think the reasons how we got there are not ideological that though it's tempting to think it is I think it it's it's it's traumatic right cool yeah which is we've gone through you a a generation lived through having no job security it used to be believed that a corporate job was stable and an entrepreneurial venture was Insanity like it was in it was insane because you could lose you could lose everything right but now we've created a corporate culture where you can come in one day thinking you're stably employed and you've lost your job through no fault of your own it's not a meritocracy it is definitely not a so that's the the F the the the fallacy and Folly is that a corporate job these days is actually more unstable than an entrepreneurial venture which is considered extremely high risk with an over 90% chance of failure that's insane right that it's been flipped on it head that's a cool insight to and so and I think now you look at the younger generation which is everybody in the younger generation is one degree away from a layoff my parents got laid off no meritocracy no fault of their own or my friend's parents or my friends you know got laid off through no fault of their own we're all one degree away whether it's ourselves or somebody else who got laid off again not a meritocracy and so so the trauma of you asked me to give you everything and be and be loyal and I did and it got me nothing or I watched other people my friends family losed everything or my parents lose everything I saw how it affected my home [__] you like how dare you just demand and I don't think it's ideological although I think people use the language of ideology I think it's your I think it's your Insight the fear of being ret traumatized complet I completely agree to add one one more layer of complexity um our kids if our kids were you know High School College age and that um it used to make sense that the loneliest population or segment of the population was 65 and above yeah the loneliest segment in the United States right now is 14 to 21 yeah so so that type of like avoiding be being ret traumatized and our kids are incredibly lonely it's a pressure cooker and so when I'm when I when I spend time with uh of the corporate world we are we are not talking about working harder the hustle hard thing is um I can't ascribe to it cuz I'm looking at people that are exhausted and anxious and the message is like from Elite Sport I want to show you how we recover what happens behind the Velvet Rope at Elite Sport is that we spend way more time talking about daily recovery then we talk about working hard the environment is stimulating it's it's great in so many ways it's on the pressure is on in Elite Sport the required vulnerability and risk-taking in practice every day is unbelievable way more than game day in practice you've got um your peers that are almost as good as you or in some respects as good as you waiting for you to make a mistake in front of the coaches so that they can get a shot and in particularly bad in football that exactly and to be great you have to you have to take a risk so you've got to get to that messy Edge where you don't know if

you're going to be successful or not because that's require that vulnerability is required to take the step to stay progressively on a growth Arc it's really hard so day in stress is on pressure is on day in we need to recover in an intelligent way and I just think that you know if we could do a little bit better on how we think about our future so that's anxiety or purpose based um so when you say future meaning not goal oriented but rather what's the soul for yeah so what what's the I'm I want to win a game why I want a game so that I become a champ why do you want to be a amp and you keep going and going and going until get to purpose that's not a that's that's bigger that's bigger yeah and you can also like I've got another way to do that as well that is absolutely a great exercise to do but if we did some of that work and then um we learned how to speak to ourselves to back ourselves and to coach ourselves and we're just a little bit better at how we we worked with our own self selft talk if you will um we figured out a really thoughtful daily recovery program because the stress is real we need equal units of recovery every day and we could start to migrate from that first pillar of purpose we could start to just dissolve our performance-based identity and and be more aligned with purpose so there's a twofold on that first one yes no your purpose and what that does is it it it it just allows your your identity of like I have to perform to start to evaporate I have to perform to matter it starts to evaporate and I'm performing because I want to contribute to something that's really meaningful and it's not Wall Street bottom line yeah yeah yeah yeah it's maybe to F the what are things that you've learned over the course of your life and career that you have adopted yourself to Aid in your own recovery if recovery is more important as important if not more important than than than yeah I can give you a ton of tactics and I'm happy to do that right now um the first is is like if you think about the energy system that we have I want to be this is going to this will make sense for Gen xers and above but maybe not below I want to be a really efficient carburetor so I go to sleep at night and I fill up all these fuel reserves and a carburetor is this thing that sits on top of the engine and it decides based on how much you accelerate or put your foot on the pedal how much fuel goes into the engine and if I am really nervous and anxious and quick to frustration or int tolerance and I'm kind of edgy and snappy the carburetor is wide open and energy is just coursing through the system needlessly so because I haven't I haven't modulated the way that I'm seeing the world around me so the first order of business is that I want to be able to figure out how to see things as opportunities rather than threats give me an example let's say um let's say you've got an opportunity to pitch an idea to a board or VC firm or somebody and this is the last this feels like the last one you deny deny deny deny you know you're kind of on your the end of your your bu actor or whatever it doesn't matter yeah and how do you walk in staying hopeful and seeing as an opportunity as opposed to like if this doesn't go well I don't know how I'm going to eat yeah I don't know what I'm going to do there's a discipline required there's a mental discipline to speak to yourself about yourself about the opportunity that you're working towards that is just required and so opportunity versus threat is kind of a big deal in the way you frame just about anything I love it when they mic athletes yeah and you hear that football player going you got this you got to do it you got this right you got this you can do it and that's not everybody that's just that's just some Savages if you will yeah but I love the fact that it's that the at the most elite levels they still need the self pep we all did we all do whether it's sounds like that so here's here here's a fun way to so I don't want to go away from recovery but on this thread is that one of the things that I help um Executives and athletes alike is to know your ideal performance mindset so in athletes we call it ICM ideal competitive mindset so it's the center of the bullseye all when when all cylinders are firing what does that feel like what's going on inside know that feeling that's right what does that feel like and what are the what's the so so it's like a bang bang experience thoughts and feelings right thoughts and emotions if you will so know it name it put some sort of name on it you could name it I don't know tiger lies you could name it Kenny Kenny whatever that means right yeah name it any that's funny that's really funny so you name it anything I wasn't actually thinking of a name but like so like some athletes like these two Olympians I'm working with right now she calls hers free flow and so that's nice it's like this free openness but there's a there's um a flow to the way that she's you know that's her ideal competitive mindset that being said is that now now everything that you do prior to the performance is really to get to the crescendo of the ICM or the IPM ideal performance mindset if you're not in sport so the way that you physically warm up but the way that you brush your teeth the way you get into your car get out of your car the way that you walk into a threshold the way you tie your tie the way all of those things that you do you there little threshold moments to back yourself to build yourself

to be close just a little closer to the ICM and if you when you do that over time before you know it that ICM feels real familiar huh so you can practice putting yourself in an ideal State and so you you so you're just more likely to get there more often that's the point yeah like all the really good stuff is right underneath the surface this is good yeah so when you get knocked away knocked down knocked sideways you that the good stuff is still under there when I say good stuff I mean the way that you speak to yourself it's positive productive it's like building you as opposed to being critical or frustrated or like pulling you you know scraping at your core in general if you thought about types of thoughts there's one bucket of thoughts which is they they create space and another bucket of thoughts that create constriction so when I say uh to myself like I'm really agile I'm really good on my feet um I can do hard things those are two things that to me create space and on the constriction side when I say things to myself like um don't [__] this one up now or um make sure you're crisp or there's a lot riding on this thing now that creates tension for me so I don't want to be naive that there's maybe something not riding on a moment but I need to create space because my brain is already trying to help me activate towards this thing to to get me up for this thing that I've I've deemed to be important this is the threat response in our brains so I have my sophisticated approach is to try to be able to back all that intensity down so I need thinking patterns that create space so I can smile a little bit so I can be more fluid in the way that I'm adjusting to an unfolding unpredictable moment I learned something pretty early in my career I thank goodness I learned it that I think is what you're talking about and I learned to reframe a tense moment to from two from two yeah so for example um just as my career was sort of getting to go like I find myself sharing stages with people who are way better than me like they're famous they're powerhouses and I'm like what the hell am I doing here right and now my fear that my performance is going to be substandard I won't live up to the reason they invited me all of that self talk all of that stuff just like I'm the weakest one here you know and I learned to reframe it like this is the most exciting thing in the world that they let me share the stage with these amazing people and what ended up happening was I let go of the competitive nature like I didn't have to be better than them I didn't even have to be as good as them I just got to share the stage with them regard of how I did and how cool is it for me that's it yeah and I started to have my nerves became excitement yeah that's it so the way you frame anything is materially important public speaking is one of the hardest things for people and it's because there's no physical risk it's all identity risk it's all ego risk eyeballs are the danger in in these moments is that if you are clear about the purpose MH not about the performance the whole thing Chang es and you can walk on stage and like help to get people enrolled or engaged or interested or create an invitation for something that you are passionate about it totally changes everything did I ever share with you the little insight I had between nerves and excitement that I learned from the Olympics so I was watching one of the Olympics yeah and I I realized that all of the journalists asked all of the athletes the same question are you nervous or were you nervous right right and every athlete gave the exact same answer no I'm excited or no I was excited right and it's I started to realize that if you think about what the characteristics of nervousness are like your heart starts pounding your hands get clam you start envisioning the future what are the characteristics of excitement your heart starts pounding your hands get claim you start envisioning the future right and these Elite athletes had learned to interpret that data as excitement and the reason the journalists said were you nervous it's because they would be nervous that's exactly right right because that's why they all ask the same question cuz they're not Elite athletes yeah and they're not practic deal with all of that emotion and so I did a little experiment on myself I was sitting on a plane and we hit some really bad turbulence I gripped the seat nerves and I literally said to myself this is exciting and I immediately relaxed yeah I mean and I reframed my own data yeah that's exactly how this works into a different interpretation of a different feeling and so there so when I get nervous always say this is exciting and it works it works that quickly if you catch it early and you're aware if if you catch it really like you know we talk about trains of thought yeah you know and so if you're if you're unaware and that train of thought that thought train has been running for a while and then you're like wait a minute my heart's pounding I feel like I just threw up in my mouth wait this is excitement you're way past too late so if you can catch it really early that you know like you can get on the nervous train like you were just talking about and if you get off on stop one and you get onto the excitement train which is what you're doing like no problems it's easy most people like don't are are struggle with the awareness piece first and then struggle with the mental tool to adjust so it's a

awareness is step one and then psychological tools are step two there's I mean this is the problem of having you on this podcast which is I want to keep going for about like another three hours I feel the same both times I'm really frustrated because I haven't finished all my questions yet such a joy such a joy I could literally talk to you forever we have so many unanswered questions that we you know started to pull some strings on um I hope we can do this again I'd like to do it a lot more and I'd like to have you back on the fining Mastery any day yeah so like maybe we'll just figure out a way to is an excuse to have each other in our lives a little B let's just do it yeah let's just do it regularly all right cool so good to see you good stuff so good thank you mate if you enjoyed this podcast and would like to hear more please subscribe wherever you like to listen to podcasts and if you'd like even more optimism check out my website simon.com for classes videos and more until then take care of yourself take care of each other

References and Recommendations: No references or recommendations found.

Neuroscientist: 7 Tips to Build Muscle FAST (For Beginners)

URL: https://www.youtube.com/watch?v=MJfqsRdJFME

if your goal is to build larger muscles there's a way to use your nervous system to increase the size of those muscles heavy weights can help build muscle but they are not required for individuals that are untrained moving weights in the 30 to 80% of that is going to be the most beneficial range in terms of muscle hypertrophy and strength when we think about muscle we don't just want to think about muscle the meat that is muscle but what controls that muscle and no surprise what controls muscle is the nervous system if your goal is to build larger muscles there's a way to use your nervous system to trigger hypertrophy to increase the size of those muscles and it is indeed controlled by the nervous system so you can forget the idea that the muscles have memory or that muscles grow in response to something that's just happening within the muscle it's the nerve to muscle connection that actually creates hypertrophy weights in a very large range of sort of percentage of your maximum anywhere from 30 to 80% so weights that are not very light but are moderately light too heavy can cause changes in the connections between nerve and muscle that lead to muscle strength and muscle hypertrophy put differently heavy weights can help build muscle and strength but they are not required what one has to do is adhere to a certain number of parameters just a couple of key variables that I'll spell out for you and if you do that you can greatly increase muscle hypertrophy muscle size and or muscle strength if that's what you want to do and you don't necessarily have to use heavy weights in order to do that if you want to get stronger it's really about moving progressively greater loads or increasing the amount of weight that you move whereas if you're specifically interested in generating hypertrophy it's all about trying to generate those really hard almost painful localized contractions of muscle now of course how much weight you use in order to generate those contractions will also impact hypertrophy there's a lot of information saying that you need to move weights that are you know 80 to 90% of your one rep maximum or 70% or cycle that for 3 weeks on and then go to more moderate weights there there are a lot of paths as as some people say there are a lot of ways to add up numbers to get 100 you know there's a near infinite number of ways to add up different numbers to get to 100 and what's very clear now from all the literature that's transpired and especially from the literature in this last 3 years is that once you know roughly your one repetition maximum the maximum amount of weight that you can perform an exercise with for one repetition in good form full full range of motion that it's very clear that moving weights or using bands or using body weight for instance in the 30 to 80% of one rep maximum that is going to be the most beneficial range in terms of muscle hypertrophy and strength so muscle growth and strength so 30 to 80% of one repetition maximums it doesn't really seem to matter for sake of hypertrophy except at the far ends when you're really trying to bias for strength now it is clear however that one needs to perform those sets to failure where you can't perform another repetition in good form again or near to failure for individuals that are untrained meaning they have been doing resistance exercise for anywhere from Zer probably out to about 2 years although for some people it might be 0 to one year but that those are the so-called beginners they're sort of untrained for those people the key parameter seems to be to perform enough sets of a given exercise per muscle per week okay the same is also true for people that have been training for one or two years or more what differs is how many sets to perform depending on whether or not you're trained or untrain so let's say you're somebody who's been doing some resistance exercise kind of on and off over the years and you decide you want get serious about that for sake of sport or offsetting age related declines in strength the range of sets to do in order to improve strength to activate these Cascades in the muscle ranges anywhere from two believe it or not to 20 per week again these are sets per week and they don't necessarily all have to be performed in the same weight training session I will talk about numbers of sessions so it appears that five sets per week in this 30% to 80% of the one repetition maximum range getting close to failure or or occasionally actually going to full muscular failure which isn't really full muscular failure but the inability to generate a contraction of the muscle move the weight in good form about five sets per week is what's required just to maintain your muscle so think about that if you're somebody who's kind of averse to resistance training you are going to lose muscle size and strength your metabolism

will drop your posture will get worse everything in the in the context of nerve to muscle connectivity will get worse over time unless you are generating five sets or more of this 30% to 80% of your one repetition maximum per week so what this means is for the typical person who hasn't done a lot of weight training you need to do at least five sets per muscle group now that's just to maintain and then there's this huge range that goes all the way up to 15 and in some case 20 sets per week now how many sets you perform is going to depend on the intensity of the work that you perform this is where it gets a little bit controversial but I think nowadays most people agree and Galpin confirmed that 10% not to be confused with the 10% uh we discussed earlier but 10% of the sets of a given uh workout or 10% of workouts overall should be of the high intensity sort where one is actually working to muscular failure but the point being that most of your training most of your sets should be not to failure and the reason for that is it allows you to do more volume of work without fatiguing the nervous system and depleting the nerve to MUSC musle Connection in ways that are detrimental so we can make this simple perform anywhere from 5 to 15 sets of resistance exercise per week and that's per muscle and that's in this 30 to 80% of what your one repetition maximum that seems to be the the most scientifically supported way of offsetting any decline in muscle strength if you're working in the kind of five set range and in increasing muscle strength when you start to get up into the 10 and 15 set range now the caveat to that is everyone varies and muscles vary in terms of their recoverability depending on how well you can control the contraction of muscles deliberately and you can actually figure that out by sort of marching you might take five minutes and just kind of march across your body and mentally try and control the contractions of muscles in a very deliberate way to the point where you can generate a hard contraction and you may have to move a limb in order to do this by the way I'm not talking about just mentally con you know Contracting your bicep without moving your wrist I'm talking about doing that without any weight in hand or any band or any resistance if you can gener a high-intensity contraction using these upper motor neuron to motor lower motor neuron Pathways to muscle you might think well I should perform many more sets right but actually the opposite is true if you can generate high-intensity muscular contractions using your brain using your neurons it will take fewer sets in order to stimulate the muscle to maintain itself and to stimulate the muscle in order to grow or get stronger there are some other things that can enhance the whole process of building nerve to muscle connections making them more efficient and generating if you like more strength and hypertrophy one of them I lo to say uh I was told is in between set contractions uh the other name for this is the people in the gym does typically seem to be guys in the gym flexing their muscles in between sets and indeed the research supports the fact that contractions of about 30 seconds in between the actual work sets they're not going to favor better performance on the work sets if anything they're going to compromise them but those hard contractions in between sets for a variety of reasons related to local muscle metabolism as well as what we talked about before which are stress tension and damage they seem to improve stress tension and damage and the nerve to muscle contraction in ways that facilitate hypertrophy if you're wondering how quickly to perform repetitions for sake of hypertrophy or strength gains anywhere from a half a second per repetition all the way up to 8 seconds per repetition it doesn't seem to matter now how long to recover between sets for hypertrophy and for strength gains it does seem that resting anywhere from 2 minutes or even three or four or even five or six minutes can be beneficial and of course we'd be remiss if we didn't talk about time of day for training turns out that whether or not you do whether or not you train in the morning or in the afternoon doesn't really seem to matter for sake of things like hypertrophy and strength Etc everyone seems to have a time of day that they prefer to train I've said before for and their reasons based on body temperature rhythms and cortisol release that training 30 minutes 3 hours or 11 hours after your normal waking time can be very beneficial and can provide a sort of predictability or regularity to when your body will be ready to train and best apt to train well there is some evidence that training in the afternoon is better for performance whereas training for body composition changes and strength changes Etc doesn't really matter when you train so you also want to make it compatible with sleep compatible with work that really gets down into the weeds of optimization but I think it's interesting to note that if you're going to train at a regular time you can take the days when you don't train and use that to enhance your cognitive Focus for things that have nothing to do with exercise so this might be writing or reading or music or math Etc

References and Recommendations: No references or recommendations found.

Must-Have AI Apps for Your Phone (Ultimate Guide)

URL: https://www.youtube.com/watch?v=CR-BYsNS6nw

a lot of the AI tools and innovations that make the headlines involve being at a computer but you   can use AI for all those same incredible things across endless use cases all right on your phone   some of these apps I've been using daily for months but I also filled my phone up with more   apps that I tested for this I'll give the best free and paid options for every category it's   mostly free I'll start with the most popular of all I'm sure most people watching have used chat   GPT before so I'll skip the basics and just show a few cool use cases specifically as they apply   to mobile a vis was a huge game changer which I use all the time you can upload any image   and it will know what's in the image and you can ask questions about it like this morning   when I was taking the trash to the curb I guess it's more of a snow pile than a curb [Music] now   or I forgot the species of a house plant that we have or when you need to replace something   in your car or fix something around the house instead of finding a YouTube video you can go   back and forth with chat GPT now those are just some everyday examples it can do much   more complex things like upload a drawing of a website idea and it will generate the code   for it can recognize food dishes then create a recipe all sorts of stuff it is incredibly   helpful another feature that I use only on mobile is voice chat you can tap right here   and then speak your question I started a disco Metal Fusion band what should we be called Mirror   Ball Mayhem would be a great name for your disco Metal Fusion band you can also use dolly3 one of   the highest quality image generators right within voice chat create our first album cover that is amazing   GPT 4 vision and Dolly 3 are only available with chat GPT plus which is $20 a month but there is a way to use all of those for free the Microsoft co-pilot   launched their mobile app recently I'm on the free plan and as you can see here I   can switch to GPT 4 I can take a picture of that same house plant with vision and   and it gets the same answer I can create images with Dolly 3 a secret society of   anthropomorphic barn owls wearing cult robes performing secret disco rituals aspect ratio 169 there is   voice input and it even has an option chat gbt plus doesn't have this   plugin called suo to create music so let's create a song for that disco Metal Fusion   band it'll be about a secret society of barn owls all right so while that's generating if   we're just comparing the free plans co-pilot wins easily the main benefits of chat GPT plus   are it is much faster and remembers your conversation better it can handle larger   documents can do data analysis and you can build your own custom gpts I find it to be   worth it because I use those additional features all the time and the extra speed is really nice   but for casual users it is probably not worth paying the $20 per month over using co-pilot for   free let's listen to this it actually only took a few seconds to generate the [Music] together oh I'm going to stop it right there is just too good I'm going to use some of the   tools we'll get to later and turn this into a full music video This always seems to happen   another llm I'll mention here is character AI if you want a more fun experience it's   a chat bot where you can select from all sorts of different personalities to chat   with I personally had never use this one but it is the second most visited AI tool almost   500 million visits per month you can't really argue with those numbers so I had to give it   a try there's a big list of characters to talk to got Einstein Napoleon or there's things like   a dating coach or tutor you can also create your own character to chat with or start a   group chat I feel like talking to gigachad someone told me I look just like [Music] you that's the spirit with the right attitude you will be unstoppable you are a winner I   did that face swap all on mobile the photo and video tools are super fun we'll get to those   later one more I really like that's kind of in this category is perplexity so how I use   perplexity and think about it is essentially as the best replacement of Google instead of   just a list of links it gives you direct answers with sources for further reading   then you can ask questions for clarification which website can I use to find the best AI tools and look at that I think this type of conversational search is the future of   searching Google is working on this themselves to compete but right now perplexity is the leader and   they just secured $ 73.6 million in funding so who knows maybe they'll Dethrone Google as the   default Search tool they already have for me I'm going to do a rapid fire through just a   whole bunch of tools across all sorts of use cases they're all super cool they won't each   apply to everyone but it's been just really interesting to research and test out how all   this new technology is being applied in

different areas Socratic is a Homework Helper by Google you can take a picture of any homework question and it will show you the answer but also how to get there yourself so so it's a really fast and easy personal tutor that works across all subjects and I'm sure there's no one out there using this for any reasons other than as a tutor if you make a lot of voice notes whisper memos is great you speak into it then it will use AI to transcribe and format your note into paragraphs to make it easier to read then it will email it to you we'll also add a relevant Emoji to help jog your memory of what you were talking about in a similar realm but more comprehensive is otter an AI meeting assistant it can record and transcribe your meetings in person or on Zoom Google meet and Microsoft teams then you can search the text to play back the audio at adjustable speeds then tap the words to jump to different spots uh can highlight key points to review later has automated slide capture it will insert into the notes this works in the mobile app and also has a web version it's really helpful if you have a lot of meetings although some of these companies are starting to implement similar technology natively into their platforms du lingo has been one of the best language learning apps for a long time and they've Incorporated AI it is a paid add-on but adds some really useful features like explain my answer if you get something wrong or right you can jump into a conversation to understand more specifics there's also roleplay where you'll speak in real time to the AI it generates the conversation as you speak so it will be a different experience each time after the interaction you get AI powered feedback from duo with tips for future conversations this is huge you used to have to go out and find a native speaker to practice with which you should definitely still do when you can humans are pretty cool too but that's not always an option another in the language realm is Elsa an AI tutor for non-native English speakers so you input your native language and it will use its speech recognition to help improve pronunciation and offer alternative phrasings can also roleplay conversations to help prepare and offer feedback being able to detect the subtleties of different accents and offer feedback is pretty incredible to me seeing AI is a free app from Microsoft to help people with vision impairment so it uses the camera to identify people and objects and describe them audibly that can help with reading describing photos identifying products saving people's faces so you can recognize them really cool stuff we've hit the first Waypoint let's look with the camera left and right and we can hear the location of the next Waypoint let's keep going there's another one Google Maps has some new AI features rolling out they're really cool but only available in these 15 cities right now so I'll cover it quickly imersive view lets you explore locations in 3D instead of the 360 panoramas in street view it's much more well immersive you can click on time and weather and see what it will look like at different times throughout the day it's really great to see what a route will look like before your trip as well and I'm sure it will take some time before that's integrated everywhere yuper is an app for mental health it's essentially a chat bot that uses cognitive behavioral therapy to track your moods thoughts and feelings and also provide interactive exercises to help them improve this one isn't something I've used but it has good reviews and something to look into if that sounds interesting to you I think AI has a lot of potential in the areas of mental and physical health it may not be there yet but will be far more accessible than traditional forms of therapy and quite possibly Superior speechify is the best text to speech app I tried it works for PDFs web pages text messages emails handwritten notes just all sorts of text it has a bunch of pre-programmed voices including celebrities so you could take a picture of a page and have Snoop Dog read it to [Music] you the Mind adapts and converts to its own purposes the obstacle to our acting the imped to action advances action what stands in the way becomes the way move AI is a really easy way to do motion capture it captures all the 3D data right from your phone which you can export to use for 3D animation and something like blender I mean that part wouldn't be on mobile but is also free Luma Labs is one of my favorites on this entire list you can create 3D captures of any scene right from a free app on your phone it's really easy to use you either capture the scene with the instructions in the app or take a video with the normal camera app walking through your scene or around your sub object right then just upload it and let it render once it's done you can navigate through the scene right on your phone or send it to a friend for them to explore so it's super easy you can go deeper than that if you want and create custom camera movements with key frames to fly around the scene and make it look like a drone shot without using a drone there's just Endless Possibilities with this I'll be combining it with some other tools a little later with inv video you can create entire videos with a voice over stock video clips music and transitions all from a text

prompt and they recently released their mobile app which made them the perfect sponsor for this video so I'll jump right in here and create a video I just log in and start writing my prompt let's make an engaging 45C video about the top five most dangerous animals and an awesome feature they added here is you can upload a 30second clip of your own voice and it will clone it sometimes AI voices can sound a bit generic uploading your own can make it sound more natural it asks for the audience the look and feel and the platform these all look good then it starts editing and in under a minute we have the finished video Welcome to the perilous world of Nature's most dangerous creatures at number five we've got the Fearsome saltwater crocodile this looks solid but we can edit it further if needed through conversation I want the first clip to be a little more intense welcome to the perilous world of Nature's Most right that looks great I'll just add some captions too you can also edit the scenes or script man ually so let's switch out one of these clips about a crocodile biting I went through these some of them were probably too intense to throw in here so I'll just add this one walking now when we go to export we have a few options to remove the water marks which you'll want to do if you're posting this anywhere they have different paid options to upgrade to that gives you access to the voice clowning as well let's check this whole video out welcome to the perilous world of Nature's most dangerous creatures at number five we've got the Fearsome saltwater crocodile a living Relic with a bite force unparalleled slithering in at four we find the venomous inland taipan whose lethal cocktail can take down 100 men at three we have the stealthy box jellyfish a translucent Terror that packs a lethal sting taking the second spot is the Majestic African elephant a gentle giant until provoked and Topping our list the microscopic mosquito an unassuming Menace responsible for millions of deaths annually remember respect Nature's power and tread lightly all that in just a couple minutes from from a text prompt you can try nid out for free on the app or the website I'll link to both below and thank you so much to Nido for sponsoring this video now on to images this is the section I downloaded the most apps to test for I picked the best for a few different uses first is image generation there's a ton of options out there my allaround favorite that has just a really robust free plan is star AI there's all sorts of different styles to choose from they make it really easy to explore and get inspiration you can open a category to see different Generations it does just a great job with creative or abstract stuff but also photo realism so let's check out photography I can do very realistic people which is a struggle for a lot of the other mobile image generators this one looks interesting so I'll open that up and it will show The Prompt and style that was used and other similar Creations below I'll remix this one as is just for the ease of demonstration then that was done pretty quick and I have four options those look really cool you could also explore by style instead of category you can even upload a set of images to train your own style there's also options for uploading an image or a sketch as input you get five credits per day for free which generate four Images each so 20 images per day and as long as you click the button to claim each day they build up in your account so if you remember to do that you can end up with a lot pretty quick at $7.99 per month to upgrade another similar one I want to mention quickly is wonder I preferred the generations and ux from Star but Wonder has these cool illusion Styles which are really fun you can can transform your face into different scenes or you could use it with patterns like the spirals that went viral a while back or logos or text I assume they're using illusion diffusion under the hood but they make it really easy to jump in and use and you get five free per day if you want an AI Avatar of yourself there's other apps out there that you can train on your face by uploading a bunch of images the app that started the whole Avatar trend is lenza and from what I tried it still seems to be one of the best at this that's actually the app I created my profile picture with when I started this Chann Channel although I would do it custom now you click magic avatars select your gender then select up to 10 different styles then you'll upload 10 to 20 selfies it's $7.99 for 56 avatars $1.99 for5 then you let it generate here's what mine came back with they're pretty solid and look a lot more like me than any of the free options I tried that's what made lenso really popular they also have some other features for touching up photos focusing on portraits and selfies but an app I tried that's even better at that is called face tune it can do things like smooth skin change eye color reshape your face if you have a need for that sort of thing it was actually pretty crazy how easy and good it was at that the best free face swap I've found is in Discord as I've discovered in the comment sections of previous videos there's a big chunk of people that just hate Discord which is understandable so I'll cover it quick so you can see how it works I have

an entire video on how to use it if you think it looks cool the link in the description on this one will be to invite the bot to a server once it's there you use the command save ID to upload your face once it's saved any image you upload in Discord or generate with mid Journey you can hold down on it then select apps then click in swapper now it switches it out with my face I know that was super fast watch the full video I have on it if you want to learn that there were lots of paid apps for face swapping you get 50 credits per day for free with this one if you don't mind Discord and moving on to the most impressive category of all and another extremely difficult one to research and narrow down video tools did is the best mobile app I've seen for making talking avatars it is paid though this is what I used to make that clip in the beginning so I'll take the face swap of me and gigachad and I'll add a script of the response it gave me in character AI then select a voice that's the spirit then you can select an emotion that's the spirit that's the spirit that's the spirit that's the spirit that's the spirit and let it generate it's easy as that I don't have much need for this Beyond random little meme videos every once in a while but it's fun that's the spirit with the right attitude you will be unstoppable be kind to others and let nothing in your way you are a winner kyber is another one of my personal favorites there's a lot you can do with it you can do text a video image to video and video to video I used it to make a music video in a previous video that was with the flip book style you can storyboard out the whole video to transform it into different scenes and sync it up to music since I used that last time I'll do the motion Style this time you could upload an image to start with but I'm just going to use text stick with that owl theme then you can choose one of their preset Styles or come up with your own then choose an aspect ratio now you can choose the length and how much it will evolve throughout the clip then [Music] generate that's actually pretty solid for a first try kyber is definitely better with things that are more animated and not photo realistic now I also want to use the video to video to edit a scene I got with Luma Labs I'll show what I did in Luma Labs I actually just clicked oscillate to make it go in a circle and just kept a couple of the key frames I'm going to take that and I want to make it look like it's spinning through the wall into different scenes so in kyber I just click transform and then upload the video for the prompt I'll just do a man leaning against a wall in a forest I'll use one of their pre-made Styles I'll try 3D rendering then move on to settings I'm going to bump the transform up to 9 this next screen will have some thumbnails to choose from to give you an idea of what it will look like now [Music] generate and that looks awesome I'm going to do the same thing a few more times I'll try underwater on fire and in space I'll test out a few of the other styles too right made a bunch of those and now I will edit the whole thing together in cap cut that's my go-to mobile video editor it's just really easy to use and they have added in a lot of AI features as well this will be a pretty basic edit though I just need to upload all the clips and really just put them next to each [Music] other Runway also does text to video image to video and video to video but does them very differently than Kyper I use Dolly to generate a bunch of images of the secret barn owl disco cult now I'm going to animate them all with Runway I'll click Gen 2 and upload an image then there's a few options in here I'll start with the easiest where I just write a simple prompt and let it generate and while it's working I'll pull up a different image and this time I'll enter directors mode we have all sorts of options I'll start with motion brush I want the disco ball to be raising up to this position so I'll paint over it with the brush then I'm going to have it move down from here and play the clip in Reverse you can use multiple brushes to add completely different types of motion to different parts of your image this is how would do that um I only really need one for this so I'll delete those now I'll switch to camera controls they give you full control here as well I'll just add a zoom out but they've got all these pans and tilts too that's what I like about Runway they put a lot of effort into giving you creative control over your Generations instead of just click a couple buttons and see what happens let's take a look at that first clip that worked out pretty well and what I'll typically do is generate a bunch of times and then pick the best option let's check out that other one that looks great I have a ton of images to go through then all I'll edit it all together in cap cut on mobile so every part of this will be done on my phone the song using Theo plug-in and co-pilot Dolly 3 for the images Runway to animate them then cap cut to put it all together [Music] togethering with of ready to about dance fire me out [Music] tonight the [Music] moon I think that turned out pretty awesome I don't know if I'll ever be able to top the Frog cyborg music video I'll have a link to the video that was in on the screen here if you didn't see that one and make sure to check out futurepedia to stay up to dat with all the best AI tools you can search through

the database and save favorites to   your profile then get recommendations every week for tools to check out that you might like it's   the best place to find the right AI tool to help you with your work creative or personal life and   if you made it this far I'd hope you've already clicked subscribe give that button a little tap   if you haven't it really does mean a lot thanks so much for watching see you in the next one

References and Recommendations: No references or recommendations found.

GROK 2 AI SEO is INSANE ■

URL: https://www.youtube.com/watch?v=FFTK7tEe4O8

about grock and grock 2 which is the brand new release this literally just got announced a few hours ago you can see grock 2 mini beta right there is ready to go and we're going to be talking through because this is pretty urgent to share with you basically there's a new player in town grock 2 turning the SEO game on its head I'm going to show you what it does differently to GPT we're going to be comparing it directly against GPT and Claude and that's just the tip of the iceb because today as well we're going to be talking about how to create SEO optimized content the ranks We're going to be talking about the fun mode trick that unlocks Rock's full potential and my grock is leaving chat GPT and CLA behind in some ways I'll be talking about that in a minute and we'll get straight into this bad boy now this is live so if you have any questions feel free to ask him as we go along otherwise I'm going to kick this bad boy off now if you're not sure what Gro is this is the AI model directly inside Twitter so it's launched by Elon Musk Elon Musk owns X he's launched his new AI model inside there called grock and this is the brand new version of it called Gro 2 now what's interesting about this is that this is actually available for free and I'll show you how to do it in a minute plus it can now generate images which I'll come on to in a minute and we'll be covering all the latest use cases for that gal says I'm starting to think Julian actually an AI there's no way this man has still has value to deliver thank you very much sir and what we're going to do now is I'll just be looking through and showing you some of the crazy stuff that people have created using grock plus how you can do similar things so if we actually look at the announcement you can see that grock actually just announced this and it wasn't it wasn't released so long ago so it was literally just announced a few hours ago yesterday and additionally I'm going to show you some examples of what Gro 2 looks like so if we type in grock 2 into the explore bar here it's trending like crazy right now and you can see some of the crazy stuff you can do with this now if you actually look at Gro it can actually generate memes and it can generate memes with famous people's faces as you can see right here and if we keep scrolling down for example you got Donald Trump sprinting in the Olympics Sprint to Trump as you can see right here if we go back some other stuff let's have a look why is that not loaded properly here's another one so you can see how it generates like cartoons you got Kim Jung over there as well so it generates famous people's faces which I've never seen before and it seems to have way less guard rails and way less restrictions versus anything in chat gbt and Claude here's another example so you can see for example you've got some interesting images here with Trump loads of people creating Trump memes at the minute and yeah it's it's crazy stuff in fact if you look at the actual thumbnail that we've generated for this video which you can see right here this thumbnail was generated with AI in one single click how did I do it using grock now one of the first places that we're going to start is I'm going to walk you through exactly how these modes work you can switch between beta and fun mode and non- fun mode right so this is the smaller version of Gro it's not like the full version full capability this is just a mini version because it's in beta mode right now and you can switch between fun mode or non- fun mode obviously you can guess what the differences between of them one one is more fun than the other and first of all how we're going to kick this off is we're going to use a prom that I usually use for create content and then we're going to plug that directly into grock so let me do that for a minute and you can see I pasted in this S&P; right here if you want to get access check out SEO systems in my free course and then go to Gro 2 and you'll find it right there and acram says Gro with a K not a q absolutely it's not to be confused with llama 3.1 or anything that this is Gro with a K as you can see there so we're going to hit enter on this article and we'll see what it's like for generating content and how good it actually is now as we're waiting for that to run let's answer some of the other questions we've got Jason says hey good to see you on here mate and tourist spot 10 says please give me a prompt for optimizing article I think I gave you one last time mate but we're going to use the same prompt which is this one right here if you want the sap it's in the free course SEO systems and then Twitter what else we got Yash says nice nice to see you on here nram says what's the language model on this bad boy maybe we can check the languages in a second actually so you can see this is the content that's created now what I'm actually going to do is I will pull

this up and I think to be a fair test bear in mind grock 2 is a mini version the only fair way to test it will be to test it versus chat gbt 40 because that is a mini version of Gro right that's a mini version of chat gbt so we're going to switch to GPT 40 and then we'll plug exactly the same prompt that we used inside Gro and compare what the content creation is like versus each two now I have a feeling which one's going to be best I'll tell you afterwards but I would honestly say that there's a lot more two gr that most people don't realize and I'll show you some more use cases for that in a minute what else we got here so go says thoughts on H using AG domains from what I've tested is I've run one test so I don't have like a statistically relevant test from what I've seen it's not working that well for me compared to new domains right so for example if you look at the new domain that we built out recently which we did after my public case study got wiped out you can see Julian gold. codk and you can see the traffic is going to the Moon right right and that was just in a couple of months that is a brand new domain had no history we just built some quality back on it put some quality content on it and it's a living the dream right gets more drafted than most websites I would say for me that is personally working better than age domains when I've tested both now I haven't got a statistically relevant case study for that so I'm not going to say this is the best option but that's just what's working for me so we're going to keep going through now and if we compare these side by side as you can see right here if we look at the content what I would say is if we for example look at the title and we'll compare chat GPT 40's title right here we'll compare that versus Twitter you can see the the title from chat gp40 is better quality and then if we scroll down you can see that the content itself is more interesting right so let me zoom in and I'll show you what I mean this content is certainly more interesting than the content written inside Gro if you ask me and then if we scroll down as well with the same prompt with the same keyword Etc if we compare these side by side you can see that grock isn't that good for creating SEO content simply because it doesn't give as much information and it's all about these bullet points you can see it's almost like a just a little reference list with with different bullet points now what you can also do is if you select some content you can click on ask Rock right there and then it will elaborate on the content that it's created right but honestly I just don't think it's that great for creating articles yet maybe that will change with the new model but yeah so far I'm seeing the chat gbt 40 which is free bear in mind Gro is paid unless you use a method that I'll show you in a second and so yeah I would say GPT 40 is still better when it comes to creating content I'm not even going to compare it to Claude because Claude of course is ridiculously powerful and it's not a mini model so I think it'd be unfair to compare those side by side what you can see here is what it looks like the content Etc now I'm going to run through some more use cases in a second including YouTube thumbnails and picture generation right now this is really powerful because for example if we go into Google and we'll type something like perplexity AO into Google not only can I rank on the first page of Google but I can also rank with my images so if you go to images right here you can see that my image which is a YouTube thumbnail is ranking number one for that keyword as well which is just another way of generating more traffic to that video same with this image right here and if we keep scrolling down same with this image and this one too right so you can rank with AI generated images you can host them on different platforms this is hosted on LinkedIn for example this one was hosted on YouTube you could host on your website wherever you want to host it but the main thing is that you can generate images with AI and then rank those directly on Google too so let me show you another example of how you can use Gro to do this so let's say for example I want to rank for the keyword grock SEO what I could do is if we go through some of my chat history right here and we'll look at some of the previous chats let me go back we'll go into previous chats and we'll scroll down and we'll click on a random example let me find one for you quickly here we won't be looking for casb seo let me have a look it's not even showing me the latest history right here all right let me show you an example of how to generate this we'll put Gro Elon Musk with a crazy AI robot that looks menacing right something like that and the thing that I've noticed when it comes to generating images with Gro and I've only tested this for a few hours but there more specific you can be with the prompt and the more basic and simple it is the better that's going to turn out right so for example you can see this image generated right here we could put the text on the left right here but that is an image that you could rank for Gro AI SEO which you'll see with this YouTube video when it ranks on Google as well so that's one of the best ways that I think you can rank with gr a Ico is that you generate images and then you rank those on Google because the image quality is so much better than chat GPT let me pull up another example so if

we take exactly the same prompt and we go on to chat GPT 40 mini just to compare them side by side we'll hit in the same prompt right here and whilst we're waiting for that to load just one thing if you want to get a free SEO strategy session link is in the comments in the description and we can oneto one give you tips on how to grow your business how to get more Le traffic and sales of SEO and how to rank on Google based on what's working for me I've already shown you proof of that working right now so as an example if we compare the exact same prompt from grock which got us a fairly decent output I would say I'd probably still try and create some more interesting images but that's not bad for a first go if we compare that versus chat GPT you can see that chat GPT refuses my orders it's not listening to me it doesn't want to hear it right so for example I've put Elon mus with a crazy AI robot that looks menacing and it said I couldn't generate the image because the request didn't align with the content policy and if you want to adjust a description or create a new idea feel free to share it essentially go do one mate I don't care how much you pay me right and so Gro is performing better than chat GPT simply because it's less restricted and I find the same problem with for example Claude when I'm using Claude as well I have exactly the same problem where quite often dayto day I'll be restricted with what I can generate even if it's just a basic task and it's not even anything to do with PC stuff so it's to see that actually if you take the guard rails off an AI model it can be a lot more useful now obviously if that gets in the wrong hands good but yeah you get the image Neil says hi Julian shout out to you sir good to see you on here I'm we going to keep going through this now and if you do have any questions about this as we go along feel free to post it so we've covered so far fun mode versus normal we've covered creating and ranking articles using Gro Ai and how chat GPT is actually better for Content creation we've covered YouTube thumbnails and also how to rank images right so you can rank images you can create images like this you can actually ask it like can I use this on my website and for YouTube thumbnails let's ask it that we'll hit enter and it said you're welcome to use the image for your website or thumbnails but remember I'm just a text Bas AI right and so it can actually it actually gives you to use these images as you can see right here so the other thing that I would say and this is probably the most powerful thing about Twitter in general is that you can actually post articles directly inside Twitter and when you do this let me show you an example so when you do this it will appear on your article section on Twitter like here and you can see that some of these articles get a decent amount of views so for example if you published an article on your blog today it might take seven or two weeks so might take a month before you start getting any decent amount of views you can see already just by posting this article right here we got 400 views on this article you can see again we got 600 views on this article you can see with this article we got 88115 views right and so if you're posting content let's say you're creating it with Gro using the prompts I showed previously then creating it inside Twitter you can actually get a decent amount of views and sometimes more than your actual website as an example of that if we type in the keyword let's see AIC strategies into to Google like you can see right here we'll see what's ranking you can see that my Twitter article is ranking on Google right here and this was created four days ago but it's already got 800 views and so if you want to get a lot of traffic to your website quickly not only can you publish and rank that content with SEO but you can also post that article inside Twitter and get more views that way which means the same amount of work but you get bigger and better results like I'm showing you so that's one of the most powerful ways to use grow as well Doctor Who design says hello hello to you too and we've talked about ranking articles with Twitter directly the other cool thing that I want to show you right is that you can actually animate these images so let me go back to Grog let me find it here like you can see and then we'll go back to that chat that we just created this one right here as you can see and you can actually animate these images using Luma dreamlabs which is another fre tool for AI so if we go on to Luma Labs as you can see here's a couple of examples I created earlier so if we check out this particular thumbnail what I did was I downloaded the image from grock generated it inside grock and then uploaded it to Luma images and you can see it looks pretty cool if you ask me right and so you can animate and turn the memes or the gifs or the images that you create on grock and turn them into animated gifs like this and then they're basically AI videos but it's completely faceless pretty crazy stuff if you ask me so we've also talked about that the other thing that I want to show you with grock is that you can actually generate content around the latest events so let's go back to Gro and I'll show you what I mean we'll start a new chat you can click new chat in the top right and if we click on tell me today's headlines what this is going to do is it will actually generate the

latest news and the headlines from today now why is that why does Gro have the latest information versus other platforms it's because grock has all this data coming in from people tweeting and talking about certain events that are happening and so it can use that data in real time to generate responses now it's not always 100% right and it doesn't always get the facts right as you can imagine with any sort of AI model but if you ask for example chat GPT or you ask Claude which are two direct competitors when was your last update and we'll plug the same question into Claude you can see that the last actually that's strange I've never seen that before but it says the last update for chat GPT was August 2024 but yeah there we go so the knowledge base was updated to April 20124 inside Claude so even though Claude is really good for creating content it's not updated with the latest information whereas Gro it actually is updated with the latest automation now Harissa says Julian good job job as always happy to help thank you and glad it helps and you can see here for example is come up with a bunch of headlines for example as you can see in this headline it says political Shenanigans so these are the headlines from today and it says there's a buzz about Trump targeting Google and Cala Harris suggesting some sort of media manipulation it's like watching a Space Opera where the villain accuses a Galaxy's News Network bias right so if we go on to Google and we'll just check that headline is actually true and relevant we're going to type in for example Trump Google and Harris and see if that actually is a headline and as you can see right here there is a headline from today from six hours ago which is brand new news and it's been covered directly inside Gro so it's quite interesting to see if you were in a certain Niche where you're trying to create content on the latest news and topics I think this could be one of the best ways to do it because otherwise what you'd have to do is get the latest news from somewhere else and then upload that to Claude for Content creation now I've got a couple of questions let's see what we got here go says would you use Gro for blog images versus other Alternatives not sure how you go about images to use usually for blog posts yeah so I don't actually insert a lot of blogs a lot of images into my blogs but I'll show you an example of what this looks like in action so if we go to malet's post on LinkedIn and we'll look at some relevant articles I've created like for example this one what I usually do is I generate the image with AI and I use that as a banner image for the content like you can see right here now the thing to note here is if you look at it the image itself isn't as realistic as Gro so grock's images are way more realistic for example if I put lazy chat GPT AI robot surrounded by cache we'll put that image prompt into grock and we'll see what it comes back with versus chat GPT but like you can see right here the content from Gro is quite often sorry the content from chat GPT is quite often unrealistic right it's more like cartoon style whereas if you look at the image from grock it's more kind of like a shutter stock image or a stock image right and so I would say that if you want more realistic images go with Gro but if you want more images that are kind of like cartoon style then go with chat GPT that's my take movers says grock access is like $8 a month right I'm going to show you two ways you can I'm going to show you one way to access this for free actually and you can get access in the chatbot Arena right so if you go to LM arena. and I've included all the links I'm talking about inside the SCP and I've shown you how to get that today but you can actually get access to to sus column r that is a model inside the LM Arena that is actually grock to beta version and so you can use it for free inside here and so if you just want to get free access instantly just go to LM arena. aod equals Susy column up just like that URL right there so normally Gro directly inside Twitter is $8 a month for premium but you can get free access using this right here Neil says when I book a call of your company for a strategy session could we also discuss these kind of strategies because some people say SEO is dead I say SEO is dead all the time so yeah that's it if you book in a call with us link is in the comments and description or just go to julian. co.uk you can book in a call with us and we'll talk you through exactly how we're using AI to rank and some of our best strategy now one of the best ways you can learn how to do this is directly inside the SEO Elite circle inside the SEO Elite Circle we have a bunch of different courses on how you can rank with AI plus some of the newest systems I cannot show you on YouTube directly so if you want some of the most powerful ways to make money and rank with SEO and AI join the SEO Elite Circle and as a client you also get access to that too dword says I signed up with you how do I log in for the Mastery if you want to log in for SEO Mastery I mean I it sounds like you've logged in I it sounds like you've you've bought the link building Mastery course if that's the case um then you can just log in you'll see the email directly if you cannot find the email or login details just message us at me Julian gold.com send us the email address that you've bought with and we will give

you instant access GC says thank you for all the videos so far may I ask you if you are planning to do any videos in programmatic SEO what's your thoughts on that my thoughts are that I have to be very careful what I show directly on YouTube because so many public case studies get slapped and so what I've actually done is you will find multiple programmatic SEO coaching sessions inside the SEO Elite Circle just go to the guest coaching sessions because I can't show that stuff on YouTube right no way I can show that on YouTube and mover says dope thanks for the GRE grop tip happy to help and Al Farah says Dar sucks so much just use something else mid Journey ideogram or flux so flux is actually the model inside Gro from what I remember I'm just going to double check that but I'm pretty sure the flux is a model let me double check we'll put flux grock inside Twitter and yeah you can see the grop 2 when it dropped they snuck in the flocks model inside the image generation so that's what they're using to generate images inside this model is flux and it's pretty cool the fact that it's not guard railed pretty crazy stuff if you ask me the other thing that I would say is that if you're in a gray Niche let's say you're in some sort of gray Niche where normally you couldn't create content for your Niche with AI because there's guard rails on chat GPT or there's guard rails on Claude potentially I would imagine you could use something like Gro because it has less guard rails on what you can create on there as you can see right here like Mickey Mouse giving us a finger and smoking a cheeky little cigarette right there that's an example of how little this is guard real so it's crazy stuff to be honest with you let's keep going through now and I've talked about fun mode versus normal creating and ranking articles YouTube thumbnails I've talked about ranking images how to rank articles inside Twitter I've talked about Luma labs and also the latest news and recent updates inside gr that you can use for Content creation and we've also compared Claude versus chat GPT for outputs plus how you can use this for gry nich Content along with something else that's quite interesting so what you can do let me show you an example right here you can grab the URL of a tweet then you can go down to Gro and if you paste this URL into Gro as you can see so if you paste the URL from the post it will actually explain what the actual content is about right and as you can see it explains okay this is by that account blah blah blah it giv some examples of post from that person and it just gives a little breakdown on the post which is quite interesting as well now the other thing you can do is if you select some of the texts you can ask Rock and then it will expand on some of the other stuff it said so there's like 10 different ways you can use this and the thing that interests me is not how powerful Gro is right now but how powerful Gro will be on later updates because if it's using the data from Twitter and it's all fed in in real time then it's only going to become smarter and better and also you can see they're upgrading it in different ways now with Elon talking a lot about the freedom of speech that ties into the freedom of using AI right because for example you can see there's less guard rails you can see it's less restricted inside these AI models which means that if you can use this in ways that you're not restricted potentially that's going to appeal to a lot more people and people don't people are always looking for like ways to jailbreak AI anyway so this is one of the most powerful ways to just get this sort of content good Vib says you've been amazing in the last videos amazing value crazy you've got a new fan thanks so much really appreciate that and Good Vibes to you so thank you sir floor says this is great happy to help and master techno says okay well that's what I'm talking about all right so I want to run you through a few other notes that I've got right here including let me pull this up I want to I want to show you you how well this is performed so far right so you got to bear in mind that grock is a mini model right so it's not the most powerful model it's a smaller version and it's in beta so it's more like GPT 40 so I would keep your expectations low for now but when the full version comes out then it's going to be better the other thing that I've seen and some people have talked about this is that there's a limit now I've not seen a limit on this right so you can see for example some people saying there's a limit on how much you can create probably about 25 an hour when it comes to content on grock I've not seen that I've not seen any limits but that's an interesting thing to note also as you can see right here grock 2 image generation is better than llamas and has no dump guard rails which you can see right there and if you're wondering about the pricing of Gro like I said you can access it for free I've already shown you how to do that but also you can get access via premium which is $8 a month on Twitter so for example premium starts at $8 a month or $84 per year on the web the other thing that I want to show you is my Twitter sap for actually ranking and creating content because if you're thinking about using Twitter for SEO then you can use some of the workflows I've created that have proven to rank for me as you can see right here and then you can also Syndicate

it into different posts right so you can take your SEO content you can Rank and create content directly Insite Twitter you can publish it and then you can Syndicate that content in multiple ways I've got two different automations right there the 100x content machine and the make.com automation this is all in the video notes as I've shown you how to get access you can get access inside the free course just go to SEO systems and then Gro 2 you'll find it and that's basically a way that you can rank with Twitter SEO now if you're wondering okay does Twitter actually Rank and that sort of thing I've already showing you an example but if we go into x.com and we'll look at their traffic and their growth and you can see that it's absolutely Ely outrageous so they've grown from a million traffic back in May to 22.4 million traffic as you can see right here I think as more people are posting articles directly on Twitter and the easier it becomes to create content with Gro and then post it the moreo traffic Twitter is going to get and the easier it's going to be rank to rank with this content so something to bear in mind right here atram says is Gro connected to the internet can it scrape Google search results I don't think it can let's double check and we'll try it together so I'm going to try it right now I'm going to say what are the top 10 results on the first page of Google for perplexity a something like that we'll see what it comes back with and you can see that it just guesses so it's not connected to the internet just to confirm definitely not connected to Google and you can see that it cannot scrape or connect with the first page of Google really good question though acram great point right there and rapael says that link for free grock doesn't work they have many LMS there but not Gro so this is if you want to get access to Gro right let me just type it in right here we'll find the example right here so the model that is grock 2 on lmis is sus column R right and this is available inside the chatbot AR as you can see right here and so if you want to get access to it just go to the LM Arena and then find the sus column r model right here as an example of that here's me in the LM Arena on the model sus column R and I can use that as you can see right here and put in my prompts directly down here and that's how you can get access to grop two for free as you can see inside the chatbot Arena I'm confirming it for you I've shown you how to do it that's how you do it Vanessa says thanks for your input about grock happy to help and glad that this content helps you goal says for Twitter articles if your starting point is a blog post would you duplicate it as an article on Twitter or does that count as duplicate content if so how would you use Twitter in this instance so here's how I would use Twitter number one every time you post something new on a new platform make sure that your content is unique right so for example if you're posting to Reddit or you're posting to LinkedIn or you're posting to your website or to medium or to Twitter make sure your content is unique every single time and then from there you can use this workflow right here which you can see for example you can get the keywords using this method then you can create the content with AI using this method from there you can publish it and from there you can Syndicate it using these two automated tools is it spam no you're using the SEO checklist that I've given away many times inside my content and so that's basically how it works as an example of that if we go onto a keyword like perplexity AO you can see that the content that I've created and ranked on the first page of Google is unique every time and that's the key it's got to be unique because if it's duplicate content it will not rank so for example you can see this YouTube video ranking then this one on the first page these are created by myself and then from here you can go down and you can click on these example pages and if we do that you can see that the content I've posted on medium is unique to the content that I've created on LinkedIn two totally unique articles two totally different sets of content that's how you would use it Good Vibes only says can you access LM Arena through API automation ideas for posting latest news is crazy with Gro big love man so from what I've seen you cannot get the API through LMC Arena the way to do it is to get the API directly from grock so if you type in API grock on Google you'll get the access to the API but the problem is it's not the API from grock 2 because that's still in beta and the API for grock 2 has not been released yet I think they're planning to release it on Enterprise API plans but right now you can't get access access to it and so there's only the older version of Gro which I still think is okay but it's nowhere near as impressive as grock 2 right now to be honest with you let's have a look what else I wanted to cover in this video as we go along and yeah I'm I'm just pretty impressed with Gro I think it it will be a powerful way to generate content in the future particularly if you're in the news space and particularly if you're thinking about okay how do we use this step by step now this is a grock page so this is a grock API page as you can see right here and if you want to see the full details and the breakdown and the benchmarks of Gro you can see it inside this particular article you see grock 2 Beta

release and it says grock 2 is our Frontier language model with State the art reasoning capabilities this includes two members of the grock family grock 2 which is a separate model so this is not the model I'm showing you today because grock 2 is not the model of grock 2 mini right and so grock 2 mini is what I've got access to and then grock 2 I believe will be released later and that'll probably be even better and crazier the other thing that I would say with Gro and I didn't really mention this earlier is that Gro is pretty quick to respond so if we go back onto grock and we'll create a new chat as you can see and we'll just click on one of these random things like help me write a cover letter you can see that the actual responses really fast so it actually responds really quickly when it comes to creating content that's another Pro now as we scroll down you can see how GR to Performance in terms of chat capabilities right so if we go down here you can see this is the model sus column R and in terms of Elo scores on the chatbot Arena so this is voted on by real people you can see that Gro comes in at number four number one is chat gp40 number two is Gemini 1.5 Pro number four is Gro right there and then there's a bunch of other models underneath now the other thing you can see here is you can see the win rate of grock 2 against competing models on chatbot Arena so for example the win rate of grock 2 is 70% versus deep seek and yeah these are some more benchmarks so you can see exactly how grock 2 mini performs versus GPT 40 mini uh sorry GPT 40 turbo claw 3 Opus Gemini 1.5 llama 3 point and GPT 40 as well so it's not too far behind but I still don't think it's as good as chat GPT for for creating content and that's how you get access to it so that's pretty much it I think in terms of the whole thing that I wanted to show you in terms of how this works as well Jason says blim me this is just insane if you don't see the value Julian's given your yeah yeah something like that and Dr Z says is the content created with Gro unique plagiarism free that is a great question we can have a look we'll run it through a plagiarism Checker right now so I'm going to log into originality in the background which is one of the best places I can check for plagiarism I'm imagining that the content will come out highly AI generated but I also imagine that it will be plagurism free most of the time so if we come back to this prompt that we were talking about earlier and this is the document with all the notes if we come back to this prompt and we'll take this one right here we'll plug that into grock we'll paste it in right there and then we'll get it to generate some content and once it's generated that content we can run it through a plagiarism check on originality and see how it performs right so we'll click on detect Ai and we'll click on check plagiarism and from here we've got the content and it's just blasting out but again it's very much bullet pointed it's very much it feels AI even when I look at it right I don't even have to read it to know that this probably isn't great for content creat the other thing that I would say right here is that it doesn't even insert internal links you can see that it doesn't insert internal links unlike I instructed it too so that's something to bear in mind as well it may just be that Gro doesn't do very well with longer prompts and so if you gave it a shorter more simpler prompt it might give you a better output so we're going to wait for this now and we'll give it a Content scan and just see how it performs now whilst we're waiting for that we're ask answer Dr Z he says is there API option in grock to use it outside the platform like open AI so you can get access to the API if you type in Gro API SDK on Google you will see the developer platform right there and then you can get the API details right there but again right now until it's released this is purely for the older version of Gro so grock version one one right it's not for the new version so something to be aware of right there and you can see if we look at the plagiarism score this is I predicted right I was just spot on I should be Mystic Meg with a crystal ball here you can see the inside the plagiarism score it is 0% plagiarized so that's what I expected because I've never really seen AI content come out as a as plagiarized just never seems to be an issue but if we go to the AI results and as I predicted it's likely to be AI right 100% confidence that it is AI so if it's obvious to originality probably going to be obvious to Google or anywhere else you create content whether it's quality content or not I wouldn't say it is right if you look at the content itself I think it needs a lot of editing and when you've got options like claw 3.5 Sonic for free then that's probably a much better option versus creating content directly on Gro so yeah comes out 100% AI generated comes out 0% PL and we're going to keep going through some of the questions says is there a free option so there is a free option at LM Arena just go to LM arena. and then go to the model called sus column R right there and that's basically it so if you want to get access to the video notes from today including the sap all the links I've talked about Etc you can get that inside my free course links in the comments and description just go to SEO systems and then Gro Ai and go says real recognizes real AI recogniz is AI Julian is confirmed as AI I should just call

myself Julian GPT on YouTube at this point I'm I'm yeah basically the amount I use AI I'm I'm 50% AI I believe so that's basically it now if you want to get a free SEO strategy session link is available at Julian gold. co.uk otherwise just check out the link in the comments in the description and you can get a free one to1 SEO strategy session where we'll show you how we take websites from zero to 145,000 business per month and generate thousands of dollars in sales we can also talk about how I personally rank on Google how I rank on YouTube and also how I rank directly inside AI models for example like perplexity and other AI models like that if you want to learn how I do that book in a free SEO strategy session additionally on this call and this is a free call normally Consultants are charging you thousands of for this I'm giving it away for free but on this free call you get free SEO domination PL go the secrets of Link building or answer any questions you have you learn the best link building strategy through website you learn how to out rank your competitors with link building and you learn how to increase your SEO traffic based on what's working for me right and I've shown you proof that all of these methods I show you actually work acram says Julian gbt and passive income playground says I've been looking at your free course in a small percentage of the information contained I'm Blown Away by what you give away for free thanks very much that's what I'm talking about I'm here to help people and I'm glad that the content helps you right this is all about empowering you to make sure that you can Implement stuff and learn this stuff for free because a lot of people will charge you like thousands of dollars for courses like this inside that free course with have over a 100 tutorials 200 chat gbt prompts 33 a tools getting all this stuff for free just because I want to help you and I want to empower you to to get more leads to get more track to get more sales using the processes word for me go says thank you Legend really appreciate all the value you provide happy to help too and Neil says absolute Legend really happy really we got so much positivity on the live stream today I really appreciate that everyone all right thanks very much kept it short and sweet appreciate everyone who's joined in and I will see you on the next one my friends byebye

References and Recommendations: No references or recommendations found.

13 Years of No BS Business Advice in 79 Mins

URL: https://www.youtube.com/watch?v=oRMG_HpOAN4

I've been in business 13 years I've sold nine companies my last company I sold for $ 46.2 million my current portfolio at acis.com just over $17 million a month and I'm going to compress 13 years of business advice into this one video number one have something extremely expensive to sell that you never even plan on selling I learned about this anchoring tactic from a friend of mine and he said listen man you can just put something on your menu of items or services that you sell that's 10 or 100 times more expensive and just by having it there it'll anchor everything else on your menu or the rest of the prices that you have and just make it something that if someone actually bought it you'd be stoked that they did but what ends up happening is that one you'll sell more people on your core offer because they have this big price anchor second it allows you to nudge up your main offer's price because related to the big one it looks like almost nothing I was talking to a different friend of mine and I said hey you know you should consider just adding one of these things in and he had a weight loss business a very generic online weight loss business and so he added uh a six times higher price version of his offer and then the craziest thing happened people started buying that more than his core offer and when he did that he tripled his profit overnight and so the thing is is that it also breaks you especially if you're starting in business out of this fear of raising prices by just saying hey there's no there's no way anyone's going to buy this I'm going to make this so expensive no one's going to buy it and that's okay so you give yourself permission to just fly it out there but what you will find is that 10% of customers just want to buy the most expensive thing these are the whales and the only thing worse than making a $1,000 offer to somebody with a $100 budget is making a $100 offer to someone with a $1,000 budget because in the first scenario you lose a 100 bucks in the second scenario you lose $900 of the money that you should have made but didn't number two no one knows knows you exist advertise more and so to give you context on this when I walk through the streets I usually get stopped four or five times on like a 60-minute walk and when I was launching my book last year I had you know 500,000 plus people who were registered it was this massive event broke the internet whatever but during the month leading up to it we're advertising on all channels we're running ads we've got Affiliates that are pumping it I'm making content all over the place and over the 4 weeks of people that stopped me only one person knew that I had a book coming out and so every time I'd see somebody like hey you going to be at the book launch and they're like oh you have a book and I was like how can you not know that I have a book there's a story from Henry Ford that I love which is that he was walking by his the CMO of Ford was right next to his office and every day he'd walk by and he'd see the marketing campaign he he'd see the marketing campaign a day after day after day and so 3 months into seeing the same campaign he knocked on a CMOS door and he's like hey when are we going to stop running this thing he's like I'm getting exhausted of seeing it and the guy just looked at me he's like we haven't started running it yet and so the thing is is that we get so sick of our advertising so much before our customers or potential customers even remember our names and so the extent of advertising that you have to do there are so many people in the world and people's attention is so spread thin and so they're so distracted that in the off chance you actually do get an advertisement of some sort in front of them the likel that they remember that it was even you and the core message of that advertising is even lower and so many of us have this big fear that we're harassing our Audience by repeating ourselves over and over and over again but the vast majority of the time no one even a knows you exist or B specifically knows the message that you're trying to let them know and so I like to tell my team and remind myself that we need to be reminded more than we need to be taught and so your audience needs to be reminded more than they need to be taught and I don't know about you but I followed plenty of accounts where like they have the same four or five messages more or less that they put out there and the reason I follow them is because I like the reminder I like to be reminded to be patient I like to be reminded to to to not think take things too seriously I like to be reminded that I have to think long like those are the things that I like to be reminded of and so imagine if that accounts like I already said be patient once I don't want to say it again they've already heard that from me it's like no people have messages that

they want to continue to get fed into and every time you feed that same message that they likeed before back into them they'll have another positive experience with you the amount of novelty that's required in content is significantly less than you think as a creator think about it like you're going after a girl and she's with somebody right now all right so you're like okay well I'm going to ease off but I'm just going to just let let them know I'm just going to throw these little flares out there that I'm that I'm I'm interested I'm here I'm not being disrespectful but I'm I'm available right and then what happens is as soon as uh she gets out of that relationship or whatever then she's receptive to your message and so the thing is same way works with customers is that they might not be looking for a marketing solution they may not be looking for a plumbing solution they might not be looking for an IT services provider for 3 months 6 months 9 months but they might like to hear your stuff but the moment they are in the market you're the first one they think of because you continued to repeat the messages that resonated with them to begin with the big thing is the 4x4 all right which is especially when you're starting out four hours a day doing the core four and so the core four means you're reaching out to people you know oneon-one reaching out to strangers one-onone making content one to many or running ads one to many and so there's the four ways the only things one person can do to let other people know about their stuff and so I use the rule of 100 as my my guide there which means you either make a 100 minutes of content you do a 100 outreaches so either cold or warm or or and if you want to get really spicy or at least $100 a day of advertising now obviously the $100 a day you can scale as much as you want but as a baseline for anybody who's starting a business those are three ways that you can just say okay what do I have to do to let more people know about my stuff if you're not making 100 minutes of content you're not doing 100 outreaches a day day or you're not spending $100 a day on ads no one's going to know you exist and that is the biggest threat to your business the reason it's so important as a Founder to do this in the business is that you have to be able to make it rain and so every business at the most basic level has to advertise before it can have money right so like if you want to make money people cannot give you money until they know you exist and so is a is a pre-requisite for making money in business is that you advertise first and then you have a product that you can deliver on and that's the most basic form that you have to have if you just have the product that no one finds out you will continue to not make money which leads me to number three until you're at $100,000 a month advertising is all of your focus and the main reason for that is if you don't have enough people coming in you're not going to have enough iterations of the product to get feedback to know if your stuff's good or not and what you need to do to make it better now the thing is is that up to $100,000 a month at that point it's all advertising but at some point in order to continue to scale you need to fix the product you need to make sure that people are refg you need people make sure people are happy that they're referring other people that they're staying month after month or they're repurchasing month after month after month and so if you're not solving that then you've got a leaky bucket and that's going to be a problem that you're going to deal with later and so the smart move is to fix that stuff now so that you can grow a really big business and this is one of the biggest mistakes that I made so many times in my early career is that you start advertising you start understanding a sell and acquire customers and you say oh that worked I'll do more of it and you should do more of it but within this current context of you have to make sure that you're delivering and so my recommendation is get to a million doll so get to $100,000 a month is then put all of your focus on filling all the holes in the bucket so that and the thing is is when you do that you're actually going to keep growing because if you keep the same activities and then you fix the holes you're still going to keep growing steadily month after month after month even with the same level of advertising effort then once you fix the holes then you go back to the front end and say how do I 10x this and that is how you can stair step even though your actual Revenue growth will still look flat because when you fix the holes you'll make more money but the doing this of the business will shift now if you do the alternative of that which is you just advertise more and more and more there's going to get to a point it's an ASM toote so basically you start growing and you start plateauing like this because then your infrastructure is too big and there's too many moving pieces to fix the thing that you should have fixed earlier but then you're in a rock and a hard play scenario because then you can't B dial back the advertising because you got all these people that you've hired but the more you sell the more your reputation goes in the tank because the stuff's not good and so you get a really hard scenario and so fixing it first fixing it early sets you up to build a much bigger business later number four under a million

dollars a year it's one channel one Avatar one product I see way too many small business owners saying hey I've got two businesses or I have seven products or have two different avatars or blah blah blah blah right no focus on one specific type of customer and if you s if you just say yes to everyone with money you basically saying no to your business because you're never going to be able to focus and make something really good you can't serve six customers and then make a good product only doing $100,000 a month it just doesn't like it's it's too small volume like you don't get enough reps and so you need to do one very specific thing which means you have to say no to people who aren't that that type of person you serve one problem which means you have one product for that specific Avatar and you get better and better at templatized at at productizing the service or product whatever the product is itself making iterations on it and you advertise through one channel meaning you just know how to make cold email convert or you just know how to make cold calls convert or you just know how to make uh Tik Tok ads convert or you just know how to make YouTube videos that convert whatever your channel is you just stick with that channel because as soon as you're like oh I'm going to do two different things like that's not the objective of this stage you just need to get it reliable so that that you can then keep tweaking the product so that then you can 10x the existing Channel you're on once you get to about a million a month is when I recommend starting to to think about second and tertiary channels of getting customers and part of the reason I recommend that is that when you start a second channel it's going to cost you money and it's going to cost you time and so the reason that you keep that one channel and keep doing it longer than you think is because you need to be able to get it working at the same level or higher with not you doing it so that you can have the secondary Channel if you're the one who's gassing this first channel and then you move to the second well now you have this second one that's not going to be working out nearly as efficiently as the first one especially in the beginning the first 3 months 6 months it's not going to be cranking like the first one is but the first one's also going to go down because you're not there and so you spend the extra time there you put the right people in place you make sure the training is such that they actually can meet or exceed what you were doing on your own and then when you start the second Channel you can pour resources into it because you still have cash flow from your main thing and that little switch is where most people get lost and they just Crush their businesses so don't do that so to give you guys some context I didn't open up a second channel of acquisition until we were at 4 million a month now mind you I started with paid ads because I was good at paid ads and I learned how to run paid ads in my local business which then when I went National I KN had to do the same skill set but after 4 million a month I was like okay I need to get this second Channel going and so I started increasing that channel via cold email cold call cold DMS with an outbound team but I say that because a lot of people are like shouldn't I do this I try to delay that as long as I possibly can because I know it's going to cost a huge amount of time a huge amount of money and it might not work for 6 to 12 months and to give you context it took me 12 months for outbound to be responsible for half of my Revenue so it's not going to happen overnight number five always start for free always and I know and I I don't usually use explicit 100% black and white language but I have yet to see a time where starting for free has not made me more money so let me explain so when I started my Fitness business way back when I started with free I wanted to get people results and I said I don't have any experience so please let me just train you for free and because of that I have lower Stakes because they didn't pay me money they're still paying in other ways they're still paying time time they're paying inconvenience all the other things that a customer has to do those costs are still there by the way those hidden costs are the things that you want to decrease as much as you can in your product so that you can charge more money because you'll find over time that the most expensive thing about your product often isn't the price it's everything else you require a customer to do as a result of the purchase which is what things do they have to give up that they like doing as a result of the purchase and what is what are the things that they have to start doing that they hate doing as a result of the purchase and this happens with everything and when I say like and hate I use those as extremes but fundamentally there's some sort of friction there's some sort of inconvenience like when I buy a car I have to now get gas that is now an inconvenience in my life now compared to all the other cars maybe all cars that have that inconvenience until they have an electric car and all of a sudden that inconvenience has been removed because I can plug the car in at night so I'm a co-owner of school.com and I talk to beginner entrepreneurs a lot and so I see this happening more often than not

which is that they say hey no one wants to buy my thing and I say okay well where's your where are your testimonials where are the people that you've used before this that you've helped get the result and they're like well I don't have any I'm like well why would I believe you they're like well I have this amazing offer and I'm going to talk about this in number six at length but if you don't start for free why should anyone believe you and if you are doing this for the first time why would you want to take money for something that you don't even know if it's good yet and so this can both give you the conviction and give you the confidence to get going because you actually have some results that you can go off of you can use those results to Market to get more customers I do this at every level of business and so everything that I do I always start with free no matter what it is and whether it's a new product line in a massive company one of our portfolio companies we built out a software product uh for the existing service base and so we said hey we can now have a DIY version of our services that you can use with this software product and what did we do we started for free we took our top 100 customers and said hey why don't you try it out let us know get us feedback and they just kept giving us feedback back and honestly in the beginning the fact that some people want to charge for this is insane it's like they're giving me so much valuable stuff I'm just happy that they use it right and so you go with free and then you go with a small small amount of money and then you keep raising your prices over time which I'll get to in a second and for those of you who are worried about your pocketbook like I'm Froning all these costs well yeah that's why it's called investing in a business but people who you work with for free can make you money in three ways number one is they can leave you a testimonial number two is they can refer you other customers via Word of Mouth that you did a good job and number three they can actually stay on and pay after a certain period of time when you do make it not free and you make it uh for money because if you want to keep surfacing and this is ideally how it works out is that you do such a good job that they're like I don't want this to stop and then you say great now you can do it in exchange for money because I can't do this anymore in exchange for nothing because I have enough demand because I've done a good job that I have these referrals and I have this proof that people do want to pay me for my services so if You' like that too you can get get the same price they have number six and this is a big one proof over promise so what a lot of beginners do and they read you know $100 million offers and they're like I have a grand slame offer and so because of that I've got this big thing with all these bonuses and the stack and these guarantees and I've got a premium price and yet no one's buying it so what I want to do is walk you through a hypothetical let's say on one extreme we've got somebody who has an amazing crazy awesome offer for whatever they promise you the world and Beyond on this stream same core product or core Service as the first guy except he has no crazy offer he just has 1,000 testimonials who is going to get the most customers this guy and so your proof is going to do more selling than any promise can possibly do because the promises all function as an approximation of the likelihood that they're going to get a result and proof is always going to be more compelling and so when you're starting out you want to capture as much proof as humanely possible now I have a huge amount of stuff on proof because I I'm obsessed with it but I'll give you four very good things that you can do to make your proof more compelling number one recent proof is better than delayed proof so if proof was 5 years old proof that's from last week is going to be more compelling second is you want it to be as visual as possible so just a bunch of words on a screen is less compelling than a screenshot of someone's bank account after they made money or someone saying hey I lost 20 pound is not as compelling as the picture of them losing 20 lbs which is also less compelling than a video of them weighing in and then a video of them weighing out the third component for proof that I'll give you is you want high volume and the nice thing is that most businesses actually have a lot more proof than they know they do they just never capture it and so one of the things that I did in our brick and mortar chains that we had with all of the the gyms I do across all our brick and mortars is if you look at Yelp you look at Google you look at Facebook all of these have reviews for your business and so for me and if you're digital then you have Facebook reviews on your Facebook page and things like that and so I would go into the Stars you click into it and there's like a hundred of them and then you just screenshot each one of them so if you have hundred five star reviews on Yelp that's like a mediocre Yelp account right but if I screenshot a hundred of those and then I frame them and I put them on my Lobby wall from floor to ceiling it's overwhelming the amount of proof that is and so most businesses have way more proof than they think they do they just don't leverage it and so one of

the easiest things you can do take the screenshots of all all review sites across all platforms show them individually and show them as your new wallpaper and the fourth element of proof is that you want to capture pain and so let me explain by this so I've been able to look at a zillion ads across all companies where they have testimonial ads from customers or user generated content to be fancy right the thing is is the content that begins with pain converts significantly higher and so this is my theory around this which is that the pain relates to the customer or Prospect where they're currently at if they start with the promise it's too far disconnected but if you start with pain they relate to the person and then you can take them through the story of them getting the result but if you start with the end result it's too disjoint it's too far away it becomes less believable so if you had to pick between proof or promise double down on proof and that's also the reason that I tell everyone to start with giving stuff away for free because it's the easiest and fastest way to get tons of it best time to ask someone for a testimonial at the moment of greatest satisfaction all right so that's also by the way different from the best time to sell all right because you want to sell at the moment of greatest pain you want to get a testimoni at the moment of greatest satisfaction so think about this way if I were to say hey uh you have a steak dinner and you have a steak and you're starving you're like oh this is great blah blah blah blah the moment to sell you the steak is right before you've had the steak and then you eat the steak now after you have the steak is that the moment that I say would you like another steak not really because you're like I'm full I'm good so that's the point of greatest satisfaction not the point of greatest deprivation now after I've had the steak if I say hey would you mind like looking in the camera and saying how great the Stak was people like oh my God it was amazing it was so great you guys should definitely check this place out it's awesome right and so point of greatest deprivation is when you make your sale point of greatest satisfaction is when you collect your proof number seven raising prices almost always makes you more money but you hear no more often and so let me break this down so I had a a sales guy in one of our portfolio companies and we doubled the price of a product so a lot of people are like really afraid of like 10% or 20% increases like I'll test 4X 5x price differences pricing in many instances is far more inelastic than you think it is all right so elastic versus inelastic pricing I'm not getting into that but basically if you have a $5 sandwich going to $10 sandwich there's a lot of elasticity with food meaning people are very responsive to small increases in price the classic counter example is if you have life saving medication it's not very elastic at all meaning if you double the price people still going to pay for it because they need to live right and so the thing is is that if you have a very bable thing the price is usually a lot a lot more flexible than you think it is in terms of how much you can move it up all right and so I like making massive price tests but the thing that you have to have when you do this is the balls or the stomach to deal with more nose and so when I walked that sales team through the price increase I said hey we're going to double the price I said you have to understand that we're for sure going to get less or fewer yeses but the question is will we get half the yeses so we had a 35% reduction in conversion percentage but we doubled the price and so we made more money in multiple ways so one we made more absolute Revenue we literally just made more Topline but the magic of this is that let's say the cost of our thing was $500 and we sold the thing for $1,000 okay so we have 50% margins well if we double the price we go from making $500 $ in profit to $1,500 in profit so I actually triple the amount of money I make by doubling my price and so even if I have a 35% reduction or a onethird reduction in sales I tripled how much money I made on the other 2/3 of my sales which means me doubling the price with a one-third reduction in sales still doubled the profit in absolute amounts despite selling onethird fewer customers and one of the nice benefits of having fewer customers is that you have fewer costs associated with delivering on them so not only is the gross margin per customer higher your fixed cost that you have to incur to continue to expand your infrastructure go down and fundamentally a smaller amount of customers that make more money is an easier business to run than more customers that make you less money and let me tell you how important this is I've seen businesses that have not changed their prices for five six seven years right because they're afraid to do it whatever but I want to give you some real hard truth right now in 2017 if you sold something for $100 that was your only product and you were running 20% margins as a business if you did not change your price from 2017 until 2024 that $100 now means that your costs in that business have gone up by 20% which means that your profit is now zero and so if you feel like your margins continue to compress year after year after year it's usually because you're not appropriately adjusting your prices so to give you context $79

in 2017 is the equivalent of $100 today and so that would be like you going back in time where you had a 20% margin business and running it at a $79 price point rather than a $100 price point and so you just like that eliminate all the profit in the business and so you have to do the reverse of that because inflation is a compounding threat to your business that every year stacks on top of itself and so if you're not making three 6% increases in prices at least annually you're not even keeping up with inflation and to give you little story around this Warren Buffett when he bought C candies said that he only wanted to control one thing and so what that one thing was is that every year he would look at all the prices of all the candies and he would ship them the new pricing and he has raised prices 50 years in a row sometimes in a single year as high as 177% onto their pricing and as a result of that he's cleared himself a billion dollars in profit and so if it was the one thing that he focused so hard on it might be something worth thinking about so if you do make a pricing change there's two components to this one is new customers the other is old customers the easiest thing to do is just change the price and and just apply it to everyone who's new that's simple and if you're in a transactional business then it's fine even because the old customers come back and buy again right but if someone's on some sort of recurring service is a little bit trickier now I have some tactics around this but I'll just give you the high levels which is you want to have a price increase letter you want to talk about all the things that they're going to get as as a result of the investment that you're now making into the business and that it's the only way that you'll be able to stay in business given inflationary pressures Etc all right and so you just want to say here's the thing here's the stuff you're going to get I want to keep my promise to you which is to keep our thing as good as possible and only way for me to ethically keep my promise is for us to reflect that in the prices which are now having to be changed effective this date but don't worry I've grandfathered you in to your old price by this time and that's key is that the old customers you say I've Grand everyone wants to be grandfathered you say so I'm grandfathering you in until this and that way it's not like it's changing tomorrow it's delaying the pain and giving them a gift right now as a way of honoring the fact that they've been loyal customers to you those are the main bullets of what that price letter would go out and say and if you are going to raise your prices you want to be measured about it you should know what your conversion rates are prior to you making the price change and you should be able to give a statistically significant sample size of shots on goal with the new price before you make a decision if you get on the phone and the first two people say no well we one knew more people were going to say no we already expected that and if you have call it 40% close rates right now well if you make double the price and you go to 30% close rates then that's still a great deal for you you might just be getting the first two NOS out of the seven NOS you already know you're going to get when you talk to 10 people and so talking to two or three people getting NOS doesn't mean you need to change your price it might have just been the nose you're normally going to get even at your lower price and so you can't be emotional about this you have to be calculated and this in my opinion is the the reason most people don't raise their prices or can't do it successfully number eight talk to customers to solve all your problems so Paul Graham said this and I think it's really good he said you can solve just about every business Problem by talking to your customers so if your advertising isn't converting talk to your customers if your pages aren't converting talk to your customers if the price seems weird talk to your customers If the product isn't delivering talk to your customers at the end of the day your customers are the people you serve and they have all the information you need to make your product better so especially when you're starting out even if you have very low prices so let's say you charge $10 a month for something all right and it's and you want this thing to have thousands and thousands of customers okay fine but if you don't talk to customers you're not going to know what's going to drive them to convert buy and stay and so I come from an industry where people meet face tace in person to sell $10 a month memberships and so I don't want to hear it all right I spent the first four or five years of my career selling $30 $50 $100 things all day long I don't know a very successful advertising entrepreneur who's a rain maker meaning they know how to get customers who didn't have four or five years of Hardcore sales under their belt that no one knew who they were right that's the rocky cut scene is where you take hundreds and thousands of calls with customers where you hear the words they use so that when you you say does this suck but they say it differently and so then you say that in in your advertising and when you take these sales gos for $10 a month you're not doing it for the $10 a month you're doing it so that you can learn more about them and you just so happen to get paid but you

find out the words that get them to move because you might think these are all the selling points to your thing but when you're talking to them nothing really happens then you say one thing and then boom their eyes light up and they're like yeah that and then all of a sudden you reorder your sales scripts you reorder your headlines you re order the the road map on the things that you're going to improve in the product because these are actually the things that are driving purchases for the first purchase and getting them to stay and so most entrepreneurs are afraid to talk to customers I have no idea why that is they're afraid to talk to random people who are giving them money I don't get it but one of the easiest ways you can learn more about your business to make more money is pick up the phone and call people who've given you money and ask them why they did and just as importantly maybe more importantly talk to all the people who didn't buy and ask them why they did it yeah and if you think you're above this you're right you should just keep doing that but for everybody who wants to beat that guy just get on the phone with your customers so inside of school.com we run a contest every month where the top 10 people who are new to the platform who generate the most Revenue in their communities get to fly out to Vegas and spend a day with me and Sam who's the other owner of school and part of the reason we do this is that of course it's a great prize for all the winners and they get to meet each other and it's an awesome event but for us we get such valuable user feedback from Super users these are the highest most invested users users and so we're like hey do you like this thing hey this is the product room hey would you prioritize this over this so recently we used the feedback from this group we said hey we have this thing that could be controversial with the rest of the community because we could see people taking it like this if we made this change in the product what would you guys think and unanimously they're like oh no that would make us more money we're totally in for it and so we're like wow and so months of deliberation of like oh do you think they'll like it I don't know if they'll like it what if they don't like it all of that got solved by just asking them and then we got our answer and then we did it and everyone was happy and so the beauty of this is that you get certainty around your decisions and so you can make decisions faster and the entrepreneurs who make faster decisions move faster and when you do talk to customers whether it's in person like this school event that I was talking about or just on the phone what do you think happens to them you can take someone from a neutral customer to a Super Fan in one call you can tell the story of the business you can tell them why they started you show that you care and guess what that person might bring you 10 or 50 more people people when you think two rows down the line of Word of Mouth referrals and of course they're probably going to stay way longer than they would otherwise because if they do have an issue guess what they're going to do instead of cancelling they're going to call you and let you know a great time to do this that a lot of people don't like is that the moment people ask to cancel so if you have any kind of recurring membership or if they ask for a refund if you have onetime transactions get on the phone with them and it's not necessarily to try and like you know hard sell them back into it which by all means you can but the more valuable thing is to understand what went wrong and you'd be surprised how many times you just let someone vent and here's the key don't minimize what they said get more angry about the reason they're cancelling than they are because you're like that's ridiculous that should have never happened to you I can't believe that was your experience I completely understand why you'd want a refund I would want to refund 10 times over I'm surprised you're not trying to put me in jail I get it all right is there is there a world that I can make this right or what would it take for me this is the question what would it take for me to make this right and so now you get into them solving what it would cost or what it would take for them to stay and more times than not it's not as big as you think you want to talk to all sorts of customers so you want to talk to the super users you want to talk to the moderate users and you want to talk to the low users but you're going to get different things out of it like I don't I'm not going to prioritize a road map or things that I'm going to reinvest in the business based on people who are not that invested in the business I want to I want to talk to the super users who are getting the most out of it because they're going to have more context but in terms of what problem do I want to solve for these people it's like why didn't this work for you so this would be stuff that's like friction so this is going to be way more about getting new customers like I'm going to solve new customer Problems by finding out why people didn't buy or bought and then left and then I'm going to figure out how to make my customers more valuable and get them to stay longer by talking to Super users uh and your super fans or the best customers you have about what would make this even better number nine what to say to

prospects on the phone when you're just starting to get your first sales so I use something called The Closer framework I'll make it very short but the call should go something like this C so closer is an acronym C clarify why they're there so what made you hop on the call what made you take a step what made you respond to my email what made you comment on my post whatever it is they took an action to become an Engaged lead and that is your advantage because any person that you get on the phone with with the exception of a true true cold call first pickup with the exception of that everyone has responded to an email they've commented on a post they've responded to an ad they've opted in whatever so you ask them why they did that that clarifies it gives you also big Authority in the frame because they've taken a step towards you and you're just receiving so you say hey why'd you do that and then they'll tell you what it was then you move on to L which is like okay so what I'm hearing is and this is labeling with a problem so it sounds like you want this and this is the problem or you're you want to have this outcome and you haven't gotten it yet is that sound about right they're going to say yes and you're like okay cool then you go to O and you say you're going to overview their past experiences you're like okay so what have you done so far to try and make this happen why is this so important to you what else has happened in the meantime that has costed you from not having this occur right and we call this the pain cycle the reason you do the pain cycle before you sell something is that you want to temporarily increase their deprivation around that outcome so we want to temporarily in the state of the conversation increase how important that outcome is for them so you've probably heard in in politics whatever the topic is of the debate it's like it's the economy it's education it's the border right whatever media puts more attention on is what people say is the main reason they vote for candidates they basically make that the topic of the election which is the macroeconomic situation or whatever right when you're in a micro event like a sales call you have sometimes 10 minutes sometimes an hour to basically in that very small call Elevate the importance of that problem in their life so that you can motivate action they were kind of hungry when they get on the call but as you talk about the food that they could be having and the bad food they've been eating every single day and how crappy it is and how it's not good for them and how tasty and delicious this food is what are we doing we're increasing their deprivation we're making them hungrier so that when we make our offer they're more likely to take it which then goes to S which is you sell the vacation and the reason I say sell the vacation not the plane flight is most salespeople most new entrepreneurs want to focus on their features they want to talk about the flight they want to talk about TSA they want to talk about check-in they want to talk about their bags they want to talk about their seat all of these things that are on the way to Maui their destination you want to just talk about Maui you want to talk about the lick your fingers good what it's going to be like when they have a full stomach and they're feeling great with their family at the restaurant that's what we want to talk about we don't want to talk about how they're going to order it we don't want to talk about the the selection we don't to talk about how many times they're going to get their drinks refilled we don't talk about any of that we want to talk about Maui we want to talk about being on the beach with the wind in their hair with a my tie in hand that's what we want to talk about sell the vacation typically is a three-point pitch which is by the way you can separate anything into three points right now you just Chunk Up or chunk down based on hey what does it take to be successful it's like you need Fitness Nutrition accountability you need the leads to be timely personalized and qualified right whatever it is so it doesn't matter what you're selling you can come up with three points and the people have to say yeah if I had all three of those things I would succeed now at that point someone doesn't say yes you move on to E which is explain away their concerns which are what are the specifics they have that are the reasons that they're not buying which is usually going to be some sort of specifics about the program something time related something money related something decision maker related meaning they have to give the decision-making authority to somebody else or finally them just simply avoiding the decision for fear of making a mistake and so you need to account for all five of those and know how to overcome each of them which I cover in a 4H hour plus video that you can watch on my channel somewhere else R is reinforce the decision so once they have made a decision to buy you're not done yet now the work begins which is the next 24 hours is crucial to making sure that they feel really wowed and impressed with your business most customers will judge a business based on the first 24 hours post purchase and so if you say hey I'm going to get you three things the next 24 hours you're going to get introduced to this person she's going to do this and this is

what's going to happen next then you make those promises and you keep those promises within that time frame and ideally you do it even faster than you promised you want their impression to be like man these guys are dial The Closer framework is simple that simple enough that you can teach it to somebody else and when I was starting in my gym journey I had sold every single membership for a year plus and until I had somebody else come in who had never sold weight loss and have them follow the c l s r framework in the sales pitch and then saw them close their first sale without me I like I actually cried I was like so I was like oh my God I someone else can sell this like I this may actually be a business and so learning to sell in this framework also make makes it duplicatable so that you can give it to somebody else over time number 10 and this is big before you even think about doing something new do 10 times more of what's already working and so this is like one of the things as soon as I buy a portfolio company what I'll do is I go to the head of marketing I go to the founder and I say hey why can't we 10x what we're currently doing tell me why we can't honestly two times out of three they're like I mean we could and I'm like then why aren't we doing that and what happens is they have all these other priorities that are not going to 10x the business and they have this one thing that we already know works that that we have nothing that's stopping us from 10 Xing the business and I say great let's do that call me in 6 months now the thing is is in one out of three times to say well we can't 10x this because of this thing then I say guess what the constraint of this business is solving that and if you're doing anything but solving that then you're not growing the business right as a Founder rather you're not growing it as fast as you could be growing it you doing outbound it's like great why can't we do 10 times the outbound well I don't have enough leads from from lists okay great so our constraint of 10x in this business is that we need to find more sources for list so we need to either scrape more lists we need to buy more lists or make more lists ourselves eles okay that's solvable let's do that if it's hey uh if we 10x are advertising dollars like we just need to add more to the budget oh we can't do that because our ads aren't good enough okay great so we need to have more creative that's the constraint of the business if it's content which is why can't we make 10x content or make our content 10 times better or maybe realistically a combination of the two which is we're going to put out two times the content and we're also going try to make it two to three times better great then guess what now we have a Sixx can we triple the content and make it three times better sure well what did we do in the best content that we had that we're not doing in all the other pieces great can we tempti that and make that the Playbook that we use with every piece of content great we're not doing that cool let's do that before we do any of these other ideas that you had and so a lot of entrepreneurs because it's boring to them they figured out how to do this one thing and they think oh I should figure out how to do something else when once you get something to work the whole goal is to beat the living hell out of it is to squeeze every last drop from that thing that works and you do as much as you possibly can as well as you possibly can before even thinking about doing something new so let me walk you through the five stages of the traditional entrepreneur for advertising or even for business they have something that they hear about that they think is cool so they go into uninformed optimism they're really optimistic but they have no idea then they jump into this new thing and they become an inform form Med pessimist and so they find out way more about this thing and then they're like wow this is actually kind of hard and then they go to stage three which is the value of Despair where they're like wow this isn't working this isn't what I thought it was going to be and then what they do is dot dot dot they start over at uninformed optimism because they hear something else is easier but they miss out on step four and five which is they become an informed optimist so they say okay I understand how outbound works I understand how PID ads work I understand how organic works and what are the things that it takes to scale and how much work it really is and then finally get to level five which is achievement which is they actually achieve the goal but most people just repeat 1 2 3 one 2 3 uninformed optimism informed pessimism value of Despair start back over and they just hit all three of those over and over and over again whether that's new marketing channels new products new businesses and this is a version of the woman in the red dress is that it's always deceptive to think that the new thing is going to be easier and the only reason you think it's easier is cuz you don't know enough I wish I could just give you the scar issue of having done that three-part triangle over and over again but all I can tell you is that like when I get that little tickle in the back of my neck where I'm like ooh this looks exciting it's now become a warning flag to me because I've been burned so many times doing it to say oh I must not know enough about this because

everything is hard I'll give you an an analogy that a mentor gave me that I really liked and I think it applies to a lot of things but when he was talking to me about departments in my business he said you have to know where the bodies are buried and I was like what do you mean by that he said if have you ever talked to like a head of a department like I or HR legal or whatever and they say yep everything's good if you don't know what problems are actually going on in the department you're too far away and so that's in a way uninformed optimism they're just telling you it's great and you don't know any better so you're uninformed but you should know enough about the business to know where all the bodies are buried you should know where all the skeletons in the closet are and so if you're getting into a new thing you have to know all of the ways or as many ways as you possibly can about what's going wrong and once you do a little bit more research you often find out that there's a lot of things you don't know about and guess what the thing you do know is working right now and the likelihood that you doing 10 times more of that has far fewer unknowns than you doing brand new on something net new entrepreneurship already has so many risks and so much unknown basos talks about this he says we want to manage as many of the risks as we can so of course we're going to incur some risks that are going to happen that are unforeseen to us but the risks that we know about we want to limit to the greatest degree possible because there's enough risk of our business going out of business by being a business why take on more risk for no need it's risking what you have and need to survive for what you don't have and don't need which brings me number 11 which is growth is stressful stagnation is stressful decline is stressful that means that business is stressful and so the only stressfree people are people people who are dead and if you're in business you need to accept stress as a fact of life and not something wrong with you or wrong with your particular business it's just that things are stressful in general welcome to life and so I see a lot of entrepreneurs try and change their businesses because they feel stressed but every scenario of business has stress there are different kinds of stress but they're all stressful and so the idea that there's something wrong with you or wrong with your business because it is stressful misses the point of how business works and I'll tell you an analogy to make this make sense so if you've been in business for any period of time think about your first business or think about your problems that you had two years ago or three years ago in business you're probably like oh my God those weren't even real problems those were like nothing problems well future you three years from now thinks that about your problems right now and so I think about this a lot because when I think about my problems of like when I was worried about how to get trainer show up on time and like you know some somebody's membership wasn't wasn't recurring I had churn issues or whatever it was within the within the gym that I had those problems I could solve those in my sleep now right because the problems that I have are bigger and so the thing is is that you just become more enduring you become tougher and your tolerance level for stress or what you deem to be stressful goes up and so what's really interesting about this is that I still have the same problems I had when I had a much much much smaller business I just don't think they're problems anymore and so then that means that my choice to categorize the issue as a problem is actually the greater source of stress than the problem itself and if you can adopt that perspective you can be less stressed as you grow and make better decisions and so I just I wanted to to hit this point because I I almost stopped and killed so many businesses early on because I thought there was something wrong with me or something wrong with the business because I was stressed rather than accepting that stress is a fact of life and that I'm going to continue to be stressed as long as I'm alive so fundamentally stress comes from an aversive stimulus a stimulus that's not that's not enjoyable right but if you grow there's tons of things that are not enjoyable about growth if you're stagnating there's tons of things that are not enjoyable about stagnating and if you're declining there's tons of things that are not enjoyable about declining so there's just always going to be things that you don't like get used to it number 12 this is a really tactical one I've come to adopt this theory of something called the look back window which is that customers determine whether a purchase was good based on the last purchase they made and so if you've heard the phrase what have you done for me lately it basically it's phrasing for the look back window so let me give you an example if you're an agency owner right and you start running ads for a customer now let's say the first month you charge $55,000 and they make $40,000 with your ads they're happy you're happy the next month you charge the same $5,000 and let's say they make $5,000 well they're less happy you still made $5,000 but they're not thrilled but in your mind you're like well I covered myself last month for

eight plus months because of how much money I made them and on the third month they cancel and you're like WTF on the first month I made you eight months worth of paying me but the thing is is that the way the customer perceives that is the first month I paid five and got 40 that was a good deal the second month I paid five and got five third month you know what I don't want to risk it anymore I'm out and so they will make a judgment on the purchasing decision based on the last purchase and so we can leverage that as business owners by extending the look back window which means that the less frequently we Bill the longer people stay think about this for a second if I build every single day there would likely be a day that I had not provided that customer value and maybe there's two or three days in a row and so likely they would cancel two or three days into not getting value being buil daily is pretty high if I build annually they would only have an opportunity to churn once a year and the thing is is at that point of turn what would they do now in the agency example I gave let's say they made the 40 and the five and then they made five and five let's say throughout the year we had two more good months and all in all we made them 100 Grand and they paid US 60 right or whatever now when they look back they're going to see 100 versus 60 but if we bill monthly there's going to be multiple months where they were negative or break even and so the longer the window of time you do between Billings the longer the time you have to provide value and excess of your price so it allows for Less vola fa ility in their business and yours and so this is something that took me way too long to learn but as much as possible try and build for longer durations and I'm not saying get people to commit to contracts that's not what I'm saying I'm saying try and Bill Upfront for longer periods of time I'm willing to take a hit on some pricing which may seem counter to what I'm saying so that I can get higher LTV meaning if I know that I can cut churn by 3x by reducing my price by 30% so that they can pay three months up front or six months up front then I'm more than happy to do that and so there's two ways you can use a strategy strategy one is you just say this is how we do business and we need people who are committed because there's going to be volatility and we don't want the short-term volatility to affect our relationship and that's a legitimate reason to do it the other way you can do it is just have it as one of two options one that has some sort of prepayment discount that's associated with it or prepayment bonus which is one of the things I like um some level of service or some guarantee that comes with prepayment that doesn't come with month-to-month all right and by the way you can add a guarantee to people who prepay and not to people who don't so if people want to decrease their risk so think about they're they're taking on more Risk by prepaying but you attenuate or you offset that risk by adding a guarantee so they pay the same price but they get a reduction in risk for taking on an increased amount of risk so if you offer an annual pricing we know across our portfolio because we do this in a lot of businesses if you if you don't make it the default payment method and you just offer it you'll get about 10 to 15% of people who take the the prepaid annual option now here's what's cool about that is that if call it 10% of people take that option you double your cash flow in the business because you get a 12x Price Right on one out of 10 or one out of seven people who decide to buy well if you do that then you double the amount of cash you get up front and so for many people and many businesses that little change alone can allow marketing and advertising to be profitable and the reason having more cash up front is helpful for a business owner is that you can offset the cost of advertising and the cost of sales commissions and so you can have the these costs you have to incur to get the person in the door and so if you can frontload the cash from the customer then it means that you can do more of that faster because something called a cash conversion cycle which basically just means how fast do I get the cash back that I put out to get somebody new in and if I can break even on that or even be profitable on that in the first seven days then guess what I can do with the money go back and get another customer or two or five throughout my history as a business owner I've had four periods where I had tremendous growth and in each of those periods it's where I was making more more than two to three times what it cost me to both acquire and deliver for two customers in the first 30 days and so what that means is if I pay to get a customer and then that customer comes pre-loaded with the cash to deliver for him and get another customer and deliver to that customer then cash no longer is a constraint in the business which means that I can pretty much just crank the advertising until something else breaks in my business I mean this is how I had $1,000 in my bank account in December of 2016 and then in 20 months was doing 4.4 million a month like the only way you could do that is getting it is basically have an infinite money glitch that happens because the thing is is that the money that you want is out there there's

money everywhere if you look out the window if you look in the room you have there's somebody who paints your walls there's somebody who buy who manufactures those camera there's an electric company that funds this whole thing there's internet there's money in everything that you see with your eyes and you're afraid that there's not enough money out there there is you just have to access it and you can access it with skill by making sure that the pricing that you have and the terms that go with the purchases that you have allow you to advertise profitably so that you can get as many customers as you darn well please without entering your pockets but by entering theirs number 13 try and sell sawdust so I was talking a really good friend of mine who does 100 plus million a year and I was talking about this concept of sawdust which is in the businesses that we have I try and look at what are all of the assets that we already have at our disposal right and so with acquisition. for example I was talking to him about this I was like well I already have a building I already have the team that runs my portfolio and I already have all this lead flow from companies that are not big enough to be portfolio companies but they're still big enough that we could help and then someday later become portfolio companies and I was like is there a way that without adding more infrastructure to my existing business I could use the sawdust the stuff we already have to create a product or service that would meet the needs of those customers and so the sawdust analogy just comes from Saw Lumber Mills so they take these trees they put them in through the the lumber Mills they cut them up and they put them in the planks but at the bottom what they figured out is there's all the sawdust and then some very intelligent engineer was like huh we're just taking all the sawdust and we're throwing it out the back is there something we could do with this well it turns out one sawdust is great for plants and growing and putting it in a mulch and things like that but also if we mix this with glue we have more wood planks that we can create afterwards just using the sawdust and the chips and so they created a whole another Revenue line from stuff they already had and so right now in your business you have sawdust and it just takes a little bit of creativity to think how can I recombine some of these things that I'm already doing to then create another product line that doesn't take operational infrastructure for me to add to sell and then those added product lines often are huge margin increases because it's all profit because it's something that you already are incurring the cost for your main business so you can have this and the key to making this work is that it can not increase operational drag if you have to do a whole another thing in order to make this work that's not what you want the idea is the sawdust is already there and then all you have to do is gather it put the glue on it and then you have another product that's the concept I didn't buy another building I didn't hire another portfolio team it's just I use the team that I already have and they come down and they explain what they do within our portfolio companies to these businesses so they can become portfolio ready so they understand oh this is how they Market at a higher level oh this is how they hire at a higher level oh this is how they price oh this is how they uh sell and how they scale sales teams all of those Concepts I already have the information and expertise within my existing portfolio because I do it every day but by just having another way for people to have access obviously less than a portfolio company would to that team then I have another way to generate Revenue without having to occur the cost associated with building out a whole another business so the process that I go through is I think about all of the resources and assets that I have currently available so you have to be as detailed as you can because it's usually like a tiny piece from here it's the glue that we use for this part of the the log process but then we have the sawdust from over here if we put those together boom we have these new logs and we have the plank making machine Let's combine them and then we can do it ourselves right and so you have to think okay what are the what are the talents and the people that I have available what are the digital assets or physical assets that I have uh available to me and is there a new way that I can combine these things and so a simple one with was like in in the gym space right I had brick and mortar but we were only using the space from 5:00 a.m. to 9:00 a.m. and then from 5 uh then from 400 p.m. to 700 or 8:00 p.m. right so that means the rest of the day if I wanted to be a more clever business owner I could say what businesses use a gym and turf in the middle of the day that I can rent that space to that's sawdust that's additional Revenue that basically cost me nothing and so all I would have to do is say hey I'm available so if you have a team training thing or you you have some sort of sports thing with kids that goes in the middle of the day or Ends by 4 then you can use my whole facility and now my facility is generating Revenue because I'm paying the cost of owning that facility 247 and so I might as well make money from that so a different way of using that is called excess

capacity so if you have excess capacity like uber is based on excess capacity people have cars they're not using them Airbnb you have an extra room it's excess capacity these are businesses built on other people's sawdust and you have sawdust in your business so you might as well use it yourself this is really the concept of double and triple and quadruple dipping is how can I get more leverage from the same thing and so I tell stories about our about our portfolio companies which like that gives me I have to do an intervention with the portfolio company either way but if I tell the story about it I get to double dip and use that as content and so there are many opportunities where you can get leverage you get more for what you put in by reusing the same thing in multiple different scenarios and so most businesses have tons of these excess capacity or double and triple dip potential poal sitting inside their business and they're not using them the workshops that I talked about I get to make content from those workshops I get deal flow from those workshops we get cash flow from those workshops my team gets more exposure to different types of businesses Industries so they also get better and so there's many value additive uh things that stack on top of each other from one decision by the way if you want to check out one of our workshops you can go to acquisition. comom we'd love to talk to you it's for business owners only so if you don't have a business go to school.com and we can help you start one number 14 arm your salespeople so I see too often a lot of Founders and entrepreneurs have this kind of like animosity between their sales team they feel like they shouldn't pay their sales team that much my Sal team so needy they only want lay down customers they're always complaining about the leads whatever no like you should be the tightest with your sales team because your sales team is the life is the cash flow is the life flow of your business if you don't have sales you don't have a business so they should get that level of esteem and honestly a huge portion of the business should be pretty much allocated to supporting them anding their core activities and so one of the main things that I like to do is two things one I arm my salespeople with an Excel sheet that has all the pieces of content that I have that can help overcome specific concerns from customers and so right now if you don't have a piece of content that overcomes every main concern a customer has about your services or your products do it and then as soon as you do it the best converting of those things one you'll know because you'll get sales from them because people will DM you about it like oh I didn't know that now I'm interested take those put them into a list so that your sales guys have them and they can send them to customers either before they talk to them or after they talk to them so that they can schedule a follow-up call and say hey let me send you this video it might explain your concerns let's let's touch base tomorrow after you watch it and then you can allow that content to do some of that selling for you and as soon as I did this with my sales team in Fitness when I had weight loss customers and then in gym launch when I had gym owner customers our sales went up and and the thing is is this is nice cuz I didn't have to train any of them anymore they just now had assets and resources they could deploy to leads who were a little bit colder who need a little bit more selling and they wouldn't have to spend time on the phone they just let me do the selling for them via the content that overcome that specific concern now that leads me to the second one which I'll just make as number 15 which is really big a lot of businesses don't do this but you should unify sales and advertising so those should roll into the same person and so I saw this really early on in gym launch we had two departments we had a sales department and we had a marketing department and marketing always said the sales guys weren't closing as many leads as they should and the sales guys always said that the leads weren't good enough or they didn't have enough leads right but when we unified that under a cro Chief Revenue officer which if you're the founder that's you you then say there's really just an acquisition department and fundamentally as I see it advertising and sales sit on the exact same Continuum you have low information buyers and you have high information buyers and so fundamentally a low information buyer needs not a lot of information or already has a certain amount of information to make a purchasing decision a high information buyer requires more information or doesn't have as much information when they start talking to you and so you have to fill in more holes fundamentally sales just fills in the holes that advertising failed to answer and so if you have exceptional best-in-class advertising you don't need sales it's not that they're separate departments they solve the same problem one just communicates one to many the other communicates one-onone people buy real estate on the internet via auction you don't necessarily need to have salese if you give a customer enough information they can make a purchasing decision that being said you're like wait Alex you have salespeople of course I do because there's always going to be

a certain number of customers that I can get people to buy automatically and then there's people who still want more information that most likely they didn't see the advertising that answered that question and so then the salesperson can just say oh these are the three piano keys I need to play in order to get you to buy great and they fill that specific information need to turn the customer from a maybe to a yes and so unifying the two departments is one of the highest leverage moves that you can make as a Founder because it eliminates the cross- departmental BS it's we're all here to sell customers and so advertising Works hand inand with sales not in competition with them so that they can get a pat on the head from you or whatever director is running that department so often times you are the chief Revenue officer who's uniting both of those fronts but over time if you can find someone who does that that usually is the FastTrack to being C so kale for example at gym launch became Chief Revenue officer right he basically stood on top of sales and marketing so that he could control the customers coming in the door and then once he knew how to make it rain he could run the business number 16 there are three legs to the stool and so every business needs three big functional leaders you need one person who's in charge of getting customers acquisition you need a second person who's in charge of delivery and getting those customers exactly what was promised and then third you need someone to run the internal operations of the business this is the day-to-day this is everything we do to support the other two functions so this is it legal HR these are the things that are required to keep you out of prison and so you have to have contracts you have to pay people on time you have to have a CRM that that collects all this information and this one functions as a vendor to the other two heads so think about this that person should never be making the big decisions in the business they should be supporting the decisions that enh allow us to get more customers or deliver on those customers better which if you think about it those three legs of the stool roll up to the only three things that you can do to increase Enterprise Value in business you can get more customers you can make them worth more get more customers acquisition make them worth more delivery and you can decrease risk in the business and so that is where the operations comes in if I know that everything's completely dialed we have no massive risk that we're supposed to and we can get as many customers as we don't or please and our LTV can continue to scale that is a valuable business and so it makes sense to have people who are in charge one throat to choke one chest to poke who's in charge of that function and in the beginning you may be all three but as you develop as the entrepreneur you have to think which of these three hats is more Central to my best skill set and then you can start finding the people who will compliment you and so I'll give you my rule of thumb here is that if you're not learning from these people in the interview process about what they can do better than what you're doing you need to hire better now if you're early days and you don't have the cash to bring something like that in then you got to learn a lot and that's part of Entrepreneurship but at some point you want the people that you bring in to be better at the thing than you which if you really think about it means that every business pretty much trickles up to the same thing when taken to its natural extreme which means you're going to have a head of acquisition who might have a sales director a marketing director you're going to have some sort of head of Ops who's going to have it legal HR recruiting all rolling up to them and you're going to have some sort of customer delivery or product person who is going to have fulfillment product experience ux engineering if you have software that are rolling into them if that is what the ultimate end of every business is then guess what your day-to-day looks like in a really big business the same in just about every business and so the idea that you need to keep jumping from thing to thing to thing when the ultimate expression of that business is going to be the same for you at the end kind of seems stupid if I don't like something about the business it's like I just need to get out of it I just need to get above it and so you can just develop the business bring someone else in who does like that thing and then you can have that person reporting to you and then at that point you're doing what every entrepreneur does which is they have a team of people who report to them about the things that they're doing on a daily basis and so don't get too bent out of shape about this is my opinion here this is AI this is advice from me don't get too bound out of shape About the Passion thing like love the game and whether that's selling dry cleaning or selling software or selling books or running a portfolio at the end of the day day it's more or less the same you're going to have a team of people that you like that share your values that share your mission and that you're walking alongside together with and so if you can if you can maintain that frame it will decrease the relative excitement for the woman in the red dress because you know that when it's

taken to its natural end it'll be the same as The Natural end of the current business you're in number 17 the person with the highest standard should be in charge so you can think about this at every level of the business and so let's say you have a department for media buyers or you have a department for Content creators or you have a a department for salespeople or you have recruiting at every level in the company the person who has the highest standard the lowest tolerance should be the person who's in charge and that goes all the way up to the top of the business if there's ever someone in your business who is a lower tolerance or has a higher standard for excellence than you that person should be in charge and not you and so I use this as a wonderful litmus test to figure out who do I think should be promoted within a company or a division or a department or even on a tiny team who should be the lead of that team the person who has the highest standards and so when I think okay I've got all these customer support support reps who here has the highest standard for what they believe a customer service experience should look like that's the person you want in charge and so it's not tenure it's not it's not suaveness it's not how much you like them it's not what they look like it's who has the highest standard and so when I was starting up I made a lot of these mistakes I would promote people that I liked a lot I promote people who'd been there longer CU I felt it felt bad bad that this guy had been here for 18 months and this person had only been there for 2 months and I'm going to promote that person over the 18-month person but guess what when you have one of those hard situations guess what you get to do you get to talk to the 18-month person and you get to explain exactly why the other person got the promotion and what they need to do so that they can get promoted in the future and if you have a winner that person will step up and if you have a loser that person will step out and that's okay number 18 whenever you're hiring make sure that the person raises the average bar and so this is this is one I stole from B this is not mine but it's such a I love decision-making Frameworks because one of the hardest questions I could asked it's on a repeated basis is I don't know who to hire right or I don't know what good for this role looks like and so I'll give you two filters for that hiring process number one is during the hiring process am I learning more from them than they're learning from me now if you take three interviews guess what you might have just three bad candidates just like if you take three sales calls and you might not close any of the three it doesn't mean that you should change anything it might just mean that you got in the phone with three bad customers and just as likely three bad candidates so you want to talk to 10 or 20 candidates and then what happens is if you talk to 20 candidates you'll very quickly see who are the people who really know their stuff and who doesn't and so I look for the quantity and quality of metrics that they discuss about their position in terms of how they influence success and so it's how do you define success and then what are the things that you will do what are the actions you take that will influence or increase the life that this successful event occurs and so if someone can't describe to me this sounds very basic in what ways do your actions contribute to this outcome now if you want to the 2011 version this is for leadership and up you say how does that outcome Drive outcomes in the larger business if they can't connect those dots guess what they probably won't connect them in your business either now once you have an idea of okay I've talked to 20 people I there's you know three of them actually seem like they knew their stuff they gave me good quantitative quality me they could tie their behaviors to the outcomes they want and they could track that outcome to the overall business okay now I just asked the question of the people that I'm considering which of them raises the bar of the team and it's the team that they're joining so I'm not expecting a Frontline customer service rep to raise the bar of the executive team it's a different skill set different level of employee but if that Frontline customer service rep is going on a team of 10 reps then that person needs to raise the bar we were interviewing for one of our portfolio companies and so we we uh we recruit for our portfolio companies because we have a bigger brand than they do and so we can put really high Lev talent in using my brand to grow their their business faster so it's a way of me growing the Enterprise value of Business Without purposely using my face to grow it so I don't become keyman risk I just leverage my face to get the best talent into those companies and that's why they grow so fast Pro tip but so we were looking at um a media buyer for one of our portfolio companies and I and I think the you know they they passed a number of candidates and they were like this is is the final guy we want you to talk to him so I said fine so I talked to the candidate and the guy was great nothing wrong with him seemed you know had had decent experience and when I got off the call I I got the recruiter from my team was like hey so what you what you think should I should I pass him along or

should we hire him and I was like I don't think so he's like why he's like he met all the all the requirements he had the experience he seemed like a nice guy and I thought about it more and I was like name the other people on that team so he named all the other people and I said is that guy better than any of them and he was like No And I was like then we're making the company worse and so that person has to raise the bar of that team because think about the equal opposite if every person that comes in lowers the bar of the team you eventually dilute the company to a bunch of people who suck but if you maintain that bar which is that this person has to increase the average of the team then over time a company only improves and gets better and as that person now is in the team the whole the whole team's bar now raised a little bit and so when we bring someone else in the bar goes up and if you're like wait that means that I have to keep hiring better and better people you damn stra you do that's the whole point and a mentor of mine said this and I just loved this quote he said your best talent has yet to come your best talent is in the future you haven't met them yet and so in me thinking about this and I can pass that same advice along to you is that the best employees the best teammates the best partners are in your future not your past number 19 when you're dealing with that team there's five reasons that someone is not doing what you want them to do and this is super helpful for these hard conversations and I usually draw a diamond here but I'll just do it visually here's the condition someone hasn't done what you want them to do reason number one they didn't know that you wanted them to do it so you didn't communicate it clearly or you didn't do it in a written fashion whatever it was there was a miscommunication they didn't know that you wanted them to do it okay now let's say they knew that you wanted them to do it the second reason is they didn't know how to do it if they didn't know how to do it then it means that they need to be trained on the steps in order to recreate that thing now once you train them if they know that you want to do it and they know how to do it then they might not have know when you wanted to do it which means you needed to add a deadline or a timeline with the thing that you asked them to do so it's like oh I knew that I just know you needed buy Tuesday okay great so we're working our way around the fourth reason that someone won't do it is because they know that you wanted them to do it they knew how to do it and they knew when you wanted them to do it but they just didn't want to do it so they weren't motivated and with motivation obviously a massive topic a lot of it comes down to the reward cycles and Punishment Cycles associated with the work that they do and so it's how can I incentive them incentivize them properly and not necessarily monetarily you can incentivize someone by Praise and by giving them Kudos you want to know something that really incentivizes people freedom and reinvesting in them if you want your team to love you give them autonomy and invest in them if you do that they're like holy cow I get so much investment from these people basically what you want is you want reciprocity to still be like if the only reason someone does something is for the paycheck you're going to miss out on the vast majority of human effort which is discretionary effort so let's say it takes this much effort to not get fired someone usually has 10 times that amount of effort available to them that they put to their Hobbies they put to their other things they put to their shower time they put to music or whatever else but they're not putting it to their role and reinvesting in it but if you invest in them and you try and uplevel their skill set either as a human being or as a professional or both then they become more valuable in your business and I think about it this way it's like well what if I invest in them and they leave well it's what if you don't and they stay so that's the fourth reason so they know that you want to do it they know how to do it they know when they want it done by and they're motivated to do it well why why still or they haven't done it they have something blocking them and so an easy analogy here is I could have the best chef in the world in the most amazing kitchen and I would say hey make me an omelet and if he knows how to make an omelette and he knows and he knows I want it right now in front of me and he's motivated to do it because he's on television but he's like I don't have eggs there's nothing he's not going to an egg out right there's nothing he's going to do and I'll tell you a real world example of this so my imunity team uh we spending a lot of so we have a big office and we built a Hu a bunch of Studio stuff invested almost a million dollars into this building just on the media side to make it awesome for them but a lot of the guys were spending their time at home editing stuff and I was like dude what the hell I was like I think we've made this a pretty sweet place like why not you know what it was the bandwidth on upload speed was low at the office and so their houses were higher or faster upload speeds and so it was it was making them way less efficient which kudos to them for being more efficient by being at home but then I was like

okay well this is obviously constraint and so then we spent 120 Grand to get Google Fiber drilled through the floor not through the floor like from the road to get brought into the building and now we've upload speeds of 1.2 gigs a second and so now we're way faster than they were at home and guess what the media team's here and so that was the thing that was blocking them and so here's the cool thing about this framework is that if you have a hard conversation with somebody or you perceive it to be a hard conversation because they're not doing something that you want them to do you can say I think there's five reasons that someone doesn't do it let's walk through them together and that way you can attack the reason rather than the person number 20 the hardest work work is the work that you don't know how to do and the reason this is so tough is that the vast majority of the time if I said what would it take to grow your business if you only had one thing you could do by the end of the year and make sure that it was accomplished that if you just did that one thing all of your other goals would get accomplished what would that one thing be by the way that one thing is what we call a priority now the thing is is that you might not know how to make that one thing happen so it could be if I had a mega brand by the end of the year all of my other issues would go away it could be if I didn't have the turn issue that I have by the end of the year all my other issues would go away if I had a good sales director that could scale of sales team all of my issues would go away many businesses have one thing that if you think about it long enough have enough Downstream effects that it would accomplish many of these other goals that you have or more likely make them irrelevant and so what we do often times as entrepreneur is we solve the problems we already know how to solve and so we like doing those because we have fast feedback loops because it's rewarding because we you know how to solve it and so it's basically like going back to level two when you're at level three and you don't know how to beat that boss you just keep beating level two again because it feels good but the thing is is that the level three boss hasn't changed and he's still sitting there Bowser you know with his fist and his spikes sitting there ready to wreck you and so the thing is is that the hard work of Entrepreneurship is the failure that you're inevitably going to encounter by not knowing what you're doing and then taking action steps despite that with the idea that you will eventually succeed if you don't stop and so we as entrepreneurs have to accept that that is what hard feels like it is confronting the unknown that we don't know how to do and realizing that we're going to take our best shot and probably be wrong four five six times in a row and yet that single priority has not changed if we still built the Big Brand if we still hired that really good sales director if we still fixed churn in our business if that thing were solved it still doesn't become less of a priority but what happens is the entrepreneur fails once fails twice and then decides you know what I'm going to go back to level two and beat that to feed my ego to feel good about myself but most of Entrepreneurship is eating glass and that's why I said earlier growth is stressful stagnation is stressful decline is stressful because in each of those scenarios you're still doing the same thing which is that you're solving a problem you don't know how to solve yet and so the actual doing this in all three of those scenarios is the same and so that's why when you want to when you want to say stress is the problem it's not the problem stress is a fact that occurs when you solve problems and if you're solving problems you don't know how to solve welcome to the game if you knew how to do everything you'd already be Elon Musk and so the whole journey of Entrepreneurship is turning the unknown into the known through trial and error there's a company that was thinking about investing in that has a consumer package good cpg product that I asked the founder I said how hard is this to manufacture and he said it's actually a lot more complicated than I thought it would be and I was like that's amazing and he just looked at me cross-eyed and he was like why is that amazing I was like because that's more things that anyone who's going to try and copy us is going to have to overcome and if we can bet on the fact that we're more perspicacious that we're more Relentless that we're more unyielding in our desire to keep solving the problem and keep bashing our heads against The Rock until the rock gives way then we will be able to be the winners and any single thing that you have to overcome to be successful is what anybody who behind you wants to compete with you will also have to solve and so I like to think about it like there's this big rock that I have to figure out how to move with rope and some duct tape and a lot of sweat and a few guys with me and on the other side of that rock is a big bag of money and the bigger the Rock in general the bigger the bag of money I mean I use this Frame all the time at one of our other portfolio companies we have a software uh that we've developed and has now gotten really really good and is generating a lot of Revenue and there's this next big feature that we

have to build out and he's like this is going to be really complicated I said well the good news is we're going to get paid $150 million when we solve it and he was was like well when you say it like that and I was like well it is like that and so when you think about these things whether it's I need to add a second uh acquisition Channel or I need to learn how to hire manage and train a sales director each of these are hard things that you have to figure out how to do but if you can quantify how much more valuable your Enterprise or your business will be as a result of this change then you can ascribe a value to it and if I said hey man if you hire that sales director I'll pay you $5 million guess how motivated You' probably be more motivated but the thing is is that your business business will pay you $5 million when you solve the problem and so if you frame it that way it stops being this wo as me people are hard uh man life is stressful it's we get compensated for our ability to deal with that stress and take action despite it one of the biggest unknowns that I had when I started a few years ago is how do you run a family office so I went from an entrepreneur building businesses to I have to manage cash at a portfolio and allocations of resources in capital across multiple businesses and different Industries how many resources do I allocate in terms of man- hours to each of these companies is it proportional to the capital what kind of deal structures are going to be the things that are going to mitigate risk but also give us the most upside these are all these things that I had no experience with and so I just got on the phone with anybody who would give me time and asked them as many questions I possibly could and then guess what happened once I started doing it I learned way more than I did from all of those conversations and I developed my own thesis of how this works and so the thing is is that every time you start on something new whether it's starting a business to begin with OR learning how to run unpaid ads or learning how to sell it always feels like this big amorphous thing but once you take your first phone sale once you run your first ad once you hire your first person all of a sudden you're like oh okay I kind of wrapped my arms around it and now I can see all the holes that are there and so in my experience the faster I can get to me just wrapping my arms around me actually taking the first action you'll learn a hundred times more from your first hundred phone sales than you will from 10,000 hours of reading books about it and so my goal with a lot of the content that I have here is if I can just shrink the time between you thinking about doing it and doing it the faster you're going to get to your goal because learning is same condition new Behavior if you have not changed your conditions and your behavior Remains the Same after this video you have learned nothing and you can measure how intelligent someone is by their rate of learning which means by the rate at which they change their behavior with given a the same stimulus so if I say hey pick up the phone and answer it someone picks up the phone they say blah blah blah I say great I want you to read the script now pick up the phone now they pick up the phone they read the script same condition new Behavior they've learned and so right now in your life there are conditions that probably remain unchanged and so if your behavior does not change you learned nothing and you can measure every video every piece of content every book that you or every sales exchange every meeting you have as to will this change my behavior if it didn't it was a waste of time and if you're a younger guy and you're just getting started like you don't have a business I don't make as much content anymore for people who are getting started but if that is you I just made a video called uh brutally honest advice to my younger self uh check it out I think you'll enjoy it and it might help you get started and change your behavior

References and Recommendations: No references or recommendations found.

How I Lost 60 Pounds and Started Giving A F*ck About My Health

URL: https://www.youtube.com/watch?v=YKrjtx7gdl0
- So as you know, Drew, we've gotten a lot of comments over the last year about how skinny I am. - We have. (Mark laughing) - That's such a weird way to start an episode. Have you all noticed how skinny I am? Do I look good in these jeans? No. But seriously, so over the past year, dozens and dozens of people have commented and asked about the health journey I've been on. For those of you who have been longtime fans, who've been around for many years, you know that I used to be a little chunky, a little bit of a fat fuck if we're being honest. I'm not going to sugarcoat it. I did plenty of sugarcoating in prior years. I have lost almost 60 pounds in the last four to five years. That's 30 kilos for non-Americans. I went from over 40% body fat, which is like, very like you're in the red zone in terms of body composition, health-wise, to under 20% body fat. My biomarkers are the best they've ever been in my life. I've been on a very long and intense health journey over the last five years. A lot of readers, and viewers, and listeners have noticed, a lot of people have asked about it. I want to preface this episode by saying, I'm not a fitness guru, I'm not a nutrition expert, I'm just a guy who was horribly unhealthy for most of his adult life. I fought tooth and nail to get my shit together, over many, many years, I tried a lot of things. Most of them didn't work, and so I just wanted to take an episode to talk through the psychological process that I went through, as well as the things that I did. There's going to be no, there's no diet here, there's no exercise routine, there's no hot fad secret process that did anything, like this was a long, arduous process. People keep asking me like, oh my God, you look amazing, what did you do? And my answer is, like, I did 25 different things over four and a half years, and half of them didn't work. So I don't know how to answer that question. So this episode is my attempt to answer that question, to be very open and honest about this side of my life and the things that I've learned and hopefully, give the listeners some psychological tools to approaching their own health and fitness in their own life and just have more practical success with it. So that's what we're doing here. - Cool. Yeah, I think a really good place to start this, Mark, is if you would kind of give us a background on how you got so unhealthy to begin with, like, where did that start? How did that happen? What were some of the processes that went into that? - Oh, well, first of all, I'd like to apologize to my mom and dad for what I'm about to say. (Mark and Drew laughing) - This whole podcast is one big apology to your parents actually, yeah. - Yeah, sorry Mom and Dad. I mean, look, I grew up in Texas in the 80s. Like, I think my mom thought Fruity Pebbles and Cocoa Puffs was healthy. - Right. - Like, that's what you're supposed to give your kid. And Domino's Pizza was like a normal dinner. You know, they call it the sad diet, standard American diet. I grew up with zero nutritional knowledge, eating tons of processed crap. You know, pretty much my entire childhood, I was a little bit overweight or out of shape. I was never athletic. And then once I got into my adolescent years in my 20s, I started drinking a lot, partying a lot, traveling a lot, working a lot, never took care of my sleep, never paid attention to what I was eating, drank all the time, and just, I basically exercised just enough to, like, keep myself thin enough to remain attractive to the girls I was dating. That was the entirety of it. I had no strategy. I had no long-term goals. I had no fitness regimen or a long-term plan. It was just like, oh, I gained a few pounds, let's go run a bunch so I can keep drinking and going out. - And you were able, that worked for you for? - I mean, in my 20s. Yes. - Yeah. - So I had enough of a metabolism that worked until it didn't. And- - Common story. Yeah. - Yeah. So this funny thing happens is, you age, and as you age, your body starts telling you, no, you can't do that anymore. So once I got into my 30s, the metabolism slowed down, the wear and tear that it developed on my hormones, on my organs, on my metabolism. Like it all started to come to a head. Probably over 50 pounds, from like 30 to 35, I gained over 50 pounds. I was already technically overweight. And then you just add another 50 pounds of body weight, probably all fat on top of that. So by the time I was in my mid-30s, I was, by a clinical definition, obese and in bad health. - Yeah. And that was due to lifestyle for the most part you think? I know you were working a lot, you were traveling a lot. Was it mostly lifestyle stuff at that point, do you feel like? Was there any indication that it was something bigger at that point? - So that's what triggered all of this. In 2018, I was working on two books at the same time. I don't recommend that. I was probably 235 pounds, something

like that. Stressed out of my mind, drinking three or four Red Bulls a day, eating burritos and pizzas for every meal. And I started having chest pains. And I have a history, my family is history of heart disease, and so I freaked out and I went to a doctor, got all the heart scans, chest scans, all the stuff that they do, and everything came back clear. But doctor sat me down and he was like, by any chance, have you been stressed lately? I was like, oh, God. He was like, how's your sleep been? I'm like, oh, God. - I remember that, Mark. You were like, your eyes were. Yeah, I remember. - I used to do interviews in videos back then, like, if you go back and look at videos of me in 2018, people used to comment saying like, are you okay, dude, you need to sleep, like I had these big black circles under my eyes. - [Drew] You were going hard. - Anyway, the doctor told me pretty bluntly, you know, and we didn't know a whole lot about my genetics and stuff at that point. But like he told me, he's like, look, you're overweight, you're unhealthy, you're stressed out of your mind, you're not sleeping, and you have a family history of this stuff, he said, you're a ticking time bomb, like you should probably figure this stuff out. And so that kind of scared me straight a little bit. And I'm not going to lie, there was a little bit of vanity to it as well. I finished my book, "Everything Is Fucked, A Book About Hope" end of 2018. It was coming out in spring of 2019. The publisher and CAA booked a world-speaking tour for me. I was going to do 27 speaking events in like seven different countries. So I knew I was going to be on stage in front of thousands of people and I was like, oh fuck, like I need to lose some weight. Like, I'm a mess right now. I'm a total mess. So it was a combination of the vanity and like, I don't want have a heart attack and die at 42, that I started trying to lose some weight. And initially, as we go through this story, it's like this story happens in a series of there's like a burst of progress, and then there's a plateau that goes for like six or eight months, and then change a bunch of things, burst of progress and then another plateau, burst of progress, another plateau. And it's kind of like four different phases. And in each case, the thing that works in the beginning stops working at a certain point. And then you have to like go a level deeper. And so this first level is just like the classic, okay, stop eating desserts, drink a little bit less, and go for runs, and start exercising again. And that's what I did. And that got like the first 15 or 20 pounds off. And that got me through the speaking tour. And it got me, you know, through that whole book launch and everything. But the lifestyle didn't change, the workload didn't change, ultimately, like, my habits didn't really change. And so I hit a plateau, you know, 15, 20 pounds. And then I was just stuck. And I'm like, still overweight, still feeling like shit, still not sleeping well. That plateau lasted for probably like six or eight months. - I wanna step back just a little bit though too. So this was 2018, 2019, right? - Yeah. - So you're 34, 35 at that time, right? - 35, yeah. - Yeah, okay. But you were saying you gained a lot of weight from 30 to 35? - Yes. - The "Subtle Art" came out when you were 31 or 2, if I remember right? - 2 yeah.. - You're 32. You've mentioned before that there, you know, you've written about these things. - Yeah. - And like, there is this whole thing, we know what we should do and we still don't do it. Right? - Of course. - What's the connection there with, you know, the book, the success that you had, you've talked about kind of the aimless nature or the aimless kind of wandering you did in that period too. Was there any connection to your physical health with all of that? - So I think this actually gets into like probably the first really salient psychological point of this, which is that I was delusional. And I think most people who are unhealthy are delusional. Like, I knew I wasn't in shape and I knew I was overweight, but I didn't understand the extent of it and how bad it was. And I deluded myself into believing that it wasn't as bad as I thought it was. So when I look back at that whole period like, yes, "The Subtle Art of Not Giving a F*ck" would say it's like, look, you need to give a fuck about a few things and care about them very deeply. And those things should be like very personal, important. They should pay off in the long run. Health is obviously one of those things, it affects everything else in your life. You get one body like if you fuck it up, that's it. I should have been giving a lot more fucks about my health than I was, but I didn't because I was essentially just lying to myself and telling myself it wasn't that bad. Now, part of this too, is like coming from like how bad of a health background I came from the fact that I ate a salad like twice a week. - Yeah. - I'm like, well, I'm healthier than I was five years ago, you know, like, the fact that I actually went to a gym occasionally with some friends. I'm like, well, I'm exercising like I didn't do that ten years ago. So in my head, I'm actually, I'm being healthy because my bar was so low and my expectations were so low. So part of it is just like a complete ignorance of what a healthy lifestyle actually looks like. And then part of it is delusion. It's just lying to yourself and being like, yeah, it's not that bad. I can have another burger. - Yeah. No, I was shocked, like when I was doing

some research for this too. When you go on YouTube or whatever, and people are giving their transformation stories, weight loss stories and everything, and, you know, they'll be severely overweight. - Yeah. - Pre-diabetic or diabetic, all sorts of health problems. And a lot of them say, you know, I'm not that unhealthy. - Yeah. - It's insane. It's insane to think about. But I get it, like when you're in that, of course, you're not going to sit there and think about yourself as being somebody who's that unhealthy, right? - Well, and I mean, we'll get into this more later. But the bar is so low, especially in the United States, that like, I went to doctors later who ran blood panels and they're like, well, I've seen worse. - [Drew] Right? - And it's like, actually, if you like look at like what a healthy person should be at, a healthy person in his 30s should be at, you know, my panels were terrible. They're like atrocious. But we'll get to that in a minute. - Okay. When you first started out, was there anything that you thought this is definitely going to work and it didn't or vice versa too, like what early on, in those early stages, what did you find was most successful for you? - The one thing that is good about me is that I'm able to endure a lot of pain. And so some friends of mine got into CrossFit and I joined a CrossFit gym because I was like, well, if I'm going to work out, I might as well do the hardest workout possible. And I still had this kind of naive notion that if you work out extra hard, the results are proportional to how hard you push yourself, which is not true at all. So I started going to this CrossFit gym and just like murdering myself multiple times a week, just destroying my body. And then, of course, going out, and having like a four-course meal, and drinking a bottle of wine, and going to an after-party, and drinking cocktails, and fucking sleeping till noon, you know? - Right. - So like undoing all of the positive work that I was doing at the CrossFit gym. So I think that's a very common newbie mistake that people make. Is they're like, oh, if I want progress faster, I just have to suffer more quickly. And no, it's a consistency thing. It's a compounding thing over a long period of time. - No. Yeah. Yeah, I've been to a CrossFit too. Definitely. Like when, I'll intentionally like reduce my weight that I do or reduce intensity of the workout because I know I'm like, it's more about the consistency. Just show up. That's what I found too. - [Mark] Yes. - Definitely. - For sure. - [Drew] Yeah. - For sure. - Yeah, okay. So that was kind of the first phase. What was the second phase you kind of got into or what was the next phase that you found? - So we get to like into 2019. I've been trying to lose weight for over a year. I lost 15 pounds in like the first four months and then nothing for the eight months after that. And I was stuck for so long and so frustrated that finally I was like, I finally had the humility to say, I clearly don't know what I'm doing. And the things that worked in my 20s are not working anymore. So I hired a coach and, shout out to Dan Go. He's become a big influencer on the interwebs. Dan changed my perspective on a lot of things. The first thing was the consistency thing. He was actually the first person who told me, he's like, you shouldn't be sore after a workout. Because if you're sore, that means you don't have energy to work out the next day. Like it's better to have like light workouts consistently than to go fucking kill yourself and then just be dead for 48 hours afterwards. But the big thing that Dan did for me is he got me on tracking. It seemed like such a minor, obnoxious thing. I was like, okay, I hired this guy. He's gonna make me do all these apps and shit, like, I guess he wants to just make sure I'm doing the thing. I had no fucking clue how big of a deal tracking is. It's a complete game-changer. And this is why. The first reason is that it actually allows you to spot your own bullshit. So there was so many times in the past that I would go to a restaurant or something, I'd order a salad, and in my head I'm like, well, it's a salad, so it's healthy. I didn't think about the ingredients. I didn't think about how it was made. I didn't think about what was in the dressing. I was just like, well, it's a salad. It has grilled chicken. Like it's healthy. When you actually have to sit down and start tracking every ingredient, you start realizing like, oh, well, that dressing has a shitload of sugar in it. And, well, yeah, there's like a cup of bacon thrown on top. There's two ounces of cheese thrown on top. There's like three eggs in it, like, oh my God, that salad is fucking 1,200 calories. - The sugar in the dressing, yeah, yeah, yeah. - It is pure calories. And the eye opening way that, you know, between understanding what's in the food and then also understanding situations where, you know, in the past I would lie to myself and be like, you know, I ate light today, I could have a snack or I can go have a dessert, or I can go out with some friends and have a couple drinks. You know, you open that app and you're like, oh no, I can't, I can't have a snack and I can't go have some drinks. - Yeah. That sounds torturous to some people, I imagine. - Some people hate it. Like my wife- - Yeah, what is it with the tracking with you that you like so much? - I don't like it. If I were to like list in order the things that had the greatest impact, it was one of the most impactful things for me. Just because I am really good at

lying to myself, that is something I discovered through this whole process. I am an excellent bullshit artist to myself, like I can convince myself of fucking anything and that tracker doesn't lie, it just stares you back at in the face and is like, nope, two chocolate brownies are still two chocolate brownies. Like it doesn't matter if they're gluten free, dude. - [Drew] Yeah. - Like you're eating a shitload of sugar. It's one of those things, it's not pleasant, but it is necessary and honest. And also it's a good practice because in the process of doing it, it forces you to learn about food. You learn how many calories each type of food has. You learn how much protein is in each cut of meat, you learn which vegetables are super starchy and which ones are not. You start learning like what has sugar in it, what doesn't, which dressings are good, which ones are not. These are all things that I had no clue. Absolutely zero clue. But just through the process of tracking for multiple years, it forced me to. The second thing about tracking is that it, for somebody who's like very competitive or like likes games like me, it gives you something to try to accomplish or a goal or like- - Gamified kind of yeah. - It's a score you're trying to beat, right? So- - See, I think you like it, I think that's why you like it. It's a game to you and I think that you do actually like it. - With the workouts, for sure. - Yeah, okay, okay. - Like I fucking love, like one of my favorite things is to go into the gym, I did it this morning. Go to the gym, look at what I squatted last week and be like, I'm gonna do one more rep than that. It gets me fired up. It really gets me fired up. But again, if you don't track your workouts, you can't really you can't have that experience. You just kind of wander into the gym, you're like, well, I squatted last week, I guess I'll squat this week again too. You know, there's no framework that you're working within or a clear goal that you're chasing after. So tracking was huge and that had an immediate impact. It unlocked kind of the next jump in progress. I probably lost another 15 or 20 pounds that year. The pandemic made it easier. It removed a lot of the lifestyle obstacles. But then jump about six or eight months after that, I kind of got down to a healthy weight for the first time in probably seven or eight years. And Dan said, okay, this is great. Like, why don't we focus on adding some muscle and not cut the calories so low, like, you know, eat at maintenance or maybe a slight surplus and that switch over combined with the pandemic, you know, everything opening up from the pandemic, the lifestyle coming back, the travel coming back, going out, seeing friends, all this stuff, I ended up putting most of that weight back on. - And you were living in New York at that time, is that right? - [Mark] Yes. - Yeah, okay. - I was still in New York and that weight came back fast too, I think I gained like 16 or 17 pounds in like three months or something, like it was. - That's got to be just demoralizing. - [Mark] It sucks. - Yeah. I've never had to deal with that. I've been fortunate, I think genetically or whatever. - Yeah. - Just never had big swings in my weight. But especially after you've worked so hard to put that. And that's a very common thing that people see too. - Absolutely. It's like, I believe if you look at the data behind the average diet, it's actually negative progress because even people who lose weight, they put more back on afterwards. It was demoralizing. It sucked. It really sucked. But it forced me to confront a couple really necessary questions. The first and biggest one being lifestyle. I had to have some like really hard questions with myself of like, you can't keep going out as much as you're going out. You can't drink as much as you're drinking. You can't- - Eat whatever the hell you want. - You can't eat whatever the hell you want. Like, even "If it fits your macros", right? Like I started to notice at this point, I've been tracking long enough that I noticed that, like, sugar fucks me up. Like, even if I'm not eating an excess of calories, eating a bunch of sugar, I wake up and I weigh more the next day, it undoes five days worth of progress if I go out and eat a bunch of sugar, same thing with alcohol, you know, even though my calories are within the right range, I put on weight that week. And so I started to just notice some really basic things about my metabolism, which is that not every calorie is created equal. Like some stuff affects, like it creates knock-on effects or chain reactions within your body and you have to be aware of that stuff, like you have to pay attention to it. So that coincided with the move to LA, and I've talked quite a bit about how having a healthier lifestyle out here is just so much easier, and how much of a game-changer that's been not going out all the time, not drinking all the time, had a gym at home, which was amazing. Now, I have no excuse to not work out. The lifestyle stuff had to get kind of fixed in that period. This episode is sponsored by Momentous. You might think you're getting all the nutrients you need from your diet, but you're fucking wrong. Okay, yeah, that was a little aggressive, but that's why I've added Momentous creatine, omega-3s, and protein to my daily regimen. Let's be honest, most supplements kind of suck. But I like Momentous because they focus not only on what works, but they use the highest quality pure

ingredients. Momentous adheres to rigorous third-party testing standards, meeting the demands of top sports organizations like the NFL and NBA to ensure that their products are pure and precisely what they claim to be. There's a reason why the world's best athletes and experts use and help develop Momentous products. So if you're looking for premium supplements that are trusted by the best athletes in the world, head over to www.livemomentus.com and use the promo code IDGAF to get 20% off your first one-time purchase. That's www.livemomentus.com and use the code IDGAF as in I don't give a fuck, for 20% off your one-time purchase. - Does having a home gym is that- - Bro. - You really like that? Really? - [Mark] Dude. - 'Cause I've tried that before too, and I just- - Really? - Like, I needed to leave for some reason to work out, for some reason, I don't know why. - Oh my God, it's a game-changer 'cause A, you have no excuse, you have zero excuse, like. - It's those weights are staring at you. - Yeah You know, how like it's a busy day. You're sitting around, it's like 7 p.m. after dinner. You're like, ah, I didn't work out today, but I don't want to get in the car, and drive down there, and all this stuff, like, you kind of talk to yourself out of it. When you have a home gym, there's no excuse. - [Drew] Yeah. - It's like, dude, it's right there, like, get your shit together. - I do notice that, if I don't get my workout in by mid-day, it's a real struggle. - Yeah. - [Drew] Yeah. - Yeah. It's like, go pick up the weight. - Okay. Okay. - I also like it, too because sometimes I'll just like walk by and I'm like, I wonder how many pull-ups I can do. - Just pop out a couple of quick curls, yeah. - Totally. I totally do that. I totally do that. I don't know, like, I'll literally be walking through my house and I'm like, let's do some goblet squats. Let's just see how many, let's see if I can do 15. - Okay. Okay. So environmental setup. That's like a really big one. That's a big one for everybody. - Dude, environment matters so fucking much. - [Drew] It's everything. - And we talk about this a lot, you know, in the pod, and the books, and everything. We like to think that it's about willpower. It's about discipline. It's about staying fucking hard. Dude, environment, it's such a huge factor. - [Drew] Yeah. - The place you put yourself in, the things that are in your house, the people you surround yourself with, it has as big of an effect as is anything else you do. - [Drew] Right? - Honestly, getting out of New York was like just, I think it was crucial for me because so much of my personality is just I want to do the things, right? And when you put me in an environment where the things to do involves consuming stuff, I'm going to go consume the stuff, right? Whereas like here I'm in in an environment where the things to do are all very physical, and healthy, and outdoorsy, and the people you're hanging out with are super healthy. The peer pressure is positive. - Does the environment change the motivation to? Now, you said when you started out, the motivation was really kind of your vanity, I want to lose weight, I want to look better, that kind of thing. How has your motivation changed over those periods? Does environment influence that a lot to do you think, have you found less superficial motivation, I guess? - Yeah. - And how much does that matter for you? - I think the environment has made it more fun. I tend to associate exercise today more with just being enjoyable. - Okay. - And I think part of that is just doing it long enough to like see benefits, and get the satisfaction, and know how good my body feels when I do it. But part of it is like I'm in an environment where like, dude, like have my friends out here, the thing we do for fun is hike, surf, or go to the gym, go for a run. Like those are like the things you do with your friends here. - Right, saunas and all that. Yeah, yeah. - Saunas, cold plunges, all that shit. And it's, so yeah, I mean, it's the all-fire together wire together. Like, you start associating physically strenuous activities with fun, like socially rewarding, entertaining, enjoyable things. At this stage, it was just very much like, physically, I'm starting to feel better than I felt in a long, long time. You know, I was still overweight, I was still technically kind of weak and out of shape, but like, at least I wasn't obese, I wasn't just like this exhausted fat kid that I had been for the previous few years. And so, yeah, the lifestyle stuff was a game-changer. - [Drew] Okay. - But it's funny because that really, you know, that undid some of the weight gain. But at this point, you know, we're probably what, early 2022? I've been working with Dan for like two years. - You just moved to LA? - Moved to LA like six months. I mean, and at this point, I've been doing everything, I cut way back on alcohol, I hadn't quit entirely yet, but cut way back on alcohol. I'm eating right. I'm tracking everything. I'm exercising like four or five times a week. I'm sleeping really well. I'm not working like a crazy person anymore. And technically, I'm still kind of in the same spot I was a year and a half before, and it started to feel like, it felt like I constantly had a headwind. And by this point, too, I had had other friends who lost a bunch of weight or tried to get in shape. And you watch them do it. They do to it in like six months. - Right. - And you're like, well, what the fuck? Like,

why is it so easy for him? Like, how did that? You know, Dan starts posting other clients of his like, oh, so and so lost 40 pounds in eight months and like, so proud of him. I'm like, well, fuck that person. Like, what am I doing wrong? I'm doing everything. I'm literally doing everything. And it was at that point that he was like, hey, man, you should go get like real blood work done. Like, not this bullshit, you know, basic labs at a doctor. They'll just look at it and be like, well, you're not diabetic and you're not dying, so you're fine, like, go find somebody really good. And so at that point, I went and found a functional medicine doctor, and for people who don't know, functional medicine is like, it's more integrative, it's more holistic. And they look at the body more as like a system. And it's more about optimization of health rather than just like, well, you're not going to die. So, you know, normal medicine is preventative. It's like you come in when you are about to have a heart attack, and then that's when they treat you. Whereas like functional medicine, it's more like, let's do the things that will make sure you never have a heart attack in the first place. - [Drew] Right. - So I went to a functional medicine doctor, did this massive set of bloodwork, results come back, and the doctor, I remember I sat down in front of her at her desk and she like, held up the results and it had my birthday in the top right corner. I remember she covered the birthday and she was like, she was like, how old are you? And I said, I'm 37. And she said, if these results did not have your birthday on it, I would guess that you were 60. (Mark laughing) - Shit. No subtlety there, huh? - Yeah, no, and I was like, okay. And she was like, your hormone profile is that of a 60-year-old man, like a healthy 60-year-old man. But you're 37, so this is not healthy. - Right. - My testosterone was like 290. The free testosterone was like, five, five and a half. - What should that ranges have been for you at that point? - So, like, an elderly man should be around 3 to 400. - Okay. And you were below that. - I was below that. - [Drew] Yeah. - Like a man in his 30s should be five, 600, probably, like double what I was. I was technically pre-diabetic. My A1C was just over the line. She was like, technically, you're pre-diabetic. And this is after I'd lost like 20, 30 pounds, right? - Right. - And I was exercising and I was eating well. So I was just like, Jesus Christ, man, what? Like, what did I do? What did I do? Come to find out, I mean, I've since found out there's two contributors to this. One is just the lifetime of eating garbage. Horrible lifestyle. The second one is that I have a couple of genetic, I just have shit genetics, like so I have a thing called hemochromatosis, which means that my blood accumulates a ton of iron. - That runs in my family too, actually. - Yeah, it's a Scottish-Irish thing. - Yeah, yeah. - Yeah. And if it goes unchecked, like it can cause significant cardiovascular problems, it can cause metabolic problems. So, like, my iron levels were two and a half times the upper limit of what you're supposed to have, which you basically just think about, it just makes your blood super thick. And causes a bunch of issues. - You really shouldn't drink with that either too. - Oops. And the other thing I have is, it's a thing called he double E4 gene, which I didn't even know about this. I read Peter Attia's book. Maybe one day he'll come on the pod. Apparently, Chris Hemsworth has it. But it was really funny, I was reading Peter Attia's book and he was talking about, he was like, you know, there's an E4 gene and it increases the likelihood of Alzheimer's by like 400%, and also leads to insulin resistance, and you're more likely to be diabetic and pre-diabetic, and accumulate fat, and have trouble losing it. And then he was like, and then there's like a very rare subset of people who have a double E4 gene, which means both their parents have an E4 gene, and you just got fucked in the genetic lottery. And he was like, oh, these people like 600 times more likely to get Alzheimer's and your metabolisms super... Anyway, long story short, I had the double E4 gene and Attia says in his book, he's like, if you have this, you really need to start intervening in your early 40s. - [Drew] Yeah. - Like this is a all hands on deck type of situation. So I'm discovering this stuff at like 37, 38. So I've got this blood condition, this genetic blood condition that is working against me. I've got this fucked up gene that's working against me. And I've had an entire lifetime of awful habits. And I have heart disease that runs in the family. So, like, I'm sitting there and I'm realizing that if I had just kind of continued at my previous trajectory, I'd probably be dead at like 50, 55. That was probably if I had just not changed course at all. So this was the first realization, that scared the shit out of me. Second realization was that this is non-negotiable now. Like, I'm late 30s about to hit 40. I've got all these genetics working against me. I've got an entire lifetime of bad lifestyle choices working against me, like this is not, there are no options. Like the margin for error, I have a much smaller margin for error than most people do, and so I decided to kind of go all in on the health thing. - You know, you keep hitting these plateaus and it seems like each one is a little bit rougher. - Yes. - Than the previous one. And I think that's really hard for people to get through. I think

people, they'll give up at one of those or whatever it is. - [Mark] Yeah. - You seem to have pushed through in a number of cases, you also have access, you know, like functional medicine, stuff like that, although that's becoming more accessible for more people too, online, you get these online panels done, you know, they send you a tube, you put some blood in it, send it off. But that is, again, it's just demoralizing, I think, when you hit those plateaus. And especially in this case where it's like you're working out four or five times a week, you're eating right, you're still not getting that off. What? Go into that. How do you? - [Mark] Dude. - How do you address that? - I mean, there was a lot of periods of like anger. So much frustration. And it gets weird too, you like start getting gaslit by your own body. Right? - Yeah. - Because it's like, you know, Dan would have me do DEXA scans every six months, and then we would set goals, right? It's like, okay, hey, your next DEXA scan, we're going to try to lose like, you know, 6 or 7 pounds of fat and maybe put on a pound of muscle or something like that. And I go and it's like I would make progress, but it'd be barely any progress. And I was just like, what am I fucking up? And then the come back to lying to yourself thing. Am I bullshitting myself? Like, I think I'm doing everything right? Like am I just fucking, am I still lying, like three years into this? - Right, 'cause you did it once. - Am I still lying to myself about all this stuff? - Yeah. - Like how is this not working? How is this not progressing? And I think a lot of people, they hit that plateau, they hit that point and it gets hard, it gets tiring, they feel defeated. And I imagine, I think at that moment, it's really important what story you tell yourself. And I really think this is where the value of the coach comes in. Right? Because if I had been alone, I'd probably be like, well, yeah, I tried. It just didn't work, that didn't work. Maybe I go try another thing, you know, a year from now. The coach has the perspective to say like, wait a second, you're doing a lot of the right things. Like, let's look at something else, like don't give up yet, right. It's more complicated than this. I was very fortunate in that fact. I mean, kind of an unspoken thing through all of this. You mentioned it is access, right? Like none of this stuff is cheap. None of it. A gym memberships not cheap. Much less buying healthy food is not cheap, there's all sorts of data on how healthy food costs like three times as much as junk food. Healthy foods not cheap. A trainer or a coach is not cheap. Getting the lab work done is not cheap, especially if you're insurance blows like everybody in the US's does. - Right. - A functional medicine doctor's definitely not cheap, you know? And then even once you figure that shit out and you work with that doctor, like the stuff that that doctor prescribes is not going to be covered by your insurance. So you're paying out of pocket. So that's not cheap either. I mean, it's like, I'm not gonna lie, I probably spent north of, definitely tens of thousands. - Yeah. - Easily tens of thousands over the last five years on this. And that's not available to everybody. And that's fucked up. It should be. - [Drew] Right. - Right. - So I don't know what to say about that, but I do want to be transparent about that, that this is like definitely, a big part of this process is privileged. - Well, there's also a, we wage moral judgments against people a lot, you know, for their weight or whatever it is. And I think the more I learn about this, and I think you would agree with this too, the more I learn about it, the more I realize how much genetics plays a role and how much we just can't. There's a floor and a ceiling to all of this. How do you think about that now? How do you think about approaching something that's, you know, genetically based now? - It's definitely giving me a lot more sympathy for people, right? Because you realize not everybody's starting at the same starting line. - Definitely, yeah. - And also, it works the other way. Right? Like I remember reading stories that, there was a story about Allen Iverson who like, when he went to the NBA, they put him through a physical. This dude didn't practice, never trained. - Notoriously, yeah. - And then like, they put him in the physical and part of that was like a VO2 max test. They put him on a treadmill with an incline. They speed the treadmill up, see how long he can go. They said that he went for so long that they didn't actually like, they ran out of measurements like he literally broke the test because he just ran on the treadmill for so long. - Right, yeah. - And then he came off and the doctors like asked him, they're like, you know, do you run marathons or something? And he's like, marathon? He's like, fuck that shit. You know, literally like just went back to the club, start drinking again, you know. So it's like some guys, you know, the same way some people win the talent lottery, some people win the intelligence lottery, some people very physically attractive, some people are born with a great metabolism, very athletic, a lot of natural strength. Other people get completely hosed in terms of like, you know, biologic functioning and everything. So it's definitely changed my view on that. I mean, the other thing it's giving me sympathy for is that there is like a little bit of a feedback process, right? Like one of the things I learned is that

when you become extremely overweight, like there's a feedback loop that starts. Like as you put on body fat, you gain something called visceral adipose tissue, that squeezes your internal organs, it makes them function less efficiently. That creates like a hormonal cascade. So your hormones get worse, your organs are less efficient, which then causes you to feel less energetic, causes you to feel hungry more often. So you eat even more food, which causes you to gain more body weight, which causes your metabolism and your different organ functions to function even worse after that. And you get caught in the cycle and like working against that cycle is extremely difficult. So like I discovered that I had something called insulin resistance, which is like my body doesn't produce insulin in the capacity that it needs to, like if I eat a bunch of sugar or something, like that sugar spike will last in my body much longer than it'll last in somebody else's. And it's just because I've eaten so much garbage over so many decades that I broke that part of my metabolism. And it is unfortunate that we have a tendency to judge skinny or fat people purely based on it being a flaw of discipline or flaw of willpower. I would compare it more to an addiction. Like it's- - 100%. Yeah. - It's akin to, well, I don't know if I want to call it akin to alcoholism, but yeah, it's more of an addiction. And I've noticed myself, I have a lot of compulsive eating habits, that again, I was not aware of until I actually tried to, like, stop, till I tracked everything and tried to stop. I was like, yeah, I only had six chocolates. Right? And then I like, start counting. I'm like, oh fuck, I had 14. Oh, God. How did that happen? Like, how the fuck? I literally don't remember eating the other eight chocolates. - Fore sure. You put sugar in front of me and it's gong down for sure. - Yeah. It's like- - What were you triggers for that though, was it like boredom? I know boredom's one for a lot of people. - For sure. - [Drew] Yeah. - Boredom and anxiety are the big ones. - Okay, yeah. - I ate when I was bored and I ate when I was uncomfortable. It was like something to kind of pass the time. I also drank when I was uncomfortable, border-uncomfortable. - Yeah. So, okay. What are you doing now? What are some of your health goals now? How are you approaching that? How do you see this whole process at this point? - I'm optimizing for longevity. So right now I'm actually trying to add some strength and muscle. I'm officially in my 40s, so I think that's probably going to be the biggest long-term payoff. But it's also just, you know, so at this point it's adding a certain amount of muscle while maintaining a healthy body composition. I have no aspirations. I don't want to, like, I don't need to have abs. I don't need to be fucking jacked, you know, not like trying to win a bodybuilding competition or anything. It's just like, I just want to be healthy, and active, and fit, and set up my body in a place that it feels relatively optimal for the long haul. - Yeah. You talked about kind of the vicious cycle of the other way. Do you feel like you've kind of entered into a virtuous cycle now where, you know, you skip a workout and you feel it, and you're like, oh, I really need to get back out there? - [Mark] Yeah. - Yeah. - Yeah, for sure. You get hooked on the on the good feelings. It's a different good feeling. The same way you get hooked on the good feelings of, like, I don't know, having a drink or eating a really good meal, a big meal. You get hooked on the feelings of exercise, being outside, eating super clean, you know, it's like now if I go out and have a burger and fries, I'll enjoy it. But like an hour or two later, I'm like, oh man, I need some vegetables. - [Drew] Yeah. - I can feel my body like craving the nutritional value. So there is another spiral on the other side. But it's hard. Like the compulsive thing, like, you know, I still run into it. We went to a Brazilian steakhouse last night. Man, I crushed so much fucking steak. - Oh, they're the best. - So many fried bananas. Oh, man, I was going crazy. I was like, man, I need to chill. Like, I finally hit a point. I'm like, cut me off. Like, just don't let me go anymore. It requires vigilance still, but it's, I don't know, personally, I look back on this period and I just think it's interesting having gone through this process and then like, turning around and looking at all the same health and fitness stuff that I saw in the beginning, like in the beginning, I guess if I were to like, summarize how my perspective has changed. It's not about a diet, it's not about a fitness regimen. There's no workout online that's going to solve this shit. It's about habits, lifestyle, environment, and biology. And a lot of it is understanding your own biology and adapting to your own biology. It's also psychology, understanding your own psychology. Understanding that like, yeah, when I get angry, I soothe myself with ice cream. You know, it's like, break that link, like sever that tie that you have in your brain. We all, I think most people have some sort of link in their brain between an unhealthy consumption habit and an emotion that they're trying to avoid in some way. - Right. And I think, that's a good reason why you don't give a whole lot of specific advice around this, because it's different for everybody, right? And what you do isn't going to work for everybody. And I found that with myself too. - Totally. - Like I have

very specific things I need to do that probably wouldn't work for anyone else. - Absolutely. And honestly, like, I mean, the actual workouts themselves, like almost don't even matter. - Right, yeah, just showing up You know, it's like just do something. - [Drew] Yeah. - Just fucking be active. - Yeah. - Like that's really the 20 that drives 80% of it. Even if it's just going for walks, like walking was a huge part of- - Yeah, getting your steps in. - Yeah, like steps was a huge part of it as well. But, you know, on the food side, yeah, it's about learning yourself. It's about learning your tendencies and habits. What keeps you sane, what sort of patterns your body falls into, how you respond to certain foods. And you really don't learn that unless you're like tracking, keeping some sort of food journal, setting goals, and metrics, and like tracking them over time and, you know, measuring yourself. - Yeah, yeah. Well, Mark, you're looking good. You've got tons of energy. - Thanks, buddy. - Yeah. No, it's been really, really fun to watch you go through this. - Yeah. - Even when it wasn't fun for you, maybe, I don't know. Yeah. - I'm glad you liked it. Yeah. It's been wild, man. It's been a wild ride, so. - Well, that's all I got. - Yeah. There it is. Drew Birnie in the flesh, in the studio. Obviously, be sure to like and subscribe to the show. We are going to be back next week with a new podcast guest, so stick around. (upbeat music)
References and Recommendations: No references or recommendations found.

Transcript Section End - Video 7

Shocking New Erythritol Study Was Not What Anyone Expected (clotting, stroke, heart attack)

URL: https://www.youtube.com/watch?v=8IJC8NhHDgY

we might need to pump the brakes on arrol for just a second we might need to put down the arrol sweetened drinks we might need to put down the low carb treats for just a second while we unpack this study because the study that just came out is an Interventional design which means that we take it more serious than we do say observational studies and just to give you context of what that means and in 2023 there was a study that came out about arrol that scared a lot of people saying arrol can heart disease and platelet aggregation and possible clotting but the internet destroyed that study myself included I did a video on it last year I had a lot of very very esteemed experts talking about it as well it was practically immoral in how it was designed it basically made it look like aiol was bad and all they did is like deal with it in a Petri dish really at the end of the day like it was just it was a bad game of connected dos this study that just came out however 2024 in the summer this one we do need to take more serious because it's actually from the same research group but what they did is they did an Interventional design whereas they said okay we know we got destroyed last year let's actually really take it a step further and take people and make them an intervention group where we give them arrol and then we monitor what happens somewhat in their body so let's break down what they found and how you can kind of be safe and thread this needle a little bit after today's video I put a link down below for element electrolytes they are not sweetened with ariol element electrolytes are 1,000 mg sodium 200 milligrams potassium and 60 milligrams magnesium but that link down below gets you a free sample variety pack with any purchase of element electrolytes so whether you purchase their sparkling whether you purchase their stick packs or whatever you get a free sample variety pack and that's exclusively using my link down below that is drink lnt.com Thomas again drink element.com Thomas really interesting stuff they curb my appetite entirely but I also have them in a fast and state and I sip on them during my fasted workouts because I feel like I actually get replenished but I also get my Cravings satisfied so that link is down below in the description so let's break down what this study did and we're going to go deeper than the rest of the internet because if you look surface level of the study it's going to have you throw all your arrol in the trash and this study was designed and definitely is being our articulated in such a way where even I wanted to do that at first so make no mistake it was well crafted with how it was put out and the studies let's just get into it they took 20 subjects they had them fast overnight and they drew their blood they measured what their Baseline blood levels looked like mainly their platelets and then they gave them 30 gram of ariol or 30 gram of glucose and then Drew their blood again and measured their platelets okay they treated their platelets with something called ADP which is an Agonist as well as something that is called thrombin activator peptide 6 so they treated them in a Petri dish there now let's talk about their findings and what they ultimately found when they gave subjects arrol there was a 1,000 fold increase in their blood ariol levels that's not that surprising but it's actually important and relevant because the glucose group didn't have any increase in AR now arrol is produced in the human body it is produced via a pathway called the pentos phosphate pathway PPP and this is particularly elevated in unhealthy people okay so what they found is that glucose did not Elevate any blood levels of arrol at all but Athol certainly did 1,000 fold increase in arrol above Baseline so okay that's not alarming like it's no surprise that consuming arrol would raise ariol levels but the point here was that glucose did not increase even through any wraparound way ariol levels but what was interesting was that there was a quote unquote striking difference in platelet aggregation in the orthol group so when they looked at the actual petri dish with the platelets when they drew the blood there was a significant amount of platelets that were clotting with the orthol group and not with the glucose group what does this really mean it essentially means that more arrol meant more aggregation more ariol meant more clotting okay so do we need to ditch the sodas do we need to ditch those drinks well we're going to get to that in a second because we have to remember they drew the blood after arrol consumption and then they treated it in a weird chemical way they added agonists they basically tortured the platelet in a Petri dish and saw that they did something I think you're starting to see you're

smart you're starting to see wait a minute there's something the rest of the internet is missing here and it's a critical flipping component okay there was another thing they found though ariol increase dense granular markers of Serotonin and something called cxcl4 which is sort of a biomarker associated with that we'll talk about exactly what that means because when you have platelets aggregate okay what can happen is they can kind of bind to the endothelium the lining of the arterial wo when they bind to the lining of the arterial wall they can form and cause more of a buildup and eventually could potentially lean to lead to a thrombosis right so a clot which would cause a massive amount more of platelets to form when platelets activate they actually release these dense granular type serotonins and cxcl4 so ser so they actually hold like platelets hold serotonin in them so when they activate they release so the fact that a rol released these compounds means that platelets did not just aggregate in response to arrol platelets fullon activated which is actually even more interesting all right pump the brakes now now we get fun what the heck if you give me an orthol sweetened beverage and then you draw my blood and you put it in a petri dish and then you take a syringe and you add chemicals and then you take another syringe and you add more chemicals and agonists and you mix it up in that petri dish that is not what happens in the human body uh not at all so they didn't measure clotting in the human body they measured clotting after they drew blood tortured it in a Petri dish and said hey look the arthr group responded more to these agonists that means practically nothing it really means practically nothing they're at it again they're going even further to try to like okay we're going to do an Interventional study but then we're going to kind of manipulate this a little bit they weren't measuring clotting action in the blood they weren't measuring CXC L4 in the blood they weren't measuring these dense granular type serotonins in the blood in the human they were doing it in isolation with ridiculous extreme amounts of a chemical of an Agonist and this thren activator peptide six that's not what happens in the human body what so I'm all over Instagram and I'm seeing this and I'm seeing like reputable people posting about this and I'm like no guys like so this I'm not saying that this is a smear campaign on arrol but I'm kind of saying it's a little bit of a smear campaign on arrol because this is the same group that published an orthol Study last year that got destroyed same group that published that Xylitol study earlier this year that tried to take down xylol but again people kind of found the same exact problems with the Xylitol study as they did with the orthol study and they're always trying to compare it to glucose saying Sugar's not a problem glucose isn't a problem but get rid of this ariol I don't understand why they would do this I mean we do know that high circulating levels of blood sugar are problematic and are certainly a risk factor for cardiovascular disease for clotting for thrombosis do we need to try to take down arrol I guess we do if it's potentially a threat and maybe arol is just the easiest Target because there's a metabolic function of arrol for example when I had Dr Ben bman on my channel we talked about aspartame we talked about slenda there's no real metabolic impact with aspartame and Splenda so it's really hard to like get into the metabolomics especially like even an untargeted metabolomic study it's really hard to get into with those compounds because there's no metabolic action there's a Poss POS toxicology action like but there's no metabolic action ariol there's a potential metabolic action Xylitol there's also a metabolic action so you could infer or you could also like basically invoke this entire thing to happen by saying like Okay arol increases in the blood in unhealthy situations so let's see if actually giving a dose of arrol makes the body respond as if it's unhealthy right so that ariol increases in unhealthy people so if you ariol then you're going to increase it and you're going to become unhealthy or you're going to simulate an unhealthy situation it would simply be like saying as simple as this people with high blood sugar have diabetes so sugar causes diabetes so if you have sugar you automatically have diabetes because you ate sugar but that would actually be too kind it's more like saying that person has diabetes and they have high blood sugar so if you eat sugar and we draw your blood and we torture it a couple times and you and it's high sugar you have diabetes what if that's how a diagnosis worked right that would never fly right you see the actual problem now here's the other serious issue with this that's a snapshot in time one snapshot in time so when you take a blood draw right after arrol consumption and your orthol levels go up you don't need a give them a chance to come back down they didn't do this over different times they did 30 minutes after consumption not an additional 60-minute 120 like most good studies do they did one snapshot so what if your body clears it really fast and it has no effect because it's cleared so fast so you take one snapshot in time and expect that to be say that's what the human body's going to do like things are happening over the nanc in our body and there's feedback

loops and there's signaling and there's flushing and there's the liver and there's a second path to the liver and there's all these things and Urth arrol is predominantly urinated out so we have a serious issue there not to mention it was a 20 participant study which is not super super small but it's also not big and there were no unhealthy people being studied only healthy people perhaps unhealthy people would respond entirely different right now so the big question is does a temporary potential increase in platelet aggregation in a tortured cultured dish really mean anything especially if the alternative is sugary beverages where we know having consistently high levels of blood sugar would be problematic so think about it like this these were healthy people that consumed glucose or Athol a healthy person will respond just fine to glucose if we took an unhealthy population and we gave them Athol or glucose perhaps the arrol would be a even even in this case a safer option right because an unhealthier your person is going to respond to glucose entirely different and it could activate the pintos phosphate pathway and increase orthol in the blood it very well could because you're stoking something that's already unhealthy so I proposed the question that maybe we needed to pump the breaks on ariol and I'm saying we need to do more research on this for sure but we should be doing more research on everything all the time because we have the ability to and we should but this group seems to have a increasing track record of doing this with ariol and Xylitol in the crosshairs consistently and I think we need to factor that in but if you take your blood and you put it in a Petri dish and you add chemicals to it it's going to do weird it just is and I think that's common sense so I know that they are asking for a re-evaluation for arrol to be considered grass generally recognized as safe and that's fine you know maybe they due diligence needs to be done there but for now we need to take the data for what it's worth and it's really unfortunately not much as always keep it locked here my channel see you tomorrow

References and Recommendations: No references or recommendations found.

Transcript Section End - Video 8

5 FREE Copilot Features to Simplify and Automate Your Work!

URL: https://www.youtube.com/watch?v=_-x8dp48EBY

what if I told you you've got access to a free Microsoft co-pilot that you could use today what if I also told you as well it's got Enterprise data protection ensuring that your business data remains secure that you share with co-pilots now you're probably wondering where on Earth has this co-pilot been hiding and not to worry because today in this tutorial I'm going to show you how to access the free co-pilot that you have access to when you have a Microsoft 365 license for 365 services and how you can also draft emails write reports generate document summaries and more and before we dive in if you like this video hit that like button not forgetting to hit the Subscribe button to find more great content like this that we put out every single week anyway let's go and find out where that co-pilot's hiding to get started with the new free co-pilot well it's really easy to do open up the edge browser then select the co-pilot icon on the right hand side but also recommend left click and drag to also extend the sign of your co-pilot window because it makes it much easier to use now also you'll see the green shield in the top right ensuring commercial data protection is enabled because I'm signed in with my work or school account ensuring that the data I share with co-pilot remains secure is not accessible to anybody else well let's get started now with drafting up an email we can have it pretty simply write up an email to chase up an invoice to do that here I can go down to ask me anything and I can add in a prompt to write me an email adding specific details including the tone and length of email we our prompt added into co-pilot you can simply click on the send button and you'll see in real time that co-pilot now generates us with a reply yes we can see it adds up the subject it adds also the invoice number I provided and even mentions it was due last Monday as I told co-pilot now you'll see because this is the free version of co-pilot it doesn't know who you are but that doesn't matter too much because you can take a copy of this email put it into Outlook or any other mail app and make the necessary changes to get it personalized to you but a simple prompt has been transformed into a professional email but how about we up the game I need to have a report generated for later on today outlines the challenges of project Green Space in London with some changes in legislation can this co-pilot help me out but I believe it certainly can now what I'm going to do is change the conversation by clicking the new topic button on the left of your sidebar that cleans the slate and ensures the past email doesn't get added into any of the new answers and co-pilot and this time we're going to give it a new prompt to draft me a a report and giving it an outline of what I need and again the length and tone inside of our prompt with our prompt added into this dialogue where I'm asking co-pilot to go ahead and write this report for us we can see that co-pilot can take information from the web and begin to build out this report report yes we can see straightway executive summary introduction as it builds it out we can see it live on the screen and we can now see in the sidebar that we've got a report and once again we'll expand the window so we can see more of what's been created you can see conclusion challenges impacts on green projects and all the changes in government policies and it's also referenced the relevant information from different sources for example here this has been taken from a UK government post around changes in the Regeneration of land so very professional reports written in just a few minutes we can also take this into word we'll go to the bottom and select copy open Word and simply paste in the contents here you now see we've got our Rapport added into Microsoft Word yes you'll need to tailor some of those formats and remove those references if needed but of course what we now have is a report that we can now share potentially of other stakeholders generated in minutes or you can further refine to make it even better so a free co-pilot that can help you write your reports on specific topics which can save you a whole heap of time if you're intrigued with this new version of co-pilot and wondering how it can also further automate your work well we've got you covered we've got a brand new on demand learning course that we've created and how to use the free co-pilot to automate your work over 20 different video chapters that we cover in using co-pilot and also understanding the best way to get the outputs from it you can find out more from the web link below and even on our same website you'll find the ability to download a free Microsoft 365 ebook you can download and access today so other than that let's dive back into copilot and see what else it can do to help you but we've got some data we need to analyze and can

co-pilot help us out well it absolutely can once again I'm going to go and select new topic to wipe the Slate clean and did you know you can either attach an Excel file or even take a screenshot of data to have co-pilot through the sidebar help you out well I'm going to do is click on the attach button I'm going to go browse over to these bills of project greenspace this information held includes some bills for project greenspace I need to understand some totals from so all we then need to do is ask co-pilot to help us with some high level data analysis let's go ahead and ask co-pilot exactly that we can see that Co pilot has now replied it did actually mention that it encounters some issues with file formats but not to worry it still analyzed all of our Bild data 32 bills the total amount the number of bills that have been unpaid and also the amounts unpaid and paid a simple question took less than a minute to generate high level data analysis from a spreadsheet of data and we can even ask further questions of co-pilot to further analyze our data you can now see we've asked co-pilot to provide a breakdown of bills by by customer it's taken each of those customers from our spreadsheet and it's now looked at the bills for each the amount the average and so forth and it's generated that again in less than a minute powerful capability from co-pilot but co-pilot capabilities don't end there because we can have it generate images for us yes using Microsoft designer which is integrated in co-pilot we can ask for it to create an image I'm going to give co-pilot a prompt to create an image I'd like to insert into one of my PowerPoint presentations for an event that we've got coming up for project greenspace let's go ahead and give co-pilot that prompt I've now as co-pilot to generate an image of a London Skyline with green area for parks and the community but also we're going to use it as the first image for our PowerPoint so I want to make sure it also fits those Dimensions you can see that co-pilot has now passed that query into designer and it's now going to try and create four images and here we go four Images created by designer we can also left click into these images here and choose the best image that suits our needs this one may well be that image when you've got your image you can rightclick copy or save image as to bring it into other apps like PowerPoint and in PowerPoint I've simply added my picture but now we can also use designer yes on the right hand side we can see this image can now be transformed with designer so now I've got a new first slide in PowerPoint with an image designed by designer even looks more professional and you won't find anywhere else so designer and co-pilot can even improve your presentations but how about social media posts because in Project greenspace we've got a community group on Facebook I want to give a latest update on how we're getting on and inviting people into an event that's upcoming and I can also have co-pilot help us out with that inside of our sidebar let's ask co-pilot to draft us a social media post that's ready for Facebook and outline the needs of that post as well with our post added into co-pilot ensuring I've also noted it to make it enthusiastic on the right hand side we can now see our Facebook post that we can take into our group that's how easy copilot can even help with your social media posts across all of your different projects so we've seen five different ways the free co-pilot with Enterprise data security can automate some of your work so what do you think about your new best friend at work a co-pilot can automate your work that you've got access ACC to for free and you probably didn't even know existed because now you've got the ability to use an AI to draft emails write reports summarized documents and more and hopefully that's going to help you become more productive every day if you like this video hit that like button not forgetting to hit that subscribe button to find more great content like this that allows you to use the tools you already have in much better ways even including co-pilot so otherwise we I'll be seeing you on the next one [Music] References and Recommendations: No references or recommendations found.

Transcript Section End - Video 9

The BEST AI Automation Use Cases For Businesses: STEAL THESE

URL: https://www.youtube.com/watch?v=6CBMnGuY2vI

building an AI automation agency in 2024 has never been easier and in today's video I'm going to be walking you through some of the best case studies that I've potentially ever seen of big businesses using Ai and how it's helped them now what I want you to do is take every single case study that I'm about to go through and zoom out see how this can affect other businesses see how you can implement this into a smaller business for example or see how you could do something similar but mostly I want you to start seeing the patterns in how these different automations and different AI Solutions are helping these businesses so that you can start doing the same with your client if you're still sat there thinking that the AI automation agency model isn't the one for you then stick around watch till the end of this video I guarantee you it will change your mind so let's jump into it so look the case studies that I want to go through today have actually been released by Salesforce now there's over 83 different case studies and each one gives us a little insight into the types of clients that they're working with and how AI is helping them okay so one thing we have to realize is Salesforce they have their own range of products they have lots of different tools crms AI Solutions everything built in house and these case studies we're about to go over specifically go over clients that are using the whole family of souforce whether they're using slack whether they're using Einstein which is their AI whether they're using Sal Force as a CRM or their analytics dashboard whatever it is Sal Force covers everything and a lot of these clients use the whole Suite so look before I jump into the article I want to go over a few things with you what I really think that you can take from this video and from these case studies that I'm about to go through with you is what it should do is give you a really clear idea of what is being done in the real world and what is being done at a higher level at the end of the day you can go and create chat Bots and you can go and create simple automations for people but you're you're going to hit a wall you're never going to be there to scout to those big numbers if that is all you're doing and I don't care what anyone says if you go and start an agency and you manage to get it to 50K per month selling just chat bot then please come and let me know because you are a hero my friend what we can do with the information that s Source has given us is we can start to look at the trends and the key words that different clients are using to show us what their initial pain points were and if you're smart you can start to reverse engineer from these case studies and see how you can potentially roll that into another industry or a smaller client that is potentially Within Reach of your agency so let's take a look at this this is EVP at Vonage he says sales forces Solutions have helped us to automate workflows to allow our teams to collaborate more easily drive value for customer customers and fuel our International expansion so let's dive into this their website is littered with all of this information and what we can take from this is well we know that Vonage was struggling with automated workflows and Salesforce has stepped in seen a huge opportunity there and a massive paino that Vonage was likely facing and they've been able to help them fix that so as I mentioned Salesforce have their own generative AI tool um or solution it's called Einstein now Einstein 1 is a platform that unifies your data AI CRM development and Security in a single comprehensive platform it empowers it admins and developers with an extensible AI platform facilitating fast development of generative apps and automation so in essence I would assume it's something similar to zapia and make tied into a platform like relevance where you can set up automations and you can create generative conversational flows all of that stuff now this is he Conan director of brand EXP in platforms at General Mills the combination of AI data and CRM allows us to help busy parents solve the what is for dinner D dilemma with with personalized recipe recommendations their family will love so again we're seeing something that we've spoken about on this channel before by creating personalized uh experiences whether that be from a personal trainer in a gym creating guides on how to work out or creating meal plans or in the case of General Mills helping busy parents find out what is for dinner now of course this is done on a much bigger scale these guys are tying it into their CRM data they're looking at what products people are buying and what their clients are buying and then they're coming up with recipes and solutions off of the back of that data now nine times out of 10 we're not going to have these huge crms with these huge amounts of data inside

but it does make you start thinking about what can we do with data that we are collecting and if the data is in a CRM how can we use that to supercharge that business and whatever they're trying to do so look let's jump into some of these case studies I know you are desperate to see them number one we have Gucci now I've boiled each case study down to the core of what is actually being fixed here with AI and in Gucci's case just improved their customer experience now Gucci's 600 client advisors across seven Global hubs can now communicate with a clear brand voice while amplifying the human touch with AI Gucci's nine teams are empowered to engage with customers on their specific interests along Ong the customer Journey now if I flick over to the website and I'll link this website down below so you can check out all the other case studies we can see here that what they've essentially done is they've essentially built a Gucci conversational bot that is trained on all of Gucci's product catalog it can be used on WhatsApp it can be used in the store but it's essentially a bot or an agent that is trained on everything Gucci it speaks like Gucci it helps their clients it helps their customers and it just gives Gucci's team another angle another Edge right so I definitely recommend flicking through this and seeing exactly how it works and what they've done but again they've tied into Gucci's CRM on inside of Salesforce and they have now supercharged advisors and Gucci's team members because they have all that data at their fingertips that is now plugged into a generative AI model that is actually sending messages on Whatsapp or responding to people on the website once they've logged in so really simple if you think about it like that and the reason why I wanted to break it down into what it is they're actually trying to do and in this case is just customer experience I want you to start looking at these case studies trying to find the core thing that they trying to help because once you do that you start to realize that actually that is the pain point that a lot of people are facing we know that there's tons of Ecom stores or retail stores just like Gucci that could definitely utilize something similar or benefit from a similar piece of tech just like Gucci's done if they took their product catalog and they took all their orders maybe that's done inside of a Shopify store they looked at what is being ordered and they looked at how frequently people are buying certain things you can start to use that data to supercharge your client's business think about it why wouldn't gym shark be using this why wouldn't represent be using this why isn't every single Ecom store out there using some form of generative AI that is tied into the back end of whatever system they're using or CRM and it's given personalized customiz support to that customer so let's jump on to the next one the next one is make a wish now again I've boiled this down to alterations something stood out in the make a wish case study for me which was super interesting so make a wish previously sent thank you messages to donors manually after they made a gift now the organization automatically sends personalized thank you messages after every contribution so if we jump onto the make a wish case study and for those of you who don't know make a wish is this like charity that helps terminally ill kids essentially make their dreams come true you know you see it all the time like super Heroes going into hospitals and that kind of thing and and it's fueled by donations as we just saw they were originally sending manual thank you messages out so that was taking up a huge amount of time and super labor intensive so why wasn't there some form of Automation in place that handled that so we can see here what the difference looks like we can see that staff can now enter all their information through the portal built on experience Cloud again another souforce product this allows team members to track how many children want to visit a specific location and helps coordinate their visits more efficiently now again we can take information from that right now there's probably plumbers and electricians out there that have tens of jobs every single day and they don't really know how to prioritize what job to do if they get stuck in traffic somewhere they may have to call the last person up and cancel that person what if there was a system in place that they could Implement where the AI essentially looked at Google Maps or it looked at the roots that this electrician had to take that day and it actually started to plan their day around the current jobs that they had and the type of work that was involved so again we're not specifically looking at Salesforce products here we're not looking at using Salesforce products what we're looking at is the use cases and seeing how we can incorporate them into the types of clients that we're going after so the one that stood out for me is like I said they were sending manual thank you messages and that is all now handled automatically um through another Salesforce product but again we can do this inside of our own crms we can set up workflows we can set up zap your actions whatever it may be we can do this ourselves another great case study of how a huge company is using simple automations inside of their business and to me I was blown away because I was like

well why the hell were they doing it manually before it made no sense but they were so that should give you hope knowing that there is so many businesses out there that need your help now the next case study is rosignol which is a big ski brand and again I've taken what their main outcome was with working with Salesforce and for them it's c analysis now you could say customer analysis is kind of across everyone because that is what Salesforce does they tie everything into their CRM but especially with the Ross ull case study Ross 's marketing team generates three times more campaigns per week thanks to automated Journeys and AI now it dynamically translate campaign content into different languages and sends emails at times when they are most likely to be read so again going back to the analysis side of things rossal is essentially just looking looking at their orders and the types of products that they're selling to through their B2B wholesale Network and they're making decisions based on that data they're analyzing that data and they're using AI to analyze that data which is then supercharging their decision- making so again we can look at this and we can say what other companies could benefit from this and there are honestly an endless amount of businesses that could use something like this wherever there is data if you can analyze it in a smarter way and help that business owner make make a smarter decision that would ultimately lead to a higher Roi or reduce cost in staff hours or increase efficiencies then you are onto a winner so overall rosing achieved a 300% increase in volume of weekly marketing campaigns two times contribution of CRM to e-commerce Revenue which is crazy and a 28% growth for group in 2022 to 2023 which is just insane now I'm also not saying go and steal all of this information but don't be afraid to use these in conversation or talk about these to prospected leads that you're speaking to because at the end of the day these are real case studies of how AI has help these businesses now this next one is a big one this is Spotify I'm sure we all use Spotify and what stood out for me was their client onboarding and kind of user Journey when it comes to running ads for different businesses so let's jump into this now Spotify advertising has increased the number of marketing campaigns it runs each year fivefold simply by automating customer Journeys like registration so the Spotify 1's pretty interesting cuz they've done a lot of different stuff and it kind of ties all of the case studies we just spoken about together so for Spotify they've done a lot with personalization so inside of their advertising their tracking website visits with personalization visitors see customized buttons and Banners based on their previous activity we're looking at an increased efficiency in workflows just by centralizing the workforce inside of slack and helping them get on boarded with different workflows that exist inside of slack they've got opportunities scoring helping rep sell fast with AI by prioritizing leads based on those most likely to close and again think about that you can use that for anyone in the B2B space that is trying to qualify leads or looking through a CRM at leads that have filled in a bunch of details and then you can get some form of AI agent to qualify those leads based on the information they filled out that is another huge huge benefit there opportunity scoring so definitely take note of that and again we just get another insight into a huge business just like Spotify in how automations and AI have helped them so look are you going to land Spotify tomorrow as a client definitely not but what this should do is it should give you insights into how the biggest brands on Earth are using AI in some way and if we really simplify everything all we're looking for is an indication of pain and then we're trying to find ways of how automations or AI Solutions can alleviate that pain that is how we're going to be able to charge money and that is how we're going to start to scale our AI automation agency okay now it's now up to you to go and check these case studies out for yourself like I said there's 83 so there are nuggets of gold in every single one of these case studies and each one should give you more confidence in terms of understanding what types of businesses need what and what types of businesses have different pain points now I wanted to leave you with a really quick idea on how you can actually you know discover these pain points and find these golden nuggets and this was just taken from the Gucci page all we really looking for is words sentences and phrases like this now ai generates b-size conversation repliers in a Gucci fied brand voice to help advisers assist customers in store by phone or via WhatsApp and it's all done with connected customer data AI also helps the fashion house practice its Mantra the human touch powered by technology by scaling the capabilities of its advisers with brand ready messages this is all keywords and messaging that we want to be using on our site these are all phrases and ways of packaging up what we're actually offering to make it make sense to these Brands and these companies these are all rocket fuel for our agency and if you go through all of these different case studies I guarantee you you're going to walk away with

some gold so if you did want to learn how to build your own AI automation agency the first link in the description down below will be access to the network now the network is our private Community where we have hundreds of AI automation agency owners inside all learning from live master classes every single week resources and custom private guides that we have created for them if you want direct access to templates to chat Bots and different automations inside of Mak and zapia that is the place for you so click the link down below and you can join the network today other than that make sure you subscribe to the channel for more updates around the AI agency model as a whole and hopefully I'll see you in the next video catch you later bye-bye
References and Recommendations: No references or recommendations found.

What Muscles Do Girls Find Most Attractive? (Science Analysis)

URL: https://www.youtube.com/watch?v=Zy5-dDcRq5c

biceps quads arms like here chest I don't know if I can say this on camera you can say whatever you want today I'm answering the most important question known to Jim Bros worldwide what is the one muscle girls find most attractive to find out I'm surveying over 200 girls to accurately determine which muscle ranks the highest and which ones they just don't seem to care for at the end I'll also reveal the one unexpected personality trait that actually outperformed all the muscles we surveyed but to start things off I want to first ask the guys what muscle they believed most girls would pick do we really understand what women want well this is obvious isn't it I don't know is it a well-rounded physique you got to pick one muscle shoulders nice broad shoulders yeah shoulders we're looking for that Dorito look you know what I mean that like triangle it's basically what makes up your frame you know what I mean bro classic biceps back I think back cuz like you know fills you up a little bit more and you can see it from further away I'm going to say Chas yeah chest broadens you out of bit quite a thing to to admire to appreciate quads quads the booty booty yeah how important is the booty on a guy really important how would you rank his booty oh two abs abs yeah no girls yeah I'll take Cal or deltoids cves a lot of girls love the Cales look at his CES I can see dude these are literally the biggest CS I've ever seen in my life after talking to the guys our leading predictions were chest and shoulders which means it's finally time to start talking to some ladies but I'm going to need some assistance this is Max Max has one of the best proportion physiques I know and is going to be our muscle model for the day just in case the girls need a visual reference before making their choice what Max doesn't know is I'm secretly playing Matchmaker today Max is as nice as he is buff and he's single too so as we interview girls for science let's see if we can find find someone truly special for him in case you're wondering this is Max he's our muscle model for the day clearly very well built if you could pick one muscle on the guide that's most attractive what would you pick traps okay these guys are here yeah yeah CH number one and and why is that I don't know I just like find that really attracting probably their arms arms biceps arms yeah maybe ABS would be like a second best kind of thing probably ABS just like them how would you rank his traps show show them what's going on okay yeah like a nine like pretty yeah you're up there how would you rate his chest seven seven s I'll take it ah pretty good I mean could be bigger are you single yeah you are yeah okay the great thing is Max over here is also single oh so I don't know maybe you could exchange numbers you know maybe fre me here what do you mean you freck me here I have a boyfriend I am unfortunately are you sing you are single Max is uh he's also single you'll find someone believe in you you you are brutal keep walking around turns out our first couple attempts didn't quite go as planned and even though Max is in amazing shape he's also incredibly shy yeah well for the record Jeremy didn't give me a heads up that I would be asking girls give me my give me their number today so so it's good I feel like I need to be put on the spot more it's uh it will help me grow as a person what's your type uh a girl who goes to the gym all right Jim girls where you at and while I was failing in my role as a wingman we were at least getting some really valuable answers from the girls shoulders probably shoulders and what about yourself um probably back back really yeah and why is a um my boyfriend works on his back like quads quads you were quick with that I know what I like shoulders for sure yeah uh let's say shoulders shoulders yeah kind of just gives them that nice frame probably the chest the pectoral muscles chest yeah and why is that cuz it makes you look like bigger you take up more room I don't know okay what is it about quots I just it shows like lower body takes a little bit more time uh to build and so I don't know not everyone's blessed with big legs I person like a guy that has bigger legs than me so what what is it that makes the the triceps the back of the arms so attractive I have no idea it's just yeah it's like a really pretty muscle probably arms biceps biceps that's what I said did you did you speak that to her no what what is it about biceps that makes soci I don't know I just I don't know if I can say this on camera you can say whatever you want just big arms ni in addition to having the girls picking their number one muscle I also had them rate each muscle on a scale of 1 to 10 with being the most attractive after we get enough data I'll be using a scientific tool called Anova to determine which muscle is not just most attractive but if it actually reaches statistical significance this way we can

confidently say if certain muscles are genuinely more attractive and which muscles aren't you put calves as one can you uh explain this is good news for guys though are the hardest muscle for for most guys to grow I just don't think it's that important like I'm like always looking at your face so like looking down at like your calves I'm just like go I don't think it's that no I don't think it's that important a lot of girls love the Cs and at this point I was already finding one muscle group that was doing surprisingly worse than I expected shoulders nine ABS six really I'm not going to look at a guy and be like oh he has no abs like no abs are last yeah ABS I don't really care about ABS really if you just eat a bit less they show a little bit more where like you have to like really put in the work to like grow your quads and glutes and chest abs are over you hear that but before you guys ditch the diet and jump on a bulk for the rest of your life I did notice something interesting with the data although on average abs are scoring low when I count how frequently girls were picking ABS as the most attractive muscle it's actually in the top three suggesting that while on average girls don't really seem to care much for abs the ones who do really find them attractive and score them as a 10 which just goes to show you that even if a muscle doesn't score high on our study there's still someone out there who may be attracted to just that Cals would be like close second what is it about CS I have no idea but I think they're so beautiful if a guy has a good set of Cs on him a lot of girls love the Cs this is a really underrated muscle but for me be the bracho radialis muscle oh my God most people don't even know what that is so it's a muscle right here I mean I can demonstrate all show show her show her so like Flex this muscle right here if you have this your hands are also really nice it's like overall like a really nice I guess it shows like your hard working very Hands-On yeah and how important do you think muscles are on a gut um as someone that goes to the gym I find them important so yeah what makes them important um like healthy lifestyle look fit yeah just overall good Wellness okay I think that's attractive nice yeah and uh if you could rank his muscles on a 10 would you give him like an eight they're putting an effort they show up for you in ways you need them to Max showed up for me today and I really needed him so he he exhibits that quality and he he is also single are you single I am single are you single yes I am you are yeah okay well the great thing is Max is also single here and he's he's looking he's not only good-looking kills it in the gym but he's honestly one of the sweetest people I know show her your breaking where out one more time it's very nice 10 out of 10 10 out of 10 okay is that good enough to get your number may I have your number he's on one knee he's already on one knee of course I'll give you my number with Max's body and my skills as a wingman I was finally able to set max up with some potential first dates but how much of his success was coming from his muscles well this goes back to our ancestral times back then strong muscles showed that a man could protect and support his family but it wasn't just about in ability since building muscle needs protein rich food it meant that these men were good Hunters too so today even though most men get muscles at gyms rather than hunting attraction to muscles should still be hardwired into their DNA how important do you think like muscularity is when it comes to oh no it's not important no really well that's deep question it probably can move up like say like one point on a scale on to 10 that's the first thing that draws me in and then the personality will keep me there I wouldn't say it's like super important it's not that important for me but like you said for some people it's very important well I'm slightly bias cuz I'm in the fitness industry so I understand that it takes a lot of discipline and a lot of work to get a muscular physique and I personally strive to have that so I think for me it's without a doubt very important it is important for attraction I guess like a bonus but it's not like yeah okay I would just say as long as they take care of themselves I think is important where they stand in their fitness journey I don't think is super relevant to me as long as they're pursuing it yeah is that what like initially attracted you to to him no no really but but it it helps it it does sure does now while having some muscle was definitely seen as positive by almost every girl we spoke to they were generally seen as far less important than what most guys predicted so if you are hitting the gym you're probably better off picking a goal that's important to you rather than just trying to impress girls now I won't say muscle doesn't help but in my experience it typically leads to a lot more compliments from Jim Bros rather than the ladies as for the results of our survey we managed to collect over 50 responses from our interviews on the beach but based on a statistics tool called G power it recommended we aim for at least 200 to make our results statistically valid so after sending out a quick online survey we had all the data we needed and here's what we found Cavs came in at the the very bottom of our survey with only three first place votes out of 205 responses as it turns out not a lot of girls really love calves next were glutes legs and abs

now while these muscles significantly outperform calves their scores will still much lower than the upper body muscles chest back and shoulders however the differences between these three muscles didn't quite reach statistical significance so although I'm confident I can't for sure say that nice shoulders are objectively more attractive than back or chest muscles however there was one muscle that reached statistical significance when compared to all the other muscles arms arms not only crushed the rankings but it was also the first place vote for over 30% of the girls we surveyed but even though building a ripped physique won't guarantee the girl of your dreams there was one personality trait that outperformed every muscle we surveyed like you can have like be super funny sorry have a good sense of humor there's no point if not funny they're funny if you can handle jokes funny guys good sense of humor hopefully they're [Music] funny so while I can't teach you how to be funnier I can help you get lean and muscular as fast and as efficiently as possible using science we've helped countless people transform their bodies and Lifestyles with proven meal plans and workouts using the best data available to sign up today just head over to buildwi science.com and take our quiz to find the best plan for for you and your body isn't that right Max Max Max I will say you have like a bayat thing situation going on thank you actually I get that whenever I wear these shorts this is probably why you wear them yeah exactly [Music]

References and Recommendations: No references or recommendations found.

The Literal Most Powerful Exercise for Shrinking Visceral Belly Fat (legit evidence)

URL: https://www.youtube.com/watch?v=dGlzgvFKi48

what form of exercise takes belly fat off and abdominal fat off the fastest like what is going to be the biggest lever that you can pull resistance training great for building muscle which helps you out with fat loss cardio definitely is incinerating some calories but longer term like what is going to happen what's the tiebreaker when they actually go head-to-head so break it all down you'll have a solid solution and a longer term Playbook looking at a lot of literature so that this is completely un biased and real after today's video I put a link down below for 10% off of your lithan a from timeline nutrition your lithan a is what is called a postbiotic it's something that is extracted typically in this case from pomegranates and it's a compound that induces what is called mitophagy so it encourages the mitochondria to essentially go through a recycling now mitop pure which is the patented version of urethan a has a lot of clinical studies published on it very legit stuff I've talked about it with Dr Gabrielle lion if you're looking at trying to get sort of the I guess you could call it the autophagy of the mitochondria mitophagy and improve mitochondrial Health potentially better aging all these things EUR aithan a is probably on the Forefront when it comes down to the emerging promising compounds really interesting stuff not to mention there is evidence to support that it can help protect against a visceral fat accumulation as well well which is hugely important so that link down below gets you 10% off of timelines euroi and a at the very least at least check out the link and read a little bit more about it because it's not just Thomas Delow talking this is very real stuff so link is below this video in the top line of the description before we can put them head-to-head we need to understand resistance training and cardio in isolation and the impact they have on Fat Loss first of all there was a study published in sports medicine in 2022 took a look at 54 studies system static review and meta analysis lots and lots and lots of data comparing resistance training to no exercise okay you're probably not surprised here but after four weeks resistance training only 2.7 times per week so under three times per week technically for 45 minutes led to a 1.46% decrease in their body fat percentage okay so you're looking at a good amount of body fat loss just by adding resistance training in 2.7 not even three times per week technically so like two days one week 3 days another week for a month okay resistance training definitely burns fat but is it because you're taking people that haven't exercised before and you're having them actually move and maybe that's an hour that they're just away from the pantry that could be reality that's the sad thing so is it actually burning much fat because you don't burn hardly any calories with recreational resistance training you start burning more calories when you know what you're doing but you're just not burning that much it's more about the metabolic stimulus well there's also a study that took a look at similar stuff in this case it was a 12,000 person study over the course of 6 years and again they looked at resistance training independent of cardio and other exercise they found that 60 to 120 minutes per week on average ended up leading to an average of a 30% decrease in overall body fat Mass not a decrease in body fat percentage but a decrease in body fat Mass over a six-year period now the hard part with large studies like this 12,000 people over six years a lot of other things change so they know that people started resistance training but maybe because they started getting biceps they started going to the beaches on Sundays and flexing trying to pick up chicks that burns calories maybe they also sorted walking around with their shirt off more because they wanted to show their bod that burns calories maybe they had more sex that burns calories the point is is that you get what I'm saying it's like they didn't just add resistance training in and then voila 6 years later they have a 30% drop in their overall fat Mass the point is when you look at it statistically yes the resistance training alone burns fat we can't deny that but here's some kind of cool news there is an interesting study this was a 12-week study had subjects do either zero weight training two times per week weight training or three times per week weight training and they found ultimately that the total fat mass that was lost between two times per week and three times per week although decently significant was not very different between the two so two times per week is all you really need the hard part that I have with using resistance training as your tool to lose fat and only tool to lose fat is if you're only resistance training two days per week that leaves you five days

out of the week that you can still be going through the eloo Loco drive-thru right so you're I don't know you're like okay today's my workout day I won't go to fast food today but tomorrow I will is it's not enough to really Implement a huge lifestyle change for you so basically all you really need is 2 days per week you don't need to do anything crazy but we still need to add some other stuff into the mix here so now let's look at cardio and isolation because this is quite interesting this study was published in the Journal of sports medicine and physical fitness and it was a one-year long study and they again were looking at people that were running in this case they found that if people were to run about 5 km per week with a diet change they would have a reduction of about 5.5 kilogram of fat Mass we're talking like you know 15ish pounds we're talking a good amount of fat loss but that's with a diet change here's what's cool if they were to run 5 kilometers per week without a diet change it was about 3.9 kilg of fat Mass lost I don't know about you this is going to be real here if you could tell me that I would run 5 kilometers had to change my diet and I would lose five or six kilograms or I could continue to eat crap not that I eat crap but if I could continue to eat whatever I want and do what I'm doing and just run 5 kilometers a week and lose almost 4 kilograms I think I'm going to keep my diet the same and I'm just going to run the point in me saying this is that cardio is a big fat burner the problem with cardio which we'll talk about in a little bit is it increases your appetite so you have to have control so this is a very real thing there's no denying realistically that cardio burns more fat but it comes with its own flaws let's look at another study though this study was published in the European Journal of preventive Cardiology and this one is eye openening because this one had people three days per week do interval training at 90% of their max heart rate so they had them work pretty darn hard three days per week and then another group they restricted to 1,000 calories per day with no exercise so they they just had to diet aggressively the weight loss in the diet only group 10.6% of their total weight loss 26.6% total fat Mass lost that's a lot of fat that was dropped now what about the cardio group The cardio group lost 1.6% of their weight and 5.5% of their fat Mass okay this is the unpopular opinion but the cold hard truth that you need to hear if you want to drop fat the diet is the way to do it the cardio is not the best way to lose fat the best way to lose your belly fat and lose abdominal fat is the diet okay so before you go and Sprint off to do cardio ask yourself okay have I done enough cardio this week have I done two or three sessions is more cardio going to help me or would I be better off to just restricting my calories chances are you'd be better off just restricting your calories that day that comes with its own set of problems in an Ideal World I would rather you be such a metabolic furnace that you can eat more and move more and everything is copacetic and you're good but if you're trying to get your life on track I don't think blasting yourself with cardio every day is the answer but make no mistake that blasting yourself with cardio is going to burn more fat than blasting yourself with resistance training but now we need to look at the studies that combine both resistance training and cardio and compare them directly with this we look at a study from 2012 publish in the Journal of Applied physiology it was one of the landmark papers when it comes down to this entire topic takes a look at resistance training versus aerobic versus a combination aerobic training and aerobic plus resistance training led to the most significant fat loss however there was not much change in fat loss at all from aerobic to aerobic plus resistance training no additional fat was lost when resistance training was added into the mix however lean body mass was better preserved now that clearly counts for something right now it sounds like I'm just a very Pro cardio almost anti-resistance training guy I encourage you to take a quick look at me and hopefully you know that I like resistance training I just feel like resistance training doesn't burn a lot of calories and if people want the shortest path to losing fat we need to do cardio and we need to restrict some calories plain and simple but the piece that we have to look at that probably is one of the most important that I promised you I'd talk about is the influence of exercise on the appetite and this is where we can start to programma tize this whole thing or programiz however you want to say it so with this we look at a study that was published in the journal obesity had subjects run walk or do diddly squat now they found that when they would run all the hunger hormones would increase we had an increase in Gin but there was also increases in py and gp1 which can be appetite suppressing but these tend to elevate in unison like when we do exercise bottom line is if gin's increasing you're probably eating you're just going to be eating the walking group didn't have raises in any of these so the intensity starts to matter here so when you go out and you run and you burn more calories overall you start to burn less of a percentage of it from fat you just burn calories which means you possibly burn muscle too and then that sends a signal

to your body to eat afterwards the best way you can do your cardio is dose your high-intensity cardio to the point where it's just quick spurts but the volume of your cardio things like walking or rucking slow J doging but really low intensity stuff but then there was a study that took a look at resistance training in full body upper body and lower body so basically in a full body or a split what they found is that full body resistance training dramatically decreased the appetite much more than upper body or lower body individually so full body resistance training seems to be the best for blunting the appetite so what do we take away from this we take away the fact that it just fat loss is your goal restricting your calories aggressively and doing two to three times per week of resistance training is probably going to be the fastest way to blunt your appetite and also preserve muscle mass and also just get what you're after right you're going to lose more fat when you reduce calories but when you reduce calories it sucks so resistance training can blunt the appetite and resistance training can put on some muscle and also help you burn a little bit of fat so that's the slow and steady effective actually it's pretty fast if you restrict calories fast enough and hard enough if you're trying to do this a little bit more Fitness approach you probably want a resistance train and do your cardio and you want to treat your cardio as interval training whenever you can and then elevate your Baseline by walking more because at the end of the day cardio is going to burn more fat than resistance training and the more fat that you want to burn I hate to break it to you the more cardio you should probably do but the more cardio that you do the more resistance training you should probably do to offset and preserve lean body mass so more cardio a tad more resistance training if you don't want to diet as hard I'll see you tomorrow

References and Recommendations: No references or recommendations found.

If I Wanted to Go From $0 to $1M in 12 Months, Here's What I'd Do

URL: https://www.youtube.com/watch?v=DW8mACQOfGo

I became a cash millionaire at 27 years old but if I had to do it again and go from broke to millionaire business owner in the next 12 months this is exactly what I do if at any point dur in this video you think I can't do this you might not be cut out to become a millionaire and that's okay but if you're part of the select few who are willing to do the work then this video is for you so your first month of your millionaire journey is going to be all about learning a high income skill so these are the five most in- demand High income skills today first one is coding software you're hearing it all the time SAS you know SAS preneur the second one is content creation you know everything around video editing graphic design essentially helping people get their stories their message out to the world the third is copywriting learning how to craft words in a structure that gets somebody to take action is a very high paying skill the fourth is project management understanding how to take an idea all the way across to execution and implementation is very valuable the fifth is sales even chat sales most people don't realize that nothing happens until somebody sells something to another person and there are companies with products and inventory that they would pay top dollar to have somebody else help sell and communicate to the market and it can pay handsomely so I learned my first High income skill of all places in rehab I got lucky honestly I ended up getting in trouble with the law as a teenager got released into a rehab center that literally saved my life and I spent 11 months not only getting sober but trying to build the trust that I lost with my parents and really just build build myself back up to being a normal person at the end of that program I was helping the maintenance guy clean out one of these cabins and in one of the rooms was this old computer and a book on Java programming sitting next to it I became obsessed with writing code through that process I learned that that is actually a very high-paying highly valuable skill and it was the first of several that allowed me to build the career in the entrepreneur Journey that I've been on when you start you have to spend all your time learning the new skills the high income skill even if you have a job you might be working 9 to 5 start learning between 5 to 9 the whole point is to increase the value you bring to the marketplace it doesn't matter how much you think people should pay you it's the kind of value that you bring so if you're doing something that is low paying like restocking shelves like don't be upset if you're not making the big bucks the whole point is to figure out how can you increase the value you provide to the market if you figure out what the market Wants What It finds valuable and you learn that skill you will be rewarded accordingly which brings us to month two which is learn don't earn I believe that you have to be obsessed with your high income skill you know for me it was writing code I would do everything from build apps for my friends to share photos online to build an application for people to download and create burnt CDs of all their top MP3s yes I'm dating myself to build websites for my dad so that he could share his Cottage I just use the skill as often as possible possible it was just something I offered for free so that I could learn it wasn't about making money so if I was starting over again knowing what I know today here's exactly how I would do it the first thing is I would get somebody a result as fast as possible whatever skill you want to develop find somebody that's got the problem that you can provide a solution and get them a result as fast as possible do the work ahead of time every day I get people messaging me hey I could edit your videos or hey I could sell for you or hey I can write code for one of your businesses and I'm like just do it show me you can do the thing ahead of time don't ask me to pay you to show me you can do it it's the folks that show up and just do it that are going to get the opportunity then once you actually get them a result ask them for the testimonial that's how we start to build your portfolio once you have two or three or four of these then I can ask for one or two referrals from those people to recommend my work to somebody else that they might know that they appreciate or trust and then I would continue to learn and collect feedback on how I can become better if I do that right then I'm going to increase my pace of learning not necessarily earning but it's going to create a flywheel to catapult me forward which brings us to month three which is to get your first client so the first thing that ever got paid for that wasn't a family member that gave me money to help solve a problem was literally these burnt CDs that would have all the person's favorite MP3 songs on I built this app where they could create their playlist and then

request that cdb burnt so they could have it and put it in their cars again you may not be aware but there used to be physical devices that people put songs on to play in their car I did the first one for free to give them a test to say hey here's how it works and then they loved it and then after that then I would charge them for ongoing CDs if they wanted to build a new playlist they wanted to create something for the girlfriend or their boyfriend and that to me is one of the best ways to get your first client is demonstrate the value ahead of time and then once they're in then ask them to pay you for followon work ask them to pay you to do more when you charge for your work the whole relationship changes I mean their expectations are higher which isn't a bad thing you actually get paid so you can invest in yourself and buy tools to make yourself even better the other thing you'll learn real quick is that if people don't pay they don't pay attention meaning that if what you do as a service requires them to give you feedback if they're not paying don't be upset if their emails don't get responded very quickly the more they pay the more they pay attention so you'll be able to do better and better work the more you can charge somebody because the client will want the result even more which brings us to month four which is to build your marketing pipeline which are the four Ps of demand generation don't be the world's best kept secret your goal is to get as many people as possible to know about you what you do and how you can help them see back in the day it used to be about going to speaking at events or getting covered in the local newspaper maybe getting covered by the local blog today you want to get your reach out there to the world go on podcast do collaborations with other influencers go and create webinars or joint webinars so that you can take advantage of other people's audiences top of funnel is more important than anything else you can't sell to an empty room so ask yourself who's got your perfect fit customers when you think about the person that you know you create the most value for as fast as possible that is most likely to easily pay that is the person that you want to talk to who's got a room full of those people that have a need to solve the problem that you can solve for them reach out to them go on their podcast ask to contribute a Blog Post article do a joint webinar if you do those things you will build the top of funnel so there's only four Ps to create demand in the market the first p is publishing than social media content we want to use education-based marketing to inform our customers how they can solve the problems themselves but if we do a good job showing them how to do that they're going to go well this person is clearly an expert SEO blog post those are all in the publishing realm the second p is paid Facebook I love paid cuz it's fast paid allows you to literally create a target audience on these platforms to get an ad placed in front of them so that people respond that are perfect fit for your product the third p is Partners these are people that have an audience a built-in room where you can get in front of sometimes they're called affiliate sometimes they're called strategic Partners sometimes they're called value added resellers the end of the day they're people that you partner with to get in front of their audience the fourth is PR this is public relations this is getting interviewed on a podcast anytime that somebody reaches out to you and they have a platform they interview you around your story how you help people What Makes You Different that is PR those 4 PS are the top of funnel of creating awareness so that everybody knows about what you do and how you do it and who you do it for so they can refer a lot of people to you which brings us to month five which is to hire an assistant and the ATF framework to make it work see back in the day when I started my first company I used to spend all my time doing all the work even to the point that every Sunday I would go into my office just to sort the physical mail that would come into the PO box and I would spend hours just looking at every envelope and letter and sorting them between things I had to go to my lawyer things I have to go to my accountant things I got to get processed later and I realized that I was spending all this time doing something that any other person could do and I found a woman named Lisa and I just taught her in person how to process my mail and all of a sudden I had hours back on a Sunday so instead of processing mail I was doing lead generation I was doing follow-up on my sales funnel I Was preparing for the week I was reviewing applications and references and postings like I was doing things that were actually growing my business so if you spend all of your time doing things that somebody else could do instead of working on the thing that makes you the most money you're essentially working against yourself this is the first hire and what I call the replacement ladder see most entrepreneurs end up building a business they grow to hate so we use the ATF framework which stands for audit transfer and fill to make sure that we look at our calendar for where we're spending our time take the things that cost very little that we hate doing for me anything finan ancial or not very fun

process oriented and then T is transfer transferring that to somebody else that literally plays at the thing you work at that you could pay little money and then you take that new found time and you fill that's the F learning new skills character traits belief systems or just doing more of the work that you're getting paid to do if you can follow the ATF framework and get your assistant to take over most of the stuff in your calendar that isn't working with clients directly you will end up making more money as fast as possible if you want my internal playbook for how I work with my assistant and see the 47 pages of my sop standard operating procedure just find me on Instagram at Dam martel2 Martell and message me YouTube EA for executive assistant and I will send you my direct link to my Google doc no gated you don't have to give me your email or your cell phone number and it walks you through exactly how I work with my executive assistants to buy back literally 40 plus hours a week which brings us to month 6 and we're halfway there with which is to master sales see in the early days of building my first company that finally made money called spheric Technologies I realized that I wasn't very good at selling world class at writing code really good at hiring other Engineers but when it came to talking to normal people and trying to get them to buy from me I used to get nervous I didn't know what to say they would ask for things I would just say yes and I would get dragged Along on this long sales process of people that were never intending to buy in the first place but learning the Mastery of sales became my new passion so learning how to code was my first High income skill but then realizing that if I really wanted to grow I had to get really good at communicating in sales that's when I started investing and learning that new skill set I learned a long time ago that a business is started it's birth only when money exchanges hands so if you think about it nothing really happens unless somebody sells something and I think about it less about selling trying to get somebody to make a decision they don't want to make and more about enrolling them into my world my service my product want to teach you a powerful framework called the buying pocket see what I've learned over the years is sometimes you're talking to somebody and they just don't even believe it's possible you know they have no confidence in their ability the opportunity they're just on this side of the spectrum and they're wondering like can I even do this I've heard people do it and I don't know if I can do it the other side is you know people that are overconfident where they think that they don't need your help that they you know they're listening to what you got to say but they're like yeah these are all things I know and I can do it myself the challenges is most sales people are never taught the questions to reframe the situation to get person to buy so for example if somebody's underconfidence I might say well how much revenue would you need to be making to feel really proud of yourself and they say well honestly maybe 10K a month and you're like oh yeah for sure I mean we have 700 clients that do 10K a month learning our strategies and then somebody else that might be really confident you might ask them well how much are you currently making now and they're like oh I'm making 100,000 a year and you might say oh wow that's it depending on the conversation you have to bring the buyer into the pocket where they're able to make a decision because they're not underconfidence they're not overconfident in their abilities they're right in the perfect pocket which brings us to month 7 which is a hire somebody to help you deliver your product or service to your customer a lot of people get busy doing the thing that they sold so the more they sell the more they got to do and if they have the opportunity to double maybe triple the business over the next few months May means their calendar is going to get double or triple more and then when they have these opportunities instead of pushing on the gas they push on the break cuz they don't want to end up creating all this emotional shrapnel around them from their team their family or their friends they never see them anymore so I want to teach you how to hire somebody to offload that work and support you in delivering for the customer so this is the second hire in my framework the replacement ladder essentially everything from customer support to customer success to support tickets to product support setting up a customer intake after the sales conversation happens and you get a credit card the person shows up and you have them deal with every aspect of the customer experience you might still be involved in doing the work but you have this person help you in delivering that value so you're not the one trying to coordinate in your calendar they are they're the ones pulling the reports together so that when you have your weekly meeting with your customers you can show them how you're doing having somebody else that's responsible for everything that's involved in delivering your product or service so that you can buy back that time is huge leverage that you can then reinvest and either doing more work to you can make more money or increasing your skills so that you become more valuable which brings

us to month 8 which is to hire somebody to help you with marketing one time I had this friend named Rachel and she had a marketing agency and she would do everything she had to to get customers she get busy marketing posting on social media asking for referrals then she would get all these clients she would get busy she' probably do the work for three or four or five months and then she wouldn't do any marketing all the revenue would go away and one day she came to me and she said what do I do to grow my business and I go well you have to be consistent in marketing if you're inconsistent then you're always trying to fill up your calendar instead of adding to it so that's why it's the third line in the replacement ladder is to have somebody that wakes up every day dedicated to generating leads for your business so you want to have somebody else that looks at the campaigns that looks at the traffic sources that looks at the conversions to make sure that you're getting new leads every single day now you might still be involved in the marketing meaning that they're going to ask you to post on social media or shoot videos that they post on your YouTube or maybe even write the newsletter that you're sending out to all of your prospects but they're responsible for ensuring that whole machine continues to happen every day every week so that on a monthly basis you're consistent in your ability to generate leads which brings us to month n which is to join a coaching program now I know for a lot of people they're like oh another they're coach I can't believe you're talking about this here's the deal the fastest way for you to get to a destination is to ask somebody that's been there before and I put this off for years I remember I was 23 years old two failed companies until finally out of desperation I read a book and realize I need to hire a coach that teaches me the Frameworks that I just read in this book so I hired my first coach named Bob and he was not cheap 1,500 bucks a month for two phone calls American dollars I'm Canadian that's like real money but in the next year I went from barely making payroll not knowing what I was doing to making almost a million in my first year as an entrepreneur so my whole philosophy is if you want to learn the fastest and grow the fastest then get into a coaching program with somebody for your specific High income skill that's going to allow you to grow as fast as possible there are people out there that are already making a million dollars a month in the thing you're doing if you pay to be in their Community learn their Frameworks their process their strategies you'll be able to shortcut your success and literally compress decades into days go search on on YouTube the specific problems you're having in your business and add your industry as a term to that search and those videos are typically from people that have other ways they can help it might be one-on-one private coaching it might be semi-private with small group coaching it might be a big group coaching it might even be an online course but at the end of the day having somebody who's been there that gives you the blueprints and the steps to get there faster this is the fastest way for you to go from broke to millionaire business owner which brings us to month 10 which is to hire sales I have had to learn the skill of selling early in my career and move on to hiring other salespeople but the funniest person I ever hired was this guy named Michael when I started coaching other people I wanted somebody else to help me buy back my time cuz my wife was like yo why are you on phone calls all the time the referrals were crazy and I was like well I'm you know try to talk to the people they want to work with me so I figure it's a good opportunity for me to see if there's a fit but she's like shouldn't you take your own advice and I'm like H okay so I went and I hired a guy his name was Michael and he came in and I didn't know how to sell coaching I just said hey man you should talk to these people I've got a calendar full of people that want to work with me just listen to my previous calls and sell but the truth is is I didn't have High Hopes I mean this person was selling swords on the internet he had never sold coaching before and all he did was listen to my calls and within the first day he had somebody pull out this credit card and buy on the call within 30 minutes and I freaked out I was like dude what did you say is this person expecting to come to my house for dinner tonight or that I've got to you know spend the next 6 weeks with them how did you get the person to purchase in 30 minutes he said I just followed your process I was like what process he's like I listened to your calls I mapped out exactly kind of what I was seeing you doing and I just walked them through it and here's the crazy part most people don't understand this as entrepreneurs is that when you actually have somebody else selling for you it makes you look better as the owner because the person buying goes oh well if they have a system for this they probably a system for delivering the thing I need which means I have a higher likely of a guaranteed outcome then if I'm talking to the CEO of the business that's also going to be doing the work like when do they have time to actually take care of the projects that they're going to be doing for me this is the

fourth hire in the replacement ladder is sales and I want you to train this person to enroll people into your product or service and the best way to do that is to record yourself doing the calls doing the sales even the emails the follow-up like document all of it and then when you hire the person give them those leads and say just follow this process the is is they need to Own 100% of the initial conversations and 100% of the follow-ups if you have somebody else taking the calls the sales opportunities the leads the referrals that come into you even if it's a best friend it's like hey I've got this opportunity I want you to talk to my friend John you say yeah no problem I'll connect him with Mike Mike does all the initial calls with our new clients he's been with me for a while he's incredible he'd love to talk with your friend that way you're not the bottleneck and here's a crazy cool part about this if you look at the replacement ladder now with only four hires okay somebody to help you on the administrative stuff to the you know delivery of the thing you sell to the marketing of what you're selling to the sales of what you're selling you can now go on vacation you could be sleeping and your business will still make money it might not continue to function without you because you're still involved in the doing of the work but while you're on vacation somebody else is making sure your name's getting out there in the market they're having the conversation with those people interested and then they're onboarding those customers into your product or service while you you are away which is the Holy Grail of Entrepreneurship and getting to a million dollars that nobody talks about that is very simple if you focus on those four hires which brings us to month 11 which is the hire leadership this is where you want to start hiring people to actually run the operations of the business you still might be involved in writing the copy or doing sales for different businesses but you want to hire somebody that can look at the overall system and continue to run things as fast as possible so for example when I started my new Media Company tell media one of the first hires I made was a guy named Todd and Todd came in as my general manager and as we started to put the pieces in place and things had to get done it got routed to Todd now Todd is somebody who's done this for decades and he knows how the playbooks work so it was really easy for me to just give it to them and a lot of you have some of those people in your life but you're scared to let go the reality is if you don't learn to let go then you'll always be a prisoner to your business and if you want to get to a million as fast as possible you need to learn how to work through people to get projects completed where you're not involved they focus on hiring and training and retaining your top talent so that you get to focus on what's next you get to focus on your creative juices and trying to like figure out how do I get in front of more people how do we scale our sales process how do we make sure that the delivery of what we do is so worldclass that every one of our customers is referring other people to our business that is how you build the replacement ladder so that you can get to a million in the in the first year which brings us to month 12 which is to build your personal brand every one of your dreams your goals your vision for your life gets easier will come to life on the back end of people knowing who you are and how you can help them I've been online creating content for 15 years I have millions of followers across different platforms but I started with zero and it doesn't matter where you're at today you're going to have to start at the exact same place I did what benefit you have is you have folks like me and many others literally un packing the blueprint for you to follow to build your audience as fast as humanly possible and the key is is you want to focus on channels where you would love to express yourself through so if you're more of a video person create video if you like to write go blog if you want to teach maybe it's joint webinars with other people's audiences so you can build your personal brand and then what you do is you capture all that and you just slice it up and repurposing all these different channels I know for me when I was building out SAS Academy the ad cost cut in half when we started doubling down on our video production the more people that could search and get results in advance because we created educational based content that helped us prove that we were a trusted advisor in our market and the same thing works for you education-based marketing is the best way for you to build your personal brand and also help a lot of people My Philosophy is this if you do it right your marketing will help more people than your product or service ever will and your personal brand allows you to demonstrate who you you are your personality as well as your skill set and your expertise so people can trust you before they ever buy from you so it even makes the engagement of working with them way easier see most people mess this up because they try to do all platforms at once just pick one if it's Instagram if it's LinkedIn if if it's Twitter just do something and be consistent because consistency compounds and what matters more is that you show up every day adding value to the market than

anybody else in their world to demonst that you're the kind of person that could be trusted with their project or to help them solve that problem that's what I do if I wanted to go from broke to millionaire business owner but if you want to learn my 17 rules of success click the link and I'll see References and Recommendations: No references or recommendations found.

15 Powerful Claude Artifacts Use Cases You Should Try

URL: https://www.youtube.com/watch?v=UA2W4xTqQzs

from all the different AI tools that I've tested for the last 6 months I think Claude artifact might be my favorite and in this video I want to show you exactly how to use it I going to show you 15 really interesting practical examples on how to use it and it just became available completely for free to everyone starting today I think the best way to show you what cloud art effect is and what it could do is showing you this example first then I'll show you actually how to activate it and then I'll show you 15 different examples as well that are very practical here is the App Store on my Mac I'm going to take a screenshot of it just like this I'm going to go to claw. a and then I'm going to go ahead and upload this add contents and I'm going to say create a web app using this image this is my only prompt then all I have to do is choose a model so I'm going to use claw 3.5 Sonet right now that is a paid model but it is extremely powerful but you could use the free ones and artifact still works I'm going to send this out and this is what art effect is you see on the right side it's writing some code you don't have to even look at the codee and then it's going to give you us a visual presentation of what this app actually looks like and that was my very first attempt so here is the app right here and what you could do is you could press publish right over here publish it it's going to create a link for you you're going to click this link it's going to open up this website and this is what the app ends up looking like and you could share this link with anyone and they could review it and this is just a web link this is not published on on the web so you could share this link with anyone obviously I want to flush this out I want to add my own tools here and then if someone wants to remix it meaning they could just take it from here and add to it they could press remix artifact down here and it's going to go ahead and recreate that exact same app in their cloud account and then they could have a follow-up revision here and add more to it or edit it the way they want now Cloud artifact is available and it should be turned on already if it's not for some reason and you don't see it doing what I just showed you when you ask it to create something if you press your profile icon right here you could go to Future preview and it was showing up over here now it's part of CLA so you don't have to turn it on but just in case it's not in yours go ahead and check this page and this one is a new one too they usually roll out new options like this where you could turn them on and off okay let me show you some examples let me just show you a few very basic ones and then we'll get some more advanced dashboards and interactive apps and games and things like that this one right here I just asked it to show me Claud artifact use cases and to create a diagram for me so this is the diagram he created for me and he gave me all kinds of different things you could do so again it could generate code and some of the more practical use cases that I use in day-to-day business is data visualization so anytime I have to do a presentation now I just created a web app like this publish it send that person a link and they have an interactive chart which I'm going to show you a bunch of examples so it could do those things create flowart charts it could create mind maps it could also create interactive components like an entire web app again from a screenshot or from a text prompt it could create data dashboards is one of my favorite option interactive forms even learning lessons which I'm going to show you too okay next on our list is interactive sales dashboard this is data visualization so you could upload over here they have a little upload icon where you could give it different documents or CSV files that have data or a PDF and it's going to pull in and create this interactive chart and all you have to do is say turn this data into an interactive sales dashboard that was the prompt and it created it here's our sales here's our profit and it's broken up month by month and then we could go ahead and press publish again I'm just using sample data here but you could use it with your real information here I just want to show you one quick functionality that might come in if you're building a more comprehensive web app here but this could also sort data so if I press sort it's going to know that this should be 1 through 7even and you can see it's moving seven over it's moving five it looks like we didn't have six in this mix but it did visualize it in the right order it could also create visual charts for you so these are really nice you could just download this as an image or share it inside of a different type of a presentation you could create simple to-do list apps so this one I'm just going to add a to-do right here you could go ahead and check this off right here you could go ahead and remove it again this took a

simple prompt to create a simple to-do list app without any instructions I had previously made one that was based on micros Microsoft to-do which is a to-do list app I use and it was pretty robust right here and it took me about seven tries to get it to be exactly like Microsoft to do and function exactly like Microsoft to do I have a different video that I made about this that shows you how to take a screenshot and turn it into a web app like this and then go ahead and publish it here and share it with your team now here's a little bit more advanced of a dashboard so this one I called business intelligence dashboard and you could see it has sales performance it has market share if I refresh this page you could see it has animations interactivity we have Financial forecast again expense and profit very detailed month by month just imagine in a presentation you create something like this for your job rather than just the same old boring PowerPoint presentations that people usually share in those things and we have the breakdown again you could upload your own data so you could use your own data for this and not just some madeup numbers and because we again designing this inside a Claude we're not even looking at the code if you wanted to look at the code this is the code right here but it's always going to take us to this artifacts preview and anything we don't like if we visually don't like something we could go ahead and ask for a followup and it's going to go ahead and revise that for us and again just press publish and share it and here's an interactive stock market dashboard very simple prompts by the way I just said create an interactive stock market dashboard it created one it picked these stocks it made up the numbers then with a follow-up prompt I could say now use this data to populate this dashboard after I get it to look exactly like I want and it has a very simple layouts but again could be very handy for a lot of different use cases now here's one this is called real-time social media sentiment analyzer and it has different social medias that I've added here in this dropdown and this was again my very first prompt and it's going to go ahead and take sample post from different social media tell you if they're positive neutral or negative again I was trying to use this to see if more of my YouTube comments are questions or they're just comments so I could try my best to reply to them and this could analyze that for me this was my first attempt I usually make the dashboard get it to the way I want and then in the second step when it's there I add some data to it that's actual data after I get the layout now here's a couple of different things that could come in handy for education so I made a simple game teaching people large language models interactive game here and it's just a true and false game so if someone answers here this just three simple questions they will get and score again I could go ahead and publish this share the link and then anybody could go ahead and take this test here's a much more comprehensive version of it so this is a full-blown presentation and let me show you the presentation first this is a very basic PowerPoint presentation straight out of chat GPT chat GPT could help you draft a presentation and then just give you the Powerpoint file so all I did was after this power PowerPoint file was finished which is something I'm doing in an actual presentation that I flushed out with my own information and with the help of chat GPT I haven't formatted it because I wanted to turn it into an interactive chart inside a clot so I saved it as a PDF I just pressed this little upload icon I uploaded it and I said turn this into an interactive lesson that was my only prompt now here's what it looks like so people could go through this interactive lesson go to the next lesson like this and you could see it's adding to the percentage as it's getting closer to 100% they could also take this quiz here which is really nice each little lesson has a quiz that goes along with it now for an educator like me this is just a fantastic tool so I could see more teachers using it I haven't looked at a single line of code to create all these things inside of the cloud website right now now here's another cool thing you could create a competitor dashboard so all I did was I went on this website view stat this is something Mr Beast has made I took a screenshot let's say I want to to show someone the top 10 YouTube channels and compare them right I could do this in my specific category of AI and Tech and things like that I uploaded that dashboard this is what we got let me go ahead and publish it and here is that dashboard again very interactive is showing subscribers and Views and you have this channel ranking you could also sort them right here which is really nice and he did that again with like a prompt or two and each prompt was just a sentence and a revision to just improve the formatting here now here's a little fun game of snake I made so it works fine let me just crash into the wall here let's go this way okay exactly how a game of snake could work and again this was make a game of snake I didn't say react this is what the language the coding language that he decided to choose but we don't have to worry about that again this is just for anybody that could just turn a simple text prompt into a working interactive app now if you're not too familiar with

Claude they also have something else called Claude projects and when you combine projects and artifact you get something very powerful this is part of their paid plan with projects what you could do is give it its own knowledge base it could actually take ton of different PDFs for example from your company's information or your personal information and it also has its own set of instructions that you could give it so I did create a different video about exactly how projects work very powerful option and with artifacts if you have any practical use cases that you're trying to R let me know in the comment section so I could use that as an example for an upcoming video thanks so much for watching I'll see you next time

References and Recommendations: No references or recommendations found.

New Free AI Chatbot Might Be the Only Chatbot You'll Ever Need

URL: https://www.youtube.com/watch?v=15bpNKJB-X4

I just came across a brand new AI chatbot and this one could do something I've never seen any other chatbot do and I'm not affiliated this is not a sponsored video but I think you're going to find this really useful here this chatbot is called not Diamond you could use it at chat. diamond. and as I'm recording this is completely free to use it has no limitations I'm sure they're going to add it at some point but let me show you exactly what it does so this has access to all the top AI models in one place and there are other apps that do this too that's not the unique part of it so you're going to make sure all these are checked on they are by default so you're going to get access to all the cloud models you're going to get access to all the GPT models llama models even perplexity is included here so then what I do is I would just use it just like any other chat bot I'm going to type in my prompt I'm going to try this prompt can you draft a reply for this email keep it friendly and Casual I'm going to paste this email here and I'm going to go ahead and send this out and this is the unique part of this ch mbot so it's going to give you a response but if you look on the bottom here it picked claw 3.5 Sonet here and he made that decision on its own and the reason why he did that is because it thinks for the specific task of replying to an email claw 3.5 Sonet is the best model which I agree with so depending on your prompt it's going to choose in the background the best model available to answer you and again all of it is available here so all the best models it has access to now my workflow right now is jumping between different chat Bots yours might be the same right so some things related to writing a lot of times I use clot sometimes when it comes to summarizing existing texts I like chat GPT more let's try another one what's in the news today so this one a lot of the models are not going to have internet access to be able to answer that and if you look on the bottom it CHS perplexity again if I was doing that search myself I would probably open up a new web page go to perplexity run that prompt right I'm not going to probably use chat GPT or Claud for that now let me go to a website I'm just going to copy this entire website I'm going to ask for a short summary here paste everything in that blog post send that out and again this time it chose claw 3.5 Sonet so sometimes I personally use chat GPT to do this task but it looks like this is the model he chose and if you disagree with his choice well you just click right here and it has all these other models you could choose from so if I wanted to use chat GPT I'm gonna get the answer here out of GPT 40 right so I could just switch between them and one more really cool thing I found is if you give it a thumbs up every time let's say that's my preference that for summaries I always want to use GPT 40 if I give it a thumbs up this is going to remember that every time I ask for a summary to use this model moving forward and not use cloud if I give it a thumbs down it's going to try a different model one more really interesting thing it has under the settings he has Arena mode so if you turn this on I'm going to give it another prompt here I'm going to ask it for marketing methods for small businesses this is the battle mode where you're going to get one on the right side one on the left side and if I go to the bottom of it you're not going to know which model it is so you're going to need to give it a score here which one is good which one is bad so I'm going to choose this one here on the right and then when I choose it it's going to tell me which model won between these two models so this was claw 3 hi cou versus GPT 40 now if you also look on the bottom it's going to show you speed and it's also going to show you a cost as I mentioned right now this is totally free there's no way to even pay for it and I'm really not sure how they're doing that but the cost is if you're a developer I believe they offer an API for developers here so it's showing you the cost so you could understand how these models compare in cost and let me see if it's any good at analyzing documents because you can upload documents to it I'm going to say give me a short summary and Yep this was related to my last video related to Claude artifact it spelled Claude wrong because my transcription also had that spelled incorrectly but now it knows to use gp4 every time I ask for a summary which is my personal preference and this is also very useful right here it has something called custom system prompts if you turn this on it lets you give it a system prompt and what a system prompt lets you do is it lets you give a set of instructions at the account level so you don't have to do that inside of every individual prompt so I've built something it's a custom GPT that's available for free inside of chat GPT and this one creates the custom instructions for you so all you

have to do is type in something very simple and mine is just going to be always reply in a casual and friendly tone like you're talking to a friend and if I send this out this generates something much more in-depth as far as a custom instruction goes so you an AI model designed to respond in casual tone like your ch with a friend it should be warm approachable engaging so I could just copy this over and then go back to this app and then type that out and this is my casual tone and I'm going to go ahead and save that as my system prompt and now all I have to do is pick this casual tone I could make multiple different system prompts here and then it's going to take care of it in the background for us every time we start a new chat it knows to use that prompt in the background and you don't have to include it in every single prompt now now if you're like me and you're using a bunch of different AI chat Bots I'm going to perplexity for research I'm going to chat GPT for summaries I'm going to Claud for writing emails and things like that well this just took care of all of that for us in the same chat right and it has access to all the top models it's not even excluding Geminis there llama is there so it's really strange that this is free right now so I wouldn't cancel any of my subscriptions just yet but really interesting tool that does something that other chat Bots just can't do because they're just made by that one specific company typically and they're not going to be able to make that selection in the background for us there are other platforms where you could choose between chat Poots but you have to manually choose that this has been making really good decisions in the background in a couple hours I mean testing again I'm not canceling anything but give it a try let me know what you think in the comment section and I'll catch you on the next video

References and Recommendations: No references or recommendations found.

36 Claude Tips for Beginners in 2024! (Become a PRO!)

URL: https://www.youtube.com/watch?v=vPpb_0Ie-QU
in this Claude tutorial I going to give you 36 tips and tricks that take you from a beginner to a Master within Claude now even if you've been prompting for a while and using large language models I highly recommend you stick around to the end because I myself have prompted for hundreds of hours alone perfecting my craft and there are a lot of things in this video that I share with you that I've learned over the years of prompting in large language models so if you're ready to get into it grab out your coffees get out your notepads and let's learn how to use Claude for those of you who don't know me my name is Drake I've been teaching artificial intelligence for a couple of years now and I have an AI foundation's University where it's a community a classroom a network and a live call group all in one platform this is the best learning experience for AI I've learned more in the past 3 months than I have in the past two years studying artificial intelligence alone thanks to this community and thanks to getting all of these people from different Industries together in one platform and talking about AI now I'll leave a link to join this in the description or the top end comment so if you like what you see in this video and you want to dive deeper into learning with us here at AI foundations highly recommend starting at the community it's an amazing experience you'll gain a network of people to talk about AI with and it's meant to be your final stop in the community we're talking about AI news all day long I mean people are posting multiple times per hour we have a classroom full of different courses to learn large language models AI image Generations Automation and more courses to to come soon we have a calendar even with a bunch of different live calls and we do multiple different styled calls per week we have live q&as; we have money-making methods with AI and of course you get the community class rooming calendar so I highly recommend you join if you are interested in anything artificial intelligence I'll leave a link in the top pend comment and the description below if you're interested in joining and without further Ado let's get into these 36 claw tips and tricks tip number one is to split your tasks when using Claud often times we send off these long prompts that are very very detailed and we can't get as much out of Claude when we don't split up our tasks I'm going to show you an example of what that means to split tasks let's say I'm dealing with this long prompt in Claude And I want to create a YouTube channel in the artificial intelligence space and I want Claude to help me along the way well here's my prompt it says I need help creating the YouTube channel in the artificial intelligent space please help me come up with 30 catchy names and describe why each one is good also I would like 10 Channel description variations that are General in regards to Ai and also describe why those are good as well for each one and why they might work better than others lastly I would like you to put together a Content calendar and strategy with mock video ideas and days of the week I should be posting on now these are all amazing tasks for Claud to complete and each one has their purpose let me split them up real quick so we have our goal up top we need help creating a channel next what we want is 30 catchy names and we want Claude to describe why each name is is good the next thing we want is 10 Channel description variations and then finally we want a Content calendar and strategy with Mack video ideas these are all great tasks once again but when we send off this prompt Claude can only go into each one of those tasks so much because of its token limit and how much it can actually generate per output as you can see it's completed my request it has the 30 caty Channel names with describing why each one is good it gave me 10 Channel description variations it gave me a calendar and strategy but it's only going so in depth on each task because it has to think about and move on to the next task so tip number one is to split up each of these tasks so Claude can expend more of its output limit on that specific task so instead of me asking all of these questions at once maybe I should ask them one at a time and this is if you're trying to get detailed and good responses so I can keep my goal and then I can start a new chat and then I can just give it one command at a time and I can even tell it to be more detailed and go into spefic specific things about that task maybe instead of getting detailed about your entire project get super specific into one task that way it can expend its energy and its output limit into that specific task so now I'm just sending off this 30 catchy names prompt I still have the same goal but I'm just having it do one task at a time and I'm having it be super detailed on the descriptions of why each channel name

might be good and attractive for viewers and once I send this off you can just see how detailed it went into every single name and it really helps me when it comes to making a decision for my YouTube channel based in the artificial intelligence Niche I mean just take a look at this one task how many output tokens it expended so what I've done is I've taken these two prompts and I've put them in a Google doc and what I want to do is compare the word count when we split a task versus when we don't split a task so when we didn't split a task and we wanted our 30 catchy Channel names this is how in-depth it went let's take a look I can go to tools and word count as you can see it gave me 334 words into this specific task when I sent this task off to Claude on its own it went much more in depth as you can see we have 1,59 words compared to 334 so this is the more in-depth explanation you're going to get when you start to split up your tasks and CLA tip number two is to use pictures for context you can do this for so many different use cases let me show you a few examples now let's say you have a otion database or a Google sheet where you track your sleep maybe you're using an API to do so and you're pulling in your sleep seconds but you want to actually convert that to a nicer format that's easier for you and I to understand rather than just seeing your time and seconds now this is just an example of how you could use a picture for context because right now we have the sleep tracking database and when you're creating a formula property in notion you need to type in all of this code and it sometimes get difficult but in this instance you could give Claude more context by providing it a picture and you can even draw on that picture and Circle C certain elements to show Claude what you're talking about so if I just grab my basic Snipping Tool here and I hit new and take a screenshot I could screenshot exactly what I'm talking about and I can leave some room underneath it to draw and now I could Circle elements that I want to talk about such as my property here maybe I can Circle the property that I want transformed and then I could write out the format that I want the seconds in maybe I'll just give Claude an example of how I want this format such as this maybe I want these seconds to be converted into to this right here 7 hours and 28 minutes instead of whatever these seconds are now I could save this image and upload it to Claude for context so now in Claude when I have a prompt I don't have to give as much context into what I'm speaking of in the form of text but rather as a picture so I can say help me create a formula in notion that converts seconds into the format shown in the image my notion properties are in the image as well I can even put they are circled because this is the property we have to use if we want the formula to work proper l so now I can just hit add content beneath here once I have my prompt and then I can upload my image so I can go to my notion photo hit open and now Claude has this it sees what's circled it sees the format I wanted in and now we can watch Claude do its magic and go to work using this picture as context as you can see it gave me the notion formula with my exact properties that I needed because I uploaded that picture and I could type it out but there's a lot more room for error that way so now when I go in here and I paste in my formula and hit done it converts all of those just as we had asked based on the image that we uploaded you could do this with Google Sheets you could do this with posting you could do this with literally whatever even color palettes maybe you like the design of a certain website what you could do is you could screenshot that website and say give me the code to replicate this and you don't have to really describe what it is that you want replicated you just have to upload the picture for further context tip number three is to upload website documentation for context if there's a new tool or a new app or something that goes Super in-depth uploading the documentation to Claude really allows it to dig into your problems and find you much better Solutions let me show you what I mean let's say I'm using a tool like make.com make.com is a tool where you can go in and you can automate certain things you have scenarios in here that you can run that perform one task after another after another we teach this in the AI foundations Community but it's really fun and at the same time it's complex and when I want to ask Claude questions about it I want to make sure that it knows all of the updates details about this program that I'm using you can do this with anything any tool that you use just go to your documentation such as this page that I have right here and copy everything maybe I'm working with the API so I want to go to the API documentation what I could do is I could copy this entire page as you can see I'm just scrolling down and copying all the documentation it's pages and pages of information when you ask Claude questions now about make or whatever tool you're getting the documentation from it's it's going to dive much further into detail and know everything about it especially when you get into specific things like API documentation it's important that Claude has upto-date information on that so you can perform tasks and ask it

questions more accurately so as you can see I'm still scrolling it's been about 30 to 45 seconds now of just scrolling but this is going to be an amazing example to show you how well of a job Claude can do at actually Gathering all of this data and using it and we can actually ask questions about it so as you can see we finally made it to the end and I'm just going to let go of my mouse and now I'm going to hit contrl C you can even rightclick your documentation that you have highlighted and copy it I forgot that last example here but that'll be okay and then I can head back over to Claude And all I have to do now is hit control+v and what that's going to do is make a file for you and it's going to upload it as pasted text so now Claude is going to use this documentation for context and it's all 637 lines everything in the make API documentation that we would need to know so this is awesome it got literally everything and now Claude is going to be much more ready to help with our project and now that I have that in here I can just ask it questions about the make API documentation and the questions don't have to be about the API documentation but how I can use the documentation to complete a certain task in the program that I need to so let's just say I have a use case that I need for filtering and make.com I could ask clot a question about that now since it has all the documentation what is filtering and how do I use it and now that it has all this information it will be able to answer it much more in depth without even me having to mention that I'm using make.com I can send that off and it's now using the documentation provided it says based on the documentation provided here's an example of filtering so you can kind of communicate with data and documentation that's a lot harder to understand on your own with just pasting that documentation into CLA so this one's super important whenever you need more context take pictures use tip number two and use tip number three which is to upload the documentation for even further context context is so important that's why I wanted to touch on it early because it allows you to explain to Claude what your problem is in a much more efficient manner tip number four is to use Claude for brainstorming you can brainstorm literally anything from personal things to business tasks let me show you an example of that now let's say I have a bachelor party coming up and I'm the one who needs to be planning it well I could have Claude help me brainstorm as you can see I say help me brainstorm 10 unique bachelor party ideas for my brother make these ideas so he will always remember this day I can send it off and even if I don't want to use these ideas at the least it's inspiration for something I could do later down the line and you can keep on asking questions diving further into this as you can see it gave me 10 different ideas extreme sports day mystery Adventure survival skills racetrack Private Island historical reenactment zero gravity f it just keeps on going with all of these different ideas very cool unique ideas but how do I know that these are actually going to work work well I could followup prompt and ask another question I say give me a probability of success percentage rate for each of these ideas and then give me a top three based on the percentage of success results maybe I want to see can I pull this off we can use Claude to further the brainstorming process I'm going to send that off and now it's going to organize these in a probability of success percentage rate and it's going to show me okay which one of these are most likely to actually work and then it's going to give me top three ideas based on that previous list I could even go fur further into the brainstorming process don't think about this for personal things think about it for business use cases or social media posting or advertising SEO you can compare you can brainstorm uh I'm going to bring another prompt in here just to show you how you can further the brainstorming process I say based on these top three results add an additional idea that could compete with these ideas in the top three so I'm now having Claude add a completely new idea to the list that could potentially compete with these top three at the end I'm just going to add make this an idea we haven't yet seen I'm going to send that off and now we're going to get a completely new idea generated and it added in virtual reality World Tour 91% probability of success so that's going to take the second place spot based on these top three tip number five is to plan anything in Claude this can be big events for corporate things this can be small personal events let's just keep building on last example and plan out this bachelor party idea that we just got generated for my brother maybe I liked this idea that Claude generated the mystery Adventure I'm just going to copy that and I can start a new chat with Claude now we're going to use Claude to actually plan we did the brainstorming now let's use another tip and plan something with Claude I'm just going to paste that in there so I don't forget it and then I'm going to bring in another prompt that I created a little earlier for planning so I have this prompt right here and I'm just listing out some details for Claude to build off of I'm giving the specifics what we already have plannned so it can for one watch any spots and for two it

can help me plan my day in the most efficient manner possible if you're dealing with checklist this is also great to help to have Claude help engineer your day so that you're getting things done in an efficient manner okay let's take a look at this it says I'm planning a bachelor party for my brother I'm laying out the environment here's the idea this is where I want to list out my idea so I can list out my idea I can copy this that we got generated with Claude funny enough and I can paste it in so my idea is the mystery Adventure I can get rid of that probability of success score and I I'll just have offering excitement uh unpredictability while being adaptable to various preferences and budgets and then I give more details I give the location of where we're doing this let's just say Phoenix Arizona the length of stay the number of men for this bachelor party eight including my brother ages ages is important everyone's 21 plus where we are sleeping airb be and Phoenix and then this is where the secret sauce comes in I say provide me with a full itinerary and exact time based on my idea and then I can say help me watch for any blind spots on this special day as well so now it's going to look out for me it's going to say hey you might want to look out for this or maybe the schedule might misalign with somebody's interest whatever it may be it'll watch for those blind spots and I'm going to send this off and get this entire complex day planned and it gives me the entire itinerary in a matter of seconds I don't even have to think about it now I can revise things in Claude I can use this schedule I can use parts of it now I have all these ideas and it just takes the stress out of planning those big events and it gets it down by the hour 12:00 p.m. 1:00 p.m. 2:30 4:30 6:30 9:12 and it gives me it for both days that I had planned in Phoenix gives me all sorts of activities to do on this mystery Adventure bachelor party and then it gives me 10 blind spots to look out for transportation reservations backup plans pacing dietary restrictions and it keeps on going on and down the list about things that I might not think of but they're important to think of because they are things that often come up during events such as this tip number six is to build your own tools in Claude these can be personal tools for little games with you and your friends or this can be professional tools like SEO tools or analytics tools you can really do it and get a base version built by using the claw artifacts feature and then you can furthermore ask it how to implement it into your website and the list goes on I mean you can really do what ever with the code that it provides you but building your own tools in Claw is awesome because it gives you that preview window that you can test your tool out essentially and later down the line we're going to learn how to publish that tool as well so stick around for that tip but let's get into it let's say that me and my friends are out golfing on the on the golf course right it's a beautiful day but we're getting the little out of hand we're not really liking our scores so we decide okay I want to do a random Club challenge let's do it so each shot we hit on the golf course we need a random Club selector that selects the club for us and that's the club we use well we could build a tool in claw that does just that I can just say use react and inline CSS this is important must use react and inline CSS Tailwind CSS Styles will not work that's just something you have to do if you do want to build these artifact tools that are functional and then I say use that to build a tool that generates a random Golf Club to use for each shot with the click of a button being specific that I want to click a button and generate a random Golf Club to use I say this tool with golf style branding SF fonts Country Club green and clean colors you can even get as fancy The Styling as you want I'll keep it simple for now but let's send this off and let's get this entire tool built with Claude the beautiful thing about doing this with Claude is it does it so quick and you can kind of bring your small ideas to life some of those things where it might not be out there on the market and you just want to build it quick custom small tool for you and your friends or something for your business you know I've built an SEO Wiz tool that helps me analyze my prompts and fill it with keywords uh based on my Niche you can do things like that but here we have this golf club selector I can hit select random club and it gives me a random Club to use so let's say let's say I'm teaing off now I'm on the T box and I want to hit my first shot me and all my friends are gathering around my laptop that I brought out on the golf course and using it with starlink to get this golf club selector built when we don't have Internet let's say they're all surrounding me here and I'm about to tea off all right I'm going to select a random club guys three iron three iron off the tea box not bad not bad maybe my other friend goes and we hit select random club driver perfect off the tea box my other friend goes six iron not so great depending on your hole but you get the point you can build out these little tools with Claude and actually edit them as well I'm not going to get into the editing I have a full video 15 use cases for Claude where I get into a little bit more on how you can edit this stuff but it's simple you just ask Claude for revisions now we've been learning a lot of tactics with Claude but

let's get into the organization side of things tip number seven is to rename your chat logs in Claude in order to stay a little bit more organized you have the ability to rename things and sometimes when you get generating a bunch of different information it's important that you stay organized otherwise you're going to be searching around all of your chats just as I have in the past so make sure that you organize your chat logs and you can do that by renaming them and giving them specific names or you can organize them numerically whatever you want to do you can rename them so if I go to my recent chats by opening up my sidebar or by just hitting show right here on the homepage I can click into one of those chats let's just click into the mystery Adventure bachelor party maybe I want to rename this so it doesn't say mystery Adventure up front all you have to do is click on your chat at the top of your screen and then hit rename it's as simple as that but this is going to help with organization so maybe I could put 01 then I could put bachel party ideas for and then brother name maybe I just put Carter and then hit save now this is looking like this compared to mystery adventure and it starts with all this weird text um it's definitely going to help organize your chats tip number eight is to understand the different models that you have access to in claw some people might be using a certain model for certain tasks and it may not be performing as good as another model might be or maybe you need things done a little quicker and you want the prompts and the outputs to come out a little bit faster then you might need to switch your model do you want it to be better at C C might need to switch your model uh there's just certain things you have to keep in mind when using Cloud's models as you can see beneath your prompt bar we all have this model selector where you can choose between Claude 3.5 Sonet Claude 3 Opus and Claude 3 Hau they have little descriptions underneath but you can go more in depth on claud's website as you can see Claude 3.5 Sonet is the most intelligent model Claude 3 Opus excels at writing and complex tasks while Claude 3 ha cou is the fastest model for daily tasks so if you need quick things without complex reasoning you probably want to do this if you want to generate some quick text or just something that doesn't require complex reasoning that might be your model if you're doing some creative writing from what I've heard Claude 3 Opus is much better at creative writing in our AI foundations Community people have been saying who are writing books with Claude that Opus is much better at creative writing and following those instructions while I know myself that Claude 3.5 Sonet is much better at the coding if you want a more in-depth look you can go to anthropics website to and take a deeper look at the models and some of the upcoming models that they have which is very exciting to think about so as you can see 3.5 Sonet is out but they're also going to be releasing 3.5 Opus later this year and 3.5 ha coup so very very excited for what's to come and you can kind of go and read a little bit more about this every single one of them have text and image input and uh text output with a 200,000 context window but they perform a little bit differently per model you can go down and look at the model names as you can see this is a very nice model comparison showing the improvements that 3.5 Sonet had on the market as you can see it just outperformed Opus on the intelligence benchmark scores and also cost less money when it comes to development and here there's a big list of descriptions strength and just checklist things that they go through along with costs and training data cut offs I'll just lightly scroll down so you can pause the screen and read which model is good for what but yes make sure that you understand which model you're using to see if it's the best one for your use case tip number nine is to make sure that you're specifying your output format in CLA because a lot of the time people just stick to generic text but they don't know about the special formatting options that come with using a large language model and when using Claude as your large language model I think they do the output formatting side of things very well let me show you a few examples so I could type out a like give me the top 10 dog breeds based on friendliness and cost and I can send it off and as you can see it's just going to be that generic basic text output that we are very used to seeing but it doesn't have to be like this now these number lists are very useful and they have their place but what if I wanted this in a bullet list I could say give me this in a bullet list you have to be very specific for what you want CU Claud can't read your mind on what you want so now it's giving it all this information to me within a bullet list how about a table yes you can do tables in CLA too I can say now a table and it doesn't stop there with the output formatting you don't just have to do a table format you don't just have to do a bullet list numbered list but you can also add in things like special character such as Bolding so I could say keep the table but bold the dollar amount so maybe I want that dollar amount bolded so it stands out a little bit more it can do that so now as you can see over here on the

right the dollar amounts are bolded and you can do this especially when it comes to editing your work you can say bold the statements that you changed if you're using it for enhancing your writing so output formatting is something you definitely want to keep in mind what do you want what special formatting do you want how do you want your information presented to you be specific and keep this in mind when prompting in Claude tip number 10 is to follow up prompt in Claude you know a lot of people don't even take the time to prompt after their initial response they think that that's where they have to stop they're all good maybe they don't get a response they like and then they quit using large language models that's the unfortunate truth is a lot of people stop after the first prompt but you can use follow-up prompting to do three things analyzing understanding and expanding on your output I'll show you an example of each of those now so I could ask Claude to create me a list of the 15 most popular marketing strategies I could send that off and as you can see it will give me a concise list of 15 popular marketing strategies let's say I want to go in-depth on one of those I can ask a follow-up prompt and I can ask a follow-up prompt to analyze understand or expand how about we analyze first what I can say is create me a table view of these strategies listing the pros and cons this is going to help me analyze which one is best by taking a look at the pros and cons of each and if it doesn't help me come to a direct solution or a direct answer at the least it will broaden my view of the ups and downs of each strategy so I can send off this analyzing follow-up prompt and as you can see it gives me the strategy and then it gives me the pros over here and also the right now when you see this that's just a line break you can just ignore that but yes very good gives me the cons gives me the pros and this might help me weigh out my options when looking for a marketing strategy to use let's take a look at an understanding follow-up prompt how can we use a follow-up prompt to further understand a specific strategy in here maybe I want to learn a little bit more about referral marketing well I could use this basic understanding follow-up prompt now there are many different follow-up prompts for each stage analyzing understanding and expanding I'm just showing you one for each category but what we have here is a prompt to further help me understand this marketing strategy that I want to dive deeper into it says what are the basic principles underlying the referral marketing strategy something as simple as that I can send that off and this is going to help me further understand a specific strategy that I got generated this is an example of an understanding prompt it now gives me 10 different principles of one of those strategies let's do a prompt where we completely tear this apart by adding in a new Factor not tearing it apart but actually expanding it right so out of all 15 of these what if I add in something like an industry I can ask which of these strategies is most positively impacted by artificial intelligence and that's definitely going to help me expand on this previous knowledge I'm going to send it off and it says several are significantly impacted by AI but it would argue that personalization and targeted marketing is most positively impacted by Ai and it doesn't just tell me which category it thinks is most affected but it gives me 10 reasons into why it thinks that is most positively impacted by AI so maybe that's one that I would want to tackle because I'm expanding and I'm trying to understand okay how is this thing that's taking over the world right now going to affect these marketing strategies that are at the top of the list right now and which one's going to take the cake and be the best Dynamic content creation predictive analysis real-time decisioning cross Channel consistency it just gives a lot of good insight into why it thinks that that one might be the best for the future tip number number 11 and one of my favorite tips in this entire series is to analyze images this is where you can actually upload images to Claude and ask questions gain insight and you can get very specific into the questions you're asking about these images because Claude has computer vision it can see the images images have been labeled with certain objects it can do object identification and so much more so let me just show you an example of what that might look like so if you hit add content right here beneath your prompt bar you can actually add images I'm just going to add a picture of these flowers that I took outside of my house I did this actually yesterday when planning for this video it's just an image of some flowers I can ask specific questions to Claude such as how many flowers are bloomed in this image now from this image I think I can see around 23 to 25 different flowers bloomed or I think that's what Claude will say because some of them are hidden behind others but you can ask how many flowers are bloomed and it will give you an exact number on how many flowers it sees that are bloomed so I can just ask that question and send it off with that picture uploaded and it says I count approximately 20 to 25 fully bloomed flowers in this image and then it gives me more in-depth detail about what those flowers are it tells me what family it's

from and describes exactly how it looks the flowers are growing in a cluster surrounded by multure wood chips exactly correct I can say give me an exact estimate and it says I can confidently identify 23 fully open flowers in the image let's do another example you can also do object identification you don't really have to just ask questions about the image but you can have Claud identify certain objects in the image so I'm going to ask what type of plant is this and I'm going to upload yet another set of flowers outside my house um this is a very cool Plant I I really don't even know what it is so this should be some good insight for me too what type of plant is this maybe I want to plant more forgot what we bought and uh we can go in depth with Claude and have it name things for us and it says this image shows a lavender plant and it gives a description into why that's a lavender plant now let's do one more with a picture from outside keep in mind you can do this for really anything it's not just plant and object identification but you can do this for so many more things as I'm about to show you in next tip so now I'm going to upload two images and I'm going to upload images of this baby cherry tree that we just bought the other day let kind of buy those flowers in the yard I'm going to open that up and I just wanted you to keep in mind that you can upload up to five images or files so I'm uploading multiple Ang angles of this Quan and Cherry Tree let's see if it gets this right I'm going to send it off and it does a pretty good job it says based on this image it appears to be a young cherry tree several characteristics support this identification I mean this is just like a baby tree with very little information here and it gives five things into why it might be that cherry tree and it just did an amazing job tip number 12 is to use Claude to get styling advice now you can do this for things online online or in person it really doesn't matter I'm going to show you an example for both so if we hop over in Claude once again and we go to add content what I have is actually a picture of a website that I'm working on for AI foundations and maybe I want some advice I can open that up I just took a screenshot of the homepage and what Claude can do is it can actually give me styling advice or tell me to change certain text or elements around the screen to make the website more attractive so I could type in a prompt and I could say be a harsh critic on my website as this is important for visitors what should I improve on in regards to styling on my hero section I can send that off and because Claude has this picture for context as we learned earlier it will be able to give me styling advice and act as a Critic for my website so I can keep visitors on the website for longer gives me tips about the contrast my typography my button design layout balance responsiveness Whit space brand consistency and call the action prominence it's um just very harsh and that's what I wanted it to be I told it to be harsh critic and it's giv me eight things I need to improve based on this one picture it's giving me all of these tips that I can implement or at least if I don't Implement them all I have ideas on what I could Implement to make it better and I might have some things that catch my eye let's take an in-person example maybe in my room I have a wall that I want changed I'm just going to upload this picture of my room and maybe this is actually my old video background I used to film on if you watch my 36 tips and tricks for chat gbt video then you know that this is the wall that I filmed it on but let's say I'm getting sick of it and I want to change I can ask Claude to give me ideas based on the surrounding element so it'll be able to see the gray floor the Green carpet the blue bean bag the gray walls the white ceiling and everything else to able to see all that stuff so it can provide you with styling advice in person so I could type out a prompt and just say I'm getting sick of this green faux grass ball in my room based on the surroundings what may be a good option for an accent wall I can send that off and you can give Claude preferences that you have you can give it ideas but I really like just letting llms do the work and just go crazy so it's giving me all these different ideas wood paneling a warm natural wood accent dark paint color a deep rich color like navy blue acoustic panels given the musical equipment in the room so as you can see it's taking in the guitars that I have over here it's taking in this electronic drum set and it's saying hey maybe put some acoustic panels up a gallery wall textured wallpaper industrial metal it's really just giving me so many different ideas based on this one picture and it really depends on the picture as well if I were to upload a picture with a different wall it might give me different ideas based on the surroundings and what it sees it gave me the acoustic panels example because it saw the music equipment tip number 13 is to assign a role to Claude this completely changes your output in a matter of a couple of words so let me show you just an example real quick let's say I need help writing a birthday letter from my younger cousin Timmy it's his ninth birthday I can send that off right I can make it boring I can keep the message in the classic claw format and it's going to even open up a document for me and go crazy with it and give me what it

included the tone is warm and playful what if we want the tone or the style in a different way well we can do that by assigning a role so if I keep this birthday letter the same and I just assign the role of a pirate you'll see how much it changes so I say keep the message the same but act as a pirate when you say act as X or fill the shoes of X whatever it may be if you're giving Claude A Persona it will fill the shoes of that persona it's just amazing so now I can say keep the message the same but act as a pirate you can pause the screen and read this now and when I send it off and it changes the message to act as a pirate you can pause and compare them against one another so as you can see it's saying things now like aoy there young Timmy mecko shiver me timbers it's your ninth birthday already blow me down time to be Sailing by f faster than a Clipper ship and a stiff breeze okay it's talking like a pirate now because we gave it that role and we assigned it that message now let's do something a little bit more serious this is one that I always love showcasing in my other courses but if I hit start a new chat let's do something a little bit more fun we can say act as an emolog an etymologist is just somebody who studies word origins through history so I could say act as an emolog with 10 plus years of experience guide me through a word origin exploring sequence with short prompts and direct actions for me to take I'm having it fill the shoes of a professional word origin expert an emist to be exact I can send that off and now it's going to act like an etymologist it's saying Welcome to our atmology exploration sequence I'll guide you through discovering the origins of words using short prompts and direct actions let's begin and then it gives me five steps I can complete choose a word you're curious about any word will do common or rare write down your chosen word try to guess its language of origin don't worry if you're not sure know any related word that comes to mind and share your words so it's guided me through this game and it's filling the shoes of a professional with this custom action I gave it to take me through a word origin exploring sequence very cool stuff so I definitely recommend you assign roles to whatever task you're working on to let Claude fill the shoes of that professional in that specific industry staying on the assigning rule side of things tip number 14 is to use new Styles and tones within your prompts to mix up your creative writing or to mix up your ad copy your SEO what whatever it may be when you can assign a style or a tone which can be bundled up into a roll but when you assign those things The Prompt changes drastically let me show you a few examples so here's an example I can say write me a window washing advertisement that will just be my main prompt I'm using so you can see how the style changes this is where the secret sauce comes in in the style of whatever you want it to be in the style of you can do professionals you can do Hollywood industry leaders whatever it may be you can write in that style so in for this example I'm just going to say in the style of Shakespeare maybe you have a Facebook ad I could even say that write me a Facebook ad for window washing and I can get rid of the word advertisement in the style of Shakespeare I can send that off says here's a Shakespearean style Facebook ad for window washing hark ye Windows clouded and obscure doth Mar the beauty of thy Noble home but fret not for remedy most sure awaits by the hands that make glass clean as foam so it's kind of talking like Shakespeare and I am big pentameter now you can even go the complete opposite I could say write me a window washing advertisement in the style of Eminem the rapper I can send that off and now it's talking like Eminem the rapper otherwise known as Slim Shady right it says yo listen up I got a message to deliver about a service that'll make your windows quiver with cleanliness so fresh it'll make you shiver we're the real deal no amateurs or beginners so it's going in that specific style it's very fun and it spices up your writing a lot now we've just been doing Styles let's try a tone now right because the tone changes the mood of the writing this kind of changes everything about the writing right it talks in a specific format or a specific way from somebody in history but we can actually just change the tone to be adjectives right what kind of tone do we want well I could write a window washing advertisement in a depressing tone okay I could send that off and then it goes in and it says in a world where everything seems clouded and unclear we offer temporary respite from your despair our window washing service won't fix your life but at least you'll see the Gloom outside with perfect clarity it's just hilarious right and you can really play into this and use tones and styles together and mix up your writing and make your outputs much better when using CLA tip number 15 is to question your data you have the ability to upload a data set whether that be a PDF CSV a doc an image right and you can actually question it ask Cloud questions about your data in order to gain further insights this can be done in a very basic level or a more advanced level let me show you an example so I could even ask a simple prompt like what is this dat and that could just be a question to

start I could upload this data and then just get an answer for what it is even if you know what it is it's good to just ask to see what Claude thinks of it I'm going to send this off and it gives me a complete overview about what this data is it says it contains detailed information about 374 people including all of these different metrics one of the metrics here listed under demographic information is occupation maybe I want to ask a question about that I could say what are all of the occupations listed right because it listed occupation is one of those metrics under demographic information so I could say what are all the occupations that are listed and send that off and get an answer from claw that's directly taken from the data quickly it gives me 11 of the occupations that are listed tip number 16 is to chart your data whether you're doing line graphs bar graphs Scatter Plots it really doesn't matter if you have a data set and you want interactive charts then watch this follow along and use the techniques that I'm using in this prompt we can keep going within our previous chat thread where we asked what is this data and we uploaded a CSV of all of this sleep and lifestyle data based on certain occupations it gave us what the data was it was easy to question the data and just ask questions about it I asked what are all the occupations listed within that CSV and it gave me all of these what if I want to go deeper into that data set as you can see there's other things in here such as stress level blood pressure heart rate steps occupation age there's so many different factors so what if I want to start comparing some of those maybe I want to see correlation between occupation and stress level that might be interesting to see if there's any connection there I could make a bar graph going over the average stress level of five of these occupations and I can do that by typing in a prompt that says create me a bar graph using react and inline CSS if you're going to create graphs make sure that you're using react and inline CSS and you type in that prompt before you type in the requirements of your graph and then I say based on five of the occupations and give me the averages of their stress level make the stress level on the y- axis from 0 to 10 and list to five occupations in the x- axis I say make this graph pastel colored but don't use yellow also make a dark mode we love the dark mode let's go I'm going to send this off and this would be an example of charting your data in Claude and doing some light data analysis as you can see it gives me this using react and inline CSS the bottom is cut off here but we could fix that really quick as you can see the words are there if I highlight them and now we have interactive charts in Claude based on the data set that we uploaded in the last tip and you can go much more in depth with this I have a full video and actually a full course with an AI foundations a full six or seven modules just going over charts and how you can use them in large language models but I'll leave that video I made on claw data analysis in the upper right hand corner if that interests you tip number 17 is to change your appearance you might be stuck in light mode or dark mode and not know how to change it well you about to find out it's very simple stuff open up your sidebar and head down to your settings from there you can go to appearance and you can either change it from system so whatever your computer's on light mode sorry for blinding you or the coveted dark mode which Everyone is always loving nowadays love dark mode I'm going to keep it there so you can watch the rest of this video without straining your eyes now you might be thinking is that it is that all you can do with your appearance well there is something else you can do if you go into any one of your chat threads for example my window washing advertisements what you can do is you can go to these chat controls in the upper right hand corner and actually change your chat Styles now we're going to get into chat controls a little bit later but you can change your chat Styles and one of those chat Styles and the only chat style is your font you can leave it default you can have it match your system font so as you can see it gives it more of that aerial look or what I really like about Claud is they have a dyslexic friendly font built into their system so if I click that I'm sure if you have dyslexia this is somewhat helpful but it makes the text dyslexic friendly so very very cool tip number 18 is to quickly capture screenshots natively in Claude in order to give Claude further context into what you're working on this can be done very quickly with a feature that's baked into the prompt bar really like this one and I haven't even used it as much as I want to because I just discovered it I've always wondered what this little camera here was until I hovered over and saw captured screenshot this is something you can do to capture a quick screenshot of a different screen and have it automatically uploaded to your CLA chat so let's just say I'm on my AI Foundation YouTube channel over here looking at some things just to show you the power of this I could ask questions about these 12 videos here on the homepage very very quickly if I go to Claude and I hit this capture screenshot button like this and I capture the tab that I want to take a picture of and hit share what that's going to do

is screenshot that and automatically add it in here so now I can ask questions about this such as which of these videos performed the best if I send it off Claude will be able to read that screen that quickly in the time that I'm talking to you it'll be able to pull that information off the tab that I captured this is going to be great if you're working on SEO or any other projects where it involves um taking a lot of screenshots and it's actually going to give me the one with the most views 15 insane new use cases for Claude Sonet 182,000 views making it the best performing video among the shown and it's taking that screenshot just like that very quick very cool and I hope that helped speed up your workflow in clae a little bit more tip number 19 is to export your chat logs in Claude you have the ability to actually export all of your chats to your email so if you're somebody who likes having things backed up or you just like having an extra copy of something then this tip is definitely for you this one is very simple what you want to do is you want to head down to your claw sidebar and you want to select your profile from there what you can do is you can go to settings and in settings you can go to account in account you have the ability to export your data so what you want to do is you want to hit export data and what it's going to do is actually send you an email with a link that is going to expire within 24 hours so this may take a little bit of time as well to actually prepare the export and send it to your email but what you can do is you can hit export data and then up in the upper right hand corner behind my head right now it says export started now when I go to my email as you can see anthropic will send you a message and it says your data is ready for download once you hit download data it will bring you to this downloading screen where it says your export should begin downloading automatically which it does and all of my data has just downloaded in a zip file in the upper right hand corner so I could then drag that zip out on my desktop and I could hit open and now I have all of my conversations and the users for those conversations as well and it actually is going to export your conversations and the users of those conversations in Json so you could use another tool to extract that Json or turn that Json into text if that's something that's easier to work with or even a CSV so you can upload it to a Google sheet or something like that but that is how to export your data in Claude tip number 20 is to use Claude to create color palettes whether you're a designer founder CEO entrepreneur really doesn't matter we're always needing some color palette for something especially if you like working alone or if you do work alone sometimes it's hard being that creative in your business and you need to create some color palettes well Claude can help you do that with a single prompt let me show you how that works right now now I can tell Claude to create me a color palette for my water bottle brand that filters dirty water to clean water in 15 seconds giving it some insight into what I want a color palette created for so it can take inspiration and design the palette around me and it doesn't just come up with a random palette based on nothing this is going to help bring my brand to life I say use react and inline CSS to show this color palette and give me the hex codes as well I can send that off and it gives me a nice color palette that I could use for my brand it gives me a pure blue clean teal fresh Aqua earthy Brown and crisp white I can even uh edit this color palette by adding in more information about my brand I can add in this My slogan for the company is from muddy to miraculous clean water in 15 seconds flat does this change the color palette at all and then I can send that off to see if certain slogans certain things about my brand might influence my color palette and it looks like it added in an accent gold and changed around the blue a little bit you can always go to the different versions of your new code by hitting this arrow down at the bottom left hand corner as you can see see my pure blue actually looked like it stayed the same but what it did was added in that accent gold and to be honest this color palette needs some work because this doesn't look that great but it gives you ideas to build off of and you can say certain things like make it pastel and just by saying make it pastel that color palette is beautiful I could even say make it on a dark mode background and now we're really getting the brand built here you can just keep on going through these different uh variations of your color palette and just really design something nice tip number 21 is to create projects and Claw this is where things start really taking off and when you start understanding these tips and features that are to come in this video then you're going to be a CLA Master CLA projects are an amazing way to organize your work provide different custom instructions project knowledge and this is really going to get you ahead in the world of large language models something you need to learn in order to create a project first and foremost you have to be on the professional plan of Claude which it's just definitely worth it when you have access to these projects as a matter of fact I have two clot accounts because I want to keep using it and my token liit runs out after

using Claude so much even in this video I've had to move to the second account but in order to create a project hover over Claude in the upper leth hand corner and go to projects very simple I've got a ton of these little projects in here think of these projects like folders you can name these projects give them descriptions you can sort them by recently created or recent activity doesn't really matter whatever way you want to do it but in the upper right hand corner what you're going to do is hit create project and this is where the organization comes in you want to give your project a name and describe what you're trying to achieve this is a personal project so I could name it social media news summarizer and then I could give it a description let's just say news articles in awesome summaries and social media post out that's what this project is going to be and that's what we're going to be creating over the next couple of tips I can hit create project and now we are in the project dashboard where we have a prompt bar on the left we can add content capture screenshots just like before we have organized chats within this project and even a project knowledge section which is going to allow us to add tons of different things to this in order to enhance our workflow tip number 22 is to set custom instructions now when you're within your projects you have the ability to do something called setting custom instructions and this is where you get ahead this is where you start to optimize your workflows for Speed and productivity and where you can really start automating tasks in Claud as you see I made this social media new summarizer project with the idea in mind that I want to be able to come to this workspace upload news articles in the links to those news articles and get get social media posts and summaries out for all of my accounts and then also have a link attribution system where I can attribute the content to wherever I got it from so I can start this process by setting custom instructions here this is how Claude should respond to each prompt that comes into that prompt bar when you're in this project you can do this for multiple other projects with different custom instructions for each that's why projects are so powerful you instruct Claude how to behave and respond for all of the chats within this social media news summarizer I can just paste in some custom instructions that I pre-created here and what I basically have here is I'm giving Claude a role I'm saying you're a social media expert with 10 plus years of experience with posting on X formerly Twitter and then I give it an objective and that objective is to analyze large news articles create social media posts that are curated towards my audience in the artificial intelligence Niche create an X post based around the Articles don't copy the actual text paraphrase it so we don't plagiarize at the end of every post take the link I uploaded with the article and put it at the bottom and then I give it a personality trait with a tone and I give it a custom output format to use I say Twitter post read more about and then I have a custom topic of post section here in Brackets and then I tell it to provide the link down below I can hit save instructions and now instead of typing out a prompt this large every single time in each one of my chats when I want an X poost I just have it set aside in my custom instructions in the background working for me so for example seeing these custom instructions used in action I could come in here and I could just copy this entire article I could paste in the article I could say here is the article and I could paste that in just like that and then I could say here is the link to the article so that I can provide content attribution to my summary and I can just copy the link right here and paste it in and now I can send that off and it's going to use my exact output formatting that I set up in the custom instructions it's going to take in that profession in that role that it has and it's going to curate an X poost for me so as you can see it gives me an actual Twitter post that I can use right here so I could copy this and then it even provides the link where I got that information from so I'm not stealing anybody's info very cool how it added emojis and just gave me a nice Twitter post That's The Power of custom instructions they're custom instructions for how you want Claude to respond every single time specialized output formatting custom personality four different projects you name it the possibilities are endless when you start utilizing custom instructions I have a full tutorial going over that if you really want to learn how to use that I'll put that in the upper right hand corner but this is something you have to understand and start using within your Cloud toolkit tip number 23 is to use project knowledge when you're inside one of your projects this adds a whole another layer to the game if I go back to my social media news summarizer here and I hit add content above the custom instructions here I have two options I can add text content or I can upload from device for now I'm just going to hit upload from device and what I'm going going to do is upload a Twitter posting guide for this guide I have some example Twitter posts for how I want Claude in this case to create Twitter post so if I click into this you can see that I just have a bunch of different Twitter posts in here going over how I

want those Twitter posts created maybe these are Twitter posts that worked well for me in the past so now when I prompt in Claude I can actually use this project knowledge to my advantage I can paste in the link to that article that we used earlier and then I can actually paste in the article itself right here I can just paste it in and it's going to use my custom instructions but now it has project knowledge to reference as well so down here I could say create the Twitter post using the styling from the and then I can just say Twitter posting guide because it will be able to reference that in the knowledge database and I can just put it in quotes right there so now it's going to create a post in the style of the posts that I uploaded in my project knowledge section you could upload so many different things here like your social Med media goals your audience numbers your demographic in order to get really tailored down you have a 200,000 context window equivalent to a 500 page book I've uploaded this 41 lines and have used 1% of my data and that's not even at scale if I uploaded more it still would probably be a 1% but I'm going to send this off and we're going to watch how it uses the Twitter posting guide in order to create a nice Post in that style so as you can see it uses the breaking emojis and does it in that exact style that I had listed let me just compare the two using the posting guide without using the posting guide I'm going to copy this and paste it in a doc as you can see this is what it looks like using the Twitter guide the posting guide that I provided and if we go back to our original chat here's what it looked like beforehand I'm going to copy and paste so this is without the Twitter guide and this is with it now I need to tell it to actually put the link at the bottom so that I'm not stealing anybody's information but other than that it did an amazing job on following this guide and this is a lot more engaging in my opinion than this so that's an example of how you might use project knowledge and you can go super Advanced with this I've had people in my AI foundations Community upload entire books to their project knowledge in order to reference and ask questions about and I've even done that with other applications tip number 24 is to create workflow shortcuts now I am going to stay in the projects feature because it's the most powerful feature in Claude in my opinion at the moment and we are going to update our custom instructions that we created a couple of tips ago and we are going to add shortcuts to our project so that when we type in certain commands it completely skips out on the custom instructions and does something else so I'm just going to hit edit on my custom instructions and scroll all the way down to the bottom and beneath this what I'm going to do is I am going to provide a shortcuts list so I'm just going to paste that in I created this earlier it says shortcuts for this project and then here I say I'm going to provide you with shortcuts now this is awesome watch it says shortcuts override previous instructions if you ever see any of these unique Standalone character combinations you are to follow the short shortcut instructions and I can say only okay and I have just some shortcuts in here so I have tldr which stands for too long didn't read and then I say when you see this command before or after an article you are to skip creating the social media post and give me a general summary regarding the content in the article very cool maybe I just want to use this as a Content summarizer LP whenever I say that you were to create a LinkedIn post instead of a Twitter post things just got interesting and then finally TM Jay this is a fun one tell me a joke about artificial intelligence whenever this shortcut arises I can just use that one first to show you that it will overcome the previous instructions and use your shortcuts I can hit save instructions and I can just type in TM AJ and when I send that off it's going to say here's an AI themed joke for you why don't AI models ever get sick because they always follow the algorithmic oath don't know what that means let me know if you know down in the comments but now I could upload that same article that we've been using here off of AI news's website of course with the link because I'm not taking credit for this post but once I have the link copied I've got the article copied I could just paste it in here and then I could just say at the very bottom LP so now it's going to create a LinkedIn post instead of a Twitter post uh because I used LP LinkedIn post it's going to format it completely differently it's going to be a little bit longer provides the link for attribution beautiful and yeah this is great used my shortcut for LP and I could do the same thing for tldr if I send off that shortcut it will give me a general summary just as I asked it and not create any post so that's how you would do shortcuts in your project workflow in order to add little custom things that maybe only you know about and maybe they're just Secrets within your project and this is very good for a project that you want to be like a Swiss army knife you want it to do multiple different things but you want to maintain one central theme tip number 25 is to combine all the features of projects into one use project knowledge with custom instructions use shortcuts with project knowledge for custom

instructions there are so many different things you can do and this is going to be the last tip on projects I promise but I want to dive in and show you what I'm talking about I want to upload some more project knowledge and then show you a visualization of how custom you could get with this just to open your eyes to the possibilities when using Claude because you have such a high context limit that it would be a shame not to use it so I'm going to first add more content to my project knowledge and upload that from the device I'm going to upload a LinkedIn posting guide and then instead of telling it in my prompt to use the Twitter posting guide or to use the LinkedIn posting guide that's something repetitive that I could upload to custom instructions so now I want you to reframe your brain I want you to use custom instructions in order to reference project knowledge because you can call out certain items in your project knowledge space with your custom instructions at a certain point so you can say after after I upload an article use the LinkedIn posting guide or use the Twitter posting guide to do this uh you can reference you can cross reference and the outputs are endless when you start diving into this so I have my LinkedIn posting guide here with some LinkedIn post uploaded that I really liked and what I can do is I can edit my custom instructions and under the objective I could add something down here that says use the Twitter posting guide and model the post from those posts so now I don't have to put that in my prompt something I'm cutting out of that process just to stop the repetitiveness of it same for the LinkedIn posting I could go down to the bottom of my constructions for my shortcuts and I could add this use the LinkedIn posting guide and model the post after that whenever I use the shortcut LP after an article very cool I can hit save instructions now and now it's going to actually use custom instructions and reference the project Knowledge from those custom instructions so that I don't have to reference it from The Prompt itself but I can just do as minimal prompting as possible set up in the back end once have all the referencing I could even have further instructions further custom instructions in these PDFs and in this project knowledge that I reference within the custom instructions you it's like Inception you go further and further into this process now I just wanted to show you this this entire box just look at it as a Claud project okay we have our different custom instructions in here and within our custom instructions we have certain shortcuts here's our project knowledge section right here in the middle we have PDFs and csvs all of that fun stuff and then we have a bunch of different outputs that we could get by combining different shortcuts with different things in our project knowledge section so this section right here is actually what you're seeing right here it's the project knowledge the first section is the custom instructions so the custom instructions right here is like this purple box on the left once you start combining different shortcuts in your custom instructions with different PDFs you get much different outputs so maybe in shortcut one of my custom instructions I tell it to reference pdf1 but I also tell it to reference PDF 1 and PDF 3 down here that output after referencing PDF 1 and PDF 3 could be any one of these maybe it's that output right but maybe in shortcut two I also want to reference PDF 1 but I tell it not to reference PDF 3 but CSV 1 that's going to be a completely different output because I'm referencing two different things with a different shortcut even though I'm referencing one of the same in each right you have to get creative with your combinations and think of Claud projects in this manner because your shortcuts can reference different project knowledge or the same and each shortcut can do a different thing you want your base custom instructions like profession role goal and all of that good stuff but you want to keep in mind with the shortcuts how you can combine these things maybe in shortcut three I want it referencing every single thing in Project knowledge to arrive at one single answer right get creative with it it cross reference things each shortcut can have its own purpose maybe I want one only going to PDF 3 maybe I want one only going to csv1 those outputs are all going to be so different from each other because they're referencing multiple different things so keep this visual in mind when you're using Claude projects it's one of the most important things in Claude that's why I wanted to map it out for you tip number 26 is to create visualizations in CLA this can be for light things light and simple things or more complex things this depends on how much you want to actually prompt to figure out those complex items I have a very basic example that I really wanted to show you and it's going to be done in one prompt so let's say I want to visualize for myself or other people the concept of the water cycle evaporation condensation and precipitation what I could do is I could give just a basic project to Claude for everything that I want out of this visualization or this animation that I want created using uh a couple of elements like act SVG and inline CSS I could say create an animated visualization of and then you can copy this prompt too right you don't have to just do the exact same thing that I do

you can make your own visualizations but I said of the basic water cycle okay this is a dynamic factor that is going to be updated based on your preference and your thing that you want visualized but the first part create an animated visualization of keep that the same and also keep the second part the same using react SVG which is going to allow you to create images to animate and inline CSS okay you want to keep that part of the prompt if you're doing these animated visualizations and then you can just get into your project details and just describe to Claude a little bit more what you want out of this project so I say focus on the three main processes and then again evaporation condensation precipitation the animation should look like and then it just goes into what I want the animation to look like now you may be thinking is this going to work well let's see and find out sometimes it needs revision but a lot of the time it will do it on the first take so I'm going to send off this prompt and we are going to see what Claude does Claude is going to be using the artifacts feature as we've seen from previous tips in order to accomplish this and we may need to edit it just a little bit we may not need to that's the cool thing about Claude is you have creative control so as we're seeing right now is evaporation the rain going into the clouds it's animating that for us then we have condensation which I believe is the rain collection of the cloud then we have precipitation so it's just showing that entire process in a nice cute animation and it's just going to Loop through that I can even say make the condensation stage more visually appealing and add lightning flashes during precipitation get creative with it I can send it off sometimes these edits work sometimes they don't it's just a very fickle thing that you have to play with right now but it's amazing at how quick it can do this and I highly recommend you dive in and start creating some of these visualizations so let's take a look at how it's done after it gets done generating this code we have the evaporation process very similar let's see how it changed condensation if it did at all so condensation it has it in the clouds now blinking very cool added some more to that let's see if it added the lightning during precipitation yeah that's very cool so it did add that little flash of lightning during precipitation so you can edit those things mess around with them and really get this how you want it and you have the preview over here and you have the code version of it if you want to implement it elsewhere tip number 27 is to publish your artifacts so we just created that what if we want to publish it and share it to people and so they can have the ability to remix it and make their own version of it or just so you can show a diagram to co-workers colleagues or whatever it may be this doesn't just have to be for visualizations but it can be for interactive PDF dashboards data that you got cleaned data that you visualized using Claude it can be for literally whatever so it's very simple but a lot of people don't see this feature they miss out so that's the little publish button down in the right hand corner right now your artifact is unpublished and only you have access but by publishing it you can make it accessible to anyone on the internet and the chat will remain private it but the actual artifact you created itself will not and uh make sure it doesn't include any personal or confidential information obviously you can hit publish and copy link now I can actually view this public on claude's site so I can hit this link and I'll be able to view a public version of this animation I can even zoom in on it if I want to view it a little bit uh brighter but this was the animation that we made in last tip if you did miss out on that um if you do have an artifact use this exact same method for publishing you even have an option to go full full screen mode and you also have an option to remix this artifact into um add your own variations of it claud's going to suggest three ways to remix it automatically just a little bonus tip I'll throw in here for the remixing when you hit that remix button it'll actually change around the artifact that you hit remix on tip number 28 is to use problem solving methods in claw you have the ability to run through different problem solving paradigms in order to find a unique solution to the problem that you're dealing with or maybe not even unique solution but just a solution to the problem in a unique fun format and this is going to really open your eyes and open the doors to many different solutions so let me show you how I go about that now now I have these 20 custom instructions for problem solving paradigms and I'm just going to show you how I would use one of these I'm going to use the five wise analysis and this is basically just a problem solving Paradigm that is not anything original that I created but I cramped it into some custom instructions so that I could allow large language models to solve my problems in a unique way this is an attempt to peel back the layers of symptoms to uncover the root cause of a problem by asking why five times to whatever question I have so if I have a problem that I'm dealing with all the large language model is going to do is ask me why and then give me an analysis of why I am doing what I'm doing right it's going to peel back the layers and it's going to uncover the root

cause of my problem so I've just copied that problem solving Paradigm and I'm just going to paste it into Claud basically it says when I begin five wise analysis um ask me to clearly Define the problem we're facing and then I have a stepbystep structure that I want Claude to walk through in order to help me solve this problem and I can fix all of these uh red lines here got a little weird pasting it in from the Google Doc and then I can send it off and so it says when I invoke begin five wise analysis it'll start guiding me through that so I'm just going to invoke it by saying begin five wise analysis now and it's going to start walking me through my problem so State the problem to start our analysis to find the problem you're facing and there's so many different problem solving paradigms out there in that list I have like 20 that I've been using uh and that I have available so very cool stuff uh just so you know those problem solving paradigms are available within the AI foundations community and I can just walk through this Paradigm what problem are you trying to solve and then I can just go through my problem that I want solved I could say I want to eat a cheeseburger but I'm scared I'll gain weight I can send it off why are you scared that eating a cheeseburger will make you gain weight and it's going to keep asking me why it's going to ask me why five different times and it helps really peel back the layers so it's asking me why I'm scared and I can just say because I know the ingredients aren't good for me I can send it off and it's going to dig further in why do you think the ingredients and the cheeseburger aren't good for you because I've read the nutrition label okay and this works better for deeper problems like when you actually need to find a solution and you're not messing around like I am but it says why does the information on the nutrition label concern you what specific aspects of the nutritional content are you worried about it's asking me questions diving into the root cause of my issue and I could keep going and then at the end it gives me an analysis review of the overall cause of my problem it's a very fun way to solve things or just to get further insight into something that you're dealing with and there's again many different problem solving paradigms highly recommend you use them when you're using Claude tip number 29 is to understand your chat controls now we went over a little bit of the chat controls earlier when we were diving into chat Styles but that fell under more of the appearance category so what I want to show you now is different ways that you can actually favorite chats and see all the knowledge that you've used within your chats and a little bit better of a window than trying to scroll up your PR and figure out where everything was missing and so on so I can just open up some of my recent chats and I could go to this animated water cycle for instance and your chat controls are in the upper right hand corner now I'm adding Star Chat into the uh chat controls here because you have the ability to Star a chat and anytime you star that chat in your sidebar it's going to appear at the top within the starred section so if you have a chat you like coming back to or you have a big project you're working on and you don't want to lose it because you're asking Claud so many different questions you can star it and keep it over there in the start section just fine next uh if you open up your chat controls in the upper right hand corner you can see a couple of things you can learn more about what model uh you are using right now and also it's going to keep all of your artifacts and all of your content that you add in your chat thread and a nice organized list so if you ever need to come back and view that this is a very good way to do it you can click on things and it just organizes it like that very nicely for you in the chat control section something that is essential to understand when you using Claude tip number 30 is to create interactive PDF dashboards in Claude this is amazing because it allows you to get a workspace for yourself on any PDF and it allows you to quiz yourself test yourself and see all of your information in a much more visually appealing way when dealing with PDF items so I'm going to show you how to do that this tip is loved by so many and honestly would definitely make my top three tips for Claud so definitely pay attention and use this for your workflow so I've just uploaded an entire white paper PDF over 40 pages long on multimodal Chain of Thought prompting this is by a bunch of different people an actual white paper huge PDF with a ton of information I mean I am just scrolling and scrolling and scrolling PDFs super boring to learn from that's why this method is going to help you if you have large PDFs you're using this for school research whatever it may be create an interactive PDF dashboard out of it using react and inline CSS let me show you how to do that I can say use react and inline CSS to create an interactive dashboard based on the information in this PDF add visual appeal and of course we got to make a dark mode so that's what we're doing I'm going to send this off and it says certainly I'll create an interactive dashboard from PDF using react and inline CSS with dark mode theme and this is just going to be epic and I'm actually glad this happened because this happens a lot

in Claude when you're trying to generate artifacts if you ever good an error code just copy it in and paste it in your prompt bar and send it off and uh it should correct itself more times than it doesn't as you can see it just generates this nice dashboard for us on everything that it has to offer in the PDF we have key points performance comparison from the model and the prompting techniques used in the PDF and we even have a little tab data set down here going over model architecture and we can click around like it's almost a website and it's just such an interactive feel for this PDF that makes it fun to learn and I can add things like a quiz section or graphs I can just talk very basic add a 10 question quiz section to test my knowledge on the information in this PDF and also a relevant interactive graph or two I can send that off and it's going to keep the same structure but just add the things that I want to the code and it's just ripping through this it's generating everything so quickly keep in mind it's generating all this from the information in the PDF that we uploaded it looks like it's done now and it looks like it's definitely added a few different items so it's added this button for show bar chart when I hit that it kind of messes up so we definitely need some tweet in there but what it has added is this button to start a quiz when I hit start quiz it gives me a 10 question quiz I think that's what it's going to do uh for this PDF so it asks me a question and gives me a multiple choice I can hit next and then I can kind of just go through here and just answer all the questions that it has to ask uh I'm not sure if I'm getting these right but I'm just kind of guessing as I go and it says quiz completed your score two out of 10 and then I can hit retake quiz start quiz and then go for it again so it gives me a score gives me a knowledge quiz based on information so just totally an interactive experience that can be edited tip number 31 is to generate checklists in Claude this can be generating checklist for future events or revising current checklists you have to have Claude engineer your day in the most specific way possible one way I like generating checklist is by taking messy bits of text sent to me by clients sponsors whatever it may be one thing I like to do mostly when generating checklist with Claude is to take messy emails or messy bits of information where people want me to do something but they can't get their point across and give me a step-by-step list I like to paste that in Claude and then have Claude give me a step-by-step list based on the paragraphs of information from an email from a project whatever it may be let me show you a quick example so let's say I have a message from my boss let's say I'm struggling at work and he wants me to catch up on a few things well Carter here sent me an email let's just say this is an arbitrary email this didn't actually happen but it's just it's a big jumbled mess I know you all get these emails too where people can't get their point across they have so many different things they want you to do so this is how the email kind of goes throughout the entire email so I was going to go over some stuff and realized what we need to do oh wait first did you see that email from the marketing team they're saying the channel analytics are showing a weird dip might need you to look into that but more importantly we need to get the next few video scripts done ASAP there's no way we can miss another deadline oh I almost forgot can you make sure and it just kind of keeps going in this very messy format hard to capture all your tasks when a message is written this way so I could just say generate me a checklist based on the contents of this email and I can spell checklist right since that's this tip and then I can send it off and from all of this text where it's just going over so many different things Claud will generate me a nice checklist that I can use for everything that needed done in that email and as you can see this paragraph doesn't look like it would hold this many tasks but it does and it would be very easy to miss something so generate checklist with Claude it'll help make you more efficient and productive and help engineer your life in the right direction tip number 32 is a very basic tip use natural language a lot of the times we get caught up in trying to talk to this computer talk to this AI system like an AI system we try to be too proper but you can really use things like abbreviations you can spell words wrong again you don't have to be nice uh I I recommend maybe not not being nice but you don't have to say things like please just tell it what you want in a very natural humanlike way don't worry about capitalization spelling even sometimes can go poor grammar it's fine that's all the data that was trained on was human-like data so it wants you to respond and talk to it like a human as well because that's when it's actually working in its best environment because it was trained on human data so when you're asking questions like a robot that's not necessar neily the data was trained on it responds more accurately and better to humanik conversation and dialogue so use natural language at all times because that's the data the models we're trained on tip number 33 is to use generated knowledge now this was a big mindset shift for me when I figured this out because it seemed very simple but you can really start diving in and

utilizing this in more ways than one let me show you a quick example so you can wrap your head around this one I could type in something very basic like create me 10 facts about the Roman Empire and send it off and then it gives me 10 facts about the Roman Empire but the cool part is is we don't just have to go use this information but we could add on to it right and we could use this newly generated knowledge to create something else new so now I could ask Claude to use these 10 facts to create an engaging research summary for my school assignment and how it ties into history so I'm generating 10 facts and then I'm using that for another project in the same chat thread this is called using generated knowledge a very important basic technique to understand when using any large language model for that matter so I can send that off and now it's going to use these 10 facts to create me a good research summary and I love how it's just diving into every single one of them very cool and now we have a research summary built based on the generated Knowledge from the previous prompt tip number 34 is to enhance your writing with Claude A lot of the times we get caught up in generating new information and we forget to realize that Claude is here to help us and be our assistant for information we already have presented out there to the public this is one of the best ways to use Claw is for writing revision and enhancement and I highly recommend you start implementing this in your workflows because it's just so powerful and it takes a piece of you it's not completely AI generated but it takes something from your mind and just makes it better so let's get into it first I could use a previous tip that we just learned using generated knowledge and I could start off by asking Claude what are the best keywords for the artificial intelligence Niche give me eight eight kind of a random number but nobody uses it so let's go with it and it gives me those eight different strong keywords next I could actually use these keywords to enhance my writing that I already have so let's just say I want to quickly capture a screenshot of this screen and I want to enhance my hero section copy based on my website I could go down here to this little camera and capture a screenshot and I could capture that entire page that I just showed you by hitting share and now added that file to my media here in Claude and it has my heading and it has a description for that as well very cool so now I can enhance my writing by using this generated knowledge and writing that I already have so I could say this enhance my hero section copy for my website dealing with artificial intelligence and add these keywords if possible to make my work more SEO into keyword Rich so I wanted to use these words if possible because I'm an artificial intelligence website I'm using it to enhance my existing writing this has already worked but maybe I just want to enhance it a little bit and add to it to see how it works with different keywords and SEO heavy topics in my artificial intelligence space very cool right I can send that off and I'm actually using three different claw tips in this uh tip right here I'm using generated knowledge I'm using that capture screenshot button and the enhanced writing technique and it gives me this right here and I could even say bold the changes so I can see what it changed so now as you can see all the changes are in bold and all the non- changes are in non-bold right so it bolds what it changed and added and it keeps the same what it didn't add so added this entire bottom paragraph here that would be an example of enhancing your writing and actually using that bold the changes technique to see where exactly it enhanced your writing tip number 35 is to analyze call transcripts yes analyze your call transcripts with Claude I've been doing it with our AI foundations Community whenever we have a live call I throw it in Claude And I get insights I actually have an entire project for that so that I can go over each call what we did wrong what we could improve on maybe what questions we didn't answer in entirely and I could touch up on those or I could get back to those people as soon as possible but we live in a digital age where we're on Zoom calls we're on Google meets we're doing all of this every single day and with those calls comes transcripts right and we can actually upload those transcripts to Claude whether you're just having a personal meeting with your business partner or a big group corporate meeting with your entire company and we can gain insights from those calls and further remember what we need to do if there were any action oriented items if there's anything that we need to take away from the call we can remember it all so let's do it with Claude I'm going to go to my screen and I'm just going to hit add content and I'm just going to upload these autogenerated captions from one of our Zoom transcripts I'm going to hit open and now as you can see it's 6,400 lines of an entire call in our AI foundations group I'm just going to keep scrolling to show you how long this is It's Over 6,400 lines and I'm not even a quarter of the way down yet so I can ask Claude questions about these call transcripts I can say what was this call about it says this call was about integrating AI into automations and workflows and then it

gives me all of the main topics and even includes names in there for people that we helped says Drake demonstrated an object detection system built using Claude funny enough I did in this and it was awesome Carter showed how to set up automations and make integrating tools like air table chat gbt email Kevin's idea for automating client intake forms and emails Stacy's brainstorming automation it's going over all these people and all the projects and everything that happened in the call based on the transcript I could even ask a question like this to put Claude to the test list all the people you can from this call and a quote from each one I can send that off it says here's a list of people mentioned in the call along with a quote from each now we had over 25 people in the call but I guess not every single one of them talked and uh I know it missed some people but Drake I personally believe that automations they've gotten much more powerful and also a lot more popular Carter I'm using um Claude 3.5 to do all the coding very good Carter David um sorry if I missed this detail but but is it able are you able to upload a live link and it just it's so accurate with these call transcripts so highly recommend you get your calls analyzed and Claud ask questions for further insight and further understanding tip number 36 is to not become too attached to Claud now I made this first mistake when I got involved with chat GPT I failed to see the powers of all the other large language models I would completely block them out because I would only use chat gbt I wouldn't be here making this video sharing all of these cool tips if I stayed too attached to one large language model and sometimes you work with one large language model much better than others and it just supports your use cases a little bit more but there's a multitude of different models you can connect with each other especially when you start getting into things like make.com and you start combining different model agents and maybe you have the perplexity large language model do your research for you on the internet you have chat GPT doing some data analysis for you while you have claw doing the coding for you you can really start combining these models to do something special and that's what we really teach in our AI foundations Community is how to not only combine large language models but how to combine any models in general whether it's AI image generation Audio models music models video models it really doesn't matter that's what the AI foundations Community is all about is just showing you how to use these tools AI together like if we go in the classroom here that's what we're doing we have large language model Mastery notice how it's not claw Mastery or chat gbt Mastery even though I do have the chat gbt Mastery we went more Broad and just learned how to master large language models in general we took it from the basics we even have ai image generation we're about mastering all the models and that's what's helped me grow so much over these three months and expand my knowledge much more is when you don't become too connected to one tool you realize what's out there you recognize their strengths and their weaknesses and then you move on but that's all I have for these 36 claw tips and tricks again as I was just showing you we do have the AI foundations Community if you like the style of learning you like the energy you want to be a part of a community of AI enthusiasts you want your final stop for artificial intelligence highly recommend joining the AI foundations Community we're doing much more of this in the group we're doing multiple live calls per week we're going super in-depth multiple courses a network of AI Pros sharing so many different things so many different members from all around the world and it's an amazing experience you will not regret it highly recommend you join but with that being said if you don't want to join perfectly fine I've got plenty of free content on here on YouTube that you can just go and enjoy but sub subscribe and like this video if you did enjoy it and please let me know your feedback in the comments what tips did I miss what tips were you hoping to see is there anything you want me to make specialized videos for all this is great insight for the AI foundations's Channel again highly appreciate you for watching this video and sticking it out to the end if you are still here you are a trooper congratulations I hope that this helps you master Claud and I hope you can use this as a reference for your future all right I'll see you in the next video
References and Recommendations: No references or recommendations found.

Transcript Section End - Video 16

Forget Prompting They Pay $510,000 for This Now...

URL: https://www.youtube.com/watch?v=jjrsLH4KgKQ

it's up to half a million I know what do you think of that first things first I'm probably gonna in this video I sat down with Joseph rosenal Joe has been focusing for more than a year on meta prompting the field of prompt engineering for which in Tropic the creators of Claude model one of the most capable AI models out there today they're offering up to half a million dollars uh as I'm editing this video on tropic change the title of a job description and I know that this is still the same job post because I still have all my highlights and now still the price is the same so it's not just meta prompting it's prompting in general now we explain what is meta prompting we discuss an Tropic decision to invest in research and prompt engineering and of course we'll look at his job position in Greater detail I found met prompting position please don't apply we need you at snph mindes you don't want me a spy in anthropic no but I would like to go through it how feasible it is because it's up to half a million I know what do you think of that first things first I'm probably gonna apply it's wild that is a wild annual salary for a meta prompting engineer granted like we'll go through the responsibilities and the knowledge and whatever you look at open AI for example there's that article where the machine learning Engineers are getting close to a million bucks a year at the race for talent is incredibly Cutthroat right now and so they are looking for a very specialized person someone who is very good at prompt engineering but also is very good at coding and programming and machine learning side of things too it's not as ridiculous maybe as at first glance if you look at what anthropic did with Claude model and all the series following that with prompt engineering baking prompting tool directly into clae which is super nice I use it quite often when I'm lazy on prompting and also helping us to debunk the blackbox that is AI and how does it work investing in research impr prompt engineers in testing and creating a library of bronze seems like paying off yeah it's it's a very different model than open AI has been going for especially more recently and in fact Dario amade the CEO of anthropic was originally at open AI I was really responsible for a lot of the early days of gpt2 and whatnot uh and didn't feel comfortable staying at open AI because the safety conversation wasn't at the Forefront and now they really turned the the tables here because not only at least at this point in time have the most capable model for a pretty good price but they got there by really focusing on safety first which is what everyone else is cutting Corners around to get the next thing out so it's very interesting and curious to see how this race continue let's look into this job position before we go through responsibilities I have some highlights anything that's stood out to you we should probably Define meta prompting quickly so prompt engineering right you're making prompts to solve a problem meta prompting is you're making prompts to make your prompts there's lots of research out there that actually AI is better at prompt engineering than we are which isn't too much of a surprise there so if you can find the right prompt it can make you all your prompts and in fact at synth Minds we do this all the time we have several meta prompts that we use like everyone as their favorite meta prompt generator and really this is about Gathering context from the user based on what you need and then it just optimizes your prompt to get the outputs that you're looking for yeah and meta prompting we teach that we've been teaching that for soon a year yeah I remember the first introduction to meta prompting was there was this Justin fineberg like Tik Tok Instagram video of him coming up with that idea and I was like that's all I'm going to do now because the most annoying part about prompt engineering is writing prompts so might as well have ai do like usual 80% of the work and then you add that little extra 20% to F tune in but way an Tropic kind of defines prompt engineering I find it also interesting it's a hibrid between research engineering and Behavioral Science what do you think I feel like they're missing one in there which is linguistic I think that's like probably the main thing everybody who went to study literacy and people were telling what are you going to dog English degree yeah you speak it why do you need a degree yeah exactly now you can actually do a lot with that so they're calling this a new discipline and that it's a range of techniques to systematically discover and document prompting best practices one part of his job post is developing prompt self-improvement techniques to automatically organize the model's performance on any given task yeah so that's definitely more than just using a text just to kind of of BU excitement for people I also find it funny like these type of mistakes where you

know that there was something here yeah someone deleted it someone deleted it what we are asking for people when applying to share a specific prompting model evaluation synthetic data generation more on that coming uh model fine-tuning or application built with large language models that you proud of so you should show off complex and clever prompting architecture check or systematic evaluation of large language Model Behavior and response to different prompts which is funny again because they're talking about prompt architecture right and it's like what do you mean by that because again it's are we just talking English right now I guess there is like pseudo code obviously we use markdown a lot in our prompting I'd be curious to know what how are they thinking about prompt architecture because at the end of the day it's just like words when you get the interview ask them okay okay so do you want to take the wheel and dive into responsibilities what stood out to you yeah meta prompting again we're trying to abstract away prompt engineering as much as we can so this is the automated prompting techniques they want to fine-tune models and so what that means is that you have your base model right your foundational model and then you're feeding it extra data and you're training it on like just a little piece of it on that extra data and this is one of the biggest problems we're facing right now with these large language models is a lack of consistency and reliability in terms of how they respond so the idea here is how do you make it take a set of instructions so that it is reliable and consistent in its outputs and you're going to need to fine-tune the model that's what they do anyway through reinforcement learning from Human feedback so this is why the synthetic data was mentioned I'm sure is you need a lot of data to find- in these models like 10,000 50,000 100,000 different conversations and you're not going to get that out of humans in any sort of cost effable or scalable way valuation is another huge one there are very few reliable benchmarks right now in prompt engineering and very few reliable ways to test your prompts in Mass I can tell you starting off as a prompt engineer years and years ago at least that's how it feels like the most annoying part is testing the prompts because there's always an edge case there's always like the second you think you got everything worked out the client tries something and it doesn't work anymore and so really figuring out like what are you testing this prompt against to make sure again again that it's reliable and then I think like the the last one is the most important probably is there are these research papers coming out on prompt engineering like every single day there are new techniques being discovered it is really like I think they said earlier a very new field like obviously it existed before dropped but now with the capabilities of these models it's like you can throw a stone and discover something new with prompt engineering it feels like here I have to intersect because this exact last point I think every company should have that type of person who is staying up to date with latest research and prompting and model orchestration I would question it but just like sharing knowledge with the team not just like you save Tik Tok here or there but actually reading research papers and applying that knowledge and then going and teaching it the complexity just grows and I think that's definitely fascinating if you're interested in learning more about AI or large language models br the sponsor of this video is really where you learn by doing with thousands of interactive lessons in math data analytics programming and of course AI they have a whole learning path on computer science and programming which has five different levels and 11 courses in it also one of their new immersive AI workshops is how large language models work if you're interested to go deeper and learn more in a fun and engaging way to try everything what brilliant has to offer free for full 30 days visit brilliant.org goo or click the link in the description box below you will also get 20% off on the annual premium subscription okay so here they say you might be good fit if you like you might be good fit if you but it doesn't sound to me like requirement no definitely not a requirement but again this is going to be extremely competitive and not only that but then they also have that line under which is strong candidates may also have you know what they're doing here is I think it's clever in some ways which is that and I think I even say it later it's you should apply to this job even if you don't think you're a fit because prompt engineering is such a new field we're all trying to figure it out and let's be honest to be a prompt engineer you don't need to know how to code you need to know maybe some of the concepts how things fit together the limitations that kind of stuff but you don't really know need to know machine learning or how to code so it's obviously helpful as they've said in this job description but it's good they didn't make that a requirement because you could be an amazing machine learning engineer in fact we know a couple are terrible at profing or other side amazing prompt Engineers who are learning programming right now not pointing fingers yes and it's funny because like I I use almost

exclusively Claud to code things now again if you sat me down and we're like hey can you write some code that makes it's say hello world i' like uh the things that I and you were able to do without exclusively having software development or programming background just mind blowing if you're open to experiment and learn that that part about it I really like accessibility to turn your ideas and avoid these limitations which before would have just tapped you I programmed react with cl okay so strong candidates computer science mathematics so all these things help as you said again this is a plus and obviously it's going to be really competitive we are talking about half a million guys but it's really nice that we are opening doors and to anybody with great ideas because you never know where this maybe unique prompting technique or something that people build come from one more thing go there was a really interesting thing in this application if you scroll down here it is while we encourage people to use AI systems during their role don't use it for application process I actually really appreciated that setting that expectation up front and having you agree obviously it's a little annoying but it's good that they put that there and have it transparent that's what they want do you think people are not going to use aiop oh 100% they're going use a no question we'll see like we both know it's impossible to actually check so that they might do the thing where they look for those words that show up frequently or or whatever but at the end of the day I'm sure they'll find someone very skilled in the art of prompt engineering for this job

References and Recommendations: No references or recommendations found.