

From Beginner to AI Expert in 30 Minutes: The 5-Step Framework You Need

<https://www.youtube.com/watch?v=sCYITIVo8S4>

[Music] welcome to the show Kieran do you tell us all about the show we have for everybody today we have got the most ambitious show that we are ever going to do this is a combination of years of what I say years two years of working with AI we are going to try to take everyone from an novice AI user to an expert AI user using a five-step framework in minutes that is the goal of this session okay we're here to talk prompted why don't you kick us off explain to everybody there's probably people here have no idea what the heck prompting is give us the rundown what prompting is okay we're going to go from most easy to hardest thing to do so this is like the one session where we're going to actually say you can take out your phones and start doing this as we go through it to try it out if you have pla on your phone if you have open AI on your phone and so one of the interesting things that you and I talked about off mik was we are years into the AI Evolution the Revolution and this is a really large conference how many sessions are about AI how many how much AI are you going to hear across this week and the thing you want to figure out is how do I differentiate an AI how do I become a master of AI well there's a small secret that maybe none of no one else has told you and when you think about how to get started it's really prompting right and I've talked to a lot of companies to try to figure out how they are going to differentiate their AI platforms how they are going to integrate AI into their DOTA Market just how are they going to be better at Ai and it always comes back to prompton prompton prompton prompton and maybe we can't be as good as some of the prompt Engineers that the large large companies have employed it's our full-time job but there's a secret to getting really good at prompting really really fast and this is what some of the AI influencers are using on X and these other platforms to value with their prompts and the secret is Claude is a much better prump engineer than most of us and if you ask Claude to create a prompt for you it will create a pretty great first attempt so let me give you an example one of the things I am trying to do right now is create a little presentation style guide agent we're going to talk about agents later we are and T I start everything by a prompt to begin with can I actually do this with a prompt and so I just go up what I would used to do is I would spend hours crafting the best prompt going to Claude and asking Claude to do something for me using this front now I just say to Claude yo I want a presentation style guide I want to be able to input PDFs and then I want you to templa that style guide so I can recreate that style give me a prompt and it gives me a pretty great prompts then I screenshot that I go into LinkedIn and I say look at my grae pum I constructed this myself and watch my follower T up well what's interesting about Claude and we're talking about anthropics we say Claude that's anthropics AI model talking about Sonet 3.

which is what we're using the most and when it comes to prompting what we're telling you is don't overthink The Prompt first of all second of all be very clear on what you want and any supporting documents that's going to Aid The Prompt tomorrow I'm talking to the awesome Shan and Duffy CMO of Asa on the maid stage we're kind of doing like a play on

actors on actors for CMO on CMO and I was like all I literally did was made a PDF of my LinkedIn profile Shannon's LinkedIn profile and of one of the samples of the actress on actors like exchange and I uploaded a Claude and I was like hey can you just make me a list of questions for this conversation cuz I think you're going to do a better job than me it can give me like the prompt and iterate it on with me and it did an amazing job the thing the other thing about prompting though that I remember through that experience is that you have to go back and forth we are used to everything being like a single shot like I have to do this email perfectly this time or I have to write this copy perfectly this time with AI and with prompting you're iterating a lot of times I think you and I tend to iterate five to ten times to get a prompt really really good before it can actually get us the output we're looking yeah it's a speed iteration and we'll we'll end on this so open AI came up with their latest model it's a GPT branded name proved actually one of the things they just released is a new prompt guide to how to prompt that model because it's changed in how it actually interprets your asks right there's four core things that you have to do to prompt that model really well and when you actually when I actually tell you about them they are basically how you talk to a human they how you talk to a colleague the first is be simple and Direct in your asks be very simple in your directing your ask the other thing is for anyone who's done any amount of prompting they want you to avoid chain of reasoning basically we used to ask open AI to do something step by step by step now it does all of that reasoning internally so you don't have to ask AI to do that the third one is use delimiters so delimiters are how do I segment my section anyone who has done coding in the past it's like creating an XML file I have done code and very poorly in the past but I can actually struggle to do that and the forth is basically only give it the context it needs and that brings us on to the second thing that we want to share with you how you be successful with AI is you have to teach it what good looks like you have to show it what is a good example of this task has to be incomplete I cannot emphasize that enough AI is like a junior employee open AI latest model is like a expert level PhD so they're getting much much better but you still have to onboard that employee to like what is good how do I complete this task and let me give you a really good example of this so Sebastian the CEO of Clara Clara have had a ton of impact using AI within their business and he talked about the fact that their customer support they they integrated AI it's equivalent to about support agents today but they did not start there there were initial attempts to integrate AI into that function were not successful and it was not the models that were not good enough it was not the execution that was not good enough it was something really boring it was the on boarding docs for a customer support rep they did not have great on boarding docs so they could not teach the AI assistant what good looked like what once they rewrote the onboarding docs for the human the AI agents all got better because now they understood how to do that task and what good look like I believe in the future what we are going to see in B2B companies internally is technical riding teams who can document and process what good looks like for every singular role because that is actually how we're going to teach the AI agents to actually get better at the thing we're asking them to do so Kieran you and I I don't know we built a massive inbound marketing engine together over the last years and the secrets in doing that kind of came down to not doing the big flashy sexy stuff it was always doing the really important shitty boring stuff at scale like that's that that is the secret if you want a secret that is the secret and what we're telling you when it comes to AI yes the models are cool yes the technology is cool the number one thing that's going to have you fail is that you're not clear on the work you're trying to do

and when you have force yourself to document it in real Clarity one you get clarity on the work you're doing and then your employees your humans and your AI can both go with that Clarity like at hubs you and I were just talking last night at dinner we're going to build a substantial technical writing team over the next few months to just do documentation of mar Marketing sales and customer success you cases like that is what we're going to do and the more we do that the more we're going to understand the opportunities where AI can really provide value and scale and automate for us we're going to force some clarity that we probably had some ambiguity on which is a big problem we want to we want to figure out and three is like we will get very clear on what humans should be doing and what AI should be doing agree with that yeah I I had a I remember having dinner with a a Marin leader and they were like they were advocating that AI is not that great because they wanted to feel safe in all of the work that was really valuable that they did and they talked about the fact that ai ai could never do strategy AI could never do marketing strategy you couldn't do what I do I've tried it I prompted it and I asked I asked them to show me like how did you teach the AI what a good marketing strategy was well I typed into the box do a good marketing strategy for this product and it usually your results with AI a reflection of you as a manager of how you were managing that AI assistant and so if you do not set contact if you do not teach the AI how to do a role then it is not going to be a successful thing most of the upside that I have got from AI in my writing and how I create content and a lot of the things that I do each and every day has been because I have spent weeks and I mean like weeks and weeks and weeks on teaching AI my domain expertise and I think what I love about AI is it's going to be a boom for people who really understand the craft have deep domain expertise and they can teach that to the assistant to replicate that and that comes on to my most favorite tip that we're going to get this this is number three you have this is your this is your pet rock this is your thing that like if you could have everybody do one thing the third thing would be it mine would be documentation I think candidly because I think it is so important to drive Clarity and actually help you scale once you figured out something but what is the third step in our framework that you're like you got to go and do so we have basically look at where we come from we've said okay look we can do some basic prompt in now now we can actually onboard the AI system we've taught it what good looks like we had on boarding docs what I am fascinated about AI is its ability to Tempa tize why something is so good right why something works someone laughed at me in the my LinkedIn comments and trolled me I get trolled a lot this is like you were so sensitive to Trolls but someone said hey I I made the point one of the things I believe claw can do is take something like all give these ads and template ize that ad and basically be able to replicate that ad and someone said you're crazy AI can never get to the human you know the human Nuance of why that thing is really good it can spoil I've done it so I like one of the things I have been doing a lot of is trying to templa different things and so one of the places I started was I'm fascinated by why certain writers are successful why certain creators are successful let us give an example we had an incredible Creator come on the show Jenny Hoy is she talked about her process to do yoube shorts within a 4minute window she gave the best and I mean the best the best by a mile articulation of someone who truly understood her craft she broke down a second YouTube video she did a a second by second of why every part of that video was in there from the Aesthetics to the talk track everything the hook the the visual she's using what why she is leading folks to the conclusion how to get the human psychology so much and so when she's telling me this and Mr be actually just released a similar thing for

YouTube where he did a minute by minute when I'm listening to this I'm thinking I'm going to templated copy and paste tool is it is an accelerated learning tool and I really want that to be the takeaway from this third templates cuz when I talked about templates publicly everyone comes at me that it's a copy and paste tactic then I am stealing someone else's work think about how humans learn I would I would watch that video from Jenny and then I would try to replicate what she has told me but now I can just put her YouTube video into a transcript get the transcript go to Claude tell it to pull out that 4minute section and to create a template and the way I asked you to create the template is I say create this template so an AI assistant replicate this and what it will put in the template is prompts for itself to replicate that exact style and anytime I want to recreate Jenny style I can say create a h YouTube short on this thing and upload that template and it will recreate it perfectly now what I would do again accelerated learning is edit the template to your taste edit the template to your style it is just accelerated learning I have just accelerated my learning in terms of how I can replicate what someone has taught me and then make it my own by adding my own unique style you're talk you're talking about building templates to more quickly reverse engineer best practices right exactly you want to find the best experts use AI to help you reverse engineer what they're doing very quickly and then you are asking AI basically how do you build me a prompt so that I can do this at scale instead of doing this as a one-off project I can do this every day if it's a social poster multiple times a week if it's a LinkedIn video and that's where the magic is because I've talked to you a lot and you have a whole file of these templates now and depending on the the work you're trying to do you pull in different templates create new prompts and that you have a new workflow but that's not possible without the prompting knowledge it's not possible without the documentation and understanding of what you're trying to do and then it's not possible without taking the true expertise and reverse engineering it right and so I think the one place I would look at across your business is where I started was I wanted to get better at different writing styles like I wanted to be Wittier I wanted to be uh not more direct I think witty I definitely shouldn't be more direct uh I should tone down my directness that's true uh and so what I basically started to look at was I catalog I I basically started to K creators I categorized them into different topical Styles I said these creators represent this style these creators represent this style these creators represent this style I took a ton of their content one of the cool things you can do is YouTube is a treasure Trove of content and they actually have the transcripts in the content dares talked this morning about agent.

there's an agent that I build on there that actually takes the transcripts from the video and turnament short from video but basically you can take a you can get a Creator's content Bank whether that's YouTube whether that's SlideShare which is another treasure CH of content that people are not using whether that is LinkedIn post whether that is X Twitter threads whether that is whatever it may be you can categorize all of those creators into different styles and then teach Claude what that style is and Claude will actually produce a template of the key ways to actually start to replicate that so Ryden is like one of the ways you could do this I'll give you another one that's similar to this that's really interesting for people who are trying to work to get more meeting booked for their team one of the interesting things you can do is you can start to look at how do people open and interact with emails how do people B me and with your sales team if you were doing Outreach not by the typical data analytics but by writing styles I can have a range of different writing styles that ji can use to create I which I mean a

emails whether they're witty whether they're direct whether they're informational whether they're controversial spicy take spicy T might not be the best one to use in a sales or it might maybe it is because every other email I get from outre is like pretty bland and then you can start to look at the data to see how it be how it how it looks in terms of what style is performing best to get meetings booked with your reps see so templates for me are a way that you can accelerate your learning across all parts of your customer Journey well what I loved about what you just said before we move on is I don't know about you all but I have had endless debates with people who are like I know the customer I know the customer likes this tone well they only like this language and it's like that's like a very subjective thing n can just test right like you you can say hey we all we have these four different types of tone voice everything that we think our customers like and we're just going to test different iterations of them and see what is actually true and it's actually pretty hard to scale that with normal kind of like one or two people doing email marketing for example or a team of sales reps who might be doing a bunch of different stuff but when you cont tempti all of that you can actually run very structured tests on unstructured information and stuff which is I think pretty massive and one of the reasons I think templates are going to be a huge part of how you scale with AI yeah I think unstructured to structured data yam had it this morning dares had it this morning and it is one of the best use cases so we've got our we've got the prompt in we've got our contact set in we've got my favorite accelerated learning not copy and paste tool don't come out me on LinkedIn I show you my templates okay we should get into okay again very linear process here right going from hard or easy to hard prompting onboarding and temp relates to agents agents there's a lot of marketers out there use in Ai and most of them are just kind of copy and pasting ideas around that's not the right way to do it the smartest marketers are going to use AI to transform their marketing at HubSpot we've used AI to turn videos from one language to multilingual in minutes not days AI has completely changed the game for us and it can change the game for you in fact we just dropped a 12-page guide of AI prompts that are going to Turbo charge your marketing and if you're somebody who's trying to get started with AI wants the right prompts to kind of push you in the right direction and outline the best use cases this is the guide for you so click that link in the description and go check out our free prompt guide and we heard a lot of talk about agents on the stage this morning we've heard so agent is basically when I've actually figured out how to do something via a prompt The Logical next step is actually to try to integrate that into an agent and so recently I built an agent on I was very fortunate I got access to dar's platform early agent Builder I took one of my prompts which was the ability to take a YouTube video take the transcript categorize it into the short firm content that does really well let me give you those categories right now because this took me a long time to actually learn there are three types of short fir content that do really well on the internet hold on you tell everybody Kieran is trying to get LinkedIn famous so follow him on LinkedIn he make make him make him really happy and so you try you really basically tried to build an agent to to help you do better on LinkedIn that's what you I have buil an agent my Impressions on LinkedIn have gone from the hundreds of thousands a month to multi-million a month because I have figured out how to use agents as part of my process and so I taught this agent there's three types of short firm content that do really well there is a clear and concise educational lesson you have to have one lesson you cannot have multiple lessons in short fir content people get distracted they will not reshare it there is this spicy take which I do enjoy it does get you trolled which is you want to have counterintuitive arguments you want to

say things that are the opposite from what most people believe and then there is the head the head knot is really one of the best ones that I've articulated and taught the assistant the head knot is everyone kind of believes this but no one has been able to articulate it a really good example of that is Paul Gams founder mode most people actually believe that but he articulated it in a way that resonated with people so they're the three types of content and so I basically the agent would categorize all of the YouTube transcript into one of these categories and then it would take another thing I taught it which is there are five types of posts that do really well and LinkedIn there are five styles then you can pick the post style you apply the short from category and it will create a first draft that is an example of an agent I believe in the future every single team is going to be made up of humans and virtual agents and those agents will have email addresses those agents will have slack handles those agents will be in Google Docs comment that's the future that we are going in and I really believe that for our audience who want to be ahead of the curve starting to play around with how you can integrate agents into your own team and work is a really good use of your time I think the LinkedIn agent that Kieran built and You released it and I think like tens of thousands of people and I took it back it and then then you then you selfishly took it back so there's a little bit of a backlash you're trying to tweak it and make it better I think it's a good example though that AI is much better than we think and what you have shown is that hey you can be very aspirational and you can say hey I want to go from hundreds of thousands Impressions to millions of Impressions can I use AI to do that and then you basically told us how you you figured out prompting you figured out you you basically went and researched who was doing the best job then you templated it and then you built an agent so that you could do it really quickly and really repeatedly get exactly and there's multiple so that there's two others that I'm working on to give you an example of one of the things I the reason I talk about AI a lot one of the things I believe about AI for for for marketers is and just people in general is it is the best one for creativity which is kind of intuitive spicy take to what most people are think of AI or worry about AI that it kills creativity because it's doing create creative rules I actually think it unlocks the creativity within us because you now can do much more Within incredible assistant that you can teach how to do the things that you do two other agents that I'm working on I kind of mentioned it earlier one of the things I love to think about and I would encourage everyone to think about is where is there a treasure Trove of data and learning that people may not be using or getting leverage from SlideShare is a great example it is I don't know if people remember it used to be a really cool place to go and get a ton of data and a ton of content it's still there and so one of the things I want to do is have an agent that can take PDFs from slid and turn them into incredible content and add some Modern twists the other one that I'm trying to work on right now is a YouTube agent because there's two sources of incredible learning accelerated learning that I can use there's a Jenny Hoya's template and Mr Beast just released a template for his YouTube videos which gives a minute by- minute break time again this is incredible when you see that your eyes should light up cuz now you have something that you can teach the agent and replicate at scale and that is the way to think about these things is like where can I get accelerated where can I get upside from The Accelerated learning and how do I add these to the the team and to get more productive more efficient more offside you love agents you build and use more agents than anybody El I was building a chief of staff agent last night for fun that's you need you need to get life my friend need get everyone was so I got invited to go to like a proam concert did anyone go to the

proen concert last night no yeah I should have went I should have went I didn't realize it start it ended at p.

m. I'm like I can't be out late and so I was like should I go to Pearl Jang or should I create another agent and the and the answer was obvious that's why my personal life is a mess it's true okay the last thing we want to leave everybody with this the fifth thing is AI coding it's apps and this to me is probably where I have felt the most personal transformation with AI I think two weeks ago there's a company called repet great company Assad is the founder there he worked at Facebook for a long time and he basically wanted to build a product to make coding accessible to everyone and what was wild is two years ago he posted on Twitter he was like soon you will be it it within years you will be able to just type in what you want to build in your your native language and AI will write and build that for you and about two years to the day they released their coding agent for \$130 for the year you can have access to an agent that builds apps for you which is for me somebody who didn't study computer science I have a degree in journalism it's great I can write that's awesome claude's gonna g to make me obsolete in a lot of my writing stuff I want to be able to take my ideas to actual fruition that's where apps and AI coding is pretty transformational so immediately when it came out we got on we were doing a show we built a workout app for us to do like hit workouts in repet in literally like minutes during the show on the intro just come it's it's also great for people who did computer science could en code true so but what I learned from that is that agents are really good at automating like very specific processes you kind of graduate to needing an app when you need lots of different data sources what you're trying to do gets very complex and AI coding demystifies a lot of that like what I'm working on right now is building an app that takes the S&P; takes all the publicly available marketing data that you can get from apis Pro predominately the similar web API I think they have some of the best available marketing data I want to build an algorithm of that marketing data and rank the S&P; based on how good they are at marketing so I can basically build a marketing index fund and I can then see what this look and see what the growth of those companies that have better marketing scores looks like over time to like understand how does marketing really impact like our most successful companies uh in the world and what's crazy is that I could have never done that before I could I wouldn't have even thought about doing that before now it's building all of this it's asking me to just put in API keys go get API Keys things I would have never thought I was doing and it was so incredibly straightforward and simple I had one other revelation doing that Kieran I was doing this and it and the AI was picking all the technology it was picking the languages the app was built in it was going to pick out how it was going to be hosted and deployed on the internet all of these things and it kind of hit me that we're moving from a word of mouth to a word of machine world where like AI is going to direct a lot of the adoption and buying decisions in the future and that really came through in using the repet agent right the other cool thing that you did was you can give repet the API and ask it to suggest apps I should build which is really cool I believe marketers and all of us are going to be much more Point solution driven so we're going to find areas in our in our customer journey and be able to build Point solutions to solve those problems I do want to end with this with this Freeman for AI because I think it's my favorite Freeman which is from chem SC the CTO of Microsoft he talked about the fact that the best way to think about AI is it makes the impossible problems just really hard and every time there's a model update there's another batch of things that used to be impossible that now are just really hard and I think for everyone doing a couple of

the hard F things is actually your remote because most people will not do the hard thing and so the Takeaway on that fist in terms of apps is the way I would look at that across my business is what are the things that used to be impossible now with AI are just really hard and what's the one what's the one that we should take on that's truly impactful and that's the fifth stamp we went from prompt in contact set in which is on board in we went to templates we went to agents we went to apps and we just did it in 3 1 minutes exactly we covered a lot of ground really quickly thank you all for coming out watching Today's Show thanks we'll see you again on marketing against the drain this data is wrong every freaking time have you heard of HubSpot HubSpot is a CRM platform where everything is fully integrated who I can see the client's whole history calls support tickets emails and here's a task from days ago I totally missed HubSpot grow better