MIDJOURNEY CHEAT SHEET 6.0

BASIC PROMPT ANATOMY

/imagine prompt: [PREFIX] [SCENE] [SUFFIX] [Parameters]
PREFIX defines image medium & style
SCENE defines content
SUFFIX modulates Prefix & Scene
(in actual practice these categories overlap)

PERMUTATION PROMPT EXAMPLE

/imagine prompt: cinematic shot of astronaut on {horse,
turtle} --c {20,80} ...gets translated into four prompts:
-> cinematic shot of astronaut on a horse --c 20
   cinematic shot of astronaut on a turtle --c 20
   cinematic shot of astronaut on a horse --c 80
   cinematic shot of astronaut on a turtle --c 80

OPTION COMMANDS

/prefer option set [NAME OF OPTION] [VALUE]
 ... e.g:
 ->   /prefer option set mycoolpreset dadaism --c 80
         ...now
         /imagine prompt: an astronaut, --mycoolpreset
         ...becomes
          /imagine prompt: an astronaut, dadaism --c 80
/prefer option set mycoolpreset
         ...deletes mycoolpreset!
/prefer option list
         ... shows presets
/prefer option remix
         ... toggles remix mode
/prefer suffix
         ... suffix to add to the end of every prompt
/prefer auto_dm
         ... automatically send DM when jobs complete
/prefer variability
         ... toggle variability mode

WEIGHTS

/imagine prompt: hot dog
               hot:: dog
               hot::2 dog

NIJI PARAMETERS

--niji / --niji 5 (anime trained model)

BASIC PARAMETERS

--ar [WIDTH:HEIGHT] (=aspect ratio)
--c [0-100] (=chaos, unusual results)
--q [.25|.5|1] (=quality/time spent generating the image, 1=default)
--seed [0-4294967295] (=starting point for initial grid)
--stop [10-100] (=stop at earlier percentage)
--s [0-1000] (=stylize, artistic interpretation)
--tile (=seamless patterns)
--iw [W] (=sets image weight to W)
--no [X] (=gives X a negative weight of -0.5)
--repeat [N] (=repeat prompt N-times)
--video (=create movie of image generation)
--style random, add a random 32 base styles Style Tuner code to
your prompt.
--repeat <1-40>, or --r <1-40> Create multiple jobs from a single
prompt
--relax override your current setting and run a single job using
Relax Mode.
--fast override your current setting and run a single job using Fast
Mode.
--sref (image link/code). Use images as style references for
Midjourney's aesthetic guidance.
--cref (image link/code). Use images as character references for
different situation prompts.

VERSION PARAMETERS

--v [1,2,3,4,5,5.1,5.2,6.0] (=model version)
--style raw (artistic fine-tuning for V5.1 & V5.2)
--style [4a, 4b, 4c] (artistic fine-tuning for V4)
--test, --testp, --creative (=test models, legacy)

NIJI STYLE OPTIONS

--style cute
--style expressive
--style sceenic
--style original

MORE COMMANDS

/describe	
/blend	
/shorten	
/stealth & /public	(=toggle stealth mode)
/fast & /relax	(=toggle fast mode)
/info	(=show account info & queued jobs)
/settings	(=change bot settings)
/subscribe	(=change subscription plan)

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THE BEST RESOURCE LISTS FOR AI ENTHUSIASTS

AI PODCASTS

- Lex Fridman
- NVIDIA
- Deepmind
- K. Walch & R.Schmelzer
- The NYTimes
- Sam Charrington
- TED
- Paris Marx
- Daniel Faggella
- The ChatGPT Report
- Gary Marcus
- The AI Breakdown

AI INFLUENCERS

- Andrew Ng
- Fei-Fei Li
- Yann LeCun
- Sam Altman
- Bernard Marr
- Allie K. Miller
- Lex Fridman
- Pascal BORNET
- Kai-Fu Lee
- Steve Nouri
- Elon Musk
- John Carmack

AI BOOKS

- Super Intelligence
- The Machine Stops
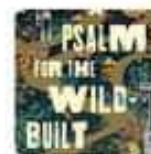- Our Final Invention
- Deep Learning
- Grokking Algorithms
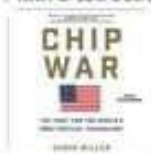- AI 2041
- A Psalm for the Wild-Built
- Weapons of Math Destruction
- The Coming Wave
- Ace the Data Science Interview
- Chip War
- The ChatGPT Millionaire

AI NEWSLETTERS

- AI Tool Report
- The Rundown
- Superhumain
- Deeplearning AI
- AI FIRE
- Sam Charrington
- Profit Snack
- TLDR
- Prompt Engineering Daily
- AI Valley
- Bensbite
- The AI Solopreneur

TOP 10 AI WEBSITES FOR STUDENTS AND PROFESSORS IN 2024

No.	Name	Logo	Description
1	OpenAI		Dive into advanced AI research and projects.
2	TensorFlow	TensorFlow	Google's open-source ML framework, packed with resources and tutorials.
3	PyTorch	PyTorch	A favoured deep learning platform offering detailed documentation and tutorials.
4	Stanford AI Lab	Stanford ARTIFICIAL	Stay on top of AI advancements and projects from Stanford University.
5	Kaggle	kaggle	Join a thriving data science community, engage in competitions, and access datasets for practice.
6	Fast AI	fast.ai	Free, practical deep learning courses and resources.
7	MIT AI Lab	MIT CSAIL	Explore AI research and innovations from the Massachusetts Institute of Technology.
8	AI for Everyone by Andrew Ng	coursera	A Coursera course offering an accessible introduction to AI, taught by a renowned AI expert.
9	AI Dungeon		Engage with an AI-generated text adventure game, demonstrating natural language processing.
10	ChatGPT Playground		Experiment with ChatGPT, OpenAI's language model, for advanced natural language understanding and generation.

TOP AI 50 COMPANIES
OF THE FUTURE

APPS

Entertainment
character.ai
Midjourney
Pika

General Productivity
ChatGPT •   ADEPT
DeepL   Claude
glean   Notion
tome   WRITER

Productivity
ChatGPT ●
Claude
DeepL
perplexity
Notion
tome

Learning & Developement
Sana   synthesia

Customer Experience
CRESTA   SIERRA

Developer & Data Teams
AssemblyAI   codeium
kumo   GitHub

Creativity
Midjourney
Photoroom
runway
Rosebud AI
Pika
IIElevenLabs
Leonardo.Ai
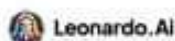
Health & Bio
ABRIDGE
Cradle
insitro
OWKIN
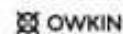
Industrial
FIGURE
TRACTIAN
waabi

Defense
ANDURIL
VANNEVAR Labs

Professional Services
Harvey.
Hebbia

INFRASTRUCTURE

Inference Provider
anyscale   databricks   replicate
together.ai   baseten
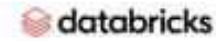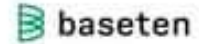
Foundation Modal Prioviders
ANTHROP\C   cohere
MISTRAL AI_   OpenAI

Model Hubs
Hugging Face
replicate

App Dev Frameworks
LangChain

Hardware
cerebras   NVIDIA
AMD   intel   (etc.)

Label/ Process Data
Cleanlab   scale   UNSTRUCTURED

Cloud Data Providers
databricks   Pinecone   Weaviate
MongoDB   snowflake

Cloud Service Providers
Google Cloud   aws   Azure

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TOP 32 ARTIFICIAL INTELLIGENCE TERMS EVERYONE SHOULD KNOW

- AI (Artificial Intelligence)
- AI Ethics
- Algorithm
- Application Programming Interface (API)
- Big Data
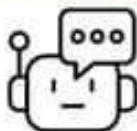
- Chatbot
- Cognitive Computing
- Computer Vision
- Data Mining
- Data Science
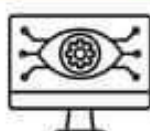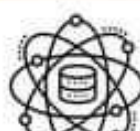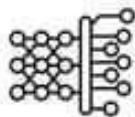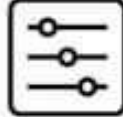
- Deep Learning
- Hyperparameter
- Image Recognition
- Limited Memory
- Machine Learning

- Predictive Analytics
- Pattern Recognition
- Overfitting
- Neural Network
- Natural Language Processing (NLP)
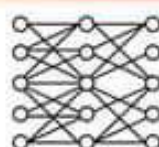
- Prescriptive Analytics
- Prompting
- Quantum Computing
- Reinforcement Learning
- Structured Data
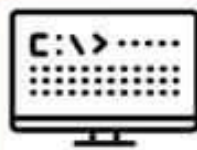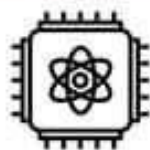
- Unsupervised Learning
- Unstructured Data
- Turning Test
- Transfer Learning
- Supervised Learning
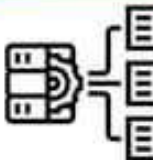
- Vector Database
- Voice Recognition

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10 SKILLS & 30 LEARNING SOURCES
TO EXPLODE IN 2024

SKILLS	UNIVERSITY COURSE	BOOK	TED TALK	DIFFICULTY
Arttificial Intelligence	HARVARD UNIVERSITY — Empathy and Emotial Intelligence at Work	LIFE 3.0	How AI could save education - Sal Khan	
Creative Thinking	Imperial College London — Creative Thinking: Techniques and Tools for Success	ALCHEMY	Your Elusive Creative Genius - Elizabeth Gilbert	
Critical Thinking	UNIVERSITY OF MICHIGAN — Mindware: Critical Thinking for the Information Age	CRITICAL THINKING	Encourage Critical Thinking - Brian Oshiro	
Stratergic Leadership	UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN — Strategic Leadership and Management Specialization	LEADERS EAT LAST	Why Good Leaders Make You Feel Safe - Simon Sinek	
Emotional Intelligence	Berkeley UNIVERSITY OF CALIFORNIA — Empathy and Emotional Intelligence at Work	DANIEL GOLEMAN Emotional Intelligence	Emotional intelligence - D. Ivan Young	
Prompt Engineering	VANDERBILT UNIVERSITY — Prompt Engineering for ChatGPT	THE ART OF PROMPT ENGINEERING for chatGPT	ChatGPT inside story - Greg Brockman	
Problem solving	UNIVERSITY OF MICHIGAN — Effective Problem-Solving and Decision-Making	PROBLEM SOLVING 101	3 ways to make better decisions - Tom Griffiths	
Programming Language	HARVARD UNIVERSITY — CS50's Introduction to Programming with Scratch	THE C PROGRAMMING LANGUAGE	3 ways to make better decisions - Tom Griffiths	
Cyber Security	UNIVERSITY OF MARYLAND — Cybersecurity for Everyone	THE ART OF INVISIBILITY	The Five Laws of Cybersecurity - Nick Espinosa	
Negotiation	Yale University — Introduction to Negotiation: A Strategic Playbook for Becoming a Principled and Persuasive Negotiator	NEVER SPLIT THE DIFFERENCE	The Art of Negotiation - Maria Ploumaki	

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13 BEST AI TOOLS FOR STUDENTS, PROFESSIONALS AND RESEARCHERS

NO.	NAME		FEATURES
1	Typeset	SCISPACE	Typeset.io simplifies academic writing and publishing with AI-driven tools like SciSpace, making complex academic texts more accessible and efficient.
2	ChatPDF	ChatPDF	ChatPDF uses AI to read, understand, and extract information from PDFs, providing quick and accurate answers, ideal for students and researchers.
3	Scite.ai	scite_	Scite.ai enhances research with Smart Citations, offering context on citations and quick access to relevant scientific articles.
4	Scholarcy	scholarcy	Scholarcy condenses complex research articles into concise summaries, helping researchers quickly extract key information from lengthy documents.
5	ResearchRabbit	ResearchRabbit	ResearchRabbit.ai provides personalized recommendations and visual paper networks, enhancing research efficiency and keeping researchers informed without missing important publications.
6	Semantic Scholar	Semantic Scholar	Semantic Scholar is a free AI research tool with access to over 218 million scientific papers. It offers powerful search capabilities, an augmented reader, and an API for developers.
7	Fireflies.ai	Fireflies	Fireflies.ai is an AI meeting assistant that transcribes, summarizes, and analyzes conversations, integrating with tools like Zoom and Slack.
8	Jasper	Jasper	Jasper is an AI writing assistant that integrates with Google Docs and WordPress. It offers templates, suggestions, ideas, and grammar checks to help users create efficient, high-quality content.
9	QuillBot	QuillBot	QuillBot is a paraphrasing tool with various modes for improving text fluency and vocabulary, using AI-powered thesaurus and structural changes.
10	Consensus	consensus	Consensus.app is an AI search engine providing summaries and citations from over 200 million papers, enhancing research efficiency and discovery.
11	ChatGPT	ChatGPT	ChatGPT, powered by the latest GPT-4o model, is a leading AI tool for generating high-quality written content. GPT-4o excels in multimodal processing, handling text, images, and audio for comprehensive interactions.
12	Perplexity	perplexity	Perplexity is an AI-powered search engine and chatbot designed for research with comprehensive search capabilities, integrated workflow management, transparency in sourcing, and easy collaboration.
13	Elicit	Elicit	Elicit is an AI research assistant sourcing academic papers and automating workflows, focusing on biomedicine and machine learning.

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UNLEASH LEADERSHIP POTENTIAL WITH CHATGPT

ACT AS A [ROLE]

CEO
Inventor
Expert
Checker
Professional
Advertiser
Copywriter
Ghostwriter
Accountant
Entrepreneur
Project Manager
Prompt Engineer
Website Designer

SHOW AS [FORMAT]

A Table
A List
Summary
Spreadsheet
Graphs
Plain Text file
PDF
Markdown
Gantt Chart
Word Cloud
Presentation slide
Bullet Points

CONSIDERATION

- ChatGPT is like a Smart Intern: ChatGPT still needs supervision from a human. While trained on diverse data, ChatGPT might still have some biases
- Privacy: Avoid sharing personal, confidential, or sensitive data. Check your company policy
- Knowledge Limit: ChatGPT's last update was in September 2021; might not have the latest info

USE CASES

- Hiring - Assess resumes, develop interview questions, offer hiring best practices, use it as an interview coach to simulate interview scenarios etc.
- Communication - Craft emails quicker, varying the tone
- Onboarding - Developing tailored onboarding tasks for individuals and 30/60/90 day plans
- Accelerated Learning - Learn any topic quicker in a - simplistic and structured way
- Get coached by the best - Ask about best practices from others companies and get ChatGPT to be your coach
- Performance Metrics - Ask for meaningful KPIs on how to run your business more effectively
- Presentation Prep - Create tailored presentations on any topic quickly and export them to PPT or Google Slides
- Better tea - Get ideas for team building activities, or - team meetings
- Enhanced Decision Making - Ask for different perspectives on a given challenge
- Performance Plans - Get advice on helping under performers and practice difficult conversations

EXAMPLE PROMPTS

- What are the best ways to improve customer engagement through business prompts?
- How can businesses use prompts to increase sales and revenue?
- I want to create an agenda for a meeting about<Meeting info> with my team. Can you give me some examples of what should be included?
- I need to write an email to a client regarding a change in the project timeline. Can you give me some guidance on how to phrase it?
- To increase the number of Instagram posts, please develop a product roadmap for Instagram's story.
- Write an in-depth analysis of the current state of a specific industry and its potential for small business opportunities
- Offer a comprehensive guide to small business financing options, including loans, grants, and equity financing.

TONE MODIFIERS

Friendly
Professional
Casual
Conversational
Trustworthy
Positive
Enthusiastic
Humorous
Informal
Positive
Empathic

CREATE A [TASK]

Headline
Article
Email Sequence
Summary
Analysis
Chart
Article
Ad Copy
Blog Post
Sales Copy
Video Script
SEO Keywords
Social Media Post
Product Description

C.R.E.A.T.E FORMULA FOR PROMPT ENGINEERING

1. C: Character - Define the AI's role. E.g., "Acting as a Team Lead develop a recruiting strategy to hire a software engineer and present it in a presentation format."
2. R: Request - Be specific with what you need. Instead of "Write a sales email for a sports car," specify, "Write a compelling email for the Cougar Hyper Sport, an electric car with top-tier acceleration."
3. E: Examples - Optionally, provide samples for more precise results. Headlines or tone examples can guide the AI's style.
4. A: Adjustments - Refine the prompt if it's not perfect. Use instructions like, "Avoid bullet points; use subheads."
5. T: Type of Output - Describe the desired format. E.g., "Produce a 500-word article with a title and conclusion."
6. E: Extras - Incorporate unique instructions.
   - Ex: "Ignore previous conversations."
   - Ex: "Ask questions before answering."
   - Ex: "Explain your thinking."
   - Ex: "Summarize what you know about me in the first person."
   - Ex: "Use data up to 2023."
   - Ex: "Only use reliable sources and cite them."
   - Ex: "Use CAPS LOCK for emphasis."

Using the C.R.E.A.T.E formula ensures better results, although it may require more time for prompt creation.

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24 RULES
TO BREAK INTO THE AI WORLD

#1 Take online courses in AI fundamentals.

#2 Master Python, the top AI programming language.

#3 Experiment with intuitive machine learning platforms.

#4 Study the basics of neural networks and deep learning models.

#5 Learn the basics of linear algebra, calculus, and statistics.

#6 Learn how to use libraries such as PyTorch, Keras, SKLearn, and XGBoost.

#7 Collect, clean, visualize, and label real-world datasets.

#8 Identify business use cases for AI.

#9 Build an AI portfolio highlighting skills on GitHub.

#10 Join online AI communities, local meetups, and conferences.

#11 Follow generative AI advances by subscribing to Newsletters.

#12 Learn the basics of large language models (LLMs).

#13 Compete in machine learning competitions & hackathons.

#14 Intern or Volunteer and gain real-world experience through internships or volunteer projects in AI.

#15 Learn Retrieval Augmented Generation (RAG), the most popular Generative AI Use Case.

#16 Add AI work details to resumes.

#17 Practice fine-tuning and prompting foundation models.

#18 Understand AI explainability (XAI).

#19 Be Ethical and Learn about AI Regulations and responsible AI practices.

#20 Stay Resilient, The AI journey is challenging. Embrace failures as learning opportunities.

#21 Realize that YOU are the "intelligent" part in AI - not whatever tool you are working with that calls itself "AI".

#22 Understanding databases for efficiently managing and processing the large datasets essential for AI development.

#23 Get familiar with one (at least) which covers from data to models to AI applications

#24 Keep leaning, update and ready to change for new thing.

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TOP 12 AI TOOLS FOR SOLOPRENEURS RUNNING ONLINE BUSINESSES

No.	Name	Logo	Features
1	Bardeen		Transform your routine with Bardeen: One-click automation for all tasks, accessible from anywhere. Seamlessly connect with beloved apps and explore ready-to-use playbooks for smooth workflows!
2	Fireflies	Fireflies	Fireflies is a Chrome extension powered by AI that transcribes meetings from any online platform. Quickly review, collaborate, and comment on transcriptions, enhancing team productivity and understanding.
3	Durable	durable	Durable AI creates fully-functional websites with zero code. It creates websites with SEO-optimized content, images, and contact forms. It gives real-time analytics for users to monitor the website's performance.
4	Tweethunter		Twitter growth assistant – Build and monetize your twitter audience. Get sales, growth, and new networks. Faster than what you're currently trying.
5	Tapilo		Taplio is the best AI tool for LinkedIn that helps you generate more leads and prospects from LinkedIn, write better content, and automate time-consuming tasks.
6	Threado	threado.	Threado is a web-based tool that lets you keep a birds-eye view of a community. Community builders can analyze essential data and convert those actionable insights into growth strategies.
7	Beehiiv		Beehiiv is an all-in-one platform for newsletters. It's a creator-friendly newsletter platform that makes it easy to design, write, send, promote, monetize, and track the ROI of your newsletter.
8	Carousel		Designing captivating social media Carousels is tough for non-designers. This tool makes it easy, enhancing online presence without design skills. AI assists content writing.
9	Heygen	HeyGen	Heygen, an AI video tool, lets you craft compelling business videos without editing expertise. Select customizable AI avatars from 300 voices in 40+ languages, each with realistic lip-syncing.
10	VidIQ	vidIQ	VidIQ, a SaaS product, aids YouTube creators in finding video topics and keywords. It offers strong YouTube SEO tools for crafting search-friendly titles, descriptions, and tags.
11	Taskade		Taskade is the essential app for organized task lists, notes, and teamwork. Never miss deadlines or forget tasks again – Taskade keeps everything together for you.
12	RankWizard	RankWizard	RankWizard is an AI-powered SEO writer that crafts bulk content with real research, ensuring accuracy and freshness. Plus, it creates contextual images through Midjourney AI.

FREE AI TOOLS AS ALTERNATIVES TO OLD APPS

PAID	FREE

DATA

EXCEL	Sheet+	AI Excel Bot	SHEET AI

TEXT

WORD	DOC AI	NOTION

VIDEO

POWER POINT	SlidesAI	decktopus

PREMIERE PRO	CANVA	CAPCUT

IMAGE

PHOTOSHOP	MICROSOFT DESIGN	BLUE WILLOW

SEARCH ENGINES

GOOGLE	Gemini	Copilot	CHATGPT

PAINT

PAINT	craiyon	AUTO DRAW

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Source: Carlos E. Perez
(Unofficial document)

26 PROMPTING TIPS
FOR BETTER RESULTS

#1 No need to be polite with LLM so there is no need to add phrases like "please", "if you don't mind", "thank you", "I would like to", etc., and get straight to the point.

#2 Break down complex tasks into a sequence of simpler prompts in an interactive conversation.

#3 When you need clarity or a deeper understanding of a topic, idea, or any piece of information, utilize the following prompts:
- Explain [insert specific topic] in simple terms.
- Explain to me like I'm 11 years old.
- Explain to me as if I'm a beginner in [field].
- Write the [essay/text/paragraph] using simple English like you're explaining something to a 5-year-old.

#4 Add "I'm going to tip $xxx for a better solution!"

#5 Incorporate the following phrases: "Your task is" and "You MUST".

#6 Incorporate the following phrases: "You will be penalized".

#7 Use leading words like writing "think step by step".

#8 Use the phrase "Answer a question given in a natural, human-like manner" in your prompts.

#9 Add to your prompt the following phrase "Ensure that your answer is unbiased and does not rely on stereotypes".

#10 To inquire about a specific topic or idea or any information and you want to test your understanding, you can use the following phrase: "Teach me the [Any theorem/topic/rule name] and include a test at the end, but don't give me the answers and then tell me if I got the answer right when I respond".

#11 To correct/change specific text without changing its style: "Try to revise every paragraph sent by users. You should only improve the user's grammar and vocabulary and make sure it sounds natural. You should not change the writing style, such as making a formal paragraph casual".

#12 When you want to initiate or continue a text using specific words, phrases, or sentences, utilize the following prompt:
o I'm providing you with the beginning [song lyrics/story/paragraph/essay...]: [Insert lyrics/words/sentence]'. Finish it based on the words provided. Keep the flow consistent.

#13 Clearly state the requirements that the model must follow in order to produce content, in the form of the keywords, regulations, hint, or instructions

#14 Integrate the intended audience in the prompt, e.g., the audience is an expert in the field.

#15 Employ affirmative directives such as 'do,' while steering clear of negative language like 'don't'.

#16 When you have a complex coding prompt that may be in different files: "From now and on whenever you generate code that spans more than one file, generate a [programming language] script that can be run to automatically create the specified files or make changes to existing files to insert the generated code. [your question]".

#17 Assign a role to the large language models.

#18 Implement example-driven prompting (Use few-shot prompting).

#19 Use Delimiters.

#20 Repeat a specific word or phrase multiple times within a prompt.

#21 Combine Chain-of-thought (CoT) with few-Shot prompts.

#22 Clearly state the requirements that the model must follow in order to produce content, in the form of the keywords, regulations, hint, or instructions

#23 When formatting your prompt, start with '###Instruction###', followed by either '###Example###' or '###Question###' if relevant. Subsequently, present your content. Use one or more line breaks to separate instructions, examples, questions, context, and input data.

#24 To write any text, such as an essay or paragraph, that is intended to be similar to a provided sample, include the following instructions: o Please use the same language based on the provided paragraph [/title/text /essay/answer].

#25 Allow the model to elicit precise details and requirements from you by asking you questions until he has enough information to provide the needed output (for example, "From now on, I would like you to ask me questions to...").

#26 To write an essay /text /paragraph /article or any type of text that should be detailed: "Write a detailed [essay/text /paragraph] for me on [topic] in detail by adding all the information necessary"

TOP 10 LARGE LANGUAGE MODELS
RESHAPING THE OPEN-SOURCE ARENA

MODEL/ CREATED BY	SIZE	VERS	PRETRAINING DATA	FINE-TUNING AND ALIGNMENT DETAILS	LICENSE	WHAT'S INTERESTING	ARCHITECTURAL NOTES
Qwen 1.5/ Alibaba Cloud	7B, 13B, 32B, 65.2B	Base and chat	Undisclosed	Alignment with DPO	Tongyi Qianwen	Models excel in 12 languages; Qwen 1.5 72B Chat currently the top non-proprietary model on Chatbot Arena	Uses SwiGLU activation, attention QKV bias, GQA, and combines sliding window attention with full attention
Yi/ 01.AI	6B, 9B, 34B	Base and chat	A curated dataset of 3.1 trillion English and Chinese tokens derived from CommonCrawl through cascaded data deduplication and quality filtering	Base models underwent SFT using 10K multi-turn instruction-response dialogue pairs, refined through several iterations based on feedback	Yi Series Models Community License Agreement	Innovative data cleaning pipeline and data quality over quantity for fine tuning; 200k context window	SwiGLU activation, GQA, and RoPE
Smaug/ Abacus.AI	72B, 34B	Chat	72B — same as Qwen 1.5 72B; 34B — same as Yi 34B	Alignment with Direct Preference Optimization-Postivie (DPOP)	72B — Tongyi Qianwen; 34B — Yi Series Models Community License Agreement	First model to surpass an average of 80% on Open LLM Leaderboard	72B — same as Qwen 1.5 34B — same as Yi
Mixtral-8x7B/ mistralai	46.7B	Base and instruct	Undisclosed	Undisclosed	Apache 2.0	Sparse Mixture of Experts (MoE) model; MT Bench score of 8.3	Mixture of Experts (MoE) model; MT Bench score of 8.3 MoE using 8 Mistral-7B models
DBRX/ Databricks	132B	Base and instruct	Carefully curated dataset comprising 12T tokens from text and code data; employed curriculum learning strategies	Undisclosed	Databricks Open Model License	Fine-grained MoE model, using 4 out of 16 experts per input	Uses GLU, RoPE, and GQA; GPT-4 tokenizer
SOLAR-10.7B/ Upstage	10.7B	Base and instruct	Undisclosed	Instruction tuning employed Alpaca-GPT4, OpenOrca, and Synth. Math-Instruct datasets; alignment tuning used Orca DPO Pairs, Ultrafeedback Cleaned, and Synth. Math-Alignment datasets	Apache 2.0	Depth upscaling, starting with a Llama 2 7B architecture with Mistral 7B weights, adding layers to increase model depth, followed by continued pretraining	Depth upscaled Mistral 7B architecture
TÜLU v2	7B, 13B, 70B	Instruct and chat	Same as Llama 2	SFT on the TULU-v2-mix dataset; DPO alignment on the UltraFeedback dataset	CommercialAI2 ImpACT Low-risk license	DPO significantly enhances model performance on AlpacaEval benchmark while maintaining performance on other tasks	Same as Llama 2
WizardLM	7B, 13B, 30B, 70B	Base and instruct	Same as Llama	Fine-tuning using the Evol-Instruct approach, which uses LLMs to generate complex instructions	Llama 2 Community License	Use of LLMs to automatically rewrite an initial set of instructions into more complex ones	Same as Llama
Starling 7B Alpha/ Berkeley	7B	Chat	Chat	Trained from Openchat 3.5 7B using RLAIF and Advantage-induced Policy Alignment (APA)	LLaMA license	Use of Nectar dataset consisting of 3.8M GPT4 labeled pairwise comparisons to train a reward model; MT Bench score of 8.09	Same as Mistral 7B
OLMo/ Allen Institute for AI	1B, 7B	Base, SF and instruct	Trained on Dolma using the AdamW optimized	SFT using the TULU 2 dataset followed by aligning with distilled preference data using DPO	Apache 2.0	Release fosters collaborative research, providing training data, training and evaluation code, and intermediate checkpoints	SwiGLU activation, RoPE, and BPE-based tokenizer
Gemma/ Google Deepmind	2B, 7B	Base, SF and instruct	6T tokens of text, using similar training recipes as Gemini	SFT on a mix of synthetic and human-generated text and RLHF	Gemma Terms of Use	Instruct model uses formatter that adds extra information during training and inference	GeGLU activations, RoPE and RMSNorm; 2B uses MQA and 7B uses MHA
DeciLM-7B/ Deci	7B	Base, SF and instruct	Undisclosed	LoRA finetuned on SlimOrca	Apache 2.0	Use of Variable GQA and efficient architecture generated using NAS technology	SwiGLU activations, RoPE, and Variable GQA

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30-DAY CHALLENGE WITH CHATGPT

FOR COPYWRITERS

DAY 1
What is the demographic information (age, gender, location, etc.) of people looking for information on the [insert your niche] niche?

DAY 2
Write about the pain points and challenges faced by the target audience in the [insert your niche] niche.

DAY 3
Write about the goals and aspirations of the target audience in the [insert your niche] niche.

DAY 4
Write about the buying habits and behavior of the target audience in the [insert your niche] niche.

DAY 5
Write about the values and beliefs of the target audience in the [insert your niche] niche.

DAY 6
Write about the motivators and objections to buying for the target audience in the [insert your niche] niche.

DAY 7
Write about the communication preferences of the target audience in the [insert your niche] niche.

DAY 8
Write about the level of knowledge and understanding of the niche for the target audience in the [insert your niche] niche.

DAY 9
Write persuasive copy for use in a sales letter highlighting the satisfaction guarantee for this product: [insert information about your product].

DAY 10
Write a piece that makes use of logical appeals to persuade the target audience to take action and purchase [niche/product]. Use this information: [insert additional information about your product or niche].

DAY 11
Write a P.S. as a secondary/reinforcing "call to action." [insert information about your product]

DAY 12
Write a persuasive text with the neurolinguistic programming technique of Positive Language to promote the product [insert information about your product].

DAY 13
Write a persuasive text with the copywriting framework AIDA (Attention, Interest, Desire, Action) to promote the product [insert information about your product].

DAY 14
Write a persuasive text with the copywriting framework PAS (Problem, Agitate, Solution) to promote the product [insert information about your product].

DAY 15
Write a persuasive text with the copywriting framework CLV (Customer Lifetime Value) to promote the product [insert information about your product].

DAY 16
Write a persuasive text with the copywriting framework USP (Unique Selling Proposition) to promote the product [insert information about your product].

DAY 17
Write a persuasive text with the copywriting framework PAIN (Problem, Agitate, Inspire, Navigate) to promote the product [insert information about your product].

DAY 18
Write a persuasive text with the neurolinguistic programming technique of Metaphors to promote the product [insert information about your product].

DAY 19
Write about the versatility of my product and how it can be used for multiple purposes [Enter information about your product].

DAY 20
Write a response that addresses the objection "I don't see the value in it." Use this information: [insert additional information about your product or niche].

DAY 21
Write a response that addresses the objection "I don't have the time for it." Use this information: [insert additional information about your product or niche].

DAY 22
Give me headline ideas with this structure: "How We Improved Our ___ by ___% In One Week" for this product: [insert information about your product].

DAY 23
Write about the eco-friendly and sustainable nature of my product and how it aligns with the customer's values [Enter information about your product].

DAY 24
Write about the convenience and time-saving benefits of using my product, improving the reader's quality of life. [enter information about your product]

DAY 25
Write a persuasive text to use testimonials from satisfied customers to demonstrate the effectiveness of my product for solving a problem: [enter information about your product].

DAY 26
Write a persuasive text to highlight the limitations and drawbacks of traditional solutions for a problem and present my product as a solution that works: [enter information about your product].

DAY 27
Write a text, to be added to the sales letter, telling the potential customer that if he does not take advantage of my offer, he will miss out on valuable bonuses [insert information about your product].

DAY 28
Write a call to action with the phrase "Act now and [benefit of product/service]" for this product: [insert information about your product].

DAY 29
Write a call to action with the phrase "Claim your spot now before it's too late" for this product: [insert information about your product].

DAY 30
Write about my company's history and mission, and how it relates to the problem I am solving. [Enter information about yourself and your experience in the subject].

TOP 16 FRAMEWORKS
FOR CHATGPT PROMPTS

APE
- Action: Define the job or activity to be done.
- Purpose: Discuss the intention or goal.
- Expectation: State the desired outcome.

COAST
- Context: Set the stage for the conversation.
- Objective: Describe the goal.
- Actions: Explain the actions needed.
- Scenario: Describe the scenario.
- Task: Describe the task.

TRACE
- Task: Define the specific task.
- Request: Describe what you are asking for.
- Action: State the action you need.
- Context: Provide the context or situation.
- Example: Give an example to illustrate your point.

ROSES
- Role: Specify ChatGPT's role.
- Objective: State the goal or aim.
- Scenario: Describe the situation.
- Solution: Define the desired outcome.
- Steps: Ask for actions needed to reach the solution.

CRISPE
- Capacity and Role: Specify ChatGPT's role.
- Insight: Give insight's customer, detailed information
- Statement: Describe what you want to be done.
- Personality: Describe the tone, voice, style you want
- Experiment: Provide three different versions of the post.

CREO
- Statement: Make a statement about the topic.
- Type: Specify the type or category of information you need.
- Examples: Provide examples or instances related to the topic.
- Explanation: Request an in-depth explanation or analysis.
- Results: Ask for the potential results or implications.

SPOT
- Situation: Describe the current situation or context.
- Problem: Explain the specific challenge or issue.
- Options: Request a range of potential solutions or options.
- Takeaway: Ask for a key takeaway or recommendation.

RTF
Role: Specify the role of ChatGPT.
Task: Describe the task.
Format: Describe the desired format.

RACE
- Role: Specify the role of ChatGPT.
- Action: Detail what action is needed.
- Context: Provide relevant details of the situation.
- Expectation: Describe the expected outcome.

TAG
- Task: Define the specific task.
- Action: Describe what needs to be done.
- Goal: Explain the end goal.

RISE
- Role: Specify the role of ChatGPT.
- Input: Describe the information or resources.
- Steps: Ask for detailed steps.
- Expectation: Describe the desired result.

ERA
- Expectation: Describe the desired result.
- Role: Specify the role of ChatGPT.
- Action: Specify what actions need to be taken.

CARE
- Context: Set the stage or context for the discussion.
- Action: Describe what you want to be done.
- Result: Describe the desired outcome.
- Example: Give an example to illustrate your point.

PAIN
- Problem: Describe the problem or challenge you're facing.
- Action: Request a specific action or solution.
- Information: Ask for relevant information or details.
- Next Steps: Inquire about the recommended next steps.

CREO
- Context: Set the scene or context for your query.
- Request: Make your specific request or question.
- Explanation: Provide any necessary background or details.
- Outcome: Describe the desired outcome or information you're seeking.

CREATE
- Character: Define the AI's role.
- Request: Be specific with what you need.
- Examples: Optionally, provide samples for more precise results.
- Adjustments: Refine the prompt if it's not perfect.
- Type of Output: Describe the desired format.
- Extras - Incorporate unique instructions.

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CHATGPT VISION ULTIMATE GUIDE TO IMAGE INSIGHTS

WHAT IS CHAGPT VISION?

- ChatGPT Vision can look at pictures you give it and understand content of image
- It can talk about the pictures, answer questions you have about them, or give you more info.
- The smarts behind ChatGPT Vision come from the newest tech by OpenAI, called GPT-4V.

HOW TO ACTIVATE CHATGPT VISION

- Open the ChatGPT website or app.
- Choose GPT-4 at the top of your screen.
- Pick 'Default' mode from the menu that appears.
- Find a paperclip or an upload symbol at the bottom left corner.
- If you're on a computer, you can also just drag pictures into the chat.
- You can upload up to 4 pictures at once (approximate 20MB)

LIMITATION

- **Different Languages:** The tool isn't great with pictures that have text in languages like Japanese or Korean.
- **Big Words:** Make the text in the picture bigger to read it better, but don't cut off anything important.
- **Tilted Pictures:** If the text or picture is turned or upside-down, the tool might get it wrong.
- **Extra Info:** It doesn't look at the original file names or extra details, and it changes the picture size before looking at it.

- **Fancy Stuff:** It has a hard time with pictures that have graphs or different kinds of lines and colors.
- **Exact Spots:** The tool isn't good at tasks that need to know the exact location of things, like chessboard setups.
- **Weird Shapes:** It doesn't do well with stretched-out or curved pictures.
- **Counting:** It might not count the number of things in a picture accurately.

BUSINESS

- **Receipt Management:** Interpret and categorize receipts for expense tracking,
- **Product Identification:** Identifying and providing information on products through images.
- **Deciphering Trading Charts:** Navigate the complexities of market graphs with ease.

INTEGRATION WITH OTHER AI MODELS

- **Multi-modal Interfaces:** Combine text and image understanding for more comprehensive user interfaces.
- **Data Enrichment:** Enhance other AI models with visual context.
- **Internet Browsing:** Navigate websites and find products through image recognition.

MEDICAL

- **Doctor's Handwriting Interpretation:** Make sense of even the most indecipherable doctor's notes.
- **Treatment Suggestions:** Combine image interpretation with medical databases to suggest possible treatments.

GENERAL IMAGE UNDERSTANDING

- **Meme Understanding:** Interpret memes to understand context and humor.
- **Diagram Interpretation:** Understand complex diagrams like flowcharts and food webs.
- **Multi-step Instructions:** Follow sequences for tasks based on images, such as assembling furniture.
- **Object Purpose Understanding:** Recognize the purpose of objects within the context of an image.

MARKETING

- **Content Rating:** Rate and critique AI-generated art or user-uploaded images.
- **Video Analysis:** Transcribe and interpret content from video frames.
- **Audit:** Evaluate the website through screenshot images

MISCELLANEOUS

- **Surveillance:** Infer information from visual clues for security applications.
- **Emotion Recognition:** Interpret emotional states from facial expressions in images.
- **Filling Gaps:** The AI can fill out templates based on image input.
- **Fitness Planning:** Curate workout plans tailored to your home equipment and goals.
- **Interior Design Suggestions:** Offer design suggestions based on images of living spaces.

IMPROVE APPS/ WEBSITE

- **Error Correction:** The model can improve its own performance over time.
- **Front-End Development:** GPT-4V has the ability to recreate a website dashboard utilizing screenshots or sketches.
- **Software Learning:** Identify and explain software icons to aid user onboarding.

RESEARCH/ STUDY ASSITANT

- **Language Translation:** Translate text within images between languages.
- **Decipher illegible writing:** Harness GPT-4V's prowess to transform ancient scribbles into comprehensible content, revolutionizing historical research.
- **Homework Assistance:** Help with assignments based on screenshots.

TRAVEL

- **Landmark Recognition:** Identify landmarks for tourist information.
- **Navigation Assistance:** Autonomous navigation for travel apps based on visual cues.

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AI ELEMENTS PERIODIC TABLE

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Legend:
- Challenges in AI
- The Data Providers
- Speech Recognition
- AI Ethics & Governance
- Machine Learning Models

Feature Engineering	Speech Recognition				
Hardware (GPUs, TPUS, ASICS)	Data Collection Hardware	Data Integration	Ethical Decision-Making		
Neural Networks	Data Preprocessing	Data Security	Accountability in AI	AI Auditing	
Reinforcement Learning	Data Labelling	Data Privacy	Fairness and Bias Mitigation	AI Governance Model	Transfer Learning
Natural Language Processing (NLP)	Computer Vision	Data Governance	AI Ethics Frameworks	Regression Model	Decision Trees
Security Risks	Algorithmic Bias	Resource Intensivess	Privacy - Preserving AI	Classification Model	Random Forests
Ethical Dilemmas	Adversarial Attacks	Overfitting and Underfitting	Data Privacy Concerns	Clustering Models	Ensemble Learning

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AI JOBS LANDSCAPE

30 AI FUTURE JOBS

1. **AI Policy Maker**: Professionals who develop and update regulations and policies related to the use and impact of AI.
2. **AI Auditor**: Reviews AI systems for compliance with regulations and ethical standards.
3. **AI Biased Checker**: Specializes in identifying and mitigating biases in AI algorithms.
4. **AI Ethics Consultant**: Helps organizations navigate ethical issues related to AI, like privacy and fairness.
5. **AI User Experience Designer**: Specializes in designing interfaces and experiences for AI systems.
6. **AI Data Privacy Manager**: Ensures that AI systems handle data in compliance with privacy laws and regulations.
7. **AI-Specigic Legal Consultant**: Provides legal advice on AI-related matters, such as intellectual property rights for AI-created content.
8. **AI Training Data Specialist**: Focuses on sourcing and organizing data for training AI models.
9. **AI Interpreter**: Helps humans understand and interpret AI outputs.
10. **AI Psychologist**: Works on understanding AI behavior and even "mental health" (for sophisticated AI).
11. **AI Cybersecurity Specialist**: Works on security challenges specific to AI systems.
12. **AI Disaster Recovery Specialist**: Develops plans and strategies for AI system failures.
13. **Human-AI Interaction Specialist**: Works on improving the interaction between humans and AI systems.
14. **AI Sustainability Officer**: Ensure the environmental sustainability of AI systems.
15. **AI in Education Specialist**: Develops AI tools and strategies for educational settings.
16. **AI Healthcare Consultant**: Specializes in the application of AI in medical and healthcare contexts.
17. **AI Social Worker**: Helps society adapt to changes brought about by AI, like job displacement.
18. **AI Communications Director**: Manages communication about an organization's AI activities and strategies.
19. **AI Talent Acquisition Specialist**: Specializes in hiring for AI-related roles.
20. **AI Therapy Manager**: Provides service to help people manage the psychological impact of interacting with AI, such as in therapy bots.
21. **AI Content Creator**: Develops content for AI platforms like chatbots, virtual assistants, and AI-driven social media.
22. **AI in Agriculture Specialist**: Applies AI to farming, crop management, and livestock monitoring.
23. **AI in Climate Change Specialist**: Use AI to model, understand, and combat climate change.
24. **Prompt Engineer**: Specializes in designing and refining conversational prompts for AI language models, enhancing the quality of interactions.
25. **AI Security Engineer**: Specializes in securing AI systems from cyber threats and vulnerabilities, ensuring that AI technologies are used safely and securely.
26. **AI Solutions Product Manager**: Oversees the development of AI solutions, understanding customer needs and market trends to guide the creation of effective AI products.
27. **AI Bias Auditor**: Identifies and corrects biases in AI systems to ensure fairness and accuracy.
28. **AI Policy Advocate**: Works on shaping public and corporate policies related to AI use, focusing on privacy, transparency, and social impact.
29. **AI Data Privacy Specialist**: Ensure data privacy regulations and best practices.
30. **AI UX Researcher**: Studies how people interact with AI to improve usability and user satisfaction.

16 JOBS REPLACED BY AI

1. **Entry-Level Programming, Data Analysis and Web Development Roles**: AI could automate the creation of websites and perform data analysis tasks.
2. **Entry-Level Writing and Proofreading Roles**: AI can handle basic writing tasks and proofreading, potentially replacing these roles.
3. **Translation Jobs**: Improved language models may reduce the need for entry-level translators.
4. **Entry-Level Graphic Design Jobs**: AI tools can create basic graphics and logos, affecting graphic design jobs.
5. **Fast Food Order Taking Jobs**: AI-powered drive-thrus could replace human order takers.
6. **Accounting**: AI can automate straightforward accounting, bookkeeping, and payroll processes.
7. **Postal Service Clerical Jobs**: Automation could replace postal service clerks who manage package logistics.
8. **Data Entry Jobs**: AI-powered systems can automate data fetching, processing, and entry.
9. **Bank Teller Jobs**: AI could automate tasks like identity verification and transaction processing, replacing bank tellers.
10. **Administrative Support Jobs**: AI can handle tasks like scheduling, document preparation, and booking appointments.
11. **Legal Roles**: AI can automate tasks like document searching and appointment scheduling, affecting legal assistant jobs.
12. **Packers/Packagers**: Automation could replace roles in packing and organizing goods in warehouses.
13. **Entry-Level HR Roles**: AI can automate tasks like job application screening and payroll processing.
14. **Mathematical Technician Roles**: AI can quickly answer basic math questions, potentially replacing mathematical technicians.
15. **Insurance Claims and Policy Processing Jobs**: AI could automate background checks and insurance claim validity checks.
16. **Telemarketing**: AI can interact with customers, answer their questions, and solve their problems, potentially replacing telemarketers.

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AI-POWERED WEARABLES
THE TOP COLLECTION

SMART GLASSES

AI Pin
by Humane

SMART GLASSES

Rewind Pendant
by Rewind.ai

SMART GLASSES

Ray-Ban
by Meta

WEARABLE DEVICE

Tab
by Avi
Schiffmann

HEARING AIDS

Genesis AI
by Starkey

FITNESS COACH

WHOOP Coach
by WHOOP
powered by OpenAI

SAFETY HELMET

SmartHat
by PROXGY

RECORDING DEVICE

Friend
by Based Hardware

MOBILITY DEVICE

Moonwalkers
by Shift Robotics

PERSONAL ASSISTANT

Rabbit r1
by Rabbit Inc

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BEST AI TOOLS FOR
Linked in GROWTH

No.	Name	Logo	Features
1	Salee		Triple your lead engagement with AI-crafted messages that align with their profile. Optimize B2B engagement on Linkedin.
2	Writesonic		Unified AI Content Creation & Advanced SEO toolset for Marketers, Agencies, and Enterprises
3	Merlin AI		26-in-1 AI extension to Write, Summarize & Code
4	Postfluencer		Generate posts for free with popular writing frameworks to build your brand on Linkedin effortlessly.
5	Taplio		Find top performing content in your niche to get inspired (over 4M+ viral posts indexed). Get post ideas and generate high-performing posts from scratch using AI
6	Smartlinked		A user-friendly platform that enables individuals to effectively improve their LinkedIn profiles and make them more noticeable.
7	ChatGPT		Using ChatGPT as a LinkedIn summary generator or create a stellar LinkedIn headline
8	Engage AI		Start conversations that get responses from prospects on LinkedIn
9	Lusha		Reach the right decision makers. Sell more and close more with the most accurate B2B company and contact data.
10	Aragon.ai		Get professional AI headshots in minutes with our new AI headshot generator. Save hundreds of dollars and hours of your time. Built by AI researchers.

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CHATGPT CHECKLIST

TECH TREND UPDATES

- [ ] Follow tech news sources
- [ ] Attend tech webinars
- [ ] Research emerging tech
- [ ] Experiment with new tech
- [ ] Analyze impact of new tech
- [ ] Apply new tech knowledge

SKILL DEVELOPMENT

- [ ] Identify a skill to develop
- [ ] Research learning resources
- [ ] Create a learning schedule
- [ ] Practice new skill regularly
- [ ] Evaluate skill progress
- [ ] Apply new skill

CRM ASSISTANCE

- [ ] Learn basics of a CRM
- [ ] Input customer data
- [ ] Track customer interactions
- [ ] Generate CRM reports
- [ ] Analyze CRM data
- [ ] Refine CRM strategies

PROJECT MANAGEMENT

- [ ] Define project goals
- [ ] Create a project plan
- [ ] Allocate resources
- [ ] Monitor project progress
- [ ] Adjust project plan
- [ ] Review project outcome

DATA VISUALIZATION

- [ ] Collect relevant data
- [ ] Choose appropriate
- [ ] visualizations
- [ ] Create a basic chart
- [ ] Refine and customize chart
- [ ] Present data visually
- Analyze visualized data

MARKETING INSIGHTS

- [ ] Research marketing trends
- Develop a marketing plan
- [ ] Implement marketing strategies
- [ ] Track campaign performance
- [ ] Analyze marketing data
- [ ] Adjust marketing strategies

CODING ASSISTANCE

- [ ] Learn a coding language
- [ ] Practice with simple projects
- [ ] Debug your code
- [ ] Write a complex program
- [ ] Test the program
- [ ] Refine and optimize code

TIME MANAGEMENT

- [ ] Prioritize tasks
- [ ] Create a schedule
- [ ] Break tasks into steps
- [ ] Track time spent on tasks
- [ ] Evaluate time management
- [ ] Adjust and improve

BUSINESS COMMUNICATION

- [ ] Draft a business email
- Edit for clarity and tone
- [ ] Use professional format
- [ ] Practice business calls
- [ ] Develop a presentation
- [ ] Present to a mock audience

INDUSTRY RESEARCH

- [ ] Identify industry of interest
- [ ] Research current trends
- [ ] Analyze competition
- [ ] Compile research findings
- [ ] Present findings
- [ ] Develop action plans

TASK AUTOMATION

- [ ] Identify repetitive tasks
- [ ] Develop automation plan
- [ ] Write automation script
- [ ] Test the script
- [ ] Implement automation
- [ ] Monitor and tweak as needed

DATA ANALYSIS

- [ ] Gather data
- Clean and format data
- [ ] Analyze data
- [ ] Interpret findings
- [ ] Create a report
- [ ] Present results

PROBLEM-SOLVING

- [ ] Identify a problem
- [ ] Research possible solutions
- [ ] Design an action plan
- [ ] Implement the plan
- [ ] Evaluate the results
- [ ] Adjust the plan if necessary

CONTENT CREATION

- [ ] Find popular content themes
- [ ] Develop a content calendar
- [ ] Write a blog post
- [ ] Edit and proofread content
- [ ] Publish and promote content
- [ ] Analyze content performance

AI BASICS

- [ ] Learn ChatGPT basics
- Practice with ChatGPT
- [ ] Create simple AI chatbot
- [ ] Explore advanced AI concepts
- [ ] Experiment with AI in business
- [ ] Keep updated on AI trends

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CHATGPT KEYBOARD SHORTCUTS

ACTION	WINDOWS	MAC
Show All Shortcuts	ctrl + /	cmd + /
Open New Chat	ctrl + shift + O	cmd + shift + O
Delete Chat	ctrl + shift Backspace	cmd + shift Backspace
Focus Chat Input	shift + ESC	shift + ESC
Set Custom Instruction	ctrl + shift + I	cmd + shift + I
Copy Last Response	ctrl + shift + C	cmd + shift + C
Copy Last Code Block	ctrl + shift + ;	cmd + shift + ;
Toggle Side Bar	ctrl + shift + S	cmd + shift + S

CHATGPT PLUS & MS COPILOT PRO
KEY DIFFERENCES CHEAT SHEET

FEATURE	CHATGPT PLUS	COPILOT PRO
Price	$20/month	$20/month
AI Model	GPT-4, GPT-4o	GPT-4
DALL-E 3	1 By 1	4 By 4 - 100 per day
Read Aloud	✓	✓
Web Search	✓	✓
Copilot in MSFT 365	NO	✓
Memory	✓	NO
Custom GPT	✓	✓
Voice Chat	Mobile	Mobile & PC
Read File	✓	NO
Image Analysis	✓	✓
Litmit	40 mess/3 hours	NONE
Mobile App	NO	✓ Android & IOS

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CHATGPT TONE MODIFIERS

Tone	Impact output	Use Case	Example
Friendly + Professional	Warm and approachable, yet knowledgeable and competent	Sales emails, customer service, marketing copy	Hi there! We're excited to help you with our team of experts is here to ensure you have a seamless experience from start to finish.
Urgent + Persuasive	High sense of urgency and importance, yet persuasive	Limited-time offers, promotional campaigns	Act fast, and don't miss out on this exclusive deal! Our premium products are in high demand, and we don't want you to miss your chance to own them.
Casual + Conversational	Relaxed and friendly, yet conversational and engaging	Social posts, blog media content, internal communications	Hey there! We wanted to share some exciting news with you. Our team has worked hard on a new product we know you'll love.
Professional + Trustworthy	Reliable and dependable, yet professional and polished	Business proposals, executive summaries, Investor pitches	Our team has a proven track record of delivering exceptional client results. With our extensive expertise and commitment to excellence, you can trust us to deliver on our promises.
Humorous + Informal	Reliable and dependable, yet professional and polished	Social media, blog content, internal communications	Our office dog Is our official mascot and brings Joy to our team daily. Follow our social media to see more of his antics!
Professional + Straightforward	Direct and concise, yet professional and polished	Business emails, formal legal documents	We appreciate your interest in our company and would happily provide additional information upon request. Please let us know If you have any
Serious + Empathetic	Understanding and serious, and sincere	Crisis communications, customer service, sensitive topics	We understand the impact of recent events and are here to support you in any way we can.
Positive + Enthusiastic	Optimistic and enthusiastic, yet upbeat	Sales customer pitches, service, motivational content	Our products are designed to help you achieve your goals and reach new heights of success. We're excited to be on this journey with you!
Authoritative + Professional	Confident and knowledgeable + polished	Executive communications, Industry meetings	As industry leaders, we are committed to setting the standard for excellence and delivering exceptional results for our stakeholders.
Casual + Funny	Relaxed and playful yet humorous and entertaining	Social media, brand personality, content marketing	Did you hear the one about the marketer who walked Into a bar? Neither did we, but we're always up for a good laugh!
Empathic	sensitivity, compassion, and understanding	Customer support, Healthcare, Social issues, Personal development	Write an Email to Erin that you won't be able to come to her birthday party. Use empathetic voice and tone.
Academic	Formal language, sophisticated vocabulary, explained clearly	Writing a research, literature review, technical report, grant proposal	Use a formal and academic tone, advanced vocabulary and grammar, and provide a thorough analysis of the subject matter. Explain complex concepts clearly and use examples from various fields. Present counterarguments objectively.
Simple	straightforward language and short sentences, avoids jargon and complex vocabulary	Creating content for social media or blogs with a focus on readability and accessibility	Explain Generative AI in 5 sentences. Use simple language, break down complex concepts into frameworks or models, and provide practical takeaways.
Creative	similes, metaphors, and personification	Novels, short stories, poetry, marketing copy, social media post, caption	Write an invitation to the 30th birthday party of Peter. Use vivid language to create imagery and atmosphere. Use metaphors, and personification.

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discovering AI opportunities.

CHATGPT: FROM ZERO TO HERO CHEAT SHEET

KEY TERMS

Model: It's like the AI's brain that learned from lots of data.
Prompt: What you tell or ask the AI.
Input: What you provide to the AI, usually in the form of a prompt or question.
Output: The AI's response to your input.
Token: The smallest piece of text the AI can read. Could be a letter or a word.
Max Tokens: The total amount of text that the AI can handle at once.
OpenAI: parent company of ChatGPT.
Generative AI: category of AI that can "produce" content like text/images vs. specific tasks like predicting things, coding.
Large language models: very big math equations that are very good at predicting the next word.
Prompt engineering: the "science" of sending the exact right messages to ChatGPT to get the output you want.

USEFUL CUSTOM GPTS

Canva
Effortlessly design anything presentations, logos, social media posts and more.
By canva.com

Creative Writing Coach
I'm eager to read your work and give you feedback to improve your skills.
By ChatGPT

Video Maker
4.2 ● - Make engaging videos with voiceovers with this Video GPT!
By invideo AI

Python
A highly sophisticated GPT tailored for advanced Python programmers focusing on efficient and high-quality production...
By Nicholas Barker

Diagrams: Show Me | charts, presentations, code
Diagram creation flowcharts, mindmaps, UML, chart, PlotUML, workflow, sequence, ERD, database ...
By helpful.dev

Scholar GPT
Enhance research with 200M+ resources and built-in critical reading skills. Access Google Scholar, PubMed, JSTOR, Arxiv
By awesomegpts.ai

Slide Maker: PowerPoints, Presentations
Create engaging PowerPoint slides and presentations with Slide Maker GPT!
By slidemaker.com

TONES

Using different tones can make the AI adaptable to various scenarios, enhancing its versatility.
Professional: Great for technical information, important updates where the user may appreciate directness and clarity.
Friendly: It helps users feel more comfortable and promotes engagement.
Enthusiastic: Great for motivating users, introducing new features, or when trying to create excitement.
Empathetic: Useful in customer support scenarios or any situation where the user may be frustrated.
Instructional: Empower users and help them to understand complex processes better.
Reassuring: Great for stressful situations or when delivering bad news.
Inspirational: Motivate users to take action, try new features, or engage more deeply with your product.
"Tone: [x]" "Write using a [x] tone" CONVERSATIONAL LIGHTHEARTED PERSUASIVE SPARTAN FORMAL FIRM

FORMAT

"Be concise. Minimize excess prose."
"Use less corporate argon."
"Output as bullet points in short sentences.
"Output as a table with columns: [x], [y], [z], [a]
"Be extremely detailed."

MODES

Intern: "Come up with new fundraising ideas.
Thought Partner: "What should we think about when generating new fundraising ideas? %
Critic: "Here s a list of 10 fundraising ideas I created. Are there any I missed? Which ones seem particularly good or bad?
Teacher: "Teach me about [x]. Assume I know [x] and ad ust your language.

PROMPT STRUCTURES

The more specific the prompt is, the more desirable the outcomes will be
RTF: Role, Task, Format.
CTF: Context, Task, Format
RASCEF: Role, Action, Steps, Context, Examples, Format
PECRA: Purpose, Expectation, Context, Request, Action.
TREF: Task, Requirement, Expectation, Format.
GRADE: Goal, Request, Action, Detail, Examples.
ROSES: Role, Objective, Scenario, Expected Solution, Steps
RDIREC: Role, Definition, Intent, Request, Example, Clarification Tone
RSCET: Role, Situation, Complication, Expectation, Task
Two methods to prompting:
- **Megaprompts:** Write one big message that contains all of the above. E.g., ask for a full press release.
- **Prompt chaining:** Break down the task into smaller steps. E.g., start by asking for a blog post idea, then an outline, then the content.

MISC. TIPS

Encouragement = better: "You are world class at marketing."
Scolding also = better: "Make this better/more insightful.
If the output is bad, add more detail/background info
Ask it to check its work: "Are there any topics you missed?
Adjust temperature: Add "Temperature: x" to prompt. 1 = more creative (good for copywriting). 0 makes it more conservative (good for academic/formal).

OTHER CHATBOTS

Microsoft Copilot   Anthropic Claude   Poe   Google Bard

COMMANDS

Act as: Directs the AI to assume a specific role.
Brainstorm: Spark creativity and explore different design solutions.
Reverse Engineer: Deconstruct a design or process to understand its components and logic.
In Simple Terms: Communicate complex ideas to non experts or clients.
Elaborate: Gain a deeper understanding of a concept, technique, or design principle.
List: Enumerate items, ideas, or steps.

PROMPT GENIUS

PromptHero   SnackPrompt

PromptBase   FlowGPT

Promptstacks   GitHub Awesome ChatGPT Prompts

KEY USE CASES

Summarizing long text, transcripts, articles, reports
Brainstorming ideas, outlines, new concepts
Synthesizing insights and takeaways from text
Writing blog posts, articles, press releases, standard operating procedures, pretty much any type of text
Coding scripts and small programs
Extracting data and patterns from messy text
Reformatting text/data from messy text to tables/structure

ChatGPT: From Zero to Hero
Cheat Sheet!

USEFUL CHATGPT EXTENSIONS

Craft a custom library of AI Prompts

Write emails, messages, and more using ChatGPT AI

ChatGPT Sidebar & GPT-4 Vision, GPT-4o, Gemini, Claude 3 by AITOPIA

LINER: Copilot for Web & YouTube

Made by **AI Fire**.
Find the high-quality version at **AIFire.co**

COLLECTION OF QUOTES ABOUT AI
FROM INDUSTRY LEADERS

"Generative AI has the potential to change the world in ways that we can't even imagine. It has the power to create new ideas, products, and services that will make our lives easier, more productive, and more creative. It also has the potential to solve some of the world's biggest problems, such as climate change, poverty, and disease"

Bill Gates, Microsoft Co-Founder

"I think AI is going to be the greatest force for economic empowerment and a lot of people getting rich we have ever seen."

Sam Altman, CEO of OpenAI

"AI will have a more profound impact on humanity than fire, electricity and the internet"

Sundar Pichai, CEO of Alphabet

"Our intelligence is what makes us human, and AI is an extension of that quality. Artificial intelligence is extending what we can do with our abilities. In this way, it's letting us become more human."

Yann LeCun VP, Chief AI Scientist Meta

"AI will not destroy the world, and in fact may save it."

Marc Andreessen, Managing Partner & Co- founder a16z

"AI is like electricity. Just as electricity transformed every major industry a century ago, AI is now poised to do the same"

Andrew NG, CEO of Landing AI, Founder of DeepLearning.ai

"At IBM, trust is our license to operate. It's why we believe in developing and deploying responsible AI, and we do that by prioritizing ethics at every stage of the AI lifecycle."

Christina Montgomery, Vice President and Chief Privacy & Trust Officer at IBM

"The tools and technologies we've developed are really the first few drops of water in the vast ocean of what AI can do."

Fei-Fei Li, AI Researchers & Professor, Stanford University

"What all of us have to do is to make sure we are using AI in a way that is for the benefit of humanity, not to the detriment of humanity."

Tim Cook, CEO of Apple

"The backbone of any new technology is trust"

Arvind Krishna, CEO IBM

50 COPYWRITING FRAMEWORKS YOU MUST KNOW

1. AIDA: Attention, Interest, Desire, Action
2. PAS: Problem, Agitation, Solution
3. 4Ps: Promise, Picture, Proof, Push
4. Features and Benefits
5. Before-After-Bridge
6. Problem-Agitate-Solve
7. FAB: Features, Advantages, Benefits
8. Problem-Solution
9. The 5Ws and 1H: Who, What, Where, When, Why, How
10. The Power of Three
11. The Rule of Seven
12. Attention-Interest-Desire-Conviction-Action
13. 4U: Urgent, Unique, Useful, Ultra-specific
14. The Storytelling Framework
15. The OATH Framework: Offer, Aspiration, Transformation, Hook
16. SCAMPER: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse
17. The Inverted Pyramid
18. The Before-During-After Framework
19. The CUBA Formula: Curiosity, Understanding, Benefits, Action
20. The Problem-Agitation-Claim Framework
21. The PSR Framework: Problem, Solution, Result
22. The Reverse Testimonial Framework
23. The FOMO (Fear of Missing Out) Framework
24. The So-What Framework
25. The APP Framework: Attention, Problem, Proposition
26. The RACI Framework: Responsible, Accountable, Consulted, Informed
27. The 3C Framework: Clear, Concise, Compelling
28. The MECLABS Framework: Motivation, Expectation, Clarity, Likelihood, Value

29. The PPPP Framework: Picture, Promise, Prove, Push
30. The 4U2 Framework: Urgent, Unique, Useful, Ultra-specific
31. The 5Cs Framework: Clear, Concise, Compelling, Credible, Customer-centric
32. The PASTOR Framework: Problem, Amplify, Story, Testimonials, Offer, Response
33. The SPIN Framework: Situation, Problem, Implication, Need-Payoff
34. The FUD Framework: Fear, Uncertainty, Doubt
35. The DCO Framework: Define, Categorize, Optimize
36. The PESO Framework: Paid, Earned, Shared, Owned
37. The 5S Framework: Short, Simple, Specific, Surprising, Storytelling
38. The PPP Framework: Picture, Promise, Proof
39. The PEPP Framework: Promise, Explanation, Proof, Push
40. The 5Ps Framework: Promise, Picture, Proof, Persuasion, Push
41. The S3 Framework: Surprise, Story, Significance
42. The 5P Framework: Promise, Picture, Proof, Push, Postscript
43. The VALUE Framework: Verify, Amplify, Link, Understand, Evaluate
44. The ABT Framework: And, But, Therefore
45. The 3M Framework: Meaningful, Memorable, Motivating
46. The 4C Framework: Clear, Concise, Compelling, CTA
47. The EIE Framework: Engage, Inform, Entertain
48. The 4Fs Framework: Feel, Felt, Found, Future
49. The SPAM Framework: Story, Problem, Amplify, Make them care
50. The PAPA Framework: Promise, Attention, Proof, Action

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DIVE INTO THE ANATOMY OF EFFECTIVE CHATGPT PROMPTS

PROMPT FOMULA

ROLE — You are an experienced content writer

CONTEXT — With high levels of expertise and authority within the tech industry.

TASK — Your task is to write content that will be published online on websites, social media, email newsletters, and in advertisements.

TONE/STYLE — Your writing style is informative, friendly and engaging while incorporating humor and real-life examples.

INSTRUCTION — I will provide you with a topic or series of topics and you will come up with an engaging article outline for this topic.

CLARITY — Do you understand?

KEY TO SPECIFY AND CLARITY IN PROMPTS

Specificity and Clarity: Using clear and specific questions helps AI give the exact answers you want, rather than broad answers that might not be what you're looking for.

Unclear Direction vs Clear Direction
- Open-Ended: "Tell me a story."
- Specific and Clear: "Can you write a short fantasy story about a knight rescuing a dragon from a princess?"
- Open-Ended: "Give me a recipe."
- Specific and Clear: "Can you share a recipe for a vegetarian lasagna that serves four people?"
- Open-Ended: "Tell me about music."
- Specific and Clear: "Can you provide an overview of the evolution of classical music from the Baroque to the Romantic era?"

MISTAKE TO AVOID

1. Being Too Vague: Avoid unclear words or phrases that can lead to multiple interpretations and confusion.

2. Overdoing Ambiguity: Using ambiguity when you need specific information can lead to off-target responses.

3. Not Matching Context: Make sure the ambiguity fits the purpose of your question; otherwise, it can take the answer in the wrong direction.

4. Not Defining Terms: Clarify any words that might have different meanings to ensure the response is relevant.

5. Being Unclear with Tone: Specify if you want a formal or casual response to avoid a mismatch in style.

6. Mixing Specific and Ambiguous Questions: If you're mixing specific and ambiguous questions, make sure to clarify how they relate, or you may get unrelated information

CONTEXTUAL INFORMATION IN PROMPTS

Role-Playing Technique: Using a specific role to guide the AI's response, shaping its direction, context, and tone.

Explore Role-Playing Examples in Prompts
- As a science fiction author, describe a futuristic city.
- Imagine you're a film critic. Review the latest James Bond movie.
- As an economist, explain the concept of inflation.
- You're a motivational speaker. Provide tips on building self-confidence.

CONTEXTUAL INFORMATION IN PROMPTS

Context Information: Context in prompt engineering helps guide AI's response. Asking "Can you tell me about Hamilton?" could lead to various answers. But specifying, like asking about the Broadway musical 'Hamilton," directs the AI to the exact information you want.

Unclear details vs Specific Directions
- Vague: "Write about Java."
- Contextual: "Can you write an introductory guide for beginners on Java programming language?"
- Vague: "Discuss Apple."
- Contextual: "Can you provide an overview of Apple Inc's impact on the smartphone industry since the introduction of the iPhone?"
- Vague: "Give information about Paris."
- Contextual: "Can you provide a historical overview of Paris, focusing on its development from the Middle Ages to the present day?"

TONE AND STYLE

Tone and Style: ChatGPT can match the tone and style of a prompt. A formal question will likely receive a formal response, while a casual question may get a more laid-back answer. The tone you use guides the AI's response.

Give these prompts a try and see how the AI responds:
- Formal: "Could you elucidate the principle tenets of quantum mechanics, paying special attention to the Heisenberg uncertainty principle?"
- Informal "Hey, can you break down this quantum mechanics stuff? I'm really curious about this Heisenberg uncertainty thing"
- Professional "Please provide a detailed summary of the 2023 fiscal policy changes in the European Union and their potential impact on small businesses."
- Casual: "Can you give me the lowdown on how the new 2023 money rules in the EU might hit small businesses?"
- Technical: "Please elaborate on the role of convolutional neural networks in the field of image recognition."
- Layman: "Can you explain in simple terms how computers learn to recognize pictures?"
- Academic: "Could you provide a comprehensive analysis of Shakespeare's use of Iambic pentameter in his sonnets?"
- Colloquial: "Can you help me understand how Shakespeare used rhythm in his sonnets?"

FREE ALTERNATIVE TO PAID

AI TOOLS FOR MARKETERS

FREE	PAID
YOUTUBE SUMMARIES	
MINDGRASP AI	RECALL AI
MEETING SUMMARISES	
TL;DV	SIDER
TEXT-TO-IMAGES	
BLUEWILLOW	MIDJOURNEY
TEXT-TO-VOICE	
VERBATIK	PLAYHT
VIDEO SHORTS	
2SHORT.AI	SYNTHESIA
PRESENTATIONS	
PITCH	BEAUTIFUL.AI
WEBSITE BUILDER	
DURABLE	JIMDO DOLPHIN
VIDEO TRANSLATOR	
TRANSLATE.VIDEO	VIDBY

FREE ALTERNATIVE TO PAID AI TOOLS

PAID	FREE

WRITING

CHAT GPT +	CLAUDE 2

RESEARCH INTERNET ACCESS

CHAT GPT w/internet	BING AI
	GOOGLE BARD

VIDEO

PREMIERE PRO	INVIDEO
CAPTION APPS	CAPCUT

IMAGE

MIDJOURNEY	BLUEWILLOW

DESIGN

CANVA AI	MICROSOFT DESIGN

NOTE

NOTION	GOOGLE DOCS

GOOGLE I/O 2024 HIGHLIGHTS:
A COMPLETE GUIDE

AI Enhancements

GEMINI 1.5 FLASH

1.5 PRO

PROJECT ASTRA

TRILLIUM TPU

Android Advancements

GEMINI NANO

ANDROID 15 BETA

WEAR OS 5

Generative Media

IMAGEN 3

VEO

MUSIC AI SANDBOX

Workspace and Photos

GEMINI IN

WORKSPACE

ASK PHOTOS

Google I/O 2024

Search Innovations

AI OVERVIEWS

GENERATIVE AI IN

SEARCH

Gemini App Updates

GEMINI ADVANCED

GEMINI LIVE

Developer Tools

PALIGEMMA

PROJECT IDX

Responsible AI

AI-ASSISTED RED

TEAMING

LEARNLM