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00:01:20.260 --> 00:01:37.069

Jimmy Slagle: I did get a message from Aaron. Who's the the Gum Loop community manager at Gum Loop. He was stuck in a train. He's in San Francisco, so he's running just like 5 min late, but we'll keep letting people get in.

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00:01:38.130 --> 00:01:41.580

Jimmy Slagle: and we will

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00:01:42.030 --> 00:02:06.979

Jimmy Slagle: go from there so quick. Just housekeeping items. Next week Alex and I are going to be diving into all things. AI workflows, especially the ones that we are using for creative strategy, which is again like this, specific session is meant for anyone that's newer to gumloop or has never really built gumloop workflows and just wants to kind of get like the the intro to the platform.

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00:02:06.980 --> 00:02:31.860

Jimmy Slagle: Going to be building workflows live with Aaron, but but this is just going to be covering those basics. So it's always good to get that overview of the platforms change. As I mentioned in my slack message, I know a lot of people in the comments. Section last week talked about N. 8 N. Which we definitely will have a session on N. 8 N. But I am an advocate for Gumloop.

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00:02:31.860 --> 00:02:53.949

Jimmy Slagle: If you do not have a developer background, or if you do not know how to code, I think it is much easier to start to pick up and start to build things out. And again, like I talked about. There's really no differences in the the capabilities. I think it's just easy for non-technical people to pick up a lot faster.

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00:02:54.460 --> 00:03:19.419

Jimmy Slagle: On top of that, I would say, continue to work on the context libraries for that competition which will be at the end, I guess, of week, technically 9, since this is a guest session. So what's going on, Aaron? So just remember that 1st place gets 1,500 and second place, 503rd place, 250. So we want to hopefully

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00:03:19.420 --> 00:03:44.400

Jimmy Slagle: pay you guys out some solid earnings. One other note on that, too. You can ask Alex and I for help or like reviews. This isn't like some competition where it's just. You know, we're not going to provide any assistance like. If you have some some

questions, or want to get feedback, or whatever like, you can hit us up, and we can give you our honest thoughts and ideas on how to make things better.

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00:03:44.400 --> 00:04:08.750

Jimmy Slagle: So that's that's just one other housekeeping. One thing to note, too, we did launch questions within teachable. So if you are watching this recording, you in the question, section after under the video link can ask questions, and Alex and I will try to get to as many of those as possible. So if you're not here, live, there's still an option for you to

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00:04:08.750 --> 00:04:35.159

Jimmy Slagle: be able to ask questions. If you're watching this a few days later. Lastly, I will be looking at the Q. And A. Section or Q&A portion for any questions with Aaron. I'll be asking him questions as well. But if you have a specific question, make sure you put it in the Q&A box at the bottom ribbon. If you don't see that Q&A button just hit more, and then you should be able to see Q&A. And that should pop, make it pop up on the bottom.

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00:04:35.160 --> 00:04:57.429

Jimmy Slagle: But with that I think I think that's everything from a housekeeping perspective. And so we can start on the main topic which is building. AI workflows, Aaron. If you wanna if you want to, quick, introduce yourself and and let everyone know a little more about who you are, that would be great.

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00:04:58.100 --> 00:05:12.129

Aron Korenblit: Awesome welcome. Can you guys hear me? Okay, do I look good? It's my 1st meet, like 1st meeting of the day. So always, you know. Super fun, super fun to have you here. Yeah. My name is Aaron. I'm the head of community and education at Gumloop.

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00:05:12.830 --> 00:05:16.320

Aron Korenblit: and super excited to be here. I'd love to.

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00:05:17.220 --> 00:05:25.149

Aron Korenblit: Yeah, Jimmy, you have. What do people know about gumloop or automation tools? I'd be curious to know where people are.

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00:05:25.400 --> 00:05:29.900

Aron Korenblit: You said 70% had not built automated workflows. Is that correct?

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00:05:30.040 --> 00:05:53.500

Jimmy Slagle: Yeah, 70% are either in the bone of have never built it or have tried, but not done so successfully. So yeah, people are. People are pretty pretty new. So honestly, again, the biggest thing that we hear all the time is just like the difference between N. 8 N. And Gumloop, and I think that would probably be at least like a good intro for people is, I think they're both aware. And so a good starting point is just.

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00:05:53.500 --> 00:06:05.890

Jimmy Slagle: you know. Why, gumloop over N. 8 n, what are the pros of gum loop versus N. 8 n. Pros of N. 8 n. Over Gumloop. And yeah, I think that's a pretty natural place to start.

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00:06:06.180 --> 00:06:14.219

Aron Korenblit: Yeah, let's talk about gumloop really quickly. So we are an AI automation platform. We're based in San Francisco, mostly Canadian. So I don't know if there's any Canadians

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00:06:14.350 --> 00:06:16.490

Aron Korenblit: shout out but

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00:06:17.780 --> 00:06:41.469

Aron Korenblit: So we kind of came up in the AI space. So we assume that most workflows today will have some kind of AI, and also that it incorporates data from multiple sources. Right? And so our approach to AI automation is to really make it easy for anyone to leverage AI and to use automations within their day to day. Right? So

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00:06:41.630 --> 00:06:52.960

Aron Korenblit: when you're using gumloop, it'll feel like tools that you've used in the past. It's drag and drop very intuitive, and we kind of approach everything all in one. So we want. We don't want you getting.

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00:06:53.160 --> 00:06:54.270

Aron Korenblit: you know that

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00:06:54.410 --> 00:07:11.310

Aron Korenblit: Apollo subscription, and then the appify subscription. And then the Openai subscription. We really just want you to build workflows really easily, that empower whatever your business does. So examples of things you can do in Gumloop. And you know that we'll build today is like, Hey, I want to monitor a hashtag.

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00:07:11.900 --> 00:07:20.180

Aron Korenblit: I want to get a report every Friday of everything that's been said about either. My brand, a specific hashtag that I'm tracking. You can build that

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00:07:20.250 --> 00:07:25.340

Aron Korenblit: when we'll do it in about 2 min really easily right? So if you

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00:07:25.360 --> 00:07:51.229

Aron Korenblit: have in your business a kind of hey? Every morning I go to every attendee or every person I'm meeting. I go to their website. I look up their LinkedIn and I kind of get a sense of what they do. Gumloop can just be like every morning. You're going to get a report that gives you all of that reporting is not the only thing you can do. We have folks doing lead enrichment, understanding businesses. I used it personally. Before joining Gumloop. I was at Webflow.

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00:07:51.240 --> 00:07:58.639

Aron Korenblit: where I was tasked with finding who actually needs a response on social media. Out of the 1,500 tags we would get every day.

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00:07:58.750 --> 00:08:04.690

Aron Korenblit: So I built a workflow in Gumloop that would pass every message to AI to say, does a human need to respond to this.

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00:08:04.900 --> 00:08:26.889

Aron Korenblit: and then forwarded the ones where it said yes to slack, and that boosted our response rate from 0 to 100% within the day. So it's not only like existing workflows, it's also things you couldn't do before. Right? You can't listen or watch every single Tiktok or Instagram post about a Youtube video about a specific topic. But AI can

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00:08:27.050 --> 00:08:45.609

Aron Korenblit: right? So we want you to be able to imagine a workflow. And the only requirement to automating, it is being able to describe it and understand it, which the people in this room, I'm sure, understand. The workflows know what they want to build, and what we strive to do at Gumloop is allow you to just build that workflow.

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00:08:46.890 --> 00:09:10.059

Jimmy Slagle: I love it. Yeah, that's good. So so now, just like,

put yourself. And this might be a little challenging. I know it's always hard. But put yourself in the shoes of like someone that's you know. Open gum loop, maybe once or twice. And and if it's just kind of like, okay, this is how to get started with the platform. This is, these are the most important things to know. And obviously, like, we'll dive into this more later. But even even thinking through of like.

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00:09:10.296 --> 00:09:21.889

Jimmy Slagle: are there some like Youtube videos? I know you guys have a lot of Youtube videos out there. But are there some easier ways to start to pick up like, okay, this is how to kind of get your feet wet and building some of these 1st initial workflows.

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00:09:22.400 --> 00:09:24.009

Aron Korenblit: Yeah, absolutely. So.

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00:09:24.140 --> 00:09:50.320

Aron Korenblit: I teach gum loop for a living. So I hopefully have a lot of empathy for, like what Gumloop feels like for the 1st time. I think the main blocker people face is not actually a gum loop problem. It's like, What do I want the workflow to do like, what are the steps actually, that I want it to take? So I always encourage people. And that's how I start every single session, every webinar that we do is like, what are we going to do today?

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00:09:50.430 --> 00:10:06.640

Aron Korenblit: What is the abstraction of the steps you want to take? And that's always what I encourage everyone to do is like, take your favorite platform for whiteboarding. I use tl, draw, Miro whatever it is, and be like what is actually the 1st step in this workflow.

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00:10:06.820 --> 00:10:12.319

Aron Korenblit: What do I want to do and map it out? And what's great about Gumloop is Gumloop is.

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00:10:12.942 --> 00:10:26.729

Aron Korenblit: You know it'll look in Gumloop exactly like it looks in your kind of workflow. So that's what we'll do today as I'm building, I'll show you, step by step, what I want the workflow to be.

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00:10:26.900 --> 00:10:29.260

Aron Korenblit: And then we're going to go out and build it in Gumloop.

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00:10:29.440 --> 00:10:37.570

Aron Korenblit: Right? In terms of resources. Gumloop University. We've invested a lot. I have a studio. This is not actually my desk.

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00:10:37.780 --> 00:10:52.889

Aron Korenblit: We have courses, Gumloop 101. We have cohorts. So if you're like, Hey, this was interesting. But I couldn't quite get everything I wanted out of this. We have a cohort starting on Monday. It's free. It's Monday, Wednesday, Friday. You get put into a slack channel with other folks who are learning gumloop

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00:10:53.240 --> 00:10:56.170

Aron Korenblit: and get a challenge every day to get credits and things like that.

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00:10:56.270 --> 00:11:02.819

Aron Korenblit: We do webinars every week now as well on Wednesdays. So what I'll show you today is like a simpler version of a webinar. We did

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00:11:02.930 --> 00:11:10.699

Aron Korenblit: so. If I'm building, you can go watch the webinar, which will be exactly step by step, what we build today as well. So yeah.

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00:11:10.880 --> 00:11:19.289

Aron Korenblit: a ton of resources. And again, my goal is not to be like. Here's how amazing Gumloop is is really, think about what your workflow is.

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00:11:19.480 --> 00:11:33.480

Aron Korenblit: What do you want it to do? And then to be like, Okay, how do I actually automate this? How do I build something that saves me time, but also kind of preserves the value that I bring to the workflow? If that makes sense instead of the kind of raw work and things like that.

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00:11:34.200 --> 00:11:34.820

Jimmy Slagle: Yep.

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00:11:34.850 --> 00:11:59.750

Jimmy Slagle: yeah, no. That totally makes sense. Yeah, I can. I can link this specific. I can link this specific link to apply for those learning cohorts to someone else, put in Gumloop University, which has videos. So yeah, there's there's tons of good material. If you

check out those sites. But no, I think that sounds perfect, Aaron. I think that is a really.

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00:11:59.750 --> 00:12:20.569

Jimmy Slagle: even just from my experience, like knowing what to build and manually thinking like. This is what I would do manually if you just write down like, step by step, as if you were going to hand it off to a virtual assistant or an intern, or someone on your team. That is such a good 1st step for you to have clarity on like, what is this actually gonna look like when I start to start to build it out.

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00:12:22.120 --> 00:12:25.119

Aron Korenblit: Yeah, so should we jump into building, are we ready?

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00:12:25.280 --> 00:12:50.109

Jimmy Slagle: Let's do it. I think that is going to be by far and away the best way for people to learn. I would say, too. I would try to follow along. If you have dual monitors throw up, you know your gum loop account on one watch, Aaron on the other. Just so you can actually go through and start to do this yourself rather than just watch. So I'd strongly recommend that. But if not, you know, just make sure to pay attention. Take notes, whatever it might be for you. But

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00:12:50.110 --> 00:12:57.809

Jimmy Slagle: yeah, by far and away you're gonna learn the fastest watching people build. And then also you going in and starting to build yourself. So let's dive in.

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00:12:58.160 --> 00:13:06.269

Aron Korenblit: Cool and for folks who try to build and can't keep up, I'll share the template, the recording, the webinar all that stuff. So

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00:13:06.370 --> 00:13:09.529

Aron Korenblit: I'm a slow learner and a slow builder.

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00:13:09.990 --> 00:13:14.849

Aron Korenblit: So I feel you if you're in my boat. So our goal is to write this report.

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00:13:15.410 --> 00:13:19.750

Aron Korenblit: Gumlu brand monitoring social media video analysis. This looks at every tiktok

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00:13:20.030 --> 00:13:26.210

Aron Korenblit: that is related to the hashtag gumloop. We won't use the hashtag gumloop in our case, because I know that you guys are are not, you know.

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00:13:26.470 --> 00:13:37.550

Aron Korenblit: gumloop employees, and it just says, you know, what are the positive, what are the negative brand mentions and how this report is generated. I'm going to show you the flow

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00:13:37.970 --> 00:13:39.789

Aron Korenblit: is that it goes to Tiktok.

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00:13:39.890 --> 00:13:44.500

Aron Korenblit: looks at recent Tiktoks. Has AI analyze each one

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00:13:44.620 --> 00:13:52.380

Aron Korenblit: right here describe what happens in this video. This will be then sent for analysis by social media. Managers will highlight any positive or negative sentiment.

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00:13:52.970 --> 00:13:53.990

Aron Korenblit: And then

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00:13:54.850 --> 00:14:03.290

Aron Korenblit: we have AI write that report about that tick, those Tiktoks that I watched. And then it sends me an email with a link to the Google, Doc.

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00:14:03.570 --> 00:14:10.010

Aron Korenblit: right? So this is kind of where we are going to go. Now again, I always think.

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00:14:10.490 --> 00:14:11.900

Aron Korenblit: what do I want to build

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00:14:13.210 --> 00:14:18.759

Aron Korenblit: right? So initially, when I built this. We'll just build the Tiktok side. If we have time. We'll also build the Youtube side

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00:14:19.180 --> 00:14:22.999

Aron Korenblit: right? So I have a query. I have a search aging skin

care

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00:14:23.590 --> 00:14:29.850

Aron Korenblit: electrolytes whatever you want to monitor on the web that's going to be our query. We're going to go to Tiktok.

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00:14:30.020 --> 00:14:34.120

Aron Korenblit: We're going to get a report. And then we're going to send that to Google Docs. This is the right side.

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00:14:34.560 --> 00:14:38.909

Aron Korenblit: Right now, when when I say Tiktok report, what do I mean?

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00:14:39.030 --> 00:14:44.210

Aron Korenblit: Right. This is where you kind of like. Oh, I want a Tiktok report. But like, what does that mean? What do I want to do?

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00:14:44.770 --> 00:14:47.949

Aron Korenblit: So what I want to do is I want to search for a certain hashtag.

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00:14:48.550 --> 00:14:53.840

Aron Korenblit: I want to get content related to that hashtag. I want to get all the videos.

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00:14:53.970 --> 00:14:58.490

Aron Korenblit: I want to have AI analyze each video to turn it into text.

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00:14:58.700 --> 00:15:00.789

Aron Korenblit: And then I want to write an AI report

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00:15:00.920 --> 00:15:03.319

Aron Korenblit: of each one of these analyses

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00:15:03.950 --> 00:15:14.029

Aron Korenblit: like, I want to smoosh right? I want to kind of take all those analysis as if I'm copy pasting into Chatgpt and being like, Hey, here's a bunch of data. Write me a report that highlights

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00:15:14.130 --> 00:15:17.720

Aron Korenblit: positive, negative things like that, right? So this

is our goal.

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00:15:18.140 --> 00:15:29.869

Aron Korenblit: And now that we have a sense, we're actually going to start right here. This is what we're going to go ahead and build. And what's cool is that once we've built it, once we can say, Hey, we want the same thing for Tiktok. We want the same thing for Youtube, for Instagram.

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00:15:29.980 --> 00:15:33.899

Aron Korenblit: right? And we can build one report that looks at multi-channel things like that?

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00:15:34.412 --> 00:15:46.600

Aron Korenblit: So that is our goal for today. I'm looking at seeing some folks nodding. Some folks are are worried. Are we actually going to be able to do this. How? How does this work? So let's start in gumloop.

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00:15:47.260 --> 00:15:50.490

Aron Korenblit: So I already kind of started playing around. Let me delete everything here.

86

00:15:52.660 --> 00:15:54.279

Aron Korenblit: So this is a canvas.

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00:15:54.590 --> 00:16:03.009

Aron Korenblit: right? So this is where you're going to kind of drag and drop the different steps of your workflow. We call this a flow. A flow

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00:16:03.390 --> 00:16:08.930

Aron Korenblit: is a series of steps that you want your automation to take. This is a flow.

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00:16:09.130 --> 00:16:13.970

Aron Korenblit: Everything here is a step we call steps, nodes.

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00:16:14.080 --> 00:16:19.760

Aron Korenblit: nodes are here on the left. These are all the things you can do in Gumloop. These are all the things, all the steps

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00:16:19.880 --> 00:16:23.629

Aron Korenblit: you can automate, you can go to slack. You can go to

Microsoft teams.

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00:16:23.770 --> 00:16:26.199

Aron Korenblit: Tiktok is where we're going to be playing today.

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00:16:27.580 --> 00:16:34.360

Aron Korenblit: you can have different ways of using AI. So when you are building out your flow, you can imagine, hey, each one of these

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00:16:34.590 --> 00:16:36.359

Aron Korenblit: is going to be a step

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00:16:36.760 --> 00:16:41.149

Aron Korenblit: right? So these are nodes in our language, and all of them together create a flow.

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00:16:41.260 --> 00:16:42.370

Aron Korenblit: Does that make sense?

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00:16:44.110 --> 00:16:48.980

Aron Korenblit: Are those? I imagine some of you nodes, actions, steps. Those are all the same word

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00:16:49.150 --> 00:16:55.990

Aron Korenblit: if you use other automation tools. So I'm going to start just for the starting point. And and, Jimmy, we'll do a interface. After, let's do an input.

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00:16:56.200 --> 00:16:57.600

Aron Korenblit: This is going to be our hashtag.

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00:16:58.050 --> 00:17:01.060

Aron Korenblit: Right? We're going to say, this is the hashtag

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00:17:01.170 --> 00:17:06.380

Aron Korenblit: we want to monitor. We were talking before. Let's do aging skincare.

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00:17:07.410 --> 00:17:10.379

Aron Korenblit: So we want a report that looks at

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00:17:10.599 --> 00:17:19.950

Aron Korenblit: all tiktoks that mentioned the hashtag Agingskincare, because we want to, you know, generate an ad find opportunities in that space.

104

00:17:20.660 --> 00:17:22.400

Aron Korenblit: So that's

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00:17:23.310 --> 00:17:30.440

Aron Korenblit: our 1st step, the input great, we have that. Next, we want to get the content. We want to get Tiktok. So let's start with Tiktok

106

00:17:30.640 --> 00:17:33.609

Aron Korenblit: and Jimmy interrupt me at any moment. If anyone has a question.

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00:17:33.890 --> 00:17:36.130

Aron Korenblit: I'm always happy to jump in.

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00:17:36.550 --> 00:17:42.280

Aron Korenblit: So how you do. You've got your 1st step, then you go into the nodes on the left.

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00:17:42.410 --> 00:17:45.609

Aron Korenblit: These are all the different things, right? So we have, Gmail.

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00:17:45.940 --> 00:17:47.150

Aron Korenblit: We have read it.

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00:17:47.710 --> 00:17:50.880

Aron Korenblit: Let's go into Tiktok. I'm going to search it.

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00:17:53.480 --> 00:17:56.979

Aron Korenblit: And I have Tiktok video details.

113

00:17:57.150 --> 00:17:59.620

Aron Korenblit: So it takes as input a hashtag

114

00:17:59.730 --> 00:18:01.780

Aron Korenblit: a number of videos that I want

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00:18:01.890 --> 00:18:05.329

Aron Korenblit: some filter criteria and then outputs.

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00:18:05.570 --> 00:18:15.110

Aron Korenblit: you know, videos. This is using a 3rd party called Appify. That's who we use to to get the information. So we're just a relay right now. Usually

117

00:18:15.390 --> 00:18:17.760

Aron Korenblit: you build these nodes with a prompt

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00:18:18.300 --> 00:18:27.629

Aron Korenblit: I'm going to keep that for the end. I just want to show you the functionality right? And then we're going to be able to kind of, how do we build something else? Let's say you want the follower count

119

00:18:27.760 --> 00:18:31.960

Aron Korenblit: for specific influencers. You can simply prompt that

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00:18:32.130 --> 00:18:34.330

Aron Korenblit: well. But you know one step at a time.

121

00:18:34.760 --> 00:18:38.350

Aron Korenblit: So now the hashtag right here

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00:18:38.450 --> 00:18:42.309

Aron Korenblit: that I want to run to get the content is here.

123

00:18:43.130 --> 00:18:43.920

Aron Korenblit: Right?

124

00:18:44.600 --> 00:18:49.989

Aron Korenblit: So 1st thing, if you're gonna there's gonna be like 3 moments, right? I'm gonna be like, you need to remember.

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00:18:50.140 --> 00:18:54.839

Aron Korenblit: like 3 concepts that are important in Gumloop 101. This is one of them.

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00:18:55.140 --> 00:18:58.630

Aron Korenblit: How do you pass information across notes.

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00:18:59.900 --> 00:19:03.010

Aron Korenblit: passing information across nodes is a two-step process.

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00:19:03.640 --> 00:19:05.679

Aron Korenblit: One, you connect the nodes.

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00:19:07.090 --> 00:19:15.330

Aron Korenblit: That's saying, Okay, everything here. The outputs of this, which are is our hashtag is now available in this note.

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00:19:15.790 --> 00:19:20.220

Aron Korenblit: That's step one connecting step 2 is to say, where do you want it to go?

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00:19:20.930 --> 00:19:37.069

Aron Korenblit: Right? We want it to go into the input that's the hashtag we want to search on. I'm only going to do 2 results, because the more results I put the longer it is to run. And I'm not that interesting that if it takes 2 min to run I actually have something to say. So I'm going to keep it brief.

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00:19:37.240 --> 00:19:38.689

Aron Korenblit: I don't want to filter.

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00:19:38.920 --> 00:19:44.320

Aron Korenblit: and I do want video links, because that is what we're going to give to the AI. Now, I'm going to click, run.

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00:19:44.460 --> 00:19:52.219

Aron Korenblit: What run means is execute every node in the flow execute this, execute this. We can see on the right

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00:19:52.550 --> 00:19:53.970

Aron Korenblit: that it is happening

136

00:19:54.940 --> 00:20:06.389

Aron Korenblit: right? So we have our input, and now we're going to appify. And we're saying, Hey, go to this hashtag, go to this search aging skincare and return the 2 videos that are at the top.

137

00:20:06.820 --> 00:20:11.630

Aron Korenblit: Usually I try to time it, so the time it ends. But

my timing's not very good. Go ahead, Jimmy.

138

00:20:11.630 --> 00:20:22.590

Jimmy Slagle: Yeah. 1. 1 quick question for you? Someone asked, do you need to include the actual hashtag in the the default value? Or is that already factored in.

139

00:20:24.190 --> 00:20:41.769

Aron Korenblit: So, yeah, so right now, the way we've built this is that we are going to input it here at the end, we'll build the different ways that we can kind of run this flow. One might be like, run this flow when someone sends a message in slack saying like, Hey, I want to report about

140

00:20:42.380 --> 00:20:47.909

Aron Korenblit: this hashtag and boom! It runs the flow. You can have it on a schedule. So every morning

141

00:20:48.300 --> 00:20:55.109

Aron Korenblit: what we'll do at the end is actually make this something that anyone in your team could just input a hashtag. And it'll generate a report.

142

00:20:55.460 --> 00:21:02.140

Aron Korenblit: All of these input is just we're just testing it right now with the input. But we'll make it variable at the end. Hopefully, that answers the question.

143

00:21:02.140 --> 00:21:09.080

Jimmy Slagle: Yeah, just like, like, very simple, like, do you need the literal hashtag a part of like before aging skincare for it to pass.

144

00:21:09.080 --> 00:21:15.517

Aron Korenblit: Oh, great question, no. So this is also something we'll do. Is that you know?

145

00:21:16.590 --> 00:21:28.869

Aron Korenblit: no, you don't. The code. So this is one of the. I don't want to get too philosophical here, but you can build. You can prompt a node. You can say, like, I'm going to give you a hashtag. Give me all the videos.

146

00:21:29.000 --> 00:21:36.520

Aron Korenblit: And then the AI writes the code to do that, and it's

smart enough to be like, oh, sometimes they won't include the hashtag, so we'll just make sure that that's the case.

147

00:21:36.670 --> 00:21:43.350

Aron Korenblit: Right? So no, you don't need the actual hashtag, but if you put it, it'll work as well, and I'll show you why. Once we get into the more advanced stuff.

148

00:21:43.350 --> 00:22:02.420

Jimmy Slagle: Cool, and one other question, that a couple of people have asked so far. Is there like an easy way, and and we can come on this maybe later. But is there an easy way to see what you know? Any of the quote unquote inputs could be like a hashtag, or search query, or attend post, or something along those lines.

149

00:22:02.790 --> 00:22:06.099

Aron Korenblit: Yeah. So let's actually cover that right away. I think there's some interest.

150

00:22:06.698 --> 00:22:09.039

Aron Korenblit: So let's go into Tiktok.

151

00:22:09.620 --> 00:22:15.810

Aron Korenblit: Let's kind of understand how I built that node, and I'll take a moment here. So you prompt the node

152

00:22:16.470 --> 00:22:21.710

Aron Korenblit: right? So I'm say, given a hashtag return videos.

153

00:22:21.940 --> 00:22:28.050

Aron Korenblit: And if I click generate. We're going to go into the process of building that node. Now, your question is, what can I do?

154

00:22:28.790 --> 00:22:32.122

Aron Korenblit: Let me just turn the lights back on here, there we go.

155

00:22:32.830 --> 00:22:35.989

Aron Korenblit: What can I do with this node? So if you click into here.

156

00:22:36.120 --> 00:22:45.859

Aron Korenblit: these are all the different things you can do. So get hashtag videos, get profile videos, get profile followers get

video details, search videos.

157

00:22:46.300 --> 00:22:47.700

Aron Korenblit: Right? So

158

00:22:47.810 --> 00:22:55.150

Aron Korenblit: this is all the things the AI can kind of do for you. So you can even say, Hey, I'm going to give you a hashtag.

159

00:22:55.900 --> 00:23:02.539

Aron Korenblit: I want you to get the 10 videos. Then I want you to get all follower counts for anyone in those videos.

160

00:23:03.080 --> 00:23:09.120

Aron Korenblit: and then it's going to build that node for you. I don't want to spend the time doing that right now. But, Jimmy, we'll do that at the end.

161

00:23:09.270 --> 00:23:14.100

Aron Korenblit: Yep, so no, you're not limited to hashtag. You're limited to the tools that we have access to.

162

00:23:14.520 --> 00:23:16.479

Jimmy Slagle: Love it. Yeah, I think that's great.

163

00:23:17.030 --> 00:23:25.840

Aron Korenblit: Cool, awesome. Okay? So here. So what I did on the right, on the right is the execution. What happened in our flow? So we got the inputs.

164

00:23:26.070 --> 00:23:31.270

Aron Korenblit: And then we got the outputs from appify. Now, this is a little intimidating. It's like a big blob of text.

165

00:23:32.080 --> 00:23:36.340

Aron Korenblit: right? So it's like it's giving us so much information like, what sound

166

00:23:36.450 --> 00:23:44.569

Aron Korenblit: the play? The avatar who made the video? Right? It's giving us a ton of information. Now, what I want

167

00:23:44.830 --> 00:23:52.189

Aron Korenblit: from this is the we have a media URL somewhere here, Media URL, if I click on that.

168

00:23:52.300 --> 00:23:57.730

Aron Korenblit: we have the actual video, that's what I want to give to AI

169

00:23:58.030 --> 00:24:04.120

Aron Korenblit: this URL right here. So first, st I need to find

170

00:24:04.570 --> 00:24:07.100

Aron Korenblit: this URL in this big blob of text.

171

00:24:07.290 --> 00:24:09.760

Aron Korenblit: Now, the old way of doing this would have been like

172

00:24:10.370 --> 00:24:15.070

Aron Korenblit: a lot of like code and things like that. But now with AI, you can just use extract data.

173

00:24:16.200 --> 00:24:20.300

Aron Korenblit: So we can say, Hey, take this big blob of text I'm going to connect

174

00:24:21.060 --> 00:24:23.339

Aron Korenblit: the data I want to extract from

175

00:24:23.860 --> 00:24:26.789

Aron Korenblit: is this one right here? Now?

176

00:24:27.370 --> 00:24:28.850

Aron Korenblit: Second important moment.

177

00:24:29.130 --> 00:24:36.529

Aron Korenblit: we're going to go into loop mode here because we're working on multiple videos. We want to get that URL for each video.

178

00:24:37.530 --> 00:24:38.270

Aron Korenblit: Right?

179

00:24:39.370 --> 00:24:42.730

Aron Korenblit: So what do I want to get. I want to get the Media

URL.

180

00:24:43.660 --> 00:24:44.960

Aron Korenblit: So I'm going to say, Hey.

181

00:24:45.330 --> 00:24:49.179

Aron Korenblit: you are given a Json extract

182

00:24:49.680 --> 00:24:56.299

Aron Korenblit: the 1st item in the Media URL. Now I know this feels a little technical. You could have just written media, URL

183

00:24:57.880 --> 00:25:02.390

Aron Korenblit: or even when you built this node, you could have said, just just give me the media. URL,

184

00:25:02.630 --> 00:25:07.470

Aron Korenblit: right? It's really up to you, and how you build it. And I'm happy to kind of answer questions about this. Let's

185

00:25:08.870 --> 00:25:16.180

Aron Korenblit: keep going. So this is going to give us that, URL, and that's what we want to pass to AI. If we go back here, I now have the content.

186

00:25:16.290 --> 00:25:21.929

Aron Korenblit: I want to go ahead and analyze with AI. I want to give it the URL and say, Hey, look at this video

187

00:25:22.370 --> 00:25:25.450

Aron Korenblit: and give me a brief description. So I go back to my notes.

188

00:25:25.800 --> 00:25:30.160

Aron Korenblit: I'm going into using AI, I want to analyze video.

189

00:25:31.770 --> 00:25:36.670

Aron Korenblit: And just like before, where is our video. It's right here. So we're going to connect.

190

00:25:37.790 --> 00:25:39.250

Aron Korenblit: We're going to say, use Link.

191

00:25:40.130 --> 00:25:44.400

Aron Korenblit: I'm going to pass in the video link like that. And we'll prompt.

192

00:25:44.620 --> 00:25:52.169

Aron Korenblit: So what do we want the AI to do as it's watching the video. So I'm going to say, describe what is in this video.

193

00:25:52.870 --> 00:25:56.020

Aron Korenblit: And what would we want, Jimmy. I'm not a I'm not a

194

00:25:56.350 --> 00:26:02.179

Aron Korenblit: I'm not an ad person. What would you? I'm putting you a little bit on the spot here. Sorry about that. No, you're good.

195

00:26:02.180 --> 00:26:18.030

Jimmy Slagle: Yeah, I mean, I would say, give us the verbal script a long with the general story

196

00:26:18.260 --> 00:26:21.209

Jimmy Slagle: that this video is.

197

00:26:23.180 --> 00:26:25.549

Aron Korenblit: Trying to weave or trying to say

198

00:26:26.240 --> 00:26:28.640

Aron Korenblit: you can. Even so, what's what's interesting.

199

00:26:28.640 --> 00:26:31.690

Jimmy Slagle: Kind of like the storyline of the the post.

200

00:26:32.650 --> 00:26:36.170

Aron Korenblit: Absolutely. And what's cool here is, you can say, do you feel like this is sponsored?

201

00:26:36.730 --> 00:26:38.400

Aron Korenblit: Right? So you can give.

202

00:26:38.540 --> 00:26:45.099

Aron Korenblit: you know, kind of very precise information to the AI. As it's watching the video.

203

00:26:45.830 --> 00:26:46.510

Aron Korenblit: So we have.

204

00:26:46.510 --> 00:26:47.570

Jimmy Slagle: I like.

205

00:26:47.570 --> 00:26:48.110

Aron Korenblit: Is.

206

00:26:48.300 --> 00:26:54.630

Jimmy Slagle: I've got a good Aaron, I'll I'll slack you over a prompt that you can use from our prompt library.

207

00:26:54.630 --> 00:27:00.740

Aron Korenblit: Cool and what's cool is as you're building, you can change the prompt

208

00:27:00.950 --> 00:27:05.009

Aron Korenblit: right? So it's not like you said it once. You can keep iterating over.

209

00:27:06.540 --> 00:27:08.869

Aron Korenblit: Oh, wow! That might. That's a big prompt. Okay.

210

00:27:10.120 --> 00:27:12.210

Jimmy Slagle: Let's try it. No promises here.

211

00:27:14.260 --> 00:27:19.379

Aron Korenblit: Okay, Bam, so I'm going to use Gemini 2.5 flash.

212

00:27:20.215 --> 00:27:23.830

Aron Korenblit: So you have access to different models, right?

213

00:27:24.000 --> 00:27:30.229

Aron Korenblit: And same thing here you have access to many models. That's what I said, all in one.

214

00:27:30.340 --> 00:27:39.760

Aron Korenblit: So your subscription to Gumloop gives you access to all the models on our bill. You don't get paid for every additional call you use. Gumloop credits.

215

00:27:40.310 --> 00:27:41.999

Aron Korenblit: Cool. Okay. One.

216

00:27:42.000 --> 00:27:43.100

Jimmy Slagle: Question, too legend

217

00:27:43.100 --> 00:28:08.099

Jimmy Slagle: just to answer about the analyze video node as well. That is the same as Google AI studio. So when we went through and showed you how to analyze a video in Google AI studio. This is just taking the Api version of that and having it within a node here. So it's the same capabilities of, you know. One frame per second is what it's able to get, and then from there you can tell it what you want to look for.

218

00:28:08.100 --> 00:28:18.299

Jimmy Slagle: You wanted to know where the the product is being shown in the video. And all of that like that. That's all just a prompting experiment.

219

00:28:18.920 --> 00:28:35.140

Aron Korenblit: Yeah, so exactly. And I think the analogy here is if you find yourself putting in the same prompt into chat. Gpt. Claude Gemini studio, whatever it is. Gumloop is often like the way you would be able to

220

00:28:35.260 --> 00:28:51.149

Aron Korenblit: automate that process right to be able to grab all of that information on a schedule or something like that. So I'm just running it again to see what the output is. Right? That's gonna take a moment. It's analyzing. It's looking at the video running through the prompt.

221

00:28:51.360 --> 00:28:52.460

Aron Korenblit: Here we go.

222

00:28:52.700 --> 00:29:00.189

Aron Korenblit: It's analyzing. Now, let's keep building our flow. Okay and off. My time isn't off today. So we have a summary

223

00:29:00.500 --> 00:29:03.270

Aron Korenblit: summary. This is the example of the 1st video.

224

00:29:03.550 --> 00:29:07.589

Aron Korenblit: At the 7 second mark the scene rapidly transitions to a black background.

225

00:29:08.480 --> 00:29:17.249

Aron Korenblit: So we have an analysis. We have a hook text. Wow! This is way. Better than I expected. Your prompt wow! I might steal this. Do I have to take the course. Can I just get this prompt?

226

00:29:17.520 --> 00:29:19.630

Aron Korenblit: Can I get access to the prompt library.

227

00:29:20.006 --> 00:29:20.759

Jimmy Slagle: Yeah, maybe.

228

00:29:20.760 --> 00:29:24.719

Aron Korenblit: This is awesome. Yeah, we'll talk about it. I'll give you some gumloof credits for it.

229

00:29:26.170 --> 00:29:47.449

Aron Korenblit: so now we have for each video. So imagine like, we can feed this 100, a thousand videos right? And it's running through this analysis. That's something we can output. Maybe we want to keep a log of every out, every video and analysis that we've done in a spreadsheet notion, whatever it is. But our next step here.

230

00:29:48.070 --> 00:29:53.130

Aron Korenblit: So we got the videos. We've got the Urls. We have AI analyzing.

231

00:29:53.460 --> 00:29:59.450

Aron Korenblit: Our goal is to write us a report, a 1 page, or maybe multi-page report. Yeah, go ahead, Jimmy.

232

00:29:59.450 --> 00:30:09.573

Jimmy Slagle: Yeah. And so so just for context the the purpose of what we want this report to do is to be able to look at what is performing well organically.

233

00:30:09.900 --> 00:30:10.250

Jimmy Slagle: but then

234

00:30:10.250 --> 00:30:29.810

Jimmy Slagle: our specific niche, and tell us how we could turn that

into an ad for our specific product, so the goal would just be able to take our product and include it within that organic video to come up with some some good ideas for ads.

235

00:30:30.370 --> 00:30:35.660

Aron Korenblit: Absolutely okay. So in that case, let's go into. So

236

00:30:36.300 --> 00:30:42.740

Aron Korenblit: we got, we got a hashtag. We're getting the content. We have our analysis. Now, we want AI to take all of those analyses

237

00:30:42.890 --> 00:30:48.119

Aron Korenblit: and write us, you know, some ideas like a brainstorming starting point. Right?

238

00:30:48.370 --> 00:30:52.889

Aron Korenblit: So let's go ahead. Ask AI. We're going into our Node library. We want to use AI

239

00:30:53.080 --> 00:30:57.820

Aron Korenblit: all the different ways you can use. AI. We're just going to go ask AI. So

240

00:30:58.060 --> 00:31:04.290

Aron Korenblit: here's a moment. Where? What would you if I stopped here? And I said, what would you do to generate this report?

241

00:31:04.620 --> 00:31:06.359

Aron Korenblit: Right, you would open

242

00:31:06.600 --> 00:31:31.720

Aron Korenblit: Claude, chat, chat, Gpt, you would say, Hey, I have these analyses. I want you to write some ideas of what here are examples of what's performing well in my space. Here's a little bit about my product. Give me 2 or 3 ideas that use what works in these videos and generate a starting point for our brainstorming, and then you would copy paste.

243

00:31:32.530 --> 00:31:39.289

Aron Korenblit: You know this and put it into chat, gpt so always think about like, what are the steps, and how do we recreate that in Gumloop?

244

00:31:39.590 --> 00:31:49.809

Aron Korenblit: Right? So what we're gonna do is let's start with that prompt. So, Jimmy, and then correct me. If this prompt is, you know, not up to par, to your skills. I'm gonna say you are a

245

00:31:50.030 --> 00:31:53.820

Aron Korenblit: ad creative wizard wizard.

246

00:31:55.180 --> 00:31:57.069

Aron Korenblit: You are going to be.

247

00:31:57.930 --> 00:32:04.430

Aron Korenblit: Actually, I have an idea. Let's go here. We can go to gummy. Gummies are a little AI helper that understands your workflow.

248

00:32:04.720 --> 00:32:11.279

Aron Korenblit: And I'm gonna Jimmy. I'm gonna take what you told me, and I'm gonna ask it to give me a prompt. I know it's a little Meta. I'm gonna say.

249

00:32:11.280 --> 00:32:11.990

Jimmy Slagle: No, I like it.

250

00:32:11.990 --> 00:32:19.979

Aron Korenblit: I have take, as I want, a prompt that takes as input analyses of

251

00:32:20.660 --> 00:32:27.510

Aron Korenblit: videos that are performing well for a hashtag in my business's space.

252

00:32:28.770 --> 00:32:32.240

Aron Korenblit: I want the AI to return.

253

00:32:32.430 --> 00:32:39.920

Aron Korenblit: You know, ideas based on that for us to start brainstorming a creative ad.

254

00:32:41.900 --> 00:32:46.390

Aron Korenblit: So now it's going to write a more detailed prompt that we can start from

255

00:32:46.590 --> 00:33:04.809

Aron Korenblit: to improve, based on the high based on the following high performing videos, core hook, angle, key messaging strategy, you know, focus on concepts that leverage proven hooks can be adapted to our brand. Right? So, wow! This is so much better than anything I would have ever written. As a prompt I.

256

00:33:05.130 --> 00:33:08.310

Apolla Performance Wear: Can you see what I sent you.

257

00:33:09.470 --> 00:33:11.089

Jimmy Slagle: Oh, yeah, it's some. Okay. Someone's on mute.

258

00:33:11.090 --> 00:33:11.850

Jimmy Slagle: You're good.

259

00:33:12.100 --> 00:33:18.259

Aron Korenblit: Okay, so let me take that. And so what's great about Gummy? If you have questions, it even recommends.

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00:33:18.420 --> 00:33:27.189

Aron Korenblit: you know. Add this node to the canvas to be able to do this. So if you hit issues, you don't know what to use. Gummy understands what you're building

261

00:33:27.510 --> 00:33:36.239

Aron Korenblit: and can help you build flows. I always say it's like a version a little bit worse version than me, but always available. Right?

262

00:33:36.380 --> 00:33:38.470

Aron Korenblit: So let's paste that in. Yeah, go ahead.

263

00:33:38.470 --> 00:34:03.460

Jimmy Slagle: 1. 1 thing that I'll say is, you're as you're pacing that into, for everyone like this is why we wanted to spend so much time on prompting and context engineering. Because right here, this is essentially a custom Gpt or a cloud project. And you're just making that to be able to be used within a sequence of the workflow. And so that's what's really fun is like, if you guys have started to build out like a custom Gpt or a custom cloud

264

00:34:03.460 --> 00:34:28.040

Jimmy Slagle: project that can help you generate scripts, and you already have that context. There, you're able to just essentially take that and almost duplicate it within here. So now it's not like

you have to do all those other steps to retrieve the data like the Tiktok videos, you just get to hit start, and that gets passed through. Essentially that custom Gpt, and that cloud project. So that that's why we wanted to spend so much time is because even as you're building

265

00:34:28.040 --> 00:34:51.050

Jimmy Slagle: these workflows, you're going to see a lot of components of prompt engineering and context engineering coming into play in order to get actual, valuable outputs. And that's why Alex and I have preached from the beginning. Knowing the piping is really only a 3rd of the challenge, it comes down to the prompt in the context in order to get outputs that, like, you would be excited to go and share with the rest of the team.

266

00:34:52.150 --> 00:34:53.926

Aron Korenblit: Yeah. Couldn't agree more.

267

00:34:55.120 --> 00:35:00.609

Aron Korenblit: okay. So Alberto, great question, how do you include the brand and domain context in a flow like this one

268

00:35:00.760 --> 00:35:09.049

Aron Korenblit: love it. Yes, let's do that. Let me build out a first, st and then I'm gonna that was, you know. I always love it when I get the next thing I want to build. So

269

00:35:09.920 --> 00:35:13.650

Aron Korenblit: we have our analysis. We have our prompt, you see, in the prompt, it says.

270

00:35:14.460 --> 00:35:18.000

Aron Korenblit: input analysis from your analyze video node.

271

00:35:18.370 --> 00:35:22.779

Aron Korenblit: So we want to pass the output here into here. Now

272

00:35:23.610 --> 00:35:25.330

Aron Korenblit: let me just quickly do that

273

00:35:25.560 --> 00:35:31.690

Aron Korenblit: right. I'm going to go here. I've connected. Now we have the list right of analyses. Let me go here

274

00:35:32.390 --> 00:35:34.669

Aron Korenblit: and let me put it in right there.

275

00:35:36.030 --> 00:35:43.320

Aron Korenblit: Sorry. My mouse is a little messy. There we go now, just a quick moment here as I do that this node's going to go into loop mode.

276

00:35:44.250 --> 00:35:47.490

Aron Korenblit: Right? The reason is is that if I have 10 analyses.

277

00:35:47.900 --> 00:35:52.010

Aron Korenblit: It's going to input it's going to run the query 10 times.

278

00:35:52.900 --> 00:35:57.680

Aron Korenblit: So this is great. If you want one report

279

00:35:58.270 --> 00:36:02.530

Aron Korenblit: for each video that you're analyzing right

280

00:36:03.010 --> 00:36:13.859

Aron Korenblit: now, Jimmy, I don't know. Do you want one report for each video? Or do you want one report based on the 50 videos that you've analyzed. What do you think would be better in this case?

281

00:36:14.050 --> 00:36:17.020

Jimmy Slagle: One report based on the 50 videos that you analyzed.

282

00:36:17.290 --> 00:36:25.610

Aron Korenblit: Okay. In that case, we need to turn the output right? This.

283

00:36:25.770 --> 00:36:30.980

Aron Korenblit: we can't have it be 2 items. We want us. What I call smooshing.

284

00:36:31.220 --> 00:36:35.139

Aron Korenblit: We need to smoosh all the analyses into one big blob of text.

285

00:36:35.310 --> 00:36:38.170

Aron Korenblit: We have a whole course on Gumloop University

286

00:36:38.390 --> 00:36:41.369

Aron Korenblit: around when to loop, when to smush.

287

00:36:42.320 --> 00:36:44.390

Aron Korenblit: which I'm going to drop into the chat.

288

00:36:45.370 --> 00:36:48.040

Aron Korenblit: This is probably the one concept

289

00:36:48.580 --> 00:36:54.990

Aron Korenblit: that may confuse people, but that once, you understand, like Jimmy, Jimmy's an expert smusher and an expert looper

290

00:36:55.340 --> 00:36:58.250

Aron Korenblit: that walks through what I'm about to do.

291

00:36:58.480 --> 00:37:06.049

Aron Korenblit: So if I was to run this, I would get 10 analyses, 15 outputs. That's not what I want. I want to take this. I want to smush it

292

00:37:06.440 --> 00:37:09.899

Aron Korenblit: so to smoosh, to turn the list into text.

293

00:37:10.040 --> 00:37:12.649

Aron Korenblit: use the node, join list items.

294

00:37:13.010 --> 00:37:15.199

Aron Korenblit: So we're going to take this these analyses.

295

00:37:15.730 --> 00:37:16.899

Aron Korenblit: We're going to go here.

296

00:37:17.110 --> 00:37:19.500

Aron Korenblit: We're going to join by new line. This is taking a list.

297

00:37:19.950 --> 00:37:23.620

Aron Korenblit: I'm going to call this smooshed analysis.

298

00:37:25.400 --> 00:37:27.730

Aron Korenblit: So let's you can click, resume

299

00:37:28.240 --> 00:37:31.740

Aron Korenblit: right? We're just going to rerun just to show you what that looks like.

300

00:37:31.930 --> 00:37:33.499

Aron Korenblit: Actually, I should have canceled this one.

301

00:37:33.730 --> 00:37:34.440

Aron Korenblit: That's fine.

302

00:37:37.290 --> 00:37:39.649

Aron Korenblit: Oh, it's running it independently, which is a little weird.

303

00:37:41.060 --> 00:37:41.830

Aron Korenblit: Actually.

304

00:37:43.710 --> 00:37:53.200

Aron Korenblit: So what we're doing here is we're analyzing the video we're smooshing them into. And then I want to give it back to that. Ask AI. So if I bring this back.

305

00:37:53.870 --> 00:37:58.580

Aron Korenblit: let me grab back that prompt we had like that.

306

00:37:58.760 --> 00:38:03.109

Aron Korenblit: And I take the output of this. You'll notice that when I bring it in

307

00:38:06.100 --> 00:38:08.590

Aron Korenblit: we no longer go into loop mode.

308

00:38:09.280 --> 00:38:16.960

Aron Korenblit: Right? If I look at the difference, this is the output of the analysis. I can click. I see 2 items in our list.

309

00:38:17.470 --> 00:38:21.150

Aron Korenblit: whereas if I go here. It's just one big blob of text.

310

00:38:21.990 --> 00:38:27.600

Aron Korenblit: And coming back to that, what would you do in Chat Gpt, you would just copy paste all of the text.

311

00:38:27.850 --> 00:38:33.050

Aron Korenblit: So that's recreating that step. Now we have are

312

00:38:33.230 --> 00:38:35.829

Aron Korenblit: kind of analysis. Where do we want to put put this in a Google Doc.

313

00:38:36.970 --> 00:38:43.819

Jimmy Slagle: Yeah, that works 1 1 question, too. For choosing the AI model. What? What models do you have access to.

314

00:38:44.460 --> 00:38:52.090

Aron Korenblit: Great question, all of them, basically, any model that you need in any level. So both Openai, anthropic

315

00:38:52.390 --> 00:38:56.770

Aron Korenblit: Google, perplexity, Meta, Deepseq, Grok.

316

00:38:57.180 --> 00:39:04.809

Aron Korenblit: so you can use any model, and that's particularly useful for 2 axes. One is that you have sometimes simple tasks.

317

00:39:05.090 --> 00:39:08.439

Aron Korenblit: Right? In this case we have a very simple extract data.

318

00:39:08.820 --> 00:39:15.069

Aron Korenblit: I don't want to have a very complex model. Do that? I want it to be quick, so I can pick a simpler model.

319

00:39:16.430 --> 00:39:23.550

Aron Korenblit: Then I have models that perform particularly well. For instance, Openai doesn't analyze video, but Gemini does.

320

00:39:23.770 --> 00:39:34.190

Aron Korenblit: So I can use Gemini in my analyze video. And then, when I have a complex query like this one, where I'm asking it to analyze things, I can bump up the model and say, Use, 0 3,

321

00:39:34.440 --> 00:39:47.639

Aron Korenblit: right? And all of those are included in Gumloop. And the costs are basically credits. So the more complex the model, the more credits are charged, and you could see what the cost of any flow is in the bottom. Right here.

322

00:39:48.444 --> 00:39:56.130

Aron Korenblit: Let me make sure. Before we run this, I'm going to say output as HTML suitable for Google Docs.

323

00:39:57.360 --> 00:40:06.389

Aron Korenblit: you can also use Markdown. You can even have it plain text. I just like the formatting. So what do I want in my Google Docs writer, I want to say, report about

324

00:40:06.500 --> 00:40:10.690

Aron Korenblit: this. I want the hashtag that's coming from here.

325

00:40:11.640 --> 00:40:15.400

Aron Korenblit: So we connect Boom.

326

00:40:15.710 --> 00:40:22.309

Aron Korenblit: Make a little space here, close this out. And then what do I want the content to be?

327

00:40:22.630 --> 00:40:26.930

Aron Korenblit: I want the content to be the response from Askai, which I've already connected

328

00:40:27.580 --> 00:40:36.110

Aron Korenblit: like that. And I said, HTML, and that's going to generate a Google Doc that we can start working off of. So let me run from here.

329

00:40:37.510 --> 00:40:40.129

Aron Korenblit: So what is happening. We're smooshing the analyses

330

00:40:40.410 --> 00:40:46.709

Aron Korenblit: we're running that analyze with 0, 3. This might take a minute minute and a half, and then it's going to write a Google Doc

331

00:40:46.910 --> 00:40:49.510
Aron Korenblit: that I have for

332
00:40:49.710 --> 00:40:59.649
Aron Korenblit: my hashtag. So I'm going to take a moment to ask, answer any questions, and then we'll change this into an input like an interface that anyone on your team could get reports from even an email as well.

333
00:41:00.630 --> 00:41:07.889
Jimmy Slagle: Yeah, 1. 1 clarifying question, too. So like, let's just say that you wanted to give the model more context. So

334
00:41:08.280 --> 00:41:14.989
Jimmy Slagle: like your website. Or if you had like a Pdf on on, you know, here's all of our Icps.

335
00:41:14.990 --> 00:41:15.390
Aron Korenblit: Yeah.

336
00:41:15.390 --> 00:41:20.180
Jimmy Slagle: Jones Road. Beauty is a really good one. If you wanted. If you wanted a Joan.

337
00:41:20.180 --> 00:41:29.630
Jimmy Slagle: you Aaron, if you want that. URL, yeah. So this one will be relevant to the to the hashtag.

338
00:41:29.870 --> 00:41:35.929
Aron Korenblit: Perfect. So in that case, let's we can. You can. You can read a Google Doc

339
00:41:36.270 --> 00:41:42.739
Aron Korenblit: right? Obviously, you can put in a Google Doc, that will kind of about the company. But you can also just scrape the website.

340
00:41:42.910 --> 00:41:45.989
Aron Korenblit: Let's go to website Scraper. This is sometimes something.

341
00:41:46.130 --> 00:41:53.640
Aron Korenblit: If you're even talking about a competitor, and you want to bring in information about a competitor. You can do that. So

we're just going to put in the URL

342

00:41:54.940 --> 00:41:55.690

Aron Korenblit: right?

343

00:41:56.690 --> 00:41:58.929

Aron Korenblit: And now that's going to scrape the website

344

00:41:59.040 --> 00:42:00.960

Aron Korenblit: and let me go back to Gummy

345

00:42:02.240 --> 00:42:09.710

Aron Korenblit: and say, I want to include information about my company by scraping

346

00:42:10.360 --> 00:42:15.540

Aron Korenblit: our homepage. Can you adjust the prompt to include that?

347

00:42:15.840 --> 00:42:20.960

Aron Korenblit: Only output the section I should add to the prompt.

348

00:42:24.990 --> 00:42:29.870

Aron Korenblit: So that's writing that. There you go, company perfect.

349

00:42:30.360 --> 00:42:40.380

Aron Korenblit: So company information from homepage when generating concepts ensure that they gave me additional kind of context. Here, oops

350

00:42:40.990 --> 00:42:43.260

Aron Korenblit: keep the formatting website content.

351

00:42:43.600 --> 00:42:45.780

Aron Korenblit: That's coming from right here

352

00:42:49.710 --> 00:42:51.610

Aron Korenblit: I'm going to go. Boom.

353

00:42:52.900 --> 00:42:58.420

Aron Korenblit: exit, gummy mode. There we go. And now I have more

context. So that's actually a perfect example. I don't remember who asked that question.

354

00:43:01.830 --> 00:43:15.470

Aron Korenblit: Alberto, is that you're like building out a more complex flow as you're going. You're like, oh, it'd be great if we had this. We have a tone and voice like, here's examples of our videos that we performed very well.

355

00:43:15.590 --> 00:43:17.659

Aron Korenblit: Right? So let me save that.

356

00:43:17.900 --> 00:43:25.970

Aron Korenblit: Let's look at the report just without, you know, I ran a moment ago. There you go, skincare add concepts. Creative brainstorm. Derm approved. Under 25,

357

00:43:26.110 --> 00:43:30.190

Aron Korenblit: 60, second routine for busy moms future. You face off.

358

00:43:30.490 --> 00:43:32.980

Aron Korenblit: This is based off of 2 videos

359

00:43:33.180 --> 00:43:39.760

Aron Korenblit: right now that you have this output, you can be like, Oh, I want, you know, maybe a little more detail. I want the script you can adjust.

360

00:43:39.890 --> 00:43:41.680

Aron Korenblit: You're prompting

361

00:43:42.430 --> 00:43:49.700

Aron Korenblit: and you can adjust your flow like, provide more context, provide more videos. So you're just kind of getting started and building out your workflow.

362

00:43:51.450 --> 00:43:53.860

Aron Korenblit: Does that make sense? And we now?

363

00:43:54.570 --> 00:44:01.919

Aron Korenblit: So I'm seeing some questions about how to get hashtag videos. I'm happy to jump into that, Jimmy, or do we should start with the interface.

364

00:44:02.300 --> 00:44:10.149

Jimmy Slagle: No, I think I think, let's start with just like the different inputs. That you can have to start this flow.

365

00:44:10.310 --> 00:44:19.850

Aron Korenblit: Okay? Great. Yeah. So I mentioned at the beginning, there are different ways of starting, like you have a trigger. This is saying like, oh, I want this to run every day at 8 am.

366

00:44:20.410 --> 00:44:34.870

Aron Korenblit: That's 1 way of starting a flow on a schedule. You can also do like. Oh, when I get a new email, or when I get a new slack message, I think for these types of flow, the actual most common is to use an interface. So this is the ability

367

00:44:35.060 --> 00:44:39.110

Aron Korenblit: to use a public, not public, well within your team

368

00:44:40.210 --> 00:44:44.770

Aron Korenblit: to say, Hey, this is going to be a hashtag report, Creator.

369

00:44:45.510 --> 00:44:50.059

Aron Korenblit: I want you to give me a hashtag hashtag to analyze.

370

00:44:51.050 --> 00:44:55.620

Aron Korenblit: Spell correctly and then give me maybe your email.

371

00:44:56.860 --> 00:45:04.219

Aron Korenblit: Bring that in your email where we'll send the report. So now this works

372

00:45:04.540 --> 00:45:09.020

Aron Korenblit: like inputs, right? Just, and it has a URL. So it's save.

373

00:45:11.240 --> 00:45:14.480

Aron Korenblit: Now folks can get a hashtag, let's say, aging skincare

374

00:45:14.730 --> 00:45:17.740

Aron Korenblit: and aaron@gumloop.com oops.

375

00:45:19.590 --> 00:45:25.880

Aron Korenblit: aging skincare and run the report. The only thing we need to do is we need to connect it to the rest of our flow.

376

00:45:26.000 --> 00:45:32.669

Aron Korenblit: So let's disconnect what we had right here, and just reconnect where it needs to go.

377

00:45:33.090 --> 00:45:36.450

Aron Korenblit: So the 1st step is, we need to bring the hashtag.

378

00:45:36.740 --> 00:45:38.659

Aron Korenblit: So I'm going to use me as an example.

379

00:45:39.860 --> 00:45:42.550

Aron Korenblit: Hashtag to analyze. We use aging skincare

380

00:45:44.240 --> 00:45:46.390

Aron Korenblit: so hashtag to analyze goes here.

381

00:45:46.860 --> 00:45:51.079

Aron Korenblit: So that's all good. And then we need to connect the email. Actually.

382

00:45:51.870 --> 00:45:57.590

Aron Korenblit: Oh, no. We also wanted to hashtag in the report. So I'm going to connect that right here.

383

00:45:58.650 --> 00:46:01.739

Aron Korenblit: Report about hashtag to analyze.

384

00:46:06.690 --> 00:46:08.420

Aron Korenblit: And we want to send an email.

385

00:46:09.960 --> 00:46:17.480

Aron Korenblit: So Gmail, sender the body. We're going to go. Your report is ready here.

386

00:46:18.360 --> 00:46:21.680

Aron Korenblit: and we want to give the Google Doc link, bam

387

00:46:24.030 --> 00:46:28.430

Aron Korenblit: recipient is going to be the person who filled out the form their email.

388

00:46:28.610 --> 00:46:32.769

Aron Korenblit: So once you're kind of building in Gumloop. It's all. It's all plugin. You're just connecting things.

389

00:46:33.910 --> 00:46:42.779

Aron Korenblit: Your email subject, actually, your report about hashtag to analyze.

390

00:46:44.250 --> 00:46:49.680

Aron Korenblit: Let's not save that as a draft. We actually wanted to send. And there we go. Let's also last step here. Just make an output.

391

00:46:51.200 --> 00:46:56.460

Aron Korenblit: So even on the interface, the interface will see all the output we can also be, say.

392

00:46:56.870 --> 00:46:58.809

Aron Korenblit: Dot, your report.

393

00:47:00.990 --> 00:47:04.990

Jimmy Slagle: One quick question. Can you add multiple emails? If you wanted.

394

00:47:05.170 --> 00:47:07.630

Aron Korenblit: Yep, absolutely.

395

00:47:08.593 --> 00:47:13.549

Aron Korenblit: So yeah, you can totally either comma separated or have multiple inputs

396

00:47:13.760 --> 00:47:16.410

Aron Korenblit: that you then pass into recipients.

397

00:47:16.860 --> 00:47:21.260

Aron Korenblit: Right? I would probably recommend comma separated. This supports comma separated.

398

00:47:23.755 --> 00:47:24.570
Aron Korenblit: Okay.

399
00:47:24.830 --> 00:47:28.730
Aron Korenblit: So we can run the whole thing

400
00:47:33.810 --> 00:47:38.900
Aron Korenblit: from here. Let's do Gen. Z. Skincare.

401
00:47:39.760 --> 00:47:41.519
Aron Korenblit: I don't know anything about skincare.

402
00:47:43.067 --> 00:47:44.440
Aron Korenblit: Gen. Z. Skincare.

403
00:47:46.450 --> 00:47:48.749
Aron Korenblit: So now we're getting a report

404
00:47:50.140 --> 00:47:55.680
Aron Korenblit: for that while that's running. Happy to answer any questions, and maybe we'll spend the last 10 min I saw some questions around.

405
00:47:55.870 --> 00:48:03.179
Aron Korenblit: how do we get this node? Right? Because if you go to Tiktok you'll only see the one with AI happy to spend time there.

406
00:48:03.540 --> 00:48:08.930
Aron Korenblit: Also I saw a question, Nan versus Gumloop. So, Jimmy, where should we start.

407
00:48:09.250 --> 00:48:18.739
Jimmy Slagle: Yeah, I'd say on on this specific one, let's say, instead of a hashtag, people wanted a search. Query, how? How does that work within the the Tiktok Mcp.

408
00:48:18.990 --> 00:48:33.500
Aron Korenblit: Yeah, I think the hashtag and the search query are actually the same. So I think, where? So if you go to Tiktok search, and you input a hashtag, it'll search a hashtag. And if you input a specific query, it'll just return that

409
00:48:36.390 --> 00:48:39.610

Aron Korenblit: But yeah, the way you would build that is, you drag it on.

410

00:48:41.020 --> 00:48:48.340

Aron Korenblit: So I'm gonna say, given a search query, return videos in that search.

411

00:48:52.920 --> 00:48:56.469

Aron Korenblit: And now it's going to go through the process. First, it's going to say, can I do that?

412

00:48:56.630 --> 00:49:01.499

Aron Korenblit: It seems like the answer is, yes, it's going to say, Okay, give me your search. Query. I'm going to return the videos.

413

00:49:01.830 --> 00:49:04.779

Aron Korenblit: And it's giving you some options. How many? There's a limit.

414

00:49:05.080 --> 00:49:11.570

Aron Korenblit: How many video links do you want video links? And do you want the cover links. I'm like, Yeah, that sounds good. We're going to go ahead and generate the code.

415

00:49:12.110 --> 00:49:15.960

Aron Korenblit: So this is what allows us to like prompt your way to a node.

416

00:49:19.280 --> 00:49:27.019

Aron Korenblit: So now it takes about, you know, maybe 45 to a minute. I just saw, just felt my phone vibrate, which is telling me that.

417

00:49:27.320 --> 00:49:32.610

Aron Korenblit: Oh, no, that's something else. So it's still still running the analysis that we launched a minute ago.

418

00:49:32.840 --> 00:49:34.749

Aron Korenblit: I've got AI all over the place.

419

00:49:35.140 --> 00:49:38.960

Jimmy Slagle: AI running in my interface, AI writing code for a node.

420

00:49:39.080 --> 00:49:45.009

Aron Korenblit: You know, it's really making my life hard, because now I have to figure out, what do I do when the AI is thinking?

421

00:49:45.240 --> 00:49:47.680

Aron Korenblit: You know. What? What do we? There we go

422

00:49:47.920 --> 00:49:52.680

Aron Korenblit: now the code is being written. Don't worry. If you don't understand this code. I don't either.

423

00:49:52.800 --> 00:50:00.160

Aron Korenblit: really are. We show it in case you want to edit it, but it is going to generate. It's going to go and get that information from Tiktok.

424

00:50:02.410 --> 00:50:03.459

Aron Korenblit: There we go.

425

00:50:03.600 --> 00:50:07.519

Aron Korenblit: So a search query, maybe we want Gen. Z skincare.

426

00:50:08.370 --> 00:50:14.170

Aron Korenblit: And let's get 2 videos. I do want the video links. And I do want cover links. Let's run the test.

427

00:50:16.370 --> 00:50:22.649

Aron Korenblit: And now it's making sure that the output is what we want, and you could always prompt and change the output.

428

00:50:26.260 --> 00:50:30.800

Aron Korenblit: Still running. It's a big, big, big analysis that it's running.

429

00:50:31.280 --> 00:50:33.829

Aron Korenblit: There we go. Okay. Our report is ready.

430

00:50:34.090 --> 00:50:34.860

Aron Korenblit: Bam.

431

00:50:38.860 --> 00:50:40.999

Aron Korenblit: Concept one concept 2.

432

00:50:41.390 --> 00:50:47.339

Aron Korenblit: Then versus now decode the glow. One bomb, 5 replacements.

433

00:50:48.148 --> 00:50:50.489

Aron Korenblit: Not bad. That took about

434

00:50:51.280 --> 00:51:03.560

Aron Korenblit: 2 and a half minutes. It, you know, watch. If we had up the limit it could have watched 5,100 videos given us ideas, you can even be specific around what you want as an output.

435

00:51:03.970 --> 00:51:13.300

Aron Korenblit: And there we go. We got our our skincare, our Gen. Z. We have our node right? So we've just built. This uses a search query instead of a hashtag.

436

00:51:14.288 --> 00:51:15.720

Aron Korenblit: Let's save the node.

437

00:51:17.990 --> 00:51:23.809

Aron Korenblit: And now, boom, we have it. It's working. We've prompted our way to a node that does exactly what we want it to do.

438

00:51:24.360 --> 00:51:30.610

Aron Korenblit: And there's some questions of like, what can you do? So if you go to the Instagram one.

439

00:51:30.770 --> 00:51:33.120

Aron Korenblit: bring it in. You see, Mcp tools.

440

00:51:33.350 --> 00:51:37.719

Aron Korenblit: this is everything we can do. Get profile posts, get post comments, get hashtag posts.

441

00:51:37.820 --> 00:51:42.920

Aron Korenblit: find users, get profile details, get tagged posts. I remember that was a question at the beginning.

442

00:51:43.467 --> 00:51:51.240

Aron Korenblit: And yeah, you can simply prompt. If you try a prompt that we can't do, it'll tell you that the tools available won't be

able to do that.

443

00:51:52.220 --> 00:52:17.190

Jimmy Slagle: One thing, too, that I love to do with like this sort of analysis is, you can also. So the cool thing about Gumloop and why, right away I was. I was intrigued by before the Mcps. They actually had a pre-built Facebook Ad. Or Meta ad account and analyzer. So you can do the exact same thing with your Meta account. It can't get the the performance data through this public node.

444

00:52:17.190 --> 00:52:41.049

Jimmy Slagle: but you can scrape essentially what would be public in like your Facebook ad library, if you go to like, see what ads brands are running. And so that's a cool one, especially if you wanted to give it some context to like scripts or ads that you've run already. You can have it. Go and scrape the ad account as well. The cool thing, too, about gum loop, and this is maybe a little more advanced.

445

00:52:41.050 --> 00:53:05.850

Jimmy Slagle: But if you want to know what Gumloop can do, you can, and the integrations that can exist, they use, appify. And so if you just go to appify's website, you can go through their entire list of of nodes and be able to connect them into Gumloop, which again, we're not going to. We only have, you know, 7 min left. So we're not going to spend time doing that. But that's that's where you know you're almost

446

00:53:05.940 --> 00:53:19.400

Jimmy Slagle: anything that has an Api, and that someone's built. You can probably bring that within within gunloop. So tons of tons of cool use cases when it comes to the Facebook Library.

447

00:53:21.240 --> 00:53:41.309

Aron Korenblit: Yeah, I'm seeing a question from Carla. Can Gumloop add concepts to a designated spreadsheet template? Yes, and that's actually a perfect example where you're like, Okay, I've built this thing. This is super cool. Where do we go from here? So a good example is, you can say there's so many ways to do it that I'm almost like struggling. Let's say you want the you know the output of this

448

00:53:41.660 --> 00:53:43.379

Aron Korenblit: to be 5.

449

00:53:43.922 --> 00:53:48.290

Aron Korenblit: You know, example. So I would. The way I would do is

you adjust this prompt

450

00:53:48.980 --> 00:53:54.949

Aron Korenblit: right to be like output. 5 concepts always give me a title, you know, output a certain structure.

451

00:53:55.170 --> 00:54:01.159

Aron Korenblit: and then you could either use our, you know, sheets kind of Mcp.

452

00:54:01.520 --> 00:54:08.639

Aron Korenblit: right? Which is, here's an example of the output I'm going to give you. I want you to write it to 5 columns. But you can also just use the Google sheet writer.

453

00:54:09.440 --> 00:54:14.109

Aron Korenblit: Right? So you give it a link. It's going to go ahead and find, do I have an example? So

454

00:54:14.800 --> 00:54:16.320

Aron Korenblit: let's go here.

455

00:54:19.260 --> 00:54:22.099

Aron Korenblit: Right? So it's like, okay, email, name and company.

456

00:54:22.330 --> 00:54:26.590

Aron Korenblit: So you can then put those concepts. This is just that sheet as an example. But

457

00:54:27.218 --> 00:54:29.089

Aron Korenblit: yeah, that's totally possible.

458

00:54:29.810 --> 00:54:30.500

Aron Korenblit: Cool.

459

00:54:32.400 --> 00:54:56.979

Jimmy Slagle: What other questions do you guys? What other questions you guys have? Happy to keep answering more? One other thing that I would say that was helpful for me is Gumloop has a Templates section. It's not super related to creative strategy necessarily. But if you want to just start to see like, okay, what are other ways outside of creative strategy that I could start to utilize this tool? I would strongly recommend going to the template section.

460

00:54:56.980 --> 00:55:20.929

Jimmy Slagle: seeing what nodes and workflows have been built, and then that will just start to like, get the idea spinning for for you again. Alex and I will go into much more like creative strategy workflows next week, and the ones that we use and how we think about it. But if you want to know all the other. You know, more generic personal use cases definitely check out the templates.

461

00:55:22.085 --> 00:55:23.240

Jimmy Slagle: Section.

462

00:55:25.380 --> 00:55:32.779

Aron Korenblit: Yeah, absolutely. And if you build something cool in Gumloo, please let us know, and we'd love to add it to the to the template gallery.

463

00:55:34.780 --> 00:55:36.669

Aron Korenblit: So question from Carla.

464

00:55:36.850 --> 00:55:43.770

Aron Korenblit: Can we add upload ads to the ads manager? I don't think so. I don't think we have that capability.

465

00:55:44.790 --> 00:56:08.160

Jimmy Slagle: This is a tool. Yeah. And and this is another really good, like distinction for everyone is there? Are there are going to be tools that you that exist that are probably going to do some of these workflows as more interfaces come out. So if you want to know, like a bulk ad uploader tool. That I know Alex is really high on ad manage is is a solid one that does just that So

466

00:56:08.160 --> 00:56:26.639

Jimmy Slagle: yes, you have to pay a subscription fee for something along those lines, but it's probably going to be easier than going and trying to figure it out yourself with all the different custom nodes and access tokens on Facebook and everything. So that's a tool that I know Alex has been has been a fan of.

467

00:56:28.360 --> 00:56:48.310

Aron Korenblit: Cool. There was a question, can we do image Gen and video, gen, we have image Gen from Openai. So you can just like you can create an image in Chat Gpt. You can do that at scale within Gumloop. So say you have 50 concepts in a sheet. It can generate 50

468

00:56:48.460 --> 00:57:00.480

Aron Korenblit: images with the prompt that you're specifying video, I think, vo, 3 is kind of like the the. It's just bandwidth limited. So they don't give access. They're they're barely out of

469

00:57:00.840 --> 00:57:02.809

Aron Korenblit: preview for 2.5.

470

00:57:03.600 --> 00:57:05.919

Jimmy Slagle: Okay, once, though, you guys, you guys do have your.

471

00:57:05.920 --> 00:57:13.209

Aron Korenblit: Do have Arcads. You can use Arcads in Gumloop. I forget about that. So you can just multi-generate Arcads.

472

00:57:13.520 --> 00:57:25.300

Aron Korenblit: Arcad's also a big customer of gumloop. They generate a bunch of either ads or other stuff in Gumloop. So yeah, completely forgot about that. So sometimes Jimmy knows Gumloop better than I do you know, or that part of Gumloop.

473

00:57:25.690 --> 00:57:26.600

Jimmy Slagle: That's totally.

474

00:57:26.600 --> 00:57:27.300

Aron Korenblit: Of it.

475

00:57:27.440 --> 00:57:27.980

Jimmy Slagle: Yeah.

476

00:57:27.980 --> 00:57:49.089

Jimmy Slagle: yeah, what other questions? What other questions do you guys have? In the Q&A, I can answer anything else. I know we only got a couple of minutes left, Aaron. Normally, we do have a good amount of people stick around. Normally, we go on for close to an hour. You definitely do not need to do that. I can answer a lot of the.

477

00:57:49.090 --> 00:57:58.469

Aron Korenblit: I'm happy to answer any. If there are questions people want to pipe up. I'm happy to, you know. I really appreciate all of you taking the time. I know it can feel daunting.

478

00:57:58.900 --> 00:58:03.370

Aron Korenblit: I know. Sometimes you're like, where do I start? I

always say, start simple

479

00:58:04.050 --> 00:58:10.930

Aron Korenblit: baby steps one node prompt. Oh, I get it. I adapt. I saw someone had a list of list issues.

480

00:58:11.280 --> 00:58:17.129

Aron Korenblit: yeah, you know, start small. And then, before you know it, you're going to be like, Hey, Jimmy.

481

00:58:17.390 --> 00:58:19.180

Aron Korenblit: check out my check out my flow.

482

00:58:19.420 --> 00:58:21.109

Aron Korenblit: check out the cool stuff that I built.

483

00:58:21.460 --> 00:58:22.820

Aron Korenblit: That's the goal.

484

00:58:24.760 --> 00:58:25.530

Jimmy Slagle: Oh, right!

485

00:58:25.990 --> 00:58:28.519

Aron Korenblit: Yeah gumloop.com slash templates.

486

00:58:30.900 --> 00:58:35.180

Jimmy Slagle: You should share the one that we built to for the Tiktok. Hashtag. If you didn't already.

487

00:58:35.680 --> 00:58:41.620

Aron Korenblit: Absolutely. Let me bring that right here. Let me call this Jimmy Workflow.

488

00:58:42.840 --> 00:58:47.859

Aron Korenblit: Let me share that with everyone. I'll share with you as well, so you can share more broadly for folks who are watching back.

489

00:58:49.550 --> 00:58:55.180

Aron Korenblit: So I'm going to do anyone with a link copy. There you go.

490

