12
00:01:03.918 --> 00:01:09.969
Alex Cooper: It's gonna get fun today because we start to get into the nitty, gritty technical stuff.

13

00:01:10.746 --> 00:01:12.370
Alex Cooper: So I am pumped.

14
00:01:13.610 --> 00:01:16.979
Jimmy Slagle: Yeah, it's gonna be fun. Putting this together was a good time.

15
00:01:17.390 --> 00:01:23.780
Jimmy Slagle: prompting is is one of my favorite things. So I'm I'm gonna geek out about about all of this.

16
00:01:42.919 --> 00:01:46.240
Jimmy Slagle: Another midwest Omaha. There we go! There we go.

17
00:01:46.240 --> 00:01:47.420
xandi: Good morning!

18
00:01:49.230 --> 00:01:50.230
Jimmy Slagle: Hey.

19
00:01:58.940 --> 00:02:02.549
Jimmy Slagle: Rahavi, rap in the Jupiter brand? I love it.

20
00:02:16.110 --> 00:02:20.870
Jimmy Slagle: You can always count on Barry to have a good, a good response to any question.

21
00:02:29.380 --> 00:02:32.499
Jimmy Slagle: Well, Alex, what do you think? Think it's think it's time.

22
00:02:32.500 --> 00:02:39.609
Alex Cooper: Yeah, let's let's get on the way, guys we are really pumped to start session 2

23
00:02:40.189 --> 00:02:48.770
Alex Cooper: of this 8 week program. With you guys today, things get fun because we're gonna start talking about prompting.

24
00:02:49.287 --> 00:02:54.952
Alex Cooper: So real quick. If you just join, drop where you are calling in from

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00:02:55.330 --> 00:03:20.309
Alex Cooper: and we will see where we've got people calling in from. Drop us a chat message to if you are part of the after school squad from last week. You want to see representatives from the after school squad. It was a lot of fun for those of you who tuned in last week stayed on for the Q. And A. So I really enjoyed that guys just before we get started. We have been adding bonus sessions to the calendars

26
00:03:20.310 --> 00:03:21.450
Alex Cooper: of you all

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00:03:21.460 --> 00:03:50.669
Alex Cooper: over the last few days. Currently, we've added 7 bonus sessions across a range of topics. And we have 3 more to come. I know we already said 8 bonus sessions. We actually managed to secure another 2 for you guys so bear with us on those last 3. What you can do is if you go to the slack channel, there is a tab inside the slack channel. It says, course schedule in that schedule you can see exactly when every session is and what the topic is you can see

28
00:03:50.710 --> 00:04:15.350
Alex Cooper: which ones you can make and which ones you can't. You should also have the invite in your calendar. If you don't, please reach out to Sarah, who is in the slack channel, and you can reach her through that, or you can reach her through Sarah, at Humansquaredco, SYRA. It's human squared Co. And she'll sort it out. But everyone here should have invites to those sessions. We are kicking off with our 1st bonus session on Tuesday, so we're going to have weekly double sessions. Tuesday with a bonus session.

29
00:04:15.350 --> 00:04:27.429
Alex Cooper: Thursday will be the regular session with Jimmy and I with a session with remain from Archads on how to make top tier AI ugc. This Tuesday, at 12 pm. Eastern.

30
00:04:27.470 --> 00:04:37.632
Alex Cooper: and of course, if you miss any of these sessions, they'll all be recorded. You guys will get access to all the recordings, if, for whatever reason, you are unavailable.

31
00:04:37.960 --> 00:05:01.009
Alex Cooper: Lastly, it's not too late to add your team members onto this course. If you're finding it valuable, it's been great to see a bunch of you enrolling people in your team of the last 7 days. So if you do want to add additional seats, just reach out to Sarah, who'll be more than happy to help you on board any other team members who

will get access to everything we've covered so far in the recordings and everything going forward

32
00:05:01.180 --> 00:05:05.640
Alex Cooper: in the live session. So, Jim, let's go into the fun stuff.

33
00:05:06.480 --> 00:05:33.430
Jimmy Slagle: Do it. Let's do it. Yeah, one last note. So so I know technically, this is only an hour. Alex and I stayed around for an hour last week, just answering different questions that you all have. So we're gonna do that every week. So if you have some questions that you want to get answered to. We'll we'll stick around for an hour, and we had a we had a good good group last week, so I'm excited to see the after school squad back again, and more people to join. So it's gonna be a good time.

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00:05:33.720 --> 00:05:39.640
Alex Cooper: Fantastic. Well, I know that a lot of you have been dming us

35
00:05:40.060 --> 00:06:06.539
Alex Cooper: and messaging us with feedback. If you just want to skip to the next slide. Jimmy, a lot of you've been dming us with feedback and things that you want to focus on, and I know that a lot of people here really want us to get to the Workflow Building part of this course, and I can assure you we are going to get there. We really want to spend a lot of time with you guys on on the gum loop and the any ends, and like the advanced workflow building stuff. But I do want to make this really clear.

36
00:06:07.400 --> 00:06:24.000
Alex Cooper: It's really difficult to build great creative strategy workflows without the fundamentals of prompting and context engineering being mastered. And that's why I think a lot of the workflows online are getting wrong at the moment. They're just like, only kind of really

37
00:06:24.810 --> 00:06:47.740
Alex Cooper: solving. For like half of the equation, which is the actual piping of the workflow. But what's way more important, especially when it comes to creative strategy, is the prompting and the context engineering. This is not like, you know, we're not asking Chatgpt to go through a list of support tickets and categorize them like that. For that you don't need a strong, prompt, or context, but like for creating

38

00:06:47.740 --> 00:07:03.790
Alex Cooper: good, direct response ads, which is already difficult as a human to do, to get AI to do it to to perform that without your input is really tough. And that's why these sessions on prompting and context are so important. So we're gonna go through these

39
00:07:03.980 --> 00:07:28.169
Alex Cooper: sessions 2, 3, and 4. And that's going to allow us in the back end of this course to focus on the sexier workflow stuff, plus. We have all of these bonus sessions with experts on arch ads on vo poppy, gum loop, midjourney, Nan Claude Mcp. You name it. We have a bonus session for it in the next 8 weeks. So I, for one, am really excited about what we've still got in store for you.

40
00:07:30.028 --> 00:07:51.949
Alex Cooper: I'm not gonna spend too much time on this. I think everyone here knows how important prompt and context engineering is because you're in this course. So yeah, we're gonna teach you guys the fundamentals and and make sure that you're really really good prompters. So that when it comes to the workflows that you're building the multi-step like kind of automations and workflows, you have the right prompts and context to inject into them.

41
00:07:52.980 --> 00:08:17.980
Jimmy Slagle: Yeah. So so just going over like what we're going to be touching on today, we're going to be going over the core types of prompts that exist and that we use on a regular basis the core, then components of what those prompts are, I guess, like the 4 different components that exist within that prompt our top. Creative strategy prompts that we use in the exact examples. And then how to start to build prompt libraries. So this is something

42
00:08:17.980 --> 00:08:42.959
Jimmy Slagle: that is much more scalable that you can start to bring across your entire organization. So not everyone has to learn how to master the art of prompting. It can be just you and you can be that change agent and everyone else uses your prompts. So there are 4 types of prompts as well, 4 components and 4 types. The 4 types of prompts that we recommend are the 0 1. Many shot which

43
00:08:42.960 --> 00:09:06.389
Jimmy Slagle: we'll go through these an example. We'll show the output that exists from when you use these. So you guys can see the difference in quality that it makes. Then there's chain of thought, decision, tree and then reverse engineering, which is one of my favorite types. So number one, a 0 shot, all 0 shot means is you're not providing it any examples whatsoever. So in this case

44

00:09:06.570 --> 00:09:31.570
Jimmy Slagle: this would be an example of a 0 shot. Prompt. You're telling Claude you're telling Chatgvt, hey? I need a 30 second script for a direct response. Video ad for the perfect gene. Don't give me any scenes visual shot list. I only want the verbal script. And for context, this is how bad Chat Gpt and Claude are at thinking of just 0 shot like going off of no examples. So if you guys aren't aware of the perfect

45
00:09:31.570 --> 00:09:56.559
Jimmy Slagle: is like a Jean company for guys comfier jeans than than you know what would have existed previously. Their marketing is very tongue in cheek, and this is what it came up with when I gave it, absolutely no context or examples or anything. So this is the this is the control. So just so you guys know, with 0 prompting techniques, this is the the quality of outputs that Claude Chatgpt

46
00:09:56.560 --> 00:10:16.049
Jimmy Slagle: can think of. And as you can see, it doesn't even know our our brand because it said, over 50,000 women have already made the switch. And we're targeting guys. So so just for context, that is how little Chatgpt or Claude knows about your brand, and and who should be purchasing these jeans.

47
00:10:16.280 --> 00:10:40.689
Jimmy Slagle: So now we get to a 1 shot prompt all that is, is essentially giving it one example. So I went, copied the transcript of an ad within our account. I had the exact same starter, prompt of, you know. Write a 30 second script. The only thing, I added, is, here's an example of a winning ad script that we have used in the past. I copy and pasted that in. And you're gonna see just almost immediately the difference in quality

48
00:10:40.690 --> 00:11:05.369
Jimmy Slagle: that just providing it with one example comes out to be, it's going to be very similar. So you can see like this one.
These are the best bleeping jeans I've ever owned. It's gonna carry over those similar characteristics. So one shot is great when you have, like a winning ad or a winning script. And you just want these slight iterations because it's going to take a lot of those core components of of what was in the original one, and and

49
00:11:05.370 --> 00:11:10.797
Jimmy Slagle: almost like reuse those in just slightly different ways for another script.

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00:11:11.260 --> 00:11:36.159
Jimmy Slagle: This still isn't great like it's better, but it's

nothing that's that's like, I'm gonna go and run this now. And that's just with with one example. So the next one is many shots. So this is essentially 2 or more. I would say you probably don't need more than like 20. A good rule of thumb is like that. 5 to 10 range. If you wanted to start to have a lot of different diverse options.
So same thing, I said, Hey, you know, write a 30 second script for a direct response Ad.

51
00:11:36.160 --> 00:11:59.959
Jimmy Slagle: And this time I gave it 5 examples. So same thing just went and took this transcript of those, and you can start to see it's gonna start to pick up with with a little more of the verbiage that is used within those other ads. I haven't added anything else. I haven't added our website or the products. This is literally just the examples, and that's the only variable that I am changing in in these. And so

52
00:12:00.242 --> 00:12:18.070
Jimmy Slagle: again. This isn't great, but it's it's so much better than like that initial one. So whenever you're prompting, it's always a good idea to add some examples, just because that's going to give Chat Gbt or Claude a lot of context into what you guys have used. And it can start to pick up on the tone and everything else. So

53
00:12:18.337 --> 00:12:42.909
Jimmy Slagle: that is, that is, when you just add examples. Now, the next one is when you're you're almost trying to have the AI model.
Think through the different steps that you would. You would take as a creative strategist to come up with a script. So in this case I essentially had 5 different steps that I wanted the AI model to do so. A chain of thought is like, Hey, first, st do this, second, do that, 3, rd do this, 4, th do this. So I'm telling it how it should be processing

54
00:12:42.910 --> 00:13:06.430
Jimmy Slagle: the end to end process of writing a script. So first, st I wanted to think about the core. Psychological pain point that the perfect gene solves, think about like guys, emotions, their insecurities, fears, desires, and I want them to like, get in the mind and heart of our potential customers. Then I need you to look at our existing ads, how do we currently address those pain points?

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00:13:06.430 --> 00:13:31.220
Jimmy Slagle: These are winning ads, meaning, they work. And then, 3, rd think of how you could come up with sentences, phrases just like we have. So again, I'm telling it to go step by step. This is what I want you to do. And again, this is where you have to be a good creative strategist in order to know how to have a good chain

of thought prompt. But this is this is a good, just like exercise to get AI to not just go 0 to. Here's a script, but more so. Think through step by step.

56
00:13:31.220 --> 00:13:52.249
Jimmy Slagle: as a human creative strategist would do, because that's really what we're trying to have. AI accomplish is process the the script writing component in the same way that we would as humans. And so right away, the 1st thing that it's going to do is start to break down those different steps. So right away again, I told it, think about the core. Psychological pain points.

57
00:13:52.410 --> 00:14:15.040
Jimmy Slagle: So it's going to start to write those down first.st So physical discomfort, the masculinity, paradox, versatility, anxiety, needing different clothes for different occasions fit insecurity, and then always having to compromise between looking good or feeling comfortable. So then it will go into how we address those, and then the key phrases to mimic. That's 1 thing that I told it to do is like.

58
00:14:15.040 --> 00:14:33.179
Jimmy Slagle: we don't necessarily want you to try to think of like net new ideas. It's just so more so mimic, like our existing style of sentences. We'll get into that a little later. But AI is not great at coming up with net new. It's really really good at finding patterns and and just creating those slight iterations to what you currently have. And with that

59
00:14:33.230 --> 00:14:58.150
Jimmy Slagle: it then came up with the initial script again, like there's slight tweaks that you would want to make here. But overall, it's starting to get starting to get better. And and you know again, I think AI is just like, how can we get it to get us to 80, 85% as soon as possible? And you know this is just one of those thoughts of when you do have it, go step by step. It's able to think through that in

60
00:14:58.150 --> 00:15:23.049
Jimmy Slagle: entire process and give you better ideas. So it gives the initial one. It reviews. It tries to find a couple different areas that where it's like, Hey, this doesn't really feel similar to what we've used in the past. So then it will revise it. So this is a really good, just chain of thought, example for you. And and again, just tell it what you need to do every single time. This also I did include the examples at the bottom.

61
00:15:23.050 --> 00:15:34.049

Jimmy Slagle: So it was able to still see what those 5 examples were. I just wanted it to go through and and like, think about it more from a, from a psychology perspective before writing it.

62
00:15:34.200 --> 00:15:58.740
Jimmy Slagle: The next one is Decision tree. This is probably my second favorite type. So really, the difference that you're having it do here is, instead of us saying, like list, the different psychological pain points that exist, or or you know what we're really trying to target. We want to have it come up with a different script for each of those core psychological pain points that guys are facing.

63
00:15:58.740 --> 00:16:23.650
Jimmy Slagle: and then review all of the ones that it generated to suggest the best one. So in this case you're telling it like, hey? Go down multiple different paths. Review all of the different ones that you generated, and come up with the best one. And so here you can start to see it's going to go through and do a very similar chain of thought exercise of. Okay, I know that these are the core psychological pain points that you guys have started to address so far. So now it's going to write a script for

64
00:16:23.650 --> 00:16:41.610
Jimmy Slagle: each of those different 5. And so now you get to start to have just more variation and variety than than AI trying to come up with everything right away. So you can see it's going to write a script for physical restriction and discomfort. You're gonna see that it's coming up with like a lifestyle incompatibility.

65
00:16:42.072 --> 00:17:06.650
Jimmy Slagle: I mean like it even, for, like the mask invalidation, I did not expect to see that that profanity in the outputs. But I guess Claude is is learning to be a little more unhinged, but nonetheless, like you're just starting to see a lot of different examples and and more creative variation than just like when you're like, Hey, here's an example that we have

66
00:17:06.650 --> 00:17:31.580
Jimmy Slagle: create a script. So that's just some examples of of the scripts. And again, if you go back to where we started, these are so much better like there's a lot of these where, if you're a creative strategist like you can make some slight tweaks, and you'd feel fine going to the team with with at least some of these sentences or lines, or just overall concepts. So decision tree is great. And then, as you can see, it's going to recommend

67
00:17:31.580 --> 00:17:44.529

Jimmy Slagle: which script it thinks to be best, and gives you a little bit of validation. And and yeah, overall, it's it's a good good example of another type of prompt that you can use. The last one is probably my favorite.

68
00:17:44.750 --> 00:18:06.010
Jimmy Slagle: So this is called reverse engineering successful outputs. So what we did is we uploaded again 5 examples of winning scripts that we have used, and what I'm telling Claude to do now is to create a prompt that could generate more scripts like the ones that we have. And so Claude is then going to go and create a prompt that I can just copy and paste

69
00:18:06.010 --> 00:18:29.520
Jimmy Slagle: into into quad, to then have it come up with more ideas, and and so all I'd say then is, I'd have that initial prompt of write a 30 second script for me. I don't need the visuals, just the spoken words, and and this is kind of within that. And I could just say at the bottom, like, Follow these instructions, I paste this in, and it's able to come up with more ideas

70
00:18:29.520 --> 00:18:54.829
Jimmy Slagle: like this, and this is probably like the most unique or different one that that it was able to come up with. And so yeah, it's, it's just another idea that you can do. It's really, really strong when you have things that you know to be working to almost reverse engineer and have chat Gpt or Claude come up with that prompt for you, instead of you having to go and try to create all of these yourself. So that's a good example.

71
00:18:54.860 --> 00:19:19.319
Jimmy Slagle: Now, when we dive into like the 4 elements of a prompt, so really like the ones that I was just showing you was was mainly just the task and the context. So, hey, this is what I want you to do. And these are the contact like these are our 5 examples of winning ads. But there's more to it. I won't go through and show like examples of all the outputs because we could be here all day. I just want to give you guys some good ideas for these different

72
00:19:19.320 --> 00:19:43.950
Jimmy Slagle: elements of a prompt. So you can go back and start to test yourself. So the 1st one is identity. You can start to give it an identity on how you want it to interact. Like. For example, I strongly recommend this one. Which is this concept of mimicking versus trying to generate new ideas. So you could use something like, you're an expert at writing in the exact same tone as the examples, provided you've spent your entire career studying this art. And now people pay you a million

73
00:19:43.950 --> 00:20:08.620
Jimmy Slagle: dollars to write in the same way that's completely distinguishable from the existing text. So again, if you have winning examples or just ideas that you really like, upload this, and you'll be able to get more in that similar tone. So just like the overall lesson is just like AI mimicking and finding those patterns of how you write is a lot better than AI trying to generate like completely net new net new ideas.

74
00:20:09.150 --> 00:20:33.669
Jimmy Slagle: The next one is you can start to use some famous copywriters or or advertisers in this space. So you could have this be like, think like David Ogilvie or Claude Hopkins, Ryan Reynolds, if you wanted something a little more unique or very, you know, on tone to how Ryan Reynolds speaks like that. That is a really good you'll get. You'll get very diverse

75
00:20:33.670 --> 00:20:57.739
Jimmy Slagle: outputs from when you give it an identity, and it will try to do its best job. I love doing these for decision trees. So you could say, Hey, I want you to write a headline from the following advertising legends, you know David Ogilvie, Claude Hopkins, you know any of the others? I mean, you could do Don Draper from from mad like, like whoever else you want there.

76
00:20:57.740 --> 00:21:20.629
Jimmy Slagle: and then say, analyze all of these different yeah, Barry. There we go, analyze all of these different outputs and decide on the best one, or just like, walk me through how each of these would think about writing a headline. So decision tree here is is a really good use case. For when you're wanting, like multiple different personas of famous advertisers.

77
00:21:20.630 --> 00:21:41.789
Jimmy Slagle: the next one is just like assigning like a role. So it's it's a really good distinction to know like, are you trying to have AI give you an answer or help you get an answer. And so, for example, you could have it be like an expert brainstorm partner, or like a psychology based script writer, and and instead of it, just saying like, write this ad script, say like.

78
00:21:41.890 --> 00:22:06.870
Jimmy Slagle: help me think through how I should write this script. Help me think through how we could try to target this specific emotion more. So I'm a big fan right now of AI trying to help you get more answers versus just AI giving you the answers, and truly be that that kind of co-creator which I'll touch on here shortly. The next one is like thinking abstractly again.

79
00:22:06.870 --> 00:22:31.739
Jimmy Slagle: if you want this to be something of like how AI can help you get to an answer. You could say, like, Hey, you're someone who thinks differently from the norm. You challenge what you think to be true. You know I think we can all agree, like great and legendary marketing is doing almost the opposite of what the majority would recommend. And I want you to be that brainstorm partner for me or another really, really good one that I like is, if you haven't heard the book.

80
00:22:31.740 --> 00:22:49.099
Jimmy Slagle: one plus one equals 3. It's all about how to think creatively and combining like existing ideas into net new ones. And so you could say, I want you to think like the book, one plus one equals 3. So there's a lot of different things here that you can just try to get AI to not be so rigid and so logical.

81
00:22:49.220 --> 00:23:13.040
Jimmy Slagle: The next thing is the task. So all of those were just like the different identity components. Now is the task. And again, this is what I was talking about. Like I love AI as a Co. Creator rather than just like AI as the Creator. So you know, like AI being the Creator is like, write 3 scripts for my brand. The advanced task is much more of like a thought partner. Don't write the scripts, yet instead, ask me questions that will help me think of better scripts.

82
00:23:13.040 --> 00:23:37.959
Jimmy Slagle: or just bring up concepts not directly rated, related to our brand that could be interesting, and ask how we could incorporate them again like AI, can just bring in a ton of different ideas for you to at least consider and be like, No, this is, this is good or no, this is bad. And then also, just like, upload some scripts that you have and say like, hey? What topics or angles haven't we touched on that? We maybe should. And again, it's just a really good way for AI to

83
00:23:37.960 --> 00:24:02.959
Jimmy Slagle: to be a better brainstorming partner. The last one is context. We'll have an entire session next week on context engineering. But as you've seen so far, like AI loves to see successful outputs, and and I didn't do it in mine. But you should explain why it's successful and why you really like it. That will help a ton for AI to even pick up on more nuances than just like the patterns that exist.

84
00:24:03.100 --> 00:24:10.939
Jimmy Slagle: If you can say why it's successful, AI will will know

that, and and acknowledge that, and be able to just try to create more things like that.

85
00:24:11.190 --> 00:24:34.540
Alex Cooper: Yeah, I do just want to jump in here because like this really is the 80 20 of prompting, just like working out what a successful output looks like from the model, and then explaining why, and then trying to like. If I was to make this prompt better, I'd stack like 10 of these in here for my brand, and ideally 10 that I like, or that ideally have worked

86
00:24:34.540 --> 00:24:58.380
Alex Cooper: for different reasons. So like one might be, you know, one might be. I like this headline because it worked. I think it worked because whether I know of the brand or not, it's relevant to me. If I have dandruff, I might like another one, because I think this work because there's emotional copyright and like, or just give as many different reasons for why you think something works, because we never know exactly why something works

87
00:24:58.410 --> 00:25:25.459
Alex Cooper: to give a diverse like range of learnings to the model interesting. I was talking to someone event a few weeks back, who was talking to me about like successful versus, like good good outputs versus bad outputs. And you should be putting bad outputs in into prompts as well. I mean, understandably AI skews more favorably towards good outputs, because, I mean, if you were working with an intern, you'd rather give them like, say, here's what works rather than here's what doesn't work, but it doesn't hurt to say like.

88
00:25:25.460 --> 00:25:39.930
Alex Cooper: if AI gives you a bad output. You can then iterate your prompt and just put that bad output, and then into the next version of the prompt and say, Don't do this because this, and just keep on iterating on that, prompt, and keep on iterating on that prompt until you get to the point where it gives you really good outputs consistently.

89
00:25:40.820 --> 00:26:05.609
Jimmy Slagle: Yeah 100%. I love Alex's approach like that. 0 shot. No, no examples. Say, like, Hey, write 5 scripts for me. Just copy all of those that, like the original Chatgvt or Cloud output gives you. And then in here you can say these are bad examples, and add, like a few sentences. Why, and that way you'll stay like as far away from AI generated responses as possible, so that it's definitely definitely a good pro tip there.

90
00:26:05.630 --> 00:26:28.940

Jimmy Slagle: The next thing. And again, like, don't spend too much time worrying about this. But context is really, really important as well. I didn't include any context like additional context around creative strategy, or how to write really good scripts, or the different types of ad frameworks that exist, or any of those things that, like again, us as creative strategists kind of know intuitively, but like AI models, don't necessarily know that it should be pulling in.

91
00:26:28.940 --> 00:26:45.500
Jimmy Slagle: you know, like a you know, problem, agitate solution, format to this or any of those. And so this is where, like, you can throw in some of those documents like this could be Eugene Schwartz's 5 stages of awareness, for, like Hey, write a script based on.

92
00:26:45.610 --> 00:27:09.519
Jimmy Slagle: based on each of these different stages of awareness or anything else. And this could be your brand guidelines. We've already talked about existing scripts, winning scripts. This could also just be like I love. And again, we'll do a whole session on this. But I love going to Youtube, finding a really, really good video, like, if it's Alex's video on how to create static ads, take the transcript of that Youtube video and then paste at the bottom of your prompt and saying like, Hey for context.

93
00:27:09.520 --> 00:27:31.070
Jimmy Slagle: this is how to create really good static ads, that is, that is one of my my favorite exercises to give it like very hands on, and practical you obviously are going to have, like your internal documents about the brand external. That's more about like creative strategy in general, both are important. Both are good to include in these different prompts. But again, we'll we'll go way deeper into this next week.

94
00:27:31.250 --> 00:27:40.160
Alex Cooper: Yeah. And I want, I want you guys to make sure. Then there for next week, it's arguably the most important session that we're going to do for the whole course. Definitely. My favorite

95
00:27:40.790 --> 00:28:05.060
Alex Cooper: and yeah, like, this is like the source, like training, especially when it pertains to like creating direct response ads with AI like, if you've got a way, simpler task with with Chat Gpt or Claude, which most of the stuff that we do like outside of creative strategy is like, do you need to go into this level of training? No, but like, when it comes to like creating direct response scripts

96
00:28:05.110 --> 00:28:23.909
Alex Cooper: like Gbc. And Claude are not good creative strategists. They're really really powerful models, but they need training on not only like what your brand is and what your value props are. But like, what actually a good creative strategy is. So we're really gonna dive deep into this one next week. So yeah, make sure you're there for that.

97
00:28:24.640 --> 00:28:49.630
Jimmy Slagle: Cool. Yeah. And if you guys want to get like the transcript to different ads like for added context. And again, we'll walk through this next week. But Google AI studio is free. It can actually see it takes a frame per second of your video files and can get the audio. So that's a really good one that you can use.
Eventually, I'll share a gum loop flow that you can use to like do that at scale. But nonetheless, Google AI studio is is a

98
00:28:49.630 --> 00:29:00.099
Jimmy Slagle: free tool that you can use to get the visuals and the transcripts of ads. The final thing is just the output like, what are you looking for? These are some different ideas and and use cases that we've had.

99
00:29:00.100 --> 00:29:09.789
Jimmy Slagle: So just standard paragraph or bullet point form like this is what Chat Gpt and Claude will resort to. I hate, for the most part Claude's output structure, where it's like

100
00:29:09.890 --> 00:29:34.040
Jimmy Slagle: bullet points with like 5 words. I mean, very similar to like what you would see here. I want it to be way more explanatory. So I'll often say, like, Hey, I want that your response to be in paragraphs versus just like bullet points, because I want to see it. It, you know, dive deeper. You can have it. Be an executive summary. If you just want the concise overview. I love a tiered ranking system. So saying, Hey, I want you to think of, you know, 5 different scripts

101
00:29:34.040 --> 00:29:59.019
Jimmy Slagle: and rank them from best to worst. That's another really good output, a grading system as well works. So you know, I want you to 1st write an F script and then work your way up to an A that way it has to like logically. Think through what would be a really bad one. What would be a decent one? What would be, you know, above average, and what would be really good. And so that is, that is solid. And then finally, like again, that ratings

102

00:29:59.020 --> 00:30:12.250
Jimmy Slagle: very similar to the grading system. But you could say, Write a script, that's a 1 out of 10, and then another. That's a 10 out of 10. You want it to be able to understand what's bad, what's good, and have that differentiator for the outputs.

103
00:30:12.310 --> 00:30:35.059
Jimmy Slagle: And then finally, like like the elite prompting formula, is just starting to put all of these different things together. So Alex will walk through like some of the examples that we have used. But this is this is kind of where all of the magic happens is taking everything that we just talked about putting into like that. That one prompt. And you're gonna see some, some really, really good, really good output. So go for it, Alex.

104
00:30:35.500 --> 00:30:46.790
Alex Cooper: Yeah, for sure. So if you just wanna hit the next slide. I quickly whipped up a prompt for generating static headlines from customer views, which I know

105
00:30:46.930 --> 00:31:13.467
Alex Cooper: is the one that we used last week, but, like that is one of the best, like an easiest, to understand examples, for I think everyone here using each of these 4 sections as you go through these, Jimmy should start to see these come up on the screen. If you just click through so like you're a direct season direct response copywriter that is trained to write like people like Ogilvy Dave Gerhardt and Harmon Brothers then given it the tasks, and your job is to analyze. Customer reviews.

106
00:31:13.890 --> 00:31:33.360
Alex Cooper: do not use your own headlines only serves actual Review snippets, which is a example of me, iterating on the prompt because it previously, and, like Claude and Gbt, do like to make up their own headlines sometimes, unless you specifically tell it as I tried to do here. This is very important that it should only look for actual headlines.

107
00:31:33.673 --> 00:31:58.099
Alex Cooper: Examples. Again, you can make this way better by stacking this prompt with examples. If you're an agency and you want to build a standardized one, go and go and look into all of your client accounts, and go and pull out. Go and run a report. Top 10 static ads. Last 3, 6, 5 days, and go and pull out some of the best headlines for each industry and put them in here. If you're a brand.

108
00:31:58.100 --> 00:32:22.620
Alex Cooper: you can just stack this as many top performing

headlines as you can, and why you like those headlines. I put this next bit in yellow here because it's a little nugget I include in almost all of my creative strategy prompts. I learned this from Barry Cott, so I can't take the credit for this. As with a lot of the stuff I've learned about ads assume that people reading these headlines do not know or care about the brand. I found that a lot of

109
00:32:22.730 --> 00:32:52.600
Alex Cooper: a lot of the time when it comes to AI writing scripts or headlines that it assumes that people know. Okay, which is just not the case. And that is the kind of like creative strategy nugget that we want to be thinking about when we inject context into our prompts and our custom Gpts and Claude projects. And finally, an output structure. I just said a ranked list, and the group them into highly usable might need editing. And and too vague.

110
00:32:53.290 --> 00:32:53.990
Alex Cooper: So

111
00:32:55.370 --> 00:33:09.430
Alex Cooper: yeah. Oh, and by the way, one more thing I want to say on that. If you go back to it, Jimmy, everyone here is gonna get a copy of these slides. And this is actually how I generate the 1st part of this prompt. You can literally put these slides like, download them as a Pdf.

112
00:33:09.430 --> 00:33:19.649
Alex Cooper: Put them into chat. Gbt. Say what you want to create in a prompt and say, follow all of the knowledge in these slides to give me a 1st version of the best prompt

113
00:33:19.650 --> 00:33:40.809
Alex Cooper: to generate a script for my brand, or pull out headlines from customer views, or whatever it is like. I was surprised with how good the 1st pass was of this. When I put this presentation through Chat Gpt. Obviously, it's not going to be perfect. It's gonna be missing context. And that's what you're gonna need to add manually. But I recommend everyone. Give that a try. You could even build some kind of like

114
00:33:41.080 --> 00:33:53.579
Alex Cooper: custom, Gpt, for a prompt builder and insert. This is some of the context. That's a little bit more Meta. But yeah, we're gonna send out the slides for these tomorrow. So whatever you want to build, you should be able to upload this, and and it'll give you a 1st pass.

115

00:33:53.650 --> 00:34:03.869
Alex Cooper: One thing to note is that different models will have sometimes significantly different outputs for different tasks.

116
00:34:03.870 --> 00:34:27.630
Alex Cooper: and that changed over time as well. I remember when Gemini was it Gemini? 1.5 1st came out. Jim and I were testing it. I remember the 1st few days, like it seems to be like a shockingly good copywriter for Gemini, and then we tested it like a week or 2 weeks later they nerfed something, but it just it just fell off a cliff. So these things do change, which means it's important to when you're writing prompts.

117
00:34:27.630 --> 00:34:40.969
Alex Cooper: and not necessarily when you're just one shot in something, for, like a quick, you know, a quick headline or a quick script that you're writing, but like, especially when you're creating things that are going to be standardized and shared across your team. It's really important that

118
00:34:41.000 --> 00:34:58.880
Alex Cooper: you put a lot of effort into that 1st prompt that's going to be used again and again and again, and not just the prompt that is being built. But the model that you are using with this prompt. So there are tons of Llm email tools out there. The one that I use is called open router, which is this one here. You can just select the models that

119
00:34:58.970 --> 00:35:21.099
Alex Cooper: that you want and type in the prompt, and it will. It will give you the output from the different Lms. Jimmy's actually also built a gum loop flow which I believe we shared last week. If not, we can reshare. That does the same thing as this. I will say, if you do use open router, do try and connect your Apis, otherwise the credits will burn through it relatively quickly, especially if you're uploading a large documents like customer reviews.

120
00:35:21.100 --> 00:35:43.629
Alex Cooper: So be careful of that. But I mean we use it for again, like the prompts that we're trying to standardize and share across our organization like the ones that we want to get like, really, right for a lot of different scenarios. It's important to test different. Llm, so yeah, we use open router. But if you just search Llm. Eval tool, you'll find a bunch of them there, too, or just use Jimmy's gum loop workflow.

121
00:35:44.031 --> 00:35:55.978
Alex Cooper: This isn't going to surprise anyone but recommendations

for Lm selections. Basically, I went through all of the different Lms. Actually, I didn't do an update on this, because this was a couple of months ago.

122
00:35:56.540 --> 00:35:57.325
Alex Cooper: and

123
00:35:58.260 --> 00:36:17.070
Alex Cooper: I ranked them for different creative strategy tasks out of 10 of their outputs, because, again, like, when you are creating prompts in there, we shouldn't be judging the prompts we should be judging the success outputs and based on the success outputs for these different tasks, concluded the Claude. For writing copy. Gbt, for pretty much anything else. I think it's going to shock

124
00:36:17.070 --> 00:36:32.249
Alex Cooper: anyone here. But yeah, I would encourage people to not just have biases towards one model, because things can change and models can get better and worse. I know, Jimmy, you said you've been liking Claude for Opus a lot recently, which is a new one. They dropped.

125
00:36:33.040 --> 00:36:57.539
Jimmy Slagle: Yeah, yeah, I'm a big Claude guy for anything writing. And even I've heard from from people in the development space, too, that, like, it's it's the best code generator right now. So yeah, definitely, if you guys aren't on Claude, I highly highly recommend it. I think Claude is is a very underrated copywriting I honestly hate O. 3 from Openai. I don't think it's like that good of a model. I don't know what they did to it, but

126
00:36:57.540 --> 00:37:20.289
Jimmy Slagle: I liked o 1 pro way more than O 3, and I know they came out with O 3 pro. And I like that one better, too. But yeah, so it's interesting. And and this is all going to be like this stuff is all taste and and personal preference. But nonetheless, the the hierarching point here is to go and test the different models. Be aware everyone has different tastes. You might like what

127
00:37:20.731 --> 00:37:28.888
Jimmy Slagle: Gemini writes better than what Cloud writes better than what Chat Gpt writes, and all of that you just learn by by testing and using these models. So.

128
00:37:29.180 --> 00:37:53.209
Alex Cooper: And again, that will change. That will change from task to task like it will be different for script writing than it will be

for necessary like processing reviews and picking out the best ones because they're like different fundamental tasks that are being asked. I think you made a good point when we were speaking like offline the other day about how with Claude for opus, it shows you the steps that like that is thinking and like how it gets to that result.

129
00:37:53.210 --> 00:38:13.210
Alex Cooper: And that's really important. If we're trying to iterate on our prompts because we can see like why, Claude, if it's getting something wrong. We can look at the logic and think like, why is it getting this wrong or like? Where? What is the thought process to come to this output so that we can learn, and then we could just adjust it in our prompt for the next iteration of it.

130
00:38:13.630 --> 00:38:35.183
Jimmy Slagle: Yup, it's a good distinction to know, for, like any of the thinking models, those are the ones where, if you say something and there's like, you know, a 1030, you know, maybe 60. Second delay. The the AI models trying to think through how it should answer. And so like platform opus, you can actually see and I think I could probably just share

131
00:38:36.300 --> 00:38:38.590
Jimmy Slagle: Let me see here.

132
00:38:39.600 --> 00:39:03.759
Jimmy Slagle: yeah, I think this should work. So you guys can see like right here, it's going through and saying like, let me analyze this step by step, as requested, and it goes through and like, you can actually see, you know, where some of these key points that it's trying to mimic. So it's saying, like short, punchy sentences, profanity for authenticity, specific activities you can do quotes that it really likes direct address

133
00:39:03.760 --> 00:39:20.220
Jimmy Slagle: to viewer every guy needs. So you're able to at least see how it's processing, going through and writing these scripts, which is super powerful, because obviously like Chat gpt Claude, are all sort of black boxes, and this is like a quick insight into knowing how it got to that end. Result.

134
00:39:22.110 --> 00:39:22.800
Alex Cooper: Great.

135
00:39:24.120 --> 00:39:24.910
Alex Cooper: Okay,

136
00:39:25.880 --> 00:39:32.180
Alex Cooper: Jimmy, what we don't want to do in in these prompting sessions is just kind of like, give you a fish.

137
00:39:32.180 --> 00:39:56.579
Alex Cooper: and just give you the prompts that we use, and just say, go and use that. I mean, we are going to do that. We don't just want to do that. We would encourage everyone here to, you know, kind of either use these as a springboard to go and make your own prompts, or just think about like, what do you already do manually, in the creative strategy process that you could turn into a prompt or you could turn into a workflow. So we're going to get into prompt libraries a bit later. But just to share a hand

138
00:39:56.580 --> 00:40:01.590
Alex Cooper: handful of our top strategy problems, I'll run through a few of these real quick.

139
00:40:03.830 --> 00:40:31.510
Alex Cooper: one of the 1st ones find trigger events from customer reviews. I think this is an exercise that we actually do internally at ad create either like with AI or manually where we'll sit down and either go through reviews or just brainstorm. How like what trigger events preceded our customers from making a purchasing decision, and there are so many like when you get these right like. There are so many golden nuggets in terms of like headlines or hooks, or just kind of like

140
00:40:31.510 --> 00:40:56.439
Alex Cooper: scenarios that you can create in your ads. So this prompt is to try and reverse engineer. And again. You guys have all got the recording. You've got all the slides, so don't worry about taking screenshots or taking notes, but like this kind of prompt is designed to reverse engineer those by looking through the customer reviews, summarizing them and picking out those not just like, Oh, this person is getting older like, but the actual.

141
00:40:56.440 --> 00:41:11.980
Alex Cooper: specific and detailed trigger events that led to someone buying. And again, there are gold, golden nuggets in your customer reviews in terms of headlines, but also a slightly underutilized one is is the trigger. Events come from? Customer reviews.

142
00:41:14.102 --> 00:41:32.220
Alex Cooper: Another one. This is one of Jimmy's, and I use it a lot

using deep research to conduct competitor gap analysis. This is one of them in the document we shared last week that I'll resurface again in a moment, but you can find out so much by just getting

143
00:41:32.340 --> 00:41:47.200
Alex Cooper: Gpt to go through each of your competitors and kind of do a gap analysis. I've seen people do a swot analysis as well like, look at us versus look at our competitors or look at our. You could even take this one step further and like, build a gum loop, flow where it's like, look at their ads and look at our ads and kind of

144
00:41:47.200 --> 00:42:12.040
Alex Cooper: create a swot analysis. What are they doing that? We don't and vice versa. And yeah, I mean, deep research will go away, spend like 1520 min and produce reports that would have taken strategies hours previously. If anyone here is not using deep research, there's no reason why you shouldn't be is well well worth the $200 a month. So, yeah, this is a great prompt that I use fairly often.

145
00:42:13.130 --> 00:42:39.290
Jimmy Slagle: And one thing I'll say, too, and we'll dive into deep research more in a couple of weeks for advanced prompting. But you really want to use chain of thought prompts for that. So say like, Hey, 1st do this, then do this, then do this, and it will follow those steps, and so slight, like prompting tip for any any deep research or thinking models in general. I think it always performs better when you give that chain of thought, which you guys now know what a chain of thought prompt is.

146
00:42:40.550 --> 00:43:07.495
Alex Cooper: A slightly more specific example. This is an like an iteration that I love to make on winning ads again. Someone I've picked up from Barry Barry. Hot for anyone who doesn't know Barry. But I'm assuming everyone here does. This is actually a screenshot of the prompt that helped us generate a winning ad. It was already a winning ad, and we took it, and it turned into even more of a winning ad

147
00:43:08.310 --> 00:43:31.439
Alex Cooper: when we put this through. So you know, when we have ads that sit in the problem. If you have a a product where you can problem and agitate, I think such a great iteration to make to to sit in that problem, sit in that pain point for as long as we can before we present the solution of our product. And this

148
00:43:31.530 --> 00:43:58.199
Alex Cooper: prompt, just basically, this is the script. We make

comfortable jeans for context. And it says, tweak the script. So it says the problem for longer. Again, this is a really basic prompt, and if I put, if I did, the exercise of putting this whole deck through through Chat Gbt. And I said, Improve this prompt. We can make a way better. One or you guys can make a way better one. But just in concept when you do have a winning ad, and you can sit in that problem and really kind of like, pull back the bow a little bit longer before you let go.

149
00:43:58.200 --> 00:44:19.900
Alex Cooper: I really like that, and it feels like a completely different ad when you're introducing the products at 4 seconds versus 20 seconds. And like I've been tweeting a lot recently. How some like longer ads have been working in our ad accounts. We've got ads that we don't introduce the product until 1, 2, 3 min, and we're really trying to sit in that pain point to make people feel that pain

150
00:44:20.185 --> 00:44:33.300
Alex Cooper: before we then bring in the solution. So that's just a more nuanced use case. I like to do that on a lot of our iterations whenever we can, and whenever it's viable. You might be selling a product where that's not viable like.

151
00:44:33.410 --> 00:44:35.319
Alex Cooper: If you're selling popcorn

152
00:44:35.540 --> 00:44:45.860
Alex Cooper: might not be able to sit in the pinway for that long, or maybe you will. I don't know. I don't know if we've actually tried that for the popcorn brand that we work with. But there's definitely some products that this lends itself more to

153
00:44:46.990 --> 00:44:49.029
Alex Cooper: and on the kind of

154
00:44:49.710 --> 00:44:55.410
Alex Cooper: concept of sitting in the pain point. This is one of my favorite ones on the simplest problems. But just the concept of it, like

155
00:44:56.460 --> 00:45:06.359
Alex Cooper: finding out or getting Gpt, or even better. This is probably better for Reddit answers. Now that's come out. So I need to update the slide. What emotive language that is like

156

00:45:07.300 --> 00:45:12.532
Alex Cooper: really making people feel that pain point. If you have a pain point that you can

157
00:45:12.970 --> 00:45:41.380
Alex Cooper: display. So, for example, like frustrating, humiliated, inadequate, this is actually the like. The context of this is this is a chat with Gbt about an Ed brand that I was doing creative strategy for, and like, we can use those phrases to make some potent static static ads. And we followed up, took these to Claude and said, like, here's context about the brand. Here are some phrases that we want to make some static ads with. Give us some headlines that

158
00:45:41.380 --> 00:45:59.159
Alex Cooper: really make people in our audience feel that pain point. And again, this is going to be better for some brands than it is, others depending on what your product is. But that's a really simple prompt that I love using when we have a problem solving products and goes to show something that Jimmy was talking about offline again. That like

159
00:45:59.160 --> 00:46:01.417
Alex Cooper: prompting isn't just

160
00:46:02.260 --> 00:46:08.800
Alex Cooper: How technically sound is. The prompt but prompting is also how creatively you can think.

161
00:46:11.070 --> 00:46:34.059
Jimmy Slagle: Yeah 100%, I mean, and we'll get to that in a little bit, too. But like half of prompting is just thinking of like clever prompts that get the AI to think differently, or to approach a problem or or task from from a more unique way. So yeah, it really is a good exercise on creativity, which, again, is like where it's like.

162
00:46:34.060 --> 00:46:58.609
Jimmy Slagle: is AI killing our creativity. It's like, I think, like just the new form of creativity is going to be. How well can you prompt and and be creative in the prompts that you're giving it? And so everything just shifts. You know it's similar to like, we don't have to use a calculator anymore. We have something to do that. But knowing you know the problem and what to input and all that is going to be.

163
00:46:59.000 --> 00:47:02.899

Jimmy Slagle: The more valuable skill. So yeah, yeah, it's it's good.

164
00:47:02.900 --> 00:47:22.000
Alex Cooper: And this is where the value out of the creative strategy is going to be. As we were saying last week, like, it's knowing what to create and like having the creative strategy, knowledge and context to be able to know that. Okay, like we want to, we want to find words and phrases that really make our customer feel that pain point like you're not going to get those unless you know to enter that and ask for that from AI.

165
00:47:22.300 --> 00:47:46.609
Alex Cooper: Guys, I think we could be sitting here all day if we just wanted to showcase prompts and examples. I am actually working on a document which I'm going to share with you guys. That is our whole basically prompting database, which I'm very excited to finish up on. It's almost done. In the meantime, Jimmy did share this last week. I would highly recommend checking this out. If you haven't already. I actually do have it up. So I'm gonna

166
00:47:46.610 --> 00:47:58.680
Alex Cooper: throw it in the chat for those of you who have not had the chance to go through this. This is 20. Deep research prompts. Is this just for audience research, Jimmy, or kind of more holistic.

167
00:47:58.880 --> 00:48:04.140
Jimmy Slagle: Kinda yeah. All business. focus strategy, high level, all that good stuff.

168
00:48:04.310 --> 00:48:20.099
Alex Cooper: Got it. And yeah, like, I said, I'm also working on a document. I think I might have even put in the next slide. It's not done yet, but it's almost there. I collect all of them. I just need to format it properly that I'll be sharing with you guys at some point in the next week or 2 which there's a lot of

169
00:48:20.350 --> 00:48:31.159
Alex Cooper: prompts in there. That's that one. But I'm you know you can skip that we don't need to talk about it. I'll show it when it's ready. Cool some other prompts in hacks

170
00:48:31.340 --> 00:48:54.870
Alex Cooper: that we've picked up just in general. You could summarize this this slide by saying, Raise the stakes, Jimmy said earlier. I can't remember Jimmy. If he said, like I will get fired or like my job depends on this. It has been proven that when you do

things like that it does improve the outputs of AI as stupid as it is, it works. And I would highly recommend working these into the prompts that you guys write.

171
00:48:54.870 --> 00:49:18.269
Alex Cooper: If you click forward, Jimmy, I'm actually going to highlight some of my favorites in this list. I actually use all of these, and I and I like all of them. I think Jimmy's favorite, the 1st one for each output, like. Just say, this is a 4 out of 10. I need you to give me a 10 out of 10. You got to impress me is really good. Raise the stakes by saying, if this doesn't, if this doesn't become the top spending ad in my ad account by

172
00:49:18.270 --> 00:49:41.530
Alex Cooper: next week I will get fired. Is that important, or, like my wife, will die like whatever it is that you want to say to raise the stakes you can use that in there. There's a bunch of other ones in there that we could spend time going through again. Reverse engineering prompts the 3rd one in bold. Once you're happy with the final output, saying, what would have had to ask

173
00:49:41.530 --> 00:50:01.210
Alex Cooper: to get to this point quicker. So you can iterate your prompt and learn for next time. And one more, I actually will just call out that I do use a lot is at the end of a prompt. I think this is the 4th one. Yeah, before you give your response. What questions do you have for me? That will help

174
00:50:01.210 --> 00:50:12.790
Alex Cooper: me give you give a better response. Gpt doesn't know what context it doesn't know. So asking that often gives it additional questions to ask you so it can give a better answer.

175
00:50:17.370 --> 00:50:40.910
Alex Cooper: Prompt cowboy is a cool tool for anyone who has not tried it out. It's a free tool, I believe, where you can just put your prompts in, and it organizes them into more structured prompts. If you go to the next slide, Jimmy, you'll see the comparison. The left one is my prompt. The right one is the prompt cowboy prompt. I usually just

176
00:50:40.970 --> 00:51:00.559
Alex Cooper: so like when my prompts are complete, I'll put them through cowboy, test them a few times. Whichever one wins I'll use. Sometimes cowboy is better sometimes it's not, but it's good to have that option. It's really quick to do. The reason I like this is because, you know, when AI is looking at an output. It would look at the same way that we would like if there's just a bunch of text

there.

177
00:51:00.560 --> 00:51:23.649
Alex Cooper: and you have to kind of work out. Okay, what's important here? Where do I start like? What I read is this bit more important than this bit? It doesn't really know how to format it, or how to like how to process it. Whereas if we look at this prompt on the right, it's clear as to exactly what each part is, and like where the priority is. So it's just as the same way that you or I would understand the one on the right better.

178
00:51:23.650 --> 00:51:31.009
Alex Cooper: The so that that's the way that an Llm will look at it so sometimes that can improve the outputs of your prompts. It's a

179
00:51:31.090 --> 00:51:33.820
Alex Cooper: a cool little tool that we run our prompts through.

180
00:51:34.100 --> 00:51:39.610
Alex Cooper: Now. When you guys go away and you start

181
00:51:39.960 --> 00:51:46.230
Alex Cooper: making these prompts and you stop building them.

182
00:51:46.640 --> 00:52:12.830
Alex Cooper: I would highly encourage everyone here. If you haven't already. Go and go and set up a prompt library for your team a database, whether it's in notion or Google Sheets, or Clickup, or I don't care where it is. But like the the point here is that everyone on our team of writing prompts, and a lot of times. We're rewriting prompts that someone else has already wrote and like, especially if we're going to put the amount of effort into the prompt and context that we have in the 1st

183
00:52:12.830 --> 00:52:36.869
Alex Cooper: 50 min of this call, like, it's probably smart to log that and version, control it. So we can share it across our team, and everyone can save time when they next come around to doing a prompt. So this is a very simple template I'm gonna share with you guys, it's on notion we don't have one for other other platforms, but you could easily go and rebuild this anywhere. Just a simple database with the prompt the who who

184
00:52:36.870 --> 00:53:00.700
Alex Cooper: register the prompt, the task, the status. And when it was last updated I would actually encourage people here like, don't

just do this for strategy. So that task you could even change into department and have ones for marketing, or operations, or finance, or whatever and like, have your whole organization's prompt library on here, the whole point being we should look to like the with the prompts that we're building the context. We're building. We should log that

185
00:53:00.700 --> 00:53:06.550
Alex Cooper: and share across our entire team. So our team don't have to go and rebuild these prompts the next time they wanna

186
00:53:06.620 --> 00:53:24.201
Alex Cooper: extract headlines from customer reviews or whatever that be. Not saying that, like, you know, someone has to use the prompt but like to have something that's like 80%, 90% there, and they can just add their own spin on it. Saves you so so much time. There's no reason why everyone here shouldn't be

187
00:53:24.660 --> 00:53:41.750
Alex Cooper: sending out their own prompt library as part of their homework. I will be sharing that template, probably in slack tonight or tomorrow. So anyone here who uses notion will have free access to it. Anyone who doesn't I mean, that took me like 15 min to build so you could easily do the same

188
00:53:41.980 --> 00:53:44.459
Alex Cooper: doing. You wanna go through the kind of assignments.

189
00:53:44.460 --> 00:54:09.300
Jimmy Slagle: Yeah, I got you guys, if you're if you're more, if you're really interested in like learning more about the fundamentals of prompting, there are 3 different guides that I would recommend the 1st one. Openai dropped their prompting guide specifically on like the 4 1 model. And so that is a really good.
Read through. It's not terribly long. Google also dropped like a 40 slide. Pdf on prompt engineering. Now, you can get really creative, like.

190
00:54:09.300 --> 00:54:33.970
Jimmy Slagle: if I were you? Personally, I like reading, so I'll just like print these off and go through them. But if you like listening to them via audio, you can throw them into notebook. Lm, or if you want to have, like an interactive version, to learn like, throw one of these Pdfs into Claude and say, like, hey, create a game where I'm gonna learn some of this material. So this is material that, like, I would strongly recommend. If you want to learn the fundamentals of prompting. These are from

191
00:54:33.970 --> 00:54:59.220
Jimmy Slagle: Openai, from Google. So these are as good as they can be. We found some other Pdfs as well, but those 2 are probably the top recommendations that we have. And so that is going to be your guys 1st exercise, whether it's in notebook, lm, or you, you listen to the podcast or whatever just breeze through these, the more time that you spend learning, all of these kind of ins and outs and kind of minor tweaks like the better prompt engineer you're going to be so

192
00:54:59.220 --> 00:55:23.730
Jimmy Slagle: highly recommend reading those. The next one is a tool called Gandalf AI. This will be a fun exercise for everyone to go through. Essentially, your goal is to try to prompt to get Gandalf to give you the secret password, and each level gets harder.
There's, I think, a total of 8 levels. I've gotten through Level 7, and and it's a fun exercise so

193
00:55:23.730 --> 00:55:47.969
Jimmy Slagle: definitely definitely go through. See how far you can get it gets pretty hard. And again, this is where, like the creativity piece comes in like you have to try to be creative and how to get, you know, Gandalf, to reveal the password. So it's a really good test for creativity. It's a lot of fun, and and you'll learn a lot. So in the slack we'll add a slack thread where people can post what level they get to.

194
00:55:47.970 --> 00:55:57.330
Jimmy Slagle: and and where there's they get stuck, and it could be a fun, fun, group activity, but definitely go in and try. Try and see how far you can get the last.

195
00:55:57.330 --> 00:55:58.010
Alex Cooper: That's in the way.

196
00:55:58.350 --> 00:56:02.629
Alex Cooper: By by the way, great great task to add to your hiring process.

197
00:56:03.360 --> 00:56:10.582
Jimmy Slagle: Yeah, yeah, 100%. If you want to see how good someone is at using AI see? Like what level they can get to on on Gandalf.

198
00:56:11.040 --> 00:56:35.839
Jimmy Slagle: So another. The last thing that we want to assign you guys for next week again, this is all optional. It's just things

that we recommend. We want to do a little bit of a fun challenge. So we want you guys to send us a prompt that is really really good at generating either static ad headlines or scripts for your ads. So send your best prompt to login at human squared Co. Alex. And I will go through. We'll

199
00:56:35.840 --> 00:57:00.279
Jimmy Slagle: test them out. We'll look at what the outputs are, and we will choose the top 3 prompts. So 1st place will win $250 to $250 gift card. Second, we'll get a hundred dollars, and 3, rd we'll get
$25. We'll we'll announce those at the beginning of the next session. And and so you guys can do this for any brand. We just want to see how good the prompt is, how good the outputs are.

200
00:57:00.280 --> 00:57:25.280
Jimmy Slagle: and and we'll run them. So you don't have to send us the outputs like we'll run through it. If there's extra context that you think we would need, you know again, just include that in the email, give us everything that we would need to be able to just go in and run it. But we want to see what you guys can do for prompt engineering and reward you guys in a fun way. So again, this is due by the start of next week. Make sure you get it in probably Wednesday night, so

201
00:57:25.280 --> 00:57:48.930
Jimmy Slagle: Alex and I will have time on Thursday to go through everything. We'll follow up in slack. But I just wanted to announce this now, and yes, we will share the the might be up to the the winners. Discretion. We'll at least go through some sort of it to to say who wins. So yeah, stay tuned. But this is going to be a fun fun challenge, excited to see what you guys can come up with.