

241

01:02:09.780 --> 01:02:17.079

Alex Cooper: okay, Jimmy. I'll fast one to you. Would you say gum loop requires the same technical knowledge as Zapier.

242

01:02:19.980 --> 01:02:38.210

Jimmy Slagle: probably. Yeah, I'd say those are pretty comparable. Honestly, I haven't spent a ton of time on Zapier's newer. Like AI workflow builder. I remember the automation days pretty well, and like early chat. Gbt, I again, like, what you guys will realize

243

01:02:38.210 --> 01:02:58.429

Jimmy Slagle: is, whichever one you guys can just pick up on best like, test them out, try to build something, and and like I tried make. I tried Zapier, you know, a year ago I tried. I didn't try any then at that time, but I tried make. I tried Zapier, and and I just couldn't get them to be that good like, I kept running into issues, and it just wasn't clicking for me.

244

01:02:58.430 --> 01:03:18.750

Jimmy Slagle: And then I tried gumloop, and it was like the 1st one where I just loved the mind map like drag, and like you could have

it go into multiple places. And it was very like fluid. My brain just works better with those sorts of visuals and interfaces. And so I was able to pick on Gumloop way faster than make or zapier

245

01:03:18.780 --> 01:03:22.540

Jimmy Slagle: across the board. There's not gonna be one that's like

246

01:03:22.720 --> 01:03:51.319

Jimmy Slagle: 10 times better than than any of the others. It's literally just whichever one you are going, whichever one clicks with you, and whichever one you find easiest to pick up is is where to focus. So you could get granular of like what some are better than the other. But overall, they're all going to be doing about 90% of the same thing. It's just the how it's built and kind of the the flow that changes. So that, that's that's what I would say about that.

247

01:03:51.570 --> 01:04:13.050

Alex Cooper: Okay, thank you guys, just to reiterate, if you've got questions we'd appreciate if you put them in the Q&A section I've got that open. I haven't got the chat open right now. Richard asked a great question that I actually tweeted about this the other day. Have you played with relevance. AI seems like a happy medium between Nan and Gumloop.

248

01:04:13.190 --> 01:04:37.740

Alex Cooper: I have. I have played with it like briefly, over the last week I actually saw a tweet last week saying something like, Nan is. So last year, like all the cool kids use relevance. AI now, so I was like, okay, we'll have to check this out then so I'll I'll share Jimmy, and I'll just briefly demo, or I'll just briefly show what I came

249

01:04:37.740 --> 01:05:02.989

Alex Cooper: or what I managed to do. So basically relevance AI is a tool, a workflow builder similar to gum label and a N, but it's all natural language, as far as I can see. So you come in here and, like you prompt what you want to build. So, for example, when I came in here. First, st I said, I want an agent that scrape like scrapes. My website

250

01:05:02.990 --> 01:05:15.360

Alex Cooper: understands my brand. And then it searches Youtube shorts to find videos that I can recreate as ads, so it would transcribe them. Use an Llm. And then pings me the answers in slack.

251

01:05:15.490 --> 01:05:36.379

Alex Cooper: That's literally the prompt that I had, and then it went and built all this, all of this itself, and then I can vibe debug it if it doesn't work which to be, for it didn't work the 1st couple of times, so I had to work on it a little bit like it. It did all the integrations for me. I just had to click and like connect the platforms I had. If I wanted to say, you know, add in a step where

252

01:05:37.300 --> 01:05:39.390

Alex Cooper: you output to Google sheets.

253

01:05:40.450 --> 01:05:50.239

Alex Cooper: Yeah, I should be voice dictating this really and it will go and do that, and then it'll update the flow. So it's not too pretty in terms of layout right now.

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01:05:52.550 --> 01:05:58.359

Alex Cooper: But it's a very interesting tool, because, like I said, NAN, I'm currently vibe coding

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01:05:58.390 --> 01:06:14.299

Alex Cooper: through Claude for opus and then pasting it over. And Gumloop, they do have their version of. Ask Gummy which, Jimmy, you've got more experience than me, but I haven't yet found too much success with this. So this does seem to be doing what Gumloop and Nan does

256

01:06:14.555 --> 01:06:29.354

Alex Cooper: but just allows you to prompt it again. This is pretty like, you know, somewhat advanced stuff, but I imagine there's some super cool things you could do inside of here. And, by the way, like I haven't I? I think I signed up for like a \$20 a month plan for this to to

257

01:06:30.094 --> 01:06:55.679

Alex Cooper: to create this. So yeah, as you can see I've created the agent for you if I accept. Now, it's added in the step. And I just have to connect my Google sheets. And I can update the system prompt. But like really interesting. So I'm definitely gonna be experimenting more on this throughout the weekend. It's 1 of my to do list tasks. So yeah, I'd keep an eye on what relevance are doing. It seems that there's a lot you can do in there.

258

01:06:56.460 --> 01:07:21.440

Jimmy Slagle: Yeah, yeah, I mean, I think it. It just goes to iterate like, this is another one that we're really close with this team. We're big fans of the mica team. They're coming out with that

that same sort of thing like the the future of building workflows is going to be natural language. It's still really important for you guys to know the the structure and the process to build those, because it's like when you know that the foundations and the fundamentals.

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01:07:21.440 --> 01:07:26.591

Jimmy Slagle: It makes prompting them way better. But nonetheless, like, where what this is gonna

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01:07:26.960 --> 01:07:55.740

Jimmy Slagle: reiterate our point on the prompting and the extra data or context that you're giving. It is going to be the most important thing when it comes to getting successful outputs going through and building an agent that scrapes Tiktok to come up with like new ad ideas is going to be extremely easy it. The the difference between which ones are successful or not is gonna come down to the prompting. And the context, which is why we really wanted to focus on those fundamentals. As well. So

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01:07:55.760 --> 01:08:05.420

Jimmy Slagle: yeah, it's it's definitely where this space is moving this kind of text to build workflow space. And we're still in the early stages. But nonetheless, we're we're getting there.

262

01:08:05.860 --> 01:08:16.751

Alex Cooper: Okay, cool. I'm seeing a lot of good questions come through. I wish we could hit them all. I mean, I I've not got a hard stop for like next hour, so I might just stay on and share with you guys. I don't know about you, Jenny. Jimmy.

263

01:08:17.260 --> 01:08:47.229

Alex Cooper: some people asking about prompting about hallucinations. We will cover hallucinations in the prompting session. So I'm not going to answer that one now, Annie? Hey, man, how's it going, by the way, asked a great question, how can AI help us prioritize ideas in the like in creative strategy? And this may not be the answer that people want to hear. But I actually think this is one of the hardest parts of the creative process to automate with AI. And the reason. I say that is because.

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01:08:47.229 --> 01:08:56.959

Alex Cooper: as a creative strategist, there are so many like variables that go into the calculation of like. If there are

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01:08:56.979 --> 01:09:02.939

Alex Cooper: 20 ads like ad ideas I have on this sheet of paper like

which 5 am I gonna choose?

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01:09:02.939 --> 01:09:27.910

Alex Cooper: And there are like millions of variables that will impact like these the 5 I'm going to choose. It's going to be your knowledge of the ad account. It's going to be your knowledge of creative strategy in general. It might be, you know, you seeing a conference 3 years ago, and you saw someone like cover a concept, or you saw a tweet 6 months ago. And you're like, Oh, actually, this idea would be better for this. Maybe you're in another course, and you and you saw someone pull up an ad account of a winning ad they had.

267

01:09:27.910 --> 01:09:38.190

Alex Cooper: But that was a different industry. And you're like, Oh, actually, I can see this isn't directly applicable, but I can see how it applied to my industry. Here there are so many things that

268

01:09:38.520 --> 01:09:55.930

Alex Cooper: affect that decision as to which 5 you pick, and that kind of is taste like that is the difference between a good credit and a bad credit strategist. So whilst you can go and build models to ingest all of those things, and then give you options. I think there's

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01:09:56.070 --> 01:10:22.820

Alex Cooper: way like there's a lot more low hanging fruit in other parts of the creative strategy process like research as Jimmy was covering earlier, where you can get it to go and come up with all the ideas, and then you, as the human, choose which ones you want to actually go through and create. And again, that's kind of the premise of this course, like the difference between a good creative action and a great one is still going to be in like.

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01:10:22.820 --> 01:10:29.829

Alex Cooper: what you create like, execution is going to go down to 0. It's gonna be everyone be able to create millions of ads. But it's like, who can create the ads

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01:10:29.850 --> 01:10:42.600

Alex Cooper: that are based on the right, like creative strategy, like foundations. So whilst I think it's possible that at some point that will be something that AI can handle. I actually think that there's

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01:10:42.640 --> 01:10:47.292

Alex Cooper: parts of the process that are way easier to

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01:10:48.720 --> 01:10:54.949

Alex Cooper: to replicate with AI right now than collating ideas and prioritizing.

274

01:10:58.970 --> 01:11:05.989

Alex Cooper: let's see what else we got here, Jimmy, you're a big AI studio fan. Do you utilize Google AI studio for creative learnings and iterations.

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01:11:06.690 --> 01:11:31.389

Jimmy Slagle: Yeah, it's it's so Google AI studio, which we'll dive into in a few weeks in more detail is great because you can actually upload video files. And so if I share my screen, I can quick show everyone here what I mean by that. So currently Chatgpt and Claude are unable to actually

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01:11:31.780 --> 01:11:47.111

Jimmy Slagle: see the input of a video file, Google AI studio, which is AI studio.google.com. You can come here and let me see if I can just get a quick sample video.

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01:11:48.530 --> 01:11:49.740

Jimmy Slagle: let's see here

278

01:11:50.950 --> 01:12:03.709

Jimmy Slagle: so you can come here and upload an actual Mp 4 file it doesn't have to be a link like this is the actual video. And it will take a frame per second of that video.

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01:12:03.710 --> 01:12:27.750

Jimmy Slagle: And you can start to go through and ask questions. So it's great like, you could upload multiple videos. And and you could tell it like, Hey, these are winning ads. What are common patterns that you're seeing across our winning ads that we could should continue to focus on and make sure to prompt it like be extremely in depth, like not surface level insights, because that's what it will typically tend to give you. But nonetheless, it's really cool like you can, you can start to say, like

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01:12:27.750 --> 01:12:40.075

Jimmy Slagle: like a really popular use case is, are there any potential copyright or in infringement

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01:12:42.260 --> 01:13:08.130

Jimmy Slagle: infringement claims that could be made from this video ad. And again, it will take like a frame per second, and actually analyze the the ad itself. So there's a lot of cool things you could ask for any like typos or grammar issues that appear on the ad you could ask for like copyright infringement. You could again upload to try to find patterns. So upload a bunch of winning ads, a bunch of

282

01:13:08.130 --> 01:13:14.130

Jimmy Slagle: ads that didn't perform well and try to ask like, why. So that's Google AI studio like the quick overview.

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01:13:14.190 --> 01:13:39.059

Jimmy Slagle: the only downside to Google AI studio is, it doesn't necessarily have the performance data, which is which is a bummer. And then also, if you try to upload too many video files at once. It typically errors out. And so so there are some limitations to to Google AI studio. But nonetheless, it's still extremely powerful when you're just like needing it to

284

01:13:39.060 --> 01:14:03.960

Jimmy Slagle: needing it to upload or get, you know, insights into a specific video or a few videos. But there are some limitations to to it overall. So yeah, that that's like how we would use Google AI studio. I think it is. It is pretty powerful. But but there are some downsides to it as well. The cool thing, too. Just so you guys are aware, Gumloop also connects to

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01:14:03.960 --> 01:14:24.129

Jimmy Slagle: Google AI studio. So when you're building out workflows. You're able to essentially be like, you can scrape the actual videos from you know, different links or Facebook ads, or any of that. So that's another great thing. So you don't have to go Google AI studio. You could build that out within Gumloop, which again, we will. We will touch on in later weeks.

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01:14:25.560 --> 01:14:37.555

Alex Cooper: Yeah. A big fan of Google AI studio? Remco asked, regarding Reddit answers. Reddit seems to be flooded by bots and AI generated comments. Won't that pollute the social listening data?

287

01:14:39.530 --> 01:14:41.829

Alex Cooper: I can only speak from my experience.

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01:14:42.290 --> 01:14:49.170

Alex Cooper: The output of Reddit answers. I am surprisingly impressed by

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01:14:50.340 --> 01:14:54.889

Alex Cooper: it's like it always seems to pull good references and like it doesn't always

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01:14:55.010 --> 01:15:00.640

Alex Cooper: like what what it will do is it will pull up the it will pull up

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01:15:00.840 --> 01:15:24.200

Alex Cooper: like some quotes or some threads, and it'll say, Hey, if you want to understand more, go and read this thread, so it's not like it just gives you this answer, and that's what you can do. What I will often do is I'll just scan through the answers that it gives me, and then click into the thread so I can see what the comments are. And obviously, if you're reading it, you can discern what's like, what's a button, what's not so. I haven't experienced that at all with ready answers, and I would highly highly recommend it.

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01:15:24.570 --> 01:15:46.180

Alex Cooper: giving it a try. I mean, just give it a try for your product. I would be surprised if it does get diluted, because based on my experience, it's been very strong someone else asked. Probably the toughest question here for play lens or motion. I'm gonna call that as personal preference. I am a big advocate for both of those platforms. I think the motion team doing an incredible job.

293

01:15:46.250 --> 01:16:02.189

Alex Cooper: And the full play team do an incredible job. And it just comes down to, you know, trying both of them. And and which one you prefer. I have tried both of them, and I I very much like both of them. So both of those guys are are serious platforms. You're not gonna go wrong with either choice?

294

01:16:03.661 --> 01:16:20.060

Alex Cooper: A couple shorter ones bar. How's it going, bar? I'm doing well, dude when do you want to use core projects? And when you want to use custom Gpts again, I'm Jimmy. You may have a different opinion. I'm going to call that personal preference. I

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01:16:20.060 --> 01:16:37.729

Alex Cooper: if it's it, depends what the task is. If it's copywriting related, I usually use a Claude project because Claude is a better copywriter. For most other things I use custom. Gpts. So yeah, I mean, there's not too much difference for the vast majority of tasks, but I don't know if you have a different answer for that, Jimmy.



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01:16:39.676 --> 01:17:02.009

Jimmy Slagle: No, I would say like before I was much more of a fan of cloud projects. The the reason why it has more evened out for me is Openai recently came out with the ability to select a model which definitely helps. So so over time, you're going to be able to like when they release the the newer, more powerful.

297

01:17:02.010 --> 01:17:26.019

Jimmy Slagle: powerful models. Here you'll be able to select those like a deep research, or they even have O 3 when they roll out. O 3 pro. And so that is, that is extremely valuable. Before you couldn't choose what model it was always defaulted to the the most generic one. And so I thought there were some limitations there. But now they came out with the ability to choose any of the models. And and so they're they're higher on

298

01:17:26.020 --> 01:17:28.819

Jimmy Slagle: my list now than they were before.

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01:17:31.770 --> 01:17:44.960

Alex Cooper: Ash asked a couple of questions. Will we learn how to create a good claw project or custom? Gpt. For copy and script writing. Yes, this is one of the most important parts of the prompting session. See about

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01:17:44.960 --> 01:18:09.030

Alex Cooper: I'm we're going to build one together, and I'm going to go through my process of like fully building out a claw project. I think one of the hardest things to do is actually get AI to reliably give you like good headlines or good scripts for your brand. It takes a lot of training. Actually, I'll rephrase that. It's not hard. It's just that most people don't go to the effort that it takes to get there, because it's a lot of work to get to that point where it reliably gives you the outputs.

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01:18:09.030 --> 01:18:24.709

Alex Cooper: It's very easy to get to the point where it just gives you outputs, and they're subpar. But it takes, I mean, at least in our experience, a lot of training of the model both on your brand and on creative strategy, to get it to the point where it's very good. And we're going to be doing a whole session

302

01:18:24.710 --> 01:18:36.290

Alex Cooper: basically on that. How to reverse engineer actual good outputs from from Gbt or Claude when it comes to creative strategy.

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01:18:36.370 --> 01:18:45.559

Alex Cooper: So that's 1 of my favorite sessions. I absolutely geek out about that. And I can't wait to. I dive in. Actually do one of those live with you guys?

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01:18:49.070 --> 01:19:05.080

Alex Cooper: let's have a look anonymous. Ask, have you seen, or are you doing any demos on apps that don't distort products? For example, if you upload a product? Can AI take that product image and not and keep all the correct details?

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01:19:05.190 --> 01:19:14.920

Alex Cooper: I don't think I mean Jimmy again. Correct me if you're wrong, like, I don't think that's a prompting issue. I just think that's a limitations of AI and the model issue at this point in time.

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01:19:15.366 --> 01:19:41.413

Alex Cooper: You know, there are just some products that are way easier to prompt, and it not mess up. But if you've got a more complex product, or if, like the way your product is, or if there are certain curves or certain like folds in the product, it just can make it more difficult for the LLMs. And I just don't think we're at the point where it can like, for every single product never mess up. So that's not necessarily something that you can

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01:19:41.890 --> 01:19:49.659

Alex Cooper: prompt better. It's more so we just gotta wait for them all to get better, and they will like it's inevitable at some point they will be able to crack everything.

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01:19:50.150 --> 01:20:14.449

Jimmy Slagle: This is. This is one tool. So Alex is correct. It's not a prompting thing. It's a model thing. You really need to have it be like a 3D. Like custom, mold Omni is a tool that that. So we're working with with liquid Iv, and they've been trying to solve this because the packaging on liquid Iv is very small font, a lot of words, a lot of disclaimers, all that good stuff.

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01:20:14.450 --> 01:20:38.769

Jimmy Slagle: And and I was able to see the demo of Omni that they did for liquid. Iv. And it was very, very good. It's more for, like product images versus like actual ad creatives themselves. But the problem is is like doing. This is so expensive that for 99% of brands here, probably everyone here it's not going to be worth it. Like to do these digital Clones. You're talking like tens of thousands of dollars.

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01:20:38.770 --> 01:21:03.409

Jimmy Slagle: And and so it's just I would I would recommend, I mean, unless you got that cash to just burn, I would recommend waiting for a model like image Gen. Or mid journey, or any of the other ones, to eventually be able to solve this problem because it's obviously a massive problem like these large companies are aware of that. And there are like more manual kind of mundane

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01:21:03.440 --> 01:21:10.580

Jimmy Slagle: ways to to solve that like a tool like Omni. But it's just, you know, more expensive and challenging.

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01:21:11.330 --> 01:21:28.990

Alex Cooper: Okay, cool. Another anonymous question. When we focus on AI ad generation, how are you guys creating ads? Right now? We actually have a session with the founder of Arch ads. That, I believe, has been, I mean, I think he messaged me a few hours ago, saying he's locked in for July first.st

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01:21:29.366 --> 01:21:57.289

Alex Cooper: But I'm going to send that invite shortly, so remain from archives is going to come to a session, and he'll be showing us best practices to create AI ugc ads. And Jim and I will be jumping in with our thoughts on AI ugc, and what we found to work internally at ad create as well. Another question from Ash. Thank you, Ash, do you have a cheat sheet of which Gbt model you use for certain use cases. Well, I don't have a cheat sheet, but I do have

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01:21:57.290 --> 01:22:07.597

Alex Cooper: a matrix for you. Jimmy had the idea a few months ago the genius I didn't know. I think I didn't think this before of like doing like a kind of a

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01:22:08.670 --> 01:22:28.120

Alex Cooper: AI kind of Llm index for creative strategies, because there's a lot of this in like the actual AI community. If you guys follow a lot of AI people on Twitter like they do this all the time, for, like math and reasoning, like comparing different models against each other, there's nothing like that for creative strategy. So I decided to do it myself. And

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01:22:28.200 --> 01:22:55.540

Alex Cooper: admittedly, I actually do have to make an update on this, because it's been a couple of months since I've done this and models can change. I'll put the link to this tweet in the in the chat. But basically, I went through. And I did like each of these tasks for every single model. And then I rated it out of 10, so that

I could work out which model is the best. For which task Tldr is not the only thing that blows your mind. Claude tends to do better at things that are related to.

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01:22:55.540 --> 01:23:14.429

Alex Cooper: you know. Write, and copy, and chatgpt tends to be better for everything else. So you know, I'm trying new models. I need to make an updated version of this and try them again. But this is something that I did. As a little pastime, the other tool that I would recommend

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01:23:14.680 --> 01:23:22.149

Alex Cooper: to those of you who are, especially if you're building workflows. I would try and find some kind of Llm eval tool.

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01:23:22.448 --> 01:23:42.370

Alex Cooper: This one is called open route. This is the one that we use internally on this account. Maybe it's another account, but basically what it does is it allows you to type in one prompt, and then it gives you the answers it gives you the outputs from different lms, and like there are a thousand ways you could do this. By the way, I think, Jimmy, you built a gum loop workflow that does this right?

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01:23:42.635 --> 01:23:56.704

Alex Cooper: So yeah, it's really not hard to, you know, to find one of these. But open routes is the one we use. And you can just like, if you're building a workflow. It does really matter if you're gonna build this thing once and your team are, gonna use it multiple times

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01:23:56.970 --> 01:24:04.740

Alex Cooper: all the time. Really, which is what we're going to get into like, it is important what model you use. And sometimes it could be drastic differences between which model

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01:24:05.140 --> 01:24:33.109

Alex Cooper: is like between the models and and their output. So yeah, I just said, write me a headline for, and then it gives me the output from whatever. Lm, that I put in, and there are, you know, there are tons of options inside of here. But you really want to be focusing on, like, you know the core 5 or 6, so I'd use that. If you. This is a very matter as well. But if you do use open router, if you do use any of these Lm Eval tools, I would encourage you to connect your Api key

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01:24:33.110 --> 01:24:56.169

Alex Cooper: for the Lims. Directly inside of here, because

otherwise open. Router will. They will. Put a markup on it, and your credits will burn faster than if you just connect your own call or your own chat. Gbt into here. So yeah, I mean, you can chat. Gbt, how to do that. But just something to be aware of, because otherwise you. If it's a if it's a large.

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01:24:56.210 --> 01:25:02.919

Alex Cooper: prompt, or a large task, or a large amount of context, then you can burn through credits on this like quite a bit quicker than you would otherwise.

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01:25:03.170 --> 01:25:14.160

Alex Cooper: So just consider that when you are using a tool like this. But if your workflow building I would recommend using an Llm Eval tool, or just building a workflow inside of like Gumloop, or something to

326

01:25:14.360 --> 01:25:17.660

Alex Cooper: compare like Claude versus Gpt and the different models.

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01:25:20.180 --> 01:25:45.889

Alex Cooper: All right. What else do we want to touch on here? Keep the questions coming, guys. We appreciate 111 of you stand around for 90 min. That's insane. Thank you so much to everyone who's turned out today. It makes Jimmy and I like our eyes light up when we see how many people get pumped up about this stuff cause we get pumped up about this stuff. And we love talking about AI and creative strategy. And we can't wait for the next 8 weeks.

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01:25:47.060 --> 01:25:51.010

Alex Cooper: What else have we got?

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01:25:52.000 --> 01:26:07.689

Alex Cooper: You guys? Will you guys share any workflows in earlier weeks, although we can still use your own brands. Possibly in the chat Nan workflows is is more of an advanced thing like Jimmy and I said, we do want to spend the 1st few weeks.

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01:26:07.810 --> 01:26:11.710

Alex Cooper: teaching the prompting like going through prompting, because, like

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01:26:11.760 --> 01:26:18.599

Alex Cooper: building the workflow, the piping of it is just one half of the battle like, if you really really want to be able to

know how to

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01:26:18.630 --> 01:26:45.249

Alex Cooper: build good prompts and inject the right context into these workflows. Otherwise the workflows are gonna be redundant. So yes, I'm I'm very aware that people want to get to the workflow stuff because that is the fun stuff. When you can connect multiple things together. We're gonna get there. But first, st we do want to spend the right amount of time on going through prompting and make you guys like top top prompters and able to get great outputs from Gbt. And from Claude.

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01:26:45.260 --> 01:26:52.949

Alex Cooper: because then, when you can do that and plug those into workflows, then you become a really dangerous AI user.

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01:26:52.950 --> 01:27:18.440

Jimmy Slagle: And yeah, to Alex's point, like, I cannot reiterate this enough. You are going to see a lot of cool things on Twitter. You're going to see a lot of cool things on LinkedIn or Youtube of people building these super sophisticated flows. But when, if you're looking to like even bring someone on hire this position work with a consultant that builds these for you. The only thing that you need to ask of them is, show me the output, and why?

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01:27:18.440 --> 01:27:43.159

Jimmy Slagle: It is a good output, because you can build the most complex flows, which is obviously looks really cool on the outside. But the only thing that actually matters at the end of the day is is this output actually providing business? I will say, a majority of people that are diving into this are gonna just fall into the trap of trying to build something that looks really, really cool. And maybe it

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01:27:43.160 --> 01:28:01.370

Jimmy Slagle: works. But it actually doesn't provide any better ideas, or make any improvement to the the current process, which is why we are such advocates on prompting and and prompt engineering and context. Engineering, like those are the only 2 things that are going to be the differentiator over the next.

337

01:28:01.540 --> 01:28:15.679

Jimmy Slagle: You know, 5 years of AI outputs. And and we don't want you guys to just fall into the trap of like wanting to know how to do the sexy thing versus maybe the more boring and and mundane thing. But the the part that is gonna provide

338

01:28:15.820 --> 01:28:33.919

Jimmy Slagle: all of the value and all of the important part of those those workflows. So I'm gonna keep keep beating this like a dead horse. But I'm telling you guys, the most valuable part is is going to be the the prompts that you give it and the data slash context that you feed it as well.

339

01:28:35.490 --> 01:28:41.307

Alex Cooper: Absolutely so that is an interesting segue, Jimmy, I'd love to get your take on this

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01:28:41.910 --> 01:28:51.290

Alex Cooper: Sam asked. Would you recommend hiring someone to assist building out these workflows with like an NAN, or would you recommend trying to have a stab at them yourself?

341

01:28:52.524 --> 01:28:57.740

Jimmy Slagle: It's a really good question. And I would say, there's there's

342

01:28:57.800 --> 01:29:06.647

Jimmy Slagle: probably a few ways to look at it the 1st thing, and and like, I just want to emphasize this as well.

343

01:29:07.050 --> 01:29:32.040

Jimmy Slagle: focus more on being a really good creative strategist and knowing, like what works before you try to dive into building out all of these different workflows. Alex always has a thing of like I've never seen someone who doesn't know how to make a good ad make a good ad with AI, and and that is so true. And so once, you know, like, like, 1st and foremost, if you're really good at making ads, or at least you

344

01:29:32.040 --> 01:29:56.600

Jimmy Slagle: have a track of making winning ads. And now you're just looking to scale it. That's that's like the starting point at which you should be thinking like, okay, should. Now I focus on this? Or should I focus on on hiring someone to do this for me? Personally, I think every company should have a director of AI that is in charge of overseeing this entire initiative. It's gonna go beyond just a single role

345

01:29:56.600 --> 01:30:07.880

Jimmy Slagle: or building a workflow like having someone internally that is, is going to be the one leading. Your AI initiative is more valuable than just finding someone that can build a workflow or 2 or 3.

346

01:30:07.940 --> 01:30:31.449

Jimmy Slagle: But if you are stuck on like, I want this, I want to hire someone to do this, or I want to learn myself. It really probably comes down to like like, do you have the bandwidth to do it like? Are there? Are there? Do you have the time to be able to go in and and allocate to building these very well, because odds are you're gonna

347

01:30:31.450 --> 01:30:56.449

Jimmy Slagle: go in. You're gonna try to build it out. You're gonna get stuck. If you try to do this on your own like, we're trying to help you avoid this. But if you go and try to do it on your own like you'll you'll get in there. You'll try a few things. The output won't be great, and then you'll just fall back and be like like, I can't learn this. And so if you honestly have the bandwidth to get in. And if you're a creative strategist like this is where a lot of your time should be spent just learning how to build these and get really good outputs, because that's how you

348

01:30:56.450 --> 01:31:21.259

Jimmy Slagle: scale yourself. Great. But just be honest with yourself of like. Do you have the time to be able to to allocate to building these workflows? So that was a very loaded answer. It's not as straightforward as I wish. It was to answer that that question, but there's many different ways to kind of take a stab at it, so it might have just made you more confused, but that those are my half baked thoughts on it.

349

01:31:22.720 --> 01:31:32.039

Alex Cooper: Nice. By the way, guys would love to get your feedback on today's session in the chat, or even just what we're doing now like what would be the most valuable

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01:31:32.080 --> 01:31:59.729

Alex Cooper: a use of your time? Do you enjoy this Q. And a. Format after the hour long sessions done? Would you rather us do more content? Would you rather see more screen sharing like would love to hear in the chat what you find valuable about this? Or if you just like us to carry on going through the Q. And a. Because we've still got quite a lot of questions to get through. So would love to hear what you find valuable, what you don't find valuable. As we said, I mean, this is a live training so like we can adjust the content based on what you guys like and don't like.

351

01:31:59.730 --> 01:32:12.379

Alex Cooper: So yeah, please do, please do fill the chat. In the meantime, Nicholas asked, in terms of creating videos using AI, are



we still pretty limited by models? For example, if you're an apparel brand, sometimes a shirt or jacket.

352

01:32:12.380 --> 01:32:30.859

Alex Cooper: color or shape can change from scene to scene. Unfortunately, Nicholas, if you are an apparel brand like that is definitely one of the harder industries to work on when it comes to AI models. There is not yet a

353

01:32:30.860 --> 01:32:40.826

Alex Cooper: tool that I'm aware of that has cracked like actually interacting with the product. And that kind of sucks if you're apparel, because, like, that's what sells the product?

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01:32:41.290 --> 01:33:04.988

Alex Cooper: so the the best that I could recommend is like what we do for a lot of clients like this where it's like you already have the B roll of real people wearing it and interacting with the apparel. And then just cut in like a role. Like 4 second clips, 5 second clips of AI actors speaking about it that you don't have to go and get from like shop from real creators.

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01:33:05.560 --> 01:33:19.469

Alex Cooper: and then that allows you to make some ads like kind of like half and half with humans. And AI. To my knowledge, there's not anything today that's gonna be of too much help at the moment, unless you've seen otherwise. Jimmy.

356

01:33:21.003 --> 01:33:37.549

Jimmy Slagle: No. And and what what we've seen across the space is like the the content that's actually performing best is not the content where you're trying to like, recreate real AI content. But it's more so. Just like, how

357

01:33:37.640 --> 01:34:00.989

Jimmy Slagle: outlandish can you start to like? Think of ideas? So if you're an apparel company. And this is this is all just like hypothetical. And let's just say you're the perfect gene. Instead of like trying to recreate a scene where someone's wearing the perfect Jean. What you could do is try to just like, create a scene that's emphasizing the problem. So you could literally create like a video of a guy

358

01:34:00.990 --> 01:34:24.170

Jimmy Slagle: walking with like snakes wrapped around his legs, that are squeezing his legs super tight to try to like, emphasize the the pain point. And the problem where you know, that's an impossible

shot to have in real life. And because it's so crazy like that's what stops people to actually start to get them to watch, and then you can cut in like your existing content of like what the perfect gene is, and so

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01:34:24.170 --> 01:34:31.400

Jimmy Slagle: try to think of, just like new creative ways to either illustrate your like unique value prop, or

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01:34:31.460 --> 01:34:56.220

Jimmy Slagle: or whatever and and like, those are the clips that are working really well right now for for AI, like, if you guys have seen, like the the baby podcast clips like stuff like that just catches people's attention. The Yeti clips are popular right now.

And and so you can. you can get pretty creative like. That's the fun part. And like where the space is going, is

361

01:34:56.590 --> 01:35:17.009

Jimmy Slagle: creative limits are just going to be what you can imagine like. There truly is not going to be a limit to what you're going to be able to generate, and you are going to be able to whatever you can think of create, which is a wild, wild vision of where our world can go with that. But nonetheless for creative strategists, it's it's a it's a great thing.

362

01:35:17.320 --> 01:35:41.179

Alex Cooper: Yeah. And that's a really important point that Jimmy just made like, I do think right now, even when it comes to statics like Jimmy pulled up the example earlier of like the hand that's got the electricity running through it to represent like a burning sensation. I think, like generating intentionally unrealistic visuals is one of the best use cases of AI for video and static today until it gets really good

363

01:35:41.870 --> 01:36:05.810

Alex Cooper: being able to generate video that actually looks like a human created it. Because right now it's okay. But it's not where it's going to be. I do think that's still going to remain like intentionally unrealistic visuals, is going to be the one of the biggest use cases for AI for the near future. Thank you. Guys who've been leaving feedback in the chat. A lot of people saying they love the Q. And a love screen sharing will definitely be in more of that

364

01:36:06.098 --> 01:36:29.150

Alex Cooper: powell and Graham left a comment I do want to address. And I really appreciate your guys. Feedback today's meeting creates Fomo so much stuff so little time what I totally hear that. And like the kind of goal of today was to cover everything that we are going

to be going through and give you guys like. Basically, here's everything that is on the agenda. And just to get your minds working like the creative juices flowing

365

01:36:29.390 --> 01:36:47.920

Alex Cooper: absolutely for the next 7 weeks with our sessions with Jimmy and I and all the bonus sessions. We're going to be taking things slow. We're gonna be deep diving into specific tools, sharing our screens and building things with you like we don't expect by any measures for it to be as fast paced as today's session has been. We just kind of wanted to like.

366

01:36:48.250 --> 01:37:10.880

Alex Cooper: Show everyone what we're planning to go through and give you like the ideas. And then, like every other session, this is, gonna be way, more tactical and hopefully way more practical, practical for you guys, I just wanted to kind of get everyone on the same playing field. If it did feel like that. You know, we'll definitely take the feedback on board and see how we can improve.

But, like what you guys are saying is absolutely intention for the rest of the course.

367

01:37:11.060 --> 01:37:40.399

Jimmy Slagle: Yep, yeah. 100% again. And like Alex, I will try as much as possible to get to like slack questions that you guys might have. We we again like, we're not program instructors. This is not our our typical business model. We just know that we have been in the weeds more than most people, and felt like, Hey, let's just open this up and and share everything that we've learned, and where we see the space going and and so if you guys have like personal questions that you think are maybe a little like

368

01:37:40.400 --> 01:38:06.050

Jimmy Slagle: to beginner, or anything along those lines like hit me up in slack. I'll try to get to as many as I can. Because, like Alex and I really just want this to be valuable for you guys and for you guys to feel like you're learning and and starting to just take some things away. So yeah, we we we're we're like, Alex said. We're super grateful for everyone. And and our our goal is to just like, Have you guys come away from this feeling great, and feeling excited to learn.

369

01:38:06.300 --> 01:38:30.079

Alex Cooper: Yeah, I I do. I I do love that. A lot of people say in the chat, I love the QA. Section. It does feel like night. Once a lot of people have left, we can kind of let our hair down and just really dive deeper into the questions that you guys have. So we'll definitely keep this, Jim and I will make sure we don't. don't book anything after these calls, so that those of you who do want to hang

around? We can just dive like deep into any specific questions you have.

370

01:38:30.422 --> 01:38:51.639

Alex Cooper: So yeah, Super pumped for that. And Gabriella said. Better than many professors I've had. That is my praise. We really appreciate you Gabriella. What else have we got in the chat. Keep those questions coming in, guys. I'm trying to filter through the ones that we've already kind of covered versus the ones that are like new questions that we haven't yet covered.

371

01:38:53.140 --> 01:39:03.110

Alex Cooper: Can we scrape? But, Jimmy, I'll have this one to you. This might be a Gumloof related one. Can we scrape and analyze Instagram through workflows is another question from ash.

372

01:39:03.790 --> 01:39:21.470

Jimmy Slagle: Yes, you can through. So without getting too technical gumloop is able to connect to a tool called, appify appify is a

373

01:39:23.260 --> 01:39:42.849

Jimmy Slagle: appify is a company that essentially has, like, created all the Api connections for you already, which, like I am a little hesitant just to just to like, not overwhelm you guys. But like, if you want to know what's possible, go to appify and go to the appify store.

374

01:39:42.850 --> 01:40:07.490

Jimmy Slagle: and not that you need to know, like how to implement all these, but all of these you are able to build off of. So like, if you wanted, you know, social media tick, Tock, Instagram, Twitter, Facebook, Ad. Library, which they already have, that within gumlut. But, like all of these, things, are technically possible. It is just a little more complex to

375

01:40:07.490 --> 01:40:12.590

Jimmy Slagle: set up the connection between Gumloop and the amified node.

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01:40:12.800 --> 01:40:15.629

Jimmy Slagle: So that's the one thing to know is like

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01:40:15.860 --> 01:40:40.690

Jimmy Slagle: at least not yet. There isn't like an easy, you know, gum loop like drag and drop way to be able to build a scraper for Instagram, but nonetheless, like it is possible most things that

have an Api are possible. It's then just a matter of like the the technical capabilities to actually put that into a workflow is where it gets a little more challenging.

378

01:40:42.090 --> 01:41:03.858

Alex Cooper: Yeah. I Graham. Fantastic idea. I love this term the after school squad is incredible. I think I'm gonna start right like, bring that up in in the future. Sessions like, who's sent around for the after school squad? I absolutely love that. So that's awesome. Powell mentioned even materials you shared

379

01:41:04.240 --> 01:41:19.960

Alex Cooper: it still feels a little overwhelming. Have a thousand tabs open. Yeah, there are definitely a lot of giveaways today again. That's not going to be the intention. We're not gonna have this many giveaways or this many resources or things for you to look through in future sessions. Just try to lay everything out

380

01:41:20.286 --> 01:41:34.310

Alex Cooper: for session one today. But feedback noted. We will come in with more structure and possibly share agenda beforehand. At the future sessions to make this kind of, you know, as actionable for you guys as possible. So really appreciate that

381

01:41:34.380 --> 01:41:35.530

Alex Cooper: feedback.

382

01:41:37.882 --> 01:41:43.807

Alex Cooper: Do you need the pro version of Claude for future sessions. I mean, I highly recommend it, even if you're not

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01:41:44.810 --> 01:41:49.259

Alex Cooper: in this course, like I thought, was it \$20 a month.

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01:41:49.690 --> 01:41:54.219

Jimmy Slagle: Yeah. So they did come out with, like a Max plan, too. You probably don't need the Max plan.

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01:41:54.810 --> 01:42:01.899

Jimmy Slagle: Dollars a month is great. I don't know which one he was referencing, or she was referencing. But but yeah, the \$20 one is is all you need.

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01:42:02.490 --> 01:42:04.209

Alex Cooper: Okay, cool.

387

01:42:06.540 --> 01:42:21.489

Alex Cooper: notebook. Lm, what's the best way to upload content, anyway? I mean, that's actually a good question. I shouldn't answer like that when it comes to I haven't actually split. Test this for notebook. But, like this is true for Gbc. And Claude.

388

01:42:21.530 --> 01:42:45.570

Alex Cooper: when it comes to adding context to like custom Gpts or Claude projects. You want to do what you can to make it as easy for the Llm. To understand as possible. For example, sometimes people upload Pdfs into custom Gbt projects, or just into Gbt prompts and like you can do that because Gbt will crawl the Pdf.

389

01:42:45.570 --> 01:43:01.429

Alex Cooper: But it's not as reliable at crawling a Pdf. And like making sure that it reads every single word or every single image, than it is. If you just give it plain text. So like, I don't know if that's true for notebook. Maybe, Jimmy, you have some context, but, like, whenever possible.

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01:43:01.430 --> 01:43:22.489

Alex Cooper: I try and make things as simple as as possible and just give it pure like text for the Lm to ingest. Because I know, like, it's always gonna read text unless you run into hallucination issues, which is another conversation. But I I trust the models to read text more than I would like to scrape a Pdf,

391

01:43:23.050 --> 01:43:35.879

Alex Cooper: so I usually try and ask Gbt to give me a brief in text form that I put into notebook, and then I paste that text into notebook. But I haven't tried uploading Pdfs or other other file types. So I don't know.

392

01:43:40.020 --> 01:43:53.169

Alex Cooper: Is it possible to get people's voices on Q&A. For better context on questions. Sure, I mean, we can try it. Does anyone come up and ask a question.

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01:43:54.490 --> 01:43:55.670

Jimmy Slagle: Pressure's on.

394

01:43:55.890 --> 01:44:01.796

Alex Cooper: Oh, wait! This could be a bad idea, because maybe 10 people gonna speak at once. I don't know if it's a better way for us to do this.

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01:44:02.600 --> 01:44:05.020

Alex Cooper: if people, if you just yeah

396

01:44:05.682 --> 01:44:17.309

Alex Cooper: oh, breakout rooms, an interesting idea. If you want to. Ask a question, just put the question in the chat, and like Jimmy and I'll pick one to come to the front.

397

01:44:17.450 --> 01:44:19.049

Alex Cooper: I guess that could be a better way.

398

01:44:19.050 --> 01:44:42.340

Jimmy Slagle: Yeah, as someone's doing that you can raise your hand, Brendan. Good to see you dude. So one I have not tried the tri holo! That seems pretty interesting, though, and then second, so I can do a deeper look into that second yes, week 4 is all about context guides, slash libraries. The whole session is dedicated to

399

01:44:42.340 --> 01:44:52.030

Jimmy Slagle: building those out and examples of ones that we have, and giving you guys access to some of the ones that we've put together. So yes, stay tuned for that.

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01:44:52.380 --> 01:44:59.120

Alex Cooper: What's up, Brendan? We do. We do got to come to Idaho. So we gotta we gotta work out the AI the next AI event for format to run.

401

01:44:59.857 --> 01:45:07.469

Alex Cooper: Okay, breakout rooms is a great suggestion, like, really interesting. Maybe we can like kind of

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01:45:07.560 --> 01:45:36.923

Alex Cooper: treat. These after school squad sessions is like, you know, we can break them up to to like different categories like brand owners will chunk them up by spend. And then Jimmy can take one, and I can take one. I do. I mean, I don't know what your thoughts are, Jimmy, or what your guys thoughts are I. I would probably keep the content for the main session the same, and then, when it comes to the Q&A. After we could do breakouts and and categorize it by, have you want to categorize it?

403

01:45:37.220 --> 01:45:43.804

Alex Cooper: In any case, I do love the idea of of tailoring, you

know a. Q&A to

404

01:45:44.170 --> 01:45:51.290

Alex Cooper: to specific groups who may have similar questions. So if that's something you guys want to do, we can absolutely look into it.

405

01:45:55.410 --> 01:46:02.160

Alex Cooper: Oh, any questions for people who want to come up, Jimmy, anything in the chat that you want to

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01:46:03.080 --> 01:46:04.540

Alex Cooper: go through together?

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01:46:19.940 --> 01:46:21.359

Alex Cooper: okay, let's see what else.

408

01:46:21.360 --> 01:46:25.390

Jimmy Slagle: Any, any other, any other, follow up questions, or we could. We could

409

01:46:27.000 --> 01:46:27.930

Jimmy Slagle: Wrap it up.

410

01:46:32.680 --> 01:46:37.230

Alex Cooper: Okay, I mean, what else have we got here? Let's make sure.

411

01:46:38.760 --> 01:46:46.430

Alex Cooper: Oh, this is a great question. Is Alina still here? This question was actually from like 20 min ago. But like Alina's question about context

412

01:46:46.967 --> 01:46:59.329

Alex Cooper: Alina, would you like to come up and ask this question that you said about like how to make sure the context is giving you. Like, your prompting is actually well informed with the vast amount of specialists out there. I think that's a really interesting question.

413

01:46:59.870 --> 01:47:05.730

Alex Cooper: So feel free to if you wanna if you if you don't want to come up to the front, you don't, don't have to. But just you want to add any color to that.



414

01:47:07.160 --> 01:47:12.319

alina breuil: Hi, yeah. So one of can you hear me? Okay.

415

01:47:12.770 --> 01:47:13.340

Alex Cooper: Yeah, yeah.

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01:47:13.340 --> 01:47:26.425

alina breuil: Yes, so it's basically I think it's to do with the what you were talking a minute about about context guides. But you know, like, when when I look, for example, at your poppy board, and you have, like a million

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01:47:27.120 --> 01:47:41.810

alina breuil: inputs of things that are relevant to creating a good ad, or a good copy or script, etc. And there's so much out there.

How do you actually pick the right ones, and wondering if you have some kind of guides for this.

418

01:47:42.010 --> 01:47:42.539

alina breuil: Thank you.

419

01:47:43.670 --> 01:48:08.600

Jimmy Slagle: Yeah, yeah, yeah, it's a really good question. And so what I would say, 1st and foremost, these models can handle a surprisingly large amount of data, and so don't be like spreadsheets are tougher. It's harder for them in just like the the open box, to be able to upload thousands of customer reviews, or all of your metadata.

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01:48:08.600 --> 01:48:18.530

Jimmy Slagle: the past, you know, 12 months, or whatever, but like like a great example that I love to do. And and again, we'll we'll dive more into this during the

421

01:48:18.770 --> 01:48:24.009

Jimmy Slagle: during the actual guide on

422

01:48:24.040 --> 01:48:47.759

Jimmy Slagle: on context libraries. But like, let's just say that you're gonna create like static ads. And Alex makes like, really good Youtube content. So what you can do is you can actually come here. He has a like the ultimate guide to Facebook image ads. And so this like, this is my exact process. Just so you guys are aware you can either go down here to wherever the transcript is, I forget

where it is

423

01:48:47.760 --> 01:49:12.009

Jimmy Slagle: on the the generic Youtube. But I use this tool called clasp. It's free. And I'm able to come here, and just like copy the Transcript, and it's just in like a little cleaner format. And and so I would copy this. And if I go to. Then, like Claude, for example, I could come here, and and you know again, this isn't a great prompt, but just for your your reference, like

424

01:49:12.010 --> 01:49:22.510

Jimmy Slagle: we are creating static ads for the perfect gene use.

425

01:49:22.620 --> 01:49:47.180

Jimmy Slagle: Use the following information to help me think of good ideas, and then I'm just going to paste this in. And so that's like one example of what a good context library is. Now, if I wanted to make this better. So so when again and this is just where, like good creative strategy comes from. If I were to make this better, I would also probably go to our ad library and and upload a few of like our top

426

01:49:47.180 --> 01:50:08.340

Jimmy Slagle: static ads. You want to be a little careful with like images. Images are just like a little harder to review. So one thing you could do is go to like Chatgpt, and be able to get the image into like a text format so you could upload one of your static ads. Tell chat Gbt like. Describe this ad in extreme detail.

427

01:50:08.470 --> 01:50:28.320

Jimmy Slagle: So then you could come here and say, You know, by the way, I also uploaded 10 descriptions. Descriptions of our winning static ads use those as inspo and reference when.

428

01:50:28.320 --> 01:50:31.409

Alex Cooper: Give me, man, we gotta get you on the whisper. Flow, I'm telling you.

429

01:50:31.870 --> 01:51:01.860

Jimmy Slagle: Dude. Yeah, I know. The other thing that you could do now is like we put together a document that's essentially like, here's all the different types of static ads that have existed so that could be like, you know us versus them that could be feature benefit, call outs that could be. You know, customer review static. So then it you're you're just trying to get all the relevant information to Claude for it, to know

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01:51:01.990 --> 01:51:28.979

Jimmy Slagle: everything that it probably needs to around the topic which, again, like, I know, your question is like, Is there a guide to know then what that should be, but it's it's it's kind of just you can cut. It's gonna be different. Almost every time you could customize this to Reddit, you could customize this to customer reviews like I could also upload our customer reviews and say, Hey, look through these to to find the exact copy and paste headlines that we could find. So

431

01:51:28.980 --> 01:51:53.419

Jimmy Slagle: it varies a lot. But the most important thing is to just start to get this data like having the descriptions of your winning static ads having some of these like transcripts from like Youtube videos having, like the overviews of the static ad templates that exist like all of that takes work. But that's that's like the different components on how to make Claude chat Gbt better than just like the open

432

01:51:53.420 --> 01:51:59.680

Jimmy Slagle: box model and and again, we'll we'll dive more into detail of like.

433

01:51:59.830 --> 01:52:06.080

Jimmy Slagle: how we lay out a prompt library and all that later. But yeah, it's it's there's a lot that you can do.

434

01:52:07.760 --> 01:52:22.029

Alex Cooper: Yeah, cool. We'll do one more question. I think it's only right. Cause you've been very active in the chat. Powell, are you still here, you still around to come and talk about Google Docs copy and Markdown?

435

01:52:22.430 --> 01:52:23.290

Alex Cooper: Is he still around.

436

01:52:23.290 --> 01:52:26.570

Paweł Kaczyński: Yeah, sure, I'm here with my daughter.

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01:52:26.570 --> 01:52:27.360

Alex Cooper: Go ahead!

438

01:52:28.900 --> 01:52:29.900

Alex Cooper: Hey!

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01:52:30.370 --> 01:52:43.920

Paweł Kaczyński: Yeah. So what would you like me to tell you so? Basically, I was trying like to copy prompts. And when you, for example I can share. I'm not sure if I'm able to share my screen.

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01:52:45.260 --> 01:52:46.789

Alex Cooper: I don't know. Try.

441

01:52:50.160 --> 01:52:53.509

Paweł Kaczyński: So, for example, if you're using Ka studio.

442

01:52:58.480 --> 01:53:03.270

Paweł Kaczyński: the room 0

443

01:53:09.440 --> 01:53:13.859

Paweł Kaczyński: an option to copy a smart down.

444

01:53:14.260 --> 01:53:17.189

Paweł Kaczyński: and this prompt from from wherever

445

01:53:17.300 --> 01:53:20.310

Paweł Kaczyński: I will show you on some of my historical points.

446

01:53:20.450 --> 01:53:27.139

Paweł Kaczyński: And if you click at this button you have copy Markdown.

447

01:53:28.360 --> 01:53:30.819

Paweł Kaczyński: And if you go to Google docs.

448

01:53:46.476 --> 01:53:54.029

Paweł Kaczyński: yeah, yeah, you you get an option also to copy from Markdown.

449

01:53:57.570 --> 01:54:01.510

Paweł Kaczyński: So you see, the text is already formatted, and the other way around

450

01:54:01.690 --> 01:54:05.370

Paweł Kaczyński: you can copy this text as Markdown. 451

01:54:05.690 --> 01:54:11.690

Paweł Kaczyński: And, for example, if you if you go to, I don't know like chat gpt

452

01:54:12.790 --> 01:54:16.689

Paweł Kaczyński: and you paste it.

453

01:54:16.900 --> 01:54:19.620

Paweł Kaczyński: It's already formatted, and it looks like this.

454

01:54:19.730 --> 01:54:33.319

Paweł Kaczyński: So from what I read, I was doing a lot of deep research on that. I'm not sure if if I'm correct. But like this way of formatting, you know, gives more context for the model, like

455

01:54:33.510 --> 01:54:35.010

Paweł Kaczyński: how how the.

456

01:54:35.530 --> 01:54:36.050

Alex Cooper: Yeah.

457

01:54:36.050 --> 01:54:41.960

Paweł Kaczyński: Yeah. And also, one thing I found is, you can save document document

458

01:54:42.498 --> 01:54:47.291

Paweł Kaczyński: you can download this a smart down. So if you if you're creating

459

01:54:48.200 --> 01:54:58.030

Paweł Kaczyński: if you're creating files for the for the custom Gpt or space, or whatever. And you have some documents in docs, you can download them a smart demo ready.

460

01:54:59.020 --> 01:54:59.630

Alex Cooper: Right

461

01:55:00.240 --> 01:55:04.330

Alex Cooper: So I'm curious to get Jimmy's take. But, like here is my take on this.

462

01:55:04.330 --> 01:55:04.910

Paweł Kaczyński: Honest.

463

01:55:05.420 --> 01:55:09.944

Alex Cooper: If you just want to. There might be an echo. See if you can mute for me, Powell. Thank you so much.

464

01:55:10.850 --> 01:55:14.850

Alex Cooper: When it comes to formatting like the way that I think about this

465

01:55:15.350 --> 01:55:17.749

Alex Cooper: when it comes to LLMs is.

466

01:55:17.970 --> 01:55:24.170

Alex Cooper: I would just think about like what would make it if if someone gave this task to you.

467

01:55:24.470 --> 01:55:40.129

Alex Cooper: what would make it easier for you to understand. So let me show you an example of a tweet that I put out. And actually, this is going to be one of the tools that we go through on the prompting session. So you guys get a little sneak peek. So prompt cowboy is this tool that basically you put your prompt into.

468

01:55:40.130 --> 01:55:56.790

Alex Cooper: and it formats the prompt and like turns it into a better prompt. So here is one of the prompts that I made for Facebook ad headlines. And like, it's an okay prompt. It's not the best prompt in the world. But it's also better than like, you know. Go and find the best Facebook Ad. Headlines from these reviews, and, like

469

01:55:57.530 --> 01:56:24.359

Alex Cooper: it tells the Gpt. Or Claude, or whatever the model is, it tells everything that it needs to know. But it all kind of is in one group of text, whereas I put it through cowboy, and then cowboy turned into this, which again, you don't need to be able to see fully now, because we're going to go into prompt cowboy in one of the prompting sessions, but it turned it into a, you know, situation, task, objective knowledge, and it did mark down it and format it

470

01:56:24.360 --> 01:56:41.549

Alex Cooper: as if we put it through a Google, Doc, and just like, ask yourself, like which one of these, if if this task land on your plate, which one of these. Do you think it would be easier for you to understand exactly what the objective is, and exactly what you're

trying to get out of the task?

471

01:56:41.710 --> 01:56:48.429

Alex Cooper: It's going to be this one here. So I mean, I don't have any empirical data to back this up. But like

472

01:56:48.540 --> 01:56:59.519

Alex Cooper: based on my experience with using models anytime that you can use Markdown or other ways of formatting to make it clearer to the model.

473

01:56:59.520 --> 01:57:24.409

Alex Cooper: Exactly what the task is and what you need to do that is better than just putting in, you know, just a group of text, because the same way that we will look at this and go like, where do I start? I saw the top. Do I start the bottom? What bits important, what bits? Not important. It's a lot easier to understand when it's formatted better. So you know, I don't think it's gonna I don't think it's gonna make or

474

01:57:24.410 --> 01:57:35.560

Alex Cooper: break a prompt but like anytime, you can format things better to make things easy to understand. The model looks at the same way. If a human would look at it. If a human will look at it and go. Wow! That's confusing.

475

01:57:35.680 --> 01:57:41.309

Alex Cooper: Chances are like, do what you would do to make it less confusing to a human, and it will probably help.

476

01:57:41.570 --> 01:58:11.159

Jimmy Slagle: 1. 1 other thing to note, and Alex, I'll share my screen. Is is these models are always gonna prioritize what is directly within the prompt right here versus like adding different files or or anything else. And so if it's if it's not like, if you were to upload like a 50 page. Pdf, right here the the odds of Chat Gpt, trying to, just, you know, read through 10 of them

477

01:58:11.160 --> 01:58:19.190

Jimmy Slagle: the 1st 10 and the last 10 to try to get like the summary of what's in inside is actually pretty high. And so whenever you want a model to like.

478

01:58:19.190 --> 01:58:44.099

Jimmy Slagle: make sure it's knowing and reading something. You want to put it in the actual chat. So even if you're like maxing out the

chat or the prompt capability, which is a real thing in Chat Gpt. Google AI studio. You can get a little longer with it for anything that's like mission critical. It's very important for it to be inside that actual chat, as once you start adding more documents, there is the chance that

479

01:58:44.100 --> 01:59:08.029

Jimmy Slagle: is just going to be lazy and not want to read through every single page of every single document that you would recommend. These models, like Chatgvt, Openai, is not trying to necessarily have every single run use the most amount of credits like they.

They're trying to figure out, how can we run these models where we're not burning out of credits every single time.

480

01:59:08.030 --> 01:59:23.840

Jimmy Slagle: and that comes with the AI sometimes taking shortcuts with what you upload so as much as possible. You want that to be a part of the actual prompt itself. And again, you know you can. You can put a lot of text within that within that that box.

481

01:59:24.760 --> 01:59:41.770

Alex Cooper: Absolutely guys. I think we're going to call it a day there if you're still here and you're part of the after school squad. Drop some love in the chat, Jim, and I really really appreciate you staying on for 2 h with us on a Thursday. We're aware that everyone here has a lot of stuff to do.

482

01:59:42.019 --> 01:59:59.470

Alex Cooper: So we really have loved this 1st session. I hope you guys have found it valuable. We are going to do an AR on this to work out how we can improve for next week. We're going to take all of your feedback on board. It really means a lot, and if you have any other other feedback, please feel free to DM Jimmy or I on slack

483

01:59:59.753 --> 02:00:15.896

Alex Cooper: because we want to make these as valuable as possible. We are going to continue doing the after source, or at least I am, Jimmy. You're more than welcome to join as well. I like this. I like hanging around with you guys after the session. So this is definitely something we want to continue. And we may even

484

02:00:16.180 --> 02:00:33.750

Alex Cooper: blurt with the idea of having breakout rooms at some point as well for specific topics or specific. You know, types of brands. So guys, thank you so so much next week. It gets fun because we get into prompting, and we really get into the meat and potatoes of this course. So Jimmy, anything you want to say we wrap up.



485

02:00:34.180 --> 02:00:57.500

Jimmy Slagle: I don't think so again. Thank you all. If you guys have more, follow up questions. If you have more thoughts concerns, we'll hopefully be able to get to a lot of the slack messages. And lastly, if you guys run into any logistical things like I got to give a huge shout out to Sarah, Who's the the community manager? She's been the one talking with you guys the most

486

02:00:57.785 --> 02:01:16.909

Jimmy Slagle: just gotta give her some praise. She's been absolutely great through this whole process. We would not have been able to do this without her. And if you guys have run into any any like logistical problems. She's she's the person to to reach out to. So she's the best make sure to show her some love as well. But that's everything I got.

487

02:01:17.170 --> 02:01:38.700

Alex Cooper: Yep, Sarah the Queen. Indeed! Thank you, John. All right, guys, if you've enjoyed this session, or if you want to get more people in your team in on this course. Feel free to reach out to Sarah. She'll give you the link to purchase additional seats. It's not too late. You can still enroll. They'll get access to this recording and all future sessions. I will post a follow up message in the slack channel today.

488

02:01:38.700 --> 02:02:00.680

Alex Cooper: and we'll sort out that slack message issue for those of you couldn't get into the 1st slack channel. And if you have enjoyed this, Jimmy and I would really appreciate if you could tweet about it LinkedIn post about it at us, we will repost everything we love interacting with you guys. So yeah, we'll wrap this one up. Now expect a follow up message from me in the slack channel today, and we will see everyone in next week's session.

489

02:02:06.720 --> 02:02:08.700

Alex Cooper: Alright, guys have a good one.

490

02:02:11.080 --> 02:02:12.000

Alex Cooper: Goodbye.