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00:00:51.210 --> 00:00:59.940

Jimmy Slagle: Man week is this yeah. Week, 5 week, 5 crazy flying by flying by.

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00:01:00.170 --> 00:01:07.478

Alex Cooper: And today we are going to be building some things, live sharing the screen.

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00:01:08.130 --> 00:01:25.909

Alex Cooper: did this a couple of weeks ago with, I think it was

context engineering and got a lot of good feedback. So we thought, we're just gonna do a whole session of screen sharing build some stuff in Poppy. Build some stuff in Claude, and seeing where we can get with it. So, indeed, let's get cracking.

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00:01:25.910 --> 00:01:41.389

Jimmy Slagle: Couple couple logistical things. Yeah, a couple logistical things before we get started. Reminder that the context library competition is going on through the end of the program. So whoever can create the best

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00:01:41.390 --> 00:02:06.199

Jimmy Slagle: context stock, it's \$1,500, which is essentially just. You know how much you may be paid to to get in if you were early.

And so yeah, definitely, definitely, do not forget about that. We'll be sending over more information on, like where you can send that.

But seriously, we are very excited, for you guys put that together regardless of if you win or not like just having one extra

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00:02:06.200 --> 00:02:29.919

Jimmy Slagle: reason to put together. A context library, I think, is, is very good, and if you have not started to do that yet, I would strongly recommend, especially as you start to see how we are going to be using Poppy and how we are going to be using custom Gpts and cloud projects. Next week we are going to be doing the intro to building workflows.

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00:02:30.291 --> 00:02:44.400

Jimmy Slagle: To be honest, this is where it's going to. And Alex and I have talked like starting today really is where we are going to start to turn this up a notch in terms of like the

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00:02:44.550 --> 00:03:09.340

Jimmy Slagle: in terms of just like the the level of expertise that we're going to be diving into. We're going to be having a lot of just like extra sessions around like how to start to use Gumloop or

N. 8 N. We had the one on Poppy, but these sessions kind of from here on out. We want to be extremely tactical, and just like showing exactly the workflows or exactly the poppy boards that we have built. And we are going

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00:03:09.340 --> 00:03:33.329

Jimmy Slagle: to assume that you guys have done the the research, especially for, like Poppy, on knowing how to use it before these calls. So it's gonna start to get a little more advanced, which is exciting. Hopefully, a lot of good use cases will come out of it. But that's kind of what next week is gonna be the week after that is just gonna be more advanced workflows. So you know, next week is

just gonna be the intro in a sense. But then

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00:03:33.330 --> 00:03:50.769

Jimmy Slagle: we're really going to be diving into the advanced flows so quick, logistical things there. But overall, these next kind of 3 weeks are going to be a lot of tactical things to actually start to streamline the creative Ops process, which is going to be fun.

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00:03:51.910 --> 00:04:20.819

Alex Cooper: Yeah. And a quick question I have before we get started. Guys, Jim and I like, we want to cover both gum loop and any N. Because both have been brought up in the survey that we did. Pre. Course, can you guys just put in the chat like, if you had a preference as to what we build like showcase. Most things in. Do you have a preference in gum loop, and any end for those who are unfamiliar with both platforms. Gumloop is a little bit more user, friendly in terms of the ui and ux.

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00:04:20.970 --> 00:04:34.380

Alex Cooper: I'd say at any end, you can build more robust workflows in, and you also can somewhat vibe code them in Claude which gives it a little like a slight edge for me. We're going to do both. But I'm just curious to get a pulse on the

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00:04:34.910 --> 00:04:41.479

Alex Cooper: on the group. To see what you guys are more interested in as a platform.

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00:04:44.770 --> 00:04:46.990

Alex Cooper: Okay, I'm seeing a lot of am.

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00:04:48.350 --> 00:04:53.990

Alex Cooper: Okay, we're going to cover both of them. That's interesting to note. Okay, guys.

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00:04:54.390 --> 00:05:14.929

Alex Cooper: as always. If you have questions, please drop them in the Q, and a section inside of zoom should be along your bottom bar. If it's not, then click the 3 dots that says more, and then see and then click. Q&A, we're going to be addressing them all at the end.

And obviously, if you're a part of the after school squad, Jim, and I'll be staying behind after to answer as many of your questions as we can

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00:05:15.150 --> 00:05:24.510

Alex Cooper: with that being said, let's get into it. I want to share my screen. And we can dive straight into this. So

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00:05:24.710 --> 00:05:27.100

Alex Cooper: basically, what I want to cover today

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00:05:27.480 --> 00:05:36.360

Alex Cooper: is, I shared this Tweet last night. Inside of our slack channels for those that you're inside of slack. But basically building

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00:05:36.540 --> 00:05:43.720

Alex Cooper: this inside of either Poppy, Claude Qbt. Or whatever you want to

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00:05:44.080 --> 00:05:47.740

Alex Cooper: build inside of, and we can cover the different reasons for cover for different platforms.

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00:05:48.070 --> 00:05:48.960

Alex Cooper: But

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00:05:49.210 --> 00:06:13.059

Alex Cooper: so now we've mentioned this course multiple times, that a lot of people in AI do try to focus on like, how can we get to the workflows as quick as possible? And like, yes, we are going to get to the workflows. Absolutely. There's some really cool things that you can build inside of A. And I really do think that 80 20 of using AI in ad creative today is really just building a lot of smart, intentional.

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00:06:13.060 --> 00:06:37.699

Alex Cooper: either claw projects or poppy boards that do the work in terms of copywriting for you. So a board for Ugc. Scripts, a board for podcast scripts, a board for headlines, a board for rewriting ads, or rewriting organic piece of content that you've seen a board for iterations, etc. Etc. And all you all you need is really the stuff that we've gone through in the 1st few sessions of this course, which is the brand

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00:06:37.710 --> 00:07:05.139

Alex Cooper: and the domain context. So what we're going to get to today is hopefully a point where we can, for whatever your brand is, help you build these out inside of a Claude or inside of a poppy to help you get better headline ideas and help you write scripts quicker and better than you would if you did not have the context.

And you were just doing this inside of Chatgpc or Claude manually.

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00:07:05.400 --> 00:07:31.565

Alex Cooper: So let's start off with Poppy. A lot of you were in the session on Tuesday, and we have covered this briefly before, so I won't spend too much time going over the actual like how to use Poppy. But just in case you want in session, basically, Poppy is an AI wrapper, which means that you can use different models and add additional context that are more difficult to add inside of

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00:07:32.060 --> 00:07:48.330

Alex Cooper: inside of either a Claude or a Chatgvt. So, as you can see on the left hand side. Here, you can add, you can add Tiktoks. You can add Youtube videos. You can add, like Linkedin posts, Facebook ads, voice notes, images, websites, files.

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00:07:48.330 --> 00:08:01.050

Alex Cooper: all of these things. You can add to this very like visual ui. Connect them to your chat, pick your model, as you can see here they have all they have, almost all the models slightly frustrating. They don't have some of the later ones.

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00:08:01.050 --> 00:08:23.720

Alex Cooper: You can't use Claude for opus inside of here, which is a bit of a bummer, but I'm sure they'll add that at some point, and you can just connect the different pieces of context. So the main 2 ways in which I use Poppy are number one for context building, which is what we briefly covered last time and number 2 for actual like ad creation. So last time we created this board where we

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00:08:23.720 --> 00:08:32.680

Alex Cooper: called 3 different videos about copywriting or about statics. And we said to Claude, If I just make this full screen.

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00:08:33.010 --> 00:08:47.682

Alex Cooper: yeah, we said, I am looking to build a context document for static headlines. This is going to be plugged into my workflows. Look at these videos and help me make the best context document in the world for static headlines.

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00:08:48.100 --> 00:09:00.150

Alex Cooper: and it would do that. And what it came out with was this, that I actually ended up cleaning up. And I'm going to give away to you guys. It's it's, you know. It's not specific to your brand, of course, but like it is a nice little context. Documents like 8 pages long.

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00:09:00.150 --> 00:09:25.069

Alex Cooper: that has some of the core principles that mentioned these 3 resources. And like, if we were to make this even better, we just go and find a ton, more resources like we can go and find tweets. We can go and find newsletters. We can go and find articles. We can go and find websites, or like whatever we think is going to help us build the best kind of wiki, or like Sop on static headlines or whatever the task is, whether it's static headlines, whether it'

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00:09:25.070 --> 00:09:38.390

Alex Cooper: podcast scripts, whether it's, you know, iterations or whatever what inputs do we need to build that like this document to get it as good as possible about headlines, or about

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00:09:38.950 --> 00:09:42.301

Alex Cooper: about street writer, or whatever it is.

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00:09:43.630 --> 00:10:07.020

Alex Cooper: so we got to here last time, and context building is like the main reason that I use Poppy for. So we're going to go into like how to build out and refine some of those soon. But I'll show you the other big reason, like the big use case of poppy, which you know we cover a little bit on on Tuesday, and I have shared before. But I do want to go over in more detail this time is building things like this.

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00:10:07.020 --> 00:10:18.359

Alex Cooper: So here's a board that I built. If you haven't already got access to, I will share again after this. So I've built a copycat ad builder where this context, Doc, that we made here

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00:10:19.370 --> 00:10:39.570

Alex Cooper: static headlines 101. I've just plugged this into my board. I've said, here is my context document on how to make a good static ad. Here is some information about my brand, and I know some of you said that like stop using the perfect gene in some of the examples on. Later on this call, we'll use other brands. But I'd already built this. So it's still the perfect gene.

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00:10:39.874 --> 00:10:55.079

Alex Cooper: So here's my website. Here's my product page. Here is some brief information about my brand. And here is a here is an ad that I want to recreate, that I've seen on foreplay, where I've seen on Twitter. I've seen on whatever. So now, I've got the context of.

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00:10:55.150 --> 00:11:12.740

Alex Cooper: So this is my brand. This is my domain context. And this is the task. Now I can just come into here. I can select my model. So I want to say, Claude for sonnet. And I mean I wrote this prompt up here. I actually think you can do a way better job with this prompt which I might actually jump into, Gpt and do real quick.

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00:11:12.890 --> 00:11:32.982

Alex Cooper: But I've said something like, Look at the knowledge base on how to make great stack, and I had some context about my brand. Then look at the static example I've given you, and rewrite the static ad for my brand in my tone and my style. When we write it I want to give you the main header idea first, st then also an idea. Ideas below. I could easily take this to chat, Gpt, and say,

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00:11:34.280 --> 00:11:39.439

Alex Cooper: here is a here is a

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00:11:39.550 --> 00:11:43.849

Alex Cooper: prompt here are the slides from week 2

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00:11:44.210 --> 00:11:47.280

Alex Cooper: Here is a prompt here are the slides on how to make

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00:11:47.590 --> 00:12:08.449

Alex Cooper: great prompts. Improve my prompt to make it 10 out of 10 prompt, actually attached the wrong slide. So I'm not gonna do that, but like you could go and do that and make this prompt even better. And then go and get it. Go go away and get it to come up with the static headline ideas. If I want to take this board one step further. What I could do is I could

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00:12:09.300 --> 00:12:34.795

Alex Cooper: work into the prompt, the output structure that I wanted. So if my like designer, or like whoever I work with on my team has a specific like brief output template that I use. I could work that into the prompt and say, You know, when you give me your answers, give me them in this format, firstly, the headlines, then the the sub headlines, then the

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00:12:35.280 --> 00:12:57.230

Alex Cooper: the design, brief or like whatever it is, so I can literally get this. I can approve the headlines or pick the headlines that are best for me, and then I can just send this straight over to my static designer. One thing that I like to do with with all of these, and you'll see this a little bit more in my claw projects is, I actually like to ask it like.

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00:12:58.640 --> 00:13:01.520

Alex Cooper: I want you to rank these from

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00:13:01.670 --> 00:13:07.849

Alex Cooper: strongest to strongest confidence, to least confidence, and give me your reasoning for why you've chose each one of these headlines.

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00:13:07.960 --> 00:13:22.849

Alex Cooper: I always find this really interesting to do as a prompt with any AI framework that I build. Just so I can understand why it's thinking what it's thinking. So I can again. I can take that, and I can improve my prompt for the next time around.

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00:13:24.072 --> 00:13:41.017

Alex Cooper: It's a lot stronger when you actually integrate the the performance, like as in the top ads, which we will do when we get to the claw projects. But I can work out why, it's thinking what it's thinking. And then I can adjust my prompts and my context inside of the poppy board.

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00:13:41.530 --> 00:13:42.749

Alex Cooper: based on that.

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00:13:44.560 --> 00:14:11.710

Alex Cooper: Jimmy, I know you've shown a few boards before. I mean, there are so many ideas that you can get into with poppy, like we've built boards that look at all of our competitors, organic organic posts, and pick out some of the common trends in the ones that got like a million views or more. We've done that with our own ads, where you can link ad library ads of, as you know, done well with competitors, or done well for you, and said, What are the key trends in these? What can I learn from these? There are so many ideas. But I know, Jimmy, you wanted to pull up and share a few as well.

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00:14:11.710 --> 00:14:26.059

Jimmy Slagle: Yeah, yeah, so I can share my screen. I'll show you guys some more. Use cases on on how I use poppy and just like walk through even the step by step, of how I how I ended up making it

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00:14:26.300 --> 00:14:50.849

Jimmy Slagle: so. This is a poppy board that I think like is probably a good standard for every brand to have, and I can walk through each different component. So the 1st one is just like a document on how to create really good ads. And this can be something that that you guys have created internally, this could be again be

going out and finding a contact stock from someone else. But this is essentially like the overview of how to create really good ads.

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00:14:50.850 --> 00:15:15.019

Jimmy Slagle: Next, I always like to add Eugene Schwartz's 5 stages of awareness. I think this is just a really good kind of mind concept for AI to think through of like, okay, who are we targeting. When it comes to these ideas, the next one is adding in your brands, customer personas go beyond just kind of like the classic, like, you know, gender, age, income, whatever like you really want to think, what are their.

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00:15:15.020 --> 00:15:37.989

Jimmy Slagle: what are their pain points? What do they care about from a psychological perspective? What keeps them up at night all those different things. So I went through. And this is for Jones or beauty, and added in some of those key customer personas to be honest. I just went into deep research. And there's a video, from Sarah Levenger that she did, which was looking on, Youtube. I think, with the operators. Podcast.

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00:15:38.388 --> 00:15:46.751

Jimmy Slagle: Looking at like, here's actually how to create customer personas. So you guys can see, let me see here, yeah,

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00:15:47.370 --> 00:15:52.039

Jimmy Slagle: you guys can see here. You, you guys can see this chat gpt right.

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00:15:54.420 --> 00:15:55.420

Alex Cooper: Yeah, we can.

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00:15:55.420 --> 00:16:19.719

Jimmy Slagle: Cool, okay, perfect. So so I just said, I need you to go and create all the customer personas for Jones or beauty. Use this as your research guide. So again, this was just kind of like the AI summary of that video describing through exactly what we were looking for. So that's all. I did ask a couple questions, and it came up with this, Doc, if you are looking for a streamlined way to put that together. So I went and copy and pasted that within here

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00:16:19.720 --> 00:16:44.169

Jimmy Slagle: to create this and then add templates. This is another really good example. If you guys were on the call with Almanath. You obviously learned that they're going to be integrating with 4 play soon. You can have this be text based as well from like a templates. Concept of this is like the type of ad that we want to

create. So this is just all the different types of static ads. Video ads. So this template is hero products with benefit callouts.

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00:16:44.170 --> 00:17:07.100

Jimmy Slagle: When AI kind of knows the not just generic like create an ad because it doesn't understand all the different formats of ads that exist. So this Doc is really long goes through all the different formats that we've found, and like a quick overview of how to create it. And then what I did is, if you guys don't use ad spy ad spy is a really cool tool.

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00:17:07.814 --> 00:17:16.059

Jimmy Slagle: I know that we've talked about this a little bit. But like, let's just say I go to Jones Road, Beauty.

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00:17:17.150 --> 00:17:22.570

Jimmy Slagle: and let me switch this to Advertiser name.

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00:17:23.480 --> 00:17:47.670

Jimmy Slagle: So what this is going to allow you to do is you can then filter by. What we have essentially found, and Alex and his team have found is shares is a very good indication of winning ads. So regard like, I don't have access to the Jones or beauty ad account, but based on this you can see the engagement. So the number of shares I went and just took some of the top ones here that I thought were pretty unique.

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00:17:47.670 --> 00:18:12.179

Jimmy Slagle: I'm sure someone from the Jones road team can confirm. Odds are that these are probably up there in terms of some of their winners. Not all of them. But odds, are you? You're going to be able to find some using that technique. So you could do that for competitors. You could do that for other brands that you like, whatever it might be, to learn more about what is working for them. So I went. I downloaded those. I added them to the poppy board. And now I have this this kind of like

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00:18:12.230 --> 00:18:40.699

Jimmy Slagle: 5 or 6 step prompt. This is where I really don't love Poppy. I wish you could use one of the thinking models like Opus, to really go through the chain of thought to kind of. Think deeply. That is the number one piece of feedback that I have for that team is to just be able to add smarter models. But, I added the prompt here. So step one. I hate chat. Gpt, Claude. So I tell it to forget everything they know about Facebook ads, everything that has been trained off

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00:18:40.700 --> 00:19:09.439

Jimmy Slagle: of his garbage. So I said, Hey, the only thing that you need to know. Read the document, how to create killer ads. Then look through the winning video ads to understand what has worked for us. Think back to the the document that I uploaded like. Why do you think these have performed? Well, now we're going to begin creating new ideas, and I go through. And I say, like, first, st you need to to look at the Eugene Schwartz's 5 stages of awareness. Each idea clearly state the awareness level of the person that's going to be viewing it.

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00:19:09.470 --> 00:19:34.429

Jimmy Slagle: Odds are we're probably going to be targeting these 3 stages. Then look through the customer personas, choose one customer persona and emotion that they're facing. Finally, look through the ad templates to select the template. Explain why you think that would be an effective one for that audience, and then go back to the document and so come up with your initial drafts. Then go back to the document, review it, figure out how

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00:19:34.430 --> 00:19:58.050

Jimmy Slagle: we could make them better. And so I went in and pasted that. And and again, you know, it's it's it's pretty solid overall in terms of the the feedback. So this is. This is a board that I think most brands should have as just an easy way to again try to have chat, Gpt or or Quad, or any of the AI models, be able to come up with some good ideas.

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00:19:58.050 --> 00:20:13.930

Jimmy Slagle: You can make this, you know, whatever you want, customize it, however, you want to. But this was one that I have really enjoyed this one, too, I would say, just keeping on the Jones road. Beauty, perspective. What other idea you could do is essentially go to.

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00:20:14.050 --> 00:20:38.829

Jimmy Slagle: In this case. I went to tick, Tock, and I went to Youtube. And this was specific videos reviewing Jones Road Beauty. So this is what people are saying on social media. These all performed well, too. That's that's 1 key thing. So I think all these had probably more than 10,000 likes. I went and did the same thing on Youtube to kind of get the the overall organic perspective of what people are saying about Jones Road beauty that's performing.

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00:20:38.830 --> 00:21:03.259

Jimmy Slagle: Well. Now, this was more, this, this section was more just the top performing content from the overall kind of topic of makeup and skincare, especially for aging women. So I went and found those and pasted them within here as well. Now you can also upload

your winning ads and your winning static ads for this model to have some more

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00:21:03.260 --> 00:21:27.789

Jimmy Slagle: understanding. And then the cool thing, too, is. So I went and added the ad template. So now you can essentially ask Chatgpt. You can either have this be, you know, individual like, I could just select this one, or I could select the entire group. And and you can use any of these as reference of like, Hey, you know, based on what's working organically. How could I create ads that are similar to what have performed really

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00:21:27.790 --> 00:21:51.600

Jimmy Slagle: well for us. But taking more of the organic perspective, so this is another great one that I recommend you can update this as often as you want, depending on what is coming in. That's a 1. Downside is again like you can't just have videos auto populate here, you have to go and find it. But I think if you create it once you're going to be able to get a lot of good organic info using this type of board. So

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00:21:51.850 --> 00:22:19.439

Jimmy Slagle: that's something else that we found to be good. And again, all of this is just context, like, whether you save this within notion whether you have it within Poppy. This is just adding more context for Chat Gpt. To be able to understand how to give you the best ideas possible, the last one I know we gave this one away, so if you have not used this yet, foreplay integration might make this board irrelevant, but nonetheless, this is something that we put together

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00:22:19.490 --> 00:22:41.260

Jimmy Slagle: a while ago now. But I went out and found, like a bunch of different static ads that I thought were just like unique or different, or or appealing and pasted them all within this board. So now, if you want to know like, oh, maybe you know, this could like this ad would be really good for our brand. You could drag this over

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00:22:41.260 --> 00:23:05.309

Jimmy Slagle: to the chat bot, or let's just say, this one since started. Yeah, I'm on the template view. Let's just say that like you, you were like, this is a really good one. You can drag that over. You can upload all that context that I gave it before. So whether this be like blogs reviewing it, Youtube videos reviewing it, ads that have worked whatever you want as the context, add those there and then essentially say, Hey, I want to recreate this ad

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00:23:05.320 --> 00:23:23.150

Jimmy Slagle: for my brand. Tell me exactly how I could recreate that. That's just a different take on what Alex has done. If you wanted this to be more of like a true inspo of like you can just look through and be like, Oh, you know, that's a that's a really interesting one. Instead of you know, seeing it elsewhere. So

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00:23:23.150 --> 00:23:46.880

Jimmy Slagle: those are just examples of like cool poppy ones that I think are harder to replicate within a custom Gpt or a cloud project at the end of the day. You know, you can technically do all of this within a custom Gpt or cloud project, but these are just some of the use cases on Poppy that we have found to speed up the process. So

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00:23:46.880 --> 00:23:51.529

Jimmy Slagle: yeah, that's that's kind of the the quick overview of everything that I got on on Poppy.

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00:23:51.530 --> 00:24:07.189

Alex Cooper: Yeah, and it's not just. It's not just like directly, like, add scripts and add hooks that you can get Poppy to do I mean? I bought. I built a poppy board the other day, which I've actually moved into a core project now, where I gave it information about our brand.

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00:24:07.190 --> 00:24:22.719

Alex Cooper: I gave it and our tone. I gave it 100. Add comments that we had and 100 responses that we had to comments. And I basically made it into a board that drafts the v 1 of our current responses

94

00:24:23.047 --> 00:24:44.722

Alex Cooper: for our ad comments for one of our clients. So they have an intern who replies to all the comments. Now she can just put all the comments through this poppy board, or through this this custom Gpt, and it gives her a v 1 like in her tone, with like comments that she would respond, and if she wants to add them she can. But like, you know, there are so many little use cases for these poppy boards.

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00:24:45.110 --> 00:25:01.440

Alex Cooper: to address a couple of quick questions in the chat before I reshare and go through core projects. Are we going to give these contacts away? Yes, I've made a few for you guys that I'm going to be giving away. I don't know what the plan is for your Jones Road Beauty board with Poppy. Jimmy. You're going to give that away.

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00:25:01.440 --> 00:25:03.360

Jimmy Slagle: Yeah, I'm fine. You guys can have it.

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00:25:03.600 --> 00:25:16.649

Alex Cooper: Okay, great. So we'll be given that way. And and to reiterate, like we said before, we are more than happy to give you guys the resources, we would strongly encourage you to either build on them or build your own. Because, like, we don't join you to copy our

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00:25:16.650 --> 00:25:36.799

Alex Cooper: like context, we want you to go, make it your own, train it on your brand, train it on the headlines, scripts, and information that works for you, because that's how you're really going to take it to the next level. So I hope the stuff that we give you provides you inspiration. But just know that you'll be able to make it way way better when you start training on your own brand.

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00:25:39.730 --> 00:25:53.030

Alex Cooper: cool. And I think someone else asked Pop. You watch the videos. It doesn't watch the videos it just transcribes them for now. And it doesn't create images yet. But I think you know, they're working on image gen integration, too.

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00:25:53.030 --> 00:26:19.379

Jimmy Slagle: So 1 1 quick update there, Alex, I think. Since we last spoke with Amano, they did finally add the ability for the videos to be. Yeah, yeah. They finally added that the one thing that I'll say, though, is like, technically, you're not in control of the prompt of how you're breaking it down so whatever the the prompt that Poppy is using to analyze the video is is what you're stuck with versus. If you go into Google a studio, you can

101

00:26:19.750 --> 00:26:32.289

Jimmy Slagle: be, you know, custom to whatever you want. So and then the other thing, Imagegen, I'm not did tease that on Tuesday that it is coming. So in theory you will be able to generate images with Poppy soon.

102

00:26:32.290 --> 00:26:36.798

Alex Cooper: Yeah, I hope so. I hope that's come, because I make it even more powerful.

103

00:26:37.310 --> 00:26:42.469

Alex Cooper: cool. So you can do these things inside of Poppy. You can do inside of custom. Gpt, you can do them inside of Claude

104

00:26:42.690 --> 00:27:04.380

Alex Cooper: doesn't really matter. It's personal preference. Ultimately, I do a lot of my context building inside of Poppy, because I just find it so easy to quickly compile a document. I actually do a lot of my script writing and headline generation inside of claw projects. Which is what I.

This is a screenshot that I put out in the Tweet yesterday. It doesn't matter which one you use?

105

00:27:05.033 --> 00:27:14.989

Alex Cooper: Ultimately, it just matters that like, can you answer this question like, can you do you have brand context, domain context and examples? If you have those 3 things.

106

00:27:14.990 --> 00:27:37.099

Alex Cooper: Then, regardless of what you're trying to do, it doesn't matter whether you're using Poppy or a Claude project. Actually, I guess the one determinant. And reason why I use a claw project is because that you can use obus, which I think is the strongest writing model available right now. And currently you can't do that inside of Poppy. You can only use Claude Sonic 4

107

00:27:37.360 --> 00:27:45.179

Alex Cooper: and the open AI models, so that gives corporations the slight edge for me. But like I'm not going to say you're wrong if you use Poppy for these things.

108

00:27:45.200 --> 00:28:02.699

Alex Cooper: so you can build something like this if I just move that out of the way. Then we've got the brand context which we generated in the previous call. If you didn't get the prompt for that, then let me know I can resend it. But like this is just a deep research prompt that generated all of this.

109

00:28:02.700 --> 00:28:09.719

Jimmy Slagle: Yeah. 1. 1 quick thing you might be sharing a specific tab we're on. We're looking at Twitter right now, unless you.

110

00:28:09.720 --> 00:28:16.770

Alex Cooper: Oh, my bad, my bad! That's that's pretty stupid of me. Can you

111

00:28:19.420 --> 00:28:22.169

Alex Cooper: see it now? Can you see Claude.

112
00:28:22.800 --> 00:28:23.240
Rohan Jha: I'm sorry.

113
00:28:23.240 --> 00:28:24.510
Jimmy Slagle: Still, just twitter.

114
00:28:24.980 --> 00:28:26.340
Alex Cooper: Okay, that's strange.

115
00:28:30.750 --> 00:28:33.490
Alex Cooper: Oh, I show a different window. How about now?

116
00:28:33.640 --> 00:28:34.629
Jimmy Slagle: There you go!

117
00:28:34.630 --> 00:28:59.030
Alex Cooper: Okay, we're back. Okay. So as I was saying, we want to answer the question like, do we have brand context, domain context and the example. So the brand context, we made this in the last call from a deep research prompt that took, you know, 15 min the top performing scripts. You just put them through AI studio, Google AI studio and say, transcribe these top performing videos. I just downloaded them from motion.

118
00:28:59.160 --> 00:29:20.610
Alex Cooper: Put them into Google studio and then clean them up in Chat Gpt, and then the context document for whatever it is in this case, I built an ad script rewriter. So in many cases, when we build ads, sometimes we have an organic piece of content, or or another ad, either from our account or another account where we want to

119
00:29:20.900 --> 00:29:26.409
Alex Cooper: where we want to use that as a base and just rewrite it for our brand.

120
00:29:26.410 --> 00:29:43.309
Alex Cooper: So I built this script writing guide, which we'll go into like how we made it in a second. And I'll give away to all you guys just a few core like things that we believe about script, writing different frameworks that we're trying to get the the model to use for scriptwriting, scriptwriting principles.

121
00:29:43.310 --> 00:29:59.910
Alex Cooper: some examples in here as well, common mistakes, etc. So

now we have those 3 things. And now, anytime, just like the Poppy board, I have an ad that I want to recreate. So say, for example, if it's Laura Geller we're gonna want to go with

122

00:30:01.380 --> 00:30:11.760

Alex Cooper: beauty ads. Let's see what we can find. Let's is, let's use

123

00:30:12.080 --> 00:30:14.750

Alex Cooper: 3 reasons. I can't live without at home.

124

00:30:15.620 --> 00:30:23.799

Alex Cooper: Let's use this one this top one here. So I want to go into here. Grab the transcript.

125

00:30:25.960 --> 00:30:27.109

Alex Cooper: Oh, what a

126

00:30:27.440 --> 00:30:33.679

Alex Cooper: discussing that script! I'll take the text very simple. One and I can just say.

127

00:30:34.310 --> 00:30:40.269

Alex Cooper: Rewrite this. It already has all the context, or Laura Gallo

128

00:30:40.390 --> 00:30:48.789

Alex Cooper: already has all the context of my brand and of how to write a script. This is extremely simple. I actually might try and grab a better one.

129

00:30:48.960 --> 00:30:54.590

Alex Cooper: that is, while that is generating.

130

00:30:56.600 --> 00:30:59.430

Alex Cooper: This is the fun thing about doing live Demos.

131

00:31:06.840 --> 00:31:08.300

Alex Cooper: Okay, I see what's going on.

132

00:31:08.750 --> 00:31:24.768

Alex Cooper: So I basically asked it. In the system prompt. I said, you know you, you got to give me 3 variations of this. And again,

this is a terrible ad script, so it's come out with, not great. I'll try and find a bit on in a second and it just rewrote that script for me.

133

00:31:25.874 --> 00:31:41.239

Alex Cooper: like instantly. So I got the system prompt here which I just made in Chat Gpt, I said, you're direct response ad specialist. Basically reference, these 3 context documents. And the way that I made. That is, I just said to chat. Gpt.

134

00:31:41.460 --> 00:31:47.790

Alex Cooper: yeah, I'm building a context. I'm building a Claude project to

135

00:31:48.670 --> 00:31:51.629

Alex Cooper: rewrite any ad script from an organic

136

00:31:51.980 --> 00:31:57.579

Alex Cooper: piece of content or a paid piece of content. Write me the system, prompt the

137

00:31:58.050 --> 00:32:15.389

Alex Cooper: references, the 3 documents that I'm going to give it, which are the brand context, the domain context of how to write scripts and the top forming examples. This must be the best system, prompt ever with the goal of generating me the best rewritten ad scripts that are going to perform for my brand, Laura Geller.

138

00:32:16.260 --> 00:32:17.550

Alex Cooper: and something like that.

139

00:32:18.470 --> 00:32:20.440

Jimmy Slagle: Alex, you had a crown cowboy.

140

00:32:21.340 --> 00:32:41.629

Alex Cooper: I could do. I mean I could. I could take this in there and use prompt cowboy. I rather just like get Gbt. To write it, and then rewrite and rewrite it. Yeah, I could take this and put into prompt cowboy if I want to make this even better. But like, that's how I could really quickly get this system prompt up to a point where it's, you know, it's ready to start generating ad scripts for me.

141

00:32:42.180 --> 00:33:10.082

Alex Cooper: my brand context is a 50 min. Deep research prompt.

This took me like 10 min to do. And even the context documents like you shouldn't need to write context documents are like 30, 40 pages long. I know we said. Some of our ones I'd create internally are that long. But when we actually break them into claw projects. I try and make the context as specific and as relevant as possible, because even though it says here, 1% of project capacity used.

142

00:33:10.640 --> 00:33:30.100

Alex Cooper: what you're not going to run into here is like context window issues where it literally can't take any more information in what you're way more likely to run into. I'm finding this more and more about as I create more of these claw projects is issues of like drowning the model in context. So it's not that it can't handle it. It's just it doesn't really know where to look.

143

00:33:30.420 --> 00:33:59.859

Alex Cooper: And you have so much information inside there that like, it doesn't know what to prioritize or like, how to process everything. And you either need a really really good system, prompt or just less information. So with our context that we actually put in here, there may be only like 5 to 10 pages long. But I try and encourage our team make these documents, have everything that you need and nothing that you don't. This should be a lean, mean, like document, with everything we know about static headlines

144

00:34:00.204 --> 00:34:18.790

Alex Cooper: or scripts, or whatever it is, that if it's too long, the model is just going to get confused, and the outputs aren't going to be as strong. So you know, you can. You can build those in in a number of different ways. I actually built one of them earlier inside of Gpt.

145

00:34:19.610 --> 00:34:45.450

Alex Cooper: where I like. I built the the 1st version of the context of inside of Poppy. I just came here and said, like, I am building this document on a context document on scriptwriting. I want you to like, refine this and cut out all of the fat and make this the best document on script writing as possible, and then, like the reason that these don't take that long to build is, I literally just

146

00:34:45.449 --> 00:34:55.170

Alex Cooper: use whisper, flow to to give them feedback on the fly. So, for example, like Whisper flow is the is the voice dictation tool. I got it to the point where.

147

00:34:55.270 --> 00:35:18.730

Alex Cooper: like it, it had everything in like. I think it was like

10 pages they got me to. I just voice dictated rift on about hooks like I always take out this part and the hook is the most important part of the ad is arguably as important. The rest of the ad put together I just started riffing on like my thoughts about script writing, and like this is only voice dictating, not typing. And I just said, Update the guide

148

00:35:18.990 --> 00:35:43.700

Alex Cooper: with this information I did that 3 or 4 times until I got to the point where I had a whole script writing guide that was built by me, but also built by AI. That literally took me from the start of the prompt to having a guy that I'm pretty happy with that I'll give away for you guys to see. It took me literally like

10 min. And then I just plugged those 3 things into my scriptwriter, or into my podcast, scriptwriter, or into my headline generator, or whatever whatever the specific

149

00:35:43.700 --> 00:35:49.910

Alex Cooper: task is, and you'd be surprised how much better it!

150

00:35:50.320 --> 00:36:02.579

Alex Cooper: It will make your outputs by having it trained on both the brand and then the domain context. I realize I spoke for a while before I go into like using one of the headline generates Jim. Is there anything you want to add in here.

151

00:36:03.260 --> 00:36:06.600

Jimmy Slagle: No, I think I think that was I think that was all good.

152

00:36:07.040 --> 00:36:07.730

Alex Cooper: Okay?

153

00:36:08.943 --> 00:36:10.589

Alex Cooper: Cool. So

154

00:36:10.770 --> 00:36:21.879

Alex Cooper: this is what I built the other day for Hollow, which is Zach Stocks brand, I might say I am start off as I come up with some headlines for hollow socks.

155

00:36:25.730 --> 00:36:26.420

Alex Cooper: Aware of that.

156

00:36:27.160 --> 00:36:32.500

Alex Cooper: use an opus 4. Again. You could very easily do this inside of inside of Poppy.

157

00:36:44.010 --> 00:36:49.700

Alex Cooper: I've asked it inside of this one to break it into different categories.

158

00:36:57.840 --> 00:37:16.310

Alex Cooper: And you can. You can always like adjust it in the system prompts, you could say, like in the system, prompt if you wanted to, you could say, I want you with every single idea you give me. I want you to rank it out of 10 with your confidence level, I want to say why. And again, if it gives you a bad

159

00:37:16.480 --> 00:37:35.910

Alex Cooper: idea, then all you have to do is just go back to your context document, say, this is a bad example, and why? Or just keep on iterating on your context document until you get to the point where you just force it to come with better ideas for headlines and scripts.

160

00:37:36.170 --> 00:37:37.460

Alex Cooper: So.

161

00:37:37.750 --> 00:37:53.590

Jimmy Slagle: And one thing, one thing that I'll say, too, just like even as Alex is going through this like I, in my opinion, the best thing that you can do for any like, whether it be poppy, whether it be a custom cloud project is, use a chain of thought prompt, and have it 1st

162

00:37:53.590 --> 00:38:18.350

Jimmy Slagle: decide on a specific customer persona that it's going to be targeting and then have it decide on a specific emotion that it's going to be targeting and then decide on a specific ad format that it's going to be using. And that way you're going to get by far the best ideas and the best examples, because, like that is the process of creating an ad. When we do it as humans, we know who we're trying to reach. With this

163

00:38:18.360 --> 00:38:42.579

Jimmy Slagle: we have probably a good understanding of the different types of templates that exist. And then the emotions that we're trying to appeal to. And so if you do a chain of thought prompt like, hey? 1st decide this, next decide this, then decide this like that. Prompt that I use in Poppy. Which again, you guys will get access to, especially within Claude, for opus like, you will see it

go step by step of like, okay, I'm going to read through the entire how to

164

00:38:42.580 --> 00:39:04.690

Jimmy Slagle: create killer Ads document. Then I'm gonna look through the entire ad templates and it will go through and do that and take, you know, a minute, 2 min to respond. Because it's it's going through all that data. So that is, that is like my biggest recommendation for the prompt itself is to tell it to just think through that exact process, because that's how you're going to get by far the best ad ideas.

165

00:39:05.480 --> 00:39:16.459

Alex Cooper: Yeah, that's actually a really good point. And one of the one of the things that we could do to improve this actually, like this is a tip I got from Harry. Harry down like splitting these

166

00:39:16.490 --> 00:39:41.430

Alex Cooper: different claw projects or custom gpts or poppy boards into different personas or emotions can make them even more like, even stronger, because ideally like the more niche we can make the context and the more specific the better the outputs are going to be now like. If you took this to the extreme, you would be building thousands and thousands of poppy boards or claw projects for your brand, and like

167

00:39:41.430 --> 00:39:49.959

Alex Cooper: no one has the time to do that. So like I'd start broad, but like the more specific and the more detailed you can be.

168

00:39:50.150 --> 00:40:07.279

Alex Cooper: And the more you can 0 in on like this is the context for writing scripts, for podcast ads for this persona for our brand. If you can have context. That's just specific to that. The outputs are going to be better than if you just say, here's how to write scripts.

169

00:40:07.843 --> 00:40:34.963

Alex Cooper: So it's just kind of a kind of working out how much time you can dedicate to it, and how niche you can afford to be. With your context. But yeah, that's a that's a very interesting point. And you can, you can go through these. And you can say, I want, I just want you know, this angle, or I just want this emotion, or like, I really like this, just as you normally would with the Claude and Gpt chat but just it's got the context of what works for you. It's got the context of

170

00:40:35.680 --> 00:40:47.180

Alex Cooper: of of what your brand is without you having to enter that every single time one prompt that I really like in here that I'm not gonna enter in right now, because it would like it would show some of the data that I've put in. That's that's

171

00:40:48.010 --> 00:40:51.405

Alex Cooper: Confidential for Hollow is. I sometimes ask it.

172

00:40:51.860 --> 00:41:08.889

Alex Cooper: I think you're copying the winners too much. I want some new ideas. Give me something that's completely new and unique, and might completely tank, but is different to anything we've done before anything that's worked before, and sometimes we've had some really cool ideas come up from it, knows what works for us.

173

00:41:08.890 --> 00:41:33.139

Alex Cooper: It knows what a good ad is, but I don't want it to keep coming up with stuff that's exactly the same as the stuff that performed. So that's a nice little prompt. I also like the one that's just that just says like, I want you to rank all of these from highest to lowest confidence, and tell me why? Because again, we can just go and iterate on our system, prompt and iterate on our context, and just keep on improving this. I mean, I made this 1 2 days ago, so I haven't put it through a lot of iterations yet.

174

00:41:33.140 --> 00:41:56.910

Alex Cooper: There are other ones that we've been iterating on for months, that now they're at a point where, like they are consistently given a lot of good ideas rather than just a like a handful of good ideas, a lot of good ideas, because they know they've been put through like a load of what hasn't worked and what are not good ideas for our brand. So does this take a little longer to build up front. Yes, it does. But if you invest time into it and keep iterating over time.

175

00:41:56.910 --> 00:42:20.829

Alex Cooper: it becomes this like really cool asset for you that allows you to put out scripts and headlines like way quicker and than just using regular clawed or Chatgbt. One thing actually was going to put in the sunshine yesterday, but I thought I'd wait until the call. What I'd love to do in a future session is if anyone here would be open to it. If you send us

176

00:42:20.840 --> 00:42:38.429

Alex Cooper: like context about your brand, we can build one live for you guys on a future session. Now, the the caveat to that is that like you would have to share what's worked like the top

performers for you, so that we could enter in this context here. Otherwise the outputs aren't going to be good. But if there is anyone here that would like us to build one live and doesn't mind

177

00:42:38.430 --> 00:42:59.559

Alex Cooper: people in this in this call seeing their top for me headlines or scripts. I'm more than open to doing that in the next session. There is only so much I can share, because I can't like, you know, pull up the top performers for our clients, and and show you and and break them down. But if there is anyone who would be interested in that, then I'd be more than willing to build it on the on a future session.

178

00:43:00.640 --> 00:43:25.629

Jimmy Slagle: One other thing, too. Just just so you guys are aware, I know, we we've kind of hammered the perfect gene. But I can share something, too. Just just so you guys have some context into, like, how much data should you add to a cloud project like, how much is too much. Those sorts of things. So this was this was just for like a demo purpose. But I wanted to to go through. So like.

179

00:43:25.630 --> 00:43:46.960

Jimmy Slagle: here's the types of static and video ad formats. And again, this is a long doc. This was vocabulary within within our ads. This was overview of creative strategy. This was how to create really good static ads. This is how to make killer like like this is kind of purposely trying to not overwhelm the the model. But

180

00:43:47.050 --> 00:44:12.880

Jimmy Slagle: even with all of that, along with 500 different customer reviews. That was only 5% of the project capacity. And so so you. You can upload a lot to these models. You just have to know that within the project knowledge and the system instructions, the more files that you upload the more you're gonna have to spend time within the system and project instructions, saying, Hey.

181

00:44:12.930 --> 00:44:18.090

Jimmy Slagle: when I ask about this, you need to make sure to reference this doc or or give the overview

182

00:44:18.490 --> 00:44:43.329

Jimmy Slagle: each of those docs. And when it's going to be most useful, or when it should go through and read it. Because obviously, AI, especially like these, these versions, like a custom Gpt or a custom Cloud project, they're going to have a tendency to kind of like. Try to read the beginning and the end to get the the overview of what is within those docs, but not actually go through and read them all. And so that's where, to Alex's point like it works much

better. It's much

183

00:44:43.330 --> 00:45:08.199

Jimmy Slagle: better to be extremely niche and and kind of lasered in on a specific use case for a cloud project versus, just like trying to throw all of your context inside of a custom cloud project and thinking that it's going to be able to do a really good job, because odds are, it's not going to actually go through all of this information and be able to utilize that within what

184

00:45:08.200 --> 00:45:33.059

Jimmy Slagle: prompt? And unless you have the right system instructions telling it which documents or which databases to look through for each specific use case. So that that's really like what I would say in terms of just like anything that comes to like the system instructions versus the prompt, the system instructions. You should just be doing a really good job explaining what all of these are, and when it should look at them, the prompt you can also say like, Hey, I

185

00:45:33.060 --> 00:45:48.310

Jimmy Slagle: want you to look through our customer reviews, and I want you to look through how to create really good static ads. And I want you to look through. You know our winning static ads, and then come up with new ideas, or whatever that might be. But, you'll have to explain what those docs are here as well. So

186

00:45:48.665 --> 00:46:00.200

Jimmy Slagle: yeah, hopefully, hopefully, that was helpful, too, to just know, like how much you can put. But it is better to have it be a very specific use case than just upload all of your contacts into one.

187

00:46:00.500 --> 00:46:15.800

Alex Cooper: Yeah. And the cool thing is again, you don't have to build these contexts yourself. You can literally just like piggyback off other people's content, put it into poppy and say, Create me the best context document on podcast, scripts possible. And then you can take that context document from poppy, put it into chatgpt and say.

188

00:46:15.800 --> 00:46:39.879

Alex Cooper: this is what I've got so far. I want you to interview me about podcast scripts and whatever I say, you're going to work this into this context, Doc, to build the best context possible. And like, you can go from nothing to like a full context, doc for podcast scripts or whatever it is in like 30 min, and then like.

Then like for forever after, you can just insert that into any claw, project, any poppy board

189

00:46:39.950 --> 00:46:56.369

Alex Cooper: for any client that you work on, and and it know what a good output is, because that's the biggest issue we've been trying to like solve for in this course, like Claude and Chatgpt, are not good creative strategies. They need to be taught on a lot of

190

00:46:56.380 --> 00:47:25.069

Alex Cooper: hyper specific domain context, which is what we're trying to achieve with these contacts. So we try and encourage people to make context thoughts for as many different parts of the ad creation process as possible. Now, you don't have to necessarily go. And after this, go and make a podcast writing, a Uc scriptwriter like, just think about what ads you already make. So like, I made that podcast scriptwriter. For like one of our clients, because in that account podcasts do really well.

191

00:47:25.070 --> 00:47:50.310

Alex Cooper: maybe podcasts don't do well for you. And if that's the case, then like, you don't just go and make a podcast scriptwriter. But like, if Ugc does really well, think about like, can we make a Ugc scriptwriter if you find high prod or like maybe authentic, unscripted ads, do well. Can you make a Claude project that helps you write briefs that would help you encourage people to do like unscripted ads. Maybe you have.

192

00:47:50.720 --> 00:48:04.289

Alex Cooper: Maybe you have. If it was the perfect gene you have a 1 for the persona of big guys. So you have a clawed project or a poppy world that's solely about how to write scripts for big guys. And it's trained on every winning big guy script they've ever had.

193

00:48:04.290 --> 00:48:27.300

Alex Cooper: whatever it is like ideally, the more niche the better. But just think about what works for your brand, or what was what has worked historically, and then how you can build some kind of thing that you build once, then then it's usable for a long time inside of Poppy inside of a custom Gbt. Inside of Claude it doesn't really matter. All that matters is that you have the brand context that you've generated. You have the domain context on how to

194

00:48:27.300 --> 00:48:49.920

Alex Cooper: complete that task. That's either come from you or from experts in the space. And then you have the winning examples of here are all the podcasts that have worked for bigger guys before or like, you know, plot like, insert whatever. The winning examples, therefore are for you, and like, if you do that with enough training, enough iterating, you really can get to the point where it

gives you

195

00:48:50.330 --> 00:48:54.209

Alex Cooper: way. Way. Better outputs than if you're just using Chat Gpt or Claude regularly.

196

00:48:54.530 --> 00:49:19.340

Jimmy Slagle: Yeah. And the last thing I'll to say, or I'll say is, someone asked this on Tuesday with the session, and Poppy is like, hey? Why wouldn't I just build my context library within, Poppy, and just have everything sort there? It seems like it's a way, faster and easier way to do that. So if you've been having that thought, my feedback is just then you're stuck to Poppy forever versus if you have this within, like your wiki, whether

197

00:49:19.340 --> 00:49:44.329

Jimmy Slagle: that be notion or a Google Doc, or wherever like, like, you're probably not going to get rid of that software for a long time, Poppy, you'd then just be stuck to paying for that plus if you wanted to take some of the material into a custom Gpt or a custom cloud project, then, you know, it'd be much harder versus if you just had everything in notion. You can just have that as like your central repository, and go and paste that into these different tools. So

198

00:49:44.330 --> 00:49:59.740

Jimmy Slagle: so I still think it's valid to have it elsewhere. But nonetheless, I think a lot of it should be. This is like where you use your contacts. Library like this is the point of having it created is to easily go and add it to something like a custom Gpt. Or a Poppy board.

199

00:50:00.180 --> 00:50:24.700

Alex Cooper: Yeah, absolutely. Which is an interesting point. We do actually have it inside of a notion database. We have it like tagged out, or like sorry sectioned out by different parts of the of the process. You know, like context, about audience context, about research context, about like ad generation, whatever it is, and it's all version control inside of notion, which is another reason to do it inside of notion, to make it multiplayer rather than poppy or a claw project

200

00:50:25.020 --> 00:50:37.180

Alex Cooper: and then you just insert it into whatever the tool is, whether it's a poppy or it's called, or it's qvt, or whatever. So yeah, I would agree, keeping it in some kind of central policy that's

201

00:50:37.230 --> 00:50:42.499

Alex Cooper: not in an Lm or an AI wrapper is probably useful.

202

00:50:45.412 --> 00:50:50.867

Alex Cooper: There are other ideas. By the way, like you can. There are so many other ideas for projects, and

203

00:50:51.783 --> 00:51:07.046

Alex Cooper: and probably was that you could build Jeremy. You were telling me the other day about your building. I don't know if this is in Google AI studio. If it was in in a Claw project, but an idea for a project that helps you come up with vo hooks, or

204

00:51:07.650 --> 00:51:09.960

Alex Cooper: or prompts.

205

00:51:10.820 --> 00:51:15.832

Jimmy Slagle: Yeah, yeah, that was within within Claude.

206

00:51:16.390 --> 00:51:41.029

Jimmy Slagle: and I didn't get insanely far. But like, this is, this is kind of like the overview of what I was thinking. So I obviously last week showed how to use, like Google AI studio, a custom like Google AI studio chat to be able to come up with like a prompt generator for Vo. But this is this is an idea that I've kind of been workshopping, which is just trying to help me think of really good vo

207

00:51:41.030 --> 00:51:45.439

Jimmy Slagle: ideas. And and really, what that comes down to is like like

208

00:51:45.560 --> 00:52:10.509

Jimmy Slagle: what we're realizing is it's like hyper, unrealistic, but realistic looking contents like a baby. Podcast is not like some, you know, imaginary, mythical or or like space sort of like content like that's something that in theory would be possible, but impossible, or like a gorilla skydiving while drinking a beer.

209

00:52:10.510 --> 00:52:34.679

Jimmy Slagle: there's like one that I saw like stuff like that is never actually gonna happen. But if you saw that on an ad like your your attention is going to be there because you're like, what am I watching? So so I started to just like, go through all of this to help it start to understand like this is the content that's working

well on vo, and and like, you have to kind of think crazy here. The goal is

210

00:52:34.680 --> 00:52:54.319

Jimmy Slagle: like this one plus one equals 3 which I brought up before and and like, if you think about the purpose of that, it's really to stop people and like, make them look at the comments to to see like, are other people realizing that this is like, absolutely absurd, or is it just me? And so then the goal would be like, Hey, you know

211

00:52:54.770 --> 00:53:18.159

Jimmy Slagle: my brand is the ridge wallet. What are some ideas for? Vo that I could generate? And again, I didn't get super far on this. But like this is something for a cloud project that would work really well of like this can help you come up with that initial idea. Then you go to the Google AI studio.

212

00:53:18.160 --> 00:53:37.240

Jimmy Slagle: you know, project, or whatever you want to call that to, then get you the prompt that it could generate. And then you go to vo to actually generate it. So even trying to streamline like that thought process and and speed that up is is good, because that's really what? What? You know, at least for now? Vo.

213

00:53:38.380 --> 00:53:53.483

Jimmy Slagle: yeah. So like something something like this, like a grizzly bear trying to bite through a ridge wallet like that. That's a really interesting concept that again, you're never going to be able to shoot that in real life. But if it was actually, there could be could be really interesting.

214

00:53:55.200 --> 00:54:05.108

Jimmy Slagle: abraham Lincoln, pulling out a ridge wallet, saying 4 score and 7 cards ago like, that's a that's a pretty interesting concept.

215

00:54:06.290 --> 00:54:19.347

Jimmy Slagle: someone using ridge wallet as a tiny shield in a medieval battle like that's that's kind of fascinating. So a couple of couples therapy where he reveals he's been sleeping with his old bulky wall like,

216

00:54:19.710 --> 00:54:36.470

Jimmy Slagle: yeah, all of these these different things is just like, kind of what am I watching concepts. So yeah, that's how I've been trying to at least come together with like, okay, how creative

could we get when it comes to being able to think of good video ideas. So that's another one.

217

00:54:38.430 --> 00:54:45.500

Alex Cooper: Yeah, yeah, there's a lot of things you can do with projects, or, all poppy boards. Anything else you want to cover on

218

00:54:46.540 --> 00:54:50.400

Alex Cooper: those topics today? Or do you want to set the homework.

219

00:54:50.790 --> 00:55:05.829

Jimmy Slagle: I don't think so. I think that's probably everything that I got. I know some people don't typically get some time for Q&A. So have there been any good questions coming in, Alex on the Q. And a. That you think are worth touching on with the final 5 min.

220

00:55:06.145 --> 00:55:25.400

Alex Cooper: Okay, cool. Let's have a look through some of these. How bad of an idea is it for me to do this in chat gpt. It's not bad again. It's personal preference, like Jimmy, I mean, do you prefer doing things? I prefer doing this inside of claw projects like I think you tend to do more things inside of Poppy?

221

00:55:26.449 --> 00:55:34.360

Alex Cooper: Yeah, I'm not gonna say you're wrong for doing that, or you're wrong for doing a Gpt like. I personally think that

222

00:55:35.190 --> 00:55:53.690

Alex Cooper: Claude, opus 4 is the best model for writing so even if I do it inside of Poppy, I use Claude. But then, again, you can't use Claude. Opus 4. You can't use Claude sonnet or 3.7. So yeah, it's preference. If you if you prefer to do inside. Gbt, like, go for it. It's yeah.

223

00:55:53.950 --> 00:55:55.956

Alex Cooper: It's up to you.

224

00:55:59.950 --> 00:56:08.479

Alex Cooper: cool a lot of people asking, are these contacts also made available? Yes, I'm gonna share them in the recap tomorrow.

225

00:56:09.662 --> 00:56:37.189

Alex Cooper: Someone asked, will I be sharing the ad templates, Doc,

how to make killer ads that we're using in the Poppy board that actually wasn't made by me. That was me seeing someone else's context that was made by my friend Harry. That, I imagine, is a great follow on Twitter. I can also share that, doc as well. We gave it away for free on Twitter. If you want to go and find it now, otherwise I'll put it in the in the thing in the recap tomorrow. It's like an 11 page document on how to make performance ads. He's a great follow

226

00:56:40.322 --> 00:56:55.820

Alex Cooper: people asking for the Bobby Board. Yes, the Bobby boards made available. If you have other questions, guys feel free to put them in, because Jimmy and I are going to be hanging around after Jimmy any quick way to upload all the images and add references in all videos into Poppy.

227

00:56:56.810 --> 00:57:10.970

Jimmy Slagle: So what I would say is, not if it's like a here, let me let me just show you quick. How you can do it so if you wanted to,

228

00:57:11.730 --> 00:57:13.160

Alex Cooper: If you wanted to.

229

00:57:13.390 --> 00:57:15.680

Jimmy Slagle: I don't know. Are you? Let me see?

230

00:57:15.900 --> 00:57:19.089

Jimmy Slagle: Can you see my documents, too, or is it just.

231

00:57:19.370 --> 00:57:21.329

Alex Cooper: We can see the if the final.

232

00:57:21.330 --> 00:57:46.320

Jimmy Slagle: Yeah, so so it's cool, like, from a video perspective like you can, you can just like multi select if if you actually have the Mp 4 file, and you can just like drag those to a poppy board. And it's gonna upload all 8 of those. If you if you take something off of like Instagram or Tiktok, where it's just the link.

Unfortunately, that's a little bit more of a manual process. But if you have the actual image.

233

00:57:46.320 --> 00:58:07.069

Jimmy Slagle: or you have the actual video, you can just quickly go to your finder and files, select them and drag them into the board again. Pro tip. If you were not at the pop you want. Use groups that

way. You only have to drag once. You don't have to drag all of these to an ask AI. You can throw them in this group.

234

00:58:07.360 --> 00:58:19.469

Jimmy Slagle: which I won't spend too much time. But that way you can just like that way you can just like move them around easily, and when you do this it'll be able to reference both of them. So quick, little Poppy Tip. There.

235

00:58:20.220 --> 00:58:31.900

Alex Cooper: Yeah, cool before we continue with the Q. And a. If you do have to jump now, thank you very much. Homework for this week is to build out either a poppy board or a claw project or a custom Gpt

236

00:58:31.900 --> 00:58:55.420

Alex Cooper: and go start building out, script writers go and build out podcast script writers go and build our ad headline generators. Now, we've kind of gone through all the fundamental stuff in the 1st few weeks about prompt and context, engineering. You should have everything you need to start putting things together and start generating projects and custom Gbts that actually improve the outputs inside of your Lms. And if you don't

237

00:58:55.430 --> 00:59:12.819

Alex Cooper: then like, think about how you can iterate on your context or iterate on your prompt, so that you do, because if you keep iterating on it like you should be able to get to a point where you have got way way stronger outputs than if you were just using Claude or Gbt. If you have to run now, thank you so much for joining us this week. We love spending time with you.