

238

00:59:12.970 --> 00:59:32.280

Alex Cooper: and have a good rest of your week, and we'll see you in next week. If you stand around after School club. We are going to be answering these questions. You have a lot of questions on Poppy. I can see already, and Jimmy has just dropped the link to Harry's context, Doc, so I would go and check that out if you have not already.

239

00:59:32.670 --> 00:59:58.410

Alex Cooper: Okay, guys, what is the difference between Poppy AI and Gumloop or Nan? I'd say Poppy is more for, like very simple automation you're not going to build like any multi-step flows inside of Poppy. It's just like, you know, connecting a lot of things, and then like chat into an LLM. Whereas, like Gumloop and Nan, you can build multi-step workflows so it can go tick tock. And it can find videos. It can

240

00:59:58.410 --> 01:00:10.327

Alex Cooper: put them into a Google sheet. It can send a slack message all in one workflow rather than just like one automation with a lot of different inputs, which is what you can get on, Poppy. So

241

01:00:10.660 --> 01:00:23.580

Alex Cooper: Gumloop and Nam will get into in the next couple of weeks, and you'll see some use cases for that. But probably just a a pro like a more so for one off automations, whereas gum loop and Nan, multi-step workflows.

242

01:00:24.030 --> 01:00:48.040

Jimmy Slagle: Yeah, I mean, the goal I think with Poppy is like much more of like a Co creator, if you will. Of like, okay, you're giving it the right context. You can have conversations back and forth. All of that gumloop, N. 8 N. Is like, you're hoping just like with a click of a button. It's going to be able to come up with ad ideas for you. It's going to go to tick, Tock. It's going to go to Reddit. It's going to go to Youtube. It's going to look through your context and come up with those ideas and like, send them to slack, for example.

243

01:00:48.371 --> 01:01:12.270

Jimmy Slagle: And you just like, wake up with them versus like you having to go and collect all that context and and like kind of go that back and forth with a custom Gpt custom, cloud project, or poppy. So that's that's like the main difference is think of poppy and and custom gpts is like, truly your Co. Creator or Co. Inspo partner, or whatever it might be. For for this

244

01:01:12.270 --> 01:01:34.450

Jimmy Slagle: you still kind of have to initiate that conversation versus gumloop. It's like, Hey, I want to go and scrape what our competitors are doing. I want to scrape Tiktok, and I want to scrape our account ad account and come up with ideas based on that, and send it to my slack or something like that. And it would just do that automatically without you having to. As obviously as soon as it's built without you having to like. Go through that that 1st time. So

245

01:01:34.590 --> 01:01:49.555

Jimmy Slagle: that's that's kind of the the main difference. There will also be essentially custom gpts within any of the workflows that we build so like. For example.

246

01:01:50.420 --> 01:02:00.680

Jimmy Slagle: I can show you I can show you this. So let me see here.

247

01:02:02.585 --> 01:02:23.454

Jimmy Slagle: let me show you. I'll show you just like for context of what a workflow looks like on gum loop. I know this is obviously what we're going to be spending a lot of time with over the next 2 weeks. But,

248

01:02:24.930 --> 01:02:28.466

Jimmy Slagle: I can share a little bit on what a workflow

249

01:02:28.980 --> 01:02:53.659

Jimmy Slagle: is like. So you guys are able to see the overview. So this is like a really interesting one. This is like a tiktok hashtag scraper. So essentially, you just put the hashtag that you're interested in getting like the most recent, you know, 15 videos. For with like minimum likes. So now, anytime that I wanted to go and see like, okay, what people are, what are people saying on Tiktok, about

250

01:02:53.660 --> 01:03:18.519

Jimmy Slagle: whatever hashtag you want. It's going to go run that scraper. It's going to analyze the video explaining what the Tiktok is about. And then here, this is like essentially a custom gpt like you're saying. You know, these are Tiktoks about liquid. Iv. In the past week. Write a detailed analysis about trends and highlights.

The post you're writing this to the head of social liquid. Iv. You know, whatever whatever whatever. So like, you're going to be building a lot of custom Gpts

251

01:03:18.770 --> 01:03:38.869

Jimmy Slagle: quote unquote or custom cloud projects, you can change the model within different workflows. So that's kind of the cool part about this is like you're almost starting to connect multiple Gpts together along with external data sources. So that's just like, hopefully an example of where you can start to see a little bit of the difference.

252

01:03:39.950 --> 01:03:56.979

Alex Cooper: Love it, love it. Keep the questions coming, guys. We have 22 currently, and also would love to hear feedback on the kind of more live demo style. Do you prefer that? Or do you prefer the con more content, like slides based with with less demos?

253

01:03:58.640 --> 01:04:08.139

Alex Cooper: cause you and I are trying something a little bit different with these kind of sessions. It went down well, last time.

We're just curious to see if anyone has any feedback for today? Or you can always DM us after as well.

254

01:04:08.554 --> 01:04:21.399

Alex Cooper: Cool. We have a question here. Anonymous. Ask, have you made any claw projects for copy chiefing. So copy chiefing basically haven't made any claw projects for reviewing copy from copywriters.

255

01:04:21.732 --> 01:04:38.667

Alex Cooper: Yes, I have, although it's still pretty early stages, so not to the point where I'd where I'd like. Be confident like sharing it for you guys to roll out, because I don't feel that confident yet. But it basically uses the same knowledge uses the brand context, uses the

256

01:04:39.404 --> 01:04:50.979

Alex Cooper: uses the the domain context of how to write a script. And then, instead of the examples being top performing ads, or actually as well as the examples in top performing ads. The examples I gave were

257

01:04:51.710 --> 01:05:13.419

Alex Cooper: junior copywriter scripts and the feedback that the senior copywriter or senior strategist gave to the junior. So I just said, Here's the brand context, here's the domain context. And here's 20 examples of scripts and the feedback we've given. So why, we've amended these scripts so the exact same kind of theory, but just applied for a slightly different use. Case.

258

01:05:13.770 --> 01:05:38.660

Alex Cooper: I'm working on that one throughout this week. So I should have an update by next week. But I think it's very possible. Even if it's not going to give the exact same feedback that you were, it may give 80% of the feedback and save you a lot of time reviewing scripts from a junior, even if it's just like things like brand guidelines or tone like those things as well like. If you can check those and and give that feedback

259

01:05:38.870 --> 01:05:56.409

Alex Cooper: without you having to give that feedback to a junior like that's very valuable. Even you can't get every single point. So I'm gonna try and get that to the point where it's good to share in the next 7 days. So I have something for you by next week. But yes, in short, we do have a core project for that.

260

01:05:57.098 --> 01:06:08.750

Alex Cooper: Jimmy, question for you from Blaine, because it's not

something I've experienced myself. Do you have any. You ever have issues with Poppy failing because you provided too much information.

261

01:06:09.640 --> 01:06:34.250

Jimmy Slagle: Yeah, it's it's happened if I like, try to upload like 4, 5, 6, many hour long Youtube videos or something along those lines again like that is the downside to Poppy is, the context is the same as Claude for sonnet but like there's you can't really modify what is being pulled in there like, for example, if you tried to build out within like

262

01:06:34.250 --> 01:06:59.110

Jimmy Slagle: a custom cloud project like you could get the Transcript, and maybe, like use chat gpties to just be like, cut out anything that's not important from this transcript. And then you can like paste that within a cloud project, and that's gonna cut it down by, you know, 50% or something along those lines. The other thing, too, that I would say, is like like a bad use case, for Poppy is like completely overwhelming the model

263

01:06:59.110 --> 01:07:23.340

Jimmy Slagle: with everything so like, if I share this board again, it's like there's a reason why I'm not just having all of these ads come to right here, and essentially just being like, tell me what ad to create for my brand like you want to go one at a time, because if I if I tried to upload or connect all of these to an ask AI,

264

01:07:23.340 --> 01:07:47.640

Jimmy Slagle: it's really just going to get overwhelmed. And it's not the most efficient way to be able to use one of these tools. So that's where again, like, have a very clear outcome that you're looking for, and and make sure that, like you're not to Alex's point earlier, like, make sure you're intentional about the context that you are adding and making sure that it's like absolutely necessary for

265

01:07:47.952 --> 01:07:53.257

Jimmy Slagle: that workflow. And that's where again, like, that's where I do really like Poppy, like, for example,

266

01:07:53.640 --> 01:08:18.400

Jimmy Slagle: when going through this board. All of these documents were important for for the the prompt that I was using. But let's just say, like, I wanted to expand this more, and I wanted to add in something along the lines from like context, Doc, of like competitor ads or or add inspo, like, I wanted to add some some of those from the other board, or whatever it might be.

267

01:08:18.399 --> 01:08:43.369

Jimmy Slagle: I don't always have to add those to this, Doc, or even to Alex's point like I could break out these customer personas into

3. And so then, when I'm trying to create ads, I could just connect that one customer persona to the ask AI instead of it being like a long doc that goes over all 3. And that way again, you're in a little more control of what's being inputted here. So yeah, if you definitely can over.

268

01:08:43.370 --> 01:09:07.599

Jimmy Slagle: it's this technically the same context window, because Poppy is just pulling the Api from cloud force on it. So it's the same exact length that is within. If you were using Claude on your own. So if you are going to have like a lot of context, Gemini, 2.5 pro, and Gpd, 4.1 have a million

269

01:09:08.263 --> 01:09:33.470

Jimmy Slagle: context window, which I think is like 3 times the size of 4 0, or sonnet. So that's just one thing to be aware of, too. If you pull in a lot more especially like video files or Youtube videos, or whatever using Gemini 2.5 pro, you probably won't hit that limit as fast. The other thing to note about Poppy, is, it obviously is based on a credit usage. And so

270

01:09:33.813 --> 01:09:56.369

Jimmy Slagle: the thing about this is that if you add more context to one chat, you're gonna burn through the credits faster. So that's also why you want to make sure that you're only adding what is absolutely necessary to the Poppy Board to give you the output that you're looking for. If you just add everything, you're gonna burn through your credits more. So that's 1 other one other thing to note.

271

01:09:58.880 --> 01:10:09.259

Alex Cooper: Yeah. Okay, cool. Another question. Come in. How can you make a workflow to scrape coins from competitors? Ads? I wish I had the answer to this question.

272

01:10:09.260 --> 01:10:31.849

Alex Cooper: I mean, I do have a brute force answer. Actually, there is no way that I'm aware of to build a workflow to script confessions, ads. We actually struggled to even build a workflow that scripts your own ad comments easily. We actually, we did build one inside of Gumloop, but we had to hire a custom developer. So we have to hire a developer who built a custom node

273

01:10:32.133 --> 01:10:44.619

Alex Cooper: to get it to the point where we could input our ad account. And it gives us all of our comments in a Csv, and even then we have to generate an access code every time. So even generating Csv from your own.

274

01:10:44.680 --> 01:10:57.079

Alex Cooper: from your own ad comments is difficult. What I will say we've actually been using a tool recently ad create that does has cracked this. And I spoke to the founders. They said it was like really tedious to crack. There's a tool called admanage.ai.

275

01:10:57.320 --> 01:11:21.598

Alex Cooper: that helps you upload your ads in bulk to Facebook, and they have an ad comment scraper that like they don't make any noise about. For some reason, because they're the only people only team that I've seen that actually like nailed it. But I've never seen anyone Tweet about it. But they get all your ad comments in your account, not in other accounts, and they

276

01:11:22.190 --> 01:11:44.639

Alex Cooper: They like break it out by different sentiments. They break it out by like those different categories, and you can export it as a Csv if you want to run nass on it. So yeah, if you want a brute force, a very scrappy answer to how to get competitive comments which works, but like it's time consuming well, not for you, but like just hire a Va. And go and get them to screenshot all of your competitors ad comments and then put it through chat gpt.

277

01:11:44.973 --> 01:12:03.670

Alex Cooper: really, manual, but like there's not another way that I can think of, or that I know of. That it can be done. I don't know why that is frustratingly, because there is so much gold winning ads that have been found through either our ad comments or ad comments of other brands.

278

01:12:07.660 --> 01:12:08.899

Alex Cooper: Let's have a look.

279

01:12:10.280 --> 01:12:14.079

Alex Cooper: What else do we have here.

280

01:12:16.090 --> 01:12:30.130

Alex Cooper: aside from right. So Kayla. So if I butchered that name, asks aside from writing scripts, how can we use Claude or Poppy to better help with visuals or storyboards for a video ad concept. Jamie, do you want to take that one, or shall I.

281

01:12:30.730 --> 01:12:55.720

Jimmy Slagle: Yeah, I can take that one. I mean, the cool thing is is like, as long as you upload some of like the storyboards or visuals that you have created in the past, like, obviously, the output of whatever Poppy is going to generate is going to be text based. So you're you are a little limited there until obviously they add in image Gen. But you can add anything you can add websites. You can

282

01:12:55.720 --> 01:13:19.860

Jimmy Slagle: add Instagram posts. You can add, I don't know if they have pinterest yet, but you could. You can add images nonetheless.

And so Poppy truly is like a great place to even have like an Inspo board, whether you use the AI feature or not, even just being able to even just being able to like, have everything in a very visual format like Miro, or like figma, or whatever obviously like totally different use cases. But

283

01:13:19.860 --> 01:13:30.716

Jimmy Slagle: nonetheless, it's nice, because, like, whenever you want to use a chat feature. You can and it's just right there versus like Miro or or these other platforms where it is very mind map. Ask

284

01:13:31.100 --> 01:13:55.799

Jimmy Slagle: like you don't have that ability. I haven't tested it much, but like, I know, Poppy does have a new mind map like creation tool, too, that can create different mind maps. I haven't tested that one out a ton, but but I know that they are coming out with that, or that is out as well, so obviously, I think, like add ideas is is, you know, or scripts, or whatever

285

01:13:55.800 --> 01:14:20.540

Jimmy Slagle: is like for creative strategies, the most important thing. But overall, I mean you. You can definitely say, like, Hey, this is the output that we're looking for. We want to come up with this brief or mood board, or whatever it is, help us create, create that based on on you know what I'm showing you here. So yeah, there's a lot that you can do with it outside of just generating scripts. I don't know if you have anything to add up

286

01:14:20.540 --> 01:14:21.230

Jimmy Slagle: bucks.

287

01:14:21.730 --> 01:14:41.989

Alex Cooper: Not particularly but yeah, same framework. Just adjust the like, the task, like what you're asking or what you're asking to do. We've got a couple of questions here about system prompts? So



1st of all, when do you decide to put a system prompt, or do you always put in a system prompt. How do you decide? And like? Give your thoughts

288

01:14:41.990 --> 01:15:11.790

Alex Cooper: always. You always want to put in a system prompt. So you know, this goes back to what we were covering at the start of the course. But, like the what we were doing in the last couple sessions is context engineering, like the system prompt is prompt engineering. It's giving, like we've given the model all the context. Now, we've got to give it the prompt to understand how to process all of the context, and Sean asks, or Sean says I'd be very interested in a session with the time with some time spent on the the system instructions.

289

01:15:12.118 --> 01:15:29.830

Alex Cooper: To have a look at how you guys approach those. And how is it different from the identity task context? Output 4 step process that we've mentioned already, it's not necessarily different. Although when we were saying that that was more so, referring to like individual problems rather than system instructions of a project

290

01:15:29.830 --> 01:15:52.240

Alex Cooper: you could very well use that same structure to create the system prompts. The only difference is with the system prompts. Is that again, we're telling it how to think about processing all the context that has been added for the Claw project, or for the or for the custom. Gbt, so again, I only briefly covered it in in the demo

291

01:15:52.654 --> 01:16:14.825

Alex Cooper: but if I go back to my my claw project here like this may seem like a complicated system prompt. It's not really. I just basically took a screenshot of this. And I and I said, Here are my 3 context documents, Chat Gbt, and this isn't. This is the one I generate on the call, but, like the actual one I generate was a little more detail with the same prompt. This is what I'm building.

292

01:16:15.440 --> 01:16:41.340

Alex Cooper: This is my context document. This is the goal of the Claude project. I want you to write me the best system prompt. If you wanted to, you could pull in the slides from week 2. And just say, I want you to adjust the system prompt. So it follows the 4 step process of identity task context, output structure. Or however you want to do it, you could use the prompting hacks that we talk about. You say you could say, this is a 4 out of 10 system prompt. I need a 10 out of 10, or like all those things that we spoke about before.

293

01:16:41.740 --> 01:16:44.719

Alex Cooper: Basically what we want to get to the point is like, can it

294

01:16:45.110 --> 01:17:07.729

Alex Cooper: kind of like, is it doing a good job of telling the core project how to think about processing all of the different things inside of it, and if it's not, then you can just voice it. Take it here and say, Hey, I don't think you're doing a good job like this. We need to make like the fact that the domain context is the most important thing here more prevalent in this prompt and I can voice it. Take that, and I can say, Chatgpc update the prompt.

295

01:17:07.730 --> 01:17:31.220

Alex Cooper: or I could look at some of the outputs and screenshot them and say, Hey, this output, I don't think, is nailed down, because I think we're not addressing the examples too much in the system prompt. We need to make it more clear that it's imperative that every single idea that comes is generated is influenced by the top performing headlines because they are our top performing headlines. Update the system prompts.

296

01:17:31.220 --> 01:17:59.869

Alex Cooper: and you can just keep on iterating on and iterating on it. As you see, the outputs come through until you get to a point where you're happy with it. It is a bit of a process, but like that's how I go about building. All of my system prompts. I never really write them out manually. They're all done through build them with Chat Gbt, and then just iterating on them with voice dictation based on the outputs that I'm getting. But again, I just screenshot this and say, here's what I've got. Here's what I'm building. Go and build the best system, prompt that you can.

297

01:18:00.350 --> 01:18:14.809

Jimmy Slagle: Yeah, I can share. So so like my system. Prompt, too. So I am. I am kind of like anti AI writing prompts. I I really like to control, because, like every word matters when when you're coming down to prompting

298

01:18:15.253 --> 01:18:33.709

Jimmy Slagle: so like like this one again, this is kind of the example that I was I was showing. So there's a lot of documents here. If I wanted to like, spend more time, I would again tell it like. This document is great for X and Y and Z. This document is great for whatever. But for my system instructions, I'm 1st telling it, like

299

01:18:33.710 --> 01:18:58.059

Jimmy Slagle: like all the data you have, documents are relative to creative strategy. You need to act like a human brain, remembering some stuff from these at critical times, follow them in their examples. Don't assume you. Learn from just reading. You need to see their examples and learn from it. Forget everything you know about creative strategy like, I always love to tell that one. Obviously Chatgpt and Claude are just terrible at creative strategy.

300

01:18:58.060 --> 01:19:23.049

Jimmy Slagle: I say, the information here is all you need to know. I maybe uploaded like terrible AI answers as well, just for it to be aware of like this is exactly why what I'm not looking for. And again, that's just like, if you go to chat to be Ct, say, Hey, write some scripts for my brand. Just take those and say these are like the worst possible things in the world. I also like to add rules, so I'll say, like, 1st and foremost, read

301

01:19:23.050 --> 01:19:47.999

Jimmy Slagle: through every single doc here for every answer. They're important. You are to mimic the style of the brand in their existing content. Like if they swear you swear if they're more database, you're more database. You shouldn't be generating anything you're here to mimic again. I wanted to just try to sound as close to us as possible. We want to use words and sentences exactly like our customers would say. So I uploaded customer

302

01:19:48.000 --> 01:19:57.119

Jimmy Slagle: reviews here for it to start to learn like this is what our customers are saying. So that's just like an example of like, it's very much so just like

303

01:19:57.120 --> 01:20:22.009

Jimmy Slagle: every prompt could have this this system instruction right here. And it would work well. But, my, what I actually go in and prompt for whether I'm trying to generate static headlines or scripts, or, you know, new campaign, like, whatever it might be, it's going to always look at that. So this is kind of like the central like. This is how it's going to respond and how to look at the the context. And then the actual prompt is more so like the task

304

01:20:22.010 --> 01:20:26.270

Jimmy Slagle: that I am trying to get it to do so just just a little bit of context.

305

01:20:26.510 --> 01:20:38.060

Alex Cooper: Yeah, see even even Jimmy and I disagree on some

things. He writes this prompt mainly I write them with AI, and I would even I mean to be fair if I was doing that. Some of those things that I would probably put in context documents rather than in the prompt

306

01:20:38.540 --> 01:20:42.909

Alex Cooper: but I guess it's just personal preference how you want to set it up. Isn't it? Right or wrong?

307

01:20:45.070 --> 01:20:45.580

Jimmy Slagle: Yeah.

308

01:20:47.704 --> 01:21:07.905

Jimmy Slagle: Alex, I do gotta bounce but but yeah, if you guys have more questions, too, feel free to send them over, always happy to dive into more things. I can send you guys the system instructions for that one as well. If that would be helpful, so we can make sure that that gets added to teachable. So you guys can get the the one from

309

01:21:08.467 --> 01:21:27.030

Jimmy Slagle: the cloud project I put together. But hey, thank you guys so much for being here. The after school squad never fails to show up and ask good questions. But yeah, if there's anything else that that I specifically can answer, just let me know. But I think Alex is, are you gonna stay on a little longer and keep diving into this stuff.

310

01:21:27.030 --> 01:21:36.269

Alex Cooper: Yeah, I'll stay on and get through some of these questions. So if you want to stay on, feel free, if not great, speaking with you if you can jump off now, if you need to go.

311

01:21:36.440 --> 01:21:37.840

Jimmy Slagle: Alright guys see ya!

312

01:21:37.970 --> 01:21:40.690

Alex Cooper: Thanks, man. Okay. So

313

01:21:44.240 --> 01:21:51.420

Alex Cooper: okay, what we've got here. What's the bare minimum amount of content you provide an Llm when you're using it to help build our content. So again, like.

314

01:21:51.940 --> 01:22:07.169

Alex Cooper: it's just saying like, How long is a piece of string? You know what's the shortest? You can make an ad. There's no such thing like the same way we say there's no such thing as an ad that's too long, just one that's too boring like. There's no such thing as a context, Doc. That's too long or too short. Just one that's

315

01:22:07.500 --> 01:22:16.864

Alex Cooper: not relevant, I guess. So I'm hesitant to say, like, you know, it's got to be at least 3,000 words, or it's got to be at least this or whatever it is.

316

01:22:18.000 --> 01:22:41.710

Alex Cooper: I just try and put in there everything I believe to be true about whatever it is. The about podcast scripts or about static headlines, or whatever I do have in my prompt for the the brand context. I think that's capped at 2,500 words. Because when I asked Chat Gbt. And I said, like, what is the like ultimate of context for a claw project?

317

01:22:42.200 --> 01:23:06.122

Alex Cooper: It did say like it, it will start drowning in in information if you go beyond like 5 to 7 window, between 5,000 7,500 words. So I usually cap my brand content. 2,500, and then I leave myself like 5,000 words for the domain context and and examples. But like, that's personal preference. I probably should split test context at different levels of

318

01:23:06.530 --> 01:23:17.543

Alex Cooper: of like information like, I should probably split, test it with like 50,000 like, see if that breaks it, or if that doesn't and or if it gives me better outputs, I don't know but that's just what I do.

319

01:23:17.960 --> 01:23:41.990

Alex Cooper: And again, like you're not going to run into content in window issues, you're more likely to run into issues whereby you're just drowning the models in information, and you won't notice it.

Well, the only way you'll notice it is. It won't say this is too much content. It'll just. It'll just not give you as good an output. So you kind of split test that. But I generally stick to 5,000, to 75,000,

320

01:23:42.330 --> 01:23:49.110

Alex Cooper: 5,000 to 7,500 words. Total context for a core project. But that's just me.

321

01:23:50.787 --> 01:23:56.522

Alex Cooper: What workflows do you suggest for using both poppy and claw projects?

322

01:23:57.170 --> 01:24:21.219

Alex Cooper: again, like it's it's personal preference. I prefer to do all of my context building inside of Poppy and all of my like writing inside of Claude. Again, the reason the main reason for that, like outside of credits is the fact that you cannot use Claude, Opus 4, and Poppy. I think that Claude, Opus 4 is the strongest copywriter

323

01:24:21.220 --> 01:24:33.049

Alex Cooper: of all of the models available. I think it's quite a bit better than Claude. Sonnet 4. And you can't. You can only use Claude Sonnet, for on it on Poppy.

324

01:24:33.390 --> 01:24:44.010

Alex Cooper: I don't know why. That is because the Api is available, so it should be on there soon. But as of the time of recording, you can't use Claude for opus, which is why I tend to favor

325

01:24:44.680 --> 01:24:46.220

Alex Cooper: Claude projects.

326

01:24:46.680 --> 01:25:12.769

Alex Cooper: I do definitely see the advantage of Poppy for ad creation in the especially if you're not like an AI power user. If you're still newer to AI, like, it's definitely a lot more user friendly than set up a claw project. And some people are intimidated by, like, you know, setting project instructions and uploading context. We have people on our team who who are not like AI first, st necessarily, but they absolutely love Poppy. For this reason. So like there's definitely value to it. Outside of context building.

327

01:25:12.770 --> 01:25:17.740

Alex Cooper: I just prefer Claude projects. So there's

328

01:25:17.780 --> 01:25:26.429

Alex Cooper: yeah, you can pretty much do the exact same things on both of them. Just pop is a lot more visual, and doesn't have access to Claude for opus as of right now.

329

01:25:31.360 --> 01:25:56.919

Alex Cooper: again. Another one about storage here for the contents you have. What is the best way to store them? We store them all inside of a notion database. I think I shared the prompt library

template a few weeks ago. If you want that like, if you haven't got that, for whatever reason. Let me know. It isn't teachable already under week 2, I believe, if you can't find it, for whatever reason you know message Sarah, or put it in the chat. Now, if you haven't got it, and I'll make sure that we link it.

330

01:25:56.920 --> 01:26:11.459

Alex Cooper: But it's basically a database like that. In fact, I'll just share it. I'll just pull up now. It's a database where everything is tagged and everything is version controlled. If I go prompt

331

01:26:11.880 --> 01:26:14.450

Alex Cooper: every template oops

332

01:26:19.070 --> 01:26:20.210

Alex Cooper: here we go

333

01:26:23.650 --> 01:26:41.340

Alex Cooper: something like this. This is obviously a template which we which we gave away. So it's not filled out. But like, yeah, just so we store all of our prompts and all of our context in here, you can either split it out into a prompt database and a context database, or you can just have them both in the same one and just have another toggle that says, prompt or context.

334

01:26:41.570 --> 01:27:06.019

Alex Cooper: yeah, again, it really doesn't matter. And then when you open up all of these, you can get the different variations. So v, 1, v. 2, v. 3, so we can come in here and see who's editing it, what the changes are. And like the basically progression of this over time, I find this to be a better way to do this instead of a Google Doc, because everything's kept clean. I can. I can filter down to whatever I want if it's scripting, if it's editing, if it's whatever

335

01:27:06.257 --> 01:27:15.030

Alex Cooper: and I can see the status of everything I can see who's working on it, etc, etc. Again, you could easily do this inside of a Google, Doc, or inside of a spreadsheet, or whatever.

336

01:27:15.030 --> 01:27:32.759

Alex Cooper: But I just find logging inside. Notion is the easiest way. Now, whenever I want to load this into a project loads into a board. I can just come in here, come down. I'd press copy, and I have my prompts that all my context that is good to go, and that's the best way that we find to log it across our team.

337

01:27:40.970 --> 01:27:42.249

Alex Cooper: what else have we got here?

338

01:27:46.100 --> 01:27:53.220

Alex Cooper: How do you find context to train Poppy AI for building out the context libraries. Do you have an AI that finds the context?

339

01:27:54.000 --> 01:28:03.049

Alex Cooper: I mean, that's just like, you know, how do you learn how to be a good credit strategist like I? Actually, I actually am putting together a tweet on this exact topic

340

01:28:03.050 --> 01:28:27.360

Alex Cooper: of like, where all the places that we look for to build context. So, for example, like subscribe to motions, thumb stop emails, subscribe to chase Macheney's pencil or his creative OS, emails. You know, watching Dara, Denny's Youtube videos watching, there's a few dropshippers like Youtube videos that I watch.

341

01:28:27.360 --> 01:28:53.739

Alex Cooper: There are, you know, books like breakthrough advertising like overbone advertising. There's a whole like curriculum that I have it in, like various places inside the ad create Sop library that I'm going to be turning into a tweet. But, like, you know, it's just where do you find how to build the context? It's just where do you find how to become better creative strategist. And yeah, that's like, everywhere, podcast Youtube videos, books, tweets, linkedin posts.

342

01:28:54.146 --> 01:29:10.943

Alex Cooper: Emails. So yeah, that's a tough question to answer, but I'm going to try and put a tweet together to help you. But like that's the question you should be asking yourself like, where would I go to become a better strategy or just search, you know. Just search static ads on Youtube and see what comes up hopefully. My video on it.

343

01:29:11.460 --> 01:29:15.880

Alex Cooper: that you can use or like, whatever the whatever the task is, anyway.

344

01:29:17.730 --> 01:29:31.775

Alex Cooper: Oh, great! Ben asked about whisper flow my favorite tool, random whisper question when using a chat box. Why not? Just word vomit and have a model. Titan isn't whisper using an AI model,



anyhow. Feels like a chat. There's more context.

345

01:29:32.470 --> 01:29:40.599

Alex Cooper: I love whisper flow when I'm using chat. Gbt, because whisper flow removes all of your like ums and ours like fill words.

346

01:29:40.980 --> 01:29:45.575

Alex Cooper: Of which I use a lot, and I'm trying to use less of and

347

01:29:48.520 --> 01:30:05.119

Alex Cooper: it can learn like it learned phrases and like abbreviations that you use all the time and all what I do love about. Actually, you can use a keyboard shortcut so I can use control and option on my Mac. I just hold that down, and I'm automatically voice dictating to whisper flow. I am a complete nerd for keyboard shortcuts.

348

01:30:05.120 --> 01:30:30.040

Alex Cooper: I hate clicking anything on any platform, so just be able to hold that down and speak into it. It's so good when you're talking to Lm, I mean, I use it for emails as well use it for emails and slacks. Less so. But mostly when I'm talking to LIm, I just voice it. Take everything you could do. The chat Gpt, but like I just find Clip to be clean with whisperflow, with the keyboard shortcut, and the fact that it cuts out all of my filler words. So again, you don't need

349

01:30:30.040 --> 01:30:33.433

Alex Cooper: it, but like it is, it is pretty cool.

350

01:30:34.150 --> 01:30:41.000

Alex Cooper: a like a ninja tip for those of you that use superhuman which is an email tool

351

01:30:41.250 --> 01:31:01.099

Alex Cooper: that helps you write emails better or helps you write emails with AI if you command JI think it is on superhuman. It gets up the right with AI like, you put something in there, and it cleans up with AI. So what I do is I command J. With superhuman to get the right with AI up, and then I voice dictate into that.

352

01:31:01.470 --> 01:31:29.169

Alex Cooper: So basically, I like voice. Dictate a word vomit into the right with AI. I press enter, and then it cleans up what I voice dictated into an into my tone like an actual message. So I can literally get a full email wrote in like 8 seconds. That's a very

niche thing, so I don't know if you have you here. Use a whisper flow, but you all all superhuman, but like I absolutely love doing that. It really helps me get my inbox down very quickly.

353

01:31:29.941 --> 01:31:54.540

Alex Cooper: How many times you update your contact documents question from Yan. I assume that once you have your docs, copper and statics, you can use them every time along with the proper brand contact document. Yep, these documents do take some time to build out. I mean, I'm by no means updating them every single week. Once you've built them out to a point you're very happy with them.

There's not going to be that many changes. I mean, you'll definitely iterate them on them. As you see, the responses come back from Claude Gbt. Or Poppy.

354

01:31:54.740 --> 01:32:17.680

Alex Cooper: but like how you feel about advertising, or how you feel about scripts or headlines, you know, isn't going to change much week to week. You're generally going to have the same beliefs, even if it changes slightly as you learn things throughout the year. But it's not going to change drastically. So, you know, once we've got these documents build out. Generally they stay the same, and then they only get changed when we learn something new.

355

01:32:18.290 --> 01:32:23.569

Alex Cooper: Oh, I read a new book, or I watch a new Youtube video. I'm like, Oh, this would be good inside my contact document. So

356

01:32:23.820 --> 01:32:38.239

Alex Cooper: I just take the content document. I put it into like a Claude or a chat Gpt. And I say, here's what I've got so far. Here's a here's a Youtube video. I've watched that I want to include in my content document. I want you to add this new piece of context into my existing document and update it.

357

01:32:38.280 --> 01:32:48.900

Alex Cooper: And like that's it. I I can't tell you how often I do that, because it's dependent on what I come across, but like not often is the point like, the point is, we want to build these once so that it can like we can use them forever.

358

01:32:49.198 --> 01:33:09.509

Alex Cooper: So only when you've got something new that you think is worthy of being added to the content document, or you're finding, like a core mistake that clawed or Chatgvt is making with the outputs that you want to update is when I would go in and change what is in my content documents. And the other thing to to remember here is that we have a

359

01:33:10.120 --> 01:33:31.820

Alex Cooper: we have once we've got built this out, like we have a lot of different documents in our library like we don't have the time to be updating, you know, 2030, 40 documents regularly. So it does take a lot of time to to get it built out initially. If you've got a lot of those. But like once you do you don't need to do too much maintenance. Besides, like things that you're learning day to day that you want to get added into that.

360

01:33:33.483 --> 01:33:36.939

Alex Cooper: Okay, what else have we got here?

361

01:33:45.779 --> 01:33:54.449

Alex Cooper: Kira? Ask, can each different chat and a claw project. Access the documents upload to a project. Yes, so like the stuff that you see in the top. Right?

362

01:33:55.860 --> 01:33:57.308

Alex Cooper: Do I share again

363

01:33:58.400 --> 01:34:20.247

Alex Cooper: all this stuff up here the project knowledge and the context documents. Every chat that you create inside here can access this knowledge and these documents, regardless of what you said in the chat now important to note. The chats. Don't remember other chats inside here, as far as I'm aware, so like if you say something in this chat. It will not remember it in this chat.

364

01:34:20.670 --> 01:34:50.419

Alex Cooper: So if you do say something in this chat, and you want it to remember it for the next time you chat inside of this project, then you have to come and update the context up the top. Here you have to say, Hey, I had a conversation in this chat. I want you to add this to my system, prompt or to my context, then do that. But like it's not going to be able to reference anything you like, any ideas or any like like insights that you can't within a previous chat. But all of the chats will be able to access the project knowledge and the context documents.

365

01:34:52.760 --> 01:34:55.440

Alex Cooper: Okay.

366

01:34:58.690 --> 01:35:18.200

Alex Cooper: do we have to? Okay, interesting question from Devin here, do we have to copy and paste the brand and domain contacts

into Claude, or can we share it as a document link? I think we might have covered this in a Q&A before. But you want to do everything you can to make it as easy as possible for the LImS. To

367

01:35:19.780 --> 01:35:44.709

Alex Cooper: process the information that you're giving it, and like just adding links or adding like Pdfs, or adding different file types that like yes, it may well be able to read, but it might. It won't read them as well and as easy as it reads a pure text document, which is why, in all of these claw projects. Today, you've seen Jimmy and I just paste in as text. It's the easiest thing to do.

368

01:35:44.710 --> 01:36:08.949

Alex Cooper: And it ensures that you're basically forcing Claude to read every piece of context, I mean in an ideal world. You put it all into the prompt, but, like that kind of defeats, the whole point of the Claude project, so I try not to do it as a link. If you can try not to upload like files or filed images, if you can, because it may well look through those, but like it's just more reliable when it's looking purely at text.

369

01:36:14.350 --> 01:36:18.450

Alex Cooper: Yeah, a couple more questions on Pdfs. You can do that

370

01:36:19.030 --> 01:36:23.950

Alex Cooper: again, but if you can do it as text, I would prefer that. Well, it's better to do that generally.

371

01:36:24.280 --> 01:36:34.570

Alex Cooper: Few more people asking for the board. Yes, we'll make sure that everything that has been shared today gets put into tomorrow's recap message. And there's a lot of resources for you guys to dig into, and again, just to reiterate.

372

01:36:34.790 --> 01:36:37.130

Alex Cooper: feel free to use what we've got as a springboard

373

01:36:37.590 --> 01:36:52.139

Alex Cooper: or inspiration. But I really would encourage you to guys to to build your own context documents that are trained on your brand. And what works for you guys? Because that's how these are really going to become valuable rather than just like, you know, the generic standardized ones that we're gonna send over.

374

01:36:56.030 --> 01:37:03.460

Alex Cooper: Okay, trying to find any more that we have in here

375

01:37:03.680 --> 01:37:09.950

Alex Cooper: a lot of questions I think we've covered already in terms of you know what platforms to use for what?

376

01:37:13.770 --> 01:37:39.360

Alex Cooper: Some about the giveaways have I tried Poppy's Api feature. I actually have not, Marcel as like not the best person to to speak about that I have inquired with their team and said, can I get like access to it? Or I said to them, like, I'm interested, like, let me hear more about it. But that was like a week ago, and I haven't heard back yet. I don't think so. I am not sure but I can look into it and give you an answer at some point

377

01:37:40.884 --> 01:38:05.310

Alex Cooper: and again another one. I don't have the best answer to do you have. Do you think it's possible to recreate common? 8 flows inside of make.com. That's a tool I mainly use. Ask Vinicius. I'm not sure I haven't got too much experience out of make.com. My understanding is that? Yes, I mean, it seems pretty similar to government from what I've seen. But honestly, just turn that to chat, gpt, and like, ask that same question.

378

01:38:05.310 --> 01:38:10.939

Alex Cooper: Maybe it'll give you a better answer than I have. I don't know too much about Maker. I haven't use it too much.

379

01:38:11.625 --> 01:38:13.480

Alex Cooper: Okay, we'll take one or 2 more.

380

01:38:18.700 --> 01:38:40.520

Alex Cooper: Say a brand is a question from Ben. Say a brand has a comprehensive brand document. What I'm working on that has 25 pages and has everything about the brand. Would you turn into a context document using a method or just use that exact document, convert to text and upload the context. I mean, yeah, I would use that as I would use that as is like, I don't think that's a context like, I mean, I

381

01:38:40.520 --> 01:38:54.919

Alex Cooper: classify that as a brand context, Doc, and then on top of that, you'd want the domain context. Doc, 25 pages is a lot for a brand context document. In my opinion, I don't know how many words that comes out to, but definitely more than 2,500. I think that my brand context. Docs are like

382

01:38:55.110 --> 01:39:09.200

Alex Cooper: 5 to 10 page at the top of my head. I don't think you need to give the model 25 pages of information about your brand. I think it might be drowning at that point. I think you could probably cover

383

01:39:09.290 --> 01:39:34.020

Alex Cooper: 90% of the same information in less than 1010 pages. And I think it's more important if you're gonna if you've only got like so many words before it starts drawing information, I think it's more important to focus on the domain context, ie. How some write good scripts, or how to write good headlines, or how to, you know, do whatever the task is and given examples than telling about the brand, because I think in like it, you can get the 80 20 of like what the brand is what the tone is.

384

01:39:34.130 --> 01:39:37.579

Alex Cooper: and you know what the value props are across

385

01:39:37.930 --> 01:39:44.369

Alex Cooper: a lot quicker than you can for domain context. So I would actually put that into Chat. Gpt, and I'd say.

386

01:39:44.520 --> 01:39:55.380

Alex Cooper: Yeah, this is currently a 25 page document. It's currently too long, in my opinion, for to become a context document for my law project. Can you turn this into an 8 page document while maintaining 95% of the

387

01:39:56.510 --> 01:40:10.150

Alex Cooper: information here and just see what it does. That'd be my recommendation, although also try it. Try and put in a 25 page, Doc, and see if that affects the outputs versus like a 10 page, Doc, but I would put it in

388

01:40:10.310 --> 01:40:14.819

Alex Cooper: as I could. Yeah, I I just put it in as a text document inside of the whole project.

389

01:40:15.977 --> 01:40:24.920

Alex Cooper: Those are most of the questions. If you have any more, I'll answer, you know. Maybe one more. I can't see anything in here that's

390

01:40:25.200 --> 01:40:34.900

Alex Cooper: not being covered so far, if anyone has any other questions, feel free to put them in the Q&A or the chat. Otherwise we can wrap this one up

391

01:40:38.990 --> 01:40:40.769

Alex Cooper: anymore for anymore.

392

01:40:42.550 --> 01:40:45.780

Alex Cooper: Hello.

393

01:40:47.750 --> 01:41:12.450

Alex Cooper: okay, guys, I guess we'll wrap up. Well, thank you very much for staying on for the 51 of you who are still here, really enjoyed that session that was good to get deep in the weeds, and if you enjoyed it, or give me feedback, please let us know, feel free to DM me DM. Sarah, with your feedback, so we can make the rest of these sessions as valuable as as possible to you. Have a great rest of your week, and I'll be back

394

01:41:12.450 --> 01:41:19.060

Alex Cooper: with the update and all of the resources and links in the slack and on your emails tomorrow, and we'll see you in next week's sessions.

395

01:41:19.930 --> 01:41:20.850

Alex Cooper: Thanks, guys.