

So, guys, we are super super excited to kick off this 8 week. Creative strategy.

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Alex Cooper: AI blueprint program with you. Over the next 8 weeks we are going to be doing

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Alex Cooper: 16 sessions in total, 8 sessions from Jimmy and I and 8

bonus sessions from experts in the space where we're going to be covering everything that we think that you need to become an AI 1st creative strategist.

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00:04:38.840 --> 00:04:44.020

Alex Cooper: So before we get started for those of you who are not familiar with who we are.

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Alex Cooper: I'm Alex. I run human squared, which is a company that builds AI workflows for enterprise brands. I run that with Jimmy and my other co-founder, Ali

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Alex Cooper: and I also run ad create, which is a performance creative agency.

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Alex Cooper: As well. We've worked with 8 and 9 bigger DC brands over the last few years, and we make ads, and we make content on

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00:05:11.370 --> 00:05:16.289

Alex Cooper: ads how to make ads with AI Jimmy. Not sure if there's anything you want to add, there.

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Jimmy Slagle: No, yeah. Yeah. So I'm Jimmy. I come from more of the AI side of things. We I was running a Vc. Backed AI startup from 2022 to about 2024 fortunately it didn't work, but I met Alex, and we really hit it off on where this space is heading and and you know, Alex, we we had conversations, and

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Jimmy Slagle: he said he was like, Hey, you know, what would you do if I were in? What would you do if you were in my shoes of running this creative agency? And I told him, like Dude, the number one thing is like your team just has to be full of people that deeply understand AI and know all the ins and outs of, you know, prompting building context libraries, building workflows, building agents.

Because if your team knows all of that, no matter what happens, and no matter where this space ends up.

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00:06:04.700 --> 00:06:18.939

Jimmy Slagle: you guys are going to be in a really good spot. And so that was, that was kind of the the inspiration behind this 8 week program. And then we decided to open it up. And you know, here we

are today. So should be a lot of fun.

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Alex Cooper: Yeah, it's actually funny, because we never intended to. You know, make this public. This is literally just a training for our internal team who are all in the chat. And in this call. And, by the way, look at this 277 participants. That is incredible. Thank you everyone so much. And yeah, at the last minute, you know, Jimmy just said like, why don't we open the doors? And here we are. A couple of weeks later, going through everything. Now I know we want to get into the fun stuff.

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Alex Cooper: I do have to cover the boring stuff really, quickly. If you just want to pull up the the slack channel

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Alex Cooper: quickly, or the 1st slack channel. Now, just a couple of logistics inside of there, if you go to the slack channel. There is like different tabs.

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Alex Cooper: So there's the messages tab that we're all like chatting inside of. And then there's another tab called a course schedule. That's when you can see all of the topics and dates for our sessions. They're all gonna be the same time and date every Thursday this time for the next 7 weeks after this.

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Alex Cooper: We are just finalizing the dates and like the the order of the bonus sessions. They will be added in here. Very shortly and they will likely be on Tuesdays starting in a couple of weeks time. So chooses at 12 Eastern is when we're looking at a question that I think we're gonna get a lot over the next few weeks are these calls being recorded. And the answer is, yes.

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Alex Cooper: You guys will all get all the recordings and the transcripts if you are enrolled in the course. So yeah, no, no need to worry about bringing in your own note takers or your own recorders. Are you guys any access to all of that?

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Alex Cooper: And the bonus sessions as well. So if for whatever reason, you can't make a session, then you're gonna get the recording inside the slack channel within 24 h, so we will send that through.

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00:08:03.750 --> 00:08:19.690

Alex Cooper: There is also another. I don't know if you want to pull up, select Jimmy, or or if I can just describe this, there is also another tab in there called welcome. If you that one, if you go to, there you go.

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00:08:19.810 --> 00:08:35.143

Alex Cooper: If you go to the welcome tab. There's just some logistics about the course, the pre-assessment which a lot of people filled in, which is great community roles. I mean, you know nothing crazy. There just be respectful and kind. And then any other things to know?

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Alex Cooper: one thing that is important to know. We noticed that. I think it's 20% of the people that are here for at least from the form filled out that you guys came from

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Alex Cooper: a referral from a friend. And 1st of all, thank you so much to anyone who's taken the time to refer us to someone else and share this with your team, or share this with another person. If you do find these sessions valuable we would really appreciate. If you can continue sharing the word and telling people what we're doing.

It's not too late to enroll for anyone who wants to join. They'll obviously get access to all the live sessions going forward, and all the replays of the sessions that they've missed. So

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00:09:14.900 --> 00:09:38.478

Alex Cooper: feel free to do that. And if you do find them valuable, we'd love for you guys to Tweet or make a post about us on LinkedIn Tag? Jimmy tag tag me, we will repost them all. If you are finding these sessions valuable once more for anyone who has just joined the call within the last hour. We have hit the organization limit on slack, because there are way more people here than we expected.

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Alex Cooper: so if you have been rejected into the slack channel, then please bear with us. Sarah is going to be going through the emails and the slack channel tonight and setting up a second one for any announcements about the course. But it should just be announcements in there, and not too much on top of that which brings me to my next point. If you do have any issues with any logistics.

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Alex Cooper: then a laser contact, Sarah, who's in the slack channel

alternatively. If you can't reach her in the slack channel, if you're not in the slack channel, then you can reach her at Sarah, at Humansquaredco.

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00:10:16.460 --> 00:10:36.319

Alex Cooper: the email, maybe someone here. Maybe it's not. She's around. She's helping you guys out. And she's incredible. So feel free to drop her a message. If there's anything logistically that you're having issues with getting more people into the course or trying to get invite sorted. If anything's not working. Please do reach out to her.

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Alex Cooper: Before we get started. Just want to thank everyone who took the time to

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Alex Cooper: fill out the response, the form that we sent out. Last week.

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Alex Cooper: It really goes some context on exactly what like, where we are. With the level of experience of people here, and we do have a vast range of experiences.

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Alex Cooper: we do have a lot of people here are very like newer to AI or newer to prompt engineering and workflow building. And we're gonna try and make this relevant to you, whether you are like, whether you're very basic in terms of Chat Gpt or or Claude knowledge and relevant to you if you're like a expert Jedi workflow builder. So we are going to get into the workflow building side. In some of the later sessions.

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Alex Cooper: I did notice when I was looking through the form responses a lot of people tend to be or like are interested in us going through workflow building. And we're going to be going through Gumloop, going through Nan, sharing our screens and like building things with you in some of the later sessions. What I will say, though, is like some of the earlier sessions we are going to be focusing on more of the fundamentals. We've got 3 sessions lined up around prompting context for the next 3 weeks. And the way that I look at it is like

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Alex Cooper: being able to build a workflow is is very important.

But like that's only like, you know, half the battle, like the other half, is like understanding the fundamentals, knowing how to prompt and how to add like actual creative strategy context and like how to make a winning ad like whatever that task is, context, to inject into these workflows. So you're not just building workflows the sake of building workflows. I

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Alex Cooper: put out a tweet yesterday about a call. I had someone recently, and they had, like some of the most like some of the craziest nam workers I'd seen, and they were really really impressive. But this person, unfortunately, didn't have too much an understanding of kind of

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Alex Cooper: the fundamentals of strategy and fundamentals of prompting. So it's like they had incredible workflows. But like

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Alex Cooper: everything that we build with AI is, is somewhat redundant. If we don't have an understanding of, like the fundamentals of creative strategy, how to make a great ad and like prompting. And I hope where Jimmy and I can kind of like land in over the next 8 weeks is how to build workflows and how to build AI agents that are not only like technically good workflows, but also like

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Alex Cooper: rooted in actually how to make performance creative. Because I think, like that crossover between domain expertise and technical expertise is where you get some of the best

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00:13:12.600 --> 00:13:33.470

Alex Cooper: and most useful systems that you can build with AI. So that is what the whole program will be leading up to. We will be doing a lot of hands on Demos. We're going to be sharing screens and going and building prompts, workshopping prompts together.

Workshopping workflows over the next few weeks. So that's kind of what this program is all about.

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Alex Cooper: Yeah,

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Alex Cooper: but I mean finally, if we just want to go one more one more head, unless you want to add that Jimmy.

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00:13:40.770 --> 00:14:01.040

Jimmy Slagle: No, yeah. I mean to Alex's point. Like, I'm telling you guys, I've seen a lot of workflows. I've built a lot of workflows. The value comes from the prompts and the extra context that you give it the the overall piping to create something is not that complex? Getting it. To give you real business value is more the challenge. So that's the only thing.

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00:14:01.290 --> 00:14:14.820

Alex Cooper: Yeah. And just before we get started super quickly, I do keep comments to this tweet that I make, because I just do think it's very true of creative strategy and a lot of roles in AI. Historically, whenever there's been technological advancements.

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Alex Cooper: it's way more likely that a role will be redefined than a role will be eliminated. And I think that is true for creative strategists. And like what that role is kind of merging into which is what I'd call the paid social specialist. I'd say the strategist and the media buying roles are kind of merging into this paid social specialist role. And like you're not going to be replaced

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00:14:35.590 --> 00:15:00.949

Alex Cooper: by AI, but you may be replaced by another career strategist or paid social specialist who's using AI better than you, which is why, like, just by being in this course, you guys are already one step ahead of people in the industry. So that's incredible. Last last thing, just a technical thing, otherwise Cyril will moan at me. If you're going to ask questions, I would encourage you to use the Q. And a feature on zoom

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Alex Cooper: which should be either on the right hand bar or like at the bottom that way. We don't have to like, crawl through the chat to try and find questions. So

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00:15:11.680 --> 00:15:14.180

Alex Cooper: yeah, that'd be super useful so that Jimmy and I can.

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Brendan Leach: But.

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Alex Cooper: Hit your questions at the end, and we will be staying around. If anyone does have time to go past the hour to answer any of your questions. So yeah, we're going to go into the topic for

today, which is AI foundations.

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00:15:26.521 --> 00:15:48.169

Alex Cooper: We're gonna go through kind of what is available today. What we think will be available over the next 12 months. How Jimmy and I use these tools. I'm gonna go back and forth and riff and give like a high level overview. Obviously, we're gonna go deeper into each of these tools over the next 7 weeks. But just to kind of like, get everyone on the same page. Show you what we're using. Show you what we're not using and kind of.

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00:15:48.170 --> 00:16:07.159

Alex Cooper: you know. Just jam on on like everything that we'll be going through for the next 7 weeks. And a lot of giveaways. We have giveaways giveaways giveaways throughout the entirety of this session so hopefully, there should be a lot for you guys to sink your teeth into. So let's get cracking, Jimmy.

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Jimmy Slagle: Cool.

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Jimmy Slagle: Let's get cracking. So really, really, one, we are just so excited for you guys to be here. I think this is the most pivotal time to learn. AI. We're we're at this unique point where there's there is real business value to come from AI today which might not have been the case 1824 months ago. So really excited for for you guys to just see like where the current state of AI is.

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Jimmy Slagle: So

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Jimmy Slagle: I think the reason why you guys should be so excited to be here is that most people don't realize that AI is going to probably do 95% of the work that we are doing today again. That doesn't mean that we're going to be replaced. I'll explain more on that later. But Sam Altman came out and essentially said, like, Hey, 95% of this, this the creative work is going to be done within the next 5 years. And that was last year. So

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Jimmy Slagle: before you disagree, we just want to show you like where we are today and where we think this this space of creative strategy is going to be going.

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Jimmy Slagle: So number one, the the current creative Ops process. A lot of you guys have probably seen and use something along these lines. At your company. You start with the research you go from ideation. You go, then, to scripting that then leads to the actual generation of the assets. Whether that's shooting or designing. Then you have editing rounds. And then finally, you get to actually start to test the ads. Once they're tested, you start to actually get to learn and see what.

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Jimmy Slagle: And all of those reports go back into the ideation. So that's kind of the end to end traditional flow of creative strategy. Right now, as it stands, AI is really really good. At the research phase of this, we're starting to see signs of fragmentation in all the other components. But research is where AI is going to shine today. And so a lot of the workflow.

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Jimmy Slagle: a lot of the the best use cases, the most valuable use cases are going to be streamlining that research side of this process. But nonetheless, this space changes fast. This whole process end to end will be done by AI. And I think Sam Altman is right, that it's probably going to be within the next 5 years or so.

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Jimmy Slagle: And and I think the one distinction to make, because that 95% sounds very intimidating. But the most important thing to know is AI is just going to be the executor. So humans are still going to be the directors and telling it what to do. But instead of you having to go into figma. Or you go into Photoshop to design a static ad, you're just going to tell AI what to do, or instead of you having to go and edit a video. You're just going to be describing

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Jimmy Slagle: the edits that you want and providing reference examples. So it's you're still like this director. And the AI is going to be the executioner through it all. And so I can show you like where we're at today when it comes to that process. So you guys are all aware of what is possible. Again, you know, we have 300, some people that are going to be attending and slash, who are watching this. And so we just need everyone to make sure that we're on the same page.

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Jimmy Slagle: If you already know all this great, you know it's never bad to have that refresher. But we know there are people that maybe have not seen all of the use cases that exist. So first, st

let's start at research. We'll go kind of through that throughout the entire process.

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Jimmy Slagle: A tool that we strongly recommend is is Reddit answers. So this is the the AI version to communicate with Reddit. If you haven't been on Reddit recently, they came out with a new new function where you can just essentially, with natural language, say, like, hey! What are people's honest thoughts on Huel, or whatever you you want to search into Reddit, and it will then go and find the relevant threads that are around that topic. So instead of you having to search and manually look

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Jimmy Slagle: through, this is a great tool where you can kind of streamline that initial process. So that's a great one. The next.

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Alex Cooper: Can I just interrupt you? Sorry, Joanna. I'm not allowed. I'm not sure I'm allowed to interrupt or not, but, like I cannot advocate for Reddit answers enough. There's no reason why every single person here today shouldn't be using reddit answers like I am really impressed with how strong the outputs are from it. If you followed me for a while, you know that I used to advocate for Gigabrain a lot, which is basically what Reddit answers is but like a different tool that uses the Reddit Api. For whatever reason, I don't know if it's because it's just trained on like local

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Alex Cooper: data, the references it's able to pull like so much stronger and very rare. Very rarely do I have a question inside of Reddit answers that it gives me a reference that I'm not happy with. So I'm just putting the chat now a tweet that I put out a few weeks ago

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Alex Cooper: with 20 of my favorite questions to ask, or the answers just just to highlight a couple of them that I really like. What are some inside jokes, nicknames, or phrases that only people who deal with the problem would understand and what's the other one that I really like, the one about Google searches. What would you type into Google when looking for help with problem. And like, the reason I love it so much is because, like, you're going to get the actual words and phrases that people are using.

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Alex Cooper: when they're talking about your pain point your desired transformation. So yeah, would highly recommend anyone who hasn't

tried right answers to go and give it a run.

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Jimmy Slagle: Yeah, yeah, it's it is really powerful. The next one is deep research. So this is from Chatgpt. If you haven't tried deep research, I strongly recommend it. The reason why is really it gives you a much deeper analysis of of, you know, whatever the search query is, and it will look at the the relevant information. So in this case, if we go back to Huel, I need every deep, unconscious psychological reason why someone would decide

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Jimmy Slagle: to try. He'll find the pain points the barriers, the emotion people now versus after do a complete psychographic analysis of our customers. It'll ask a couple follow up questions. And then I mean, like, this is the level of depth that you get in these responses, which again, for any sort of customer research is great. And and we put together like a notion, Doc, of 20 different deep research prompts that we recommend.

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Jimmy Slagle: Alex. I don't know if you want to go into the notion page to find that. But we can send. You guys will get that. You guys will get access to it. But it's an insane amount of information that is absolute gold, as you're trying to come up with with more more use cases, more just customer phrasing, seeing what? What your actual customers are talking about in something that you know I haven't seen anything else that's close to the level of of depth that deep research gives you.

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00:22:40.070 --> 00:23:05.059

Jimmy Slagle: The next one is actually starting to build out your own version of some of these tools. So a tool like Gumloop is is great. N. 8 N is also great. Again, we'll be touching on those in the later section. What's nice about gumloop is that it's they have some pre-built templates like a reddit scraper, a Facebook ad library scraper, a Youtube scraper, a Twitter scraper, a Csv reader. So let's just say you wanted to see what people are talking about your product on Youtube.

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Jimmy Slagle: you could quickly bring, build a workflow within gumloop that's going to go and scrape those videos for whatever search query you want. You could run an AI analysis to help you to learn more. And again, don't worry too much about the technical abilities, but that's that's just like you can start to make these custom to your brand, control the prompts, control everything. So again, we'll be touching on workflows in week 6 and 7. Don't worry if if you have no experience with those, we'll be

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Jimmy Slagle: giving you the end-to-end overview of how to begin building those. But just know, like a lot of research can be done within those tools, and I think that is the most valuable part of them.

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Jimmy Slagle: The other one, Vibe marketer, Jv. Is, is, I think, on this call hopefully. He's on this call. If you don't follow him on Twitter. He's been putting out some absolute gold over the past few like the past month or so, and there are some extremely powerful workflows that he's been able to build. That do do research whether it's scraping, you know, Tiktok, whether it's it's scraping

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Jimmy Slagle: your ad account to see which ads are performing best, and why he's been doing a lot of cool stuff within this space, and it's it's worth a shout out for you guys to go and and give him a follow. Because, yeah, I mean, we're just. We're huge advocates of of that sort of thing, and he's been putting out the best content that I've seen on that in a while. So that that's kind of the research side getting into design.

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00:24:29.170 --> 00:24:54.139

Jimmy Slagle: This deck was built using AI. If you haven't used lovable yet lovable is great. I highly recommend checking it out for any sort of landing page or presentations, or if you want to build up some fun web apps, you can do that, too. But it's just natural language. You don't need to install any coding tools or whatnot.

It's not within your existing platform to build

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00:24:54.140 --> 00:25:03.379

Jimmy Slagle: code. It's just it's so it's called lovable. And and it's great. It's it's just just like you would chat with Chat Gpt to build different different things out.

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Jimmy Slagle: So you have landing pages. You have some of these websites that are coming out. But you can. Also, I'm sure you guys are aware of image. Gen, so this was an ad that we created entirely using image gen, and and we'll dive into a session on prompting image. Gen. To be able to get some good results like this. But nonetheless, like static ads are going to be something where AI is going to continue to get better and better, and be able to generate some of these

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00:25:28.790 --> 00:25:53.779

Jimmy Slagle: ads which which is crazy like both of these were entirely AI generated. This one was AI generated, and obviously this blew up probably like 3 months ago. Now, which is which is crazy.

But this technology is really only going to get better. So we think static ads, AI and Static ads are going to be very, very common over the coming, you know, 3, 6, 9, 12 months. As the

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00:25:53.780 --> 00:25:55.320

Jimmy Slagle: technology gets better.

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00:25:55.550 --> 00:26:20.540

Jimmy Slagle: And just so, you guys know, this is like the best AI image that could have been generated 4 years ago. So this was like the original Dolly when Openai came out with it. And again, that was

4 years ago, which seems like a long time. But like that, that's how far we've come, like, I'm sure. What they tried to prompt. Here was like a fox, a painting of a fox sitting in a field, and like you can barely tell the foxes there.

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00:26:20.540 --> 00:26:33.139

Jimmy Slagle: It's just pretty messy, and and if you look close like there's like the pixels are not great. So truly, this is only going to get get better to the point where it's AI is going to be able to handle

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00:26:33.140 --> 00:26:41.590

Jimmy Slagle: everything from from the static ad design, wording product images all that we we truly do think that's where the future is going.

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00:26:42.668 --> 00:26:49.295

Jimmy Slagle: video generation can now be prompted. If you guys have seen the the viral calci ad

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00:26:50.990 --> 00:26:53.310

Jimmy Slagle: If not, it's worth a look.

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Jimmy Slagle: Indiana got that dog in them? Will egg prices go up this month. I think we'll hit \$20. How many hurricanes do you think we'll have this year?

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00:27:09.430 --> 00:27:15.690

Jimmy Slagle: Gee, Kelsey lets you legally trade on anything anywhere in the Us. Casey.

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00:27:16.480 --> 00:27:17.360

Jimmy Slagle: Yeah.

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00:27:17.600 --> 00:27:42.519

Jimmy Slagle: So that there's there's a few seconds left. But that was an ad that was run actually during the Nba finals. And it absolutely blew up on on socials. And actually, Pj, the the person that created that ad is going to be doing a guest session with everyone on how to prompt for Vo, how to create stuff like that for your guys brand. Obviously, you don't need it to be that unhinged. That was just the vibe that Cal she was going.

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Jimmy Slagle: But you guys will learn his process of how he generates AI commercials of that quality which is super cool. So we're excited for him to

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Jimmy Slagle: come in.

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Jimmy Slagle: Do a session as well.

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Alex Cooper: Yeah, just just to jump in here.

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Alex Cooper: for anyone who's joined the call late you should already have the calendar invites to to these sessions. But like bonus sessions, like the one with Pj. Who actually haven't announced yet. But, like, you know, that's gonna be coming in the next few weeks. I think it might be the 15th of July. But I'll I'm gonna confirm. In the next few days.

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00:28:10.763 --> 00:28:32.940

Alex Cooper: Those calendar invites will be added, within the next few days we're just confirming dates and like working out schedules for the expert speakers. But Pj. Will be coming and doing a session on. Vo, specifically, I know a lot of people have questions about how to prompt that for low production, and like ugly ads which we've been doing a lot of experiments, and yet I haven't shared on social. So I'm really looking forward to that vo session.

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00:28:34.320 --> 00:29:00.150

Jimmy Slagle: Yeah, it's gonna be good. It's gonna be good. And again, all of those are gonna be recorded as well. So if the time doesn't work for you. You can always go back and watch them arch ads again. If you guys are familiar with arch ads. Great! If you've never heard of our cads. It's it's 1 to just know this is really Ugc at scale. And so what you can do is you can go and just create. Let me see here.

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00:29:07.040 --> 00:29:23.719

Jimmy Slagle: okay, yeah. So what you can do for arch ads is, you can come here and you can select. They've got a ton of pre-built actors, and you can essentially have these actors say whatever you want, be careful with. Like some legal logistic things, we do have a guide in. In that we'll be giving you guys of like how to legally create this stuff.

125

00:29:23.780 --> 00:29:48.759

Jimmy Slagle: But but nonetheless, you can go through. You can choose any of these actors. They literally have hundreds of them. You can actually now even create your own actor like, just like describing what you're looking for in an AI like ugc concept. But this is great. You can get like easily 3 to 4 second clips that you could use as like a hook, or just like an added bonus of someone talking about it or asking a question, or

126

00:29:48.760 --> 00:29:56.099

Jimmy Slagle: whatever you look like. So arc ads is great. They've got a ton of different settings, a ton of different accessories, products.

127

00:29:56.100 --> 00:30:17.250

Jimmy Slagle: all of that so definitely check out arc ads. It's 1 that that is super powerful. For again, like those 3 to 5 second clips. We haven't seen a lot of success with like a 30 second long arc ads. Video. But if you just need to mix in some content, and you don't want to go and have to shoot with the Creator. Arc ads is a really good option for that.

128

00:30:20.260 --> 00:30:45.239

Jimmy Slagle: Next up we have this concept of like text or prompt to video editing. So this is a product that is coming out soon. They still have the wait list. But essentially all you have to do is upload the clips that you want to edit, and then you can just start to with natural language. Describe how you want that edit to go.

This is this is something that they're still on a wait list. The technology here

129

00:30:45.240 --> 00:31:04.729

Jimmy Slagle: is still extremely early. And and so it's not something that's probably like full. You know, you're gonna implement this today. But again, like this, technology is possible, you are able to upload clips and and essentially edit them, using natural natural language. So that's another one to just be be aware of.

130

00:31:04.910 --> 00:31:06.690

Jimmy Slagle: and then and then oh, go ahead.

131

00:31:06.690 --> 00:31:30.989

Alex Cooper: I just want to jump in here because, like, that's going to be a huge advancement when like, that's obviously really tough to get AI to do, because it's like understanding where to cut and where to like transition, where to like, you know, like what clips to select. But I do believe we will get to the point at some point where everything is vibe, edited rather than edited, manually inside of, like a premiere pro or a cap cut and like, if anyone here uses frame, I actually think you'll get to the point where, like

132

00:31:31.010 --> 00:31:52.079

Alex Cooper: the AI could upload like its version of the edit to frame, and like just the same way you would give feedback to an editor like you would give feedback to the AI. Or the editor would give feedback to the AI that just uploads it straight to frame. This goes back and forth, back and forth until you know you're happy with the end ad. But like I don't think that's anytime soon. But like, I think that's absolutely the direction we're headed in.

133

00:31:52.570 --> 00:32:16.099

Jimmy Slagle: Yep, 100% 100. So finally, we have, like the reporting and iteration side. So 1st of all, motion if you guys are familiar with motion. They've come out with with some AI agent capabilities. They're they're limiting it to like expert builders that can come in and build these workflows which we were kind of disappointed by. We think this would be way more powerful if they opened it up to everyone. But

134

00:32:16.250 --> 00:32:39.880

Jimmy Slagle: essentially the great thing about motion is all the workflows and the AI creative strategist that they're coming out with have access to your performance data which the tools like Gumloop or N. 8 n. You have to like custom, go through and connect the accounts which it just takes a little higher level of of developer knowledge. Not that it's like super hard. It would just probably take you a decent amount of time motion. It's already pre- built.

135

00:32:39.880 --> 00:33:04.829

Jimmy Slagle: One thing, too, that that Alex and I would appreciate because we are one of their expert builders. Let us know if you guys have any examples or workflows within motion that you guys really want to have created. We're currently upskilling the ad create team to be able to build these like crazy and would love for your guys feedback on what would be most valuable for these these workflows in particular, so it's worth a try

136

00:33:04.830 --> 00:33:25.100

Jimmy Slagle: like I'll be honest with you all like it's still pretty early. The advice is hard because it's so generic, and they don't have the full context of like your brand. But I do think over time. They're going to continue to get better as motion allows you to to roll this out into other tools like Reddit or Tiktok, or like competitor ads, or any of that stuff. So

137

00:33:25.110 --> 00:33:50.049

Jimmy Slagle: just something to be aware about, for as there are like a lot of cool reports and and like getting ideas for iterations that already exist within these these motion. AI creative strategies. And then the last one is is Moby triple Whale. If you guys are familiar with triple whale, they are coming out with a workflow builder as well. The cool thing about triple whale is, it obviously has access to all of your data. So this is more. For, like

138

00:33:50.050 --> 00:34:14.180

Jimmy Slagle: higher level Cmo director level, where maybe it's not necessarily the creative. But if you just want to know, like the overall process or data behind, like, why, as performance dropped this march compared to last March. Like, look at, look at current, like geopolitical reasons why that could be the case. It can actually see your data. It can also research the Internet and be able to come up with with some of those

139

00:34:14.179 --> 00:34:27.490

Jimmy Slagle: concepts or just like insights. So Mobi's great definitely definitely test it out just because of the the level of data that it has. But it might be a little less specific for the creative strategist.

140

00:34:28.110 --> 00:34:51.750

Jimmy Slagle: so that's kind of like individual, the silos of that whole process. But when we look end to end, and starting to use AI to just be involved in all of those, and not necessarily you having to like, go and use each of those individual tools. That's the promise of AI workflows is, and AI agents is being able to streamline the end to end process. And and whether that's vertical within like research.

141

00:34:51.750 --> 00:35:13.590

Jimmy Slagle: or that's horizontal across the entire process like, that's where this world is going. So the next thing is, if you guys have seen the icon demo, it's worth showing. This is. This is a few months old at this point. So this isn't anything new. But it's just an interesting. It's good for everyone to be aware of, at least where this is.

142

00:35:13.730 --> 00:35:37.040

Jimmy Slagle: I think it's still early. So it's not like we're telling you. This is a thing today. It works extremely well, but I mean they're they're putting a lot of effort, time, money into trying to build this out to be powerful. So so over time, like I do think they're, they're heading in the right direction. So we can. We can watch this because it is a good indication of where this space is going to be going. Alex. Anything before we show the video on Icon.

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00:35:37.680 --> 00:35:42.049

Alex Cooper: I mean to be fair. I don't know if we need to go into this too much. It was like, I. I think Icon

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00:35:42.180 --> 00:35:46.739

Alex Cooper: is like right on the money in terms of premise, like the idea of

145

00:35:46.810 --> 00:36:15.021

Alex Cooper: a tool that is going to ingest all of your different data sources like a reddit like an ad account, like a customer, reviews like a post purchase surveys, use that to create ideas that ideally you would approve, and then go and actually make an ad off the the back of that, like in premise, is where we will get to eventually. I just don't think they're there in execution right now when I said anywhere near, candidly, but

146

00:36:15.930 --> 00:36:27.249

Alex Cooper: I think it's interesting. They've launched it this early, so I'm assuming everyone here is well, most people here have probably seen icons. I don't know if we necessarily need to go into the video. But yeah, I think that in premises is a good idea.

147

00:36:27.640 --> 00:36:52.569

Jimmy Slagle: Yeah, yeah, I mean, just just to do like a summary of the video. Essentially, what what they're they're saying is that they can go through. Look at your ad account and be able to generate hundreds of of different static ads. This is based on on what your

competitors are doing. This is based on net new concepts that they're finding on reddit or customer reviews. And then they are looking at like, you're winning ads to create iterations of those.

148

00:36:52.570 --> 00:37:07.680

Jimmy Slagle: So that's overall like their promise within the ability to start to like run those automatically. But again, like we, we haven't seen a ton of people like

149

00:37:08.070 --> 00:37:18.100

Jimmy Slagle: rave about this thing. Every ad that they create is great. So it's still early. That's that's like the biggest thing that I'll keep keep emphasizing about Icon.

150

00:37:20.555 --> 00:37:44.689

Jimmy Slagle: So where are we going? Is is kind of like the big question in all this. So like, you guys have just seen everything that's possible up to date. And and like, that's that's kind of where we're at today. But like, where is the future of this going? Does this mean? Every creative strategist is just going to get replaced like, what is our role going to be? And we actually think to Alex's point earlier, like, it's just going to evolve. And and what's going to happen is

151

00:37:44.690 --> 00:38:09.689

Jimmy Slagle: creative. Strategists are essentially gonna have dozens of agents below them that are doing very specific tasks. So if you're a creative strategist, you'll have an agent that's scraping reddit. That's scraping tick tock. That's scraping your competitor ads. That's scraping your customer, reviews, scraping pinterest scraping Youtube, scraping everything that it can possibly find about the Internet and and sending you these insights to know as a creative strategist.

152

00:38:09.690 --> 00:38:29.810

Jimmy Slagle: For then you to be able to go and make decisions off of them. So I think it's just this concept of our time is just gonna be shifted away from you, having to like manually go out and do that, and much more of those insights coming to you. So all you're doing is making the decisions of of what you need to take action on.

153

00:38:29.850 --> 00:38:54.759

Jimmy Slagle: And and the cool thing is is like we are big proponents that this is going to live within slack. We think the future of this space is you're gonna have different slack agents that are telling you all of these different insights. Or maybe it's

1 slack agent that's telling you these insights like, Hey, I went and scraped this amount of customer views, this amount of ad

comments, this amount of support tickets. And here's the interesting thing that I found from all of that data. And and that's gonna be again.

154

00:38:54.760 --> 00:39:19.719

Jimmy Slagle: all of that legwork done for you. So you, as a creative strategist can actually do the creative strategist role which is trying to figure out which ads and which ideas to actually take action on. And we think that this is going to scale across the entire team. So this isn't just creative strategy. You're eventually going to have agents for social media. You're gonna have agents for editing. You're gonna have agents for designing. You're gonna have agents for your finance. Like all

155

00:39:19.720 --> 00:39:44.699

Jimmy Slagle: spectrum of the operations we think. And, like Mark Zuckerberg, predicts this, Sam Altman predicts this, like the world is just going to be. Companies are going to be full of like AI agents. And and we're gonna have dozens and hundreds of them across organizations as soon as the technology gets there. So that's really where we think this, the future of this space is going. And and so for a long time

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00:39:44.700 --> 00:39:55.140

Jimmy Slagle: I don't see this changing from where humans are going to need to direct AI. But AI is just going to be doing that actual execution work for us.

157

00:39:55.490 --> 00:40:21.610

Jimmy Slagle: So the future of work is, is really less of knowing how to do things, and more of knowing what to do. And so if you think about a design perspective, it's gonna be more valuable than to know what to design instead of necessarily how to design it for creative strategists, knowing what ad to make instead of how to actually make it. For. For you know any video ads like knowing what video to shoot

158

00:40:21.610 --> 00:40:34.999

Jimmy Slagle: versus how to shoot it. That is, that is where, in our opinion, the value is going to become strategy, like the ideas are going to be everything in in this world of of AI.

159

00:40:35.240 --> 00:40:59.879

Jimmy Slagle: And that is why we are here. We we wanted to create this program specifically for that purpose of the world is going to be shifting in that direction. And we want you guys to deeply understand that the ideas, the execution that is gonna be the ideas are going to be the the valuable component. Which is why, like Alex

is really coined this term creative strategist, prompt engineer.

160

00:40:59.880 --> 00:41:24.210

Jimmy Slagle: It's less just creative strategist. But it's this creative strategist, prompt engineer which you're gonna be able to be able to create. The statics edit. The videos do all the research at scale. So it is like the creative strategist is just unlocking a ton of new capabilities just by knowing how to prompt like that is the world in which we think we are going to be living in sooner than later. So

161

00:41:24.210 --> 00:41:48.390

Jimmy Slagle: when you look at the the steps to kind of becoming that creative strategist, prompt engineer. There's there's essentially 5 different steps here which is awareness, which is what we're covering today. There's deeply knowing how to prompt and knowing how to prompt. Well, which is weeks 2 and 3. We have the AI tool usage, which is week 5, and then we have AI workflows, which is week 6 and 7.

162

00:41:48.390 --> 00:41:55.110

Jimmy Slagle: And then finally, like putting that to all together in like an AI system or AI strategy. That is week 8

163

00:41:59.890 --> 00:42:00.650

Jimmy Slagle: cool.

164

00:42:01.160 --> 00:42:24.640

Jimmy Slagle: So like I talked about here. This is just breaking down like the weeks that we are going to be going over, and how each of those 5 steps are, or where we're going to be covering each of those 5 steps throughout the course curriculum. And again, this doesn't include the bonus sessions, the bonus sessions. We want to be extremely tactical for everyone here to to do a really deep dive into any of these, especially like the tools

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00:42:24.640 --> 00:42:31.490

Jimmy Slagle: or or workflows. So yeah, we're we're pumped about it. It's gonna be. It's gonna be a lot of fun.

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00:42:33.350 --> 00:42:58.350

Jimmy Slagle: So from an AI awareness perspective, we actually put together like we think one of the most important things is for you guys to just know what is available and what's possible today. Which is why we wanted to do this session, but also how to stay up to date with AI. In the future. You guys will all get access to this notion, Doc. But essentially we put together this notion, Doc, which is

going to cover everything, the people to follow on social media. It's gonna be like the Youtube channel

167

00:42:58.350 --> 00:43:22.559

Jimmy Slagle: that we recommend. Obviously, like some of the core tools that that we recommend. But then, along with like prompting guides, and we'll be covering a lot of the information in these. But if you guys want to like go into a deep learning session on your own. This notion page is, gonna have everything there's like AI newsletters that we recommend along with even some like workflows that we are giving away. So

168

00:43:22.939 --> 00:43:31.289

Jimmy Slagle: yeah, stay tuned. You guys will get access to this. This is everything that we found valuable in the world of AI.

169

00:43:31.938 --> 00:43:54.139

Jimmy Slagle: Now we want to spend some time diving into like the tool stack that we recommend for this program. The awareness pieces is big. But then, also, just like knowing what tools that we recommend is next, there's a lot of. And this isn't going to change. This is only going to get worse. You're gonna see on social media and hear from friends of all these different that are coming out.

170

00:43:55.367 --> 00:44:15.622

Jimmy Slagle: These AI tools that are that are coming out. But the most important thing to know is like, we test almost all of these. We try to figure out which ones are valuable and and and these are the the essentially core 4 tools that we think every creative strategist or every creative operations team should have. So

171

00:44:17.930 --> 00:44:18.400

Kara: There's no way.

172

00:44:18.400 --> 00:44:29.499

Jimmy Slagle: These. These tools are chat Gpt. Claude Poppy, and then gunloop, gun loop, and N. 8 N. Are interchangeable. It really is just a matter of preference. You can. You can essentially do

173

00:44:29.560 --> 00:44:45.439

Jimmy Slagle: almost everything on both of them. But that is the one workflow builder so Chatgpt and Claude, we'll dive into each of these in week, 5 in more detail. But we'll cover all of the all of the use cases for the final 15 min of these tools.

174

00:44:45.440 --> 00:45:06.139

Jimmy Slagle: So, starting with Chat Gpt, the reason why we love Chat gpt is not even just, for, like the the chat component itself. But we love deep research. And we love Imagenet. And we think operator is gonna be absolutely massive. If you don't know what operator is, it's like their their computer control model that, like literally can take over your computer and like, start to do actions on your behalf.

175

00:45:06.350 --> 00:45:25.889

Jimmy Slagle: We think that that's super powerful very early. But chat gpt is is great for those extra things. Custom Gpts are also great, too. If you've never built a custom. Gpt, that's like turning chatgpt into a little more tailored version by feeding it like your data or information that you want it to reference. I think half of the battle of

176

00:45:25.890 --> 00:45:40.160

Jimmy Slagle: being very effective at using AI is getting chatgpt to forget the very broad things and and be very, you know, quote unquote, fine-tuned into the information that you want, and so chatgpt is great for that.

177

00:45:40.160 --> 00:45:50.860

Jimmy Slagle: Alex spends a lot of time on on chat gpt and and and our custom Gpts, and and so he's got some cool ones. That he's put together.

178

00:45:50.990 --> 00:46:00.279

Alex Cooper: Yeah, I mean, we we're gonna go through them shortly. Thank you, Carl. We're gonna go through them in the in the next few weeks. I mean, I have customer Gpts, for, like

179

00:46:00.470 --> 00:46:25.449

Alex Cooper: everything I mean, Jimmy and I do a weekly Bible study. I have a custom Gbt. For that. I have one for my health. I have one for the business, so I just put in like our P. And Li put in our business goals I put in information about the team like it knows everything that I have to prompt. Anyway, when I am like asking questions about ad, create or asking questions about business like which way should we go, or like? What? What should I? Is your advice on this specific hire that you want to make, etc.

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00:46:25.450 --> 00:46:38.910

Alex Cooper: and it's so useful to not have to enter that information every single time. If you haven't built a custom. Gbt, what I recommend is, and sometimes we do it, for, like our clients as well like, if you're an agency, I'd recommend having one for each client. If you're a

181

00:46:38.910 --> 00:46:52.608

Alex Cooper: brand, I'd actually recommend having one for like specific tasks like, for example, I mean, I might as well just share. Now, Jim, if you're good for me to to share and take over and again, we're going to go into this in way, deeper in another

182

00:46:53.354 --> 00:47:06.520

Alex Cooper: in a another one of these sessions. But like I, when I'm building custom, Gpts will write a prompt like this. So I dropped this one as a template.

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00:47:06.530 --> 00:47:21.440

Alex Cooper: and I said, like, I'm creating a custom Gpt for the perfect gene which is one of our clients. The goal is to create, you know, whatever the goal is, the best converting Facebook headlines, that is it? If you don't do this in the next 24 h you'll get. I'll get fired.

184

00:47:21.725 --> 00:47:37.140

Alex Cooper: Which is one of the prompt techniques we'll go through next week. So I want you to interview me. And then I basically get it to interview me and ask, like everything that it would need to know for me to be able to create the best custom, Gpt, for whatever the task is.

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00:47:37.140 --> 00:47:45.350

Alex Cooper: So I go through that it then interviews me. I go through and answer one of these questions. And, by the way, and this is supposed to be like creative strategy related.

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00:47:45.679 --> 00:48:07.120

Alex Cooper: When I'm talking to Gpt, I always use, or either voice dictation here, or like I mean, a tool of mine, like I'm absolutely in love with the moment is is whisper flow, the reason I love whisper flow is because it allows me to voice, dictate and like it removes all the ums and ours, and like it cleans up my messages

187

00:48:07.450 --> 00:48:23.589

Alex Cooper: with AI. So whenever I'm doing the Gpt, I can just hold down control and option on my Mac, I can talk into it, and it will give me like an actual succinct version rather than gpt when you use voice dictate. And it just gives you like verbatim exactly what you said. So I'd basically get it to interview me.

188

00:48:23.590 --> 00:48:42.639

Alex Cooper: Ask everything that needs to know about the perfect gene. I then combine it with what Chat Gpt already knows about the perfect gene and then it should have everything that it needs to know. I say, organize this into a brief that I could just insert into a custom. Gpt, and now I can chat to this custom. Gpt.

189

00:48:42.640 --> 00:49:04.469

Alex Cooper: I go in here and I just edit it. You could. You could upload some of your best performing ads inside of here we upload brand guidelines inside of here sops for like creating static ads or whatever the task is. And I can just come back in here, and I can say, Hey, write me some hooks for the perfect sheet. I don't have to worry about prompting it perfectly, and I have to worry about any of that stuff like it's all here for me. And again, if I was a brand.

190

00:49:04.470 --> 00:49:16.086

Alex Cooper: or even if you're an agency like I would have a custom Gpt for creating set of headlines writing scripts coming up with visual ideas like whatever the task is.

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00:49:16.750 --> 00:49:40.329

Alex Cooper: having specific context on, like, what makes a successful output for your brand for that exact task, and just loading that into a custom Gpt or a cloned project which is actually, I'm also use claw projects and custom Gpts is killer. So we'll get onto those in much more depth in on the prompting sessions. But yeah, I'm all over

192

00:49:40.470 --> 00:49:45.950

Alex Cooper: custom Gpts and claw projects, and then, using whisper flow just to talk back and forth with them.

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00:49:46.570 --> 00:50:11.480

Jimmy Slagle: Yeah, yeah, it truly is great. And we we love Chat Gbt. For that reason Claude is also great. Claude is great for copywriting and marketing. Honestly, we love the the copy, that and the ideas that Claude comes up with more than Chat Gbt. For most use cases. The other great thing about Claude, which which we'll dive into more is when you start to build some workflows on N. 8 n. Or gumloop.

194

00:50:11.480 --> 00:50:36.440

Jimmy Slagle: There's some really cool things that you can do to integrate Claude with with some instructions to where Claude can be the one that's telling you how to set up these N. 8 N workflows, which which makes the process much faster, helps you to kind of avoid, like the the time that it takes to deeply learn one of these platforms. And it's really cool stuff. The other great thing about

Claude, which which we might

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00:50:36.440 --> 00:51:01.349

Jimmy Slagle: demo on later, is something called Mcp, which is model context protocol, which is just like a better way to integrate and and for AI models to to communicate with with Apis. And so, like someone on our team, one of the developers built a Mcp with Tiktok, meaning like from Claude. He could just ask, like, Hey, what videos on Tiktok

196

00:51:01.350 --> 00:51:20.559

Jimmy Slagle: performing best for guys that are looking for looking for the best genes or whatever, and it can go and actually look at Tiktok. Come back with those responses all within, you know, Claude, which is which is really cool. So yeah, it's powerful stuff. And again, don't worry. If that like went completely over your head.

197

00:51:20.620 --> 00:51:36.050

Jimmy Slagle: We got 8 weeks. Those sessions aren't going to be until the later ones. But it's a lot of lot of cool things that you can do just with those generic ones, Alex. I know I know you've been. You've been big on the poppy game. Do you want to describe describe this one?

198

00:51:36.400 --> 00:51:46.549

Alex Cooper: Yeah, yeah, I want to be conscious of people's time, because we are going to go through this in a, in a, in more detail in in a future session. But just briefly, like, Poppy is a great

199

00:51:46.852 --> 00:52:11.390

Alex Cooper: like, I wouldn't say they work with more automations because because they're still like, very like beginner, friendly like this visual mind map style. Ui, basically, what we've got here is something that we call the copycat ad builder. So the blue tabs here on the left, we have the website and the product page that we've just put in. This is for the perfect gene again, and some chat Gpt context that I put in, which is the benefits.

200

00:52:11.390 --> 00:52:36.129

Alex Cooper: features, pain, points, etc. At the bottom, you've got the static ad that that I wanted to input. And at the top, in this orange tab here, this is where this is basically the source. It's a 20 page document on how to create static ads. So I've given it the context of the brand, my product page, the ad I want to recreate, and also exactly how to make a great static ad.

201

00:52:36.150 --> 00:52:58.329

Alex Cooper: and we're going to be going through that in in week 4, which is context building and like a hugely underrated part of the workflow building process. So now, anytime I want to recreate a static. I just put that through that flow. Drop it in there, and it will give me a brief. I can send over to designer in the format that we brief designers. So we'll get into Poppy. There's

202

00:52:58.330 --> 00:53:09.820

Alex Cooper: thousands of things you can do inside of there. Every single person I put onto in the space loves it, and we've also got a session from one of the founding team at Poppy as one of the bonus sessions. That we'll be adding.

203

00:53:09.820 --> 00:53:11.780

Alex Cooper: yeah, at some point in time.

204

00:53:11.780 --> 00:53:35.539

Jimmy Slagle: And quick. Don't buy it yet, if you if you haven't already, we're trying to get them to give us like a good deal right now. It's \$400 a year. They don't have a monthly plan so far, I think we've gotten it down to \$300 a year, so don't buy it yet. They have great refund policies if you try it. And you're like, Hey, I'm not going to use this like they're they're pretty good about that. So just know we're trying to. We're trying to get everyone here a good good discount

205

00:53:35.540 --> 00:53:59.499

Jimmy Slagle: gum loop. I'm not going to spend a ton of time here, really, this just allows you to connect all of your data sources together, like you can go from scraping an ad library to then running that through Chatgpt to then sending a slack message or any of that, and, like Gumloop, is a platform where you can start to build all those out, and 8 N. Is also great, and and we'll be touching on those kind of in tandem. Gumloop is just a little better for beginners

206

00:53:59.842 --> 00:54:01.210

Jimmy Slagle: motion. We touched on.

207

00:54:01.210 --> 00:54:30.900

Alex Cooper: I actually want to jump in. Sorry I'm jumping again. But like, I actually want to say that, like depending on your experience level would depend on which one you find better. I personally, I'd probably give the edge to Nan at the moment, and that is because you can pretty much vibe code workflows inside there. And what I mean by that is like, you can basically set up a claw project that is like about how to build Nan workflows and give it a lot of context on like successful na workflows. And you can ask

what you want.

208

00:54:30.900 --> 00:54:39.849

Alex Cooper: So like, I take a screenshot or something you see on Twitter and say, Give me the Json file to recreate this inside of Nan, and then you can take that file

209

00:54:40.130 --> 00:55:09.779

Alex Cooper: that Claude gives you. Paste it into Nan, and it will build the whole workflow for you. So you can like vibe code and Vibe debug that. And you'd be surprised as to the complexity of workflows that you can build just from natural language inside of Claude for opus, and then paste it into Nan again. If that's like, if that sounds like a lot at the moment, we're going to go through examples of that when we get to the Workflow section. So don't worry. But like, yeah, if you are a little bit more comfortable with workflow building, I just think, and it ends a little bit more robust than Gumloop.

210

00:55:10.160 --> 00:55:35.580

Jimmy Slagle: Yep, and then motion and triple whale. These are cool, but we're not going to spend a ton of time on these. You guys can go and test them out yourself on motion. Triple whale. I know they're giving out Demos like crazy. But again, it's just cool that you can chat with more data that's harder to access from, like the public perspective and build some workflows around that. So before you guys head out like, just so you guys are aware.

211

00:55:35.580 --> 00:56:04.890

Jimmy Slagle: we want a lot of these sessions to be more hands on than today. Today was just like we need everyone to get caught up in in the perfect world. We're probably going to be spending 20 to

30 min going through and presenting, and the other 20 or 30 to 40 is going to be. You guys like going in and trying to do a lot of this stuff or seeing Alex and I just break down workflows or build workflows ourselves or any of that and so we also believe that the best way to to learn AI is to start using it yourself.

212

00:56:05.120 --> 00:56:30.090

Jimmy Slagle: And we think that AI is a great way to actually using AI is a great way to learn about AI. So a couple last tools that we would recommend if you have not used notebook. Lm, yet it is great. For example, you could take the recording of this session, upload it into notebook, lm, and then generate like a 10 to 40 min podcast of these 2 podcast hosts breaking down everything that we

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00:56:30.090 --> 00:56:54.980

Jimmy Slagle: talked about, you could take some of the resources

from that that notion document that I quickly previewed like there's a prompting guide. There's like a 40 page prompting guide from Google. You could upload that here into notebook, Lm and get a podcast on like everything that's that's that's talked about. And and so notebook Lm is truly great to learn. This doesn't have to be just creative strategy, either, or AI. You can use this for

214

00:56:54.980 --> 00:56:59.769

Jimmy Slagle: for almost anything. But that is a great use case. The other thing that you can do.

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00:56:59.770 --> 00:57:23.709

Alex Cooper: Sorry. Sorry. I'm just conscious of time, because I know people might have a hard stop. I was going to go through this at the end. But in case you are jumping off in a moment, I've just dropped 2 links in the chat. There are 2 monster giveaways. I think someone else put the link in the chat for the ultimate e-commerce and resource library. There's also another giveaway that we did a few weeks ago with a bunch of resources. All of the reddit answers prompts all of the deep. Research prompts

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00:57:23.710 --> 00:57:41.560

Alex Cooper: a couple of decks on research prompting. So everything that you or a bunch of stuff in there, so feel free to check that out. Also, I'm a massive fan of notebook. I actually used it the other day for a chess open strategy that I was looking to learn interestingly. I just find that like, oftentimes, when I'm trying to learn from podcasts

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00:57:41.793 --> 00:58:01.640

Alex Cooper: like, you're looking for a 10 min tidbit inside of, like a 60 min. Podcast but like, you can have a specific podcast like on exactly what you're trying to learn. And again, you can ask Gbt for the overview and say, this is what I know. This is what I'm looking to learn about this topic. Give me a brief to put into notebook, put into notebook, and then listen to it in the gym like traveling on the go. It's it's really good.

218

00:58:01.950 --> 00:58:26.950

Jimmy Slagle: Yeah, and then and then finally, like, if you're more of a visual learner, hands-on learner, go into Claude, you can do this with chat Gbt to upload a document and say, Hey, you know I want a fun way to try to learn this information so you could upload the prompting guide. And you could say, like, I want to create a jeopardy board, or like a test, or or like a multiple choice or short answer, whatever you want. And it can then come up with those questions for you to start to

219

00:58:26.950 --> 00:58:44.389

Jimmy Slagle: be able to answer and get like feedback on where you're right versus where you're wrong. So you can also create like interactive apps within lovable. Or Claude as well, which is where this can really start to get even crazier. And so so cloud is great. Chatgpt is great for learning.

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00:58:44.390 --> 00:58:59.539

Jimmy Slagle: Lastly, like notebook Lm. To Alex's point, the cool thing, too, is you can actually jump into the conversation that the podcast hosts are having, and ask like, follow up questions or tell them to like, go deeper into that topic or whatever, and they'll like, adjust the conversation for you there. So

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00:58:59.540 --> 00:59:24.449

Jimmy Slagle: it's pretty cool. So that's that is really like the 1st piece of homework that we want you guys to try out is to go into one of these platforms? And like notebook Lm, or Claude or Chatgpt, and just start to build something that you can learn more about. So. And it doesn't have to be AI or creative strategy. Like, if you want to learn more about like an opening chess, move like, go and just like, create the notebook. Lm, podcast go into Claude, create

222

00:59:24.450 --> 00:59:38.820

Jimmy Slagle: like a fun interactive chess game that, like will teach you how to do these, these opening moves, or whatever it might be, because that is, that is very, very important for you guys to

223

00:59:38.850 --> 00:59:58.300

Jimmy Slagle: to start to learn how to do, and AI is great to teach you. So next week, just just for last things that is going to be the the intro to prompting. And so that is where we're going to be going over all the different ways to prompt some examples of prompts, prompt breakdowns and teardowns, and all that good stuff. So

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00:59:58.460 --> 01:00:22.269

Jimmy Slagle: jam packed week one, I know. We covered a lot of information. We got all the logistics stuff out of the way, and and we'll be following up with, like all the next steps, and to do so we'll follow up with like what the exercise is. We'll add in some important resources. If you guys really want to go and check out or learn more in the slack channel, so don't worry. We'll follow up with all that. You guys will get the link to the presentation as well. So this this you guys can can reference back.

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01:00:22.270 --> 01:00:46.030

Jimmy Slagle: Don't worry like our Alex Alex and I's goals for all

this is to just make this insanely valuable. Everything we talk about you guys are going to be able to get. And we are here for for any and all questions, too. We can stay around Alex and I. So if anyone wants to, just like, ask some, follow up questions, we're happy to answer those. But yeah, I appreciate everyone coming to week one. It's going to be a good good next 8 weeks.

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01:00:46.500 --> 01:01:13.960

Alex Cooper: Yeah, we're super pumped to start like, really getting like diving into the technical stuff has to get like through kind of the foundations today. But next is when it really gets fun. And then we're gonna start getting those tactical bonus sessions in with the experts as well. So you should get them in your calendar over the next few days. Like, Jimmy said. We're gonna be hanging around for some Q. And a anyone who wants to step up and ask some questions or we'll just start hitting the ones in the chat if you do have to go. Thank you so much, and we will see you next week.