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00:07:54.230 --> 00:08:16.580

Jimmy Slagle: Yup. So week 3 is all about contacts. Engineering. Again, there's 8 weeks total and so this is, we're almost getting to the halfway point, which is, which is crazy. So we went through and listed out the winners. So we'll be following up with you, Syra. We'll make sure that you guys are all squared away to get your prizes.

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00:08:16.900 --> 00:08:41.880

Jimmy Slagle: just for context, too. This is where we're at in the 8 week program. So again, the 1st 3 weeks, I guess of, like the true material, are all about prompting and context. So we have one more session after this, on more advanced prompting to get into tools like Vo or image Gen or deep research. So you guys know how to prompt those different models, and then we'll start to

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00:08:41.880 --> 00:08:51.029

Jimmy Slagle: dive more into the automations and workflows after we get those, the fundamentals of prompting and context. Down. But yeah, it's flying by so far.

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00:08:51.440 --> 00:09:15.839

Jimmy Slagle: just for a reminder. I know again, a lot of people are interested in building the different workflows. But there really are 3 key components to AI workflows. And if you overlook the prompting and the context side of it, the outputs just are not going to be that good. So piping of how you actually build them within a tool like N. 8 n. Or gumloop, or any of the others that exist is really only 33% of the battle.

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00:09:15.840 --> 00:09:40.840

Jimmy Slagle: The prompting in the context is equally as important, which is why we are going to continue to hammer in like learn how to be really good at prompting. And then, after today, you'll know how to be really good at adding the right context for building different AI workflows. This is the founder of, or maybe the CEO of shopify, recently tweeted. I really like the term context engineer

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00:09:40.840 --> 00:10:05.730

Jimmy Slagle: over prompting engineering. It describes the core skill better. The art of providing all the context for the task to be positively solvable by the Llm. I think both things exist like, I don't think it's context engineering or prompt engineering. I think it truly is a combination of the 2. You need to know how to communicate with the large language models which is prompt engineering, but you also need to know how to provide it the right information, which is context

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00:10:05.730 --> 00:10:30.720

Jimmy Slagle: engineering. But nonetheless, this is going to be a term that you are going to be hearing more and more as the time goes by. So we're going to be diving into what exactly is context engineering just showing you guys an output with like no context

whatsoever versus an output with context. So you can see the importance and that the increase in quality that happens. And then, honestly, a lot of today, what we're going to be doing is going through and

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00:10:30.720 --> 00:10:47.160

Jimmy Slagle: building a context library live. So you guys can see how we think about it. The different elements that can go within a context library, and hopefully, you guys can by the end of this session be able to start to build your own context library.

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00:10:47.390 --> 00:11:13.339

Jimmy Slagle: So it's good to just define what context engineering is. I know Toby, had his version. But before we dive into that, I want you guys to think through like what you think makes a really good creative strategist, because this will be very helpful, and you, understanding what chat Gpt will need to learn and need to know in order to be able to come up with good ideas.

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00:11:13.340 --> 00:11:38.310

Jimmy Slagle: So being a good creative strategist might be something where you just spend a lot of time binge watching Youtube videos.

You know, Alex puts out a lot of good content. Dara puts out a lot of good content. Barry puts out a lot of good content on across socials. So maybe it's just something where, like you're, you're just learning from all the experts trying to figure out exactly what they do again. Dara is great. If you.

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00:11:38.310 --> 00:12:02.620

Jimmy Slagle: if you haven't watched some of her content. But she's got some great material as well on what it means to be a really good creative strategist. It also could be something where you've just, you know, been building out a ton of different boards within foreplay. You're looking at what top brands are doing. You're looking at what competitors are doing. And all of this is probably like a combination. It's not just one or the other, but you're also probably within foreplay, looking at all the different types of ads that exist.

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00:12:02.620 --> 00:12:23.399

Jimmy Slagle: having having swipe files, of ads that you like, and having kind of your taste. It also could be going within motion to see what ads are working for your brand. Starting to figure out the why behind the creative insights. And why certain ads are performing well and just having that constant pulse on the market

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00:12:23.640 --> 00:12:47.590

Jimmy Slagle: could be just. You know, a good creative

strategist is someone that's read all the different books, how to be persuasive, all you know, the tips from the advertising legends, whatever it might be, and and it might even be something along the lines of like you just have, like a dialed in creative Ops system, where you can go, you know, end to end from research to actual ad execution as as lean as possible.

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00:12:47.934 --> 00:13:09.950

Jimmy Slagle: All of that is really what like makes a really good creative strategist. And you you just have to understand that Chatgpt and Claude know nothing like like. They have no context to your brand, your ads, the the strategies that you've done, the insights from these specific people who are in the accounts. They just like Chat Gpt. And I literally said, like.

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00:13:09.950 --> 00:13:33.470

Jimmy Slagle: Hey, you know how much of this information? Do you know, in the prompt and and it came back, and it's like honest. It says the most valuable thing I can do is probably ask the right questions and help you think through the problem systematically. But you're the one with the intelligence, and that's like the key is for us to transfer over our intelligence of our brand and our market, and the creative strategy that we have

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00:13:33.775 --> 00:13:46.294

Jimmy Slagle: to chat to each or Claude so they can start to understand and actually have the right insights to not just be like helping ask the right questions, but to start to actually get the outputs that we are looking for

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00:13:46.890 --> 00:14:11.450

Jimmy Slagle: And that's the art of context. Engineering is getting chatgpt getting Claude to get to that point of where they're able to give you actually good ideas and not just kind of be like your your thought partner throughout this process. So like the definition that I really like is just giving AI the right information in order to get a valuable responses, is really all that context engineering

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00:14:11.450 --> 00:14:36.409

Jimmy Slagle: boils down to again. It's the right information, because you can feed it. A lot of information. But sometimes that's actually more harmful than it is helpful. And so it's it's it's the art of knowing what to include and what not to include which makes context engineering so important. So really, we think that there's 2 different types of context engineering. The 1st one is everything on the brand. So this could be just more information

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00:14:36.410 --> 00:15:01.159

Jimmy Slagle: about the products you sell. Why, you buy all the different customer segments that you have. You know, some of the like more existing creative strategy documents, or your sops, or what you've tried. You know all of those different things, everything around your brand, and what you guys have done from a creative strategy perspective like that is that is one component of context. The second one is just more of like the domain expertise.

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00:15:01.160 --> 00:15:12.240

Jimmy Slagle: So you know, how do you actually write a good static? Ad? What are the different types of static ad formats that exist?

How do you write a good video script. How do you mind customer views?

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00:15:12.360 --> 00:15:37.340

Jimmy Slagle: What do you look for when you're looking at Reddit? All of all of that is more of like the domain and creative strategy context, and less of like specific to your brand. So we think it kind of boils down into those 2 those 2 elements, and I mean you can go in many different directions from there. So this is not an extensive list. This is not everything. This is just some of the different ideas for brand context to get you started

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00:15:37.340 --> 00:16:01.990

Jimmy Slagle: as you're going to go through and start to create your own context library. So, for example, for brand contacts. This can be products we sell who buys and why your unique value proposition, the brand tone and the words used, or maybe the words that you don't use scripts from top performing ads, visual overviews and headlines from top performing statics ad formats formats that you have tested in the results.

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00:16:01.990 --> 00:16:15.026

Jimmy Slagle: like the 3 reasons why us 1st them, all of that is is just really, really good to to just give it that that brand context, and and also just insights into the ad account, and and what you have done before

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00:16:15.480 --> 00:16:40.439

Jimmy Slagle: and even uploading some customer views like that is, that is some like right there. That is a pretty good list for Chat Gpt and Claude, and whatever other model that you want to use to be able to know who who you are and who you're targeting. And just you know all of those things. Domain context, same thing. This is not an extensive list. This is just a short list of all the different topics

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00:16:40.440 --> 00:17:05.420

Jimmy Slagle: of domain context. This could be just an overview of your creative strategy list of popular static ad formats. Video ad formats how to create good static ads, like literally the step-by-step process that your creative strategist would go through. And the other really interesting part of this is trying to get specific creative insights, insights from people like Barry, our Dara, because they put out a lot

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00:17:05.420 --> 00:17:27.820

Jimmy Slagle: good content, which is kind of just like free context engineering that exists on Youtube and other places. And again, we'll be. We'll be going through and showing you how we sort through all of the information that exists from these other experts. But that's that's kind of what domain context looks like.

So just to like, bring you guys back from last week.

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00:17:28.200 --> 00:17:52.419

Jimmy Slagle: This is the exact same prompt that I used last week with no, you know, prompting strategies and no context which is again. Write a 30 second ad for the brand, the perfect gene. I only want the script, and if you don't remember, Claude Chatgpt knew absolutely nothing about the brand. It thought that we were targeting women which the perfect gene targets men. So right there, I mean, that just shows you how little

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00:17:52.420 --> 00:18:17.389

Jimmy Slagle: Chatgpt and Cloud are going to know about your product. Now, if you, if you take kind of the what we taught you last week of prompting and providing it. Context, I'll show you guys the difference in the output. So, for example, same initial task that we want this AI model to do. But this time. What we ended up doing was going through and adding a list of different customer.

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00:18:17.390 --> 00:18:33.300

Jimmy Slagle: The insecurities that they have, why, they would buy the emotions that they're feeling all of those things. We also uploaded a document on how to make killer performance ads, and just kind of the art of performance marketing.

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00:18:33.650 --> 00:18:57.250

Jimmy Slagle: And then also we provided a list of all the popular video ad templates that exist so like an ugly Ugc style Ad. Or 3 reasons why Ad. Or you know, a bunch of other options. So when I was going through and prompting, I said, Hey, 1st I want you to, you know. Write one script for a specific customer segment like we don't want to try to just hit everyone on one script.

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00:18:57.250 --> 00:19:22.120

Jimmy Slagle: Then I wanted it to read through the document on how to create killer ads. Make sure you're using the material from there in your script writing. And then I wanted it to look through the different types of video ad formats for each customer segment. Pick the one that would resonate most deeply with them. After you write the scripts, go back and analyze it essentially like your 1st draft is likely a 4 out of 10. We need it to be a 10 out of 10, and then the final step was rewriting it

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00:19:22.120 --> 00:19:45.940

Jimmy Slagle: with the justification on, why, it's a 10 out of 10. And then I just all I did is for context. Here's this for context. Here's this for context. Here's this. And then I gave it 5 examples of winning ad scripts in the past. And this is the the output that it gave me. So the 1st one you're going to see it shows a video format which is exactly what I wanted it to do. And it was also targeting an emotion so frustration to liberation.

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00:19:46.260 --> 00:20:10.209

Jimmy Slagle: and it starts with, you know it pisses me off, which that's like a pretty good hook for AI to be able to come up with like, that's something that would in the 1st second, probably get someone to stop and listen, because they're genuinely curious of of what it could be. And again, we don't have any visuals here, but but just the fact that, like it was able to come up with that like that's a that's a pretty solid idea. And then it goes into the script. And I mean again, there's some things that you would change. But

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00:20:10.210 --> 00:20:35.190

Jimmy Slagle: overall like this is a much better idea that you could take to your creative strategy team and not, you know, feel embarrassed or like. Oh, clearly, that's AI. The next one less of the script, but more of just the the concept and the idea. So one of the customer segments for the perfect gene is the big and tall liberation seeker. So it went through and wanted to do problem agitation and going from shame

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00:20:35.190 --> 00:20:53.829

Jimmy Slagle: to dignity. So again, I don't love the maybe the script overview. But but this concept of like for bigger guys having to go to a specific section in the store that's like for bigger and taller. In my opinion, it's like a really powerful emotion that they can hit on. And so

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00:20:54.180 --> 00:21:20.359

Jimmy Slagle: so I really liked that concept of like jeans that fit. You know, all guys, we go up to size 50. So I really liked that at least overview and thought that that was a good approach. Again, the

script probably could use a little bit of work. But nonetheless, you're able to see that it's actually coming up with better, better and better ideas. So that is the art of prompting and context engineering, which is everything that we are going to be teaching you today.

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00:21:20.360 --> 00:21:45.049

Jimmy Slagle: So the most important thing that we want you guys to take away from as we go through and build. This is essentially what a context library is similar to a prompting library where you store all of your prompts. You're going to want something, and we'll give you access to this template at the end of the session. But we want you guys to be able to go in and start to store the information about your brand. So you're not having to go and like recreate the

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00:21:45.050 --> 00:22:04.355

Jimmy Slagle: context every single time, or all your employees, or everyone on your team is having to do this by themselves. You want a stored place where you're going to have information about your brand, the competitive macro landscape, creative strategy insights, external context, ongoing learnings and brand insights which again all boils down to that that

68

00:22:04.890 --> 00:22:29.480

Jimmy Slagle: brand and domain overview that we had talked about right away. So with that, we are going to be spending pretty much the rest of the time going through and showing you how to create these contacts, documents and examples of just like ones that we have built in the past. It's gonna be a lot of fun. We want this one to be something where you guys are asking questions. If something doesn't make sense, you know, fire away in that.

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00:22:29.480 --> 00:22:38.209

Jimmy Slagle: In the QA. Section but it's gonna be a good hands on workshop, where you guys can see exactly how we do this.

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00:22:39.650 --> 00:22:55.552

Alex Cooper: All right so let's build something live I'll pick up and share, and we'll go into Claude and Gbt, and we'll build one live together and we'll see if it can improve our outputs. For

71

00:22:57.280 --> 00:22:58.240

Alex Cooper: headlines.

72

00:22:58.470 --> 00:22:59.910

Alex Cooper: Okay? So

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00:23:00.180 --> 00:23:25.275

Alex Cooper: we are gonna build a brand context, Doc, and a domain context, Doc, and like, how you build these is completely up to you like, in like, in reality, there are millions of different ways. You could build this. We're just gonna show you like, what works for Jimmy and I. And how we go about building these 2 documents. You could write this all out yourself. You could build it with AI. You could do a mixture of it. I'm gonna because we've only got half an hour build it with

74

00:23:25.620 --> 00:23:54.840

Alex Cooper: the help of AI, and I'll tell you what I would do to improve it if I had the time to sit down and flesh this out to further improve the outputs from the models that we use. So we'll start with the easier one, the brand context. So these are all of the different points that Jimmy suggested that we put inside of this document. So all I'm gonna do is I want to go over to Gpt.

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00:23:55.270 --> 00:23:57.460

Alex Cooper: And I am going to say

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00:23:57.840 --> 00:24:00.231

Alex Cooper: this is gonna be a really ugly, prompt

77

00:24:00.730 --> 00:24:26.550

Alex Cooper: I am. I am building a brand context document for my brand, the perfect gene. The goal of this document is for us to combine it with a domain context document so that we can put those into our prompts and into our workflows to generate the best possible static ad headlines. So your

78

00:24:26.990 --> 00:24:39.770

Alex Cooper: brand context document should have everything that we would need to know about our brand for us to generate the best brand context document. I would like you to look through all of the points below and

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00:24:40.190 --> 00:24:50.280

Alex Cooper: research my brand to fill out this brand contacts document. Remember, this has to be the best brand contact document that's going to help me improve my static headline

80

00:24:51.420 --> 00:24:52.370

Alex Cooper: performance.

81

00:24:53.510 --> 00:25:06.819

Alex Cooper: Okay? And there we go. Good job voice before I work there would highly recommend. You know, it's not using it. Now, I'm just gonna take these and I'm gonna put it in. Okay.

82

00:25:08.750 --> 00:25:10.460

Alex Cooper: here are the different sections.

83

00:25:11.500 --> 00:25:12.430

Alex Cooper: Okay?

84

00:25:15.660 --> 00:25:22.240

Alex Cooper: Oh, and it would help if I said, my website is Theperfectgene, Nyc.

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00:25:22.630 --> 00:25:25.539

Alex Cooper: and like again, I see some people in the comments.

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00:25:25.980 --> 00:25:39.421

Alex Cooper: quoting different sources. Yes, we could pull in, add comments. You could pull in reviews all that kind of stuff. Upload it into here if we want as well for the sake of today's session and and time, I'm just going to have it scrape the website.

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00:25:40.160 --> 00:25:43.820

Alex Cooper: but let's see what it comes up with here.

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00:25:43.930 --> 00:25:53.188

Alex Cooper: And, by the way, actually, why, it does that something that I briefly covered last week. But I didn't. Go over in

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00:25:54.280 --> 00:25:58.110

Alex Cooper: in more detail is, if I

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00:25:58.600 --> 00:26:11.690

Alex Cooper: literally take the slides from last week. I think some of you may have done this for the for the prompting competition. But if you have a prompt that you think is a little ugly, and is not that good? And you want to improve it. You could literally take the slides from last week and say.

91

00:26:11.880 --> 00:26:28.410

Alex Cooper: here is a presentation on prompting. I want you to take

my original prompt and use the knowledge inside this prompting deck to turn it into a 10 out of 10. Prompt right now I think it's a 2 out of 10 prompt.

92

00:26:29.910 --> 00:26:54.240

Alex Cooper: And if I did that, and then, like, I've actually been trying to for a couple of the prompts I've been writing this week, and it goes and takes the the format that we had last week and says it's identity task context output structure. That's besides the point. But I just thought it was a cool little like way to build your own prompt cowboy inside of Chat Gbt, and you can even go and take this and turn it into a document, and and like, make it your own, and then have this into

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00:26:54.280 --> 00:27:00.090

Alex Cooper: like, either as a document upload or as a custom Gpt, and like every time you want to make a prompt, you can then just

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00:27:00.180 --> 00:27:10.489

Alex Cooper: write the prompt that you want it to beef out into here, and then it'll just go and take it and expand it. But anyway that's besides the point. Here is our

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00:27:11.039 --> 00:27:19.409

Alex Cooper: here is our brand context, Doc. And again for the sake of time. I'm not gonna polish this, but I will tell you how I would go about polishing it.

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00:27:19.750 --> 00:27:28.860

Alex Cooper: So let's paste this in here we have, okay?

97

00:27:29.020 --> 00:27:38.810

Alex Cooper: So oops did it put in an image. Oh, okay, we have products, we sell and

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00:27:40.780 --> 00:27:50.000

Alex Cooper: products. We sell. Who and why, we buy you buy props and and just going through all the different things for the the perfect gene

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00:27:50.690 --> 00:28:08.790

Alex Cooper: brand voice and tone. Yeah, confident, a bit irreverent. That's definitely spot on. Obviously, these top performing ads are not correct like Chatgpt just made these up, probably scraping the copy from the website. So if I were to make this better, like we said last week, you would go and put all your

top performing

100

00:28:09.060 --> 00:28:25.669

Alex Cooper: headlines and scripts if it was a scriptwriter in here as well. And why you think it works. And again, like this is really important, not just to say like, Here are 10 winning headlines. But here, why, I think here's why I think this is a winning headline.

101

00:28:25.800 --> 00:28:37.974

Alex Cooper: I think this one is a head, a winning headline, because it speaks in the tone of our type customer very tongue in cheek very kind of cheeky

102

00:28:38.430 --> 00:29:00.645

Alex Cooper: And that's what I think it's worth. And then doing that for as many different headlines as we can. So there's only 4 here, but like I don't see any reason why you couldn't go and put 1015, 20 of your top headlines over last year, 2 years inside of here and say, why, you think they work? What you could also do. You could also add another section in here on competitor

103

00:29:01.655 --> 00:29:13.639

Alex Cooper: competitor headlines if you wanted to. If I had time to go and build this out would maybe use a tool like ad spy where I'd come in here, and I'd go say true classic.

104

00:29:15.100 --> 00:29:19.499

Alex Cooper: and go for all of true classics, image ads.

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00:29:23.850 --> 00:29:24.259

Jimmy Slagle: Want to.

106

00:29:24.780 --> 00:29:49.489

Jimmy Slagle: Alex is pulling this up, too, that I would recommend and like. We don't have time to do it now. But deep research is really good for building these context documents. So once we get to the end for the context library of like products, you sell you know why people are buying all of that. Those are all really good opportunities to just plug that into deep research and get a

107

00:29:49.490 --> 00:29:55.109

Jimmy Slagle: very, very advanced and just, you know well.

108

00:29:55.110 --> 00:30:01.599

Jimmy Slagle: a lot of information on why people would buy the

different customer segments that you have all of that.

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00:30:01.940 --> 00:30:25.919

Jimmy Slagle: Just each response, for deep research takes like 5, 6, 7, 8 min. So we don't have time to do that. So that's the downfall like, even if you saw on Alex's like it was pulling in women. 4. 0 is going to be very similar to Claude in the sense of like they're just not as good of models as like, Oh, 3, or Claude for opus and especially with the deep research. So

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00:30:25.920 --> 00:30:46.719

Jimmy Slagle: that's what I would say like if you're gonna if you're gonna build this out for your brand, and you want us to be really good, use the research mode on cloud for opus or use o, 3 with with or just like the deep research on Chat Gpt, and you'll get very, very good and in depth responses there.

111

00:30:47.190 --> 00:31:02.840

Alex Cooper: Yeah, that's a very valid point. I really don't know. I did that because I ran it 4 times this morning, and each of the times. It came out perfectly, but obviously on the on the live demo. It does that but Jimmy's right. I actually did go and do the second 5

112

00:31:03.160 --> 00:31:28.650

Alex Cooper: points to cover here on deep research. You could do the more by deep research, or just some of them. I just didn't want this report to be too long, because then it would kind of swarm the domain context. And I think that unless I change the system prompts. I wouldn't want it just to focus on the brand context. But yeah, I mean, this is, this is my deep research. I did this morning for all of those. So you I mean, you probably should be doing this in deep research rather than, or at least not in 4.

113

00:31:28.891 --> 00:31:33.959

Alex Cooper: But yeah, just for the sake of example, I did it in in 4, because it's quicker for this.

114

00:31:33.960 --> 00:31:49.879

Alex Cooper: But anyway, again, if I wanted to make it better, I could come inside of ad spy and think about adding some competitor headlines, and I can get like a Va. To go and scrape like you know the top 10 for 5 of our competitors. Now, just something I quickly want to say on this. We covered it in the

115

00:31:50.030 --> 00:31:52.538

Alex Cooper: after school squad last week.

116

00:31:53.650 --> 00:32:03.917

Alex Cooper: we, you know, everyone like this. This seems to be like a notion in the creative strategy space that there's a correlation between how long an ad runs, and how well it performs.

117

00:32:04.350 --> 00:32:06.180

Alex Cooper: I think that's

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00:32:06.310 --> 00:32:14.220

Alex Cooper: very misleading for a lot of reasons, you know, not least for the fact that, like there are literally advertised out there that will run

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00:32:14.220 --> 00:32:37.290

Alex Cooper: ads that they know don't perform for \$1 a day just to throw people off. So you look at an ad, and it looks like it's been running for 3 years. And you're like, Wow, this is incredible. But like it's just been running at \$1 a day. So that reason and we did a study at ad create. We looked at 10 of our clients and tried to find the correlation between your longest running ads, like, as shown externally, and like what we actually saw inside the ad account.

120

00:32:37.290 --> 00:32:45.270

Alex Cooper: and there was a week to no correlation for the length of an ad running versus the actual scale and spend inside the ad account.

121

00:32:45.590 --> 00:32:54.609

Alex Cooper: we. I did also do other metrics to try and find if there was a metric that was a predictor of ad account performance. If you didn't have access to the data

122

00:32:54.919 --> 00:33:17.810

Alex Cooper: and we tested a lot of different metrics came to the conclusion that the most reliable was shares. It did actually manage to pick out a surprisingly high number of top performers when I just sorted it by the top 10 videos of the top 10 images for our clients across our client roster. So I don't know. Maybe try out and ask by itself. See if it can find your top performers. But

123

00:33:18.620 --> 00:33:48.070

Alex Cooper: at least on ours. We were finding, like 80 or 90%. I think 80 something percent. 80% of the like, the ads that are actually in the top performers were, were picked out by sorting by shares, which was a lot stronger than it was for longest running.

Anyway, you could just take 10 of these headlines from true plastic and say, Here are the top 10 not necessarily top 10 forms, but like what we think is performing well for competitors. And you could do the same thing and say, Why, we think it's playing well for competitors.

124

00:33:48.340 --> 00:34:04.049

Alex Cooper: Or you can pull this out. However, you want once Qbt gives you the 1st pass, then you just want to go through this and edit it. Make sure it's a good representation of your brand.

Basically, what we're building here is a brand wiki that we are going to be using as our context for

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00:34:05.184 --> 00:34:09.220

Alex Cooper: for the prompts that we enter. And

126

00:34:10.179 --> 00:34:28.130

Alex Cooper: once we've done that, I'd go and do the deep research on the rest of them, or do deep research on all of them. I think when I did mine earlier, it took me like 15 min to come up with this. I had a pretty long prompt as well. So yeah, that's the brand context. That's the easy one to build the more difficult one to build and the one that

127

00:34:28.130 --> 00:34:43.049

Alex Cooper: definitely doesn't get talked about as much in in context, engineering is domain context. So basically, what we want to build here again is a wiki, but this time a wiki on instead of everything about your brand.

128

00:34:43.360 --> 00:35:09.279

Alex Cooper: everything that you believe to be true about the task that you are completing whether that is writing static headlines or coming up with ideas for iterations on winning ads or advertising for older audiences or script writing whatever it is. Basically if you want to get everything that's in your head and how you go about decision making when you write static headlines

129

00:35:09.490 --> 00:35:16.420

Alex Cooper: onto a document so that we can use that as context for our prompts for Gbt. And Claude.

130

00:35:16.780 --> 00:35:35.170

Alex Cooper: Now, again, you could go and write this yourself. You could go and write a 1015 page document yourself, and there'd be nothing wrong with that except it would take you quite a lot of time. So it is easier for you to just piggyback on content that is

already out there, that you just subscribe to the idea of

131

00:35:35.170 --> 00:35:48.310

Alex Cooper: to get AI to generate a 1st pass of this, and then you go in and edit it yourself, and inject it with actual like con examples and reasoning again, like we did in the brand context to make this

132

00:35:48.720 --> 00:35:56.990

Alex Cooper: a real reflection of everything that you believe about static headlines, for example. So here's my version of it.

133

00:35:57.040 --> 00:36:25.719

Alex Cooper: I made a presentation for our internal team last week last not last week, I mean last year I made a presentation that I did as an internal training to the team, the ultimate guide static ads. And any of you who follow on Youtube will recognize this because I actually turned into a Youtube video about 2 months later. So if I'm trying to do static ads. And I want to think about what is all of the different content that I know are out there. All of the different context sources I can plug in to my document.

134

00:36:26.070 --> 00:36:28.939

Alex Cooper: so I might come in here and say

135

00:36:30.060 --> 00:36:35.079

Alex Cooper: again, I will drop this in here. The ultimate guide to static ads.

136

00:36:37.210 --> 00:36:43.180

Alex Cooper: I am building a context library with the purpose of

137

00:36:43.360 --> 00:37:00.859

Alex Cooper: helping me create better static ad headlines. I've already created a document for my brand context. I am now creating a document for my domain context, and the goal of this document is to get down everything that I believe to be true about static ads.

138

00:37:01.180 --> 00:37:10.299

Alex Cooper: This is a presentation that I gave to my team on static ads, and it contains everything that I know. Your job is to turn this into a

139

00:37:10.410 --> 00:37:19.719

Alex Cooper: context document for me that I can use the context

document must help me generate ideas

140

00:37:20.230 --> 00:37:24.030

Alex Cooper: that improve my static headlines. Otherwise I will lose my job.

141

00:37:25.080 --> 00:37:28.140

Alex Cooper: Let's see what that does for us.

142

00:37:32.580 --> 00:37:51.109

Alex Cooper: And if you want to, I can share this. If if people would find it valuable if you haven't seen the Youtube video. But basically, it's just like, you know, 9 9 rules for static ads. So like, assume no one knows or cares. Keep it simple, stupid congruence is king, and like examples of all of them now I will say that it's not as easy for it to get it to

143

00:37:52.070 --> 00:37:59.480

Alex Cooper: ingest images, which is something we'll get onto soon. But nonetheless, as a starting point we'll see, we'll see.

144

00:38:01.530 --> 00:38:02.700

Alex Cooper: Okay.

145

00:38:04.060 --> 00:38:11.679

Alex Cooper: so here we've got a 1st pass of what we believe to be true about static ads. And we've got

146

00:38:11.810 --> 00:38:40.140

Alex Cooper: 4 pages already. And again, like you're gonna want to put everything down here and then clean it up. Because, like, you basically want this document to have everything that it needs and nothing that it doesn't, and what you really don't want is to have contradicting information. So I'm just gonna try and put everything down on this document first, st and then we can and then we can clean it up after. So you can do in Gpt you can also do it in other platforms, and I know we've got a session on Poppy in

147

00:38:40.300 --> 00:39:06.829

Alex Cooper: a couple of weeks time, but I do just want to quickly show it here, because Poppy is a tool that is like an AI wrapper, which basically means that you can pull in Llms like Claude or Chat Gpt into here. And basically add additional context on top of it. So if you can see on the left hand side here, I can add in things like, Youtube videos and Instagram posts.

148

00:39:06.830 --> 00:39:18.471

Alex Cooper: Tiktok videos, Linkedin posts, Facebook ads, which they've added in recently, voice messages, images, and some of the stuff you can do in Poppy. But with what I'm about to show you. They make it really easy with their

149

00:39:19.327 --> 00:39:25.509

Alex Cooper: with the visual you know, kind of ui they've got here. So what I'm gonna do is, I'm gonna pull up a chat.

150

00:39:27.090 --> 00:39:41.710

Alex Cooper: I am going to pull in some content that I like about like static ads and and copywriting, which is what we're doing for headlines. So a couple of a piece of content I like, there's this

151

00:39:41.830 --> 00:40:01.000

Alex Cooper: really good interview from Harry Dry, who's a very well known copywriter, which I would recommend you watching. If you have not already. You can just type in Harry dry interview, and it's 1 of the 1st ones got like 500 K views. It will come up. So I'm going to pull in that I'm going to pull in the video that I made on Youtube

152

00:40:01.180 --> 00:40:04.499

Alex Cooper: about static ads, which there is not a lot of

153

00:40:04.710 --> 00:40:11.380

Alex Cooper: content on Youtube about specifically static ads. So that's why I'm pulling this one. And I'm also going to pull in.

154

00:40:12.652 --> 00:40:14.769

Alex Cooper: An Alex Formosi video about copywriting.

155

00:40:14.980 --> 00:40:28.171

Alex Cooper: And again, you can go and pull in as many videos as you want. I actually had, like people on my team build context for our context library, where they pulled in like 30 different Youtube videos here. And it doesn't have to be Youtube videos as well, it can be

156

00:40:28.670 --> 00:40:39.949

Alex Cooper: It can be. All those things we talked about could be Tiktok videos. It can be tweets can be. Well, you can't put in tweets directly. But you could pull in a tweet like the text inside of here, Linkedin post newsletters all the things that Jimmy showed earlier.

157

00:40:41.420 --> 00:40:47.749

Alex Cooper: Okay, so let's say that I'm happy with these 3. Now, what I'm gonna do is I'm gonna connect

158

00:40:49.143 --> 00:40:55.509

Alex Cooper: my 3 videos to the chat. I can pick my model here.

159

00:40:56.020 --> 00:41:00.320

Alex Cooper: So I'm gonna stick with Claude for sonnet, although you can pick any of these.

160

00:41:01.290 --> 00:41:06.750

Alex Cooper: and I am going to voice dictate again, and pretty much say the same thing.

161

00:41:07.880 --> 00:41:10.499

Alex Cooper: So I'm building a context library

162

00:41:13.380 --> 00:41:32.300

Alex Cooper: where the document where the document you'll be building is purpose is to take all the information from these 3 videos and distill it into one master document on how to create static ad headlines. I want you to watch these 3 videos and produce this document. For me it must be the most valuable

163

00:41:32.650 --> 00:41:39.740

Alex Cooper: static ad static headline, context, document the world has ever seen.

164

00:41:40.010 --> 00:41:48.290

Alex Cooper: You can make it as long or as short as you want, just make sure that all the content here is relevant to creating high performance headlines

165

00:41:49.670 --> 00:41:52.380

Alex Cooper: and don't have any information. Be contradicting.

166

00:41:56.650 --> 00:42:02.676

Alex Cooper: So it's gonna go and watch those 3 videos. Well, actually, it's gonna go and transcribe those 3 videos and

167

00:42:03.873 --> 00:42:26.609

Alex Cooper: and then user transcriptions to turn this into our context document. And like again, I'm just gonna take this. I am going to put it into our context, Doc, and I'm just gonna continue building up that kind of wiki of everything that we believe to be true about static ads. And again, you can add podcasts inside of here. I could even like. If I want to adjust this prompt, I could say

168

00:42:26.610 --> 00:42:38.509

Alex Cooper: as well as these 3 videos, I want you to take into account overview on advertising the book, or like this podcast or like this newsletter, I'm going to give you. Or I could say to it.

169

00:42:39.220 --> 00:42:55.076

Alex Cooper: this is good. But, like Alex's video is the only one of these 3 that talks specifically about static ads. So I want to skew this context document towards Alex's video. And then the other 2 should be less of a priority, like, however, you want to do it.

170

00:42:56.510 --> 00:42:57.040

Alex Cooper: so yeah.

171

00:42:57.040 --> 00:43:15.490

Jimmy Slagle: Yeah. Yeah. And one other thing, too. We'll be doing a session in a few weeks, just about pretty heavily into Poppy. And then also, like custom, Gpts and custom cloud projects. As this is kind of like that, that 1st step before workflows of just like how to start to

172

00:43:15.830 --> 00:43:40.650

Jimmy Slagle: use chatgpt use Quad with a lot of context. And so I'll also, if you haven't purchased Poppy yet, or you don't have access to Poppy after this is done, I can show you guys a tool that I have found to be able to go and get like Youtube transcripts pretty easily. But the benefit to Poppy, like Alex has shown is that you can actually go and like, find a Facebook.

173

00:43:40.650 --> 00:44:04.460

Jimmy Slagle: add link or go to tick, tock, and like, pull a link from Tiktok or Instagram, which so far Poppy is the only tool that allows you to add that type of context without having to like, go and download the video, run it through like Google AI studio, which, again, is another tool that we'll dive into later. And so that is, that's like, why we like Poppy is. It's just a really easy way to be able to get a lot of context.

174

00:44:04.772 --> 00:44:29.180

Jimmy Slagle: Into a specific chat. Bot. Now, the one downside to Poppy is, you can see you can't select the most powerful models. I wish they would come out a way to just be able to connect to the API directly, but like you can't use cloud for opus, you can't use O 3, and not many. And so it's good for certain things. Just know that you are going to be limited with, like.

175

00:44:29.180 --> 00:44:52.559

Jimmy Slagle: probably the amount of data that you can pull into these models and still have it be really really good, or just the thinking models in general. So that's probably the one downside to Poppy. But other than that, we love it for being able to add in a lot of these context, docs which platforms like custom Gpts or custom cloud projects just can't get access to.

176

00:44:53.440 --> 00:45:15.699

Alex Cooper: Yeah. And I would say that that is definitely a limitation of Poppy. But like not something that is gonna limit it for this task like for context engineering. I think Poppy is very, very good maybe when it comes to copyright and like not having claw for opus is, you know a limitation but like in the context of context, engineering, I haven't felt like

177

00:45:15.700 --> 00:45:28.130

Alex Cooper: the outputs have them in there. I was very, very good at content engineering. So I'm going to take my document. I'm actually going to delete this because, like the YouTube video is based on the slides. So I don't want to double

178

00:45:29.404 --> 00:45:30.979

Alex Cooper: put that down twice.

179

00:45:31.611 --> 00:45:47.670

Alex Cooper: Okay. And now I have. My, is that it's now a 9 page document with everything from those 3 YouTube videos. And obviously, I'm gonna go through. I'm gonna tweak this. I'm gonna ideally, I'm gonna tweak this with like

180

00:45:48.250 --> 00:45:57.250

Alex Cooper: knowledge that is specific to my brand so like knowledge or examples and justification as to why, like, you know, what is an example of

181

00:45:58.210 --> 00:46:10.830

Alex Cooper: of us? Like assuming that no one knows or cares, or like. What is an example of your customers being your copywriters and using the exact terms that your customers use. That's how we

could take like this the next level

182

00:46:11.080 --> 00:46:33.149

Alex Cooper: like kind of personalizing this to my brand. And, by the way, like, it doesn't have to be content that you use to build out the 1st part of this with AI you could use, you know, the noise that you already have. If you have sops you could run them through chat, gpt, you could go to chat, gpt, and say, I'm not gonna do it now, because I don't have to voice dictate a long, prompt again. But like you could go and say,

183

00:46:34.400 --> 00:46:38.959

Alex Cooper: I'm building a context document for my domain context. Here's the goal of it.

184

00:46:39.430 --> 00:46:55.520

Alex Cooper: Your job is to interview me and find out everything that I know about static ad headlines or script writing, or whatever it is. Ask all the questions I will answer them. And you're going to help me build this context document myself. Or you can just record a loom video and just start riffing as if you're on a podcast

185

00:46:55.965 --> 00:47:14.879

Alex Cooper: as well, Youtube videos, post newsletters, sops, internal calls. So we have weekly creative brainstorms ad, create. I put them through here when we create our version of this and go to pick up on some of the alpha that we've gone through when we've been reviewing specific ads, consulting calls. If you've paid people for their time, and you have the recording.

186

00:47:14.880 --> 00:47:37.640

Alex Cooper: if it's related to whatever the domain context is, you can put that through Gbc. Or Claude, or whatever, and then add that information into here. For example, we hired Sarah Levenger to come in and do 5 sessions for our team at the start of the year. We've taken 2 of those sessions which were like on kind of copyright and psychology and

187

00:47:37.640 --> 00:47:46.920

Alex Cooper: put those notes into Gpt, and that has helped build our domain context documents here. You could even think about like.

188

00:47:46.920 --> 00:48:13.562

Alex Cooper: who could you go and like? Who could you go and book a consulting call with, if you want to solve for static headlines, who can we book a call in with who knows the most about static headlines and just ask all the questions that you'd want to know, and then use

the transcript of that to add to your context document like there's so much you could do with this, and you can do it. Build it in so many different ways. But like you can use AI to give you a very good 1st pass of these documents, which, like, when we build ours out

189

00:48:13.850 --> 00:48:22.159

Alex Cooper: they can be 1020, 30 pages long, just on static headlines or just on script writing and like, yes, this can take some time, but like

190

00:48:22.160 --> 00:48:45.050

Alex Cooper: it's also very hard to come up with good ad ideas. It's even harder to get AI to come up with good ad ideas without you. So it's supposed to be difficult. But if you use these things and you use AI in the right way. You can get to 80, 85, 90% pretty quickly. And it's just on you how much time you have to invest in like getting this from 90 to 95 and 95 to 96, etc.

191

00:48:45.460 --> 00:48:46.439

Alex Cooper: Yeah. So.

192

00:48:46.730 --> 00:48:48.270

Jimmy Slagle: One thing, one thing going to

193

00:48:48.648 --> 00:49:00.380

Jimmy Slagle: yeah, it, Alex. If I can share my screen, I'll show you guys something that I think will be helpful for you all, and let me quick. Just

194

00:49:00.470 --> 00:49:25.070

Jimmy Slagle: pull it up. So what you guys are going to be getting access to that you guys are going to be able to go through and start to build out is essentially like, we'll share this document with you. So we like notion. I'll tell you why we like notion so overall again, we kind of broken this down into like 5 different components. Information about your brand information about the competitive

195

00:49:25.070 --> 00:49:49.900

Jimmy Slagle: macro landscape. Creative strategy insights, external documents, and ongoing learnings and brand insights. So this can just be your hub where everything is going to live. So this can be the products you sell, what you sell, how people use it, and the transformation that it creates, why people buy from us. And again, you can run this through deep research like, Hey, I need you to go and find all the unique value propositions for the perfect gene. And you can say, like, what makes us, you know.

196

00:49:49.900 --> 00:50:14.870

Jimmy Slagle: different, what we do, that others don't, what you don't do, that others do, and your unfair advantages, whatever that is like. You can just take all of this into deep research to get a lot of the information social media. You'll have to do a little more manually. Unfortunately, Chatgpt and Claude don't have access to social media, but to Alex's point around creative strategy. And if you guys see a resource that you really like what you can do and what I have found.

197

00:50:14.870 --> 00:50:20.619

Jimmy Slagle: and I'll focus on on Youtube right away. Alex, can you see my Youtube right now, or is it still on notion.

198

00:50:21.050 --> 00:50:22.430

Alex Cooper: It's on notion.

199

00:50:22.920 --> 00:50:28.529

Jimmy Slagle: Okay, let me switch that over, then. To

200

00:50:30.110 --> 00:50:41.658

Jimmy Slagle: do this. So this is a free tool that I found. If you don't use poppy so it's called glass. And essentially, what I can do is let's just say that you wanted to go to like the ultimate

201

00:50:42.290 --> 00:51:07.139

Jimmy Slagle: video. So Glasp is a chrome extension which is just gonna pop up right here. It's glasp, and then you can add it up top. But what it allows you to do is over here. I can just come and hit this transcript, and I can copy it immediately. And so, if I wanted to come back to my notion and add

202

00:51:07.140 --> 00:51:13.240

Jimmy Slagle: something of like how to create effective static ads. I can just take that transcript.

203

00:51:14.040 --> 00:51:29.839

Jimmy Slagle: and I can just go in and paste it within this notion, Doc. So that is like a super easy way that I have found the other thing that I really like, and why we like notion

204

00:51:30.160 --> 00:51:53.949

Jimmy Slagle: is, if you add it as a code block, all you have to do is just like there's a copy button right here. So instead of you

every time, like, if this wasn't here, I'd have to like, you know, scroll down and try to like, select everything which is just kind of a pain, so you can just come over here and copy it. You could also turn this transcript into again like Use Chatgvt, or use cloud for Opus, or any of the more powerful models and say, Hey.

205

00:51:53.950 --> 00:52:18.469

Jimmy Slagle: I'm creating a context document for this Youtube Transcript. Please like, give me an extremely in depth, analysis of how to write effective ad headlines based on everything that you see in this video. So that's like a really good example. Now, when you're going through and actually using the context similar to the example that I showed right away. All you really have to do at the end is just say, for context.

206

00:52:18.470 --> 00:52:42.679

Jimmy Slagle: Here's how to create effective static ads. And you're just going to paste that entire document in. And so that's how you can start to use it again. If you're not using Poppy, or or like a custom Gpt, where that information is already there, and you need to paste it in. That's kind of, like the quick and easy way to be able to do it without using a tool like Poppy or custom. Gpt, if this is just like a normal chat that you have.

207

00:52:47.063 --> 00:53:11.126

Alex Cooper: Yeah, absolutely. And and just before we wrap up just to like, see if this stuff actually works? Let's put it through what we just made. Let's put it through Claude, to see if it improves the headline. So I said, this is the headline. This is the problem that we came up with last week the identity task context output structure.

208

00:53:11.730 --> 00:53:20.160

Alex Cooper: but I said for context, I would attach my brand context and domain context on how to write headlines.

209

00:53:20.600 --> 00:53:41.009

Alex Cooper: And Claude for opus is, gonna have a go at that. In the meantime, let's look at the control. So this is without the context. It's just the the context with, like, some very basic information about the brand, the perfect gene. And like the headlines we've got here like finally, jeans that don't cut off your circulation by 3 Pm. Which is, you know.

210

00:53:41.160 --> 00:54:05.899

Alex Cooper: week, stop secretly. I'm busting your jeans on your desk. Yeah, these are not headlines that I would run on paid social. Let's see what we've got here when we include the brand and domain

context, my jeans finally fit my thighs and my waist, and it's telling me why it's done this. I want to iterate on my prompt

211

00:54:06.040 --> 00:54:33.500

Alex Cooper: squats and jeans. Yeah, now you can 50% more stretch than those stiffens in your closet. The only jeans that move when you do so. These are definitely you know, either ads the headlines that I would run, or headlines that I'd iterate on slightly to run. And and, by the way, guys, this is just this is us with a really hacked together brand and a domain context. So if you properly took the time to train these, you can make it way way better than what we've got here.

212

00:54:33.500 --> 00:54:53.039

Alex Cooper: But just to show the contrast between, like, you know, just entering the prompt that we came out of last week versus giving it proper context or not even proper context. But like, if you did go and develop these, it would be a proper context. So like, that's how we think about reverse engineering success outputs out of Claude and Gbt. It's not

213

00:54:53.040 --> 00:55:07.559

Alex Cooper: easy to build a solid context library, but it is very, very worth it. When you can get to the point where you have one of these documents for static headlines, and one of them for script writing one of them for ideating one of them for iterations. And like every single task in your creative strategy, workflow. If you just have

214

00:55:07.560 --> 00:55:29.700

Alex Cooper: basically that wiki of everything that you believe to be true about that task, the domain context, and that brand wiki of everything about your brand inject both of those into that prompt or that workflow or that custom. Gbt, and it can significantly improve the outputs that you get, whether that's headlines, that's ideas, or that is, scripts.

215

00:55:31.000 --> 00:55:55.560

Jimmy Slagle: Yes. So that is is pretty much everything from like a material perspective. Now, exercise for that, we want you guys to do. You guys will get access to this template, go and duplicate it, make it your own. If you are an agency, you can probably keep the domain context the same. But I'd strongly recommend having something for each of the different brands that you work with.

216

00:55:55.889 --> 00:56:19.260

Jimmy Slagle: Obviously, as as that is going to vastly change the output. So we'll be giving. We'll be giving you guys access to this.

You guys can go and make that duplicate and really like what we would say, the most value is going to come from by next week. It's just the overview of your brand. And then the unique positioning, the different customer personas. And again, like, if you haven't

217

00:56:19.260 --> 00:56:21.340

Jimmy Slagle: watch a lot of content around

218

00:56:21.540 --> 00:56:28.310

Jimmy Slagle: how to make a really good customer persona. Not just like age. Demographic, you know whatever like.

219

00:56:28.310 --> 00:56:52.169

Jimmy Slagle: it's much more of like, what are the pain points that they have? What motivates them to buy? Kind of like those deep, intrinsic, psychological personas if you will. And then listing out popular video ad format. So obviously, there are certain ones that that are kind of tried and true. You know the 3 reasons why so on and so forth, create an extensive list of that, and how to how to create it

220

00:56:52.170 --> 00:57:17.109

Jimmy Slagle: effectively. Same thing for static ad formats, and then actually how to go in and create good static ads along with creating good static ad headlines and finally writing effective video scripts. So if you guys could have the context documents to be able to go in for those 6 things that is going to be a really really big step in starting to get AI to actually give you good ideas.

221

00:57:17.394 --> 00:57:32.490

Jimmy Slagle: And not just kind of be the the generic ones that you might see right now. So that is what we would recommend for for next week that you guys take a stab at and now this is where it gets really fun. We want. You guys again, context and prompting

222

00:57:32.740 --> 00:57:57.640

Jimmy Slagle: are some of the most important things that you guys can learn. And so we are going to be having a context library competition which your goal is to just build the best context library, the deadline for this one is not a week. You are actually going to have throughout the end of the course. The winner is going to be announced in week 8, and and the prize is pretty substantial. 1st place gets \$1,500. Second place gets 500

223

00:57:57.640 --> 00:58:21.789

Jimmy Slagle: and 3rd place gets \$250. So we want you guys to take this one serious. This is this is again, we just want you guys to

have another reason to be able to start to build this out and be able to build it out. Well, so that's going to be a lot of fun. We'll keep reminding you every week on on this competition. But we want to see what you guys can come up with for the best

224

00:58:21.830 --> 00:58:25.670

Jimmy Slagle: context library. So that's going to be a good time

225

00:58:25.890 --> 00:58:50.689

Jimmy Slagle: just quick overview with the last minute that we have next week is advanced prompt engineering. So we're going to be looking at prompting for deep research. We're going to be looking at, prompting for image Gen. Looking at prompting for Vo 3 and Google AI studio. Those are the the ones that we are going to be looking at. And then a reminder the session on.

226

00:58:50.690 --> 00:59:15.650

Jimmy Slagle: It's going to be all about vo. 3. And how pj, if you haven't seen the the calci ad that he created, I'd highly recommend he's going viral on on Twitter. It seems like every week for some of the ideas that he's able to come up with and so definitely be there. This is probably going to be one of our best guest sessions on exactly how you can go from idea. Use AI to go from idea.

227

00:59:15.650 --> 00:59:40.629

Jimmy Slagle: Queue prompting within. Vo to get some some pretty good output. So those are the last final logistical things. And yeah, Alex and I might stay around. Alex, for sure is gonna be able to stay around for a while. I'll be able to stay around for a little bit to answer any questions. But yeah, thanks everyone. If you're in, if if you're in the Us. Hope everyone has a good 4th but thank you all for being here again.

228

00:59:43.170 --> 01:00:07.200

Alex Cooper: Thanks. Guys again after Source Quad. If you want to stick around, we already have 20 questions to go through, so keep the questions coming, we will be picking the best ones out. It can be context, engineering, related or otherwise. So would love to see the questions you guys come up with.