**WS 5 - S2\_Transcription**

[Adam Goff] (12:36 - 22:58)

Ladies and gents, that's your two and a half minute warning, please. Two and a half minutes. Ladies and gents, this is your one minute warning, which means you need to make your way back into the room, please.

It's one minute, one minute. 30 seconds, please. Ladies and gents, take your seats, please.

30 seconds. Okey-cokey. Good stuff.

Don't forget your affirmation boards. Okay. We're good?

Good stuff. Good stuff. So, a couple of quick announcements and then we'll get on to our guest speakers, actually.

So, first things first, just an announcement about Supper Club. So, as you know, Supper Club has been even more successful this year than last year. We're now running on for 11 out of the 12 months and the latest one just became over-subscribed.

And the main reason for that is we have a new Supper Club host, Mr. Josh Keegan. Let's give him a round of applause. Okay.

So, after months of begging and him playing hard to get, finally, he's agreed to do it. He's a tough guy to track down. Okay.

And almost immediately, the response has been overwhelmingly positive. The April event that we put on last minute sold out. We've only got one month where we haven't got a Supper Club booked.

So, we're just about to launch. Have we launched now or are we about to launch? Okay.

We've launched a July Supper Club. So, the end of July, we have a workshop, 30th of July. So, if you'd like to do Supper Club with Josh, which I won't hold it against you personally if you do, right?

Then, obviously, Josh brings a different skill set to me. He's got much better banter. He's good with numbers.

So, if you want to enjoy a Supper Club with Josh, he is hosting a new date on the 30th of July. Yes, it's the Tuesday. So, probably more for those people who are local or who want to come up for a couple of nights before advance.

It will sell out as soon as we launch it to the programme. So, you, ladies and gents, have got first opportunity to secure your place with Josh at Supper Club. Private dining this today at lunch.

If you check out your name badge and you have a green sticker on it, then you'll be on my table. Another level up. If you have an orange sticker, you owe us money and you should go and see Bianca at the back of the room.

You're actually having lunch with Ben Kilner. He's going to be doing the, oh, look at that. Everyone's so happy about that.

So, no need for us to read out names. Check your stickers. You've got 75 minutes or so to come with a challenge, a question, a problem, something you want to share, anything you want, anything you need over lunch.

We're all yours. OK, before I go on to our guest speakers, actually, I do want to announce something. So, I spoke about this last month and I'm going to just give everyone an opportunity now to join us at the AGM.

So, who got tremendous value from strategy? Let's have a show of hands. I actually put in a PowerPoint presentation together delivering it.

It's fantastic, isn't it? It gives you an accountability spike. OK, and that's what the next milestone is for us all as entrepreneurs is actually creating a business plan.

So, we've got this idea in our head about how the business is going to go. We think we've got it all figured out. But actually, until we write it down in a document, it's very unlikely we have it as figured out as we think.

And it's almost guaranteed that your team don't have a clue. But I told them and it's like, yeah, but have you shown them? Have you taken them through it?

And in the same way, delivering a 10-minute slide presentation to your peers in here and to your teams in your different, you know, in your respective locations across the UK is valuable. An AGM, a printed business plan is exactly the same. OK, so this is our next big accountability spike.

And if you want to look in the center of your tables, you should all have these brochures for the AGM. OK, so this is so important. Like we did last year, we're dedicating a whole day to actually getting this written.

OK, so I'll let you pass those out. Why do we do this and why is it so important? OK, so just to get everyone's attention, let me just explain why I think this is so important.

OK, everybody. So I've given you the brochures and everyone's distracted. Most people think that a business plan is long, boring, detailed.

If you write it, it just goes in the top drawer. You never look at it. It's like this arbitrary rubbish thing.

But none of us signed up for we wanted to become entrepreneurs. We don't look at a business plan like that. Our business plans are super simple and easy to understand.

They're 10 pages. They're not boring and they get used. They get there on the desk.

They get referred to. They have our targets in. They have our dates in.

They come out every QGM as a reminder of the plan. They make it very clear to people what you're going to be doing over the next 12 months. It's their roadmap.

And when they think, hang on, what's this? It was in the plan. Remember, you can send this out to your team members, to your spouse, to your investors, to your to your customers, if it's appropriate, and show them what the business is up to.

It's a tangible document that basically articulates all the vision that you have for the company for a year's time. But in the same way that we don't just let you do your strategy day presentation in your head at home in your pants. OK, we all need to write one of these.

OK, this is our business plan for last year. We actually need to formalize it and publish it, because this is the value when you actually put it on paper and are able to show someone it. That's why brochures are so important.

So anyway, we do the AGM. Lots of you are nervous because lots of you came last year. So just to run you through what's included.

The cost of the training is £750 for the day. And that means myself and my team will take you through how to write one of these. How to write one of these from start to finish.

The blueprint will go through every stage. I'll set you up with how to do the next stage. Then there'll be time in the room to actually complete it.

Ask for help. Stick your hand up. Get it done.

OK, because the biggest challenge, there's two challenges we've got. One is none of us really know how to write a business plan. And the second one is we're all too busy to actually write it.

So this event will solve both those problems. You'll walk out at the end of it with a business plan actually done and you'll know where the gaps are. So it will go from nine till six.

And at the end of the day, we'll share with you the printer where you can actually get it published. If you're at that point when you've finished it, you can send it to the printer that day. Probably one of the cool things about coming on the day with me is that you'll get to see our business plan for 2024.

We'll get you to sign an NDA, but you'll see the business plan for PE for the next 12 months. That alone is worth £500 to see that. It'll inspire you.

You can get behind the scenes and it's going to give you something to copy, if you like. Who came on the AGM last year? If someone who came here last year, because there's quite a few in the room, would you mind sharing?

Because obviously some people haven't been on this. Some people missed out last year because it was oversubscribed. The board are coming on this.

My mastermind are coming on this. So for people that are on the fence or don't know quite sure if they're going to get the value, obviously it's a significant investment. Does someone want to share?

Would anyone mind sharing? Who have we got? Umesh and Max.

Perhaps that'd be great. Thank you, guys. How did you find it?

How does it just give people the inside scoop?

[Speaker 5] (22:59 - 23:29)

So it's really good spend of the day. I definitely think you've leveled up because the 24-hour event will make it a lot more productive. There was elements of the business plan that I was supposed to work on after I left the room, and I didn't do it.

I didn't finish off sections, and those were the things that didn't actually deliver. All the other things, I didn't even look at it after that, but I ended up delivering on all of it. And when I did my reflection, I noticed that everything I delivered on was what I wrote in that business plan.

[Adam Goff] (23:30 - 23:42)

And what you didn't was what you didn't put in it. Exactly that. So it shows you where the gaps are.

Nice. Thanks, Umesh. Max, how did you find it?

Because you're coming again next year, right? You've already booked on for next year. Max?

[Speaker 19] (23:42 - 23:57)

Yeah, I mean, I've never done a business plan before. That book that you just mentioned was definitely worth the £500 that I spent last year, for sure, because I've never seen one, never written one before. And that gave me a really clear direction in terms of exactly how to do it and just kind of copy it onto my business.

[Adam Goff] (23:58 - 24:09)

Fantastic. Anyone else want to share? Anita?

Yeah, that'd be great. Thanks, Anita. I'd like to say it's a great document, but Dan wrote this, so it probably is, of course.

Yeah, let's take credit.

[Speaker 11] (24:09 - 24:45)

Yeah, so I also came last year and I'd actually never seen a business plan either. So it was a really good learning process. But I did take away a business plan at the end and I did add to it, which I did then throughout the year look at.

So it was also it made me do it. So by coming out of the normal day-to-day role, actually sitting down and doing it with everybody else, I was made to do it. So I think the value also is you're coming away from your normal day-to-day activities and you have to get it done because that's what you've...

You've invested time and money to be there. So, yeah.

[Adam Goff] (24:45 - 27:00)

Absolutely. Thank you, Anita. Exactly.

So the biggest challenge is we don't know what we're doing. The second challenge is we want to get it... We don't have time to get it done.

So if you come up the day before the April workshop and commit the day, then you will get it done because, you know, I'm like, I'm militant. As some of you have seen today, you felt my wrath by the people that came late. So it's like we will get it done and I'll lock you in that room until it's done.

So, like I said, you get to see our business plan. If you want to come for the overnight. OK, we are making it...

There's also an experience option. So if you want to come the night before and you want to be bright eyed and bushy tailed the day before, we're also going to include a walk and talk. We'll meet at five o'clock.

We'll do a walk. We'll do a couple of laps, maybe do a gym club if people are keen. We'll have dinner together and then people can have breakfast together the next morning.

So if you want to make it an overnight experience, we can do that. And the cost for that is £1,000. But because you guys are on advanced, all right, we are going to give you a discount.

So, hey, so if you want to come for the day, all right, it's not £750, it's £500. OK, so you'll get a £250 discount. And if you want to come on the overnight, you'll get £350 discount.

So it's £650. OK, so we're calling this the most valuable 24 hours you'll spend on the business this year. If you think about your strategy day being probably the most valuable 24 hours you spent on your life, because it's like your life by design.

This is the same thing for your business. Then you walk away. You've got your plan.

You can show your team this is what I'm doing. I've absolutely nailed it. And then you can hold them to account, hold yourself to account for the rest of the year.

So for those people that want to sign up, I did talk to you about this last month. The code, the discount code you need, if you scan the QR code, it will take you to the website. All right, so you can put it on your action list.

You can do it now if you want. The code you need is AGM24VIP for the day and then EXP24VIP for the overnight. So hoping to see lots of you there.

Last year it was sold out. There's a couple of people in the room that missed out. So if you want to come, I'd suggest obviously getting in there nice and early.

Any questions about the AGM? We'll move on. Yes, Rachel will get her.

Well done Lauren, thank you. I have got a mic here. No, no, no.

Lauren, are you going to make it? Well done.

[Speaker 10] (27:05 - 27:07)

For partners, is it the same price?

[Adam Goff] (27:08 - 27:09)

Yes, it is.

[Speaker 10] (27:09 - 27:10)

And can we bring them?

[Adam Goff] (27:11 - 28:34)

Yes, you can bring partners. Let's talk about Paul. Obviously, he's a veteran.

So let's talk about, maybe we'll talk about Paul after. But yes, at the end of the day, it is per seat. So at the end, we can't unfortunately discount for the partner because it's going to be full.

So it's seats in the room. So yeah. Any other questions?

Okay, good. So it's my favourite bit of the month. The open mic accountability.

Let's get this going. So ladies and gents, this is your chance to share a celebration, a success. Perhaps ask for some accountability from the community for something.

So if you have something you would like to share today, you can start to make your way over to my this side over here. For those people that wanted some accountability. So I've got a few few ones from people from last month.

So Umesh, number one, so your accountability. Yeah, you're over here. Yeah.

So obviously, your commitment was to. This is why I'm here. This is why I'm here.

So your goal is to get to 90 kgs by June, right? So 90 kgs by June. If we get Umesh a mic.

How are you getting on? Umesh? How are you getting on my friend?

[Speaker 5] (28:35 - 29:27)

Yeah, really good. So I hate gym because I haven't been for 12 years. I was really, really scared to go to the gym.

I've been going since January three times a week at a minimum. It was one week where I went four times. Crazy.

I have gone from one hundred and four kilos down to ninety three and a half. That's not been through the gym because I've only just started that. That's been through the walking, the water and just being careful and why and sleep.

So really, it's the simple, basic stuff that you guys told us a year and a half ago that we ignored that actually does it. So, yeah, thank you. Amazing.

Well done Umesh. That's fantastic, isn't it?

[Adam Goff] (29:30 - 29:51)

Great. Suzanne, Suzanne, Suzanne. So you can stand up, Suzanne, if you want.

So your big accountability piece was to launch a podcast, just a small thing. How did you get on? It's launched.

Can you give us a bit more meat on the bone?

[Speaker 15] (29:52 - 30:12)

So we went and filmed, did 12 episodes in one day, which have all now been edited. And they're going to be put out on YouTube, Apple, Spotify. So, yeah, first one's live.

There's been some soundbites on social media, but the actual 15 minute podcast is available. So please share.

[Adam Goff] (30:12 - 30:13)

Have you posted it in the app?

[Speaker 15] (30:14 - 30:14)

No.

[Adam Goff] (30:14 - 30:20)

Cool. Put that on your action list. And 12 episodes in one.

That's amazing. So you haven't got the stress of the whole next week, next week.

[Speaker 15] (30:21 - 30:25)

We've got 40 left to do because we're committed to one a week for a year.

[Adam Goff] (30:25 - 30:26)

Yeah, great.

[Speaker 15] (30:26 - 30:27)

So, yeah, really well done.

[Adam Goff] (30:29 - 30:51)

Yeah, well done. Post it in the app, please. Post it in the app, please.

And last but by no means least, Casey. Where's Casey? So, Casey, your commitment was that to run alongside your £50 for 50.

You're going to do 50 favours for turning 50. Is that correct?

[Speaker 16] (30:51 - 31:18)

Yes. So 50 gifts of some sort. One day each day for 50 days.

The 50 days before I turn 50. If you all missed, I'm turning 50. It's now less than 50 days, so I have started.

And my commitment was to be putting it onto social media because I'm a little awkward about social media. And I've been doing that. I'm not doing it.

I actually hired somebody else to do that. So I just send them the content and they're doing it.

[Adam Goff] (31:18 - 31:39)

So, yeah, it has begun. Congratulations, Casey. Yeah, well past execution.

Basically, Casey's running a campaign. Absolutely spot on. She's like, it's coming.

She's done the shake the bottle. And now she's running a campaign. Campaign is 50 days.

Posting it. Right. Anyone want to come up and commit for next month?

Absolutely. Let's give Chelsea Sandberg a massive round of applause.

[Speaker 17] (31:41 - 31:47)

Form an orderly queue, ladies and gents. Form an orderly queue. I think I just ruined it.

[Speaker 19] (31:47 - 31:48)

Sorry. Go for it.

[Speaker 9] (31:48 - 32:35)

I think I just ruined it. That's OK. Don't worry.

So mine is not a commitment. Mine is just to say, for those of you who didn't get to hear my Strategy Day presentation, I committed to doing a TEDx talk, which I actually did do on the 20th of January, which is a lot harder than people think. I had to learn the whole thing without any prompting, which takes a really, really long time.

So I'm super proud of myself. And it will be on YouTube for the rest of my life. I feel like I've signed a massive document that said it will always be there and you can't change it.

So, yeah, I did my TEDx talk, which I'm super proud of. And the other thing on my Strategy Day presentation was to do a half marathon. And I've signed up for the Amsterdam half marathon, which is in October.

So I just wanted to feel like I've actually tipped some things off my Strategy Day.

[Speaker 17] (32:35 - 32:39)

So thank you very much. Massive. Well done, Chelsea.

Well done.

[Speaker 4] (32:46 - 33:46)

I'm sorry. Go for it. Hi, everybody.

So a couple of months ago, I came up here to say that I was trying to overcome my public speaking. And I took it a step further last week by going to a public speaking course, three days, which is amazing. Highly recommend it to everybody.

And I've taken it one step further now. And some of you might know that I'm very much into mindfulness and meditation. And what I'm looking to do is to convert this passion actually into a course to actually teach to people.

So what I actually wanted to ask everybody here was some of you I have spoken to and some of you have already shared. But if you are into meditation or mindfulness or have already done it, it would be great for you just to reach out to me. Because I'm just trying to get as much information about it as possible so that I can actually just apply this to my course.

So I'm going to stick it on the Circle group. And if you could just reply to it and then we'll have a conversation. That'd be amazing.

Perfect. Thanks, Matt. Well done.

Let's go.

[Speaker 14] (33:51 - 34:20)

Afternoon. Just want to let you know about a little win. When I was first strategy session with my team, my leadership team this week on Wednesday, been in business a lot of years, never done anything like it.

And the feedback and the mindset changes, this was on Wednesday. So the feedback and mindset change yesterday from the team, looking at the KPIs and that has just been unbelievable. We should have done a lot sooner.

And yeah, just stick to the blueprints. It's really good. Congratulations, Anthony.

Well done, mate.

[Speaker 8] (34:25 - 35:12)

Well done. No worries. So two and a half years ago, as part of the program, we created my wife's standard practice.

So from zero to 1500 patients in two and a half years. And we grow the business extremely well, applying everything that we learned here. But there is a point now that she's not happy to be working in the admin and she wants to sell the business, which is part of our strategy this year.

So at the beginning of the year, I said, I'm going to have the practice live for sale in March. And to do that, I had to have the accounts last year ready in February. So what we're doing now is I have the accounts with me and the practice is going live in March.

So the goal is to sell it until the end of the year. And that's going to be a massive sale because, again, that's her financial freedom sorted.

[Adam Goff] (35:13 - 35:16)

End of the calendar year or the business year, just so we can hold you accountable?

[Speaker 8] (35:16 - 35:16)

End of the year.

[Adam Goff] (35:17 - 35:19)

Fantastic. Great goals. Give Roberto a big round of applause.

[Speaker 7] (35:26 - 36:18)

So one of my strategies, one of my goals this year is to stop giving out service where we help small business owners like us, we know Roberto's wife, sell their business. And the beauty about this particular way of doing it is that it's a guaranteed sale virtually sold in less than five months and no capital gains tax to pay. So it's something I started looking at building out in January.

And in last week, Dan challenged me to get a brochure ready for today. So it's here. So if anybody is looking to sell their business or knows anybody that wants to sell their business, particularly by the end of the year, and you don't have the gains tax, then, you know, come and have a chat, take a brochure and then we'll book a call.

I want to also say thank you to the oversubscribed team for getting it done. And I say team because Chris has admitted that he didn't actually look at it before it came out. Nice.

Well said. Good job mate. Rachel?

[Speaker 10] (36:23 - 37:02)

Thank you. Ashley's going to laugh about this, but I would like to commit to walk every day. And that sounds like a really simple habit.

But one of my objectives this year is to lose 10 kilos, getting rid of all that cargo weight that I put on when I used to live in Spain. I'm doing really well, really consistent. I put loads of badminton, but I think everyday walking will really, really help.

I really struggle when it's throwing down with rain. I was speaking to Umesh today. So you just got to put a coat on and just get on with it.

So I'm committing here today to walk every day. How much? How many steps?

Half an hour a day.

[Adam Goff] (37:02 - 37:03)

So 3,000 steps.

[Speaker 10] (37:03 - 37:08)

Just half an hour a day. Half an hour. Half an hour is good.

Chill out Valerie, relax.

[Speaker 17] (37:11 - 37:18)

Go, you come, let's give Rachel an applause. Go, you come second, I'm surprised you don't.

[Speaker 6] (37:19 - 38:36)

You think you're in the joint, don't you? Right. Hi, everyone.

So this programme is fantastic, but it bubbles up lots of weird crap. So I'm going to tell you about my weird crap. So last week, I sought out Tom because I listened to him on a podcast.

And in the last four weeks, I met up with Tom. That was brilliant. Thank you.

And Tom told me about how he started in Tony Robbins. And the next day or so, this invite came in from Tony Robbins. So I went on an online course for free, Tony Robbins.

It's about your identity. So I did the process and I worked out that my identity is that life is a struggle. I'm really proud of how struggling I do.

And when I was younger, my mission was to work as hard as possible. I think I used to keep my pace loops. And one week I did 120 hours and I thought I was nailing it because I was working so hard and there was no time for anything else.

When actually, I got it completely wrong, hadn't I? So I'm going through that journey. So now life is a breeze for me.

This is my new identity. So if you talk to me and say, how's it going? Yeah, life's a breeze.

And so hold me to account. Not the struggle. And I need to change my mindset.

That's amazing.

[Adam Goff] (38:43 - 38:48)

Last but not least, Sarah Lloyds. I need to go. No, no, I didn't see you there.

My apologies.

[Speaker 12] (38:48 - 39:21)

I'm only doing this because Matt keeps giving me a heart attack every time he comes up here thinking he's going to out me. But I have been a hobby pianist for quite a long time. And I've actually been invited to play professionally at a wedding this year.

And I'm absolutely cracking it because I get really bad stage fright when it comes to music. But I, if I can, and if the Belfry will allow me, would like to play a piece for you guys at some point ahead of that wedding to commit to my first performance.

[Speaker 17] (39:23 - 39:24)

Yeah, absolutely.

[Adam Goff] (39:26 - 40:40)

Bring it on. So you're going to bring your keyboard and then. Fantastic.

We'll set you up at the front here. That is open mic to the next level. Yes, give everyone a round of applause for some amazing achievements, some great commitments.

Love it. Love it. OK, moving on.

All right, moving on. So we have some important news for you. Some very important news.

All right. There has been a there's a lot of shifts happening, just shifts happening in the world. And it's to do with technology and it's to do with artificial intelligence.

And these next two sessions are going to make sure that you're ahead of the game. You're hearing it first before anybody else. What you don't want to do is get complacent.

You don't want to get complacent and not see these big changes coming. We know we're in the age of the personal brand. Would we agree?

The currency now is followers. It's eyeballs. This is what is cool now.

This is how you get status. This is it. And everybody has an online presence and a brand.

But there are things that are changing. And the man, when it comes to personal branding and digital marketing, we know he's the man. It's Mr. Chris Moss. So let's give Mr. Chris Moss from Oversubscribed a massive round of applause, please. And welcome to the stage, Chris.

[Chris Moss] (40:45 - 42:41)

Hi, everyone. Just to reply back to Teju's comment, he turned it round in about four days, which didn't give me my usual check process. I only see it right at the end of the process.

And on that occasion, I didn't. I normally do. So just a caveat there.

I'm really excited for Ben's session on AI and how we can supercharge our winter hit lists. We did some work with Ben on AI and how we could implement it into Oversubscribed last year. And without a doubt, Ben's knowledge on this stuff is incredible.

So I'm really looking forward to that session. However, AI is having a huge impact on the digital marketing landscape. And this is something that most business owners don't actually realize is happening.

If we implement this, there's an opportunity in a really small window that we have. However, if we ignore what I'm about to share, without a doubt, we will all get left behind. And it's only going to get worse as time goes on over the next one, two, three years time.

And this one huge change that Dan wanted me to share with you all is something that affects every single one of us in this room. And it's the impact that AI has had on Google and the changes that they have been making to combat those effects. Some businesses and some websites lost 50 percent of their traffic at the back end of last year, almost overnight because of these changes.

So some of you in this room probably potentially were affected by it, may not realize at this point, but it's a huge change that's happening. Has anyone seen the helpful content guide and the update that Google did?

[Speaker 17] (42:41 - 42:42)

OK.

[Chris Moss] (42:45 - 55:25)

What it is, is it's Google updated its algorithms. So when you search something on Google, the algorithm decides who do they show? What businesses do they show?

What does that look like? Google changed massively how they actually went about doing that and who do they decide to show and who they who don't they? And the reason for this is, is what AI has allowed people to do is create huge volumes of content almost overnight.

So using chat GPT, I could go on there and I could create loads of content very, very quickly. And that's a problem for Google because some of that content may not be accurate. It may not make sense.

And that was starting to cause a massive problem because Google's aim is obviously to show you stuff that is accurate and is is good. As an example, I could write loads of content on chat GPT, put a website up and look like a expert at law as an example. And I'm not.

So a lot of that content, it might be accurate. It might be helpful. It might not.

I have no way of knowing whether it is. So what Google has done is they've massively update their algorithms to try and make sure that people can be visible. If we don't adopt and make these changes so that Google, when they call your sites, can figure out that you are the real deal, then there's a good chance that you don't have that visibility online.

Google are the first to make these changes. But without a doubt, this is going to be happening across all the social platforms as well. It doesn't matter if you haven't created any content on chat GPT.

Google don't know that whether you have or not, it's whether they can figure out whether you're the real deal or not. So it might be that you've never put any AI content on your website. But if you don't have certain things on there, then you still won't be visible because Google won't be able to tell.

Are you real or are you fake? So here's some of the headlines that you might have seen coming around recently. So this AI one on the right here is one that's kind of more of a scary one.

So there was over 50 pieces of research that were created by AI. Someone would have done it, not the AI. That hasn't happened just yet.

It's coming. However, that those 50 pieces of content, some of that made its way into academic journals. And this was fake research.

It didn't actually exist. Yeah, it's getting into academic journals, which are then used at the sort of highest level to make decisions. Another one from the World Economic Forum at the back end of January.

One of the key things they highlighted for this year was the potential challenges that AI is going to have with the elections around the world this year and the fake news and the fake content that was coming out. And that key action was was the pressure they were putting on governments around the world to combat this and the social platforms in particular to make these changes. So if we want to make sure we don't become invisible online.

And as I said, it's only going to get worse. And there's certain things we need to start thinking about and incorporating into our sites to make sure when people search, they find businesses. So what Google did is they totally changed their algorithm and totally updated it.

They did it about two years ago and sort of tested some of this stuff. And then as of the back end of last year, they rolled it out in a big way. And as I say, lots of people were massively hit and impacted by this, by these changes.

What Google implemented was something called EAT. So E-E-A-T. It sounds like something that is made up by me on Property Entrepreneur.

And it's not. This is in Google's report that I'm sort of sharing here. So what that stands for is experience, expertise, authority and trust.

And these are the things when Google search in your site that they're trying to figure out, do you have these things? If they can figure that out, then they know, OK, you're likely to be the real deal, in which case they're going to show you they're going to they're going to prioritize you. If they can't figure these things out, then they don't know.

So then they're not going to. And you'll just get pushed down on the rankings. So I'm going to take us through these things and how we can actually practically implement these into into our businesses.

So the first one is experience. And this is demonstrating to Google that you've got firsthand experience in whatever it is that you do. So a couple of the things to include in that are case studies, potentially, which shows that you've clearly got experience in it and founders story.

So these algorithms, they search the site, they call the site and they're looking for keywords, certain things that suggest, OK, there's credibility here. The next thing is expertise, and this is, is the author qualified to talk about this stuff? Is there a qualification?

Are they qualified? What's their history? So the things that we can include for this is things about you pages in terms of about you as a director or a team member, and then also about your team.

So bios for your team. Again, it's just really showing that you have that expertise. The next is authority.

And this is what do other people say about you? So what is it that other people are saying about you? This is things that you can show things like accreditations, awards, but then also links from other platforms to your platform.

So you might have won an award as an example and as a link from their platform to your website. And that just shows to Google if lots of people are pointing towards this website saying that website must be good, then they're going to prioritize that. And if it's from an award or an accreditation or a body, then that's going to have a higher impact.

Also links from socials as well and things like that. So Google is such, OK, there's some substance to to this. And the next is trustworthy.

So are you a trustworthy company? And the things they're looking for with this is customer reviews. When you're linking to your socials, your socials have got engagement on, they've got real followers, they've got they've got activity going on there.

So these are the key things that we need to implement. And what this basically means is the days of a faceless business and not having you as part of that or team members part of that are totally sort of over. But that's not going to be possible moving forward because Google needs to figure out, are you the real deal or are you not?

I think we all understand in here how important a personal brand is. We kind of all know those same people. They've raised their profile.

They've built credibility. They attract people into their businesses and they win business and have better businesses because of it. I think we all understand that at this point.

However, this is becoming more important than ever because of the rise of AI. And if Google, the social platforms longer term can figure out there's a real person, there's real people behind this, this team, then it's going to be prioritised. You're going to get more visibility online, whether that be Google social platforms or anywhere else to show some examples of this.

So on Property Entrepreneur, you'll see things like the links from the social channels. You'll see obviously photos of real people and you'll see accreditations and awards from industry ones as well as property entrepreneur ones, links to the podcast. So these are all the sorts of things that we need to be including about you section, about the team section just builds up this full, full picture.

YouTube as well. Google owns YouTube. So anything, anything else like this that can build that credibility, the better.

And then obviously podcast, social channels, Instagram, TikTok, all of these feed into that picture to sort of make sure that it's very clear that you're, you're credible and real. Here's another example of Garrett. I don't think Garrett's here.

So we created the personal brand for Garrett and this was so that he could sort of identify exactly where he is, what he stands for. And he could then build off the back of it, these various credibility things to showcase he's the real deal. He knows his stuff.

He's got a huge experience in what he does. And then he could build off his social channels as well. Another examples of this, and this is where it kind of all starts really, is building out that personal brand.

What do you stand for? Who are you? And just getting real clarity on that.

And we do that through a personal brand guidelines. And that is, here's some examples of Susie's, Umesh's, Rachel. And it's no surprise.

These are people in the community that we all all recognize. And what this does, it establishes you and allows you to just stand out from everyone else. This isn't just on Google, but this is obviously just in the marketplace in general.

Hopefully that's give you all enough of an insight and some things to take away and be able to actually implement yourselves and make sure you've got these things on your site. If you did want support in raising your profile, building that credibility, building out a personal brand, then that's something we can help you with. I'm just going to quickly run through a personal brand bundle that we've got that I think might be of interest for anyone who is wanting to raise their profile.

So the first part, as I say, is the personal brand pack. And what this is, is defining what is the logo you've got? What position do you have in the marketplace?

What are the colors, the fonts? And just having that real clarity of this is what my personal brand is. And you will have seen all of Dan's, Josh's, Adam's, you'll see their personal brand logos on the start of all of their slides.

And that's what we're building out with this. The next is a personal brand slide deck. And this is a PowerPoint document that has a title slide.

It has a intro slide and then a content slide so that whether it be investors, clients, team members, it's a professional presentation that you can then give. And then the final one is a personal brand document that can then be built into a brochure or whatever it might be. Show investor deals a little bit like what Tej has got there.

Also, this is what I think is the best with this bundle is incredible is our bonus, which is the oversubscribed content calendar blueprint. And this is literally the last three years of us figuring out how do you or how do we help our clients put content 365 days a year across all social platforms for less than a day a month of their time? And what is the exact process and structure and systems and tools that we use to make that happen?

For anyone that's tried to do this themselves, you'll understand how incredibly difficult that is. And this is our full end-to-end process as well, which looks, these are some of the platforms and the tools that we use. So if anyone wants to take us up on this bundle, what that is, is the personal brand guidelines worth £1,500.

Personal brand slide deck worth £500. Personal brand Canva document worth £500. And then the personal brand content calendar system.

So the total value is £3,000. However, there is a Property Entrepreneur community discount for anyone who wants to take me up on this. It'll only be live between now and next workshop, where it will then be, the programme will get a chance to take us on this.

And we've only got limited capacity. So the discount price is £1,699. There's a QR code in the workbook.

It will be done on a first come first serve basis if anyone wants to. And if you scan that, you can just register your interest and then we can have a conversation to see if it's a good fit. I hope that was useful and insightful.

And I will be about all day. So if anyone's got any questions, just let me know.

[Adam Goff] (55:30 - 58:49)

Fantastic. Okay. So look, Chris, great update.

Knows what he's doing. For those people that haven't got a personal brand yet, such a great investment. The offer's there.

There's no hard sell. We all know we can trust Chris. Most of us like him.

So if you are thinking of doing it, if you are thinking of doing it this year, you know, why look elsewhere? You know, he's part of the family. And I think that's a pretty good price, to be honest with you.

Okay. So that was the price. It's in the workbook.

The QR code's there. I'll leave you to do that in your own time. I want to think about, but some of you I know have got objectives around this.

So it's just like a no brainer. We're making it so easy for you here. Moving on.

So the art of AI. So the art of AI. Who caught Ben's session last year on this?

Yeah, nice. Who's looking forward to this session already? Exactly.

Okay. Things are moving at a pace. People are catching this out.

There's reels now and YouTubes that are completely made by AI. Who else has seen those? It's like Joe Rogan talking about some topic and you're like, did Joe Rogan really say that?

And then all the comments is like AI, AI, AI. And you're like, oh, sugar. Yeah.

So this is serious stuff. This is happening right in front of our eyes. And some of us have got our heads in the sand and other of us are embracing it.

So when I thought about how to really drive this home to everybody before I invite Ben on, I thought about this film. Who's seen the film BlackBerry? Just me and Ashley then.

I spent a lot of time on a plane over 100 hours in the last six weeks. I've seen all the films, but this movie, I think encapsulates, have you seen it Ben? This encapsulates what the point I'm trying to make.

BlackBerry came out of nowhere, innovative, completely owned the mobile phone market, completely dominated Nokia. Remember, everybody wanted a BlackBerry, called it a CrackBerry. It was like, you could email, Shaney's still getting shivers because she's from the city.

She remembers when she literally like transplanted into her hand. That's what it was like. And then out of nowhere, the iPhone came out and it was the BlackBerry killer.

How many people have got BlackBerrys now? Stephen's got one. I don't mean like in your attic as a memorabilia.

No one uses BlackBerry now, but this just shows how quickly things can change in tech and that's hardware. This is software. So we don't really have time to wait.

We need to start using AI and there's no better person to introduce this, to get us up to speed than Mr. Ben Kilner. For those people that don't know Ben, Ben was a double PE award winner on Advanced in 2020. He won property entrepreneur of the year and dealer of the year.

I think he's the only person to have ever done that. Incredibly successful. He's now on this mission.

He's now got a mission. He's one of those guys to help people make, restore and explore because he's just so curious. He's got this fantastic brain and we're really lucky to have him.

From doing that mission, from his posts, you've seen the posts of him rowing down the Thames. He's gathered a social following of over 450,000 people from that content that he's put together. He's now an AI investor and consultant and he is the man when it comes to artificial intelligence.

So let's give our former property entrepreneur, delegate of ours, award winner, the man himself, Mr. Ben Kilner, a massive round of applause, please.

[Speaker 17] (58:54 - 58:58)

Hello, everybody.

[Ben Kilner] (58:58 - 1:45:12)

How are we doing? Very many familiar faces here. It's good to be back.

So today we're going to be talking about the art of AI and how you can begin to sort of master the machine and begin to manipulate it to do your bidding. So we're going to start off with some news. We're quite tight on time because Adam has been talking a little bit too much.

So we're going to just do one bit of good news here rather than the whole lot. And the one I'm going to focus on is Neuralink. So this is one of Muskies companies.

And it essentially embeds chips in your brain, reads your brainwaves. And the intention is to use that to allow disabled people to then reintegrate into society. That is just the headline marketing.

Behind the scenes, though, the intention is to build cyborgs. So begin to incorporate carbon based life forms like ourselves with silicon based life forms, which AI is. So we're very much limited by our bandwidth.

We can speak quite slowly. We can type even slower, whereas machines can talk to each other at the most phenomenal rates. So this will be that extra bridge which allows us to communicate with what will be our superiors at some point in the future.

Computers. We've got Trump reading here. So I'm going to focus on Taylor Swift's deep fakes recently.

So a rather unsuspecting individual created some images of Taylor Swift doing something naughty in public recently. And the backlash from this was phenomenal. He basically has been almost lynched, not physically, but in every other aspect he's been lynched.

So he's had to leave his home. He's had to basically disappear. And this is the natural result of us creating a tool which can blur the lines between what is real and what is fake.

People will use it for nefarious purposes. So that's the bad news. Let's have a look.

A quick reminder of what is AI. So everyone here has seen my presentation from last year, I think. Overall, AI, artificial intelligence, it's simply a term which is coined to describe computers which exhibit humanlike behaviors.

That's it. Then underneath that, the mechanism by which these machines learn is called machine learning. Very self-explanatory.

However, under that umbrella, there are neural networks, which is what most of the large language models and other large AI models focus on. And the way they work is they have the digital equivalent of a brain. We've got nodes, neurons, and then a massive network of these, which over time, when fed data, can strengthen and weaken.

So it's exactly the way our brains work. So if we get positive feedback, we will strengthen those pathways. And if we get negative feedback, we will weaken those pathways.

And that's how we learn. So let's have a look at a comparison between the human and AI lifecycle. The human lifecycle, everyone here is aware of.

It starts off as sort of parents doing wonderful things and then creates a body. And then you've got this human which grows up from that. The AI models out there at the moment are very, very similar.

So you've got a neural net design created by humans. And then you've got hardware on which it lives. And then you feed it electricity and then data.

And the data is very much like experiences for humans. The better the data, the better the human, let's say. And then over time, as this model begins to perform, you give it feedback, thumbs up for doing well, thumbs down for not doing so well.

And that's called reinforcement learning. And then you put it out to play as you start asking it to problem solve. And if it does well, great.

If it doesn't, you can always update it if you need to. And you can replace it if better models come along. The key difference between these two life cycles are that these models will work literally 24, 7, 3, 6, 5.

Whereas humans need to eat, sleep and do other fun things. So they already have a massive, massive advantage. When they get a little bit old and tired, they can be retired without complaint.

No one complains. So this is very good. I'm going to leave that one there.

But we're going to come back to some of the bigger existential questions around AI at the end. So why now? Everyone hopefully can remember this from last time.

And there's one missing ingredient. So models have been built ever since the 50s. They started very simply through the 90s.

We got chess playing models. They were amazing at the time. And over time, they have got better and better.

Then hardware. Hardware was actually one of the main limiting factors for a very long time until, according to Moore's law, we have begun to sort of double our computational power every two years, which is huge. And we're now on a super steep part of that exponential curve.

And then demand has always been there. We have individuals, companies, countries and the whole globe looking for cheaper, faster labor. And then the final ingredient.

Can anyone tell me what that final ingredient, which is missing from this magical mix? Data. That's it.

Yeah. So massive, clean data sets. We've had the Internet around for ages.

We have a tap into most human beings' pockets via their phone. We know where they go, what they do, how they spend their money. We know pretty much everything we can do about humans.

So that data set is massive and it can be cleaned and is cleaned for training these models. So the current pros and cons. This is going to change throughout time.

However, we're going to look at the pros very briefly. The pros are quite obvious. We've got productivity, innovation, reduce mundane tasks.

And then we've got data driven decisions, which I think was probably the most powerful thing on this list. And then the cons, which we're going to focus on, because this is always glossed over. I mean, the following slides will show you how you can transform your businesses and do the work of potentially 10 people in half the time.

But you must, must remember, there are a whole bunch of cons associated with using AI. So there's bias and ethical concerns. These models are trained.

Well, first of all, they're built by humans. The architecture is built around a human's brain, essentially. And then you've got the data, which is human data.

It is 100 percent biased towards humans to start with. Then you have sort of more subtle biases. So the further back in history you go, you'll see instances of racism, sexism, slavery, the works, which really isn't very current.

Well, some of it is, but some of it less so. And essentially, these models will have those in their training sets. So just be wary.

If you do come across some strange responses, it could be to do with that. It's very, very rare. And they have built overarching sort of guidelines for these models to avoid these sort of things.

But they are built into that. Job displacement is another thing. This is inevitable.

At the moment, it's just people shuffling around, losing their jobs in one company, moving to another. But eventually, when AI or AGI comes along, so that's artificial general intelligence, we will see mass unemployment and then some sort of mechanism like universal basic income, reduced working days during the week, etc. And then comes the question of human dependence.

I mean, I reach into my pocket every time I need to do any half complicated maths to reach my calculator. And that's a definite crutch for me. And as soon as I sort of begun to use AI to a large extent, I noticed I immediately started drifting towards, oh, could I get AI to do that?

And my brain became a little bit more lazy. So this is going to be a really big one, making sure humans don't become sort of too mushy over time. Then complexity and transparency.

These models are super complex. Being able to drill down to where they got their information from and how they made their decisions is nigh on impossible, even for the models themselves. So you just don't know where it's come from.

But that means everyone has to check what they do so, so, so thoroughly. Then security risks. All the data you put into these models may and probably will be used for training future models.

So sanitise all personal data out of it unless you have the specific agreement of a chat GPT, Microsoft or another provider that they won't use your data for future training sessions. Then overconfidence. These models will come back with very shiny answers very quickly.

It's very easy to trust them and think they're wonderful. Do check everything thoroughly. Right, OK, those are all the cons there, but let's go into the good bit.

Large language models. Who here uses a chat GPT on a monthly basis? On a weekly basis?

On a daily basis? OK, interesting. So we're mainly going to focus on large language models for the rest of this presentation, primarily because they are the largest and most powerful models out there for general use.

There are loads of specific models which are amazing, but this is most applicable to everyone in the room. So options out there at the moment, we've got chat GPT, everyone is clearly aware. Version 4 specifically, I would highly recommend everyone sign up for chat GPT plus and toggle on to version 4.

It is drastically better, is drastically more powerful and better at problem solving. It provides a greater breadth of answer and a greater depth over version 3.5, which is the free version. Paid for is around $20 a month, I think, at the moment.

Then you've got Microsoft Copilot. Until recently, this was a minimum of a 300 seat spend, which I think was over 100k per year. Now they've brought it down to a single license you can buy.

It's a tag on to MS 365, so you've got to pay like $50 for that and then another $30 for Copilot. So the costs do rack up somewhat. I haven't used it yet.

A single seat's only been available for a couple of weeks now. Bing is Microsoft's free version of chat GPT. I'm not much of a fan, to be honest.

Both Copilot and Bing use GPT as its core, but the interface is very, very different. And Google Bart. Google Bart, sadly, is lagging behind.

It isn't as powerful as the chat GPT products. It will catch up at some point, I suspect, given the amount of data they have. Going back to that slide on why now, they hold the most incredible amounts of data, so much more than any other company out there.

So they stand to do amazing things in the future. They just haven't done it yet. So interfacing with chat GPT.

Written, obviously, chat, the online most common interface. I would highly recommend having a go with the voice interface on the app. I was driving up this morning and I had a half an hour chat with this thing about quantum computers, and it's amazing.

Anything that you sort of have an open-ended question about, I would really recommend trying the voice control version. I think you've got around 40 calls per three or four hour period, which means that you can have a roughly 30 minute conversation with this thing. And the depth and breadth is phenomenal.

It's like having an amazing passenger sat next to you. And then finally, custom GPTs. This is a recent launch.

It allows you to sort of preload a chat GPT thread with information. So if you're doing something repetitive, which we'll look at in a minute, you can preload it with, let's say, an AST and then always come back to that AST GPT chat. So those are the three options.

Let's have a look at some examples. I'm going to go through a bunch of examples which cover both personal and workplace examples. I was wandering around the house the other day and was just wanting to test the voice command.

And I came up with this prompt, so please help me determine my purpose in life by using the principles of Ikigai. Everyone here, I think, is familiar with the principle. Yeah.

Okay, good. It came back with just a list of how it works, which is fine. I then wanted to add another question and go a little bit deeper.

So I said, thank you. Please ask me as many questions as you need to find the intersection of my vocation, mission and profession. One of the key things here is asking it to ask you.

So it's very easy to just take that list, which it gives out and feel a bit overwhelmed. If you ask it to ask you in a sequential manner, it will go through question by question, wait for your answer to each question and then move on to the next. And then at the end, it will summarize it and give you your life purpose, which for me actually was quite accurate.

It was quite, it was very good. A bit too long to publish here, but yeah. Another example, life by design.

Next year, I suppose everyone's done their life by designs by now, I should hope. Excellent. Next year, when you come around to it, I would consider preloading a custom GPT with your life by design process.

And ask it to ask you in as much detail as it needs in order to give you the best answer. In this example, I wanted to test how well it could upload a really chewy PDF, which I created back in 2019 about life by design to see if it could read it. And it got about 80% of it correct.

I mean, the formatting on that is heavy. I mean, it's hard for humans to read, let alone a computer. So it did a pretty good job there, but the way to test whether or not it understood you is ask it to repeat it back to you.

So job descriptions, so management and HR within your company. This one's, I would say, applicable to probably most people here. But when you come to it, I would highly recommend using chat GPT for job descriptions.

The caveat around that is depending on where it's going to be posted. So based on what Chris was saying, if you're posting it on your personal website, just make sure that it is a very well written document in order to make sure it doesn't get penalized. So I said, you are an expert HR consultant, please write a job description for a finance director for the business.

For context, the business helps educate property entrepreneurs in how to run their business effectively while meeting their personal goals. They will ideally have experience in a service based company and be familiar with events organization. So I think Dan was looking for a finance director recently.

So this prompt was for him. I started off by giving it a persona. You tell it to take on a particular role or particular narrow skill set.

So an HR consultant. Then I give it some context around the business. And then I asked it for specific context content.

So the experience that that person needed to have. This is generally good practice when you have quite a specific question, i.e. not an open ended question. Give it as much information upfront as possible.

In an ideal world, this prompt would probably be about half a page long with all the context around your business. So it can get your job description spot on. This is what it came back with.

It was multiple pages long, probably a bit too long. A quick prompt could ask it to trim it down. And very impressed.

Yeah, it's something I would be probably 80% happy with. And then a little bit of tweaking and it would go out the door. Personal development plans.

I suspect this is on quite a few people's to-do lists for your winter hit list. So you're an expert HR consultant, HR manager. So this is giving a persona again.

Please draft, not write the whole thing, but specifically draft a personal development plan for members of staff. So here I wanted to create a pro forma to use across all members of staff. And I didn't want it to complete a fully finished final product for an individual.

Because I wanted to finalize the structure before going on to create finalized versions for individual skill sets within the company. Or for individuals. So I did the edits and then went on to ask it to fill it out.

But then for a specific role. So I said, thank you. Please, could you customize this for our sales staff and introduce specific KPIs to track their performance?

One thing here is noticing the sequence of questions. If you think you have a more complex question, break it down into multiple questions and help lead it to the answer. Rather than just hoping that it'll make the logical leap right to the end.

So it came back with some very sensible KPIs, to be honest, within that PDP. I would, for a generic salesperson, be very happy. But otherwise, if it were for a specific person, I'd then go in and make some tweaks.

Staff issues. If anyone's had any staff issues, you know that it can be tricky when trying to, one, drill down to what the actual issue is. And often you'll get opinions from other members of staff and you'll have your own opinions.

But I'd really recommend coming to an objective opinion provider, such as ChatGPT or another large language model. Especially if you're going into a really tricky meeting. So the thing I asked for here, I said, you are an HR consultant, again, persona.

A member of my staff has been underperforming. They are well paid and have been happy in the position in the past. Please help me prepare for their upcoming review meeting by suggesting potential problems and solutions to those problems.

So 15 minutes before this meeting, do a brainstorm and not only ask for what potential issues there could be. Ask for those solutions so you're fully prepared with the answers when they say, I need more holiday, my mother's unwell or something like that. You're already off the bat, ready to go.

Company strategy. One of the things which AI has done, which I genuinely missed out on, I thought it would do mundane tasks first. But one of its strongest suits is creativity.

So if you want to brainstorm, you want to come up with new ideas, whether that's names for your company, images, which we'll look at later, or just even strategies such as this. I would highly recommend coming here and just ask you to brainstorm on your behalf. It will probably get everything you would have thought of, but in a much, much shorter time frame.

If at some point you find a lazy brain setting in, then maybe sit down, do a brainstorm yourself to begin with, and then ask AI to fill in the gaps afterwards. Just a suggestion. So building tools.

I asked Dan if any of the members of the board had any specific questions and a number of them are coming up. This is one of them. They wanted a calculator to use to their value companies with.

So I started off with, you're an experienced CFO, non-exec director, please help me create a high level calculator for valuing companies. Please start by detailing the different valuation methods normally used. So starting out with some research here.

I probably have a valuation method in mind, but I may not. So doing the wide research initially is really good for just making sure you haven't missed anything. Then building up on a sequence of questions here.

Once it's told you about a particular valuation method, you can build on that by saying, please describe a calculator to be built in Excel and the correct equations to use within it. Focus on the discounted cash flow model. So I've gone through these various models, focused on this particular one.

And instead of asking it to create a spreadsheet immediately, I want to understand its logical process behind that, because I suspected it might fall down on the next step. So it's created a really nice, logical way of creating a spreadsheet, which you could then even hand off to a less experienced person to build out for you. Next step was to ask it to create the Excel spreadsheet.

I said, please build a calculator in Excel. And it did. However, the values in there are just values.

There are no embedded equations. And I would in no world choose this layout for my spreadsheet. So I think the export and editing functions of ChatGPT specifically is not there yet.

Ask it for word-based content primarily. It does do image-based generation, but there are better tools out there. It does do formatting of certain other things, but there are other things which do it better out there.

This model specializes in language. Use it now. So, yeah, caution there around asking it to export.

It exports loads of things, just not necessarily to the highest quality yet. Give it another, I'd say, nine months. I suspect GPT-5, or whether we go to 4.5, I'm not sure, will address this sort of thing. Another board request. I've got to create a script for a 15-minute video for my website about the benefits of an ownership trust sale. Witty and engaging.

So the use of tone here is, this is verbatim. This is what the actual request was. This use of tone is really important.

It has a massive impact on the output. And it came back with an amazing script. Timing's good.

Suggested video footage, good. However, engaging, I'd say a tick. Witty, I'd say a slight miss.

Imagine a magical box where you can store your property, manage it easily, and pass it on without a hitch. That's an ownership trust for you, minus the magic, but all the benefits are real. So it's sort of got it.

It knows structurally what to do, but it's sort of missing it, missing the point slightly. So the ways around this. Iterate.

Come back, say, I want you to make it slightly less witty and maybe a little bit more, I don't know, normal business, whatever you want to try. Or a better way of doing it is giving an example of your writing. So preload it with examples of presentations you've given in the past, or your scripts in the past, or even just the audio files from a YouTube presenter whose style you like.

So, campaign. Very much on Chris Moss' turf over here. You are a social media marketing expert.

Please help me create a social media marketing campaign for my board program that runs for three months each summer. During the program, I mentor a small group of property entrepreneurs to achieve their goals. My USP is my track record in property and reviews from previous mentees.

So we've got persona. We've got context. And it came back with an impressively large campaign.

Whether or not all of the contents are applicable to you and your brand remains to be seen. But the sheer volume means that you can then down select from what it's given you, cross bits out which aren't applicable, and then make tweaks where you need to. The things which this prompt is missing is more context.

It needs to know so much more about you and what you do in order to give a more accurate answer. This will be quite a generic campaign. But if you give it specific nuances around exactly what it is you want to achieve, you will get a better result.

Also give it stats on what's performed well for you in the past, whether that's a particular social media platform, short form, medium form, long form, whatever. Operations. This was quite a short request from one of the members of the board where they were feeling a little bit overwhelmed and they wanted a way of breaking down tasks.

This is not what they specifically asked for. I've created a hypothetical scenario. I said, I'm totally overwhelmed with my workload.

Please could you break down these high-level tasks into manageable chunks. Write a company SOP for checking in tenants, and then apply for planning permission for a site extension. So these things, very generic, probably quite applicable to everyone in this room.

And the first thing to notice here is a recommendation to be human. If you are feeling overwhelmed, you're feeling stressed, you're feeling whatever you're feeling, if it's a particularly strong emotion and it's applicable to your work, then include that. These models will always be computers and we will always be human.

We will most likely be more organic, let's say. And telling them how you're feeling will allow them to learn better from us in the future and then how to respond from that. So we'll see models.

Google's recently launched Amy, which is a doctor model and is currently beating humans in controlled trials. And it's that sort of thing which needs that ability to communicate delicately with humans. So the more you give it your humanity, the more it will learn and get better at dealing with that over time.

So initially it came back with just a set of instructions on how to do this. To be honest, I really wanted to do the legwork for me. So I went one step further and added a sequence, another question in the sequence.

And I said, please, could you draft a SOP for checking in tenants to my HMOs? And away it went. And it came back with probably an answer better than I would have achieved on my first go, which would have taken at least an hour.

And I did it in less than 20 seconds. So time-saving is gigantic. But again, check everything to make sure it's applicable to you.

And where necessary, hand it around to other members of staff to get their sign-off as well. This is another interesting one from a member of the board. So each month they send out an email to investors updating them on the progress of our property development projects.

Below is an example of one of the emails. Please just read it. No need to respond.

This please just read, no need to respond is really useful because often you dump a load of information and it'll start replying. It's just like, oh, I think I know what you mean. Let's have a go at replying.

Just say, just read it, no need to respond. And it will come back with saying, okay, heard you. Let me know how I can help.

And then you can add additional questions on. So each month I will update the investors on progress and spend. Please could you update the example email to include the following points.

Overspend will come to 10K and we'll complete a month early. And the key things here are that you've taken an example. You've given an example, which you can then work from.

It will adopt your tone, your style, and email structure. And then you can go away and ask it to make regular and predictable edits, such as this spend and projected completion date. For this one specifically, and a few of the others, I'd recommend using custom GPTs.

So when you're in GPT plus top left-hand corner, you've got custom GPTs where you can preload information. For this individual, I'd say, give it maybe five, 10 examples of previous emails they've written. Ideally identical letters, these monthly updates.

And every time you come back to this each month, you can ask it the same question and it will punch it out in no time. Draft documents. This is where we begin to sort of tread on the toes of potential limitations with hard-coded limitations within large language models and other models.

So I said, you're a financial and legal expert. I'm going to lend a limited company 500K in exchange for 50% of the profit from the sale of a property that will be built. I will receive a first charge on the property as security.

Please draft heads of terms for this arrangement. It came back with a fantastic answer. However, it excluded any limitations around change of circumstances or death, which is probably what I would include in a heads of terms, just as a catch-all.

And you'll find that if ever you wanted it to talk about draft wills and things like that, you have to push it quite hard to begin to mention human maladies, death, et cetera. And this is where it's been hard-coded to avoid these topics for obvious reasons, because people get upset about them. So the next question in this sequence is to, from a heads of terms, draft a legally binding contract, which you can then send out to all parties for signature.

And this is where we come up against an even greater hard-coded limitation within these large language models. And that's legal advice. It won't provide financial advice, legal advice or medical advice and probably not a few other things as well.

Without giving you a warning beforehand. In this case, it basically said you have to go and seek advice from a legal professional, which is fine. And it's definitely the correct thing to do.

And it did create a document, which is probably about 70% of where I'd want it to be. But a great place to start before sending it off to your legal advisor. So yeah, definitely beware of limitations there.

Document search. This is another really powerful one. If you have nasty old contracts, which are just clogging up your company drives and you're just dreading trawling through them for certain terms, upload them into chat GPT.

Would definitely recommend just making sure there's nothing too sensitive in there before you do do that. The way to keep it private is switch GPT into private mode. The major downsides of that is that you lose all of your chat history.

It's like a one thread, one time deal. You go in there, once you're done, it's gone forever. It won't use your information for training in the future, but you also won't be able to come back and find your data in the future.

So make sure it's nice and sanitized. So I did it recently for AST. I said, please read this AST and summarize clauses referring to pets and garden maintenance. And if there are any issues you have with tenants moving out and they have, let's say, missed some certain terms in the contract, you can ask it to draw up those terms, draw them out, and then include them in a well-written letter for you.

And it will take, I don't know, 10% of the time it would take me. Certainly. Custom GPTs.

If you are going to be coming back to this again and again, especially if you have the same AST across all your properties, I'd recommend creating a custom GPT. When you do create a custom GPT, make sure you toggle it into private mode. Otherwise it may appear on the GPT store, which is intended to allow people to make money from their custom GPTs.

So make sure you toggle it into private mode. Otherwise it may appear on the GPT store. In the future, the GPT store may be monetized where people can earn money from their custom GPTs.

I'd say I'd be cautious and I wouldn't put your stuff up there. Just keep it private. So golden nuggets to take away from the large language model piece of this presentation.

So interface, chat. Just normal written, everyone see that? I'll get that away.

Right away, and then also voice. Don't forget the voice interface. It's on the app only.

So download onto your phones. Hold down the little headphone symbol next to the chat box and go for it and be amazed. Custom GPTs, remember they're there.

If you find yourself doing something repetitive or even if you want to create a set of experts within your company, you can do just that. You can call it, let's say, legal GPT. And when you're in a normal chat GPT thread, you can actually call that legal GPT for advice within a separate thread.

You just do at legal GPT and it calls its specific expertise into that thread. Then polite. I'm a particular advocate for this.

These models are always learning from us. And I think remaining polite and calm at all times and just understanding they are machines, they literally don't give a toss if you start swearing at them, but they may well pick up bad habits in the future. So I would really recommend just remaining polite as you would with any other person, let's just say a colleague.

So input, persona, give it a persona. This is specifically for tasks which you already have a very clear idea of what you want rather than an open-ended question. Give it loads of context and where applicable, give examples.

The more examples you can give, the better. Question type, so specific, fantastic. Everyone knows about that.

Brainstorm, use its creativity. It will come back with so many options you may or may not have thought of in the blink of an eye. Even if you have thought of all of them, then it just gives you that extra confirmation.

And it just literally takes seconds. Then open-ended, have these open-ended discussions. Voice is great for this.

If you're out on a walk, if you're driving, hold down those headphones and start chatting. Then sequence, build in a sequence of questions. If you have something really complex, break it down.

If you try and jump all the way to the end, it may well skip something. And adjust, iterate. So if you have any issues with it, just tell it that you have a problem with its response.

Say how you would like it to do better, and it will go and do that. Tone and style, give it a tweak. Length, give it a tweak.

And then feedback, any feedback. Just take that extra 10 seconds to write a little bit of feedback. It will help it learn into the future.

Other uses, so image generation. The largest and most powerful model out there is a protocol called Midjourney. It's exceptionally powerful and this image, literally pixel perfect image is created with a two-line prompt.

The only downside with this, one, it's paid for, not sure quite how much. I think it's like a 10 or 12 quid a month for the version I've got. And two, the interface.

You have to open something called Discord, which is like Slack, but for geeks. And you have to use a command, forward slash imagine, and then put the rest of the prompt in. Once you've got the hang of it, it's really, really quick.

Another example, so this is one of Kevin's projects. Did he run away? There he is.

So this is one of Kevin's projects. I lifted off your website and I served it up to Midjourney and asked it to make a few edits. And I said, please fill in the background with some fields and some humans in the foreground.

And it had a go. I'd say it's changed the houses themselves. It's got a similar-ish layout and it's added an extra house in in the back over there, that sort of extra lay.

What was that? I think you'll have that. So it shows where it's headed.

It's not, unless you are very good at writing prompts for this, for Midjourney, it can be a little bit harder to handle. The most powerful version of this is still Photoshop, where they've very, around the same time as Midjourney got big, they launched something called Generative Fill, which is you just highlight an area. Say you want a butterfly in it or you want stripes on a road.

It will do it with the most phenomenal accuracy and perspective, which is just amazing. But Photoshop's next level, so I'd approach a professional to do that, unless it's something you love doing. Logos.

If anyone's got logos to create, it's great for creating full logos if you don't have text in it. It still struggles with text-to-text. If you ask it to write Bebuff, for example, it will come back with some sort of hieroglyphics.

It will have a go, but it won't be a Latin language that most people will be familiar with. So ask it for images primarily and then augment that with Canva to create exactly what you want. So this is, as part of my social media stuff, I'm creating a rust protector for tools and I wanted a friendly-looking bee, so I went into Midjourney and asked for just that.

And it came back with oodles of options. And I chose this one. I enlarged the eyes slightly and obviously add the text and the spanner, etc.

But that was roughly an hour's worth of work. If you don't like creative stuff and you don't like design stuff, then it's a brilliant place to start if you just want to brainstorm. So before going to a designer, ask it for a nice logo for a new property development company.

Be a bit more specific than that, and take what it gives you and take aspects of what it gives you, highlight them, and then pass it off to a designer to then finalise. It cuts down on the comms time of your designer dramatically. Websites.

So this is a big one and quite a sensitive one. So you can build them from scratch. I have yet to see a side-by-side with hand-built versus AI-built website and Google's response to it.

I suspect Google would probably penalise it quite hard initially until you've got some really good content in there. The other thing you can do is you can do an exact duplication of someone else's website, just pop in their URL. It'll try and do pixel-for-pixel replication.

Obviously, plagiarism is a thing here, so be cautious, make oodles of changes to avoid any sort of accusations of plagiarism. When it comes to the content, I would recommend creating AI-generated content from an auth. Make sure you're happy with the quality, then go through and actually make some human changes to make it less clearly AI-generated.

Although Google has a we-appreciate-high-quality content, I think it probably will question AI-generated content more from the auth. So if it senses it's AI, it will then go deeper. If it senses it's human, it will probably just skim over and think it's better quality.

That's just a hunch. I haven't done a side-by-side comparison. Other tools.

There are loads. This isn't actually something I generated. This is from someone else's website.

But fundamentally, it is a list of tools out there which you can use. For the vast 99% of people, they'll stick with maybe one or two tools, and I'd recommend GPT-4 and maybe one or two other tools specific to what you need to do. You can go down rabbit holes for months in these various different tools, and I would avoid that if you can.

But if there's something you see on here, have a go. Homework. So homework for this month for you guys is really straightforward, and it's comparing different large-language models.

Get it to exactly the same task in different large-language models. It sounds like one of those tasks which you might try and skip, but the amount you'll get out of it is huge. You'll be able to see that 3.5 is vastly faster than 4, but 4 is way more detailed and has much deeper and better knowledge than 3.5. And then if you're a regular ChatGPT user, go and compare it with another large-language model out there. So key takeaways. The first is imagine AI as a colleague. So when you're doing a winter hit list, and if it's the same as when I was around doing PE, there's a delegate to column.

Consider putting AI as one of those things which you're one of those people entities you can delegate to. And if you have a large enough organization, I would actually recommend hiring someone specifically to run your AI models for you. So you have multiple functions around your company.

It could be a salesperson. It could be you. And this person could be a graduate.

They could even be a VA. But that VA specializes in controlling these AI models and will free up your time and you won't have to then do this sort of grunt work of writing commands, et cetera. So if you have a large organization, actually create an AI colleague who can then control the AI on your behalf.

Have the editor mindset. Whenever anything is created, double, triple check it. Beware of overconfidence in these models.

And at times you will get drastic hallucinations where it's just literally made something up out of the blue. It's very much more rare nowadays, but it has happened quite significantly in the past. And security, remember, everything that you put into these models could be, and yeah, let's say it just could be used for training in the future unless you specifically have their agreement that they won't use it for future training.

Be super cautious with private information especially client's information. So to finish, a doggy bag of thoughts. These are the sort of larger existential questions which I spent quite a bit of time thinking about, especially last year.

So Moore's law dictates that every two years a computational chip within your computer will double in power with no significant increase in costs. So that's why we're seeing these gigantic multiple terabyte computers out there, which can, I mean, even our phones, the video processing capability of my phone is nearly on a par with my laptop, which is just nuts. So Moore's law, exponential curve every two years roughly doubling.

That's just computational power. Then we have a look at AI. So AI, especially given the massive investment last year will I suspect be roughly doubling in efficiency.

This isn't just, this isn't AI power. This is how well it can compute answers in a given time and the accuracy of those answers. So let's say that's roughly every two years.

I personally think it's roughly every year, but let's say it's every two years. Then you combine AI development and Moore's law together and you actually have a doubling of power every year. Five years, you've got a 16X multiplier.

Six years, you've got 1632. And then seven years, 64. I mean, it's just huge.

So at some point we are going to cross that singularity line where artificial intelligence will become broadly, not just in specific skillsets, it will become broadly more intelligent than organic life forms such as us. Then you add in the chance, not guaranteed, but chance of quantum computers coming to fruition at some point, I suspect in the next sort of 20 years. It could be under 10, but in the next 20 years, when they come to fruition, they will blow silicon out of the water.

So even if we have silicon-based life forms by then, they will just be the most gigantically more powerful quantum-based life forms. It could be 100 years, but it is on its way and it's just a matter of time. So then come back to the question of humans.

How are humans doing? So humans are, I'd say in some ways, in fact, what does everyone here think? Do we think we're increasing intelligence plateaued or decreasing?

Oh, okay. So we were having, on Wednesday, I gave this presentation at lunch. I was chatting to a bunch of people about this.

We came to the conclusion that we thought that humans almost certainly aren't becoming more intelligent in specific niches. They may be becoming more broadly intelligent due to access to the internet. However, their actual computational power has certainly plateaued.

And with the likes of social media, I suspect they're becoming a little bit less intelligent just because the way the brain is being trained to behave well as a result of short-form information rather than deep intellectual information. That is changing with social media, but quite slowly. Bearing in mind that we are going to have silicon-based lifeforms and probably quantum-based lifeforms at some point in our lifetimes, the question I leave with you is, how will you prepare?

It's an open question. You don't have to answer now, but as you're driving home, you could potentially have a chat with chat GPT about this. Tell it your skill sets.

Tell it exactly what you like doing. Tell it where you see yourself going in the future and see what it comes back with. You might be surprised, you might not be, but yes, definitely start thinking about this now.

How you can begin to... Personally, my approach is creating a personal brand, very much along the lines of oversubscribed work. And it means that when the inevitable in my mind happens, I will have a degree of value.

And the primary value I will bring is person-to-person communication and a mass audience. So that's just a few takeaway thoughts to quandar on your way home. And that is everything for now.

Any questions? We've got a few minutes left. Okay.

Have you got a mic?

[Speaker 17] (1:45:17 - 1:45:20)

Oh, there's a box here. We've got a mic.

[Speaker 18] (1:45:23 - 1:45:46)

Mind-blowing. Thank you, Ben. Absolutely awesome.

Application question about image AI. I've been playing around with DAL-E and really struggling with it through simple instructions, getting back images that have got funny, I don't know if it's Russian or Eastern European text across it. Those are the hieroglyphics.

[Ben Kilner] (1:45:46 - 1:46:47)

It just can't deal with text-to-text in the same way that you'll see it struggle with fingers and limbs occasionally. It's so much better now, but before you'd get a sort of sick finger or missing limb, it looked really spooky. It just can't do that.

It's like with a large language model. It's a guesser. It knows the previous words.

It knows your command. And then it guesses the next word in the sequence. Exactly the same with these image models.

They will come up with a fuzzy approximation of what you're after. And then it will figure out what pixels should be changed to make that sharper and bring it to fruition. And it just hasn't learned how to then superimpose human Latin text on top of that.

It is getting better. And if you are struggling, I would 100% suggest mid-journey. Sign up for a month, learn how to get Discord and then look up the various prompts which you need.

Primarily, it's literally forward slash imagine and then a few aspect ratio and a few other commands at the end and you're set. Thank you very much.

[Speaker 13] (1:46:52 - 1:47:19)

More of a kind of add-on to that. I'm design-based and we use AI to generate moon boards, things along these lines. If you get stuck with writing the prompts for this, there are a whole bunch of companies out there who actually specialize in providing these prompts and will help you at a bit of a midpoint between yourself and the AI, if you like.

Yeah.

[Ben Kilner] (1:47:20 - 1:47:55)

For that, if you come across a company which does provide prompts for their services, they can be good, but you can actually create your own prompt creator. You can hand ChatGPT the manual for mid-journey, for example, and it will then understand how to create prompts on your behalf. You can also, if you go through mid-journey, you can find other people's prompts.

You can copy them out and give them as examples of good prompts. So if you have a broad use, potentially go to another company. If you've got a specific use, you can copy the manual and some examples.

[Speaker 4] (1:47:59 - 1:48:08)

Do you have any recommendations for any AI that can create reels on Instagram, like type in the subjects of what you want to create in those 30 seconds?

[Ben Kilner] (1:48:09 - 1:49:10)

Yeah, not really. So I've done quite a deep dive into this, especially last year. And it depends what editor.

There are some editors out there. I can provide you the details afterwards. The actual video generation is not there yet.

And it will replace and transform the video industry as we know it. But for now, it's just a bit sketchy. And you can clearly tell that it's AI-generated.

And Meta has recently announced that they are going to be creating a toggle button for any AI-generated content. So you basically have to admit to uploading AI-generated content, and it will be placed as a label on your image. So it may discourage some people and make you less authentic I'd stick to stock footage, if you have to, for now.

AI-generated images, not video, if you have to. And ideally, just you, if you can.

[Speaker 17] (1:49:11 - 1:49:11)

Yeah.

[Speaker 4] (1:49:11 - 1:49:34)

And just with the chat GBT, I don't use that yet. I just use the free version. But the new version there, it mentions there are the golden nuggets.

When you want to choose those specific sections, do you have to actually just go onto it and then click and then write the information in? Or does those bits come up automatically? Are you thinking of custom GPTs?

Or just general interaction?

[Ben Kilner] (1:49:34 - 1:50:11)

Those are all things you just edit manually yourself. So you pick and choose from those golden nuggets for the ones which are most applicable to you, and then just insert them into your main command. The interface is identical to 3.5, except for the added capability of having the custom GPTs in the top left. Yeah, thank you. Any other questions? If there are, I'll be around over lunch, and I'm going to be doing a half an hour session at some point separate from this.

I think you have a new chat app thing. Somehow it's going to be announced on there, magically.

[Adam Goff] (1:50:21 - 1:54:22)

Ben's absolutely right. So I've actually asked Ben, as a personal favour, to do a Q&A, mid-week mentoring style, behind the scenes, live. We'll announce it in the app.

Does that sound good? You can digest everything you've just learnt. Some of you can get a bit sad on the way home about the future of the world.

Digest it, look at the homework, and when you inevitably get stuck, then you can ask Ben on the app. So that's going to be really good. So that was really incredible.

AI is literally going to transform everything. I don't need to reiterate it. So that is our objective for the month.

Our homework for the month is going to be to get to use ChatGPT, the paid version, and just see how the two compare. See how the two compare. You've been using it for free maybe, now it's time to pay for it, and that's in the homework.

So if you want to turn to your homework, just check that out. That's in there now. Talking about the app, who saw this post about WhatsApp business?

Who saw the post? Hands up. Everyone who didn't put their hand up, what are you doing?

You're missing all the gold. All the gold in the app. So if we're talking about leveraging systems, which is what Winter's all about, Umesh has shared with us how he leverages WhatsApp business.

WhatsApp business, WhatsApp, let's be honest, is a new email. It's a pain in all of our backsides, isn't it? And if you get more than about five people WhatsApping you in a week, well, the system is leave it unread, isn't it?

That's the system. Everyone's got a system right now, and it's leaving it unread. It's not a very good system, but WhatsApp business does have tags and also responses and these kind of tools which actually make it, you can filter and make it much more organized.

And Umesh has done an amazing post from doing this. So talking about our accreditation. So we know we've got accreditation and we know what it takes to become a certified property entrepreneur advanced delegates.

And this is the leaderboard. So congratulations to everyone who's in green, who's absolutely nailing it. You're nailing your Sunday sanity.

You have attended the workshops, you were here for presentation day or like Anita couldn't make it, you posted or Brett you posted, fantastic. The greens, happy days. The oranges, you're still on my Christmas card list for now, yeah, for now.

Okay, it means you might have dropped the ball, you've missed something. If your name's not on that list, you've been relegated. Okay, you've been relegated, you're out.

Unfortunately, it's no longer possible. That doesn't mean you should give up. Okay, if you try really hard, who knows, we might let you back in.

This is probably unlikely, but just gonna put it out there just in case. Okay, because you don't stop executing, all right? So congratulations to everybody who's on that list.

And that is that. And now we're gonna go to lunch. So don't forget for private dining, those people with a green sticker are mine and an orange sticker are with Ben.

But before we go to lunch, I do have another announcement. So it's actually someone's birthday today. So Mr. Tarriff, happy birthday. So let's all sing really happy birthday and embarrass him a little bit. We say, ♪ Happy birthday to you, happy birthday to you, ♪ ♪ happy birthday dear Billy, happy birthday to you. ♪ The Lord's worst nightmare.

[Speaker 17] (1:54:24 - 1:54:30)

Billy's never coming back. Oh cheers Ian, yeah. Yeah.

[Adam Goff] (1:54:33 - 1:54:41)

Oh poor Billy. Good stuff. Okay, ladies and gents, it's lunchtime.

I hope you had a great morning. I'll see you back here at 2.30. Enjoy.