**PEP Session 3 - 04.02.2025\_Transcription**

[Rachel Davies] (0:00 - 0:43)

Live on stage in three and a half minutes time, take your seats. Ladies and gents, this is your two-minute warning. Grab yourselves a drink, finish up your conversations.

We're live on stage in two minutes time. Please take your seats.

[Speaker 7] (1:00 - 1:30)

We're live on stage in two minutes time. Please take your seats.

[Rachel Davies] (1:33 - 2:03)

Ladies and gents, this is your one-minute warning. We're live on stage in one minute time. Ladies and gents, this is your 30-second warning.

Get ready to put your hands together. We're live on stage in 30 seconds.

[Speaker 13] (2:35 - 2:52)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Rachel Davies.

[Rachel Davies] (2:52 - 4:04)

Hey, that was comfortable. Dec, can we have the notes on the screen, please? How was lunch?

Was it good? We're feeling a bit better now that we're fed? Was anyone flagging before the break?

Probably a few of you, yeah. Hello to virtual. Welcome back from lunch.

I hope you had a nice lunch at home. Are we ready for session three? Are we ready for session three?

Excellent. That's fantastic. So, are we ready?

Before we get our new trainer on the stage, very exciting for session three, we've got an update from our get up and give back leader. Who's signed up to get up and give back? I have.

A few of you. Right. Some work for you to do there.

There's some work for him to do. Are we ready to find out more about how we can save lives this year? Are we ready?

Yes. Come on. Let me introduce him to the stage.

He's our one and only King of Karma Credits. He's the owner of Rubber Homes and Rubber Homes Mentoring. He's our get up and give back leader.

Please give him a massive round of applause. It's Mr. Dan Norman.

[Norman] (4:10 - 8:36)

Beautiful stuff. So, the best way to come out of lunch is with an exciting, punchy, delivered presentation. So, you're all aware, get up, get back this year is all about saving a life.

And I thought, what better way to keep you awake after lunch than starting off with some facts and figures. First fact and figure is that there are 30,000 non-hospital heart attacks a year in the UK. Survival rate is one in 10.

Anyone here under 60? I know I don't look it. Under 60s, the leading cause of preventable death, if that makes sense, in the UK for under 60s is actually accidents.

And that covers a whole multitude of things. It can be traffic, it can be construction, it can be at home. But the interesting thing is there's 6,000 deaths in the home of accidents alone.

These are stats provided by ROSPA, the Royal Society for Protection of Accidents. The interesting thing about those 6,000 deaths is when ROSPA analysed the information, they worked out that 59% of those were preventable if someone had been on site with first aid training. And unfortunately, only 50% of those situations, there was someone who was able to provide first aid prior to the emergency services turning up.

And the leading reason for that was because people didn't either know or they didn't feel confident. So some pretty sobering facts and figures. But the good news is we are in a position, privileged position, to do something about this.

So I have to ask to get the mood back up, who likes free stuff? Yay! Brilliant.

We only have a very limited time in this room to talk about get up, get back. I have 8 minutes and 11 seconds on the clock. So please rest assured we're going to blast through this.

The first thing is we do not leave you on your own. You sign up, you fill in your commitment form, you pay your money and then we boot you out and you start walking around and going up hills and stuff like that. Get up, get back has been templated, blueprinted and branded over the last 6 years.

I know some people last year who basically for the first 6 weeks of the marketing campaign just handed it over to their VA. Because we provide professionally curated, branded documents, templates and indeed scripts. If you don't like fundraising we actually type it out for you.

If you're really, really, really bloody lazy, cut and paste what I do and then change the name at the top because if not it will be a bit weird and you can direct that to people. We've refined this over years and years of people who have fundraised to an exceptional level. Steve Hammond last year raised 8,000 quid on his own which is absolutely monumental and all you need to raise is 600 pounds.

So just follow on the coattails of people before you. We follow a system called oversubscribed. Who's heard of a chap called Chris Moss oversubscribed?

He basically put this package together 6 years ago and I've tried not to make too much of a mess of it. So we use that prescribed, branded, marketed, templated blueprint. Now Chris has worked for some companies that you've probably never heard of like Domino's Pizza and Google.

So to say that this stuff works and we provide that to you as part of the programme. So there's freebie number 1. What does this do for you?

It gives you the competitors edge. Whatever business you're in, rent to rent, HMO, property refurb or whatever else. Because if you're marketing yourself and you're standing up to the plate as someone who doesn't only have a property business, a supply business or whatever it might be but you're also fundraising for charity.

What does that say to your customer base? It says you're someone who wants to do a bit more and can do a bit more and is able and willing to do a bit more. And also this year as a bit of extra bonus we're giving out free puppies.

Yay! Only kidding. Actual offer may differ.

But what I can guarantee to you is something we call the helper's high or giver's gain. Because there's that warm fuzzy feeling of helping other people that I don't think you can get through any other means. There's someone who can sum this up a lot better than I can and Dan's actually asked to put a little video into this section.

[Speaker 6] (8:39 - 9:19)

I've taken part in Get Up and Get Back every year since 2018 and I can say without a doubt it is one of the biggest contributors to the progress I've made. One is it gets me on my triple A game. Coming out of the winter into the spring it gets me fit, it gets me healthy, it gets me dialled in, gets me into the best shape of being me.

And two is donating to charitable causes. If you're in a fortunate place to have a decent lifestyle and earn a decent amount of money I think the least you can do is give back. I think it's an obligation not an option and when it holds you accountable to get out there and walk, run, hike, whatever you want to do I guarantee it will change your life.

It'll be a fantastic experience and it'll tick all those boxes that I think you need to tick as a decent human being and a high performing entrepreneur.

[Norman] (9:21 - 14:42)

For me from that is the fact that this marks us out as leaders in our community because there's a lot of noise and there's a lot of static aren't there. There's a lot of people doing property, a lot of people building businesses but where this really marks us out and just a little anecdote if I may. I've been refurbing properties now 27 years.

I've done 86 projects between 100 grand and 1.6 million pounds. The other day someone introduced me as oh that's Dan the get up give back guy. I was absolutely gutted because it was a business meeting about property but you get the point.

So on that note we need to recognize some very important people in the room. These people signed up as of things about seven, eight days ago. We've had another dozen, 15 or so since then.

You may notice the names not only the people in this room Carla, Deb, Dan, there's a few others. Obviously the main team Rachel, Shiv, Josh, David of course. David who won the award.

You might have noticed him on stage last year. There are so many award winners within us. I think Josh actually had to move house because he'd won that many awards.

Rosanna who's my partner in crime in get up give back. She won property entrepreneur 2022. She won strategy day just this year.

Joke of it is she doesn't own any property. There's a reason those names are up there. They're the action takers, the movers, the shakers and the money makers.

So let's get this on board. To give you a bit of a time scale of things we haven't put out too much information yet to the people who have committed because February 14th, Valentine's Day conveniently is when all the commitment forms need to be in. We use that date specifically because we want to make sure that everyone gets to do what they want to do.

There's no point me going and organize a whole bunch of hiking or running or whatever it is if folk aren't in the bag yet. So that's February 14th. Saturday the 1st I've already mentioned.

We provide you a whole bunch of assets. If you want to look at this in a purely mercenistic way there's a thick end of six weeks full of social content. So you don't even need to think about creating your own because we create it before you.

We can't get them run for you. We can't take photos of each of you running or walking or hiking or whatever you want to do. You're able to do that yourself I'm sure.

But that's where those assets are released and the promo plan. Last year some people just gave it to their VA for the first six weeks. It's that simple and we've curated it to be that easy because we're busy, you're busy, we want it to be easy.

Thursday the 17th of April is when we do our seven day countdown. That's the time that we actually build up the excitement outside of seeding what the project is, what the causes are, what the charities are and they are heartbreakers this year. The seven day countdown, the actual campaign and then that's the six weeks challenges and fundraising.

And if you're nervous at all about fundraising because the last time you did it you were shining shoes as Bob the Job when you're a scout. We have all the information that we can help you with and we literally walk with you every step of the way. We're fundraising.

There's a bit of a competition admittedly but we have some fun with it. There's incentives, there's bonuses if you do well or even if you just do a little bit depending on each person. Big day, Thursday the 5th June.

It's a super event. You're going to be here anyway. It's the Get Up Give Back round finale.

It's a property entrepreneur summer barbecue. We're going to have a lot of fun with it. There's a firework for the brave or for the people who just want to push themselves a little bit and push that mental capacity along with their physical capacity.

And that's from six o'clock after the PE super event. If you want to stay over great but we do aim to have people, if they want to go home at 10, get on the M6, do whatever they need to do. We aim to have that in place so you can all get home after that event.

Your actions from here. It's surprising there hasn't been quite the level of immediate support from the programme because advanced are all over it and I'd love you to be joining with them, with the leaders because we've got a full team sheet from the trainers, from property entrepreneur. Get your full, fill out your Get Up Give Back commitment form.

Tell us what you'd like to do, we'll make it work. Number two is you either pay a participation donation. These are for people who don't want to fundraise, so family, friends, all that kind of stuff.

But if you want to do the full thing, 150 quid, that gets you your t-shirt, your hoodie, your barbecue, your firework, all that kind of aspect, that's all in play. And finally, if you've got team, if you've got colleagues, if you've got family, friends, this is a family friendly event. If you want to get out there, start walking.

Dan, did you do the park run with your kids? Awesome, very brave, fair play to you. Who won?

So, stack the deck in your favour, tie those shoelaces together, okay? But let's get it done. These are my contact details.

If you don't like me, do contact Rosanna, she's lovely, and a lot brighter, better looking, and a lot more fun than I am. There's also my WhatsApp there. If there's any questions that you don't want to ask on the Facebook group, you can do it directly to that, okay?

Either way works for us. Dan came up with a phrase that will stick with me, and I think it's something that I'd like you to consider, because our action this year is to save a life, and there's never a second chance to do that. Thank you for your time.

[Rachel Davies] (14:48 - 17:48)

Thank you so much, my lovely. Thank you, Dan, well done. Right, so there's only a few of you who signed up to get up and get a bag.

I highly recommend that you get involved. It's not going to take as much time as you think, and it's also going to get you super fit and super focused for the year ahead, yeah? The fitter you are, the better condition you're in, the more you'll be able to cope with these things, so to cope with all of the things you've got to do in your business, and it's such a great way.

Honestly, I climbed Snowdon with lots of the entrepreneurs last year. It was such a good experience, so even if you take a weekend out, you climb a few mountains, you'll feel great. Hopefully, the weather will be good, and you'll have a fantastic time, and that's what it's all about.

So we're about to get into session three now, and I think we've saved the best to last. Maybe. I don't know if Josh would disagree.

Look, he's gutted. He's gutted. So what have I been doing with AI?

So I've been tinkering is my best description. What? Virtual, I'm glad you didn't hear that, because he's just been rude.

Can I carry on? So what have I been doing with AI lately? So the best description of what I've been doing with AI is I've been tinkering with it, is a good description.

So I've got the paid version of ChatGPT, and I've been using it to help me create a brochure. I've been using it to help unravel some of my methodologies and processes. So I'm using it to help simplify those, and it's making it really easy, I have to say.

I've even been playing around with an image generator. So these are some of the things I've been doing, but not maybe the greatest images. But it's a work in progress.

And I think the best description of what I've been doing is system-based and role-based prompts. I think that's what I've got my head around. And obviously, I'm not doing them as best as I can be, but I am really starting to see how this can save such an invaluable amount of time.

And this is how you can map out your businesses. So we talked earlier about mapping. AI is a great tool that can help you do that.

It can create some of these processes in a much quicker time than what I did back in 2019 when I was doing these from scratch. So it's going to have a huge impact on all of us as entrepreneurs. And to help you with this, we thought we'd bring in an expert.

So your next new trainer, she's had a long career in business transformation. She's lived on five continents and worked in 40 countries. God, can you imagine?

Yeah. So she's known in PE circles as a wealth dynamics trainer. We've known Gillian for quite a long time.

She's co-authored property dynamics with Simon Zucci. She is well-versed in the art of business acquisition. She's currently a director working with an AI startup that are building an AI platform to support the M&A process.

She is soon to be a certified AI consultant. Let's give her a massive warm welcome. While I bring her to the stage, it's your new trainer, Mrs. Gillian Anderson.

[Gillian Anderson] (17:57 - 48:51)

Hello, everybody. Thank you very much. So I've been involved with Property Entrepreneur for four years now, and I have more and more realized that as a blueprint, it is way ahead of anything else.

But now, what I'm doing is I'm gradually overlaying AI into that blueprint. And it's something that will absolutely set you apart the more that you get to know it. So my talk today is about AI in 25.

And it's what I've tried to do is I've tried to look at how to introduce this to you so that it's practical. Because you can read all sorts of stuff in the media about AI, the fears, it's the hot topic. But what I've tried to do is demystify it so that we can look at it in business applications.

So what I'd like to know is if you can raise your hand if you think you're a power user. Do we have any power users in the room? Who's a tinkerer?

Thank you for that expression. We've got Josh, we've got a few tinkerers. Okay, and who is just getting off starting blocks?

Okay, so we've got quite a mix here. So what I'm actually going to do is I'm going to provide you an understanding about what AI is and what it isn't. We tend to use the term AI assisted, because it's not going to replace what you do, or the people.

And that's one of the fears that the media talks about. I think a lot of you have heard of Daniel Priestly, Dan Priestly. He was one of the first people that I listened to.

And he gave a good analogy. AI is like baking a cake and presenting a cake. The AI will bake the cake for you, but you still need to ice it, you still need to plate it, and you still need to present it.

Well, that was a year ago I heard him say that. I would say that now the analogy is more that AI will actually put the happy birthday Harry on the top of the cake for you, and all you still need to do is serve it. But it's there to assist you, it's not there necessarily to replace.

I'm going to go through six different aspects of AI. I'm going to give you an overview, and I'm going to talk about the assessment, and that ties in really tightly with what Rachel was going through in session two. Then prompt engineering is something that is a skill that I would say is absolutely mandatory.

If you want to give your children the best start in life as they come out of school, get them to learn prompt engineering. We've always, well, for the last few hundred years, we've talked about specialisation. Young people go to college, they become lawyers, accountants, and such like.

That world is going to change, but if they understand some of the basics of AI, prompt engineering being one of them, they are going to be able to be much more flexible. Their careers will take off. We've got productivity.

I'm going to cover a startup toolkit, and on your tables, there is a short list of tools. When I first started to get interested in AI, there was about 12,500 tools on the market. As of about two weeks ago, there was an estimated 30,000, so that's in one year, well, in fact, less than one year, we've seen the number of tools.

Now, most of them are garbage, to be perfectly honest, but I belong to a community that has seven people who constantly look at tools and have filtered them, and they've filtered them down. We still have about 300 in the community, in fact, more, probably getting on for 500 now, but I've taken it and I've sort of filtered down even more to a starting point. So, and then the last one I'm going to cover is chatbots.

Chatbots, you probably know them as those awful things that you have on websites that never actually give you the information that you need, and you keep doing other, other, other, hoping that it's going to get you to a human. Well, I would say that within the next year to 18 months, you won't even know whether you're talking to a human or a chatbot. It's, it's, this is one of the areas that's growing so fast.

So, the things that I'm, I did this in my strategy day speech, I'm looking at this, and the screen's different behind me, so I must remember that. So, some of the things that I am going to cover is what's AI versus automation, what's beyond LLMs. We all talk about chat, chat GPT, but that's just one little part. Sorry, this thing's going there.

Yeah, so, yeah, then I'm going to give you some practical examples. So, we're now in the fifth industrial revolution, and if you look at the previous ones, steam, electricity, computing, each of those changed the world. There is a belief, and I've, subscribe to this, that in the next five years, between now and 2030, we are going to see changes that are going to last 100 years, the same way as when electricity came in, everything changed, the same way as when cars came in, the, they didn't have to worry about horse manure anymore.

We're going to see that level of change with AI. Now, obviously, with every positive, there becomes a negative, but I do think that if you educate yourselves, and you will be able to differentiate between the positives and negatives. At lunch today, we were talking about scamming.

Yes, scamming is going to become even more sophisticated, but the more that you educate yourself, the more you'll be able to see where the scanning is. Have you received emails that say, oh gosh, I've forgotten the phrase now, how are you doing today, or something along those lines? The first phrase will tell you whether it's chat GPT produced.

It'll be something along those lines. You immediately know that's a sales, that's going to be, that's going to be a general email. It's not going to be from one of your friends or colleagues.

We are now entering the fifth generation of the Industrial Revolution, and each phase is getting shorter. I'm not sure what the next phase is going to be, but I'm sure it involves nanotechnology. I do also think that Hollywood spends a lot of time talking to Silicon Valley and the bigwigs in Silicon Valley because so many films that we see coming out are actually educating us for what we're going to see.

How many of you have seen the film Her with Joaquin Phoenix? I would highly recommend you watching that film. It came out in 2015 or 16, and it really is a good example of sentinel AI, which is emotional AI.

It's where the bot, the AI, actually understood the character of Joaquin Phoenix better than his girlfriend or his ex-wife did. Just be aware that some of these science fiction things are happening. How many of us thought when we watched Thunderbirds as children, or maybe you're not as old as that, that we'd be talking to our watches?

I do it regularly. I'll just give you a little bit of an overview. AI versus automation.

Probably one of the best examples I can give you is AI transforms data, automation moves data. Probably one of the best examples is if you've got Outlook. I'm not a Gmail user, so I can't give that as an example.

In Outlook, you can set a rule. If a particular email comes in from a particular person or includes a particular word, move it to the trash or move it to this folder. That's automation.

If you can then put in over the top of that, if an email comes in and it's from this particular person, or it includes the words sales or how are you doing today is the first paragraph, you can do a reply that says, thank you for the email, but I'm not interested in what you're selling me. You could even pick it out and say, it's XYZ product. AI will actually read the email, create the response, send the response, and maybe even put it into some form of task list so that you're aware that you've received that email.

That's AI versus automation, which is just you set up a rule to move it somewhere. There's different categories of AI tools. Those fall under either technical or users.

Don't worry too much about the technical ones, but just be aware that, as I said earlier, AI isn't just chat GPT. It's so much more. These are all the different types of AI that make up what happens in the world today.

What you're probably more interested in are the ones that fall under the user categories. Text, we call those large language models. Those are your chat GPTs, your Geminis.

If you've heard of DeepSeek, which is the latest media hype, DeepSeek to a user is just another LLM. Why it's hit the news so much is because the way it was developed and the way it's been trained is very, very different and has cost a fraction of the cost of developing things like chat GPT and Gemini and such, like $6 million or something. You won't find too many Western countries suggesting that you move to DeepSeek because it is Chinese and there is this fear that what's going on behind the scenes, because a lot goes on behind the scenes with these tools.

There's these different categories. We talked about AI automation. We talked about categories.

AI is a co-pilot. This is where I'm talking about AI being an assistant. It's a co-pilot to us, to humans.

What it will do, though, is it will elevate your staff. Now, we talk about having a virtual assistant. If you think about chat GPT or you think about these different AI tools, they are becoming your assistant.

You need to start to weigh up whether you're going to go heavily into AI or you're just going to use AI for your assistant to do what they normally do. However, where a lot of businesses are moving is actually elevating people's jobs. They're not losing their jobs.

They're elevating. Instead of having to input all the data, the data will have been trained in and they are able to analyze. In our M&A business, we can have five years' worth of accounts using OCR.

We can load those in. We can ask chat GPT to analyze it and to pick out certain criteria, certain parameters to tell us whether that business is actually a viable business, what the ad backs might need to be and such. That will take us five minutes or even less than that.

The LLM will do that part in nanoseconds. It then takes us a bit more time to read them and to think about the results. But that's where it's becoming a copilot because we still need the human side of actually making the decision.

Are we going to pick up and phone that company that's looking to sell? But we've got so much more information ahead of us so that we can have a decent conversation. We can shorten the process.

Really, the mantra is faster, cheaper, better. That's what AI is there to do. Now, I think Rachel mentioned in a very lovely introduction that I'm the Wealth Dynamics go-to person here at PE.

I've come to realize that actually understanding your Wealth Dynamics and the Wealth Dynamics of your team is becoming even more important because as their job changes, they've got to be in a job that's in their flow. They can't hide behind spending three hours a day actually gathering the data because the data's already there. What they're going to be doing is making decisions with that data.

They're going to be processing it to the next level. I call it leadership at every level. They need to be able to actually know what to do, how to do that, what to do with that data.

I was told the other day by a friend that there was a company that had a turnover of three million. They introduced AI into some of their larger operations, which is a big job to do, by the way. Don't think it's wrong.

Don't think that this thing can be done in five minutes. But they've introduced it. They had 32 staff.

They've now got 35 staff, but their turnover's 12 million. They've been able to grow the business without necessarily growing their people to the same extent. In fact, one of the first questions that internal recruiters are asking now is, do we need to recruit this person or can we automate and can we use AI to augment the people who are already there?

Practical applications. I'm going to cover that a lot more a bit later. Then the AI landscape in 2025.

Well, hold on to your hats because this is the year that you're going to see massive change. Up to now, it's been optional. You can get away with really not knowing much about AI.

If you don't introduce AI into parts of your business in the next 18 months, your competitors will and you'll be left behind. There's so much evidence of that now. One of the reasons that that's going to happen is something called AI agents.

There's a lot of hype about them, but at the moment they're a bit dodgy. They're a bit like chat GPT2, let's put it that way, where I like to use the analogy, and I'm glad Rachel did as well, of making a cup of tea. With the early stages of chat GPT and now the early stages of the agent, if you asked a five-year-old to go and make you a cup of tea, yeah, they'll know where the kitchen is.

They'll probably know what a kettle is, but they may not know how far to fill it, how hot the water's got to be. In Rachel's case, exactly which leaves to use, how much to use and such like. These are the things that ...

This is where we are at the moment with the agents. I'll explain more about agents in a minute, but basically, agents will revolutionise. They'll link lots of the workflows that Rachel was talking about earlier this morning.

They will link them together, so you don't have to actually tell them about the output you want. You just tell them what the outcome is. I'll save my analogy for a little bit later on.

Assessment. Conduct a business audit. Session two is your business audit.

This is really important to do, to assess where you're having the biggest problems. I think I wasn't here this morning for Josh's session, but that will be one area, your business model, your finances. You want to look at what keeps you up at night, what's the biggest pains, where your costs go the most, what takes the most time, what absorbs the most time.

It's really the 80-20 rule. What is it that's really causing you the biggest pains in your business, and what's the workflow that actually you can look to introduce AI to? Conducting that business audit is really about what we learned today in the MAP session, in session two.

If you haven't got time to do it, then there are people who will help you with that. There's plenty of evidence to say that those companies who don't think that it's important, they think they know what process, what AI they want to introduce, are the ones who fall over and they go back and start again by actually looking at their business. One of my backgrounds, one of my skills was business process reengineering back in the 2000s.

That's where we saw a lot of radical change, but that was only the big companies who could really do it because the technology supporting was so expensive. But what most enterprises that embraced business process reengineering found was that somewhere between 30 and 60 percent of the improvements that they made, the radical changes, had nothing to do with technology. That's where what Rachel talked about this morning comes into its own.

It's actually looking at the processes critically, and then once you've actually identified what is the optimum workflow, then you start to look at how can you automate that. Because if you automate something that isn't very good, you can get something out that's not very good. Next thing is to assess the readiness.

Now, not all businesses are ready for AI. Their people may not be ready, their infrastructure may not be ready, they may not have the budget, they may be struggling even to meet the rate, the initial, sorry, to meet the payroll, for instance. However, if there is some budget, if they can find some time, they will reap the benefits later.

So, it is really about, is the business ready? And also, have they got the data? Because AI is actually all about data.

My company is called Anatomic Consulting, and really AI is the brain. It drives everything, but you still need all the other limbs to actually operate as a body. So, readiness, your data and your team is really important.

Again, Rachel was talking about people and process, and that's what we're looking at in that readiness. Next one is align your AI goals to your headline strategy. There's no point in having a headline strategy that's about cool the business or temper the growth, or your personal year of is spend more time with the family, but then you want to introduce a lot of AI.

So, you've got to really, you want to balance your AI goals with your headline strategy. You've all done that now, so you know what it is for this year. All I would say is don't wait till next year to even start, because a lot can happen in the meantime.

And then select a pilot workflow. Again, exactly what Rachel said. Don't try and AI everything in your business in one go.

Pick the one or the two, maybe the ones that are not going, the areas that are not necessarily going to crash your business if they don't work very well, or if you run into problems. But you do want to develop your roadmap, and this is why you want to conduct that business audit. It's like your long game.

You've got to know where you want to go to know what are the steps to get there. You're not going to leap to a fully AI-ed business in one go. So, you need that roadmap, and that roadmap will come from your business assessment, and that's where most businesses go wrong.

So, develop your roadmap. Sorry, I'm going a bit fast. Next one is prompt engineering.

Prompt engineering is your secret weapon. This is where life is going to become very hard if you can't actually really manage to develop good prompts. Now, some people are making careers of advanced prompt engineering.

What I've given you on your tables is almost down to advanced prompt engineering. If you haven't heard the term prompt engineering, it's really the term that means it's replacing coding. So, it's using something called NLP, not the neurological whatever it is that Tony Robbins.

That's it. Not that. This is natural language programming, and behind the scenes, there's coding going on, but you can use everyday language.

It's how you use the language that matters. So, you want to be specific. You want to iterate and refine.

So, whatever it comes back doesn't mean say that that's the only option. I mean, for instance, for me in ChatGPT, I do a lot of, I use transcripts to create my notes, and when I've put the transcript into ChatGPT, it always only gives me about two pages. So, I say, okay, go back, and I do a lot of those transcripts by uploading a document, which could be either an audio file or a document file, and I'll say to it, go back and give me more detail or focus more on this particular part of the transcript.

So, you can refine, but you also don't want to give it too many instructions in one go. If you're being given a shopping list, by the time the 12th item's been given to you, you've forgotten what was the first item on your shopping that you're being asked to get. It's the same with ChatGPT, and there is, the higher up in your prompt, in your statement, the more priority that will be given to it, and also, always at the end, repeat what it is that you actually want it to do.

What's the outcome you're looking for? So, and you want to provide context, so that context could be, imagine that you're an accountant. Imagine you're Josh Keegan, and Josh is, and you're going to give a presentation about business modelling.

So, ChatGPT will actually, because there's quite a lot in the internet about Josh, it may even actually know his book. It can actually format it, so you want to give context. By the way, a little story about Josh's book.

I'm a creator, if people from Wealth Dynamics know what that is. Creators have an aversion to finance, most of us anyway. Three years ago, I would not have, I'd have run a mile from that book.

I had to fly up to Glasgow, so we'd just got the book, so I threw it in my bag, and I started reading it. Yeah, I placed it in my bag. You know, like with the novels, you get chapter by chapter, and you can't put it down, and two o'clock in the morning, you're still reading.

That's how I was, this creator with Josh's book. So, if anybody has an aversion to finance, that is the book to read. I can't speak about it highly enough, and Josh didn't ask me to say that.

So, make sure that you provide plenty of context. Now, I'm going to do a bit of a demonstration, but the basics are define the task that you want it to do, make sure that you've identified the inputs, what does it need to know, and those inputs could include, they could include an image, they could include, as I said, a document, they could just include something that you cut and paste in, but you want to give it plenty of knowledge, or you can say things, if you look on the sheet, it says things like, use the word research, research the internet, research a particular set of regulations, HMO regulations. You want to specify how it's going to get that information.

And then, you want to create that detail prompt that I've been talking about, and you can then do various iterations. Now, where's, can we swap? Okay.

See, they're my 2025 goals, I have them every day. I'm going to use ChatGPT, because it is the most popular, but this, I'm going to show you a few prompts, but this can be used whether you want to produce an image, whether you use almost any of the AI software, you'll need to become proficient at prompts. So, it's just easier to use it in ChatGPT, but one of the things I wanted to show you before I actually get into showing you a couple of prompts, is just to walk you around ChatGPT, because if you're, was it tinklers?

If you're a tinkler, there may be certain aspects of. First of all, I highly recommend that you do buy the paid version. It's about $20, 17 pound, or has it gone up?

I think it's gone up to $25. But the features that you get compared with the free version are well worth it, as you build it in more and more into your business. One of the things I also wanted to say about prompting, is that Rachel was saying this morning, is that entrepreneurs tend to find that they're doing everything.

If you can learn to write good prompts, you can actually delegate by actually giving your staff the prompt to use. Wealth Dynamics even comes in there, because we have both positive risk prompts and we also have negatives, so things that you want the tool to avoid. If you're very steel orientated, you might want to build into the prompt, especially with your different type of staff, you actually want to word the prompt slightly differently depending on who's going to action that prompt.

What you're doing is you're building up a library of instructions. Same as what Rachel was talking about with your workflows and such, you have your prompts as well, so that your staff, actually your team, know what to engage and you'll then get the consistency. I'm not very good at throwing, can I throw to you and you pass it behind you?

[Speaker 10] (48:54 - 49:17)

Yeah, sorry about that. I use a thing called MagAI, which has ChatGPT, a couple of versions of that in MagAI, but it also has a facility whereby you can have different personas and one of them is a prompt engineer to a degree. I find that quite useful.

[Gillian Anderson] (49:18 - 1:04:08)

You'll find that a lot of the tools sit, they have a veneer or a wrap and underneath the engine that's driving is ChatGPT, so that's quite common, but if that's a useful one then everybody can make a note of it. I personally haven't heard of it, but there's, as I said, there's 30,000 of them, so I'm not going to hear every one of them. Right, so some of the things that, there's a few new features.

DeepSeek has actually pushed OpenAI to release more functionality actually. Some of it's for the 200 a month subscribers. Most of what you'll want to do, you don't need the 200 and it's a waste of money.

The $20, $25 version is perfectly good for 95% of what you would want to do. So we've got this new one, this is Tasks. This is one where you can actually set reminders.

It's a bit like, oh, what's the apple? It's like Siri on steroids basically. The next one is MyChatGPTs.

This is where, I'm not going to go into these at the moment, but this is where I'm building some private GPTs for some of my clients. I can give them a link. It stays on the OpenAI infrastructure, but I can give them links and they can then use it.

So I'm building some prompts for repeatable prompts for some clients. This is the one I really wanted to show you, is CustomChatGPT. This is where you can start to train ChatGPT and I believe Gemini, Claude, whatever your favourite LLM is just the same.

You can actually give it some information about you. So here it's like, what do you do? What traits should ChatGPT have?

So when I ask a question, I like to have quite a long response, at least a paragraph. I don't want it summarising to one line. And also, I've told it that I'm British, I want British English, British spelling, and I like more of an encouraging tone.

And because I'm a dynamo, I like the forward thinking view. Then anything else that ChatGPT should know? I repeated that I always want the answers in British English.

I got fed up. Before I learned about customising, I got fed up, keep taking the Zs out. I told it a bit about myself, that I'm a human behaviour expert, and I've told it that I'm currently working on a PAS, which is a platform for service, as opposed to a SAS.

SAS. You can tell it whatever you like, whatever will help ChatGPT to be more helpful to you. So that is a really useful little change.

I don't know why it's not letting me say. And then there's various things like the settings, and then there's the search extension. Well, this you can get from the Chrome store, I presume from the other stores as well.

I already have it, so that's why it says remove from Brave. I use Brave as my browser. No, I don't want to remove it from Brave.

This is really starting to move into Google's territory. And what you'll find with these LLMs, they are trying to get you to just use their platform. So the way I've set mine up is in my Brave browser, which is my Chrome browser, I have my ChatGPT search on all the time.

So instead of if I say in Google, I'll say, tell me about RAG systems. That's not red, orange, green. That's retrieval augmented generative AI.

It will present me with a number of different websites that I can go in and I can read about RAG. If you use ChatGPT search, it actually goes into those sites and it actually summarises it for me and it actually gives me the answer I'm looking for. So I'm using the ChatGPT search quite a lot.

However, I also still have on my other Chrome, I still have the traditional Google search, because if I want to know how far it is to the nearest chemist, I don't want ChatGPT to give me a whole flowery answer. I just want to know that the nearest chemist is called whatever it's called down the road. Oops, what's happened there?

Okay. Getting a bit ahead of myself here. Right.

Let's go back to... How are we doing time-wise? Okay.

Yeah. So also, okay. Also, over here in the paid version, you can have what are called expert GPTs.

And these are ones that people have already designed and are in the public forum. So if you want a logo built, there's one for logos. There's one that creates go high-level workflows.

So these, so it actually can ask you questions, all sorts of things like that. So the export, the explore GPTs is really useful. You don't have to, if you create custom GPTs, you don't have to make, they don't go directly into the public.

It's a bit like a marketplace. You keep them privately, but you can put them out there and you can earn money in various different ways. You also can have folders and projects.

I've got both. I've got projects. And over here, I've got folders.

The folders is, that's an extension. And there's one other extension that I want to show you. I'll show you when I put in a couple of prompts.

Yeah. So you've got folders, you've got all the things that you've done over here. You've also got in the paid version, you've got various different types of chat GPT.

01 is if you're doing more STEM things like you need deep reasoning, you need complex calculations. You'll burn through your, what's your tokens. On a normal day, I've only hit my token limit a couple of times.

In the normal day, you won't hit your token limit. There is a limit to how much you can actually do. But if you're using 01, you can hit it much faster.

So chat GPT 440 is perfectly fine for almost everything that you want to do. 03 is fairly new, and that's trying to give STEM users more tokens, if you like, or make it easier. It's still advanced reasoning.

And then 03, mini-high is really for developers. So let me put in a prompt. I have prepared a couple earlier, because it will take me time.

So here's one, design a marketing campaign. Now, normally I would type this in, but for time, I'm going to. So that's my prompt.

So I've asked it to design a marketing campaign. I could give it more context. I could say I'm a small agency.

I'm with five staff or something like that. But that's actually sufficient. And sometimes they're finding that less is actually more.

Now, see this little red button here? This is one of the tips. And this is an extension.

It's called Quillbot. You install this, and you just press on that. See all my little red lines?

Quillbot will just correct them. And it's not just on chat GPT. It's on my websites.

It's pretty much on anything on the internet. It's so much quicker. It picks up your grammar and your spelling mistakes.

So I highly recommend that you look at Quillbot as an extension. So let's now send it. So it's having a bit of a think, and it's going to tell me it replays back what you've basically asked it.

It's tabulating it. I think I asked it to tabulate it. It's actually building me my marketing campaign for the next six months.

And it learns a bit about me as well. So it's going back into its memory like you have in your brain. It digs into the memory, and it pulls out certain things.

In this instance, it's recommending some tools that I might use. And it's talking about maybe doing some surveys, such like. And you see how much it's actually giving me for quite a small prompt.

I've got loads of these prompts, but I haven't got time to show them. But also in the prompt, I actually asked it to give me an email template. So Rachel's idea about she wants to improve her process for, I think it was for arrears, was it?

Well, you could actually do a prompt where you actually also ask it to write the email. And as we develop tools more, as you get more familiar, you can actually then link it so that it will actually go and maybe link to your CRM or your tenant list, pull down the key details, and will send the email for you as well. Or it will put it into a queue that your assistant might check before you send it out.

Over time, you'll get to trust it more because your prompts will get better. But I certainly would suggest that you make sure that you are checking things before they go out. It's the old cake analogy.

Okay. Can we have the presentation back now, please? One of the things I will say is that I'm doing midweek mentoring on the 12th of February, and I'm going to put a survey into the Facebook page to find out what it is you'd like me to concentrate on during that midweek mentoring.

Is it doing more about prompt engineering, showing you much more practical demonstrations, or do you want to know more about the individual tools? I'll put a survey in and you can tell me what it is that you're looking for. Okay.

So, moving on. So, productivity. So, most of you, I think, came to Property Entrepreneur through the blueprint.

So, you might be familiar with the task triangle where we have, like, the tasks at the top are the ones that you might not want to delegate. The ones at the middle, you may delegate to your EA or your PA, and the tasks at the bottom, you could perhaps have a virtual assistant to do. One of the things with AI is that you can pretty much...

There's a tool for anything. There's a tool for everything, and it'll be that bottom layer that you should first look at to introduce AI. With the advent of agents, you may go to the next level up, but it certainly supports the task triangle very, very well.

Oh, okay. Also, it's about streamlining your workflows, and I've talked about re-engineering. There's some best candidate areas to start with.

These ones on this side are probably the first ones to look at in your business. These are probably going to have the least impact on your actual outcome, the clients and such like. I might move customer service up a little bit, and leadership is about the KPIs.

It's about the dashboards and things like that that Rachel talked about earlier. These ones on this side, these are probably the secondary lists that you'd look at, unless you've got very specific areas. Here are a few ideas for examples in the property area.

You might use it for site selection or for land valuations.

[Speaker 10] (1:04:08 - 1:04:09)

Could you go back a slide?

[Gillian Anderson] (1:04:10 - 1:21:33)

Yep. Okay. These are some of the areas in the property world you might be looking to introduce AI to.

Can I move on? A few people taking photographs. We've talked about the best candidates.

We've talked about supporting the task triangle. Then there's streamlining the workflows. Again, this refers back to what you learned this morning.

Mass personalisation. This is something that you're going to see explode in 2025. On Friday, I got in the post a new debit card.

My debit card wasn't due to expire till June, so I was thinking, well, Royal Bank of Scotland's a bit ahead of the curve here. Then I read the letter, and it was personalised to me. It didn't just have my card number on, but it explained to me why I was getting a new card early.

Apparently, the fraud department asked them to send one out because they thought there might be some dodgy transactions. The only thing I can think of is that when I had flu recently, I gave my card to my daughter to go and get something from the chemist. Now, whether they have some form of computer visioning where they could see that it was my daughter using it, not me, I have no idea.

Anyway, so they gave me a new card, new number, new expiry date and everything. I'm thinking, oh, that means I've got to go in, and the card is the one that you do for most of my subscriptions, so I thought, oh, what a pain. I've now got to go in and remember all the subscriptions, change the card details.

Last night, I thought, oh, CHAPGPT is coming out for renewal in a couple of days. I'd better change the card number on that. Went into my billing on CHAPGPT, my new number was in there and the new expiry date.

I have no idea how Royal Bank of Scotland is doing it, but that's all part of this mass personalisation. Not only did I get the letter with the new card that was personalised to me, whereas previously you just got your card and it just had a bog standard letter that said here's your new card, remember to sign it, etc., etc. It had a lot of details about me, but also it knew that I had these direct debits versus standing orders.

Standing orders I could understand, but direct debits are with the businesses. We're going to see more and more of that, and you'll start to notice it this year. Then we have the growth of AI agents.

Here's a quote, or here's a little bit about AI agents. They are set to revolutionise the industry in 2025. This is where all the billion dollar investment is going, and they perform the complex tasks with the minimum human input.

To give you an analogy, have most of you seen the Avenger films, Iron Man? You know how he talks to Jarvis? Tony Stark talks to Jarvis?

Jarvis is an AI agent. I'll call him he because Jarvis tends to be a male name. Tony Stark tells Jarvis what he's looking for.

Jarvis goes off, it goes digging into all sorts of different databases, information, and it comes back and gives him the answer. That's the essence of what an AI agent is. Pretty dodgy at the moment.

There are some for booking airline tickets, for instance. You could say my husband's in Australia for the next six months, so there's going to be a few trips to Australia. I could say to an AI agent, I want to go to Canberra between these particular dates.

Avoid Easter because it's the most expensive. I want one stopover. Don't mind where that is, but I don't want the flight to take more than 30 hours.

An agent would go off, it would find the best flight for me. It wouldn't necessarily even come back and tell me you can go on Cafe Pacific and it leaves from Birmingham at 6pm. It could actually then go and book the ticket.

If it had my credit card details, it would pay for it. It would come back and it would give me my itinerary. That's what an agent is.

They are starting to be around, but they keep hitting walls and they keep asking you to take control. But I reckon that in six months' time, you'll see some of those agents. I expect Adam would love to have one of those.

We've covered productivity, starter toolkits. You've got one of those on your table. You can dip in and out of that.

Implementing the toolkit, we've talked about that. Pick one or two. Align it to exactly what Rachel talked about this morning.

Don't overdo it. AI is about data. If you're thinking of getting AI more and more into your business, you've got to start thinking about data today.

What videos do you have? What meeting notes? What standard operating procedures?

What assets do you have? You want to start gathering those together from today because if you want AI to be useful to you, it needs to have the right data. It's absolutely becoming front and centre.

You'd be surprised actually how much of you are spread across multiple parts of the world, parts of the system. There's something like 200 data points and there's actually a tool just being released that can go and find you. If it's got your name, your date of birth, your email address and maybe your phone number, it can actually find something like up to 200 data points about you.

That's just going to get worse. You might as well use that opportunity as well for your business and start looking at what data do you have because you're going to need to clean it, you're going to need to train your AI with that data. I'm not going to go into how you train it, but there's a lot of processes in how you can train it.

You don't have to do it all yourself. This is very much where you delegate it to either internal or external staff. One thing you do want is you want to make sure that you've got implementation data.

Because garbage in is garbage out, so you want to make sure that the data that you've trained and it can be unstructured or structured data is actually valid and it's giving the results. There's so many examples. Google had to pull down one of its tools because of the data.

They had to literally throw the data away and start again. I think it was all to do with they trained it too much on male data and it was giving females some really weird answers. Then there's the human side.

This is my bread and butter change management. At the end of the day, Rachel used the expression, systems drive businesses, people drive systems. If your people don't have the training and if you don't have an empathetic change management process, you're going to hit resistance.

Thinking about how you're going to bring in the change is really important. There's lots of methodologies that you can use to follow frameworks that will help you with that. I've only got six minutes, so let's see if I can do this.

Originally, I was thinking of demonstrating to you a number of the fancy tools, but I've recently come across a few all-in-one tools that I think are worth talking to you about. I'm not recommending them. One of my objectives for this year is walk the talk.

I'm starting to try to test a lot of tools and bring them into my business. One of them that I'm looking at is this one, which is for marketing. This is set up for laptop.

Anyway, I won't bother to go in. I'll just show you the marketing brochure. This particular tool, these are all the things that you can do.

I've never been a fan of aggregator systems because they don't seem to do anything well. If you want to design something and it's important how it's designed, it's better to use Canva. If you're a one-man band or you're very small and you're not so bothered about the picture looks exactly, the image looks exactly like this, using an all-in-one tool is going to save you a huge amount of money.

There's a special offer on this at the moment. I've got this on trial. It's $95 a month and it allows you to do all these different things.

What I've looked at so far, it's not bad, actually. Automator is this tool. There's also another one, similar one for marketing.

Unfortunately, they don't have a trial, but one of my friends is using this and she waxes lyrically about it. You can do videos, you can do images. It's got a coach wizard.

It's got marketing proposal generators. It's got all sorts of things in this one. I think this one's $69 a month, something like that.

This one's called deal.ai. Then there's this one, which is another all-in-one tool. This one's got a free trial as well, but exactly I took on board what Rachel said, is don't try and do everything at once. I'm focusing on my marketing first and then I'll move more to the administration.

This is very good for administration. You'll never beat Xero. In Josh's book, I love the line that says, I could talk about the different software for finance, but I'm not going to.

Use Xero. I'm sure this accounting part is not going to be anywhere near as good as Xero, but if you have a light user, then something like this. This is called odoo.com.

As I said, I'm not recommending any of them, but if you've got a limited budget and you want to increase your productivity, something like one of these tools, these all-in-one tools is certainly worth considering. In the midweek mentoring, if you want me to go into some of the other tools more deeply, I'm happy to do that. Chatbots.

I'm just going to very quickly run through chatbots. As I said, we're probably all fed up with the old generation of chatbots. The new generation, you won't know whether you're talking to a real person or an AI chatbot.

It wasn't a demonstration, it was a live system of a company that runs coaching programs. The person ringing up was asking about the program and where to park. They got the location wrong.

The assistant was able to tell them exactly where to park, the address. It gave them all the information. You would never have known that it wasn't a real person.

It was a new generation that actually blew my mind. Selecting and setting up a chatbot. It's really important.

These chatbots are not just to go on your website. They're not necessarily for external. You can use them for internal.

For instance, the Girls' Brigade have created a chatbot for their policies for how to run weekend camps. They've loaded in all their policies, all their instructions. Any of their leaders can now go into the chatbot and they can get whatever information they need on how to run a camp or how to set up a meeting.

They're internal as well as external. Of course, again, it depends on the data that's input. There's also four types of chatbots.

I'm not going to go into all of them. One of the airlines in Canada developed a generative chatbot, which is where it's generating the answer. The chatbot started to give away free flights and heavily discounted.

They had to pull that one down. It's not always the best. Generative chatbots are not always the best.

You need to understand the different ones. Then you need to train the chatbots. If you've got a lot of data, there are certain tools.

There's one called Dante, for instance, that's known as a RAG, which stands for Retrieval Augmented Generation AI. RAGs, not red, orange, and green. Implementing a chatbot, you want to make sure that you test it, you test it, you test it.

Then you want to monitor so you don't end up giving away free flights. My top tips, we're out of time. Assess where you're going to get the most out of your return on investment.

Make sure that you've identified your data and know what you have to train your bot, your AI. Understand your team's profiles. It's even more important so that you've got the right people in the right job.

It's going to become even more evident if you've got the wrong people in the jobs. Master prompt engineering, I can't say that enough. Start using all these little extra tools like Quillbot, like folders, like search to start to speed up.

Be ethical with the use of AI. I'm sure you've all seen examples of deepfake. I actually had an example of one that I created.

I have a clone that I use for marketing purposes. It talks in French, it talks in German. I actually recorded the Chrome talking about wealth dynamics, but it does nothing to do with wealth dynamics when I use my clone.

I will use it for translation purposes or for speeding up the production of video, whereas we do know that deepfake has been used in very unethical ways. That's me. I'll open for questions.

[Speaker 11] (1:21:34 - 1:21:49)

There's a quick question from virtual. Katrina's asking if the free version of that Quillbot is sufficient for a killbot. It might kill soon.

Watch out.

[Gillian Anderson] (1:21:50 - 1:21:59)

Definitely. I only use the free version. I try not to pay for anything.

[Speaker 11] (1:21:59 - 1:22:01)

They'll come to that point, they're going to kill us.

[Speaker 4] (1:22:16 - 1:22:58)

Cool. With some of the AIs and the GTPs, you can use the engineering ones to be able to do things like coding for websites and stuff like that. Are there any of the AI builders that can help with building other things?

For example, if I wanted to be able to build the CRM portion within something like mondays.com and I wanted it to be able to help create the boards and then the structure with which to then start putting the data in and stuff like that. Are there any that are now able to assist with structural building within software packages rather than give it a prompt, it spits some code, copy, paste, and then you do the rest of it?

[Gillian Anderson] (1:23:00 - 1:24:18)

I don't know exactly the answer to that, but I would suggest that a lot of these programs like Monday, like Trello, like Asana, are now introducing AI into their tool so you don't have to learn a new tool and you'll be able to do that sort of thing. You'll be able to customize it yourself using natural language, using prompts basically. If you're not sure, I didn't have time to show you this, but if you're not sure exactly how to prompt, you can always use your LLM to describe what it is you want and ask it to give you a prompt and you can then take that prompt and you can put it into the tool that you want to develop the code for, you want to develop the customization.

Large language model, that describes most of the text-based AI tools like ChatGPT, Gemini. Copilot by the way, Microsoft, is built on ChatGPT. It doesn't have its own model basically, its own data.

It uses ChatGPT. I think there was a question over here.

[Speaker 12] (1:24:18 - 1:24:32)

Yes, so if there's somebody sat in the room now and they're a little bit nervous about using AI or terrified even, what would your advice be to them? This is not me by the way, I love it, it's the best thing ever.

[Gillian Anderson] (1:24:33 - 1:25:35)

I had this question at lunchtime. I would say start using ChatGPT, use the free version and start asking it questions like, give me a diet for a 40-year-old man who loves to run, and imagine yourself how you would talk to a friend. Now when you're doing business output, you want business output, then you won't necessarily always talk to it like a friend, but it is generating, it's predicting, so you want to just talk to it like you would a friend or a team member and such like, and start with silly things like, as I say, creating a diet or, I used it the other day, I'm homeschooling my seven-year-old granddaughter at the moment and I wanted a curriculum, so I just asked it to, and I told her she was seven, a few things.

[Speaker 12] (1:25:35 - 1:25:40)

Just back to your first point, can I clarify that you think I'm a 40-year-old man who needs to diet?

[Gillian Anderson] (1:25:44 - 1:25:48)

I didn't say to lose weight, I didn't say to lose weight.

[Speaker 9] (1:25:54 - 1:26:20)

Yeah, cool, so I was going to say one thing about if you don't know what to tell or prompt the AI, one trick I've came across is that you can ask ChatGPT to interview you, so they will ask, the ChatGPT is going to ask you questions on, okay, it's going to start that conversation where you can better define what you want.

[Gillian Anderson] (1:26:20 - 1:27:02)

I wanted to bring that point out and I forgot, that's exactly, when people are nervous when they come on a stage, the first way to calm the nerves is to get someone to interview you, that's exactly the same, it's the point that's being made, but when you do your prompt, make sure you say ask me ten questions or ask me five questions or what you want to ask them about, because it's, the more specific the better, but interview, asking ChatGPT to interview you is perfect, that's exactly what I did with my cave time when I used ChatGPT to help me with my cave time this year.

[Speaker 4] (1:27:03 - 1:27:03)

One more question.

[Gillian Anderson] (1:27:06 - 1:28:28)

Picking up our personal information. Okay, this is a very common question and if you don't want to put your bank account details or really personal, your medical details in, but whereas we tend to think of it like a database, where all that information is going into a database and it's being held forever, it's not like that. What the AI is doing, it's training itself, so it's starting to understand about the question that you're asking or the prompt that you're asking, not the details itself, but if you are concerned about it, remember I went up to the little orange bit on the right hand side at the top, in the settings you can actually turn off so that it is private, so if you did want to, you did want to use it to ask something or to write, maybe it's write an email about a medical condition that you're concerned about, you can turn it off and it won't feed it into the bigger model. People are very concerned about the privacy and the security, but it's not like it's a big database, it just wants to train and learn more.

[Speaker 8] (1:28:28 - 1:28:52)

Sorry, just one last quick point. Correct me if I'm wrong, when I've been discussing a number of topics with my AI, ChatGPT, it's told me that it doesn't have access to real-time data. The data that it's using from the internet is 18 months old and therefore you need to be wary of what you're reading through it, i.e. up-to-date planning restrictions.

[Gillian Anderson] (1:28:53 - 1:28:54)

Are you on the free version?

[Speaker 8] (1:28:54 - 1:28:55)

No, I'm on the paid version.

[Gillian Anderson] (1:28:55 - 1:29:09)

Paid version. If you say research the internet, it will now go into the internet. That was the restriction when it was just ChatGPT 4, but now it will actually go into the internet.

[Speaker 8] (1:29:09 - 1:29:10)

Into the one model.

[Gillian Anderson] (1:29:10 - 1:29:15)

It will go into the websites, particularly if you point it to specific websites.

[Speaker 8] (1:29:15 - 1:29:15)

Sure.

[Gillian Anderson] (1:29:16 - 1:29:18)

That's not a restriction anymore.

[Speaker 8] (1:29:18 - 1:29:20)

Okay, great. Thank you.

[Gillian Anderson] (1:29:21 - 1:31:11)

There was one other point I was going to make. Sorry, just one last thing. If you're nervous about getting started, go onto YouTube.

There are millions of videos that will help you. Again, just put in specifically what you're looking for and there's a video on it. I noticed I used search yesterday and the ChatGPT search actually brought back a couple of videos, suggestions for me to watch.

I just need to click on them. I didn't even need to go into YouTube. They were there.

They say there's a YouTube for everything, but now I think there's an AI tool for everything as well. The people in Silicon Valley, the billionaires, they apparently have a bet on who's going to be the first single solopreneur billionaire. There really is a tool for everything.

It's just about how much time you've got to devote to learning it, how much your budget is, and what's your appetite, and do you need to AI everything. You've got the mobile version, so you can be in France and you want to ask for something, you can hit ChatGPT and ask whatever it is in English and it will play back in French or whatever language, except for Mongolian, because I have Mongolian clients and I can't translate. Apparently, it's just too hard for them to program.

[Speaker 4] (1:31:11 - 1:31:21)

Just in case Virgil missed that, for ChatGPT, rather than just typing, you can also hit the microphone button on your phone on ChatGPT and you can just talk to it, which might make it a little less scary.

[Speaker 11] (1:31:25 - 1:31:30)

Thank you so much.

[Rachel Davies] (1:31:31 - 1:44:20)

Thank you, Julian. I really, really appreciate that. Well done.

It was so informative. Wow, whose brain's exploding now? Anyone got a brain explosion going on?

That was incredible, wasn't it? Let me just zip through here. What an amazing amount of information you've just been given.

As Julian said, take this sentiment away from what she's told you. You can't do everything. You can't go onto every single tool and feature that she's just talked to you about, so just pick the ones that you think are relevant to you now and have a look into them.

It's just going to help us all, isn't it? Learn how to communicate, learn how to interact and co-create with AI, and that's what we want to do. The handouts, who thought the handouts were next level?

They were really good work. You can take that away and study it and come back to it time and time again. It's got the power to transform all of your businesses, AI, and it's just how we start to harness it.

It's really important to remember if we don't start harnessing it, we're going to get left behind because people and other entrepreneurs are going to be able to bring products and services to market much more faster and much more efficiently than we can if we don't keep on top of this, so really, really important. Thank you, Julian. That was an amazing session.

As Julian said, we're just going to zoom through a few things before the end. Homework. So, first thing to do is identify your most time-consuming tasks and see what tool you can use, like research from the list, then develop a pathway, a budget, do you need to make a plan for spending the money on chap GPT, the paid-for version or something else, and then implement at least one of these tools.

Try it out, get working with it, it's really important. So, that's your homework. It's in the workbooks.

Then book club for this month is Deep Work by Cal Newport. This is an excellent book. This is all about you being the sum of what you focus on.

If you want to give more value to the world, if you want to work harder and deliver more value for you and your business, then you need to get into those prime time zones and think deeply and create that tremendous value that you're looking for. It's all about the skillful management of your attention, yes, because we all get distracted, all of us do, all of the time, so I highly recommend that you read that. It's a great book for helping you with it.

And then 28-day challenge is prime time. So, we've just toggled our time, now the challenge is prime time. What did I say to you earlier?

I said that you should be doing at least five hours a week, that's an hour a day, working on your business, not in it, doing your winter hit list, getting through all of these mapping things and the stuff that you've got to get on with, or your finance, whatever it might be, so prime time. For those of you who are toggling or using Clockify, because that's another type of time tracker you can use, I want you to be posting it with your Sunday or Saturday in the Facebook community, it's really, really important. So, make sure you're planning your prime times in the diary, so you're very clear on what you're trying to do.

This was mine, oh, hang on, am I going to zoom to head? I'm not expecting you to do that many hours, but I am expecting you to do at least a minimum of five. So, homework, let's turn to the back of the book and have a look at the homework, just so we're clear.

It's been a busy day with lots of information. So, homework, in world-class finance function, if you remember, we need you to take the acid test, see where you're at right now, set up zero, automate your bank feeds, recruit those professionals, book in your monthly finance review, so you can go through the data and actually start actioning things, and then if it's relevant to you, book a UFD review. As Josh said, that's probably better if you do it after the next finance session.

Business maps, pick out the top five methodologies that you want to create, build out the assets for them, and then who's going to look after that methodology, that asset, that process, and make sure they've got the right training resources to do that, and then formalise a scorecard and give them some KPIs, you know, how you're going to track and measure performance. AI in 2025, you've just gone through this, identify your most time-consuming tasks, look at the tools on that wonderful list that Gillian's given you, decide your budget for it, develop a pathway to use it and put it into place, and make sure that you're using at least one of those tools, maybe come next workshop, yeah, we'll be checking in with you on that. Wins hit list, the aim of the game now is to get 60% done by the end of February, and I highly recommend that you work towards that 60% because March will become a lot more stressful if you don't.

Go back to my post on winter hit list reprioritising, if you think you've got too much on the list, feeling overwhelmed, it's common for us all to feel like that, especially after this workshop. You might need to rejig it a little bit, but make sure you're heavily focused on getting to the 60% and you're working on the game-changers, the things that are going to level your business up come the summer. Prime times, create a prime time tag if you're using toggle or start measuring how many hours of prime time you're doing, that's that deep focused work, the book will help you.

Make sure it's booked in your calendar on a Sunday so you know what you're working on during the week, that will make you more efficient and get the work done more easily. And then track and share your progress in the Facebook community, tell us how you're getting on, if you need some help, we're all there for you as you know to help you in the community. And then accreditation work, what do we have to do for that?

We have to do our Sunday sanity and you have to post in the community and learn from your fellow community. So that's the homework for this month. Mid-week mentoring, there's an absolutely spectacular line-up for mid-week mentoring this month.

So we've got Gillian doing AI in 2025, so if you want to talk to her more, there's lots of questions there, lots of things you want to try and understand, so join us on the 12th of February and Gillian will be doing the first week of mid-week mentoring. Then Shiv is going to be doing mid-month mentoring, so if you've got any map questions, you're struggling with your systems, you're not sure about your assets or the processes that you're trying to build, then tune in with him on the 19th of February and he'll help you with all of that. He's mapped out his entire business, he has got somebody to run all of it, he's systemised himself really successfully out of his sourcing business, so he's a great one to do that with you.

And then finally, Josh is back on the 26th of February and he's going to be helping you set up those world-class finance functions. So 12 noon, you know when they are, tune in to all three of those, they're going to be absolutely fantastic. And if you want to book on mid-month mentoring and get Shiv to help you, then please, there's a QR code in the workbook, you can book a slot with him, let him know what it is in advance and he'll be able to serve you better.

So that's mid-week mentoring and then Sunday Sanity, we know how this works, get it posted in the Facebook community, it's now starting to really be picking up momentum now and start smashing your posts on Sunday Sanity. You've got to get 10 high-value tasks done. You don't have to complete all of them every week, but you do have to be setting them.

You've got the strategy now, it's really important that you start executing on it, that's what Sunday Sanity is for. And then we've got PE parents. For those of you who've tuned in for this before, you'll know what it is, but if you've got children and you're trying to execute these blueprints, it's quite hard being an entrepreneur and looking after children.

Some of you know that really well. So on the 27th of February, you can register to join the Zoom call with Clare Reid. Clare is a seven-figure entrepreneur.

She's absolutely fantastic and you'll connect with other members of the advanced community and it's just about supporting each other through parenting as well as doing the blueprints. So that's something that you can join in with. Again, that's on the 27th of February at 12 noon.

Well, who's connected with the buddy today? Who sent them a text message? Quite a lot of you.

For those of you who haven't reached out, please maybe do that before you leave. Make sure that you connect with them and you decide how you're going to check in with each other. Buddies are really useful.

Buddies, please, all of you, help each other do Sunday Sanity and post it in the community. Someone doesn't know where it is, help show them where it is. We talked about that earlier.

And now it's time, we're nearly at the end now. Can you please get out your phones and give us some feedback? Can you please rate us out of 10?

Give us that NPS score rating, but also can you give us some written feedback on how you found today? Yeah, we did an awful lot of content that we unpacked for you today. How did you find it?

What did you think of it? Five workshops in now, so please get your phones out. Declan, can you put some music on for two minutes while everybody does the Google form?

Written feedback, it really helps us understand how the day went, how we can make it better for you. We do like to implement this feedback. Any problems, speak to Bianca.

That written feedback is really important. The score is also good too. Thank you so much for doing this.

Thank you virtual for taking part. When you've finished, can you put your phones down so I can tell that we can move on? Don't get sucked into WhatsApp.

We're nearly done. Anyone still doing it? Is it all right if I move on?

Okay, switch the music off. Thank you very much. If I could have everyone's attention, Josh just needs to make an announcement, I think, or tell us something.

[Speaker 5] (1:44:22 - 1:45:12)

Yeah, sorry. Yeah, so thank you all for the referrals to Profit Entrepreneur Blueprint events, and for those of you giving out the golden tickets, big congratulations to Steve and Tom, and to Andrew Tattersfield, as well as we've got Chris, we've got Nina, and we've got Vadney. So thank you all for the referrals.

Unfortunately, we've not hit the 50 that we wanted to get, but keep referring, and for those people that do, you will get access to the deals, deals, deals, and to the Rewire Your Brain training worth £1,500. Just remember, when you're going into this, going into this month, think about the people you could refer, send them the link, register for the golden ticket. There's only going to be 40 of these tickets, so make sure your friends and family get them, and we're going to be doing the same for Advance on Thursday.

They will be limited, they will go, so make sure you make the most, getting as many people on board of your friends and family as you can.

[Rachel Davies] (1:45:12 - 1:46:27)

Yeah, well done, guys. Yeah, well done. Thank you for doing that.

Right, we are still open until five o'clock, so if you want to ask some questions, we didn't get time for questions on business mapping, so if you've got something to ask me, then come and find me when we finish up, so we'll be in the room until five. Everyone else is here, do some networking. It's really important that that's part of what you do here, and did you enjoy that?

Has it been a good day? I said, did you enjoy that? Good.

Lots of information for you to unpack. I can tell that all of you have, like, your cup is full when it comes to information, but that's really good. Lots of information for you to take away.

We've done finance function this morning. If we follow the blueprint, do what Josh tells us, we'll all get financial clarity, and we'll all know our numbers, and that is absolutely super, super important. In session two, we learned how to map our businesses and systemise ourselves out of our businesses so that we can go on to pursue more freedom or more money, and then finally, Gillian has just walked us through an incredible session on AI and how to use AI to best effect in our businesses so we can create more value in less time.

What a fantastic day. Who's ready to smash February? I said, who's ready to smash February?

Yes, now go out there, have a really good productive month, get the flywheel spinning, enjoy it. Let's finish that on a round of applause.