

AI LMP Mastery Program: Key Concepts and Actionable Insights

This guide combines all the key takeaways, frameworks, and methods discussed in the session to help you use AI effectively in your business.

This will assist you in solving common queries, improving business processes, and maximizing productivity with AI tools.

1. Understanding Empathy Mapping and ICP (Ideal Customer Profile)

Empathy Map: Helps you understand your customer's thoughts, feelings, pain points, and perspective.

Ideal Customer Profile (ICP): Focuses on demographics and psychographics.

Action: Use Empathy Mapping to get deeper insights into customer needs, desires, and frustrations, which will make your marketing messages more powerful.

2. Chain Prompting: A Better Way to Get Results from AI

What is Chain Prompting? Instead of giving one long, complex prompt, break it down into smaller, sequential tasks.

Example: First, define the customer avatar. Then, create an empathy map. Write the marketing copy.

Benefit: This method leads to more precise and targeted results for tasks like ad creation or email marketing.

Action: Start by breaking down your tasks into smaller steps and feed them into AI one by one to get better outputs.

3. Effective Prompting (PRT Method)

Role Assignment: Specify the role AI should play to get better outputs. Example: "Act as a world-class copywriter."

Task Definition: Be clear about what you want AI to do.

Context: Provide the necessary background, audience, and product details.

Output Specification: Define the format, tone, and style of the output.

Constraints and Examples: Include what to avoid and any examples that might help.

Action: Use the PRT framework to structure your prompts. The more detailed and specific your instructions, the better your results.

4. Using ChatGPT for Prompt Writing

What to Do: If writing prompts feels overwhelming, converse with ChatGPT to generate prompts for you. ChatGPT can provide frameworks and refine your instructions for tasks like content creation,

research, or proposal writing.

Action: Create separate projects in ChatGPT for different business functions (e.g., marketing, HR, content creation), so all tasks stay organized.

5. Project Management in ChatGPT

Organize Your Work: Create projects for each department (e.g., marketing, sales) and assign specific tasks within those projects.

Example: If you're working on marketing messages, keep all related tasks in one ongoing chat thread, ensuring consistency and continuity.

Action: Break down your tasks and create separate projects for different functions in ChatGPT. This will keep you organized and make it easier to manage large tasks.

6. Agent Creation and Data Usage

Creating Agents: AI agents can automate repetitive tasks like lead filtering, email responses, or customer queries.

Data Requirements: Agents are more effective when they have access to structured data (e.g., customer feedback, previous sales records).

Action: Identify areas in your business (e.g., lead management, HR tasks) that can be automated using AI agents. If you have structured data, it will enhance the agent's effectiveness.

7. AI Tools and Platforms

ChatGPT: Your primary tool for most text-based tasks (e.g., writing prompts, generating content, email communication).

Perplexity vs. ChatGPT: While Perplexity offers some features, ChatGPT is much more versatile, handling text, images, and video creation.

Additional Tools: Use MidJourney or DALL-E for image generation if needed.

Action: Stick with ChatGPT for most tasks, but explore other tools for specific needs like image or video generation.

8. Using AI in Business

Marketing: Automate content creation for social media posts, landing pages, and email campaigns.

Customer Service: Set up AI agents to handle customer queries or filter leads.

Operations: Automate internal processes such as invoicing, appointment scheduling, and data collection.

Action: Implement AI in various aspects of your business and start automating repetitive tasks.

9. Building Projects in ChatGPT

Manage Projects: Use ChatGPT's project management feature to create separate projects for different functions (marketing, customer service, etc.).

Maintain Focus: Ensure that each project has a clear, defined task and provide context to guide the AI's response.

Action: Start creating projects for specific business functions and use ChatGPT's task manager to organize your workflow.

10. Practical Application: AI for Ad and Content Creation

Generate Content: Use AI to write persuasive marketing emails, social media posts, and landing pages.

Action: Use structured prompts for ad creation (e.g., specify the target audience, offer, and tone). The more specific your prompts, the better your results will be.

11. Advanced AI Tasks: Creating Agents, Software, and More

AI Agents: Set up agents for specific tasks like lead nurturing, email follow-ups, or even filtering job resumes.

Software Creation: Use AI tools to create internal systems like payroll, attendance trackers, and other business management tools.

Action: Start building your AI agents and explore the creation of small internal tools for your business processes.

12. Next Steps for Learning

Future Sessions:

How to create avatars and automate video creation.

How to build AI agents for tasks like sales and marketing automation.

How to create landing pages, websites, and more with AI.

Action: Stay tuned for more sessions to explore AI in deeper ways, such as automating more complex tasks and building custom AI solutions.

Final Action Plan for Members:

Create Projects in ChatGPT: Organize work into projects by department or task.

Use Prompt Frameworks: Apply PRT and Chain Prompting for better AI outputs.

Implement AI Agents: Start with automation tasks (e.g., customer support, lead filtering).

Refine Your Prompts: Get comfortable refining your prompts to suit specific business needs.

Leverage AI Tools: Stick with ChatGPT for most tasks, but explore tools like MidJourney or DALL·E for specific needs like image and video creation.