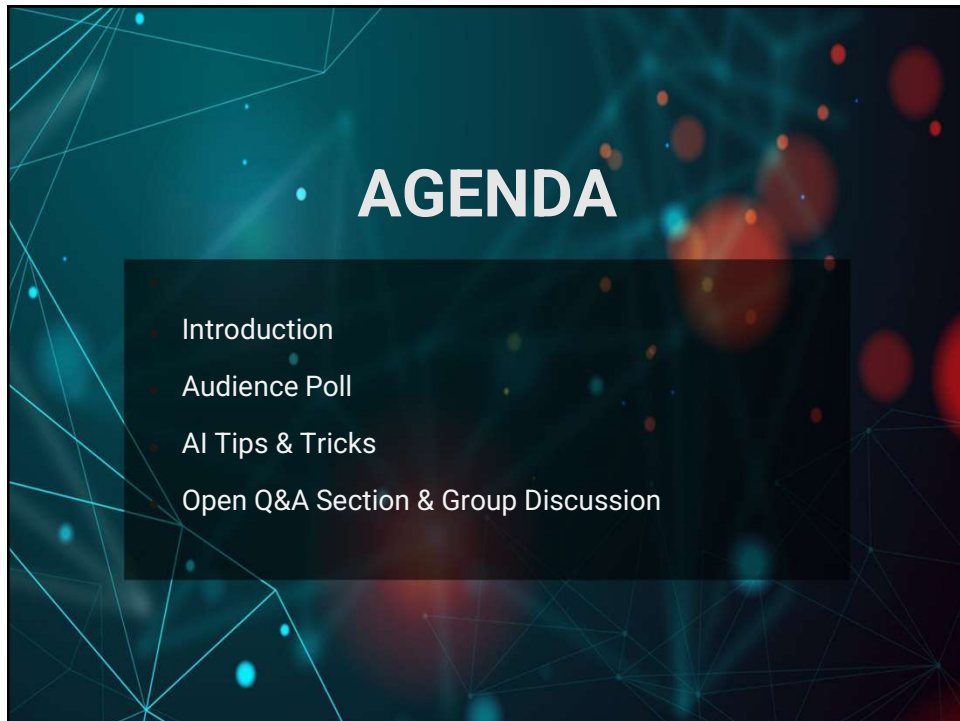


1



2



A robust ad agency living within a Kansas-based telco that's been around for over 70 years. We've helped nearly 100 other businesses achieve their goals.



3

HELLO!

Aubree Broyles

- From Nex-Tech Creative

Disclaimer:

- Not an AI expert



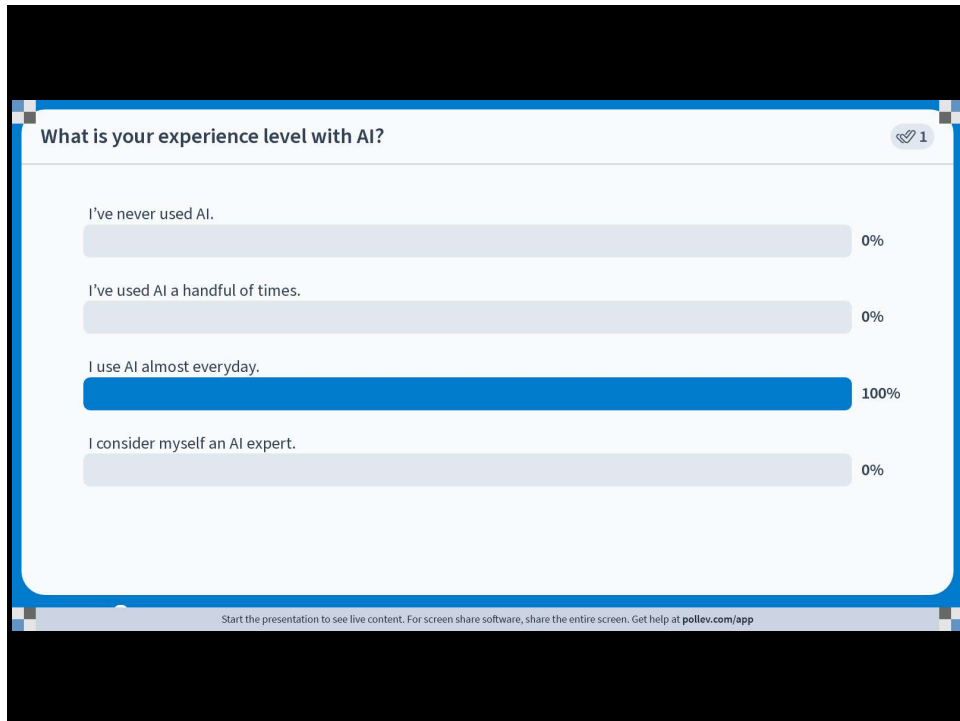
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HELLO!

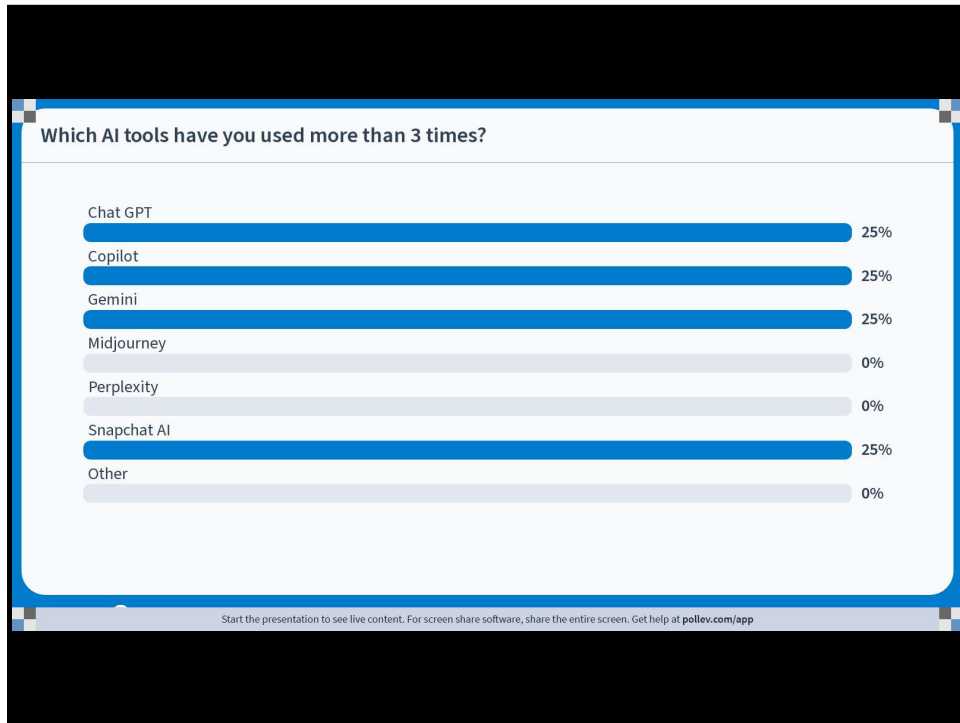
Join the Poll
Scan the QR Code or go to
PollEv.com/aubreebroyles636



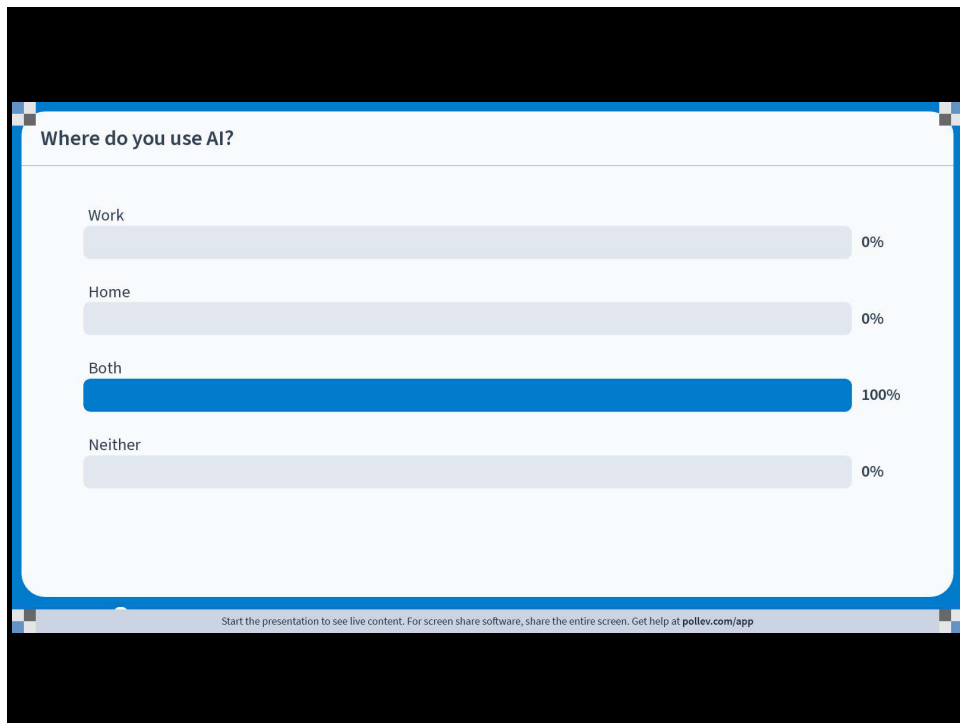
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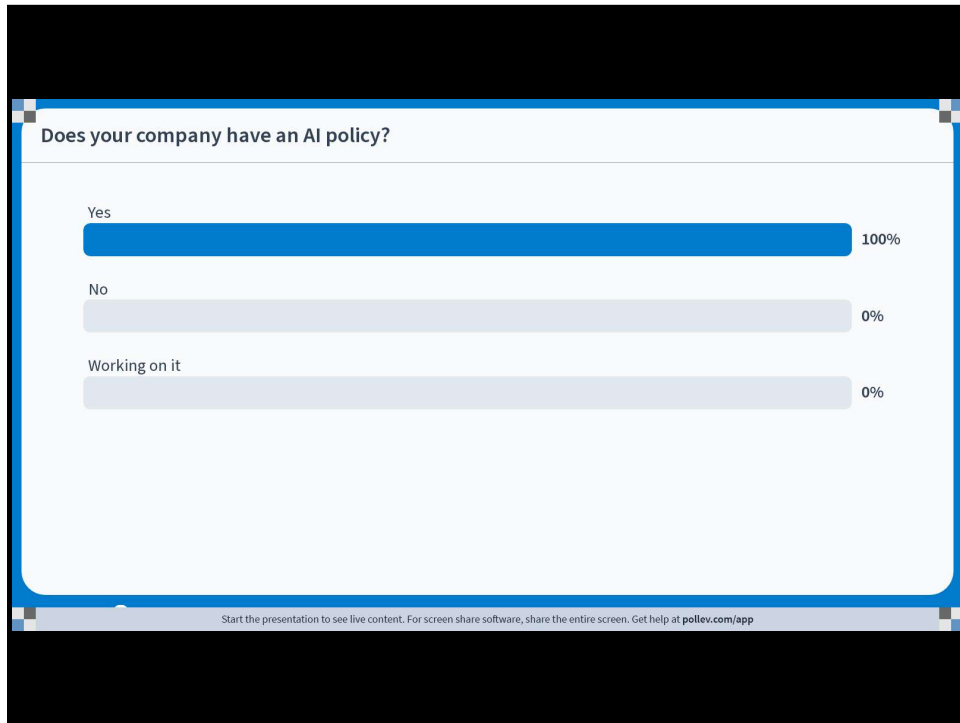
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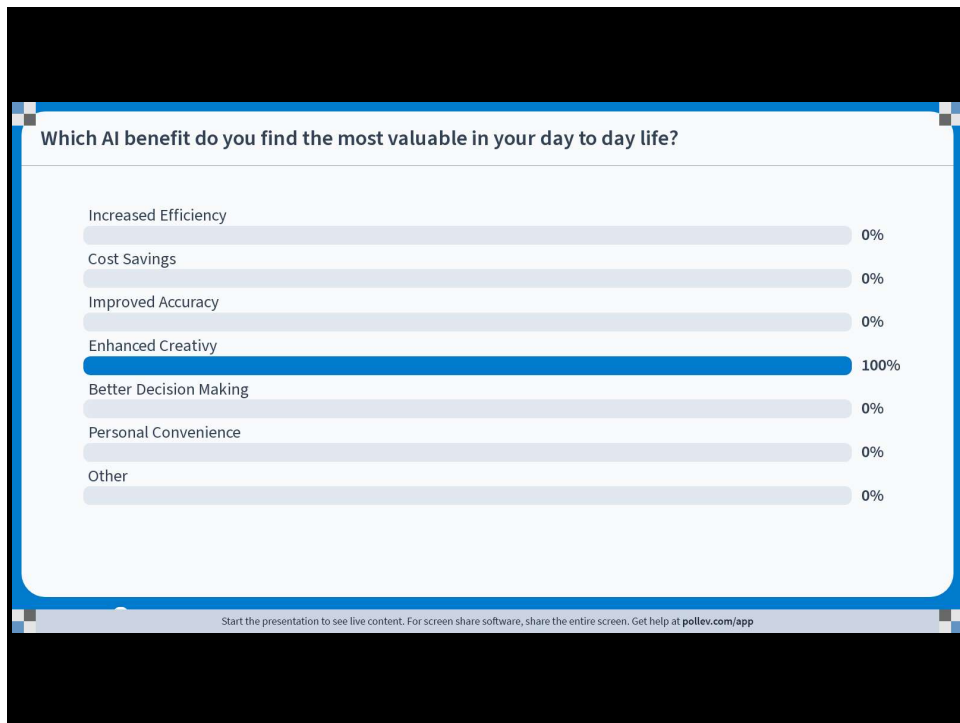
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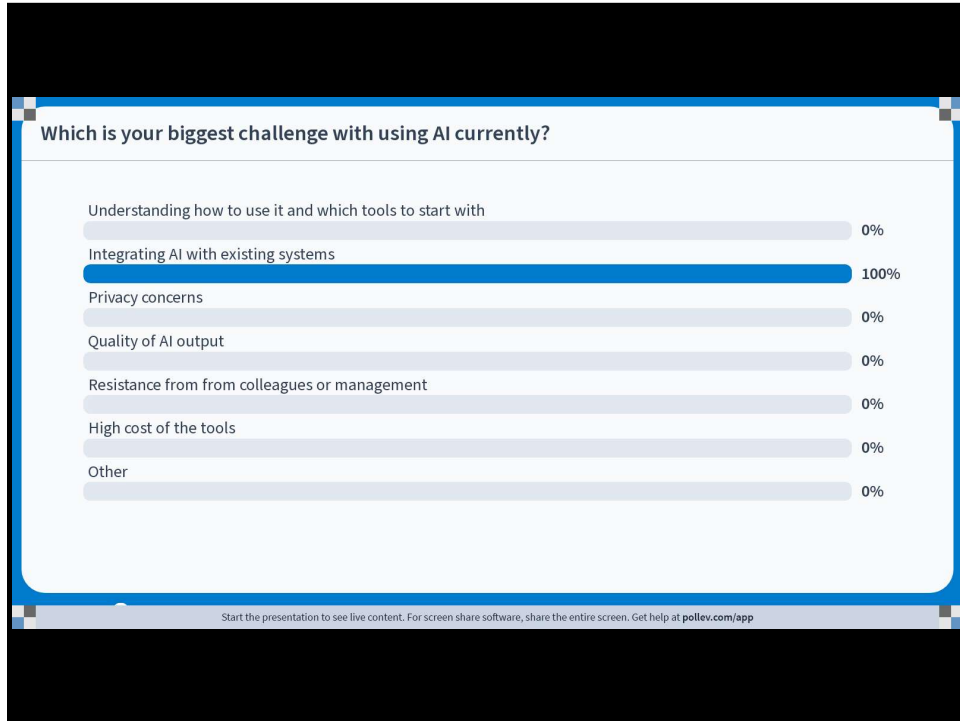
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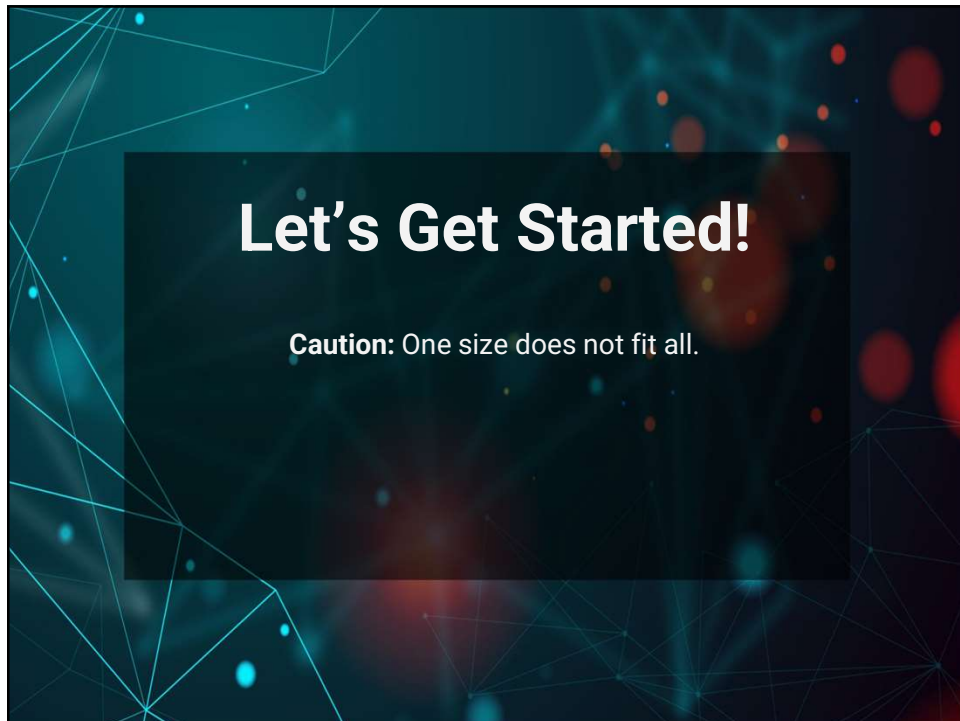
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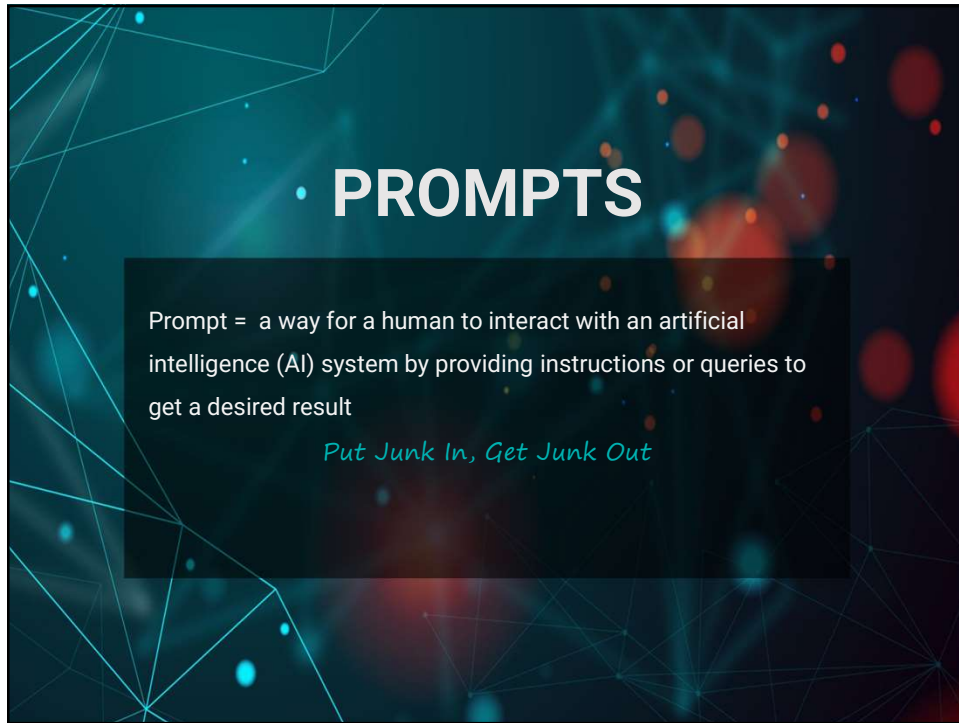
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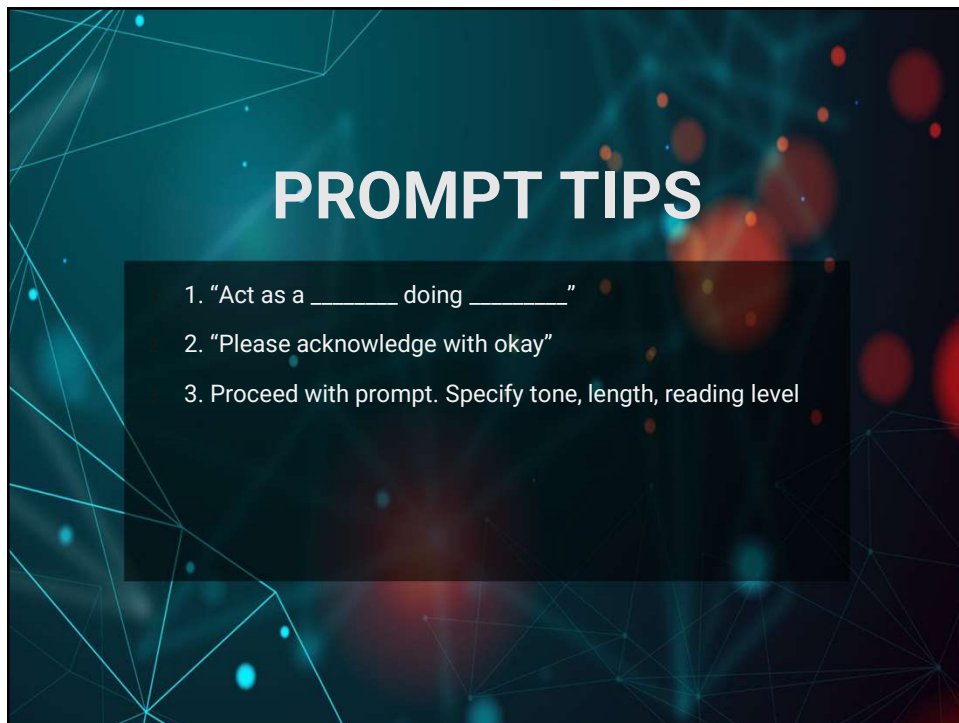
11



12



13



14

PROMPT TIPS

- “Remove the purple prose.”
- “Respond like you are my teacher and I am your student.”

15

PROMPT TIPS

- “Exclude these words _____”

<https://growthhackinguniversity.com/blog/exclude-these-words-from-chatgpt/>

Buckle up	Bombastic	Furthermore	Alternatively	Due to	Tapestry	In conclusion
Delve	Competitive digital world	However	Notably	Even if	Soul	To summarize
Dive	Debunking	Therefore	As well as	Given that	Crucible	Ultimately
Elevate	Nestled	Additionally	Despite	Arguably	It depends on	To put it simply
Embark	Picture this	Specifically	Essentially	To consider	That being said	Pesky
Embrace	Plethora	Generally	While	Ensure	You may want to	Promptly
Explore	Realm	Consequently	Unless	Vibrant	It's important to note	Dive into
Discover	Top-notch	Importantly	Also	Bustling	This is not an exhaustive list	In today's digital era
Demystified	Treasure box	Similarly	Even though	Essential	You could consider	Roverberate
Unleash	Treasure trove	Nonetheless	Because	Vital	In summary	Enhance
Unlocked	Whimsical	As a result	In contrast	Out of the box	On the other hand	Emphasize
Unveiled	Firstly	Indeed	Although	Underscores	As previously mentioned	Enable
Beacon	Moreover	Thus	In order to	Landscape	It's worth noting that	Hustle and bustle

16



17



18

CONTENT WRITING TIPS


PROMPT: "Write for a 12-year-old. They should be able to understand this, so provide relatable information and examples, but don't sound cheesy, as adults will be the ones actually reading this article."

19

CONTENT WRITING TIPS

PROMPT: "Generate text that avoids using formal or overly academic phrases. Aim for a natural, conversational style that sounds like two friends talking at the coffee shop. Use direct, simple language and choose phrases that are commonly used in everyday speech. If a formal phrase is absolutely necessary for clarity or accuracy, you may include it, but otherwise, please prioritize making the text engaging, clear, and relatable."

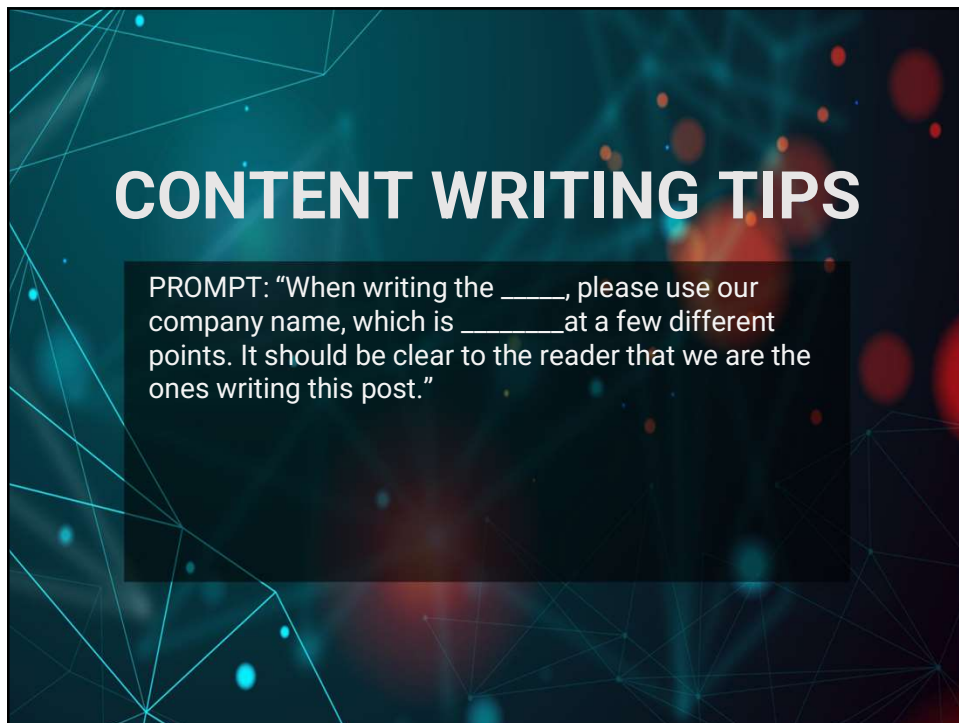
20

A slide with a dark blue background featuring a network of glowing cyan lines and red bokeh lights. The title 'CONTENT WRITING TIPS' is in large white font. Below it, a white text box contains a prompt.

CONTENT WRITING TIPS

PROMPT: "When writing this _____, keep in mind our customers live in (name the area if this applies to a local/regional business). Reference local phrases, landmarks, cultures, etc. if applicable."

21

A slide with a dark blue background featuring a network of glowing cyan lines and red bokeh lights. The title 'CONTENT WRITING TIPS' is in large white font. Below it, a white text box contains a prompt.

CONTENT WRITING TIPS

PROMPT: "When writing the _____, please use our company name, which is _____ at a few different points. It should be clear to the reader that we are the ones writing this post."

22

CONTENT WRITING TIPS

PROMPT: "Do NOT be pushy or salesy with your writing style. We want the reader to know our company exists and that it solves the problem the article is discussing, but the style should not come across as biased. This is VERY important. The reader should sense we are very human just like them, we understand their problems, and we seek to honestly give them accurate information, in a fun, casual way."

23

CONTENT WRITING TIPS

PROMPT: "Clarify the concepts in the article by anchoring them in vivid, conceivable real-life scenarios. Feel free to craft illustrative anecdotes that shed light on the subject matter. Transparency is key here—ensure that these hypothetical situations are presented as fictional examples, NOT as factual occurrences, as we want to maintain integrity with the reader."

24

CONTENT WRITING TIPS

PROMPT: "The introduction of the article should identify the problem the buyer has and contextualize who they are. It should also outline what the reader will get and learn from reading the post, and the payoff that will come with completing the content."

25

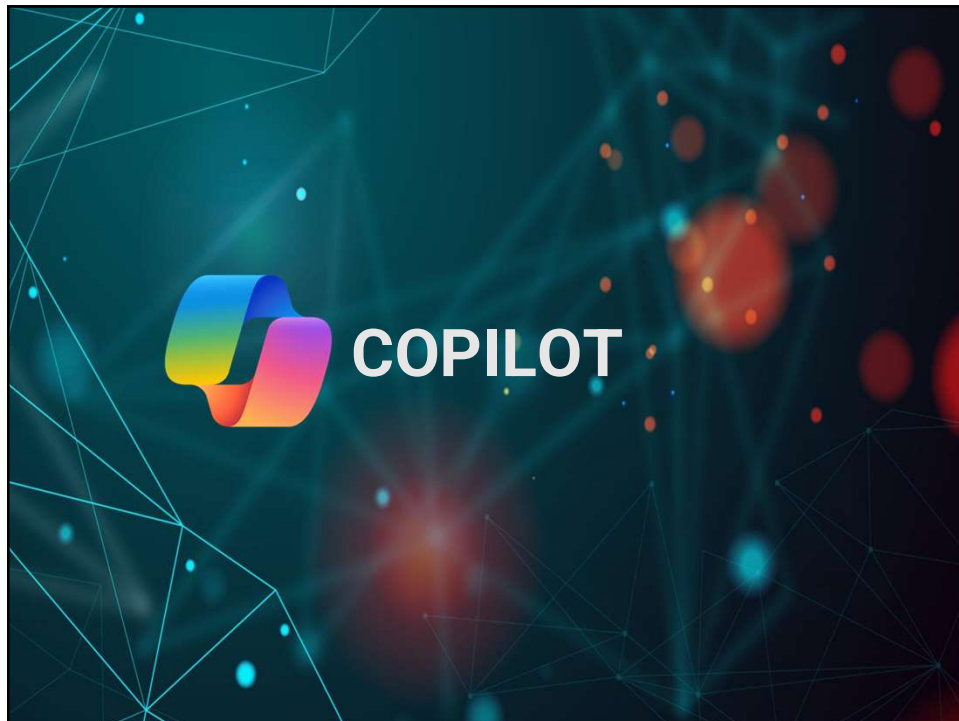
CONTENT WRITING TIPS

PROMPT: "Vary the length of the paragraphs and sentences in these writings. Look for opportunities to create punchy, incisive moments to land your points, while at other times produce paragraphs that are 2-4 sentences as needed."

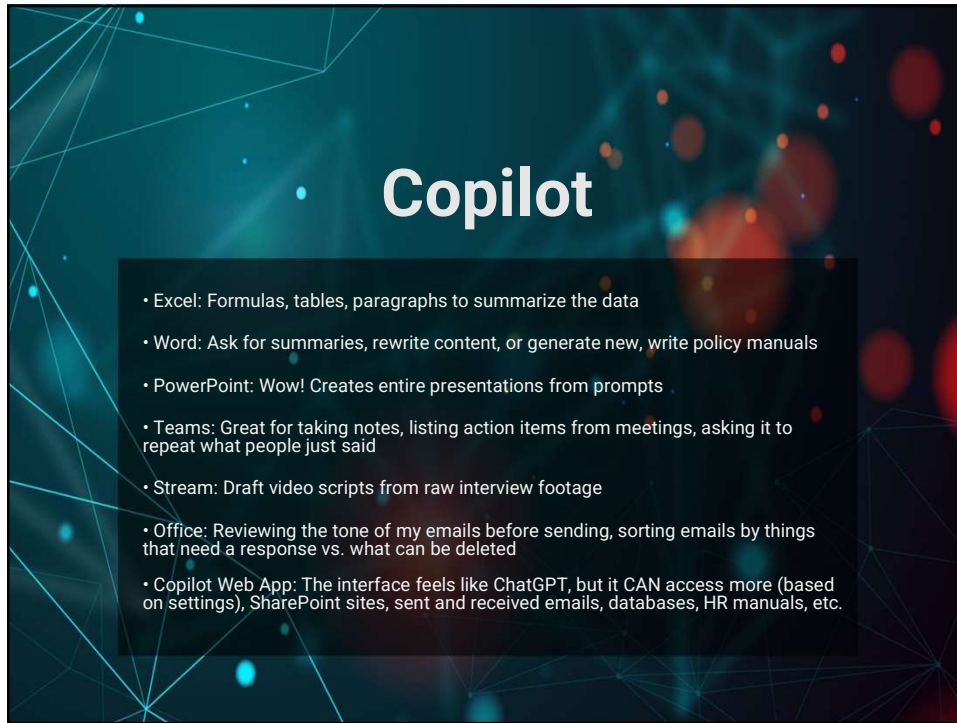
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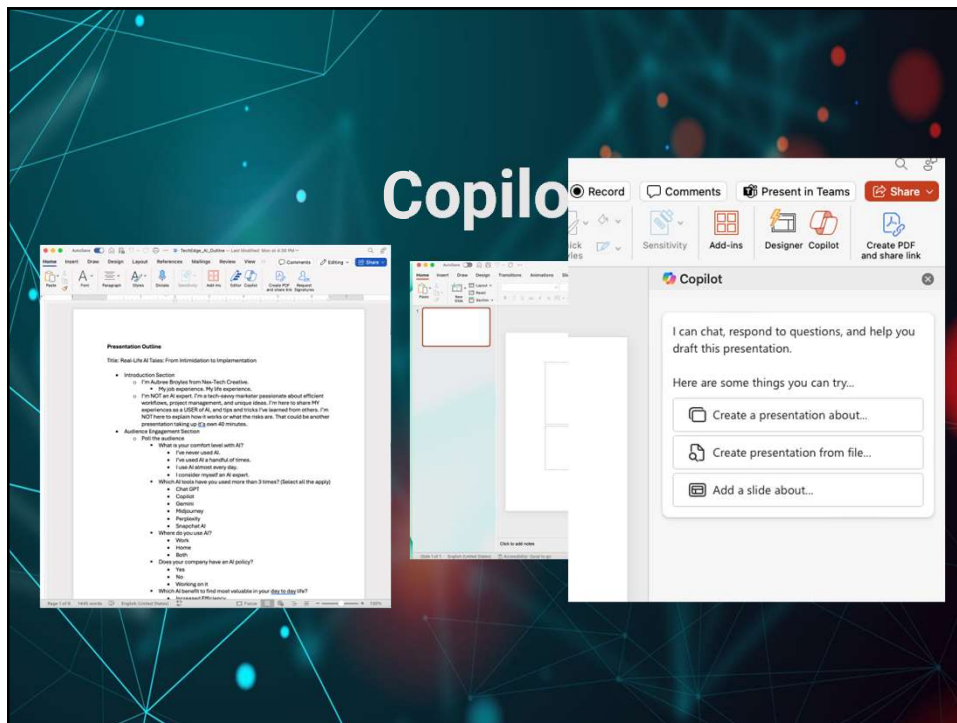
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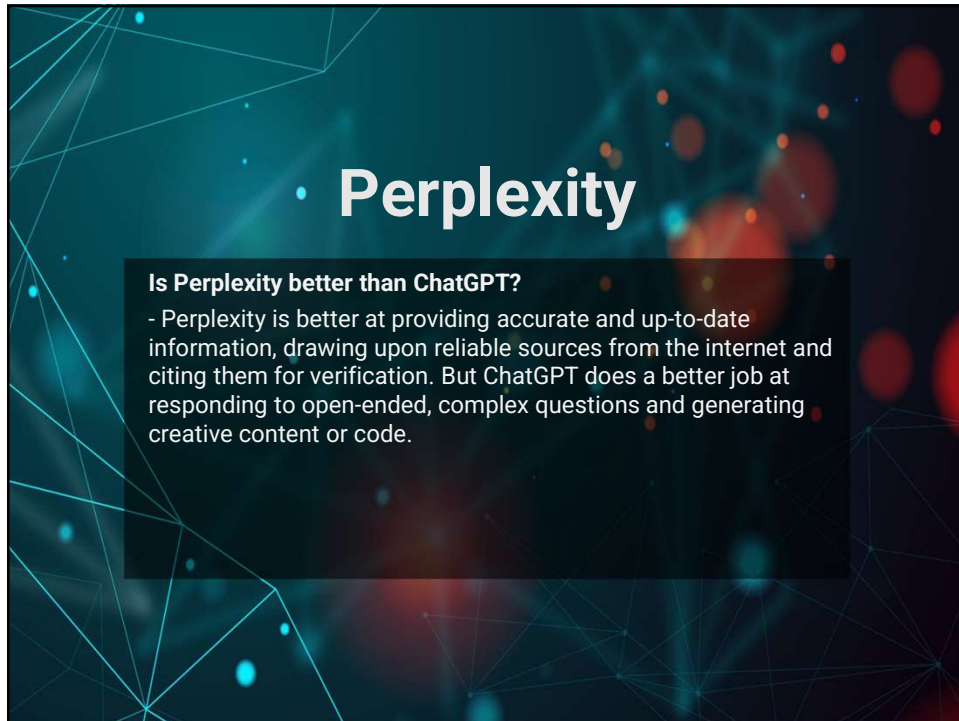
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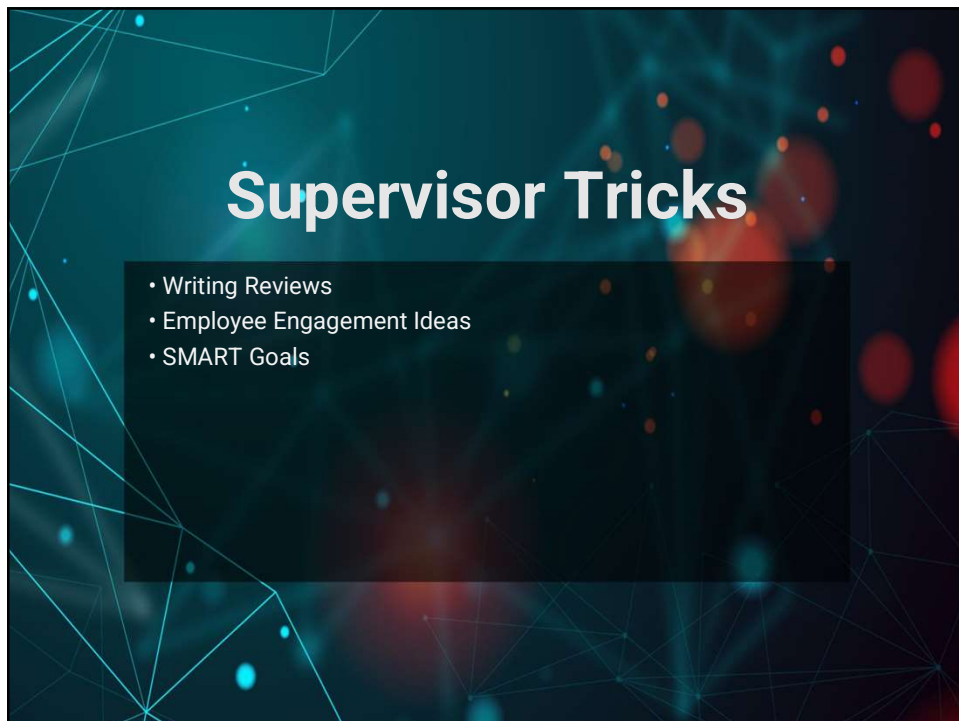
The slide features a dark teal background with a network of glowing blue lines and nodes, and several out-of-focus red and orange bokeh lights on the right side.

Perplexity

Is Perplexity better than ChatGPT?

- Perplexity is better at providing accurate and up-to-date information, drawing upon reliable sources from the internet and citing them for verification. But ChatGPT does a better job at responding to open-ended, complex questions and generating creative content or code.

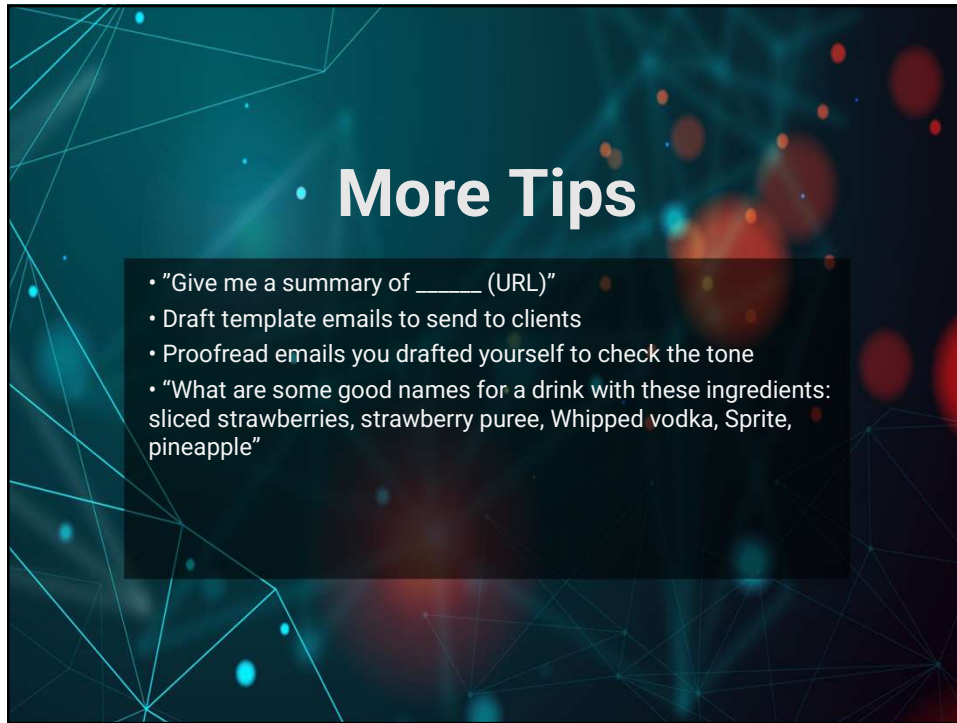
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The slide features a dark teal background with a network of glowing blue lines and nodes, and several out-of-focus red and orange bokeh lights on the right side.

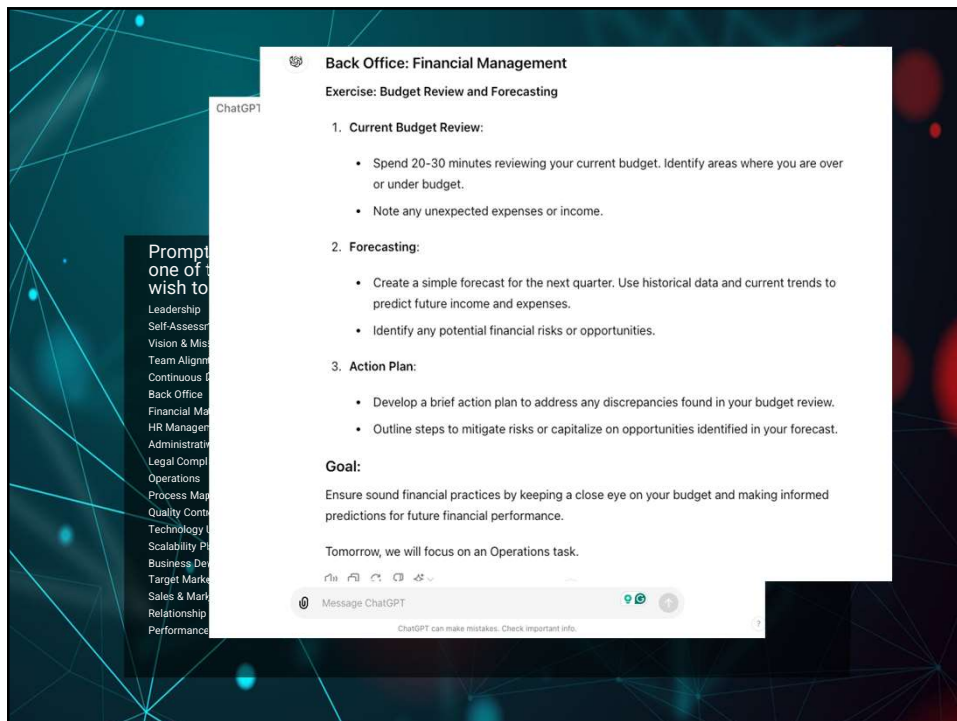
Supervisor Tricks

- Writing Reviews
- Employee Engagement Ideas
- SMART Goals

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33



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ChatGPT 4o

Memory updated

Daily Exercise: Strategic

Exercise: Scenario Planning

Objective: Enhance your strategic thinking by developing multiple scenarios for a specific challenge or opportunity your team is facing.

Steps:

- 1. Identify a Challenge or Opportunity:** Choose a relevant challenge or opportunity within your team or organization.
- 2. Brainstorm Scenarios:** Create at least three different scenarios that could potentially unfold regarding this challenge or opportunity. Think about best-case, worst-case, and most likely scenarios.
- 3. Analyze Each Scenario:** For each scenario, list potential actions, outcomes, and impacts on your team and organization.
- 4. Develop Contingency Plans:** Based on your scenarios, outline contingency plans. What steps would you take in each scenario to navigate the situation effectively?
- 5. Share with Your Team:** Present your scenarios and contingency plans to your team for feedback and further brainstorming.


By practicing scenario planning, you'll refine your ability to think strategically, anticipate potential challenges, and develop robust plans for various outcomes.

Memory updated

35

THANK YOU!

aubree@nex-tech.com



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