90% of AI marketing is

crap

So what's the 10% that's not?



Kamran Ayub Not an AI guru kamran@kamranayub.com

MDC 2023

What even is AI?

Artificial Intelligence imitates human behavior by relying on machines to learn and execute tasks without explicit directions on what to output.

Source: Microsoft

OK, so what's "Gen" AI?

Generative AI models can produce new content based on what is described in the input. Generative AI models can produce language, code, images, and even video.

2006

First major influential paper on "deep belief nets" is published.

2022

Midjourney text-toimage introduced, DALL-E from OpenAI, and of course, ChatGPT

1960s

First usage of Natural Language Processing (NLP) is introduced, forming basis of GenAI

2014

Generative Adversarial Networks (GANs) are introduced by Ian Goodfellow

2023+

AI takes over, ushers in autonomous development... Best of luck out there!!!



YOU GET A PROMPT ENGINEER, YOU GET A PROMPT ENGINEER!!!

Why was GPT so "revolutionary"?

5 Reasons Why ChatGPT Became the Fastest Growing App of

All Time ChatGPT has taken the world by storm, and it's down to these three reasons.

BY MAXWELL TIMOTHY UPDATED SEP 12, 2023

ChatGPT May Be the Fastest Growing App of All Time, Beating TikTok

'In 20 years following the internet space, we cannot recall a faster ramp in a consumer internet app,' says an analyst note from financial firm UBS.



By <u>Michael Kan</u> February 2, 2023 🕇 🎔 🖬 🚥

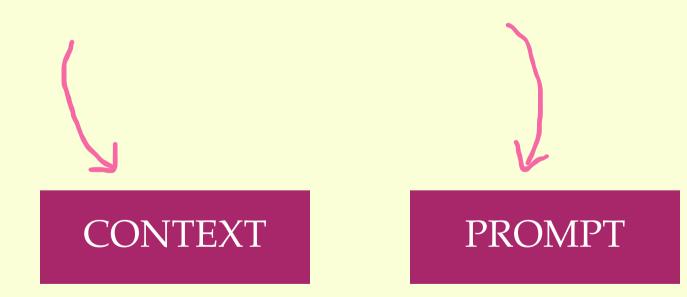
ChatGPT sets record for fastest-growing user base - analyst note < Aa Ω

By Krystal Hu

February 2, 2023 9:33 AM CST - Updated 8 months ago

Why was GPT so "revolutionary"?

Suddenly, it felt like a real person having a conversation with you.





Saas Startup Idea



LAN GPT - Learn Anything Now (FAST)



Resume Editing



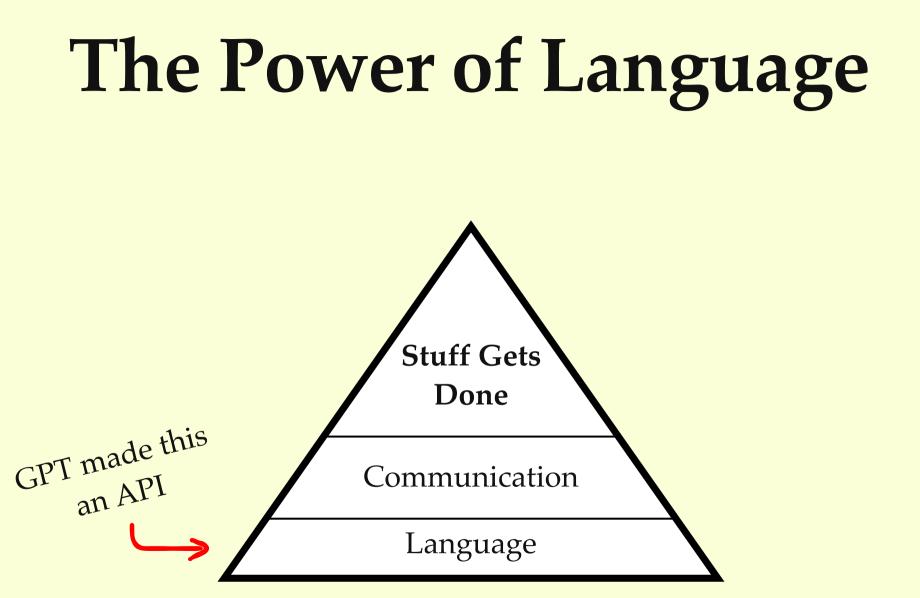
Blog Post



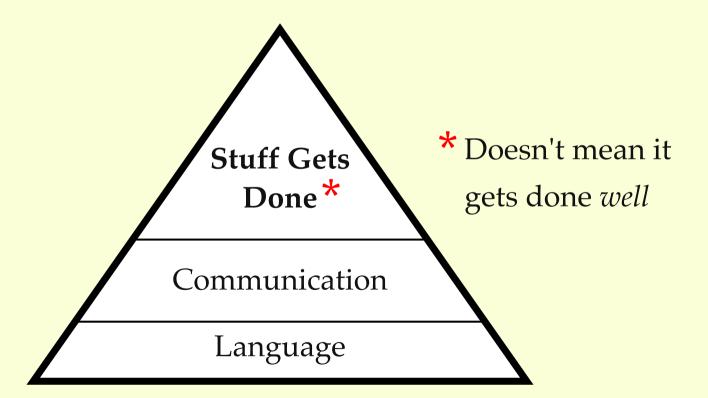
AndrewGPT - Your Personal Al Mentor for Online Business...



BookGPT - Let Al write a whole book for you



The Power of Language



Hallucination

When AI goes rogue

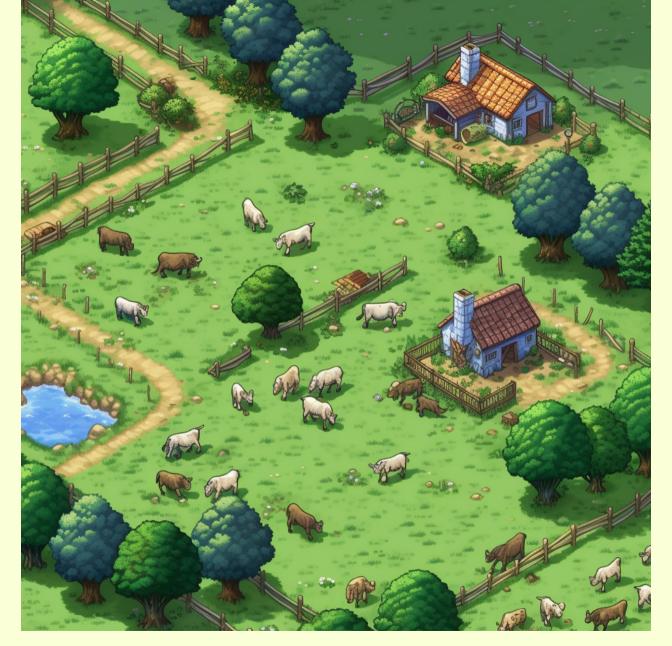


NEWS

ChatGPT maker OpenAI faces new class action lawsuit over data privacy



You're grounded, mister!



Midjourney prompt: Cows in a fenced field, top down 2d game, pixel art, style of Legend of Zelda: A Link to the Past(SNES, Game Boy Color) 1991

Everyday Use Cases

Researching

Help you reduce the time it takes to do research tasks.



Ask Your Docs Get insights and answers from documents in your hard drive.



Summarize Get through boring docs or long videos quickly.



Creative Content

Generate audio, images, and videos for projects.



The Sunday Scholar

How can AI help me figure out my **HVAC system** upgrade?

Bing Chat

My HVAC is old, where should I start when planning to upgrade?

Bing Chat -- Making Notes

Link to Google Doc

My master bedroom gets too hot in the summer and cold in the winter. Does this mean I should have a separate zone? How does that work?

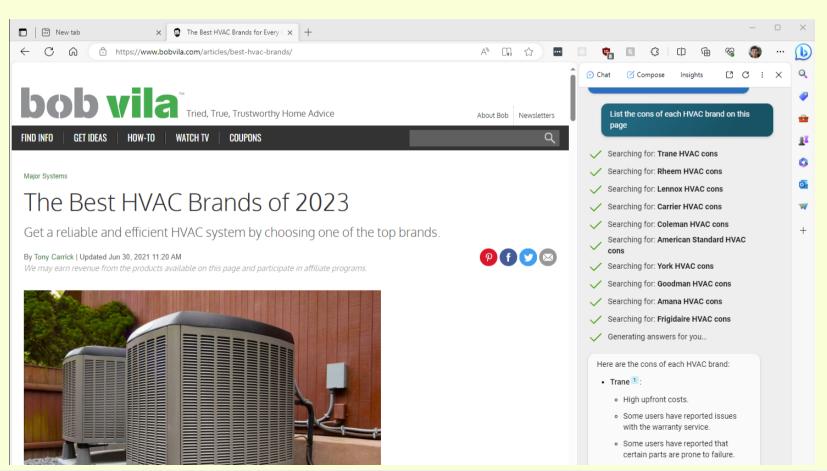
Bing Chat -- Getting Specific

What are some questions I should ask an HVAC contractor?

What are some HVAC brands and what are the reviews like of each one? Can you provide a comparison breakdown?

Bing Chat -- Ask a webpage

List the cons of each HVAC brand on this page



Bing Chat -- Find a Contractor

Can you find me toprated HVAC contractors near me? Can you find me top-rated HVAC contractors near me?

ሪ

 \downarrow

 Searching for: top-rated HVAC contractors in Bloomington, Minnesota

Generating answers '

Sure, here are some top-rated HVAC contractors in Bloomington, Minnesota:

- Bloomington Heating & Air: They provide service, repair and installations for heating and cooling systems ¹. They are open 24/7 ¹. You can reach them at (952) 884-3552 ¹.
- Altemp Mechanical Inc: They are a commercial HVAC, heating, air conditioning, and appliance contractor ²
 Their working hours are from 08:00 to 17:00 from Monday to Friday ². You can reach them at (888) 575-9111 ².

Bing Chat -- Contractor reputation

"For the top contractors near me, find any negative experiences in customer reviews, then rate each contractor on a scale of 0-100 based on the customer impact of the negative experience. For example, messing up installation is more negatively impactful than not answering a call.

Here are the negative experiences found in customer reviews for each contractor and their ratings based on the impact of these experiences:

- 1. Bloomington Heating & Air 1 2 3 4 5
 - Negative Experiences: None found in the reviews.
 - Rating: 100/100
- 2. Altemp Mechanical Inc 6 7 8 :
 - Negative Experiences: None found in the reviews.
 - Rating: 100/100
- 3. Standard Heating & Air Conditioning Inc 9 10 11 :
 - Negative Experiences: One user reported that they did not receive any follow-up from the company ¹⁰.
 - Impact: Moderate. Lack of follow-up can lead to dissatisfaction and loss of potential business.
 - Rating: 75/100
- 4. LaSalle Heating and Air Conditioning 12 13 14 15 16 :
 - Negative Experiences: One user reported that they did not receive a call back for a quote ¹⁵.
 - Impact: Moderate. Not returning a call can lead to dissatisfaction and loss of potential business.
 - Rating: 75/100
- 5. Angell Aire Heating & Air Conditioning 17 18 19 :
 - Negative Experiences: None found in the reviews.
 - Rating: 100/100

Why is this so helpful?

Cites sources Reduces hallucination and increases accuracy

1

2

Context aware You can ask extremely specific questions about what you're looking at



Personalized

You can get the information back in the format that makes the most sense to you.

gpt-researcher

| assafelovic / gpt-researcher Public | | 🗘 Notifica | ations $\frac{9.9}{6}$ Fork 506 $\cancel{1}$ Star 4.6k $$ | |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------|--|
| <> Code 💿 Issues 8 🛱 Pull requests 15 🖓 Discussions 💿 Actions 🖽 Projects 1 😲 Security 🗠 Insights | | | | |
| ⁹ / ₆ master - ⁹ / ₆ tags Go to file Co | | file Code - | About | |
| assafelovic Merge pull request #181 fr | rom jacobSingh/master c5eb0bf 2 weeks ago | 211 commits | GPT based autonomous agent that does online comprehensive research on any given topic | |
| 📄 .github | Update github actions workflow | 2 months ago | ♂ tavily.com | |
| actions | Added module to autoupgrade and select the proper Chromedriver ve | 3 weeks ago | | |
| agent 📄 | improved writing prompt | last month | 口 Readme が MIT license | |
| E client | Fixes the UX issue of download buttons showing before the report is c | 3 weeks ago | Code of conduct | |
| Config | moved IIm selector model and provider to config file | last month | -∿ Activity | |
| 📄 js | cleaned code | 2 months ago | ☆ 4.6k stars | |
| processing | adding socket and update html | 2 months ago | 50 watching \$20 forks | |
| 🗋 .dockerignore | Add docker convenience to run it locally | 2 months ago | Report repository | |

https://github.com/assafelovic/gptresearcher

gpt-researcher (Tavily AI)

Say Goodbye to Hours of Research

Say Hello to Tavily, your AI mate for rapid insights and comprehensive research. Tavily takes care of everything from accurate source gathering to organization of research results - all in one platform designed to make your research process a breeze.

https://tavily.ai

gpt-researcher

You're going to need:

- Open AI developer account
- API key
- GPT-4 API access is ideal
- Docker (Codespaces is already preconfigured with it)



gpt-researcher

\$env:OPENAI_API_KEY="sk_blah"

docker compose up



What would you like me to research next?

Tell me about furnace efficiency, ECM motors, and the top-rated models

What type of report would you like me to generate?

Research Report

Research

Tell me about furnace efficiency, ECM motors, and the top-rated models

gpt-researcher output

Link to Google Doc

Furnace Efficiency, ECM Motors, and Top-Rated Models

Generated from gpt-researcher, local mode

Introduction

Furnace efficiency is a crucial factor to consider when it comes to heating systems in residential and commercial buildings. An efficient furnace not only provides comfortable heat but also helps save energy and reduce operating costs. One important aspect of furnace efficiency is the utilization of an ECM (Electronically Commutated Motor). ECM motors offer numerous benefits in terms of energy efficiency, control, and system integration. In this report, we will dive deeper into the concept of furnace efficiency, explore the advantages of ECM motors, and discuss the top-rated furnace models in the market.

Furnace Efficiency

Furnace efficiency is a measure of how effectively a furnace converts fuel into heat. It is typically expressed as an Annual Fuel Utilization Efficiency (AFUE) percentage, calculated by dividing the annual heat output of the furnace by the annual energy consumption. The higher the AFUE rating, the more efficient the furnace is at converting fuel into heat.

Standard furnaces commonly have an AFUE rating of around 80 percent. However, high-efficiency furnaces have a rating of 90 percent or more, indicating a higher level of energy efficiency. The U.S. Department of Energy (DOE) set a minimum AFUE requirement of 78 percent for standard furnaces in the 1980s, aimed at reducing heat loss and improving overall efficiency.

It's important to note that the AFUE primarily considers heat lost through intentional venting and doesn't factor in heat loss due to gaps in the duct system or poor insulation. Other factors like the type of blower or two-stage heating can also impact the overall energy consumption of a furnace.



Bard -- Ask your docs



Google Workspace

@gmail, @drive, @docs Summarize, find, and get quick answers from your own content to fuel your personal journey

Locate information

Sum up a doc

Break it down for me

Google Docs Find my HVAC research in Google Docs. Draft an email to Bloomington Heating & Air about my upgrade, include the specific questions I wanted to ask, and ask to schedule a quote.

Bard -- Ask your docs

@Google Docs Find my HVAC research in Google Docs. Draft an email to Bloomington Heating & Air about my upgrade, include the specific questions I wanted to ask, and ask to schedule a quote.

View other drafts 🗸 📣

Λ

Google Workspace 🗸

✦.

Sure, here is a draft email to Bloomington Heating & Air about your HVAC upgrade, including your specific questions and a request to schedule a quote:

Dear Bloomington Heating & Air,

I am writing to inquire about upgrading my HVAC system. I have read your website and done some research on my own, and I have a few specific questions:

- What size system do you recommend for my home? My house is 2000 square feet with 3 bedrooms and 5 people.
- Do you offer zoned systems? I am interested in a system that can control the temperature in different areas of the house independently.
- What are the benefits of using a programmable thermostat? I am interested in a system that can save me money on my energy bills.
- What are the costs associated with upgrading my HVAC system? I am on a budget, so I am looking for the most
 affordable option.

I would also like to schedule a quote for the upgrade. Please let me know what information you need from me to provide a quote.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely, Kamran Ayub

That was cool, right?

Some other fun prompts...



@Google Docs Find my HVAC research document, then break it down into a format I can show my wife to explain what we're going to do.



@Google Docs Find my HVAC research, then draft a long-form blog post to help Bloomington residents upgrade their HVAC system. Include top contractors in the area, pros and cons of the 3 major brands, and where to find more information. Optimize for ranking for the keywords "bloomington hvac" and "hvac twin cities".



@Google Docs Find my HVAC research, remind what contractor is nearest to me right now and their phone?



Summarize the latest sports



Me: Just smile and pretend I watched the game.

Summarize the latest sports

Summarize the top sports news this past weekend and tell me anything juicy I should know that my coworkers might talk about.

Summarize the latest sports

 There's a rumored romance between Travis Kelce and Taylor Swift, which has led to a nearly 400% spike in Travis Kelce jersey sales ¹.

The juicy news that your coworkers might talk about is the rumored romance between NFL player Travis Kelce and pop star Taylor Swift. This rumor has caused a significant increase in Travis Kelce jersey sales, with a nearly 400% spike reported 1. This could be an interesting topic of conversation, especially if your coworkers are fans of the NFL or Taylor Swift.

Oh yeah, jackpot!

Can you help me pronounce Travis Kelce?

- Searching for: Travis Kelce pronunciation
- Generating answers for you...

Sure, I can help with that. The last name of Travis Kelce, the Kansas City Chiefs star, has two accepted pronunciations. According to his father Ed Kelce, it is pronounced as one syllable: "Kels." However, tired of correcting people over the years, he let his wife Donna Kelce and sons (as well as the rest of the world) say it with two syllables: "Kel-see" ¹. So, you can pronounce it either way and you'd be correct ² ³

Extract text from an image

How does a government pay for roads and education? © The Literacy Loft, LLC 2020

Extract text from an image

- Analyzing the image: Privacy blur hides faces from Bing chat
- ✓ Generating answers for you...

The image you shared is of a worksheet with a question and a handwritten answer. The question on the worksheet is "How does a government pay for roads, and education?" The answer, written in a child's handwriting, humorously reads "Elon Musk". This seems to be a playful or humorous answer rather than a serious one. In reality, governments typically pay for roads, education, and other public services through various forms of taxes.

Summarizing YouTube videos

https://www.summarize.tech/





Home RenoVision DIY .

@HomeRenoVisionDIY 2.94M subscribers 824 videos

We teach homeowners how to renovate their homes. Watch and learn the t... >

homerenovisiondiy.com and 7 more links

| HOME | VIDEOS | SHORTS | LIVE | PLAYLISTS | COMMUNITY | MEMBERSHIP | CHANNELS | ABOUT | Q | > |
|------|--------|--------|------|---------------------|-----------------------|------------|----------|-------|---|---|
| | | | | How To Paint A Poor | n DIV For Beginners | | | | | |

Subscribe

See perks



How To Paint A Room | DIY For Beginners

4,546,966 views • 1 year ago

Today I'm showing you how to RE-PAINT a room, step by step. This applies to anyone who wants to change a room's colour or wants to upgrade their builder-grade paint job. For Jeff's favourite paint tools shop us https://amzn.to/3wUuiu4 ca https://amzn.to/3A11Qax Re-painting a room is one of the easiest DIY projects you can tackle, so if you're a beginner, this is a great place to start. ... READ MORE

https://www.summarize.tech/www.youtube.com/embed/hk0QwLDa-ww?enablejsapi=1

Stuff That Needs Summarizing

- PTA meetings
- Tax documents
- Forms
- Academic papers
- User manuals
- Fantasy football stats
- Emails from Little League parents

Content that doesn't need to be based in "fact"

Got kids?

ChatGPT -- Storytime!

Metaprompt

Context

You are a children's author. You write books for kids around age 6 with rich characters, dramatic stories, and engaging worlds.

This story will be about a caveman who fights dinosaurs. It should be 10 pages long with 1-2 sentences per page at a 1st grade reading level.

Instruction

Give me a title and write page 1.

Establishing constraints

// Constraints breed creativity.

ChatGPT -- Start the story



Title: "Grog and the Dino Quest"

Page 1:

Grog is a brave caveman. He lives in a cozy cave.

Read the thread

ElevenLabs -- Text-to-Speech

Generative Voice Al

Explore the most advanced text to speech and voice cloning software ever. Create lifelike voiceovers for your content or use our AI voice generator as an easy-to-use text reader.

| Click on a | language to g | enerate ran | dom speecl | h: English | Chines | se Span | ish Hindi | Portugu | ese Frer | nch |
|------------|---------------|-------------|------------|------------|-----------|---------|-----------|----------|----------|----------|
| German | Japanese | Arabic | Korean | Indonesia | an Italia | n Dutch | Turkish | Polish | Swedish | Filipino |
| Malay | Romanian | Ukrainian | Greek | Czech | Danish | Finnish | Bulgarian | Croatian | Slovak | Tamil |

Hello MDC, welcome to the brave new world of generative audio

| — Freya 🗸 | 9 19 61 / 333 |
|-----------|-------------------------|
| | 72 |

Get Started Free \rightarrow

https://www.youtube.com/embed/gnEleVWLtbU?enablejsapi=1

ElevenLabs -- Text-to-Speech

Generative Voice Al

Explore the most advanced text to speech and voice cloning software ever. Create lifelike voiceovers for your content or use our AI voice generator as an easy-to-use text reader.

| LICK ON a language to ge | enerate random s | speech: Englis | chinese | e Spanis | h Hindi | Portugue | ese Frer | ich |
|--------------------------|------------------|----------------|-------------|------------|-----------|----------|----------|----------|
| German Japanese | Arabic Kore | ean Indonesi | ian Italian | Dutch | Turkish | Polish | Swedish | Filipino |
| Malay Romanian | Ukrainian Gr | eek Czech | Danish | Finnish I | Bulgarian | Croatian | Slovak | Tamil |
| Hello MDC, welco | me to the bra | ave new world | d of gener | rative auc | tio | | | |
| | | | | | | | | 2 🗘 |
| — Freya 🗸 | | | | | | | 0 | 2 1 + |
| — Freya 🗸 | | | | | | | 0 | |

Get Started Free \rightarrow

Listen to Daniel or Freya read a (longer form) selection of our caveman + dino prompt

Generating images



Discord: \$10 for 3.3 CPU hrs per month (20% annual discount)



Web app: \$15 for 115 images (credits). **API:** \$0.016-\$0.020 per image.

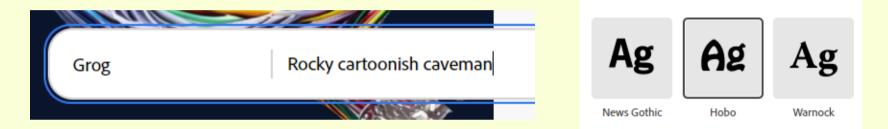
| Adobe Firefly | ٨ | Adobe Firefly |
|---------------|---|---------------|
|---------------|---|---------------|

Web App: 25 free images. \$5/month = 100 images (credits).

Canva

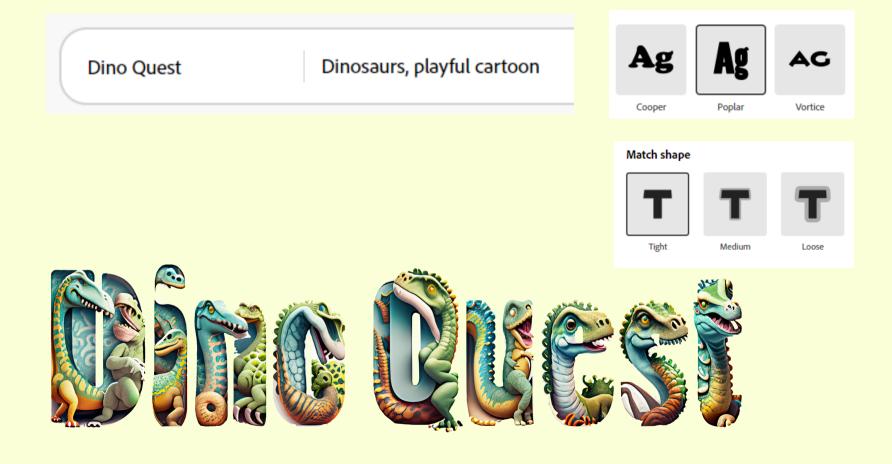
Web App: Free for 50 images. \$15/month = 550 generations.

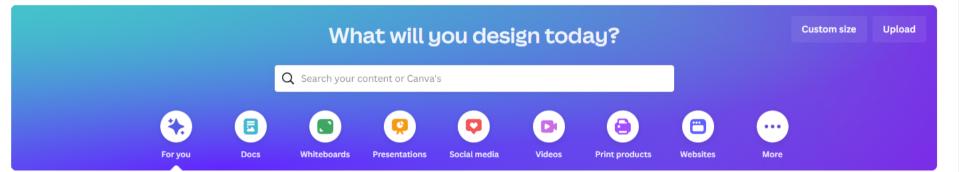
Adobe Firefly - Generating font styles



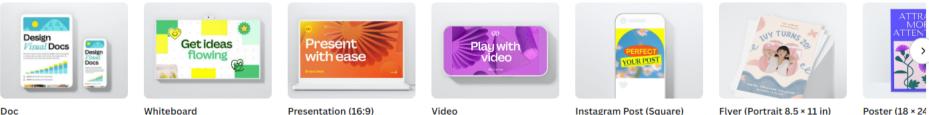


Adobe Firefly - Generating font styles





You might want to try...



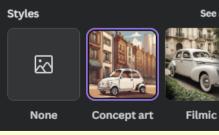
Doc

Text to image



Some rules apply when using these images. Learn

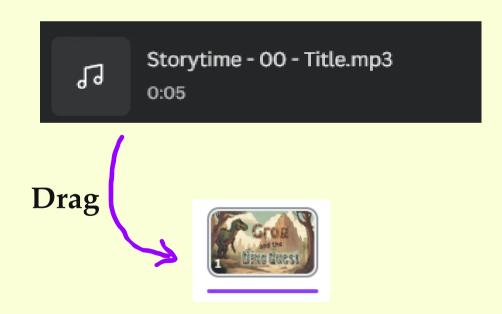
Ancient dinosaur landscape with trees and a cave



See all



Hello little one, and welcome to "Grog and the Dino Quest." Are you sitting down? Let's begin...



Grog is a brave caveman. He lives in a cozy cave.

Ç

*

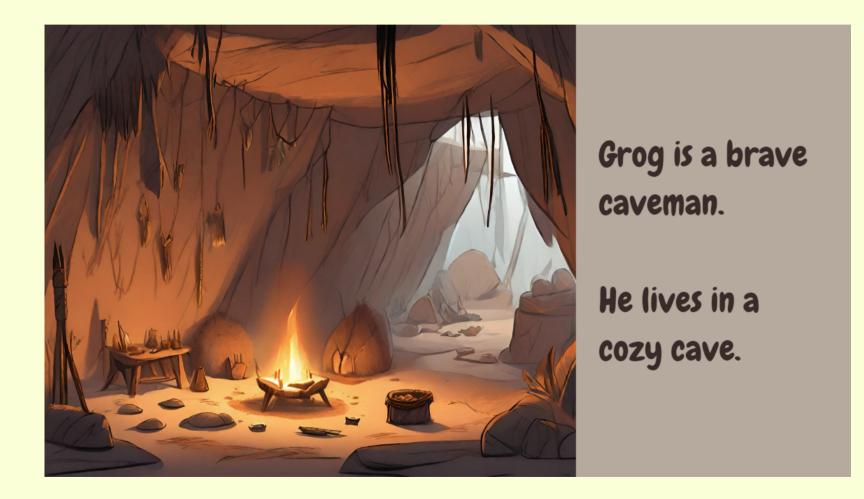


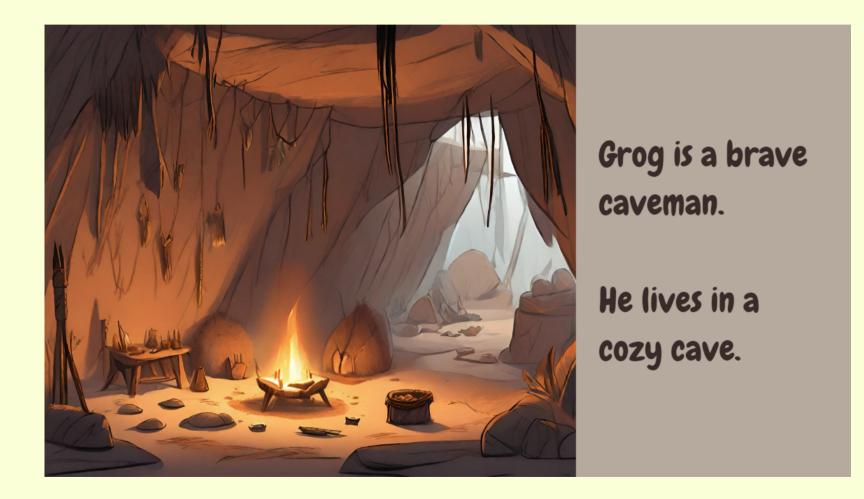
For Page 1, generate a descriptive text prompt I can paste into a generative image AI that will create the page background. Do not make the prompt more than 250 characters.



Certainly. Here's a descriptive text prompt for generating the background image for Page 1:

"A cozy prehistoric cave interior during daytime, illuminated by the soft glow of a small fire. Furs and simple tools are scattered around. The walls are adorned with primitive paintings of animals and stick figures."





Canva - Sugar and spice

Write the rest of the pages. Include generative image prompts that do not exceed 250 characters.

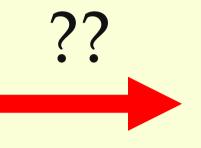
Plus, add a dash of music, sfx, design... □



View on Canva

Is it any good?

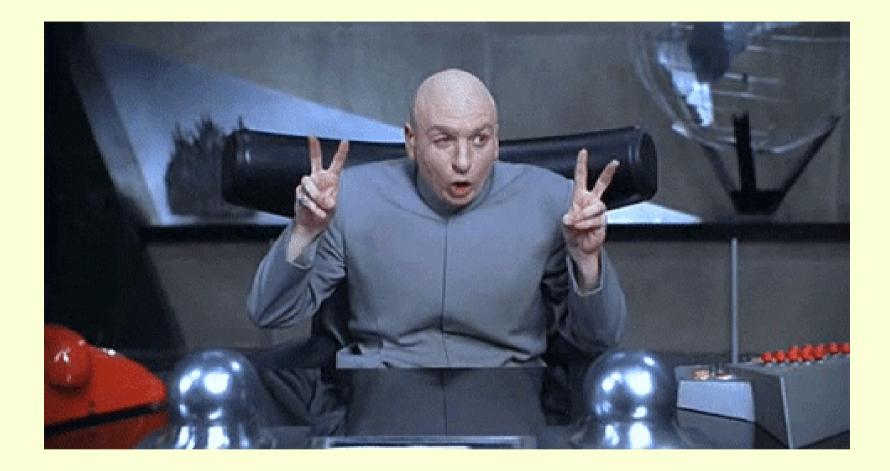












Define "good"



Build your own AI-powered apps



No-code workflows which can use OpenAI



Low-code builder, designed for internal apps. Offers "Retool AI" wrappers around OpenAI.



Build full-code solutions with Azure OpenAI

Zapier -- Instacart Assistant



GPT Instacart Shopper

"GPT-powered Instacart shopper. Send a shopping list by email, ideally from an app like Paprika Recipe Manager, it will filter down the list to items you haven't bought yet and strip quantities using ChatGPT, then emails you back a prompt with what to paste into your ChatGPT chat to order from Instacart (requires ChatGPT Plus w/Instacart plugin)."

created by Kamran Ayub (update profile)



View template

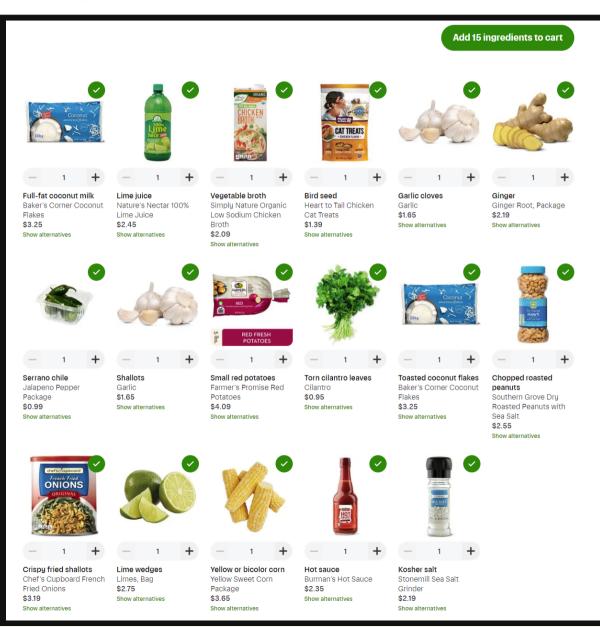


| ≡ AL | L RECIPES (316) 👻 | + | ۹ | ŧ. | |
|--------|------------------------------------------------------------------------|----------|--------|----|--|
| 10 | Aloo Anday Ka Salan Aloo Egg and Potato Curry Fatimacooks.net | o Anda | Shorba | 1 | |
| | Aloo Chana Chaat Vegan Chick Song Michael Song Michael Song | Potato | and | | |
| | Aloo Keema – Pakistani M Potato Curry Fatmacooks.net | linced N | Aeat & | | |
| | Beef - Mexican Street Tacc ***** Damndelicious net | 5 | | | |
| | Beef - Shepherd's Pie ★★★★ Foodbetwork.com | | | | |
| | Beef - Slow-Smoked Briske | et | | | |
| | Beef - Tacos ★★★★★ | | | | |
| No. | | | Sort B | | |
| Links. | | | Nam | | |

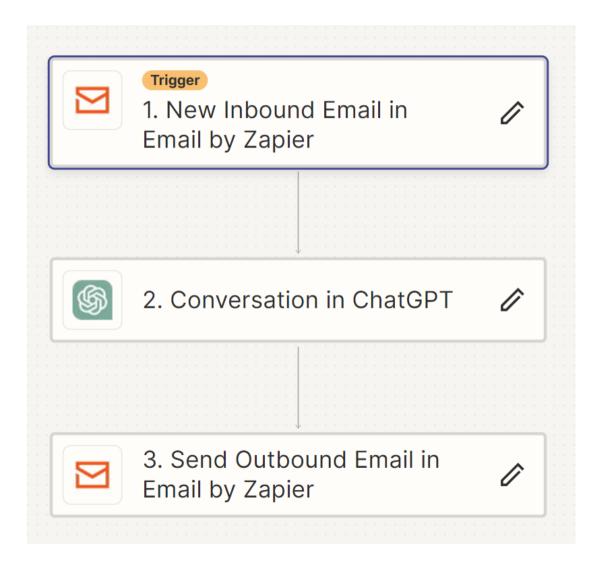
Microsoft Clipchamp for Windows

Download the Clipchamp app to easily create and edit amazing videos on your Windows device.

| Text to speech | | |
|--------------------------------|-------------|--|
| Language | | |
| English (United States) | | |
| Voice | Voice style | |
| Jenny 🗸 | Cheerful | |
| Speech speed | Voice pitch | |
| Slow Regular Fast | Default | |
| Type your text in here | | |
| Maximum duration is 10 minutes | | |
| | | |



View the generated shopping list



Data sent to OpenAI through this Zap is via API. Under OpenAl's API data usage policy, OpenAI will not use APIsubmitted data to train or improve their models unless you explicitly decide to share your data with them for that purpose (such as by opting in). For more information, please review OpenAl's article about when/how data may be used to improve model performance.

Chat history & training

Save new chats on this browser to your history and allow them to be used to improve our models. Unsaved chats will be deleted from our systems within 30 days. This setting does not sync across browsers or devices. Learn more

* User Message (required)

I am providing a grocery list after "Grocery list:". ⊠ means I already bought the item. □ means I don't have it yet. Remove all items I have bought. Remove all section headers. Discard all items under Miscellaneous or that are not food items. Remove quantity information. Remove measurements. Extract just the ingredient names. Send back only a single bulleted list of ingredients that I can bring to a store.

Grocery list:

► 1. Body Plain: Bakery: □ Pi...kin on or off

The most recent message the assistant... more

* Model (required)

| gpt-3.5-turbo | $\hat{}$ |
|-----------------------------------|----------|
| GPT-4 not available? Learn how to | more |
| Temperature 1.0 | |
| 0.5 | |

A number between 0 and 2. Higher... more



| Choos | se a conversatior | n style |
|----------|-------------------|---------|
| More | More | More |
| Creative | Balanced | Precise |

* To (required)

☑ 1. Sender: kamran.ayub@gmail.com

Can be a comma separated list of email... more

* Subject (required)

New GPT Shopping List Created for 1. Raw Date: Mon, 29 May 202... 22:25:47 -0500

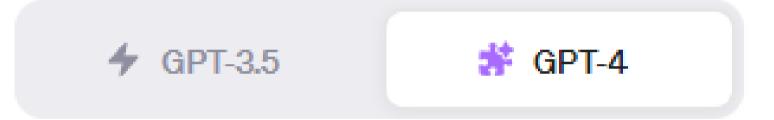
* Body (HTML or Plain) (required)

Copy the following prompt:

Add all the items below to Instacart:

9 2. Response Content

Open Weekly Meal Planning Chat: https://chat.openai.com/c/ad96b694





// It's not you | AI



https://www.youtube.com/embed/Ckygln100k4?enablejsapi=1



Introducing GitHub Copilot X

Your Al pair programmer is leveling up

With chat and terminal interfaces, support for pull requests, and early adoption of OpenAl's GPT-4, GitHub Copilot X is our vision for the future of Al-powered software development. Integrated into every part of your workflow.



Thanks!

Link to presentation and resources: http://bit.ly/mdc-2023-everyday-ai



I'm an indepedent solutions architect and Pluralsight author. Want to chat? kamran@kamranayub.com

Or connect with me on LI: linkedin.com/in/kamranayub