

Personalize Your AI

NLB Quick Start – November 2025

Summary

This session teaches how to make ChatGPT, Claude, Gemini, and other LLMs think and write like you.

Learn how to personalize your AI setup for clarity, tone, and tool context. Greg demonstrates his own ChatGPT personalization, before-and-after examples, and how to replicate that in other platforms.

Video and Links: <https://www.nlbprogram.com/personalize-your-ai-2025-11>

Key Takeaways

1. Generic AI outputs are inefficient—personalization multiplies usefulness 5–10×.
2. Start with memory + personalization fields, then refine using feedback.
3. Apply your tone, structure, and tools directly in your AI's settings.
4. Use the “Start in Your AI” links to generate your setup instantly.
5. Revisit your personalization monthly as workflows evolve.

Transcript (for LLMs to Read)

1

00:00:00,000 --> 00:00:00,425

everybody.

2

00:00:00,425 --> 00:00:00,825

Welcome.

3

00:00:00,825 --> 00:00:02,105

Welcome. Glad you guys are here.

4

00:00:02,105 --> 00:00:05,625

Many of you, glad to
have you joining in.

5

00:00:05,625 --> 00:00:09,810

We are gonna be talking
today about how to

6

00:00:09,810 --> 00:00:12,130

personalize an AI.

7

00:00:12,130 --> 00:00:13,210

So,

8

00:00:13,650 --> 00:00:15,810

so I wanna just kinda give a
little bit of a context for

9

00:00:15,810 --> 00:00:17,890

those of you that haven't been
to one of these Friday things

10

00:00:17,890 --> 00:00:19,170

before, what this is.

11

00:00:19,170 --> 00:00:22,850

This is a little bit of
a granular kinda show it,

12

00:00:22,850 --> 00:00:25,285

little more raw, where
things that we do, like,

13

00:00:25,285 --> 00:00:26,805

on social media or in,

14

00:00:26,805 --> 00:00:30,245

an official recorded training
might be more polished.

15

00:00:30,245 --> 00:00:33,205

So the pros that you get out of
that is that it's very candid,

16

00:00:33,205 --> 00:00:35,285

and it shows you
exactly how things work,

17

00:00:35,285 --> 00:00:36,325

and you can kind of do that.

18

00:00:36,325 --> 00:00:39,730

And then we'll always have
at the end of it a q and a,

19

00:00:39,730 --> 00:00:42,370

you can ask questions about how
this applies to your situation

20

00:00:42,370 --> 00:00:44,050

or what do you do here.

21

00:00:44,050 --> 00:00:45,650

For for continuity,

22

00:00:45,650 --> 00:00:47,410

I'm just gonna kind of

go through some stuff,

23

00:00:47,410 --> 00:00:49,890

and then I'll stop and have
segments of q and a rather than

24

00:00:49,890 --> 00:00:51,170

just raising hands.

25

00:00:51,170 --> 00:00:53,795

If you've got a question,
raise your hand.

26

00:00:53,795 --> 00:00:56,755

You can use that in the Zoom
and just kind of post that up.

27

00:00:56,755 --> 00:00:59,235

Now and then and
then afterwards,

28

00:00:59,235 --> 00:01:01,635

after we finished this and

gone through all of this,

29

00:01:01,635 --> 00:01:04,275

if there's other questions
about anything about how to

30

00:01:04,275 --> 00:01:05,635

next level with AI,

31

00:01:05,635 --> 00:01:08,050

either you personally or
a team or your company,

32

00:01:08,050 --> 00:01:09,490

we can definitely do that.

33

00:01:09,490 --> 00:01:10,530

So okay.

34

00:01:10,530 --> 00:01:13,010

So let me let me
talk just briefly,

35

00:01:13,010 --> 00:01:14,850

about this in a couple
different aspects.

36

00:01:14,850 --> 00:01:18,770

The first is let me switch to
a different view real quick.

37

00:01:18,770 --> 00:01:19,170

Okay.

38

00:01:19,170 --> 00:01:23,010

So the first is that what we
wanna do is we wanna we wanna

39

00:01:23,010 --> 00:01:26,725

have our AI, and my guess is you
guys have had this experience.

40

00:01:26,725 --> 00:01:30,405

You jump into AI, whether
you're using ChatGPT or Clot or

41

00:01:30,405 --> 00:01:32,885

DeepSeeker, Grok or Gemini
or whatever you use.

42

00:01:32,885 --> 00:01:34,085

I don't really care.

43

00:01:34,085 --> 00:01:36,005

But you ask it a question,

44

00:01:36,005 --> 00:01:40,440

and then what you get back
is kind of like somewhat

45

00:01:40,440 --> 00:01:42,920

helpful, but it's a
little bit garbledygook.

46

00:01:42,920 --> 00:01:44,600

It's like not what
you wanna say.

47

00:01:44,600 --> 00:01:46,920

It's not and and
that frustration,

48

00:01:46,920 --> 00:01:48,520

that kind of irritation,

49

00:01:48,520 --> 00:01:51,560

that's what we wanna do
is we wanna teach the LLM,

50

00:01:51,560 --> 00:01:53,645

the the the large
language model.

51

00:01:53,645 --> 00:01:58,365

We wanna teach that that AI how
to be better prepared for us.

52

00:01:58,365 --> 00:01:59,965

So I'm gonna show you
kind of an example.

53

00:01:59,965 --> 00:02:03,725

Now I'm gonna go pretty deep
on ChatGPT as just the example,

54

00:02:03,725 --> 00:02:06,990

but this is particularly
for Claude and for

55

00:02:06,990 --> 00:02:09,750

Gemini if you're
using those tools.

56

00:02:09,950 --> 00:02:13,070

Claude more substantially
for a long time.

57

00:02:13,070 --> 00:02:15,230

Gemini has just recently
done this, but, like,

58

00:02:15,230 --> 00:02:19,415

DeepSeek and and and
Grok are a little less

59

00:02:19,415 --> 00:02:20,615

oriented this way.

60

00:02:20,615 --> 00:02:24,295

So let me show you

real quick in an AI.

61

00:02:24,295 --> 00:02:26,495

So if we look at a couple things

62

00:02:27,415 --> 00:02:29,455

let me pull this up.

63

00:02:34,530 --> 00:02:35,170

Okay.

64

00:02:35,170 --> 00:02:37,730

So if we're looking

at a chat GPT,

65

00:02:37,730 --> 00:02:40,890

and I'm just gonna pull

this up and share my screen

66

00:02:42,530 --> 00:02:43,410

here.

67

00:02:43,410 --> 00:02:45,890

Okay. So this is chat GPT.

68

00:02:45,890 --> 00:02:47,825

I'll go bigger here

so everyone sees this.

69

00:02:47,825 --> 00:02:51,665

This is like a brand new

ChatGPT. Nothing in here.

70

00:02:51,665 --> 00:02:53,185

Nothing nothing

kind of experience.

71

00:02:53,185 --> 00:02:56,145

And I'm gonna show you first

where the places are and then

72

00:02:56,145 --> 00:02:58,385

how you would go about doing
this, and you can kinda get,

73

00:02:58,385 --> 00:02:59,990

like, a before and after.

74

00:02:59,990 --> 00:03:01,110

K?

75

00:03:01,110 --> 00:03:05,990

And so a couple things that I'm
gonna do is I'm gonna go okay.

76

00:03:05,990 --> 00:03:08,630

So let's do let's do
something like this.

77

00:03:08,630 --> 00:03:12,375

So the first place that you
can go to get personalization,

78

00:03:12,375 --> 00:03:14,695

like, if I just came in here

let let's start with this.

79

00:03:14,695 --> 00:03:19,175

Let's do an example of I got

an email from somebody that

80

00:03:19,175 --> 00:03:21,015

wants to sell me something.

81

00:03:21,015 --> 00:03:24,815

K? And I'm gonna put

a response in here.

82

00:03:25,440 --> 00:03:29,040

I'd like to respond

to this email that

83

00:03:29,040 --> 00:03:32,960

I'm interested and

would like the pricing.

84

00:03:32,960 --> 00:03:33,680

K?

85

00:03:33,680 --> 00:03:36,960

And it doesn't matter what
the what the prompt prompt is,

86

00:03:36,960 --> 00:03:39,325

and then I'm gonna
paste the email.

87

00:03:39,325 --> 00:03:43,005

So I got an email from somebody
that said it's a cold cold email.

88

00:03:43,005 --> 00:03:44,605

I'm sure all of you
guys have gotten this.

89

00:03:44,605 --> 00:03:45,885

And this is my normal response.

90

00:03:45,885 --> 00:03:49,325

I'd like to respond to this
email and would and would and

91

00:03:49,325 --> 00:03:50,525

would like the pricing.

92

00:03:50,525 --> 00:03:51,765

K?

93

00:03:52,125 --> 00:03:54,070

So if I did this prompt,

94

00:03:54,070 --> 00:03:58,150

and I put this in here and
I hit go with a brand new

95

00:03:58,150 --> 00:04:01,270

no no training, no information,

96

00:04:01,270 --> 00:04:02,950

here's kind of a
polished version.

97

00:04:02,950 --> 00:04:05,430

Hey. Thanks for reaching out.

Definitely sounds interesting.

98

00:04:05,430 --> 00:04:09,055

I'd love to learn more.

Here's the best, Greg.

99

00:04:09,055 --> 00:04:12,255

And then it asks me if I'd like it

to be more casual or more formal.

100

00:04:12,255 --> 00:04:13,215

K?

101

00:04:13,215 --> 00:04:17,375

Another response

that I would mean is,

102

00:04:17,375 --> 00:04:21,410

let's say I was trying to write

an email or a Slack message

103

00:04:21,410 --> 00:04:25,570

to my team at the
company just telling them

104

00:04:25,570 --> 00:04:28,450

about kind of an
important meeting

105

00:04:28,450 --> 00:04:30,850

that I'd like to
schedule next Tuesday.

106

00:04:30,850 --> 00:04:33,010

So and I'm gonna show you
a different kind of tool.

107

00:04:33,010 --> 00:04:35,970

So there's a there's a tool
called Whisper Flow that allows

108

00:04:35,970 --> 00:04:36,995

me to just talk.

109

00:04:36,995 --> 00:04:39,715

You could do the same
thing here by dictating.

110

00:04:39,715 --> 00:04:42,275

So I'm gonna just try
try putting this in.

111

00:04:42,275 --> 00:04:45,475

So the way I'm gonna input
this is I'm going to use

112

00:04:45,475 --> 00:04:50,035

WhisperFlow, which allows
which is a a control Windows,

113

00:04:50,035 --> 00:04:52,915

and it just lets me talk rather
than having to type it all out.

114

00:04:52,915 --> 00:04:54,610

So I'm gonna go

115

00:04:55,450 --> 00:04:59,370

I'd like to send a meeting
invitation or basically a

116

00:04:59,370 --> 00:05:03,610

message to my my
management team about

117

00:05:03,610 --> 00:05:06,250

the kind of an important
meeting I'd like to do sometime

118

00:05:06,250 --> 00:05:11,165

next Tuesday to talk about how to
improve profitability in the company.

119

00:05:11,765 --> 00:05:13,285

And then it kind
of puts this in.

120

00:05:13,285 --> 00:05:15,125

You can see it corrected

it a little bit.

121

00:05:15,125 --> 00:05:17,525

So Whisper Flow, that's
a really cool tool.

122

00:05:17,525 --> 00:05:20,325

I use that as an input
device all the time.

123

00:05:20,325 --> 00:05:23,640

Saves me a lot of time because
I can speak faster than I type,

124

00:05:23,640 --> 00:05:25,640

but I read faster than I hear.

125

00:05:25,640 --> 00:05:27,480

So I kinda like that
that kind of approach.

126

00:05:27,480 --> 00:05:28,920

But let's say I did that one.

127

00:05:28,920 --> 00:05:32,200

I put this in, and it
gives me kind of a message.

128

00:05:32,200 --> 00:05:33,440

Right?

129

00:05:33,480 --> 00:05:38,495

Now the reason I did this is because
this is the default response.

130

00:05:38,495 --> 00:05:40,815

This is kind of like
the default information.

131

00:05:40,815 --> 00:05:42,695

This is kinda how it is.

132

00:05:43,215 --> 00:05:45,775

So I don't know.

133

00:05:45,775 --> 00:05:47,615

Dave, you got any
other ideas real quick?

134

00:05:47,615 --> 00:05:48,655

Anything else you wanna try?

135

00:05:48,655 --> 00:05:50,815

You think those are probably
good ones as examples?

136

00:05:50,815 --> 00:05:52,820

Yeah. I think that's
great. Yeah. Yeah. Okay.

137

00:05:52,820 --> 00:05:53,220

Okay.

138

00:05:53,220 --> 00:05:55,620

So so what you'll see is in
this email draft response,

139

00:05:55,620 --> 00:05:59,300

it kinda has a pretty typical
email that's pretty decent.

140

00:05:59,300 --> 00:06:02,100

And this one has a meeting draft,
and it just says, hi, team.

141

00:06:02,100 --> 00:06:03,780

I'd like to put this together.

142

00:06:03,780 --> 00:06:05,260

This is kind of the information.

143

00:06:05,335 --> 00:06:09,015

But there's a few things that
I could do to actually help AI

144

00:06:09,015 --> 00:06:11,175

already know things about me,

145

00:06:11,175 --> 00:06:14,375

which will make these same
prompts way different.

146

00:06:14,375 --> 00:06:16,135

So I'm gonna show
you a couple places.

147

00:06:16,135 --> 00:06:18,990

One of the places is
if you open up in chat,

148

00:06:18,990 --> 00:06:21,550

and this is true in
Claude and in Gemini,

149

00:06:21,550 --> 00:06:23,630

you can go in and
do personalization.

150

00:06:23,630 --> 00:06:25,630

So I'm gonna come
into personalization,

151

00:06:25,630 --> 00:06:28,030

and I see a bunch of different

things that we can do.

152

00:06:28,030 --> 00:06:29,790

First, you have to enable this,

153

00:06:29,790 --> 00:06:32,705

and you can choose a

base style and tone.

154

00:06:32,705 --> 00:06:36,705

So I could actually have it be a
different kind of tone if I would like.

155

00:06:36,705 --> 00:06:40,865

And then I can put a bunch of
custom instructions in here.

156

00:06:40,865 --> 00:06:44,800

I can give it a nickname,
occupation, and more about you.

157

00:06:44,800 --> 00:06:45,120

K?

158

00:06:45,120 --> 00:06:48,320

So I can give it a
bunch of information about about me,

159

00:06:48,320 --> 00:06:50,400

and about how I talk,
and what I'd like.

160

00:06:50,400 --> 00:06:54,320

So I typically like to be
more concise than AI is.

161

00:06:54,320 --> 00:06:56,640

AI is too wordy for me.

162

00:06:56,640 --> 00:06:59,040

And there's a bunch of other
things that I really don't love

163

00:06:59,040 --> 00:07:01,035

about it, and I wanna
take those things out.

164

00:07:01,035 --> 00:07:02,475

So so typically,

165

00:07:02,475 --> 00:07:06,555

I'm gonna give it a bunch of
custom instructions so that now

166

00:07:06,555 --> 00:07:09,355

every time I ask the
exact same prompt,

167

00:07:09,355 --> 00:07:11,275

it's gonna take my prompt,

168

00:07:11,275 --> 00:07:13,700

plus all this other
information I've told it,

169

00:07:13,700 --> 00:07:15,940

and it's gonna make
that prompt way better.

170

00:07:15,940 --> 00:07:19,140

And this this is the difference
between AI being irritating to

171

00:07:19,140 --> 00:07:21,700

work with for me versus
actually being really

172

00:07:21,700 --> 00:07:22,740

productive and useful.

173

00:07:22,740 --> 00:07:25,060

So that's that's the
first thing I'm gonna do.

174

00:07:25,060 --> 00:07:27,780

The other place that you can
actually make a big difference

175

00:07:27,780 --> 00:07:31,255

here is if you go
to your settings,

176

00:07:31,255 --> 00:07:36,735

one of the things you can
do in I think it's data

177

00:07:39,175 --> 00:07:42,840

I think it oh, here. It
is managing the memory.

178

00:07:42,840 --> 00:07:45,160

So by having my memory saved,

179

00:07:45,160 --> 00:07:48,920

it's actually remembering
as I go historically,

180

00:07:48,920 --> 00:07:50,200

and I can go and manage it.

181

00:07:50,200 --> 00:07:53,880

So for instance, if I was looking
for a piece of software to use,

182

00:07:53,880 --> 00:07:57,525

and I was deciding
between Salesforce and HubSpot and

183

00:07:57,525 --> 00:08:02,165

Pipedrive and a bunch of
other kind of, you know, CRMs,

184

00:08:02,165 --> 00:08:03,845

it might remember that about me,

185

00:08:03,845 --> 00:08:05,125

and it might keep
bringing that up.

186

00:08:05,125 --> 00:08:07,940

I might come into my
memory, hit manage,

187

00:08:07,940 --> 00:08:10,420

and I'm basically gonna
take those memories and say,

188

00:08:10,420 --> 00:08:13,060

get rid of that one, add that
one, do some things like that.

189

00:08:13,060 --> 00:08:14,740

So I'm gonna kinda
show you that one.

190

00:08:14,740 --> 00:08:18,340

Both of those, the
personalization up here and the

191

00:08:18,340 --> 00:08:22,540

memories, work across
all of ChatGPT for you.

192

00:08:22,635 --> 00:08:25,355

Right? And that's true
pretty much how Claude works.

193

00:08:25,355 --> 00:08:27,835

That's those are those
are pretty universal ones.

194

00:08:27,835 --> 00:08:29,995

And if I was just
starting with ChatGPT,

195

00:08:29,995 --> 00:08:32,395

I hadn't done any of this,
this is what I would do first.

196

00:08:32,395 --> 00:08:35,450

This is kind of probably the
first place I would do if I

197

00:08:35,450 --> 00:08:38,250

was kinda helping, like,
say, one of my my like,

198

00:08:38,250 --> 00:08:40,570

my fifteen year
old used ChadGBT,

199

00:08:40,570 --> 00:08:42,490

I'd tell him to
turn on the memory,

200

00:08:42,490 --> 00:08:45,290

and then I would work with him to come
up with these custom instructions.

201

00:08:45,290 --> 00:08:46,930

This is how I would do this.

202

00:08:46,965 --> 00:08:49,685

Now, I'm going to show you
an advanced way to do this,

203

00:08:49,685 --> 00:08:53,685

because I think going and
writing all this out is a bit

204

00:08:53,685 --> 00:08:55,605

cumbersome and challenging.

205

00:08:55,605 --> 00:08:59,765

So the way I suggest you do
this is I suggest that you

206

00:08:59,765 --> 00:09:02,365

grab this as a

207

00:09:03,390 --> 00:09:07,870

I'm just gonna grab a
screenshot of this and

208

00:09:07,870 --> 00:09:11,110

say, this is the stuff
that I need to fill out.

209

00:09:11,710 --> 00:09:12,110

K?

210

00:09:12,110 --> 00:09:13,310

So I'm gonna grab this,

211

00:09:13,310 --> 00:09:16,230

and I'm gonna start a new chat

212

00:09:17,055 --> 00:09:20,215

and say, help me

213

00:09:20,735 --> 00:09:23,415

fill out this personalization.

214

00:09:25,135 --> 00:09:30,375

And then I'm just

gonna paste that email

215

00:09:30,490 --> 00:09:33,610

or the image that I got.

216

00:09:33,610 --> 00:09:35,770

So it's actually I'm just

gonna screenshot this,

217

00:09:35,770 --> 00:09:37,850

and this is this is kind of the

next thing I wanna teach you

218

00:09:37,850 --> 00:09:42,490

guys about AI is that if

you have it help you talk

219

00:09:42,490 --> 00:09:46,335

to AI, it you have it,
like, don't just ask it questions.

220

00:09:46,335 --> 00:09:48,975

Ask it how to ask questions.
So if I said, hey.

221

00:09:48,975 --> 00:09:50,015

I'd like to fill this out.

222

00:09:50,015 --> 00:09:54,135

It's gonna give me it's gonna
look at the custom instructions,

223

00:09:54,175 --> 00:09:56,975

and it basically starts
filling all all this stuff out.

224

00:09:56,975 --> 00:09:58,690

Here's kind of some examples.

225

00:09:58,690 --> 00:10:00,530

Here's about me,
things like that.

226

00:10:00,530 --> 00:10:03,410

If I've already been
using ChatGPT for a while,

227

00:10:03,410 --> 00:10:06,290

this is gonna be a way easier
way than me trying to write it.

228

00:10:06,290 --> 00:10:07,090

It's gonna say, oh,

229

00:10:07,090 --> 00:10:09,970

I've noticed in the past
you don't like using emojis,

230

00:10:09,970 --> 00:10:11,570

or you wanna kinda change this,

231

00:10:11,570 --> 00:10:13,155

or this is what
your position is.

232

00:10:13,155 --> 00:10:14,915

And it's gonna take a
pretty good shot at this.

233

00:10:14,915 --> 00:10:16,515

And then you can just say,

234

00:10:16,515 --> 00:10:18,835

either by hitting
dictate or whatever,

235

00:10:18,835 --> 00:10:22,115

you can actually just change
it historically and say that you'd

236

00:10:22,115 --> 00:10:23,155

like to, like,

237

00:10:23,155 --> 00:10:26,460

basically go through this

process and have it kind of

238

00:10:26,460 --> 00:10:27,980

refine it, and kind of do that.

239

00:10:27,980 --> 00:10:30,060

That's a way easier

way to come up with it.

240

00:10:30,060 --> 00:10:33,100

Now in this case, because

this is a brand new account,

241

00:10:33,100 --> 00:10:34,860

it has no information about me.

242

00:10:34,860 --> 00:10:36,780

It doesn't know what I want,

doesn't know what I like,

243

00:10:36,780 --> 00:10:39,485

doesn't know what my position

is, none of that type of stuff.

244

00:10:39,485 --> 00:10:43,325

Now, I'm gonna show
you on my other one.

245

00:10:43,325 --> 00:10:47,805

Let's see if I can do
this here and switch

246

00:10:47,805 --> 00:10:50,885

to my personal account.

247

00:10:51,645 --> 00:10:54,085

Oh, no. That's not
the one that I want.

248

00:10:54,940 --> 00:10:57,060

Let me switch here.

249

00:10:57,500 --> 00:11:01,940

So what I'm gonna
show you is my actual

250

00:11:03,980 --> 00:11:07,940

customization that I've already done
because I think that'll be more useful.

251

00:11:10,875 --> 00:11:12,515

One sec.

252

00:11:17,035 --> 00:11:19,035

Okay. Alright.

253

00:11:19,035 --> 00:11:23,355

So if we look at this
here and I look at my

254

00:11:23,355 --> 00:11:24,395

personalization,

255

00:11:24,395 --> 00:11:26,835

I gotta do it like
this so I don't

256

00:11:26,910 --> 00:11:29,230

share stuff that
I shouldn't share.

257

00:11:29,230 --> 00:11:30,470

Okay.

258

00:11:30,590 --> 00:11:33,710

And I look at my
personalization by going to

259

00:11:33,710 --> 00:11:36,830

that same spot, and I pull
up my personalization.

260

00:11:36,830 --> 00:11:39,790

I have a couple of things
of custom instructions.

261

00:11:39,790 --> 00:11:41,645

So I I really have this,

262

00:11:41,645 --> 00:11:44,525

and and this is because

I had ChatGP do this.

263

00:11:44,525 --> 00:11:47,565

I say I wanna begin every
answer with a decision snapshot.

264

00:11:47,565 --> 00:11:48,765

It's kinda like a too long,

265

00:11:48,765 --> 00:11:52,205

didn't read kind of thing
because chat sometimes is just

266

00:11:52,205 --> 00:11:55,240

really wordy, and I just wanna
have in two to three sentences,

267

00:11:55,240 --> 00:11:56,600

give me one to two lines,

268

00:11:56,600 --> 00:11:59,320

summarize the key
recommendations or your answer,

269

00:11:59,320 --> 00:12:01,880

and then that way I can tell
at the very beginning if

270

00:12:01,880 --> 00:12:04,040

everything that's coming
afterwards is worth reading or

271

00:12:04,040 --> 00:12:06,520

or if it's gonna be
what I even want.

272

00:12:06,520 --> 00:12:07,880

So I can stop it quickly.

273

00:12:07,880 --> 00:12:09,680

That's one of the
things that I do.

274

00:12:09,765 --> 00:12:13,525

And then the next thing I
do is I have I'd like an

275

00:12:13,525 --> 00:12:17,925

initial intake of three to six
bullets of core logic trade offs.

276

00:12:17,925 --> 00:12:19,525

I want a short outline.

277

00:12:19,525 --> 00:12:22,910

I wanna be direct, decisive,
challenge assumptions.

278

00:12:22,910 --> 00:12:24,830

I don't want you to
just be like, yes.

279

00:12:24,830 --> 00:12:27,310

I don't need another yes
man person in my world.

280

00:12:27,310 --> 00:12:29,150

I need a I I need
direct feedback,

281

00:12:29,150 --> 00:12:30,350

and I want you to come back.

282

00:12:30,350 --> 00:12:33,190

If you don't know

something, don't guess.

283

00:12:33,230 --> 00:12:35,950

I want you to be kind of

aware of a few things.

284

00:12:35,950 --> 00:12:39,315

It uses my personal

religious beliefs,

285

00:12:39,315 --> 00:12:41,155

talks to my tech stack.

286

00:12:41,155 --> 00:12:44,195

So I'm like, I don't want

you giving me suggestions of

287

00:12:44,195 --> 00:12:46,915

software choices that
are not what I use.

288

00:12:46,915 --> 00:12:48,875

I wanna use the ones that I use.

289

00:12:49,470 --> 00:12:53,790

I give it a bunch of different
another thing I did is I really

290

00:12:53,790 --> 00:12:55,870

want execution ready assets.

291

00:12:55,870 --> 00:12:59,070

So if if I need something,
want you to get to, like,

292

00:12:59,070 --> 00:13:00,750

I can share this.

I can use this.

293

00:13:00,750 --> 00:13:03,155

I wanna build this
type of a thing.

294

00:13:03,155 --> 00:13:06,115

And then I'd like
to verify recency.

295

00:13:06,115 --> 00:13:09,475

So don't don't just throw
things out that are old,

296

00:13:09,475 --> 00:13:12,435

and then don't give
me filler or content.

297

00:13:12,435 --> 00:13:14,595

And I'd really like
a crisp, confident,

298

00:13:14,595 --> 00:13:16,120

results driven statement.

299

00:13:16,120 --> 00:13:17,960

And then I'm like,
do not use emojis,

300

00:13:17,960 --> 00:13:20,760

and do not use em dashes,
because it sure loves those.

301

00:13:20,760 --> 00:13:24,680

I hate them. And so so anyway,
so that's kind of what I did.

302

00:13:24,680 --> 00:13:28,400

So I I put this in here.
So I'm gonna copy this.

303

00:13:28,600 --> 00:13:30,045

I gave it a nickname.

304

00:13:30,045 --> 00:13:33,405

I put my occupation,
and in my occupation,

305

00:13:33,405 --> 00:13:35,325

I actually did both what I do,

306

00:13:35,325 --> 00:13:39,085

but also my role as

here's my kids' names,

307

00:13:39,085 --> 00:13:40,045

and I'm a father.

308

00:13:40,045 --> 00:13:42,605

I'm a husband. This is

what I do in the community.

309

00:13:42,605 --> 00:13:44,040

Here's what I do in church.

310

00:13:44,040 --> 00:13:45,880

I gave it, like,

all of those things,

311

00:13:45,880 --> 00:13:48,360

not just the occupation, and

this is for my personal one.

312

00:13:48,360 --> 00:13:52,120

So I'm gonna copy that, and
then I put more about me.

313

00:13:52,120 --> 00:13:53,640

I I put a whole bunch of things,

314

00:13:53,640 --> 00:13:55,800

which is kinda
similar type stuff,

315

00:13:55,800 --> 00:13:57,535

and this is this is what I put.

316

00:13:57,535 --> 00:14:00,175

And then I've got a
whole bunch of memory.

317

00:14:00,175 --> 00:14:03,375

So I'm just gonna
take those things,

318

00:14:03,375 --> 00:14:06,775

and let's switch
to this one here,

319

00:14:08,815 --> 00:14:09,800

to these chats.

320

00:14:09,800 --> 00:14:12,680

And so what I'm gonna do
is I'm gonna go show in my

321

00:14:12,680 --> 00:14:15,800

personalization these
custom instructions.

322

00:14:15,800 --> 00:14:20,720

So I'm gonna pull up my
instructions that I put right here.

323

00:14:20,760 --> 00:14:22,400

I'm gonna put

324

00:14:23,240 --> 00:14:26,095

we'll go with Gregorio is
what I want it to call me.

325

00:14:26,095 --> 00:14:27,895

I'm gonna say

326

00:14:28,655 --> 00:14:30,535

that is my

327

00:14:31,215 --> 00:14:33,935

kind of role, founder and
CEO of Next Level Business,

328

00:14:33,935 --> 00:14:37,135

and also Audio Video Systems,
and a couple other companies.

329

00:14:37,135 --> 00:14:41,060

And then more about me,
This is kind of what I do,

330

00:14:41,060 --> 00:14:43,100

and I'm gonna save that.

331

00:14:44,260 --> 00:14:44,740

Okay.

332

00:14:44,740 --> 00:14:47,940

So now what I wanna show you
is if I go back to this same

333

00:14:47,940 --> 00:14:50,620

question that I asked back here,

334

00:14:50,740 --> 00:14:53,980

not this one, the meeting
draft for profitability,

335

00:14:54,185 --> 00:14:57,585

I'm gonna take the
same exact prompt,

336

00:14:58,345 --> 00:15:04,065

and I'm gonna stick this in a new

chat now that it knows about me.

337

00:15:04,185 --> 00:15:07,665

And let's compare before and
after kinda how this works.

338

00:15:08,110 --> 00:15:10,430

So now it gives me
a decision snapshot,

339

00:15:10,430 --> 00:15:11,950

so it tells me what it's doing.

340

00:15:11,950 --> 00:15:14,270

I like that way better,
because now I'm like, okay.

341

00:15:14,270 --> 00:15:16,910

Did you even get the point?
Did you misunderstand?

342

00:15:16,910 --> 00:15:18,830

It takes an initial take.

343

00:15:18,830 --> 00:15:21,470

It gives me what I
think it wants to do,

344

00:15:21,470 --> 00:15:24,875

gives me a subject, and it came
up with a different prompt.

345

00:15:24,875 --> 00:15:25,835

Very specifically,

346

00:15:25,835 --> 00:15:28,315

the goal is to do here's
kinda what we're trying to do,

347

00:15:28,315 --> 00:15:32,635

and it's identifying a little
more kind of CEO strategy

348

00:15:32,635 --> 00:15:34,875

agenda ish kind of thing.

349

00:15:34,875 --> 00:15:37,195

And this is what
that one looks like.

350

00:15:37,195 --> 00:15:38,995

If I go to this one,

351

00:15:39,970 --> 00:15:42,770

this was the question, and
it didn't give me anything else.

352

00:15:42,770 --> 00:15:44,530

It just said, here you
go. Here's the answer.

353

00:15:44,530 --> 00:15:45,970

Here's the email.

354

00:15:45,970 --> 00:15:50,370

This one gave me a decision
snapshot so that I can

355

00:15:50,370 --> 00:15:53,605

see if its assumptions and
its ideas make any sense.

356

00:15:53,605 --> 00:15:57,285

It gives me an initial take of
what I think it's supposed to do.

357

00:15:57,285 --> 00:15:59,845

It tells me this is what we're
trying to do is to get this

358

00:15:59,845 --> 00:16:01,445

ready for Slack or email.

359

00:16:01,445 --> 00:16:05,205

And it knows Slack because it
knows that that's one of the

360

00:16:05,205 --> 00:16:06,085

tools that I use.

361

00:16:06,085 --> 00:16:08,320

It doesn't try to tell
me for Microsoft Teams.

362

00:16:08,320 --> 00:16:11,120

It doesn't try to tell me
for, you know, something else,

363

00:16:11,120 --> 00:16:12,560

for Discord or whatever.

364

00:16:12,560 --> 00:16:16,760

It's giving me that, and then
it gives me this this message.

365

00:16:16,880 --> 00:16:20,395

Now if I didn't like
this, if I was like, oh,

366

00:16:20,395 --> 00:16:22,635

there this I keep getting
this kind of thing,

367

00:16:22,635 --> 00:16:26,675

I would go back
to my personalization help,

368

00:16:26,715 --> 00:16:29,355
and I would say, based
on what I'd gotten,

369

00:16:29,355 --> 00:16:31,955
so here is what I put,

370

00:16:33,830 --> 00:16:37,870
And I put those
answers in of this,

371

00:16:40,390 --> 00:16:45,070
this, and I probably,
just for brevity,

372

00:16:45,510 --> 00:16:49,285
I would I'd I'd explain
that each of these,

373

00:16:49,285 --> 00:16:50,645

what those steps are.

374

00:16:50,645 --> 00:16:52,405

But let's say I did
this, and I'm like, okay.

375

00:16:52,405 --> 00:16:55,205

So that's kind of what I got,
and it's gonna say, excellent.

376

00:16:55,205 --> 00:16:56,725

Here's kind of what you've got.

377

00:16:56,725 --> 00:16:59,485

Here's the occupation,
more about you,

378

00:16:59,650 --> 00:17:01,250

response structure.

379

00:17:01,250 --> 00:17:03,730

It's kind of giving so it's
writing the instructions that I

380

00:17:03,730 --> 00:17:06,970

would normally copy paste
into my personalization.

381

00:17:07,330 --> 00:17:09,850

And I could say something like,

382

00:17:11,010 --> 00:17:16,385

I'm still getting too long responses
for emails and things like that.

383

00:17:16,385 --> 00:17:19,745

So how how can you adjust
this so that it'll more

384

00:17:19,745 --> 00:17:25,065

concise and and and be even
shorter and more to the point?

385

00:17:25,185 --> 00:17:28,870

So if I added that
in, and I said, okay,

386

00:17:28,870 --> 00:17:31,830

this now updates
my personalization.

387

00:17:31,830 --> 00:17:34,310

So all I have to do is give
it a little bit of feedback,

388

00:17:34,310 --> 00:17:37,430

and it's now saying, here's
kind of my occupation.

389

00:17:37,430 --> 00:17:37,750

Right?

390

00:17:37,750 --> 00:17:41,915

Scott, founder, CEO, co
owner of AVS, husband,

391

00:17:41,915 --> 00:17:42,875

that type of thing.

392

00:17:42,875 --> 00:17:46,075

Here's more about me.

Here's response style.

393

00:17:46,075 --> 00:17:48,955

This is stuff about,

like, how I wanna operate.

394

00:17:48,955 --> 00:17:53,035

And then this is kind

of what it changed.

395

00:17:53,035 --> 00:17:54,875

So now I can actually

go, okay. Great.

396

00:17:54,875 --> 00:17:58,530

And now I'd copy paste that

and go stick that back in. K?

397

00:17:58,530 --> 00:18:00,210

So that's that's

kind of the process.

398

00:18:00,210 --> 00:18:03,650

And if if all you did was just
that in whatever you're using

399

00:18:03,650 --> 00:18:07,490

with Claude, or or ChatGPT,
or Gemini, or whatever,

400

00:18:07,490 --> 00:18:11,755

this makes this makes using
AI literally five to ten

401

00:18:11,755 --> 00:18:12,955

times easier to use.

402

00:18:12,955 --> 00:18:15,275

It's super, super easy. Okay?

403

00:18:15,275 --> 00:18:18,875

Let's do the same thing for
this other meet meeting draft.

404

00:18:18,875 --> 00:18:21,195

Let's see. This
email draft response.

405

00:18:21,195 --> 00:18:23,540

Let's do the same one of this.

406

00:18:23,540 --> 00:18:27,460

I'm gonna copy this same exact
prompt, so it's the same.

407

00:18:27,460 --> 00:18:29,660

I'm gonna go put in here

408

00:18:30,900 --> 00:18:32,300

this,

409

00:18:34,260 --> 00:18:35,620

and let's see what
it comes up with.

410

00:18:35,620 --> 00:18:37,740

So it gives me a
decision snapshot.

411

00:18:38,055 --> 00:18:38,535

Right?

412

00:18:38,535 --> 00:18:41,735

So I can see what it
thinks I'm asking it to do,

413

00:18:41,735 --> 00:18:43,495

and it gave me an e email reply.

414

00:18:43,495 --> 00:18:45,255

Look how short that is.

415

00:18:45,255 --> 00:18:49,215

Compared to this email draft,

416

00:18:49,575 --> 00:18:50,750

yeah, it's about the same.

417

00:18:50,750 --> 00:18:52,910

But it's kind of like, here's
here's kinda what I got,

418

00:18:52,910 --> 00:18:54,990

and then I got this email draft.

419

00:18:54,990 --> 00:18:56,750

Thanks. I'm interested.
Can you share pricing?

420

00:18:56,750 --> 00:18:58,990

Quick overview how the
virtual mailroom works.

421

00:18:58,990 --> 00:19:01,070

So it actually asked
a few more questions,

422

00:19:01,070 --> 00:19:03,630

and it just kept the
tone short professional.

423

00:19:03,630 --> 00:19:05,790

So in this case, that
was pretty close,

424

00:19:05,790 --> 00:19:09,515

but that's how AI is gonna
make a make a big difference.

425

00:19:09,515 --> 00:19:13,115

Now, this is this is kinda like
account wide across the board.

426

00:19:13,115 --> 00:19:15,195

And and before I go on to
some more advanced stuff,

427

00:19:15,195 --> 00:19:18,075

let me kinda open it up if
you guys have questions,

428

00:19:18,075 --> 00:19:20,400

or like and and, Dave,

429

00:19:20,400 --> 00:19:23,600

can you make it so people can either
raise hands or quick questions?

430

00:19:23,600 --> 00:19:26,160

Do we have any? Let's see.

431

00:19:26,160 --> 00:19:26,960

Not yet.

432

00:19:26,960 --> 00:19:28,800

And if you don't, that's fine.

433

00:19:28,800 --> 00:19:33,005

I was gonna ask, what are
the what are the on your

434

00:19:33,005 --> 00:19:35,885

instructions, I I loved how
you did your instructions,

435

00:19:35,885 --> 00:19:39,405

but what were the end marks

that you didn't like or emojis

436

00:19:39,405 --> 00:19:40,605

and what are those?

437

00:19:40,605 --> 00:19:43,965

It's an em dash. It's the
you know, the hyphens? Yeah.

438

00:19:43,965 --> 00:19:47,120

Technically, the long
ones is called an em dash.

439

00:19:47,120 --> 00:19:48,080

And Oh, okay.

440

00:19:48,080 --> 00:19:51,360

For whatever reason, AI
loves throwing those in,

441

00:19:51,360 --> 00:19:53,120

and I always delete them.

442

00:19:53,120 --> 00:19:55,200

So I'm like, I don't
wanna delete them anymore,

443

00:19:55,200 --> 00:19:56,400

so I just put in
my instructions,

444

00:19:56,400 --> 00:19:57,440

don't ever do that.

445

00:19:57,440 --> 00:19:58,360

Yeah.

446

00:19:59,135 --> 00:20:03,415

Like, that alone makes AI
way less annoying in my view.

447

00:20:03,455 --> 00:20:04,815

I'm seeing a lot of yeses.

448

00:20:04,815 --> 00:20:06,575

You guys are all
seeing the same thing.

449

00:20:06,575 --> 00:20:10,095

And emojis, that's also
another one. It loves emojis.

450

00:20:10,095 --> 00:20:10,335

Yeah.

451

00:20:10,335 --> 00:20:14,015

And if you'll notice, I got
no emojis in in my in my

452

00:20:14,015 --> 00:20:16,220

responses, but it didn't do
it at the beginning either.

453

00:20:16,220 --> 00:20:17,500

Good. Good question, though.

454

00:20:17,500 --> 00:20:19,060

Other questions?

455

00:20:19,980 --> 00:20:22,420

I missed the very initial thing.

456

00:20:22,940 --> 00:20:26,260

Did you make that little
personalization guide help?

457

00:20:28,205 --> 00:20:31,405

That thing that that
little that you were

458

00:20:31,405 --> 00:20:33,165

copying from?

459

00:20:33,165 --> 00:20:35,725

No. Oh, okay. So two things.

460

00:20:35,725 --> 00:20:39,700

So in the personalization, you
come to personalization in here.

461

00:20:39,700 --> 00:20:41,540

This is where you
change the settings.

462

00:20:41,540 --> 00:20:42,580

So Oh, okay.

463

00:20:42,580 --> 00:20:46,100

This is true for anybody.
And this is for chat GPT.

464

00:20:46,100 --> 00:20:48,180

This is in chat, Claude. Yeah.

465

00:20:48,180 --> 00:20:49,860

Let me just show you
really quick. Yeah.

466

00:20:49,860 --> 00:20:52,205

If we switch to Claude.

467

00:20:52,205 --> 00:20:54,205

I use more Claude lately.

468

00:20:54,205 --> 00:20:55,885

Do you? Okay. Yeah.

469

00:20:55,885 --> 00:20:57,885

So if we're in Claude here,

470

00:20:57,885 --> 00:21:01,365

you kinda have the
same thing of settings,

471

00:21:01,405 --> 00:21:03,885

and you have this
personal preferences.

472

00:21:03,885 --> 00:21:06,950

So you can see there's a whole bunch
of this in here that you can do.

473

00:21:06,950 --> 00:21:09,750

So this is kind of what
Claude does at the same level.

474

00:21:09,750 --> 00:21:13,350

And then another thing that you
can do if you want to create a

475

00:21:13,350 --> 00:21:17,350

new chat is you can
edit these styles.

476

00:21:17,350 --> 00:21:19,270

So so it's it's kind
of the same thing.

477

00:21:19,270 --> 00:21:22,315

And by the way, if I was not
clear, I would start with,

478

00:21:22,315 --> 00:21:25,755

I wanna personalize my LLM,
and this is the one I'm using,

479

00:21:25,755 --> 00:21:29,275

and let it help you kinda know what
you can customize and what you can't.

480

00:21:29,275 --> 00:21:31,515

Like, you don't have to
become a genius of the tool.

481

00:21:31,515 --> 00:21:33,595

Just ask it the question
and let it do that.

482

00:21:33,595 --> 00:21:36,860

But, like, in here, I would,
you've got, like, using styles,

483

00:21:36,860 --> 00:21:38,300

and so I have a couple, like,

484

00:21:38,300 --> 00:21:41,740

this strategic snapshot
where I've said,

485

00:21:41,740 --> 00:21:46,380

for strategic snapshot, I'm
gonna this is what I mean.

486

00:21:46,380 --> 00:21:48,285

So if I choose that style,

487

00:21:48,285 --> 00:21:51,325

it'll talk to me in that style,

and that's how Claude works,

488

00:21:51,325 --> 00:21:52,965

if that makes sense.

489

00:21:53,085 --> 00:21:55,325

And so so Claude

does it this way.

490

00:21:55,325 --> 00:21:59,805

Gemini just recently came out with
the ability to do the customization.

491

00:21:59,805 --> 00:22:03,420

I think I've got that up
somewhere, Maybe I don't.

492

00:22:03,700 --> 00:22:08,180

But you've got the same thing
for Gemini where you can edit

493

00:22:08,180 --> 00:22:09,780

the the personalization.

494

00:22:09,780 --> 00:22:12,300

I think they call it a context.

495

00:22:12,500 --> 00:22:14,380

Let's see if I've got that.

496

00:22:22,585 --> 00:22:24,025

Yeah. I don't have it
right in front of me.

497

00:22:24,025 --> 00:22:25,865

So I I I won't make you
guys wait and watch.

498

00:22:25,865 --> 00:22:30,120

But in Gemini and that's kind
of a recent thing where as far

499

00:22:30,120 --> 00:22:31,880

as the last time I looked,

500

00:22:31,880 --> 00:22:34,440

which this is another thing
is it's constantly changing,

501

00:22:34,440 --> 00:22:39,080

is like DeepSeek and Grok and
some of those other tools,

502

00:22:39,080 --> 00:22:42,400

they don't really have that
same level of personalization.

503

00:22:42,445 --> 00:22:45,645

And so so what you'd wanna do
is maybe either have like a

504

00:22:45,645 --> 00:22:48,925

prompt that you copied and
pasted that started with that,

505

00:22:48,925 --> 00:22:53,565

or you'd wanna have some of the useful
reusable tools that you can use there.

506

00:22:53,565 --> 00:22:54,845

You kinda have to
do it that way.

507

00:22:54,845 --> 00:22:57,390

And and Gemini, a
couple weeks ago,

508

00:22:57,390 --> 00:22:58,510

that was how you had to do it.

509

00:22:58,510 --> 00:23:00,430

Gemini is Google's.

510

00:23:00,430 --> 00:23:02,670

Anyway, so that's kinda how

that works. Good question.

511

00:23:02,670 --> 00:23:04,270

Okay. Any other
questions on this?

512

00:23:04,270 --> 00:23:07,230

Then I'm gonna show you some
more advanced stuff here.

513

00:23:07,230 --> 00:23:09,550

I've just saw like if you've
already done this part and this

514

00:23:09,550 --> 00:23:10,990

is easy, this feels basic.

515

00:23:10,990 --> 00:23:13,655

I wanna show you kinda like
the next level how you do this.

516

00:23:13,655 --> 00:23:14,895

Okay.

517

00:23:15,015 --> 00:23:19,335

Next thing I wanna do is
when you're looking at at

518

00:23:19,335 --> 00:23:23,110

at these types of tools, this
is across your entire account,

519

00:23:23,110 --> 00:23:24,470

but you have two other things,

520

00:23:24,470 --> 00:23:25,990

and this is true in the
other tools as well,

521

00:23:25,990 --> 00:23:27,750

but I'm just gonna show chat,

522

00:23:27,750 --> 00:23:30,630

is you've got projects and GPTs.

523

00:23:30,630 --> 00:23:34,950

A project is like a a
specific narrow context.

524

00:23:34,950 --> 00:23:38,175

So let's say, if I
had a project that was

525

00:23:38,175 --> 00:23:41,855

very oriented towards maybe
doing marketing emails,

526

00:23:41,855 --> 00:23:44,095

or if I had, like,
I was writing, like,

527

00:23:44,095 --> 00:23:46,255

HR offer letters,

528

00:23:46,255 --> 00:23:48,335

or if I was trying to do
a certain kind of Excel

529

00:23:48,335 --> 00:23:50,980

calculation, or I was
getting sales feedback,

530

00:23:50,980 --> 00:23:52,500

something kinda like that.

531

00:23:52,500 --> 00:23:54,660

I'm gonna create a project,

532

00:23:54,660 --> 00:23:59,980

and I'm gonna name it let's just
pick an an easy one of like,

533

00:24:00,900 --> 00:24:02,460

basically marketing.

534

00:24:03,395 --> 00:24:05,075

I can't type for a second. Okay.

535

00:24:05,075 --> 00:24:09,835

So marketing, basically
copy your draft.

536

00:24:10,355 --> 00:24:13,755

K. So something kinda like
that, and it's a writing.

537

00:24:14,275 --> 00:24:15,760

I don't wanna do that.

538

00:24:15,760 --> 00:24:18,680

Let's go back. Okay.

539

00:24:20,000 --> 00:24:20,400

Okay.

540

00:24:20,400 --> 00:24:23,600

So if I said marketing copy
and I hit create project,

541

00:24:23,600 --> 00:24:27,920

what this does is it creates
like its little own folder that

542

00:24:27,920 --> 00:24:29,755

I can have chats in.

543

00:24:29,755 --> 00:24:32,395

And what's different than
the other personalization is this

544

00:24:32,395 --> 00:24:35,115

is now very specific
to that type of thing.

545

00:24:35,115 --> 00:24:37,675

So I would wanna have one
of these for my personal,

546

00:24:37,675 --> 00:24:39,515

like different
kinds of contexts,

547

00:24:39,515 --> 00:24:41,835

or different kind
of regular use.

548

00:24:41,835 --> 00:24:44,195

Like, I might have one
in there that's like,

549

00:24:44,470 --> 00:24:46,870

kind of like good
coaching and relationship,

550

00:24:46,870 --> 00:24:48,630

and how do I talk with my wife.

551

00:24:48,630 --> 00:24:51,350

I don't really want down here
to put those personalization

552

00:24:51,350 --> 00:24:53,430

and have it always
bringing that up.

553

00:24:53,430 --> 00:24:56,230

I wanna go to that, or
I wanna go to marketing,

554

00:24:56,230 --> 00:24:58,885

or I wanna go to
something specific,

555

00:24:58,885 --> 00:25:01,765

and then I can come up
here and add instructions,

556

00:25:01,765 --> 00:25:04,485

and write some custom
instructions to say, hey,

557

00:25:04,485 --> 00:25:07,845

every time I come here, I
want you to do this stuff.

558

00:25:07,845 --> 00:25:11,205

The other cool thing that you
can do about these is you can

559

00:25:11,205 --> 00:25:13,405

add project files.

560

00:25:13,490 --> 00:25:16,850

So if I was like, hey, here's
what my website currently has.

561

00:25:16,850 --> 00:25:19,410

Here's copies of my
marketing information.

562

00:25:19,410 --> 00:25:22,850

Here's here's a whole bunch of
information I just want you to know.

563

00:25:22,850 --> 00:25:25,570

And you could put like
your handbook in here,

564

00:25:25,570 --> 00:25:26,290

and you could say, hey,

565

00:25:26,290 --> 00:25:28,045

I've got questions
about my handbook.

566

00:25:28,045 --> 00:25:30,925

Or you've got things that
are something like that where you

567

00:25:30,925 --> 00:25:34,605

don't really need the AI
to always be bringing that up,

568

00:25:34,605 --> 00:25:35,485

but when you go there,

569

00:25:35,485 --> 00:25:37,805

you want it to already
know a bunch of stuff.

570

00:25:37,805 --> 00:25:39,085

Now, to be clear,

571

00:25:39,085 --> 00:25:41,590

I wouldn't do this right off
but if you're just starting and

572

00:25:41,590 --> 00:25:42,950

you haven't done
any personalization.

573

00:25:42,950 --> 00:25:45,190

Start with what I already
talked about before,

574

00:25:45,190 --> 00:25:47,190

but this is actually
super helpful.

575

00:25:47,190 --> 00:25:49,990

So I'm gonna show you a couple
that I've I've done that that

576

00:25:49,990 --> 00:25:52,230

are that are really useful
for me and how I work,

577

00:25:52,230 --> 00:25:54,165

and I'll just give you
kind of an example of that.

578

00:25:54,165 --> 00:25:56,725

But this is this is one where
you can do this project,

579

00:25:56,725 --> 00:26:00,605

and you can make a
a project like this.

580

00:26:00,725 --> 00:26:03,525

The kind of the other
cool things, just as FYI,

581

00:26:03,525 --> 00:26:06,005

is you can share projects if
you're on a company account

582

00:26:06,005 --> 00:26:07,605

across to other people,

583

00:26:07,605 --> 00:26:09,565

but you have to be in
the same workspace.

584

00:26:09,640 --> 00:26:12,600

So it's not really like
shareable as in, hey,

585

00:26:12,600 --> 00:26:13,800

let me share this
with the world.

586

00:26:13,800 --> 00:26:16,120

It's kind of in my
little workspace,

587

00:26:16,120 --> 00:26:19,560

and it's usually I use these pretty
regularly to come back from them.

588

00:26:19,560 --> 00:26:21,360

I'll show you in a
second how I do that.

589

00:26:21,655 --> 00:26:25,415

The other thing you can do is
a GPT, which is really similar.

590

00:26:25,415 --> 00:26:29,415

A GPT is different in that
you can do the same thing

591

00:26:29,415 --> 00:26:33,175

where you can create a
description with instructions

592

00:26:33,175 --> 00:26:34,935

and you can have files.

593

00:26:34,935 --> 00:26:38,870

The difference though with a
GPT is that it actually doesn't

594

00:26:38,870 --> 00:26:42,390

use as much or any of
your other history of

595

00:26:42,390 --> 00:26:44,230

memories and instructions.

596

00:26:44,230 --> 00:26:48,070

So it's kinda like a brand
new little fresh GPT,

597

00:26:48,070 --> 00:26:50,195

and you can then
share this outside

598

00:26:50,195 --> 00:26:52,035

yourself personally, publicly.

599

00:26:52,035 --> 00:26:53,955

You can give this
to other people.

600

00:26:53,955 --> 00:26:56,835

And so so I like
GPTs when I'm like,

601

00:26:56,835 --> 00:26:59,395

I don't really want you
to know anything about me.

602

00:26:59,395 --> 00:27:01,995

I just want you to
exactly do this.

603

00:27:02,140 --> 00:27:04,300

K? That's one of
the ways I use GPT.

604

00:27:04,300 --> 00:27:06,780

More advanced when you're
starting to do automations,

605

00:27:06,780 --> 00:27:09,580

if you're trying to get like
Make or Zapier or something

606

00:27:09,580 --> 00:27:13,420

like that, a GPT is basically
a really good testing

607

00:27:13,420 --> 00:27:14,465

process for that,

608

00:27:14,465 --> 00:27:17,665

cause it like gets rid of all
of your other instructions and

609

00:27:17,665 --> 00:27:19,585

memories and all
that type of stuff.

610

00:27:19,585 --> 00:27:20,465

Okay?

611

00:27:20,465 --> 00:27:23,825

So let me show you a couple
of these that I really like,

612

00:27:23,825 --> 00:27:25,105

that I use regularly,

613

00:27:25,105 --> 00:27:27,105

that I think it apply
to a lot of you guys.

614

00:27:27,105 --> 00:27:30,745

Okay. So one of them is
let me close out of this.

615

00:27:32,680 --> 00:27:34,480

Let's see here.

616

00:27:37,240 --> 00:27:40,840

Okay. So I'm not sure
how to make this bigger.

617

00:27:40,840 --> 00:27:41,960

Sorry if this is a little small,

618

00:27:41,960 --> 00:27:44,240

but let me show you one of
these that I really like.

619

00:27:44,335 --> 00:27:47,455

One of these is a GPT
that I've created,

620

00:27:47,455 --> 00:27:50,215

which is a contract advisor.

621

00:27:50,255 --> 00:27:51,615

So what this does is,

622

00:27:51,615 --> 00:27:53,855

I don't know how many of you
guys walk in and you see like

623

00:27:53,855 --> 00:27:56,775

at the dentist office, they're
like, can you sign this?

624

00:27:56,870 --> 00:28:00,310

Now for somebody like me
who actually knows legal

625

00:28:00,310 --> 00:28:03,110

requirement, like, that's
a really annoying thing.

626

00:28:03,110 --> 00:28:05,510

I think most people
just sign it,

627

00:28:05,510 --> 00:28:07,030

and they don't know
what they agreed to,

628

00:28:07,030 --> 00:28:08,390

and that's kinda how that works.

629

00:28:08,390 --> 00:28:11,110

And so but I don't wanna sit
there and read every contract.

630

00:28:11,110 --> 00:28:15,415

So what I do is I created
some instructions here for this.

631

00:28:15,775 --> 00:28:18,135

Let's see if I can do this.

632

00:28:18,415 --> 00:28:20,575

Wish I could make
this bigger, easier.

633

00:28:20,575 --> 00:28:24,575

Anyway, so this is this is how
I created the instructions,

634

00:28:24,575 --> 00:28:26,895

and I did it the exact same
way that I said before.

635

00:28:26,895 --> 00:28:30,060

It's like, every time I have to
sign software up and it says agree

636

00:28:30,060 --> 00:28:33,580

to these terms, or every time
I have to sign a contract,

637

00:28:33,580 --> 00:28:35,500

I just wanna be able
to drop it over here,

638

00:28:35,500 --> 00:28:36,780

and here's what
I want you to do.

639

00:28:36,780 --> 00:28:37,820

Here's the instructions.

640

00:28:37,820 --> 00:28:39,900

You can see that chat
did it, the instructions,

641

00:28:39,900 --> 00:28:41,780

because it's got a
bunch of emojis in it.

642

00:28:41,815 --> 00:28:44,215

So it's got instructions
for the behavior.

643

00:28:44,215 --> 00:28:46,615

I want you to act as
a contract adviser.

644

00:28:46,615 --> 00:28:48,135

That's what I want you to do.

645

00:28:48,135 --> 00:28:50,135

And your job is
just to look at it.

646

00:28:50,135 --> 00:28:53,535

Tell me if there's anything
really weird or out of the norm.

647

00:28:53,590 --> 00:28:58,550

So like my kids signed
an apartment lease,

648

00:28:58,550 --> 00:29:00,070

and I just dropped it in here,

649

00:29:00,070 --> 00:29:02,310

and it came back and it said
everything looks really normal

650

00:29:02,310 --> 00:29:04,070

except for the insurance.

651

00:29:04,070 --> 00:29:06,230

They have a really weird
requirement for insurance

652

00:29:06,230 --> 00:29:07,710

that's not normal.

653

00:29:07,995 --> 00:29:09,675

And then I can go,
okay, what is that?

654

00:29:09,675 --> 00:29:11,755

And then I can deal
with just what's weird,

655

00:29:11,755 --> 00:29:13,675

and that saves me a ton of time.

656

00:29:13,675 --> 00:29:15,995

Okay? That's just kind
of an example of a GPT.

657

00:29:15,995 --> 00:29:18,395

And I can say, here's
all the instructions.

658

00:29:18,395 --> 00:29:20,820

I can give it files if I'd like,

659

00:29:20,820 --> 00:29:22,820

but that is how I
work with those.

660

00:29:22,820 --> 00:29:25,300

And then when I do a chat,

661

00:29:25,300 --> 00:29:27,860

specifically with
this contract advisor,

662

00:29:27,860 --> 00:29:31,300

I just drop it in here,
and I hit this chat GPT,

663

00:29:31,300 --> 00:29:32,740

and now I can just upload,

664

00:29:32,740 --> 00:29:34,900

and I can just do a
screenshot from my phone.

665

00:29:34,900 --> 00:29:35,795

I can just say,

666

00:29:35,795 --> 00:29:37,955

like I did this at the dental
office and I just took a

667

00:29:37,955 --> 00:29:40,515

picture and it said, hey, it's
actually missing half of it.

668

00:29:40,515 --> 00:29:43,395

And I was like, can I get
the rest of the contract?

669

00:29:43,395 --> 00:29:45,075

They're like, oh, nobody's
ever asked us that,

670

00:29:45,075 --> 00:29:46,835

which means nobody's
reading them.

671

00:29:46,835 --> 00:29:47,875

So, right?

672

00:29:47,875 --> 00:29:50,780

So that's that's kind of one
of the ways that I use a GPT.

673

00:29:50,780 --> 00:29:53,820

Some of the other ways I've
used GPT is when I'm trying to

674

00:29:53,820 --> 00:29:55,900

build like a project.

675

00:29:55,900 --> 00:29:57,980

So for us at Next
Level Business,

676

00:29:57,980 --> 00:30:00,620

we build projects
pretty regularly.

677

00:30:00,620 --> 00:30:03,900

And so I might be a do
a project that says,

678

00:30:03,900 --> 00:30:06,020

let's just choose
one really easy.

679

00:30:06,495 --> 00:30:10,735

I'd like to create a project
that is about making a chat

680

00:30:10,735 --> 00:30:15,455

GPT for for a contract review,

681

00:30:15,455 --> 00:30:18,095

and I'd like you to just define
success and then tell me kind

682

00:30:18,095 --> 00:30:20,535

of what what that

might look like.

683

00:30:20,590 --> 00:30:23,310

And I already have a bunch

of instructions in here.

684

00:30:23,310 --> 00:30:24,910

It looks at all

my other projects,

685

00:30:24,910 --> 00:30:28,750

and what this does now is it

creates a definition of success.

686

00:30:28,750 --> 00:30:30,750

So any of you guys who've done

this in the program where you

687

00:30:30,750 --> 00:30:33,270

have to define

success for a project,

688

00:30:33,695 --> 00:30:36,335

that takes more work
than I want it to be.

689

00:30:36,335 --> 00:30:38,895

And here's now a
definition of success.

690

00:30:38,895 --> 00:30:41,895

And then I can say,
yeah, let's turn this in.

691

00:30:41,935 --> 00:30:44,895

I can just put yes to
turn it into a project,

692

00:30:44,895 --> 00:30:46,730

and it's now giving me the name.

693

00:30:46,730 --> 00:30:50,010

So it gave me the name,
gives me a short description,

694

00:30:50,010 --> 00:30:51,290

it defines success,

695

00:30:51,290 --> 00:30:53,530

it tells me which parts of
the company that it might be

696

00:30:53,530 --> 00:30:55,370

involved in, and then instead,

697

00:30:55,370 --> 00:30:58,935

I can actually just start
doing feedback with it. Right?

698

00:30:58,935 --> 00:31:01,495

And that's because in here,

699

00:31:01,495 --> 00:31:05,255

the instructions or
the guide for this this

700

00:31:05,255 --> 00:31:11,280

GPT already has a whole
lot of instructions.

701

00:31:11,280 --> 00:31:12,640

This is what I want you to do.

702

00:31:12,640 --> 00:31:14,720

Here's the things I
want you to choose.

703

00:31:14,720 --> 00:31:16,240

And again, same way,

704

00:31:16,240 --> 00:31:19,520

I started by just telling chat
to write these instructions,

705

00:31:19,520 --> 00:31:21,440

and then I fix it and refine it.

706

00:31:21,440 --> 00:31:22,600

Okay.

707

00:31:22,640 --> 00:31:24,720

Now if this is way advanced
for you guys, like,

708

00:31:24,720 --> 00:31:27,040

don't don't feel like you've
got to jump into this.

709

00:31:27,040 --> 00:31:29,395

I wanna make sure I'm given
some good meat if you if

710

00:31:29,395 --> 00:31:31,515

this is the stuff
that you guys want.

711

00:31:31,715 --> 00:31:34,755

And then let me give
you a project one.

712

00:31:34,755 --> 00:31:36,435

Here's kind of a project list.

713

00:31:36,435 --> 00:31:38,835

So one of the projects
that I have is,

714

00:31:38,835 --> 00:31:40,610

and and this is kind
of a good example,

715

00:31:40,610 --> 00:31:44,530

is like next level business
with AI sales and marketing.

716

00:31:44,530 --> 00:31:47,890

And so in here, I
have some files,

717

00:31:47,890 --> 00:31:50,450

so I can edit the project name.

718

00:31:50,450 --> 00:31:52,890

I can change the instructions,

719

00:31:52,925 --> 00:31:56,045

and this basically just
describes the program and what

720

00:31:56,045 --> 00:31:57,645

we have included.

721

00:31:57,645 --> 00:31:59,645

And I don't have
to do that again.

722

00:31:59,645 --> 00:32:01,565

And so every time
I come in here,

723

00:32:01,565 --> 00:32:04,045

I can write a quick email,
or I can write something,

724

00:32:04,045 --> 00:32:07,610

and it actually puts it in my
tone with how I want to work

725

00:32:07,610 --> 00:32:08,730

really fast.

726

00:32:08,730 --> 00:32:09,930

And because it's in a project,

727

00:32:09,930 --> 00:32:12,010

it's also using my
personalization.

728

00:32:12,010 --> 00:32:12,730

Okay.

729

00:32:12,730 --> 00:32:13,130

Alright.

730

00:32:13,130 --> 00:32:16,170

So now that's that's like kind
of the next level of this.

731

00:32:16,170 --> 00:32:16,730

Right?

732

00:32:16,730 --> 00:32:19,690

So so let's open
it up to questions,

733

00:32:19,690 --> 00:32:21,370

or if you guys have some ideas,

734

00:32:21,370 --> 00:32:22,475

or wanna kind of
think about,

735

00:32:22,475 --> 00:32:25,275

I'd really love to hear how would
you use something like this?

736

00:32:25,275 --> 00:32:26,835

How would this work?

737

00:32:26,955 --> 00:32:28,835

Yeah. Go, Travis.

738

00:32:29,115 --> 00:32:33,355

Well, I saw you use
custom instructions

739

00:32:33,355 --> 00:32:34,395

really fast.

740

00:32:34,395 --> 00:32:38,970

I mean, and you their yours are
quite detailed and I love that.

741

00:32:39,410 --> 00:32:42,930

But for, you know,
a beginner like me,

742

00:32:42,930 --> 00:32:46,450

where would be a good
place to find, you know,

743

00:32:46,450 --> 00:32:49,490

some ideas for custom
instructions besides the ones I

744

00:32:49,490 --> 00:32:51,045

can naturally think of?

745

00:32:51,045 --> 00:32:51,445

Yeah.

746

00:32:51,445 --> 00:32:53,685

So this playbook afterwards,

747

00:32:53,685 --> 00:32:56,245

what I'll do is I'll give

so so I'll give you, like,

748

00:32:56,245 --> 00:32:58,405

a a kind of show notes,

749

00:32:58,405 --> 00:33:03,170

and I'll give you a a basically a

prompt that I would use, or an example.

750

00:33:03,170 --> 00:33:04,290

And so you could say, hey,

751

00:33:04,290 --> 00:33:05,890

here's some example
instructions.

752

00:33:05,890 --> 00:33:07,890

I'd like you to
make this for me.

753

00:33:07,890 --> 00:33:09,330

And then just let it write it.

754

00:33:09,330 --> 00:33:13,330

And and so so it's not so much about
go somewhere to get an example.

755

00:33:13,330 --> 00:33:17,850

It's more like use the
AI to write it for you.

756

00:33:18,035 --> 00:33:20,595

And then when you look at
it, go, I don't like that.

757

00:33:20,595 --> 00:33:23,155

I don't like that.

Change this. Add this.

758

00:33:23,155 --> 00:33:24,835

And then let it write it again.

759

00:33:24,835 --> 00:33:28,035

And then I'd almost just copy
paste that right into your into

760

00:33:28,035 --> 00:33:29,795

your personalization.

761

00:33:29,795 --> 00:33:33,210

And that's how it, like, those
are detailed because of that.

762

00:33:33,210 --> 00:33:36,730

I didn't sit there and spend
five hours writing these.

763

00:33:36,730 --> 00:33:39,090

Like, I'm not patient enough.

764

00:33:39,290 --> 00:33:40,530

So

765

00:33:41,050 --> 00:33:42,890

those of you that know

me know that's true.

766

00:33:42,890 --> 00:33:46,770

Okay. So okay. Good

question. Any others?

767

00:33:50,185 --> 00:33:52,225

On the projects,

768

00:33:52,745 --> 00:33:58,585

what say say I'm working on

we'll make it Thorn focused.

769

00:33:58,585 --> 00:34:03,150

Say I'm trying to hit

all apartments that are

770

00:34:03,150 --> 00:34:07,350

above, you know, fifty
units or whatever.

771

00:34:07,390 --> 00:34:11,750

Do you think projects or g p
building a GPT would be better?

772

00:34:12,215 --> 00:34:16,135

Well, that one is more like
a data mining kind of thing

773

00:34:16,135 --> 00:34:17,335

that you're doing.

774

00:34:17,335 --> 00:34:19,495

And is that like a one
time thing you're doing,

775

00:34:19,495 --> 00:34:23,495

or are you saying you wanna

know how to interact with this

776

00:34:23,495 --> 00:34:26,200

list of people or if

you've been there before?

777

00:34:26,200 --> 00:34:27,640

Like, what would

it like, like Yeah.

778

00:34:27,640 --> 00:34:29,880

I mean, I haven't

even thought about that.

779

00:34:29,880 --> 00:34:33,640

Well, yeah, we talked

to my meeting today or

780

00:34:33,640 --> 00:34:34,520

our meeting this morning.

781

00:34:34,520 --> 00:34:36,840

Like, when I'm in

the Salt Lake area,

782

00:34:36,840 --> 00:34:40,355

I'm gonna try and
hit bigger fish,

783

00:34:40,355 --> 00:34:43,475

and that that's gonna be a
focus of mine whenever I'm in

784

00:34:43,475 --> 00:34:45,155

Salt Lake, West
Valley, you know,

785

00:34:45,155 --> 00:34:48,235

more densely populated areas.

786

00:34:48,595 --> 00:34:51,435

And so I would like

787

00:34:53,450 --> 00:34:55,450

not not even just apartments,

788

00:34:55,450 --> 00:34:59,450

any industry that's gonna
be a good fit for Thorn,

789

00:34:59,450 --> 00:35:02,690

but I want them to
probably be above,

790

00:35:03,370 --> 00:35:06,530

you know, two grand
a year type of thing.

791

00:35:06,535 --> 00:35:08,855

Yeah. So so a couple
things that I might do.

792

00:35:08,855 --> 00:35:10,535

So that one's a
little different.

793

00:35:10,535 --> 00:35:13,095

So projects are usually,
like, repeat, like,

794

00:35:13,095 --> 00:35:15,415

thinking partner

ish kind of stuff.

795

00:35:15,415 --> 00:35:17,895

Where I think what you're

saying is I'd really love to

796

00:35:17,895 --> 00:35:19,455

have, like, a list,

797

00:35:19,560 --> 00:35:23,400

and I'd like to be able to see when

I'm at this place, what's close by,

798

00:35:23,400 --> 00:35:25,800

and have it just really quickly

answer that question so you're

799

00:35:25,800 --> 00:35:27,160

not fumbling a whole lot.

800

00:35:27,160 --> 00:35:29,320

So here's here's
what I would try.

801

00:35:29,320 --> 00:35:31,680

I haven't tried this exactly,

802

00:35:31,765 --> 00:35:35,365

but I would probably try using
Gemini because it's a Google

803

00:35:35,365 --> 00:35:38,965

product And it would easily
have access to Google Maps.

804

00:35:38,965 --> 00:35:39,285

Oh.

805

00:35:39,285 --> 00:35:40,645

And so in Gemini,

806

00:35:40,645 --> 00:35:43,205

I don't even think you'd
need a project or anything.

807

00:35:43,205 --> 00:35:44,805

You might be able
to create, like,

808

00:35:44,805 --> 00:35:46,700

a context of this is what I do,

809

00:35:46,700 --> 00:35:50,300

and I haven't seen Gemini
change to projects quite yet,

810

00:35:50,300 --> 00:35:52,140

but you can create
what's called a gem,

811

00:35:52,140 --> 00:35:53,820

which is like a GPT.

812

00:35:53,820 --> 00:35:55,740

And so you have a

gem that just says,

813

00:35:55,740 --> 00:35:58,435

based on the address

that I'm gonna give you,

814

00:35:58,435 --> 00:36:00,595

I'd like you to come back

with all of this stuff,

815

00:36:00,595 --> 00:36:03,075

prioritize it this

way, give me this list,

816

00:36:03,075 --> 00:36:05,715

and then send me a link to

a Google Maps with all those

817

00:36:05,715 --> 00:36:07,075

items on it.

818

00:36:07,075 --> 00:36:10,195

I'd probably try that a little

bit and see if that works.

819

00:36:10,195 --> 00:36:12,355

And and the reason why
is because Google's gonna be

820

00:36:12,355 --> 00:36:15,830

really kind of accommodating
for a Google Map, where,

821

00:36:15,830 --> 00:36:19,510

like, chat probably like,
Google fight it a little bit.

822

00:36:19,510 --> 00:36:22,870

Like, I'm noticing they're they're
kinda getting a little territorial.

823

00:36:22,870 --> 00:36:24,110

So Yeah.

824

00:36:24,150 --> 00:36:25,825

Anyway, so so I might try that,

825

00:36:25,825 --> 00:36:28,305

and then what you do is you
just what you do when you go to

826

00:36:28,305 --> 00:36:31,585

that gem, you just go click
on the gem and you'd say,

827

00:36:31,585 --> 00:36:35,985

I'm at seventy two
hundred South and thirteenth East.

828

00:36:35,985 --> 00:36:37,505

That's all you have to say,

829

00:36:37,505 --> 00:36:40,060

and it knows all the
rest of what you want

830

00:36:40,060 --> 00:36:41,980

it to do, and it just comes
back with a Google Map,

831

00:36:41,980 --> 00:36:43,420

and here's the list.

832

00:36:43,420 --> 00:36:46,540

And and you just kinda have to play
with that and see if that'll work.

833

00:36:46,540 --> 00:36:46,700

Yeah.

834

00:36:46,700 --> 00:36:47,820

If that doesn't work,

835

00:36:47,820 --> 00:36:49,820

you probably have to do
a more complicated tool,

836

00:36:49,820 --> 00:36:52,380

like using Appify to do
like a Google search,

837

00:36:52,380 --> 00:36:55,275

or you could get like
a kind of a proximity.

838

00:36:55,275 --> 00:36:58,075

There's ways that you can do
that, but I'd try that first.

839

00:36:58,075 --> 00:36:59,835

That'd be where I'd Sounds good.

840

00:36:59,835 --> 00:37:01,315

Cool. Yeah.

841

00:37:01,915 --> 00:37:05,275

And and to put that in context,
like, let's say let's say,

842

00:37:05,275 --> 00:37:06,755

Abel, that took you

843

00:37:07,940 --> 00:37:10,100

four hours to figure out.

844

00:37:10,100 --> 00:37:10,420

Right?

845

00:37:10,420 --> 00:37:13,780

To get get it kind of working well
enough that it saves you time.

846

00:37:13,780 --> 00:37:16,900

How much time or how much of
an improvement would that make,

847

00:37:16,900 --> 00:37:18,460

like, in your day?

848

00:37:18,820 --> 00:37:22,745

Think a ton because, I
mean, a lot of I mean,

849

00:37:22,745 --> 00:37:25,385

we can Google stuff,
but a lot of times,

850

00:37:25,385 --> 00:37:28,345

we're also just driving
around an area that is good,

851

00:37:28,345 --> 00:37:31,065

and it's just knocking doors.

852

00:37:31,065 --> 00:37:31,945

You know?

853

00:37:31,945 --> 00:37:32,425

Yeah.

854

00:37:32,425 --> 00:37:36,710

So So so would it save
you, like, twenty minutes a day?

855

00:37:36,710 --> 00:37:38,470

Ten minutes a day?

856

00:37:38,470 --> 00:37:40,990

Like, what do you

think actually in time?

857

00:37:42,310 --> 00:37:44,190

At least thirty.

858

00:37:44,470 --> 00:37:46,150

Yeah. Probably.

859

00:37:46,150 --> 00:37:46,950

Okay.

860

00:37:46,950 --> 00:37:50,310

So so the way the way I want
you thinking about this is if

861

00:37:50,310 --> 00:37:54,175

you spent four hours actually
working on this and it

862

00:37:54,175 --> 00:37:58,655

saves you thirty minutes a
day, then like in two weeks,

863

00:37:58,655 --> 00:38:00,375

you made your time back.

864

00:38:00,415 --> 00:38:02,495

But then you made your
time back forever after.

865

00:38:02,495 --> 00:38:03,535

It just keeps getting better.

866

00:38:03,535 --> 00:38:03,935

Right.

867

00:38:03,935 --> 00:38:06,550

That's kinda how AI
works. Like this Right.

868

00:38:06,550 --> 00:38:08,950

This personalization takes time,

869

00:38:08,950 --> 00:38:10,630

and if you can do

the personalization,

870

00:38:10,630 --> 00:38:13,990

it's gonna cost you some time,
but it should then save you.

871

00:38:13,990 --> 00:38:15,830

So in the long run, this
just keeps getting better.

872

00:38:15,830 --> 00:38:17,895

And after you start doing a
bunch of this kind of stuff,

873

00:38:17,895 --> 00:38:21,975

it it starts really shifting
your day and your week.

874

00:38:21,975 --> 00:38:22,375

Okay.

875

00:38:22,375 --> 00:38:23,535

Okay.

876

00:38:25,255 --> 00:38:28,455

David, anything else that I
forgot or that I need to cover?

877

00:38:28,455 --> 00:38:30,415

Questions that I missed in

878

00:38:32,170 --> 00:38:34,090

I guess, for me, really,

879

00:38:34,090 --> 00:38:38,810

I'm just curious to know what what
LLM platforms most people use.

880

00:38:38,810 --> 00:38:40,410

I'm guessing chat,

881

00:38:40,410 --> 00:38:43,810

but I'm interested to know
what everyone is using.

882

00:38:44,250 --> 00:38:45,250

Okay.

883

00:38:46,715 --> 00:38:47,835

But yeah.

884

00:38:47,835 --> 00:38:49,595

And let's let's do it two ways,

885

00:38:49,595 --> 00:38:53,275

because I don't know if your
business is different than personal.

886

00:38:53,275 --> 00:38:57,435

So personally, how many of you either
raise hands or just kind of put it in

887

00:38:57,435 --> 00:38:58,475

Slack or something like that,

888

00:38:58,475 --> 00:39:00,920

or raise your hand on the
on the on the meeting.

889

00:39:00,920 --> 00:39:04,800

How many are using ChatGPT?

That's kinda like your primary.

890

00:39:05,320 --> 00:39:08,720

How many are Claude? Claude?

891

00:39:08,840 --> 00:39:10,720

How many are Gemini?

892

00:39:12,545 --> 00:39:16,185

K. How many are DeepSeek?

That'd be a fun one.

893

00:39:16,705 --> 00:39:17,345

K.

894

00:39:17,345 --> 00:39:21,665

How many are I guess

there's a couple Copilot and

895

00:39:21,665 --> 00:39:23,745

Gemini. K. Good. Those
are the other one.

896

00:39:23,745 --> 00:39:27,560

Copilot, that's Microsoft's
Windows type thing.

897

00:39:27,560 --> 00:39:28,800

K?

898

00:39:29,000 --> 00:39:30,120

Okay.

899

00:39:30,120 --> 00:39:33,480

I'll just tell you kinda in
general what I see companies doing.

900

00:39:33,480 --> 00:39:39,200

Most businesses are
using ChatGPT and

901

00:39:39,720 --> 00:39:42,965

and Claude, and
they're starting to use

902

00:39:42,965 --> 00:39:43,765

Gemini.

903

00:39:43,765 --> 00:39:46,485

It looks like Gemini is gonna
make a really big push for that.

904

00:39:46,485 --> 00:39:50,645

And Gemini and Copilot,
so Microsoft's and

905

00:39:50,645 --> 00:39:54,080

Google's, that's kinda what a
lot of businesses are going to.

906

00:39:54,080 --> 00:39:57,920

But but right now, ChadGPT
is by far the the most used

907

00:39:57,920 --> 00:40:01,680

LLM. And then after that, it's
kind of like it kinda depends.

908

00:40:01,680 --> 00:40:04,320

And, you know, different parts of the
country or the world are different.

909

00:40:04,320 --> 00:40:07,600

Like, DeepSeek is gonna obviously
be a bit much more popular outside

910

00:40:07,600 --> 00:40:09,400

the United States than in,

911

00:40:09,675 --> 00:40:13,275

just because it's it's not you
know, it's it's from China.

912

00:40:13,275 --> 00:40:14,235

It's a little different.

913

00:40:14,235 --> 00:40:16,875

Anthropic does Claude,

which is European.

914

00:40:16,875 --> 00:40:18,475

So you kinda have this
interesting thing.

915

00:40:18,475 --> 00:40:21,115

I am tool agnostic.

I do not care.

916

00:40:21,115 --> 00:40:25,500

As long as it's safe and it's
functional and it works, that's great.

917

00:40:25,500 --> 00:40:27,540

And so yeah.

918

00:40:27,740 --> 00:40:31,780

K. Anybody use a tool
that we didn't bring up?

919

00:40:32,140 --> 00:40:35,380

Like, Perplexity maybe,

or something else? K.

920

00:40:35,945 --> 00:40:39,265

Okay. Alright. Anything else?

921

00:40:39,625 --> 00:40:40,825

K. Any okay.

922

00:40:40,825 --> 00:40:43,465

Now let's switch to if you guys
got any questions or anything

923

00:40:43,465 --> 00:40:46,825

you guys wanna cover in general
besides what we talked about today,

924

00:40:46,825 --> 00:40:50,190

is there anything about
AI use or a tool or an

925

00:40:50,190 --> 00:40:53,390

implementation you're
trying, or you want some some

926

00:40:53,390 --> 00:40:55,830

suggestions or guidance?

927

00:40:56,910 --> 00:40:58,000

We'll call it a wrap.