Day 4: AI Prompting Transcript

0:00:00 Jason Drohn: *Hey, what's up? It's Jason Drone. Welcome to day four of the AI business bootcamp. Today is all about prompting. So AI is only as good as the questions you ask. It. It's actually not a bad metaphor for life. I mean, if you want a great life, ask questions that are sometimes pretty difficult to answer. At the end of the day, AI, at least at the moment, is purely based around spitting out responses to you.*

0:00:39 Jason Drohn: *There will be a day when AI can ask itself questions. That day is coming, but it isn't right now. Well, it could be right now, but we just don't know about it. In order for you to succeed with AI, you have to ask it questions. Some of the best questions are questions revolving around the fundamentals of your business. And up until this point, day one, we started by. So day one, we learned about AI tools, the AI tools that you're able to use in your business to grow your business. So chat based tools, image based tools, music based tools, video based tools. Those are the big ones.*

0:01:18 Jason Drohn: *Day two, we learned about making money online. So you discovered how to make money with physical products, coaching, consulting, youtubing, blogging, or with YouTube channels or podcasting. Lots of ways that you can make money online. That is important because day three, we went through what your freedom number is. So if you put all of that stuff together, we have an understanding of some of the AI tools.*

0:01:47 Jason Drohn: *We have the business models and we have your freedom number. Then we know right now about how much you need to make, what you need to sell, and how AI can help you get there. So today is probably one of the most important lessons because we're going to be talking about how to prompt AI and how to ask it the right questions. So today's presentation, tips and tricks for prompting AI, you're going to discover some simple tricks and recipes for getting what you need out of the AI tools that are out there.*

0:02:22 Jason Drohn: *And this is a learned trait and you're really only going to get good at prompting AI by doing it and following the cheat sheet that I have for you. So up first, if you want to unleash the power of AI in your Internet business, then you need to know how to talk to it. So AI tools revolutionize customer targeting by analyzing data to identify the ideal customer avatar and discovering the top niches that you get to sell to online.*

0:02:57 Jason Drohn: *We're going to be using it to not only find our niche, find our avatar, but brainstorm product names, come up with features and benefits. And I got a cheat sheet that is going to walk you through all of that. But in order to make AI do what you want, you have to first. This is how I so I have a third grader of a nine year old. When I ask AI to do something, I kind of feel like I'm asking him to do something.*

0:03:27 Jason Drohn: *I usually give it a lot more information than what is actually needed in order for it to successfully give me feedback without having to ask it to redo it again. So in my mind, I'm asking a second grader how to brainstorm a blog post, how to write. So in my mind, I'm asking a second grader how to brainstorm a blog post, write a blog post from scratch, come up with 30 video ideas, research something online, and I'm giving it all of the parameters to return that search query in.*

0:04:09 Jason Drohn: *So no different than if I was asking my nine year old, you also want to make sure you tell it who, what, where, when, how you want to feed it, preemptively put all of the information into it that you need. So you would tell it something like you are a digital marketer who is running a million dollar physical product brand on Amazon, selling candles and selling candles and bags or whatever. Research the top research the top five best selling candle sites and suggest four different headlines to use in the next campaign.*

0:05:04 Jason Drohn: *So I'm loading it with all of this information on how I expect that response to come back to me. So I'm telling it who we are, who the AI needs to think of itself as where they're going to get the data, where the data already lives, what I need for it to do and how I need for it to do it so that it can brainstorm that and give it back to me. The other thing I like to do is I like to start small and build on previous prompts.*

0:05:39 Jason Drohn: *So I'll tell it who, what, where, when it'll give me a response and then I will ask it more additional questions about that. I will say something like, write sales page copy for this project. It'll write sales page copy. Okay, that's passable. It's good enough. Then I'll say write three emails helping me promote the product that that sales page will be created for. Then it gives me three emails based on the copy that it just wrote.*

0:06:08 Jason Drohn: *So now I have a copywriting assistant that is doing all of the legwork for it and all I have to do is go in and edit. So I start small and build on previous now finding your ideal customer avatar with AI tools. This is a big one. AI tools allow they have access to far more information than you have so they can go out and do some research in zero keystrokes that it would take you three, four, 5 hours to do on your own if you were doing it yourself.*

0:06:47 Jason Drohn: *So having AI provide those deep insights into customer demographics, behaviors, preferences, and really enabling those tailored offerings, it brings a lot of those insights and customer profiling to your business strategy. So here's what I mean if we go to so I'm going to run this prompt both on Chat GPT and also on bard. So we're going to head over into Chat GPT and this is our little cheat sheet that I'm going to give you at the end of this session.*

0:07:28 Jason Drohn: *So it all right, so here's the prompt. You are the marketing minded owner of an iv vitamin therapy franchise, thedripbar.com. Research that site and tell me who*

the ideal customer avatar is in both demographic and psychographic terms. So we're going to see what it comes back with. Now, first of all, it's doing research on Bing. Bing invested $10 billion in chat GBT. So it uses Bing as the search portal, but it's going out and actually doing our research for us. So it is then giving us this response.

0:08:33 Jason Drohn: *So just going through this based on the information gathered from Dripbar's website, the ideal customer avatar for the iv and vitamin therapy franchise, like the drip bar, can be described in both demographic and psychographic terms. So we have teachers, individuals seeking anti aging solutions, busy parents and professionals, and cancer fighters. And three of those four are accurate. I'm not real sure about teachers, but I can see that right? For the immune benefits.*

0:09:05 Jason Drohn: *I don't know that teachers is anywhere on the drip our website. And then psychographically, the dripper's ideal customer is someone who values health and wellness and is open to innovative healthcare solutions. These customers are likely to be proactive about their health and interested in preventative measures. This is all really accurate and good stuff. However, what I'm actually looking for, and maybe this isn't what I was actually looking for in the beginning, but what I'm looking for is age groups, specific demographic information that I can use from an ad targeting standpoint. So now that it pulled this, let's go ask it for that. So we're going to tell it to it.*

0:10:22 Jason Drohn: *So basically, I told it give us specific demographic information that I can use to target in our Facebook ads for the dripbar.com. Also write the ad copy for the ads as well, based on the data that you pulled above. So now it's telling us exactly who to target. Individuals seeking so teachers 25 to 55 interests, health and wellness, immunity boosters, teaching communities, educational trends, individuals seeking antiaging solutions 30 to 60 skincare, antiaging treatments, beauty and wellness blogs perfect.*

0:10:55 Jason Drohn: *We have busy parents and professionals, 30 to 50 year olds, time management, quick health solutions, parenting tips, cancer fighters, age varied cancer support groups, wellness therapies, health and recovery blogs. And then we have ad copy for each of those variations. Now, this might be a stretch because Chat GPT does images now too, but watch this. Create a square image that can be used. So we already have the ad copy. Let's see if Facebook is going to give us worthwhile ad images that fall into those demographics.*

0:11:55 Jason Drohn: *So it's creating the first one. Sometimes it creates all four, sometimes it creates one. And then it asks for our feedback and then it creates another. It'll be interesting to see what comes up here. So I could add, image number one is coming. Okay, there we go. So this actually isn't bad. Now, text in here sucks. So what I would do is say, like, for this particular one, I would say remove all text from this image.*

0:12:27 Jason Drohn: *Otherwise this image isn't bad. It looks like, again, age gracefully with our specialized iv treatments. Discover your radiant skin today. So, wow, that's a lot of iv bags. That's pretty crazy, right? So these images are pretty interesting, though. Maximize your d with quick health boosts. Okay, so that's the busy executive one. The try. Now, looks like we got one more coming. Okay, so we got for teachers, for individuals, for busy parents, and for cancer fighters. These images are designed to resonate with each demographic.*

0:13:32 Jason Drohn: *Okay, that kind of looks like Luke Skywalker cancer fighters. Okay, so ad images, pretty cool stuff, right? So we researched demographics. I mean, I haven't left chat GBT yet. So we researched demographics. We created ad copy for those demographics and then started creating ad images. Ad images need some work, right? So what I would do is I would call out and say, for image one, like, for image one here, remove all text and remove all text in that ad.*

0:14:11 Jason Drohn: *So the dude has a lab coat on, which is a little weird. For image two, remove all text and just have one iv bag. For number three is just remove text. That one's not bad at all. And number four, remove text. And then what you do is take the images, you pull it in the canva, and you overwrite the ad copy in canva. So that's how I would proceed next. But let's go back to our slide decks here. All right, so we talked about avatar identification with AI now we're going to talk about finding the top selling niches online with AI tools.*

0:14:54 Jason Drohn: *So actually I said that we were going to go do bard for the avatar. I like Bard actually better for the niche thing. So let's do that. We're going to just to get through this here. So we're going to go use Bard for the top selling online, the AI tools, the niche stuff. So unveiling lucrative niches with AI insights, AI tools, especially Google. Google can analyze market trends, competition, consumer behavior, really to pinpoint high potential niches.*

0:15:31 Jason Drohn: *Converging AI driven insights with niche discovery. It's really, really fascinating. And from all of the work that we've done, we've been able to increase profitable niches by 85% using AI itself. So we're going to go over to Bard in the first video, remember I showed you? So all right, we're going to start a new chat now based on video two where we went through the online stuff. You're going to be asking different questions. Of course you're going to be using bard, using Chat GPT to help you research the niche and the offer that you dialed in on. So let me just start here.*

0:16:24 Jason Drohn: *So identify I so u r it it. All right. You are a digital marketing professional who makes money online with various websites. What are the top selling niches or categories that people spend money in? Examples include pets, health, weight loss, golf. So we got health and wellness is one, personal finance is another. Hobbies and interests another. Education and professional development, technology and gadgets, luxury and fashion.*

0:17:41 Jason Drohn: *Other potential niches, home improvement, parenting, relationships, beauty and cosmetics, sustainability, travel and tourism and personalization services. Then we have a little bonus tip. When identifying profitable niches, consider the following passion, competition and monetization potential. So let's say one of the things on this list jumps out at you. So I'm going to go down the travel rabbit hole. We're going to see all of the things that we can make money with in travel.*

0:18:12 Jason Drohn: *So. So in the travel category, what are the top selling ecommerce items ranked by dollar amount spent? All right, so we got flight bookings, accommodation bookings, package deals, car rentals, travel insurance activities and tours, luggage and travel accessories, visa and travel documentation services, luxury travel experiences. Okay, so in starting a business, you're probably not going to start an airline or accommodation or hotel or bundle package deals or do car rentals or travel insurance, but you might sell luggage and travel accessories.*

0:19:12 Jason Drohn: *So it gives you some examples here. Practical essentials like suitcases, backpacks and travel adapters. It also may be also luxury travel experiences, high end vacations, personalized itineraries and exclusive access to activities catered to a niche market. We're going to hang out in the luggage and travel accessory space that you listed above, which are the top most trafficked websites online. Oh, check this out. Amazon, which obviously we knew that, right?*

0:20:18 Jason Drohn: *Backcountry, Rei luggage, Samsonite. Specialized retailers are Eagle Creek, Tom bine, peak design, away, discount in online stores. And then we have direct to consumer brands, Nomadic, which was actually one of them that I brought up. Right. Bluesmart and Horizons. Direct to consumer brand. Okay, so now we're starting to get somewhere. Right now we're looking at the brands that are popular from a travel luggage travel standpoint.*

0:21:32 Jason Drohn: *So this is a flyer. Which of the direct to consumer brands gets the most traffic and makes the most money online? So we have traffic leaders away, horizons in nomadic. Wow. Leading to website traffic exceeding 300,000 a month. Innovative travel backpacks. Horizons is half a million monthly visitors. And away is a million monthly visitors. Okay. And then revenue champions, Bluesmart, peak design and Horizons.*

0:22:01 Jason Drohn: *So Horizons is half a million. All right, so we're gonna. So I've never heard of peak design. So we're gonna go and check out peak design. Everyday style, extraordinary design. Awesome. This is just a shopify store. I got some mobile, some bags, some clips, some travel bags. Okay, so what are going to give it the URL? It probably knows it's everyday backpack. Travel backpack available in 30 and 45 liter sizes. Travel duffel pack, everyday, tote pack, camera gear. They have some simple camera gear, other popular items, additional points.*

0:23:19 Jason Drohn: *Okay, so now what kind of blog generally drop the URL in so that it can go find it. So it looks like they publish travel photography, everyday carry gear, guides, behind the scenes, community spotlight, sustainability, and then some bonus stuff. Oftentimes when I'm starting a new site or getting into a new business, I start to put the content in place. It helps me focus what kind of products to sell.*

0:24:15 Jason Drohn: *All right, so we have this. Now let's say I want to. We're going to go up here. So I'm going to ask where I can source backpacks like that. I'm hoping it tells me alibaba, but I'm hoping it tells me other places too. Where can I source an everyday backpack like peak design for selling at my shop? For reference. Okay. Oh, there it is. Right. However, here are some alternative options to consider for sourcing everyday backpacks similar to peak design for your shop.*

0:25:41 Jason Drohn: *There's wholesale distributors like Osprey, Arctirix, tomban smaller brand focusing on minimalists in Kotopaxi, direct sourcing from manufacturers, private label development, online marketplaces. Okay, so I just want to google this. These are for wholesale distributors. Yeah, these are all like, oh, this is a manufacturing company. Yeah, this is a manufacturing, well, manufacturing for backpacks and stuff, but you might be able to white label them. So anyway, this helps you drill in considerably faster than going off and doing some research and googling and doing a bunch of legwork that isn't necessarily going to work.*

0:26:42 Jason Drohn: *Now we know literally we've drilled down on some of the most profitable categories online. We've picked one. We then have gone and said, okay, who are the top players in this market? And the top players were those four or five companies, peak design being one of them. And then we drilled in on peak design and said, what are their top performing websites? It gave us an estimation of the traffic that it's receiving. Then we said, what are the types of content that it publishes? It gave us that, we said, what are the top performing products?*

0:27:11 Jason Drohn: *And it listed all the top performing, best selling products for them. And then we started drilling in on the actual everyday backpacks and where we can go find some. Right, so you can continue going down that rabbit hole and saying, where I would go next is how do I get into private label development? Can I drop ship these things? Is there a drop shipping company that allows me, you know what I mean?*

0:27:39 Jason Drohn: *There's some things that are just going to be too granular. AI is not going to be able to pick it up. But how far did we get? Literally in ten minutes, just going down this barred rabbit trail. It's amazing how quickly you can knock through stuff. Now figuring out how to make money in the niche using AI tools. Now with that, there was a certain amount of ingenuity, right? Like in the travel space, I could have gone down the affiliate space, like the affiliate angle.*

0:28:08 Jason Drohn: *What kind of content do I need to publish in order? What are some of the affiliate programs actually? So, optimizing revenue streams. The first is figuring out how to make money in travel. I started down the physical product path. You could just easily go down the affiliate marketing path or the drop ship product path, or the service, the travel service kind of path. It really just depends on where you want to go, how you want to set up your business.*

0:28:42 Jason Drohn: *But the important thing is you want to diversify your income sources. Having physical products, having affiliate offers, like all that stuff all plays into it. That stuff also helps you add profitability into the mix. It helps you adapt to market changes and you get to play the best of both worlds in terms of revenue generation. So let's say I didn't want to do a backpack. Okay, change gears. What are the top affiliate programs for luxury travel that I can use on a blog like peak designs?*

0:29:46 Jason Drohn: *Check this out. High end hotel and resorts. Fairmont raffles and swiss hotel offer elegant experiences across the globe with commission rates starting at 5%. Six senses has commissions. Oberai hotels and resorts have commissions. Black lane rowing blazers, priority pass jet up front. I mean, all these have affiliate programs now, right? So please list URLs for the travel gear and accessories list. It'd be great if I could just go through and click it.*

0:30:33 Jason Drohn: *Oh, there it is. Right? It just gave us all of the links that we can go sign up for those affiliate programs. Nomadic Eagle Creek, Toomey. Man, that's awesome. Okay, so switching gears. If we wanted to just blog and run traffic through an affiliate program, there it is. I mean, these are all the affiliate programs for luxury travel that we would need. So you just have to know. You just have to go down the rabbit hole and ask it questions.*

0:31:06 Jason Drohn: *We got the cheat sheet at the end to help you with that, too. But once you get used to it, it's just like asking a nine year old, you know what I mean? That's the point of this lesson. All right. Putting everything together for your offer. Really crafting irresistible offers with AI, you want to be able to utilize AI tools to put together and have it research for you and be able to put together things that are going to make you the most amount of money online.*

0:31:40 Jason Drohn: *It's so quick to put together value packed websites, products, offers, marketing material. I mean, just look at what we were been able to do. This video is getting to. It's 31 minutes ish, pre edit. So not only were we able to research an avatar, write the ad copy, do competitive intelligence, figure out what they were publishing in terms of blog posts, research, affiliate offers. Now, this is in a couple of different markets, but we literally put together an entire business model in the last 31 minutes.*

0:32:19 Jason Drohn: *Now there's execution of it, but the execution of it is no more than go write a blog post about a hotel and put this link in it, you know what I mean? And then post it. So it takes you end to end really quickly. And that's what you need to continue growing online. You need just to be able to ask it the right questions and know what to do next. So targeting ideal customers, discovering and analyzing different niches and spaces.*

0:32:54 Jason Drohn: *I keep want to say niche, niche, whatever. Optimizing your revenue, building your offers, packaging up your offers, knowing where to get offers and goods fulfilled. All of that stuff is so much easier with AI. Now, where we've been going this entire video is this. So when AI first came out, I tasked the team to put together, this is for all of our ecom, for all of our clients. So what we did, I'll just zoom this out. This is actually a very big image.*

0:33:34 Jason Drohn: *I had them put it together for a desk mat and I will make sure to include the link on a desk mat. Basically, the desk mat is pretty big, right? And it was so that you could put it underneath your keyboard. And if you ever were stumped on a prompt or you needed something, just look down, done. You know what I mean? So just to kind of zoom in on this a little bit. Here we go. These are ideas for a prompt. So email subject lines social media service in the voice of I want you to use the voice of blank and pretend you're a marketer promoting blank.*

0:34:19 Jason Drohn: *I wrote the following email and I'd like you to write me five more with similar copy, dates and tone. Be excited and convince me to blank. Put the information above in a table format. It'll do that flawlessly. Increase CTA write three ctas that I can use in an email. Make sure they are eye catching and actionable. Write a product description write me a meta description under 160 characters for the blog post.*

0:34:48 Jason Drohn: *Boom. I want to learn about blank. Explain blank in simple terms. Explain to me like I'm eleven years old. Code like a pro develop a blank script that generates blank this is yours, so I'll include it. It's downloadable in the lesson here. But create detailed, informative product descriptions for product name that highlights all the features and benefits. Write a step by step sop on using Amazon FBA fulfillment by Amazon for product Name for our team write a catchy email line to promote our new product.*

0:35:26 Jason Drohn: *Create a return policy generate terms of service write a Privacy policy provide shipping and delivery information. So this is yours. So analyze competitors, identify pain points research trending topics. There's so much that you can do with this tool and you don't need anybody else to help research and put the business together. So this is yours. It's a free gift. Let me know if you have any questions at all.*

0:35:56 Jason Drohn: *Just send me an email support@donewithyou.com so this is day four. Just kind of give you, just to give you a little bit of a finishing roadmap. This is day four, so we are halfway done. Halfway through this challenge, you have learned about AI, learned about*

making money online. Set a freedom number. Now you know how to prompt AI. Tomorrow we are going to build a website completely with AI. The website mean literally the website itself is built in about a minute.

0:36:35 Jason Drohn: *It's going to take a little bit of time to go through and customize it and drop photos. And it's AI, right? So it's not perfect, but it's a hell of a lot better than it was even three months worth of work when I started online 17 years ago. It's amazing what it can do. In a couple of months, it's going to absolutely be jaw dropping. It's going to blow you away. Tomorrow we're doing building a website with AI.*

0:37:05 Jason Drohn: *Then the day after, we're selling our first thing with AI. Now, AI is not going to give you money, right? But what we're going to do is use AI to create social media entries, videos, and I'm going to walk through how to create content and images with AI that you'll be able to use to post to social media, selling your thing, it's going to be a prompt lesson like this where we're going to go through and be able to introduce some new tools and be able to start prompting stuff.*

0:37:40 Jason Drohn: *So I'm really excited about that. That's going to be fun. And then the day after that, we're going to figure out, we're going to go from, I call it zero to one. So we know how to sell the first thing. Now let's figure out how to sell everything else. Let's figure out how to actually grow this into a real business with product and market fit, with foundations and lists and customers and prospects and all that other stuff. And then we have a Q and a video after that, it's a roadmap to close out the rest of this challenge.*

0:38:09 Jason Drohn: *If you have any questions at all, just go ahead, send me an email and I will see you tomorrow morning at 10:00 a.m. So I'll talk to soon. Right, thanks. Bye.*