

# AI, Identity & Implementation

## Handouts

### Slides:

[https://docs.google.com/presentation/d/1nRhS15MFzbUcejawWADbVZJZaWfC\\_Z7m/edit?usp=sharing&oid=109125758766441115500&rtpof=true&sd=true](https://docs.google.com/presentation/d/1nRhS15MFzbUcejawWADbVZJZaWfC_Z7m/edit?usp=sharing&oid=109125758766441115500&rtpof=true&sd=true)

### Prompt Cheat Sheet:

<https://docs.google.com/document/d/1Vy3Ah-3G6W15dPBOJr2e1d4SxtL70VojPCEOKPCN3Wc/edit?usp=sharing>

### Exercise:

[https://docs.google.com/document/d/1DLnZrU8hcv99BUS8UZ5Nxy046Kz92VOGa5\\_NZr0o4yc4/edit?usp=sharing](https://docs.google.com/document/d/1DLnZrU8hcv99BUS8UZ5Nxy046Kz92VOGa5_NZr0o4yc4/edit?usp=sharing)

## Quick recap

Warren, a tech marketing teacher and coach with extensive business experience, introduced concepts of self-credentialization and shared his personal journey from homelessness to success while emphasizing the importance of taking responsibility and leveraging AI in marketing. He provided detailed instructions on using AI language models like ChatGPT, covering topics such as prompt engineering, the "who, what, how, why" framework, and the value of paid AI models for better performance. Warren concluded by discussing the transformative impact of AI on businesses and industries, encouraging participants to embrace AI as a powerful tool for competitive advantage while outlining the structure of future classes focused on implementation and hands-on experience.

## Summary

### Self-Credentialization for Tech Professionals

Warren introduced himself as the tech marketing teacher and coach, emphasizing his experience working with over 10,000 businesses and helping them achieve

significant revenue levels. He explained the concept of self-credentialization, which involves presenting oneself as a credible professional without relying solely on formal credentials. Warren encouraged the class to develop their own 30-second, 2-minute, and detailed versions of their professional stories for different occasions.

### **AI Marketing Coach's Transformation Journey**

Warren shared his personal journey from homelessness and addiction to becoming a successful relationship coach and marketing expert, emphasizing how coaching and AI have transformed his life. He highlighted the importance of taking responsibility for one's actions and the role of AI in modern marketing, noting that while AI can be a powerful tool, its effectiveness depends on the user's knowledge and experience. Warren also discussed his extensive use of AI for various tasks and his goal to teach others how to leverage AI for marketing purposes in this class.

### **Optimizing AI Performance with Paid Models**

Warren discussed the importance of using paid AI models like ChatGPT, Claude, or Gemini for better performance and access to features, emphasizing the value of a \$20 monthly investment. He explained the basics of prompt engineering, highlighting the "who," "what," "how," and "why" approach to crafting effective prompts. Warren also covered the significance of using the "thinking" mode for complex tasks and introduced the concept of changing AI models to suit different needs. He encouraged participants to practice these techniques and consider upgrading to a paid account for better results.

### **ChatGPT Implementation and Strategy**

Warren instructed the participants to practice using the "who, what, how, why" framework to address challenges in their businesses, emphasizing implementation over intelligence. He encouraged them to experiment with ChatGPT, suggesting they use a free account if a paid one is unavailable due to geographical restrictions. Warren also shared his personal story of overcoming adversity to

highlight the importance of action and implementation, and introduced the concept of using ChatGPT to interview oneself by asking one question at a time when unsure about how to prompt the AI.

### **Refining AI Language Model Outputs**

Warren explained the principles of using AI language models like ChatGPT, emphasizing that questions should be asked one at a time for contextual accuracy. He highlighted that AI responses often require refinement, comparing the process to polishing gemstones through iterative improvements. Warren also clarified that his sarcastic comments are a form of expressing care, and he encouraged participants to refine their AI prompts by providing examples of desired and undesired outputs.

### **AI's Transformative Impact on Business**

Warren discussed the importance of AI in business, highlighting its potential to transform industries and create new opportunities. He presented statistics on AI's economic impact, job displacement, and growth in various sectors. Warren emphasized that businesses that adopt AI will thrive, while those that don't risk becoming obsolete. He also drew parallels between the adoption of AI and previous technological advancements, such as paper and microchips, to illustrate the rapid pace of AI's growth and its inevitable integration into everyday life.

### **AI: The Next Technological Revolution**

Warren discussed the rapid evolution and widespread adoption of AI, comparing its impact to previous technological revolutions like the development of microchips and the transition from papyrus to digital technology. He emphasized that AI is not a replacement but a powerful tool that can amplify human capabilities, urging attendees to embrace it for competitive advantage. Warren shared personal experiences, including using AI for health management and travel planning, and highlighted the potential of AI to revolutionize various aspects of life, from medicine to business. He also introduced concepts like cross-conversation memory in AI, which allows systems to learn and adapt based

on cumulative user interactions, and discussed the exponential growth of AI technology, comparing it to the rapid advancements in microchip development.

### **AI for Personal and Business Growth**

Warren introduced the concept of AI as a powerful tool that can be used to enhance learning and business success, emphasizing the importance of understanding oneself before understanding business strategies. He encouraged participants to complete a personality assessment exercise using ChatGPT to gain insights into their strengths and weaknesses. Warren also discussed the potential of AI to revolutionize various industries, comparing it to past technological advancements, and encouraged participants to embrace AI rather than resist it. He concluded by outlining the structure of future classes, which will focus more on implementation and hands-on experience.