

AI as Your Co-Pilot

Using AI to plan, research, and execute faster

Handouts

ChatGPT:

<https://chatgpt.com/share/6977ab34-9f10-800f-b73a-cd3adcc6891c>

📖 Deep Research, AI Marketer, & Advanced Tips for AI - Exercise

<https://docs.google.com/document/d/10cSNF9hf3rIDMOUmb3NoGsRoi9pBwIZck1mxknlO3vU/edit?tab=t.0#heading=h.4is5mvitfxts>

Quick recap

The meeting covered Warren's personal experiences using AI tools for planning a motorcycle trip in Vietnam and demonstrated various AI marketing techniques, including research capabilities, content creation, and personalization features. Warren shared advanced methods for utilizing AI tools in marketing, including deep research approaches and brain dumping techniques, while emphasizing the importance of clear communication and active engagement with learning materials. The session concluded with discussions about content creation strategies for sharing Buddhist teachings with entrepreneurs and provided guidance for Jena on transitioning her coaching practice, all while emphasizing the value of taking action and learning from failures.

Summary

AI Planning for Motorcycle Trip

Warren shared his experience of a 4-day motorcycle trip in Vietnam, explaining how he relied on AI for planning despite limited internet access. He emphasized the importance of providing detailed instructions to AI, comparing it to communicating with an informed but intern-level researcher rather than a PhD candidate. Warren stressed that being too specific, even if it seems redundant, often leads to better results with AI, citing examples from his trip where lack of detail led to suboptimal outcomes. He also highlighted the need for clear communication when using AI for tasks like hotel bookings, especially when considering personal preferences like being vegetarian.

AI Market Research Demonstration

Warren demonstrated how to use AI for market research by showing a detailed process of conducting research for a hypothetical course called "Virtual Coach" without preparing any materials beforehand. He explained the concept of "brain dumping" to quickly capture ideas and dictating prompts to ChatGPT, emphasizing the importance of understanding how to interact with AI without relying on prepared prompts. Warren also highlighted the difference between regular and deep research modes, noting that deep research allows for more comprehensive analysis regardless of the AI model being used.

ChatGPT Personalization and Business Tools

Warren demonstrated how to use ChatGPT's personalization features to customize its behavior and tone, including setting custom instructions to reduce hallucination and improve accuracy. He showed how to use the AI Marketing Coach for market research and goal-setting, using an interview-style approach to help users identify next steps for their business. Warren also explained how to leverage ChatGPT's research capabilities, noting that it can process information from multiple sources in 10-20 minutes, which is significantly faster than human researchers.

ChatGPT for Content Creation Strategies

Warren demonstrated how to use ChatGPT's cross-conversational memory and thinking mode features to address content creation challenges. He showed how to use the AI to simulate a coaching session, where he explored his own procrastination about content creation and developed a one-week action plan. Warren also explained how to efficiently process and summarize extensive market research by using ChatGPT to create a two-page report instead of reading through 50 pages of raw data.

AI Marketing Techniques and Strategies

Warren taught advanced AI marketing techniques including deep research, AI Marketer usage, and brain dumping methods, sharing how he personally uses these tools daily. He provided a detailed exercise for participants to create a 1-2 week plan using AI tools, with the goal of producing an immediate asset like a landing page or email copy. Warren emphasized that failure is simply a learning opportunity, referencing Thomas Edison's quote about finding 10,000 ways something doesn't work before finding the right solution.

AI for Personal and Professional Growth

Warren discussed the importance of using AI as a tool for self-development and shared personal experiences on how AI helped him overcome challenges, such as creating an exercise plan. He emphasized the need to actively engage with learning materials and not just passively consume them. Warren also highlighted the concept of "sneaking in" necessary skills or knowledge that clients might not be actively seeking, while still selling them what they want. He encouraged the group to start taking action on their goals, whether it's content creation, networking, or business development, and to utilize AI tools to support their efforts. Warren also provided an updated set of coaching instructions for the AI Marketer tool and shared a link to a learning management system for storing and controlling access to recorded facilitations.

Client Insights for MVP Success

Warren emphasized the importance of talking to potential clients daily to gather insights and refine one's approach to selling an MVP (Minimum Viable Product). He advised identifying a problem one has solved themselves and reverse-engineering the solution to create a system. Warren stressed the need to describe the problem better than clients can, highlighting the importance of networking and content creation over complex marketing funnels initially. He also mentioned the availability of AI tools and coaching resources to assist with client interactions.

Coaching Transition Strategy for Women

Warren advised Jena on how to transition her coaching practice to working with women who have lost weight using GLP medications. He suggested Jena reach out to her previous clients for support and guidance, emphasizing the importance of genuine reconnection rather than direct sales. Warren also recommended Jena conduct research to understand the pain points and challenges faced by her target audience, suggesting she use online forums and AI tools to gather insights.

Buddhist Entrepreneur Content Creation Strategy

Warren and Gabriel discussed content creation strategies for sharing Buddhist teachings with entrepreneurs. Warren suggested using AI tools like ChatGPT and video editors to create engaging content featuring monks, focusing on Instagram as the primary platform. Gabriel shared his personal journey of embracing entrepreneurship while staying true to his values, and Warren encouraged him to focus on creating valuable content for his target audience of coaches. The conversation concluded with Warren emphasizing the importance of taking action and not letting excuses hold back progress.