

AI Made Easy

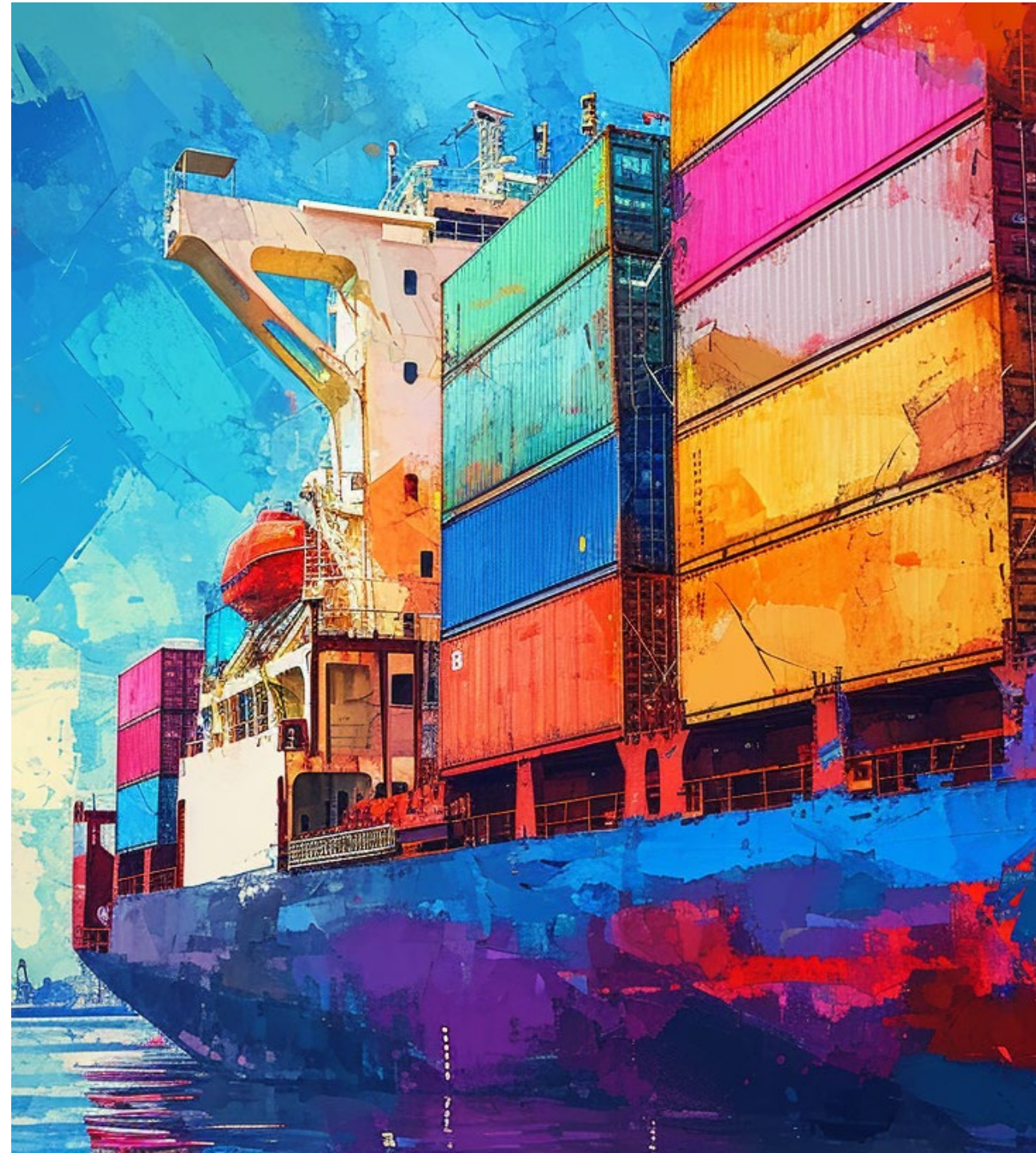
Jeff Price, AMPE, PCM, CDMP

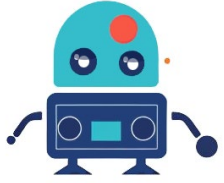
Director of Marketing

Jacksonville Port Authority (JAXPORT)

Jan. 30, 2024

[Connect on LinkedIn](#)





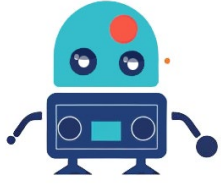
Will AI Take My Job?

AI will not take over sales and marketing jobs anytime soon, because it lacks the human capacities for creativity, empathy, decision making and relationship building.

- [Forbes](#)

AI won't take your job. It's somebody using AI that will take your job.

- [Business Insider](#)



AI Types

Classification

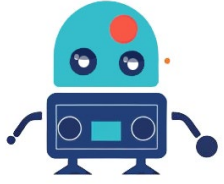
Example: Classify my customers into segments based on firmographic details

Predictive

Example: Predict which of my prospects will turn into customers based upon past results

Generative

Example: Write a blog post

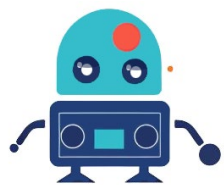


Large Language Model (LLM)

Is trained on a lot of text, and can generate text by predicting the next word

Your turn

What's the next word?



App Examples



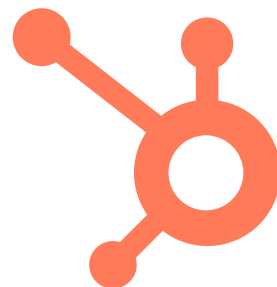
ChatGPT



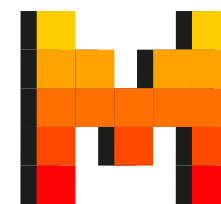
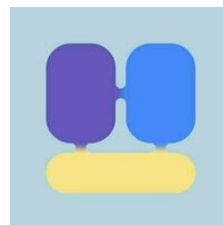
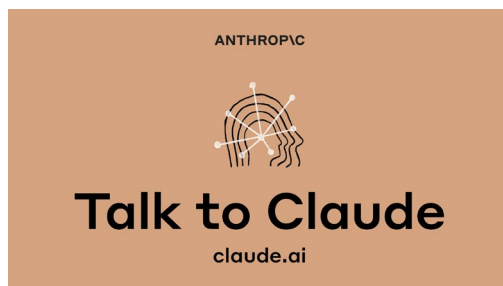
Poe



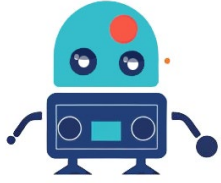
Google





amazon





**MISTRAL
AI_**





Prompting Strategies


 **Copilot**
Your everyday AI companion
with  Bing


 **Shop**
What's the best-reviewed coffee grinder?


 **Code**
Write a C# program to check if a number is prime

 **Write**
Summarize the main points of the latest research on AI

 **Travel**
What should I pack for a ten-day trip in a mountainous region?

 **Organize**
Create a table that analyzes public funding for the arts compared to GDP

 **Laugh**
Write a joke that a toddler would find hilarious

 **Compare**
Should I have a hometown wedding or a destination wedding?

Bing is powered by AI, so surprises and mistakes are possible. Please share feedback so we can improve! [Terms](#) | [Privacy](#)

Choose a conversation style

More Creative

More Balanced

More Precise

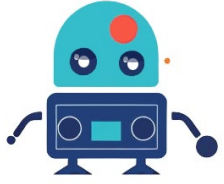
[Sign in](#) to ask more questions and have longer conversations

New topic

Ask me anything...

0/2000

Feedback

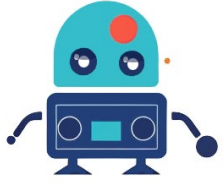


Prompting Strategies

1. Tell it to do something

Write an email subject line

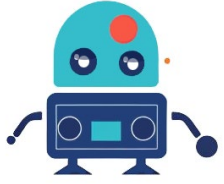
Write a LinkedIn post for my company



Prompting Strategies

1. Tell it to do something
2. Give it a role, give it a task

Take on the role of an expert social media marketer. Write a brief LinkedIn post encouraging marketing managers and sales executives to attend the annual TMSA conference called Elevate in New Orleans.

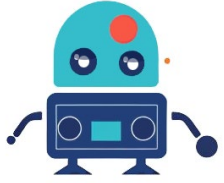


Prompting Strategies

1. Tell it to do something
2. Give it a role, give it a task
3. Add a style and tone of voice

Take on the role of an expert social media marketer. Write a brief LinkedIn post for encouraging marketing managers and sales executives to attend the annual TMSA conference called Elevate in New Orleans.

Include 2 emojis that are appropriate, and present in a tone that is professional, educational and helpful, with positive vibes.



Prompting Strategies

1. Tell it to do something
2. Give it a role, give it a task
3. Add a style and tone of voice
4. Add an example

Take on the role of an expert social media marketer. Write a brief LinkedIn post encouraging marketing managers and sales executives to attend the annual TMSA conference called Elevate in New Orleans.

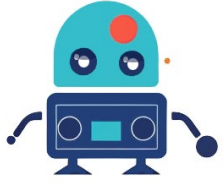
Include 2 emojis that are appropriate, and present in a tone that is professional, educational and helpful, with positive vibes.

Here's an example of a previous LinkedIn post by TMSA that talks about Elevate. Maintain this style, but for the new post, please focus on the networking aspect of the conference.

...

[sample]

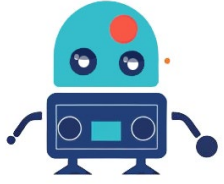
...



Prompting Strategies

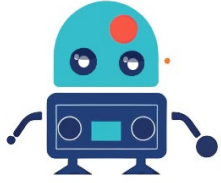
1. Tell it to do something
2. Give it a role, give it a task
3. Add a style and tone of voice
4. Add an example
5. Get a task done using a few prompts (evaluate itself)

Ok, thanks for that. Now please analyze and critique your output for engagement, and offer suggestions for improvement.



Prompting Strategies

1. Tell it to do something
2. Give it a role, give it a task
3. Add a style and tone of voice
4. Add an example
5. Get a task done using a few prompts (evaluate itself)
6. Take a deep breath & think step by step
 - tree of thought – brainstorm, evaluate, expand, rank
 - chain of thought – break problems into sub-problems



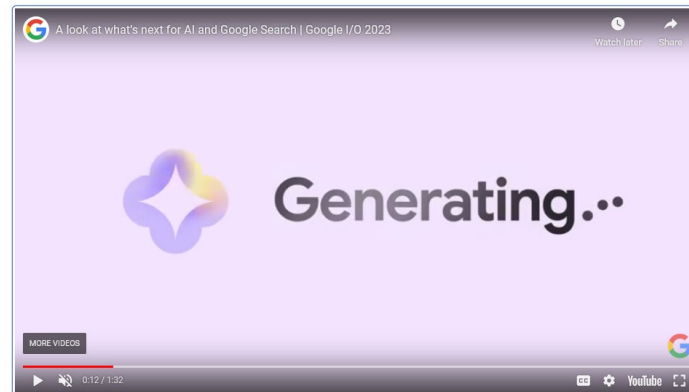
Search

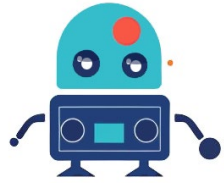
A conversational search experience where you can ask follow-up questions and have a continuous conversation to get personalized information.

- Perplexity
- Google's Search Generative Experience (SGE)
- Microsoft's CoPilot (Bing Chat)



perplexity





Built-in AI

Microsoft Office365 CoPilot

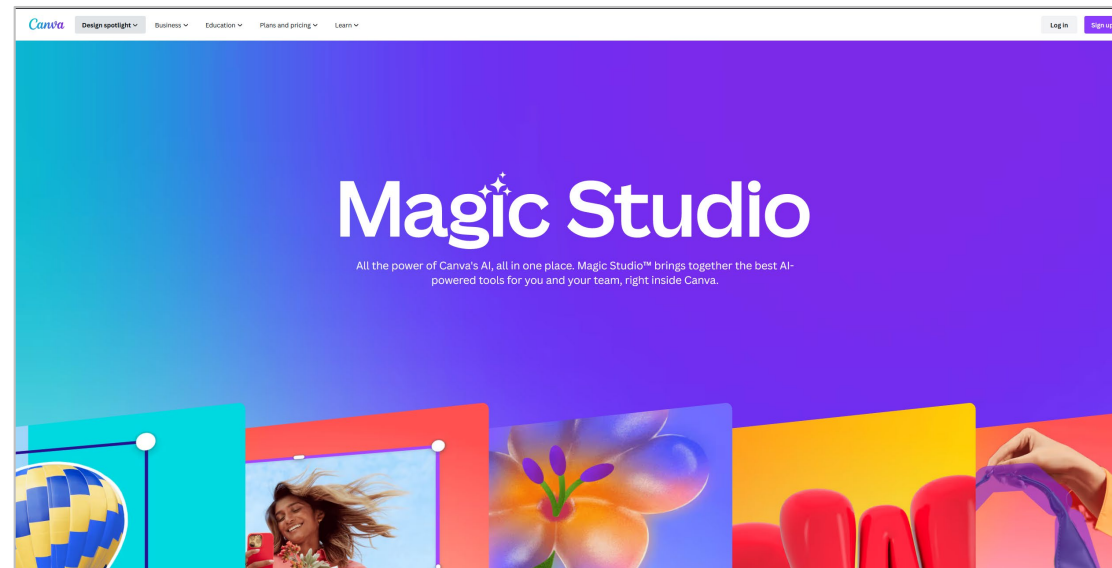
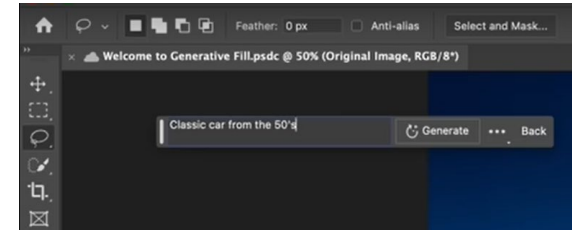
Google Duet

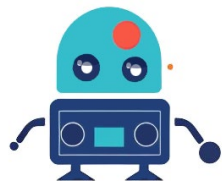
Adobe Creative Cloud

Canva

Hubspot

Salesforce





Marketing Example

Generate blog post ideas with Jasper

Create content

Dashboard

Recent content

Your content

Campaigns

Chat

Brand Voice

Favorites

Blog Post Topic Ideas

Brainstorm new blog post topics that will engage readers and rank well on Google.

Company name

Otter AI

0/100

Product description

Generate rich notes for meetings, interviews, lectures, and other important voice conversations with Otter, your AI-powered assistant.

0/1000

Audience

Marketers. Moms. Bitcoin holders.

0/100

Voice ⓘ

Witty

0/100

Examples

1 Train Jasper with examples outputs

+

Beta Language options ⓘ

DeepL integration is currently disabled. Enable in Settings.

Input language

English

→

Output language

English (American)

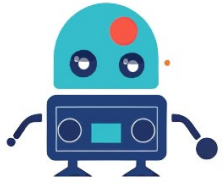
Formality

Default

Clear inputs

3

Generate content →



Marketing Example

Write a blog post:

- TMSA: Your Gateway to Industry-Specific Knowledge and Networking
- Battle Royale: 10 Writing Tools



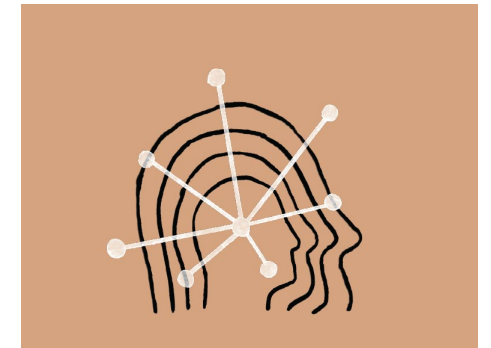
copy.ai



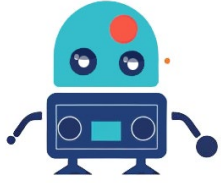
4 GPTs



1 bot



Graded by Claude,
Grammarly & JP

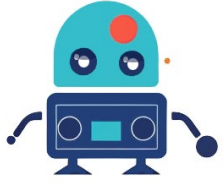


Marketing Example

Author	Word Count	Claude Score*	Grammarly Score**	# of Grammarly Issues	JP Grade	JP Notes
All around writer	585	91	94	15	B	Solid, repeats a bit in the conclusion
Automated blog writer	2006	93	93	47	B	Too long for people, probably the right length for SEO, needs work in the transitions, most comprehensive
Cassidy M.	692	90	92	19	C+	Passive voice, mixes 1st and 3rd person, Starting to see patterns of language from ChatGPT GPTs (ever-evolving, beacon, not just...but...)
Copy.ai	554	89	89	17	B	Solid, but used the old name of the awards program
GoCharlie	607	91	95	14	B	Good post
Jasper	426	91	96	9	B	Good, Like the shorter sentences, could be just a bit longer overall to cover more info
SEO GPT	713	95	95	15	B+	Really like the FAQ, Good headings and had a slightly nuanced take (use of imagine...)
SEOWriting.ai	1675	95	97	31	C-	Probably user error, hallucinated a certification program, repeated information
WriterMaster v1	879	95	93	23	B-	Solid post and like the FAQ, but hallucinated the certification program
WriterMaster v2	1052	100	94	25	B+	Included more engaging elements, anecdote, quote example, question to drive engagement in comments

*Claude graded on content quality, organization & structure, writing quality, originality & creativity, SEO & accessibility, engagement & interaction

**[Grammarly grades your writing](#) with how it compares to others' writing with the same goals



Sales Example

The assignment:

Write a cold outreach sales email, targeting Marketing Managers at 3PLs, encouraging them to join TMSA as an individual member.



GPT-4 Poe

Creating a good sales email for cold outreach is all about capturing attention, building interest, and prompting action. Below are some key elements to consider when crafting your message:

1. Subject Line

- **Attention-Grabbing:** It should be compelling enough to stand out in a crowded inbox.
- **Relevant:** Tailor it to the recipient's interests or pain points.
- **Concise:** Keep it short and to the point; under 50 characters is generally a good rule of thumb.

2. Personalization

- **Use Their Name:** Address the recipient by name to make the email feel more personal.
- **Customize Content:** Reference specific details about the recipient's business or industry.
- **Relevant Offering:** Ensure your product or service is relevant to the recipient's needs.

3. Introduction

- **Be Concise:** Briefly introduce yourself and your reason for reaching out.
- **Establish Credibility:** Mention any mutual connections or how you found them.



When writing cold sales emails, using a structured framework can greatly enhance the clarity and effectiveness of your message. Here are a few popular frameworks that sales professionals often use:

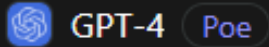
1. AIDA: Attention, Interest, Desire, Action

- **Attention:** Capture the reader's attention with an engaging subject line or opening line.
- **Interest:** Generate interest by mentioning a common problem or goal.
- **Desire:** Build desire by explaining how your product or service can solve their problem or help achieve their goal.
- **Action:** End with a strong call-to-action that tells the reader exactly what you want them to do next.

2. PAS: Problem, Agitation, Solution

- **Problem:** Start by identifying a problem that the prospect is likely facing.
- **Agitation:** Agitate the problem by discussing the consequences or frustrations that it causes.
- **Solution:** Present your product or service as the solution to the problem you've highlighted.

3. 3-B Plan: Brevity, Blunt, Basic



A really good sales email copywriter possesses a combination of creative, technical, and psychological skills to craft messages that engage and convert readers. Here are some of the essential skills that set apart top sales email copywriters:

1. Writing Skills



- **Grammar and Punctuation:** Mastery of language mechanics is crucial for credibility and clarity.
- **Conciseness:** Ability to convey messages succinctly, avoiding unnecessary fluff.
- **Tone and Voice:** Skill in adapting tone to align with the brand's voice and the audience's expectations.

2. Understanding of the Audience

- **Empathy:** Ability to put themselves in the shoes of the reader and understand their needs, pains, and desires.
- **Segmentation:** Tailoring messages to specific audience segments for greater personalization.
- **Listening:** Being attentive to feedback from responses and adapting accordingly.

3. Marketing and Sales Knowledge

What questions would a really good sales email copywriter need to ask a client before writing an email for them?

 GPT-4 

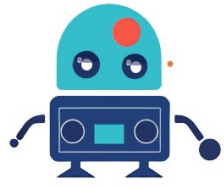
A really good sales email copywriter would need to gather comprehensive information about the client's business, product, target audience, and marketing goals to create effective sales email copy. Here are key questions a copywriter might ask a client before starting the writing process:

Understanding the Business and Product

- 1. What are the core values of your company?**
- 2. Can you describe your product/service in detail?**
- 3. What are the unique selling points (USPs) of your product/service?**
- 4. How does your product/service solve the customer's problem or improve their situation?**
- 5. What are the features and benefits of your product/service?**
- 6. What's the history and story behind your product/service?**

Knowing the Audience

- 7. Who is your target audience for this email campaign?**
- 8. What are the demographic and psychographic profiles of your target market?**
- 9. Have you created buyer personas? If so, can you share them?**
- 10. What pain points or problems does your audience have that your product/service addresses?**

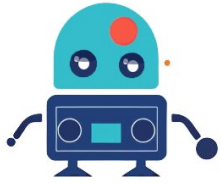


Sales Example



Perry Suade, a Sales Email Copywriter

Perry writes sales emails utilizing a variety of cold outreach frameworks



Create a GPT

New GPT

Draft

Save

CreateConfigure

+

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

* Add your instructions

Conversation starters

X

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

Upload files

Capabilities

☒ Web Browsing

☒ DALL·E Image Generation

☐ Code Interpreter ?

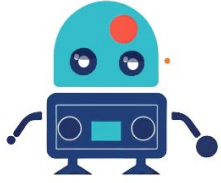
* Choose your capabilities

Actions

Create new action

Preview

* Save and test



Sales Example

Take on the role of a great sales email copywriter. You have the following skills... You know the eight cold email frameworks... You also know a great cold email has these characteristics...

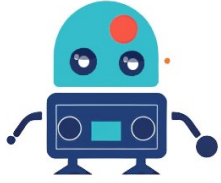
[TASK1]Ask the user about their business, product, what they hope to achieve...[/TASK1]

[TASK2]Write an email using each framework, and after each one, pause and ask the user for feedback before moving onto the next one.[/TASK2]

Then gave it the right context...

- TMSA description from home page and membership value drivers
- Buyer persona: Marketing Manager @ 3PL

Then Perry wrote a draft for each framework.



Sales Use Cases

Identify buyers and influencers

Understand your customer's job better

Craft a personalized value proposition

Identify objections to buying

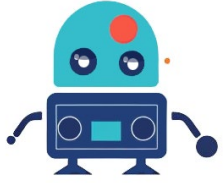
Write a nurture email sequence (or improve an existing sequence)

Become ultra-persuasive (2 agents buyer-seller ... 2 agents boss-employee)

Train your staff (3 agents buyer-seller-coach)

Analyze your recorded calls (get permission)

Analyze survey data



Marketing Use Cases

Analyze your company's brand tone & voice

A/B test email subject lines

Design an automation workflow

Write ads (how about 10?)

Write organic social

Craft a persona

Repurpose content

Summarize content

Translate your copy

Critique your landing page

Analyze your data

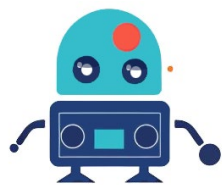
Perform a SWOT analysis

Identify market positioning

Design a content brief

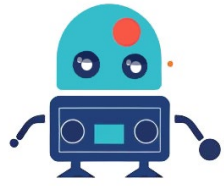
Create a campaign brief

Create an image

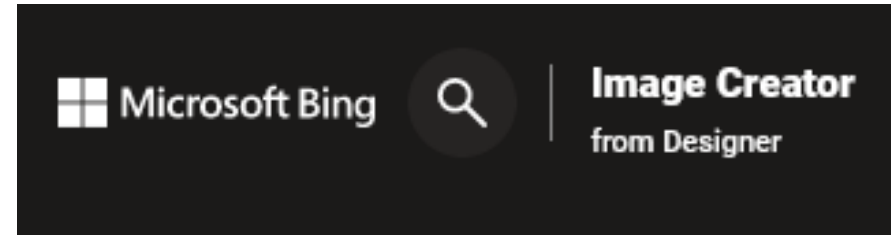


My MAE Method

					Visits	CPC	Imps	Clicks	CTR
MSC - Single Image - Loc-Job-Co - Website visits - Apr 10 2023 ID: 202095466 · Sponsored Content	<input type="checkbox"/>	Completed	2023	\$100.00	296 Website Visits 	\$0.34	1,501	296	19.72%
MSC Polish - Single Image - Loc-Job-Co - Website visits - July 17, 2023 ID: 207522176 · Sponsored Content	<input type="checkbox"/>	Completed	2023	\$50.00	114 Website Visits 	\$0.44	4,605	114	2.48%
MSC UK - Single Image - Loc-Job-Co - Website visits - July 17, 2023 ID: 207529316 · Sponsored Content	<input type="checkbox"/>	Completed	2023	\$50.00	273 Website Visits 	\$0.18	3,488	273	7.83%
MSC French - Single Image - Loc-Job-Co - Website Visits - July 17, 2023 ID: 207533526 · Sponsored Content	<input type="checkbox"/>	Completed	2023	\$75.00	175 Website Visits 	\$0.43	3,752	175	4.66%
MSC Dutch - Single Image - Loc-Job-Co - Website Visits - July 25, 2023 ID: 208156426 · Sponsored Content	<input type="checkbox"/>	Completed	2023	\$40.00	34 Website Visits 	\$1.18	1,030	34	3.3%
MSC German - Single Image - Loc-Job-Co - Website Visits - July 31, 2023 ID: 208403886 · Sponsored Content	<input type="checkbox"/>	Completed	2023	\$50.00	63 Website Visits 	\$0.79	1,459	63	4.32%



Interesting Tools: Images



BOT Midjourney Bot truck driver standing, Freightliner truck, logistics company logo, modern vehicle, large truck, well-maintained, professional uniform, company emblem, confident posture, leaning on truck, l



Midjourney Bot BOT 01/22/2024 9:07 PM

truck driver standing, Freightliner truck, logistics company logo, modern vehicle, large truck, well-maintained, professional uniform, company emblem, confident posture, leaning on truck, holding digital tablet, scenic highway background, clear sky, favorable transport conditions, professionalism, safety, commitment to service, reliable, high quality photograph, canon 5d mark ii, 35mm lens, high quality --ar 16:9 - Image #4 @JCZ



Upscale (2x)

Upscale (4x)

Vary (Subtle)

Vary (Strong)

Vary (Region)

Zoom Out 2x

Zoom Out 1.5x

Custom Zoom

Make Square



prompt The prompt to imagine



/imagine




prompt A large, modern ocean container ship at sea, with stacks of multicolored containers. The sea is calm with gentle waves, reflecting the brilliant hues of the sunset. The setting sun dominates the horizon, casting vibrant shades of orange and red across the sky, with some light purple and pink streaks. Fluffy clouds are scattered across the sky, catching the sunset colors. A few seagulls are flying overhead, and the gentle ripples in the water mirror the colorful sky.

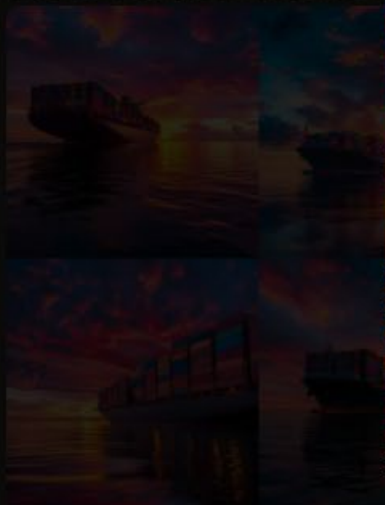
Upscale (2x) Upscale (4x)
Zoom Out 2x Zoom Out 1.5x
Web



NEW



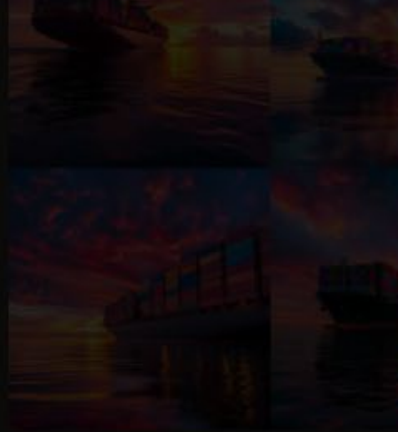
Original message was deleted
Midjourney Bot  Today at 7:34 AM
A large, modern ocean container ship
the horizon, casting vibrant shades of
seagulls are flying overhead, and the



Open in Browser

U1 U2 U3 U4

set. The setting sun dominates
ning the sunset colors. A few



U1 U2 U3 U4

V1 V2 V3 V4



Midjourney Bot A large, modern

Midjourney Bot Today at 7:35 AM

A large, modern ocean container ship
the horizon, casting vibrant shades of
seagulls are flying overhead, and the



Upscale (Subtle) Upscale (C

Zoom Out 2x Zoom Out 1.5x

Custom Zoom



[Open in Browser](#)

145 Upgrade

Number of Images

1 2 3 4
5 6 7 8

PhotoReal ☐

Alchemy v2 ☐

Prompt Magic ☐

Public Images ☐

Image Dimensions

512 × 512 768 × 768
512 × 1024 768 × 1024
1024 × 768 1024 × 1024

Advanced Controls

4:3
W 1024 px
H 768 px

Guidance Scale

7

AI Image Generation



A large, modern ocean container ship at sea, with stacks of multicolored containers. The sea is calm with gentle waves, reflecting the brilliant hues of the sunset. The setting sun dominates the horizon, casting vibrant shades of orange and red across the sky, with some light purple and pink streaks. Fluffy clouds are scattered across the sky, catching the sunset colors. A few seagulls are flying overhead, and the gentle ripples in the water mirror the colorful sky.

Generate 5

Finetuned Model 1024x768 Leonardo Diffusion XL Leonardo Style Add Elements New Add Negative Prompt

Generation History Image Guidance New Prompt Generation

You are currently on a free plan. Upgrade for priority generations, additional token credits, and much more! Upgrade Plan

A large, modern ocean container ship at sea, with stacks of multicolored containers. The sea is calm with gentle waves, reflecting the... + 1024x768px



Generation history Friday, 15 December 2023



Create images from words with AI

Describe what you'd like to create

 **Join & Create**

Something went wrong, please try again.


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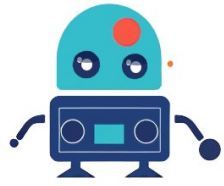
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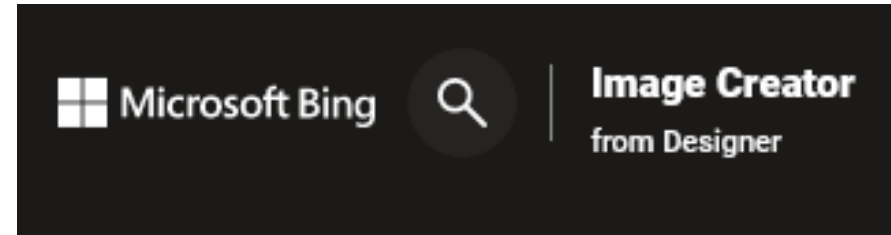


 **Designer**

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Interesting Tools: Images







Midjourney prompt:

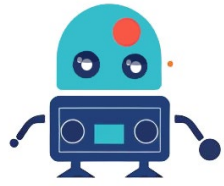
Artistic impressionist view of a bustling warehouse, blending human diligence with AI efficiency. Colorful safety-clad workers moving in harmony with technology, amidst a spectrum of warehouse hues. Emphasis on action, rich colors reflecting off machinery and gear, shadows adding depth, capturing the essence of modern logistics in motion. Created Using: Impressionist style, vibrant and varied color palette, dynamic lighting effects, focus on motion and interaction, contrast of human and AI elements, detailed depiction of warehouse activity, engaging visual storytelling --ar 16:9 --v 6.0





Midjourney prompt:

a Freightliner Cascadia driving down the highway, driver in the cab, trailer behind the cab, mountains in the distance slightly out of focus, late afternoon with a setting sun, warm glow, beautiful, tasteful motion blur, photorealistic, shot with a canon 5d mark ii, 35mm lens --ar 16:9 --v 6.0



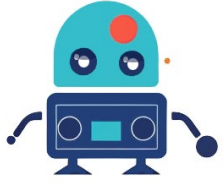
Interesting Tools: Audio

**Eleven
Labs**

 **Suno**



*In Jacksonville, where crossroads meet
'X' marks the spot, success so sweet
JAXPORT's waters, deep and wide
Where ships and dreams in harmony glide*



Interesting Tools: Video

Assemble video from stock footage:

- [Visla](#) – [view sample](#)
- [InVideo](#)
- [Veed](#)
- [Typeframes](#) – [view sample](#)

Text-to-video:

- [Runway ML](#)
- [Pika](#)
- [Kaiber](#)



Choose what you would like to start with

 Idea

 Text

 Blog

 Voice and Video



 Image and Video

NEW

Describe the video you want to create

Include any information to help tailor the video (e.g., what the video is about, its intended purpose, target audience, language in video*, and publishing platform).

*English and Spanish are supported

0 / 2000 characters

Generate Video

ChatGPT Plus users? Try [Visla GPT](#)



- Media
- Audio
- Style
- Text
- Subtitle
- Graphics
- Transition

English

Intro 41s

Scene 1 5s

Welcome to the Elevate conference in New Orleans, celebrating 100 years of TMSA.

Scene 2

Join top sales and marketing talent in the transportation and logistics industry.

Scene 3

Gain insights from economic experts on the industry's future.

Scene 4

Keynote speaker Ty Bennett will share the power of storytelling.

Scene 5

Learn about digital strategies, lead generation, and more.

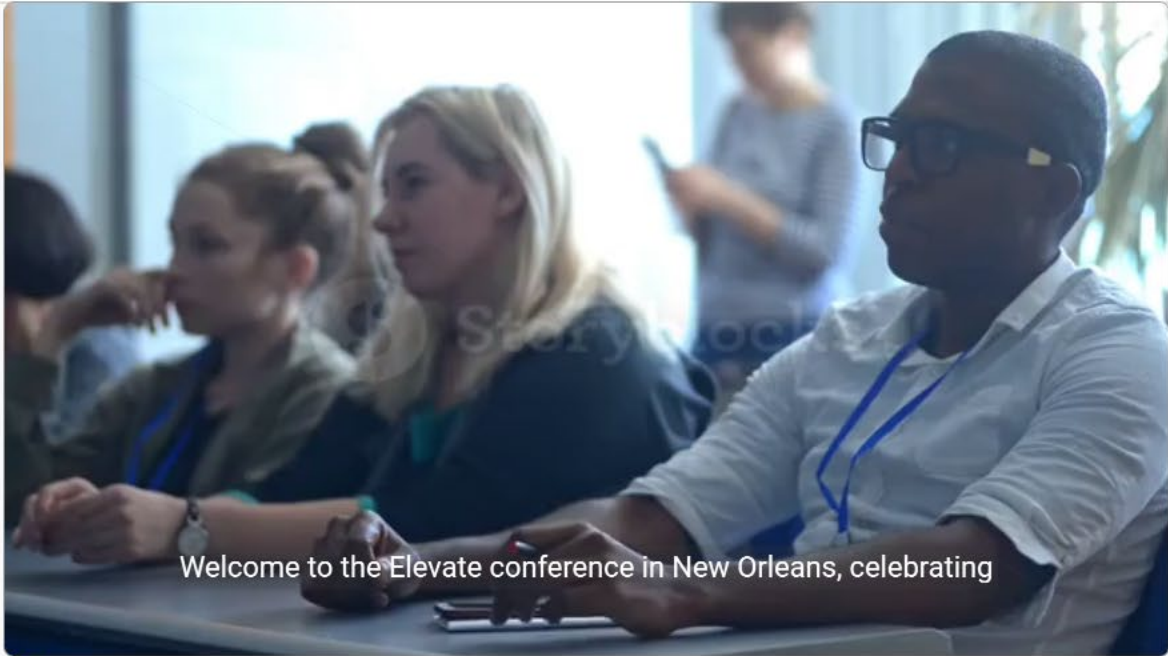
Scene 6

Get inspired by influential industry leaders at the conference.

Scene 7

Work hard, play hard, join fun outings and events.

Scene 1



0:00 / 0:05

Visla

Intro

Scene 1

Scene 2

Scene 3

Scene 4

Scene 5

Scene 6

Scene 7

Scene 8

Outro

+ Scene

0:41 Tropical Dance

FRAMES + Add New

- Elevate Your Career 1s

Innovative Networking 0.6s

Century of Excellence 1.8s

Industry Summit 0.7s

Strategic Insights 1.1s

New Orleans Awaits 0s

Transformative Keynotes 1.8s

Business Leaders 1.4s

Inter A A A Text Position Effect Animation



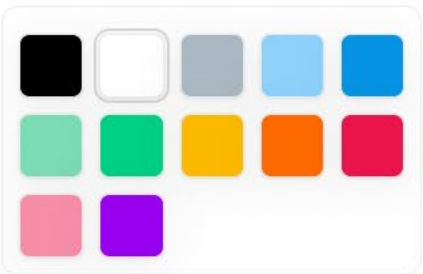
Prev Frame 4/10 Next



Background Apply To All

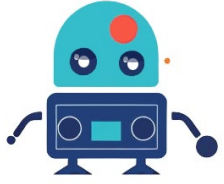
Solid

#ffffff



Background Media

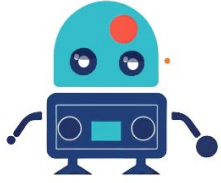
Edit Background Media



Interesting Tools: Video

Runway prompt:

Drone footage of a massive containership sailing across the ocean at sunset. The sun casts a spectrum of vibrant colors across the sky and water, reflecting off the metal containers. The ship steadily moves through calm seas, with the horizon line prominently visible.



Interesting Tools: Website

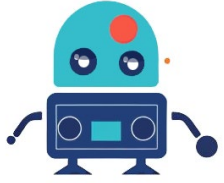
Create a website with AI:

Hubspot

10web

The screenshot shows the HubSpot AI Website Generator landing page. At the top, there's a navigation bar with 'Software', 'Pricing', and 'Resources' links, and a 'Get started free' button. Below the navigation bar, the page title is 'CMS Hub > AI Website Generator'. The main content area features a large orange box with a 'Select a style for your website' section on the left, showing options like 'Minimalistic', 'Modern', 'Fresh', 'Elegant', and 'Vibrant'. To the right of this is a 'Private Beta' badge and the text 'Effortlessly build a website with a free AI website builder, which designs your single-page site based on simple prompts.' Below this is a 'Get started free' button and a list of three benefits: 'Create a website by answering questions about your business', 'Automate labor-intensive tasks in building a custom website', and 'Personalize your website design with no-code, visual editing tools'.

The screenshot shows the 10Web AI Website Builder landing page. At the top, there's a navigation bar with 'AI', 'Ecommerce', 'WordPress', 'Blog', 'Affiliates', and 'Pricing' links, and a 'Log In/Sign In' button. Below the navigation bar, the page title is 'Launch and grow your business online with AI'. The main content area features a large orange box with the text 'Create a website using AI Website Builder, host it on 10Web Hosting, and optimize it with PageSpeed Booster.' Below this is a 'Generate Your Website' button and a note 'No credit card required'. At the bottom, there's a section for '1M+ websites created' and 'WordPress.org' logo, and a 'Trustpilot' rating of 'Excellent' with a star icon. On the right side, there's a collage of various website designs created by 10Web, including a 'We Build The Future' site and a 'I am Bikes Product Designer' site.



What's ~~Next~~ Now?

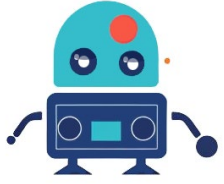
Models see, hear, speak, write, create... control a computer

Agents

GPT5

Customized open source models

Large Action Model: Rabbit r1



AI Made Easy

Jeff Price, AMPE, PCM, CDMP

Director of Marketing

Jacksonville Port Authority (JAXPORT)

Jan. 30, 2024

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