

ChatGPT & Artificial Intelligence (AI) Part 1

Saving time with AI & ChatGPT

Today's Presenter: Mike Lannen



Today's Agenda:

01 About Eternity

Web Design & Marketing agency in Burlington, VT.

02 What is AI?

Artificial Intelligence; the power of AI and how it saves you time.

03 ChatGPT

An artificial intelligence chatbot developed by OpenAI.

04 AI Prompts

Marketing prompts and examples used in ChatGPT.

05 AI Uses

AI can be used in all departments.

06 What's Next?

Get started using ChatGPT today to save you time.





MY GOALS TODAY:

- 1. Introduce you to **AI & ChatGPT**
- 2. Save you **time**
- 3. Have **fun**



I'm Mike Lannen

he/him

Founder of Eternity

I am a husband, dad, Lego nerd and artificial intelligence super-fan.
Always designing something.

I **suffer** thrive with ADHD & OCD.

That's my much
better half

That's me!



01

About Eternity

Building
websites &
relationships



The Eternity Team

Mike Lannen



Founder

Mollie Lannen



Partner & CFO





KEEP
CALM
AND
TEXT ME
AT END
FOR
PRESENTATION

PLEASE INTERRUPT ME





02

What is AI?



What is A.I?

Artificial Intelligence



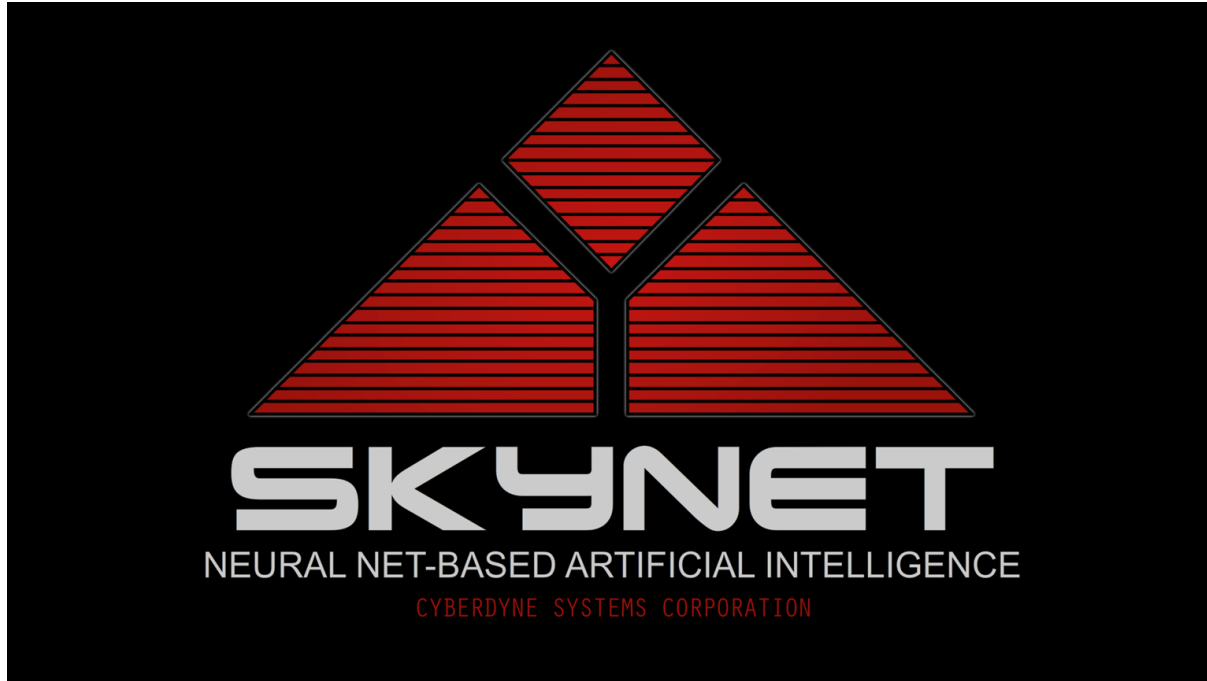
When a computer can **mimic** human behavior, usually learning from past experiences.



—
**So...who has used
ChatGPT before?**



Is this when Skynet takes over Mike?



Questions?



03

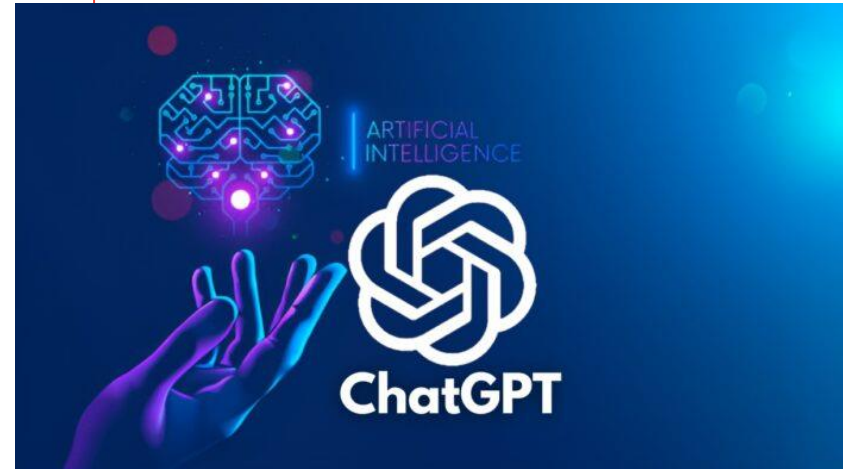
ChatGPT



What is ChatGPT?

AI Chatbot

- A trained model of GPT
- Conversational format
- User-friendly interface
- Trained on diverse topics
- Predicts what word is most likely
- Doesn't actually know anything
- **FANCY AUTOCOMPLETE**



Just start typing!

Model
GPT-4

ChatGPT PLUS

GPT-4 currently has a cap of 25 messages every 3 hours. Expect significantly lower caps, as we adjust for demand.

I'm making a powerpoint presentation to a group of travel and tourism marketing and communication employees. I want to educate them on how to use ChatGPT prompts to help save them time and plan keywords for their website, blog writing, social media content creation for the travel and tourism industry. Give me some example prompts I can show them.





ChatGPT



ChatGPT 4 ▾



JANET - Social A...



JANET - Proposa...



JANET - Search ...



JANET



Explore



How can I help you today?

Today

Create Google Ads with Janet

Sound Like Google Ads Pro

User Request: Summarize convers

Managing Flexible Work: Tips

Yesterday

Ski Resort Contract Review

Explain why popcorn pops
to a kid who loves watching it in the microwave

Help me study
vocabulary for a college entrance exam

Tell me a fun fact
about the Roman Empire

Brainstorm names
for an orange cat we're adopting from the shelt...



Message ChatGPT...



ChatGPT Plugins (900+)



WebPilot

Uninstall ✕

Browse Webpage/PDF/Data. Chat & Write with one/many/none URLs. WebPilot.ai Powered.

Developer info  

*Browse Websites
and Surf Web*



SEO CORE AI

Uninstall ✕

Use AI to analyze and improve the SEO of a website. Get advice on websites, keywords and competitors.

Developer info  

*Analyze a
website for SEO*



Zapier

Uninstall ✕

Interact with over 5,000+ apps like Google Sheets, Gmail, HubSpot, Salesforce, and thousands more.

Developer info  

*Connect to
5,000 Apps*



Avian

Uninstall ✕

Analyze & visualize data from 20+ platforms, including Google Analytics, Google Ads & Facebook Ads.

Developer info  

*Chat with your
Google Analytics*



What can you do with ChatGPT?

The sky is the limit

- Create **marketing content**
- Analyze **guest behavior**
- Write **trail condition reports**
- Review **contracts**
- Predict **maintenance issues**
- **Custom chatbots**





04

ChatGPT Prompts



What is a prompt?

ChatGPT Prompts

A short piece of **human supplied text** that serves as the starting point for ChatGPT's response.

ChatGPT uses the prompt to **generate a response**, which can range from a simple question to a complex situation.

The better the *prompt*, the better the *output*.



Questions?





05

AI Uses

AI for All Departments

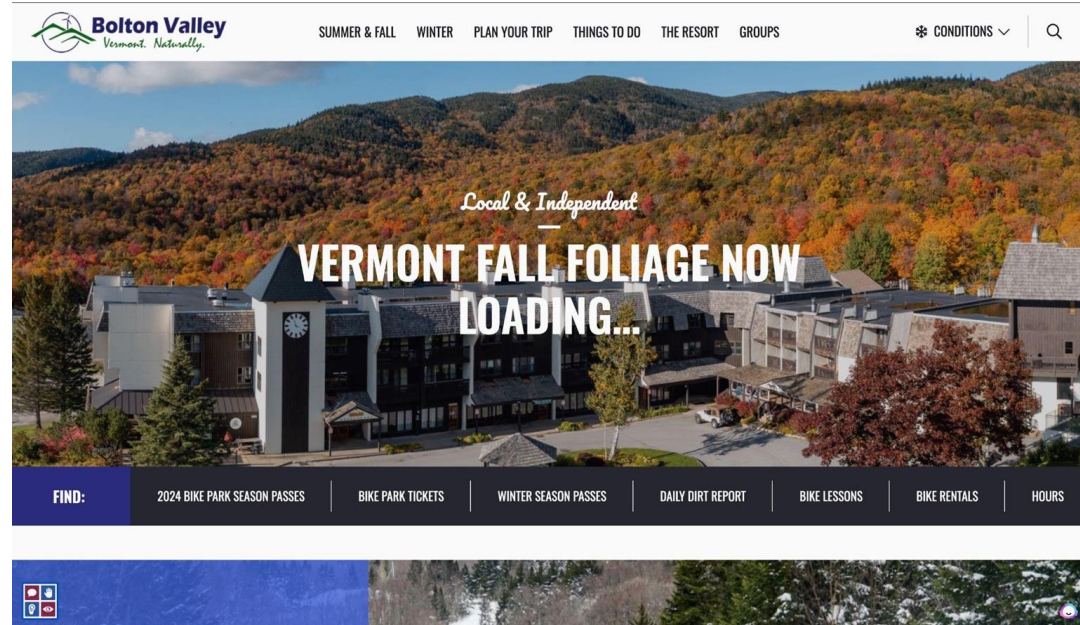


Let's have some fun!

ChatGPT Prompts

Bolton Valley Resort

- Ski & Mountain Bike Resort
- Richmond, VT
- Skiing, Biking, Hiking, Events
- Family Owned





05

Enhancing Guest Experience

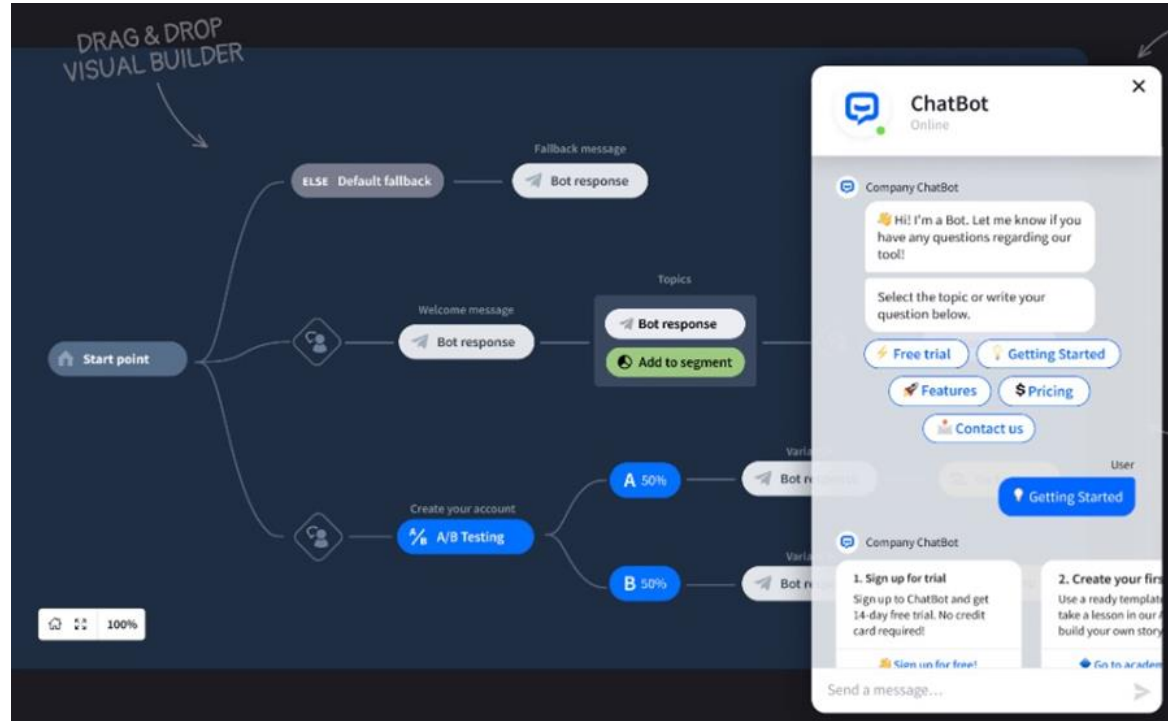
Website Bot



AI Enabled ChatBot



- Trained on *YOU*
- Guest **Inquiries**
- Booking **Questions**
- **FAQs**



Questions?





05

Enhancing Guest Experience

AI Concierge



AI Virtual Concierge

- Created Personalized **Itineraries**
- Craft Custom **Experiences**
- **Front** or **Back** of House?





05

Streamline Operations

Contract Reviews



Contract Review & Creation

- **Property** Lease or Purchase
- **Equipment** Rental
- **Maintenance** Agreements





05

Streamline Operations

Job Descriptions



Job Description Creation

- Create **Job Descriptions**
- Analyze **Applications**
- Write **Applicant Responses**





05

Training & Safety

Interactive Training



Interactive Training

- Upload your **Employee Handbook**
- Upload your **Training Docs**
- Upload **User Manuals**
- **Chat** with Your Documents



Questions?





05

Training & Safety

Safety Documents



Safety Documents

- Upload **Safety Documents**
- Quickly **Learn** and **Reference**
- Ensure **Proper Protocols**
- **Chat** with Your Documents





05

Personalized Marketing

Messaging & Personas



Messaging & Personas

- **Personalize** your Marketing
- Craft your **Content Messaging**
- Build **Personas**
- Target **Pain Points & Desires**



Branding Copy Document

Branding Copy Doc - Bolton Valley Resort

Slogan: "Vermont Naturally"

Brand Story

Bolton Valley Resort is a locally owned and independent resort that offers a variety of seasonal activities. It is located 30 minutes from Burlington and Montpelier, Vermont. The resort has a strong connection with the community and the environment, offering activities and services that allow visitors to experience the mountains in all four seasons.

Brand Vision

Bolton Valley Resort aims to provide a versatile and enriching mountain experience to visitors all year round, fostering a love for outdoor activities and the environment.

Brand Mission

The brand mission is not explicitly stated, it seems to be centered around offering diverse and accessible mountain experiences, including biking, skiing, snowboarding, and other backcountry terrain activities, to a wide range of audiences.

Brand Positioning

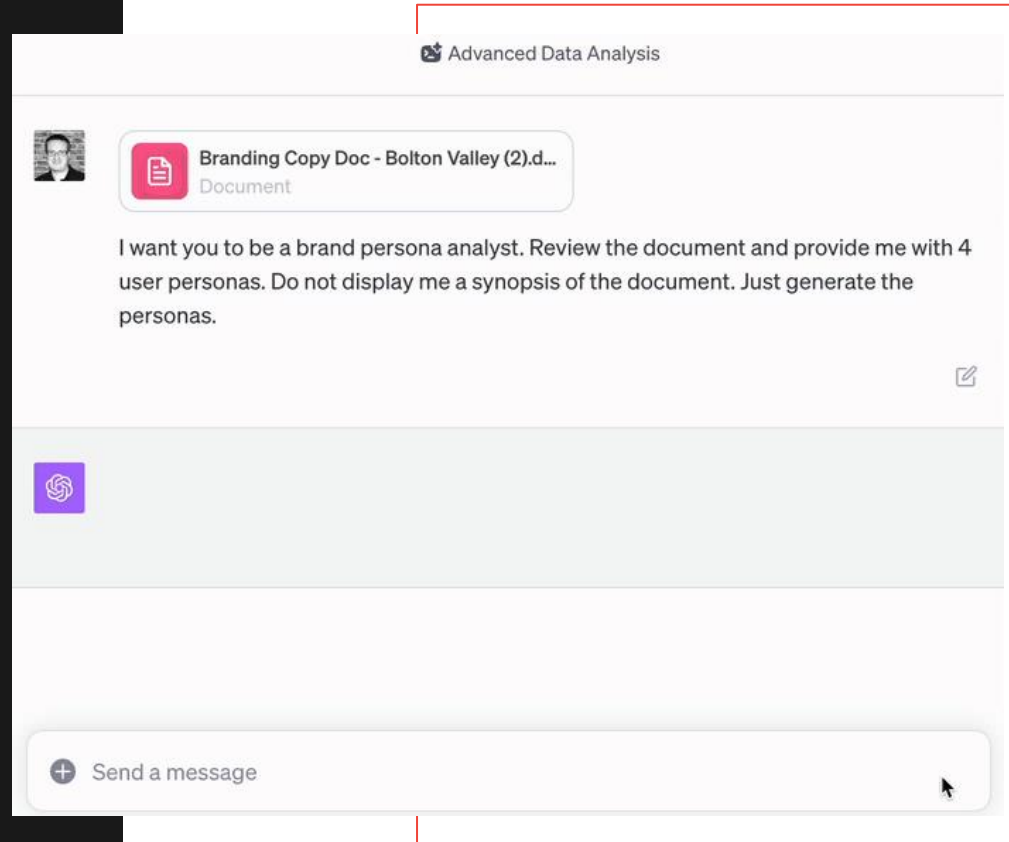
Bolton Valley Resort positions itself as a local and independent resort offering a range of activities for all seasons. It emphasizes its proximity to major Vermont cities and its ability to offer unique experiences like scenic lift rides, mountain biking, and skiing.

Unique Value Proposition (UVP)

The UVP of Bolton Valley Resort is its ability to offer a variety of seasonal activities, allowing visitors to experience the mountains throughout the year. The resort offers unique deals, like the ability to ride for the rest of the season for free on next year's bike park season pass, and



I want you to be a brand persona analyst. Review the document and provide me with 4 user personas.



Please create a very deep dive persona outline for 'Adventure-seeking Ava'.

- **Occupation:** Environmentalist/NGO Worker
- **Location:** Vermont
- **Interests:** Environmental conservation, sustainable living, community service
- **Values:** Sustainability, ecological balance, community wellbeing
- **Brand Interaction:** Values the resort's connection with the environment and the community.
- **Motivation:** To support local and independent businesses that are environmentally conscious and community-oriented.
- **Preferred Activities:** Participating in eco-friendly activities and events promoting environmental conservation at the resort.

These personas reflect a diverse range of potential users who may be attracted to Bolton Valley Resort for its various offerings and values.



 Regenerate



Now create a very deep dive persona outline for 'Adventure-seeking Ava'.



Questions?





05

Content Creation

Social Media



Create a table for social posts for Facebook & Instagram, including hashtags, 3 posts weekly. Categorize it by topic.

Embarking on eco-adventures in Vermont is not just about experiencing the thrill; it's about intertwining excitement with environmental consciousness. By choosing sustainable adventure activities and embracing environmental stewardship, we can explore Vermont's stunning landscapes responsibly and ensure their preservation for future generations. So gear up, step out, and dive into the sustainable thrills and outdoor wonders that Vermont has to offer!

Call to Action:

Ready to explore the eco-adventures of Vermont? Discover the sustainable thrills waiting for you and be a part of our vibrant community of eco-conscious adventurers. Share your experiences, learn about environmental conservation, and let's traverse the green terrains of Vermont, naturally and sustainably!



Regenerate

Great work! Using the blog above, create a table for social posts for Facebook & Instagram, including hashtags, 3 posts weekly. Categorize it by topic.





05

Content Creation

Blog Writing



Please write a fully SEO optimized blog about topic 'Eco-Adventures'.

- **Focus:** Offering strategies and tips for balancing academic life with a passion for adventure, addressing one of Ava's pain points and providing relatable content for students and young professionals.

5. "Explore and Conserve: How to Minimize Environmental Impact During Outdoor Activities"

- **Focus:** Providing insights and tips on practicing environmental conservation during outdoor adventures, aligning with Ava's values and interests in environmental consciousness and responsible adventuring.

Each of these topics addresses the interests, concerns, or lifestyle of 'Adventure-seeking Ava' and could provide valuable, engaging content for readers with similar profiles.



🔄 Regenerate



Fantastic! Please now write a fully SEO optimized blog about topic #1 'Eco-Adventures'.



Questions?





05

Custom GPT

Build Your Own Bot



Janet Cache

She/Her/It

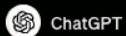
AI Digital Assistant

Janet is our custom-programmed ChatGPT AI bot (that's right - she's not a human!) She is crafted with a distinctive blend of sarcasm and expertise. Unlike typical AI, she's known for her sassy and slightly rebellious demeanor, making interactions both amusing and informative. Janet specializes in aiding with daily tasks, providing creative content ideas, and crafting digital marketing ad copy that stands out. Her extensive knowledge base and unique personality make her an invaluable digital assistant for our crew, capable of tackling a wide range of requests with a hint of humor.



 [Meet Janet](#)





ChatGPT



JANET - Social A...



JANET - Proposa...



JANET - Search ...



JANET



DALL-E



Explore

Today

Bot doesn't have parents.

Marketing Tips: Know Audience

Use Plugins? Yes, Sassy!

SF Panoramic Sunset Photos

Atoms Joke: Trust Issues

Alligator Robbery in Barre

Virtual Roast and Jokes

Google Ads with Sass

Golf Club Ads Needed

Pizza Ad in Essex

Please Place Ad Creation



mike@eternitymarketing.com

JANET ▾



JANET

Sassy, mischievous, yet helpful assistant

By Michael Lannen

Tell me a joke.

Teach me something random.

Inspire me.

Random marketing advice.



Message JANET...



ChatGPT can make mistakes. Consider checking important information.

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Questions?





06

Get Started!

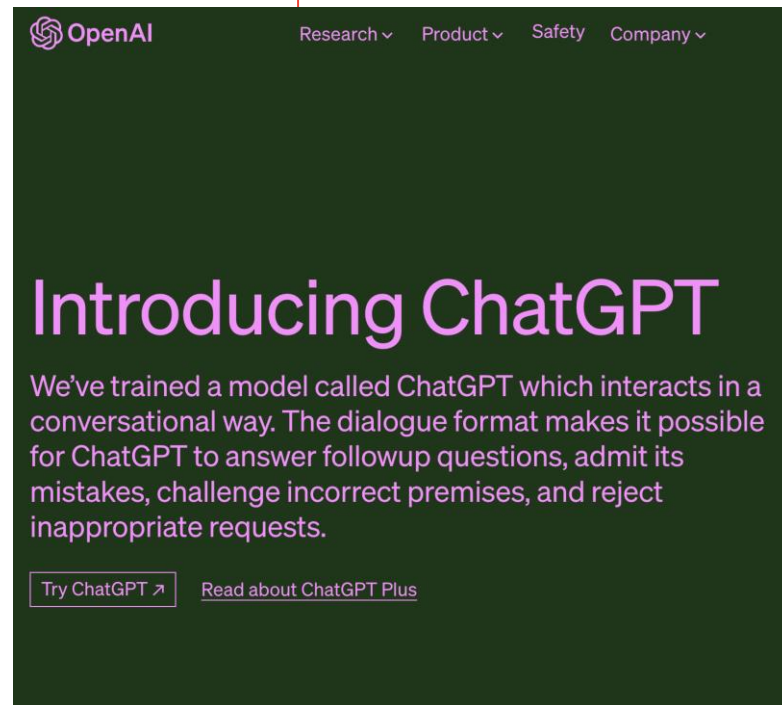


Action Item

CHAT.OPENAI.COM

Start chatting with ChatGPT!

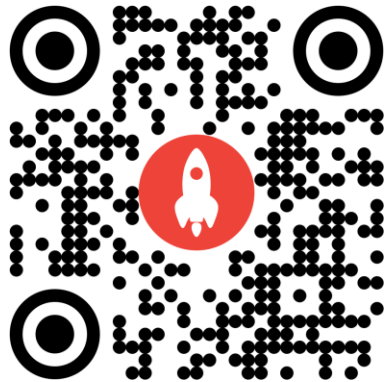
Try out the prompts from today



Action Item

WWW.ETERNITYMARKETING.COM

Example **Prompts** for dozens of use-cases & **Learning Tools**



ChatGPT & AI Prompts

Unlock the power of AI with these ChatGPT Prompts.

What is an AI Content Generator?

An AI content generator is a machine learning technology that enables computers to automatically generate content. This content can include anything from blog posts and articles, to social media posts and tweets. Examples of these tools are ChatGPT and [JasperAI](#)

What is an AI Prompt?

A prompt is a short piece of human supplied text that serves as the starting point for ChatGPT's response. ChatGPT uses the prompt to generate a response, which can range from a simple question to a complex situation. The better the prompt, the better the output. Below we have listed some of our very favorite and effective prompts for you to try yourself. As always, please [reach out](#) with questions!

Try JasperAI

Give AI content creation a spin!

[Free Trial of JasperAI](#)

Video Tutorial

Video coming soon walking through using these prompts in ChatGPT and JasperAI





Q & A

@mikelannen



802-865-2000

MIKE@ETERNITYMARKETING.COM



Cross Country
Ski Areas Association



Want this presentation?

EMAIL ME!

mike@eternitymarketing.com

Or TXT **'skynet'** to
802-865-2000

➡ **NEW: WE HAVE AN AI BOOTCAMP**



Want more? AI WORKSHOP



1PM - **RIGHT HERE**

- Hands-on Training
- Collaborative Content Creation
- Live Demonstrations

➔ **Bring Your Laptop!** 





**TXT 'bootcamp' to
802-865-2000**

ChatGPT & AI Bootcamp

- ChatGPT 101 & 201
- Craft **Compelling Prompts**
- Build a **Prompt Library**
- Train GPT on your **Brand Voice**
- Customized 1 - 6 Week Course
- **Live Virtual Training**

**Let's Learn
ChatGPT Together!**

