

AI Masterclass

Using AI in your day-to-day:
Tools, tips and tricks for
Travel, Tourism and
Hospitality professionals



“AI is a powerful tool for augmenting human intelligence, freeing us from the mundane and unleashing our potential to do great things”
Stuart Russell,
AI expert



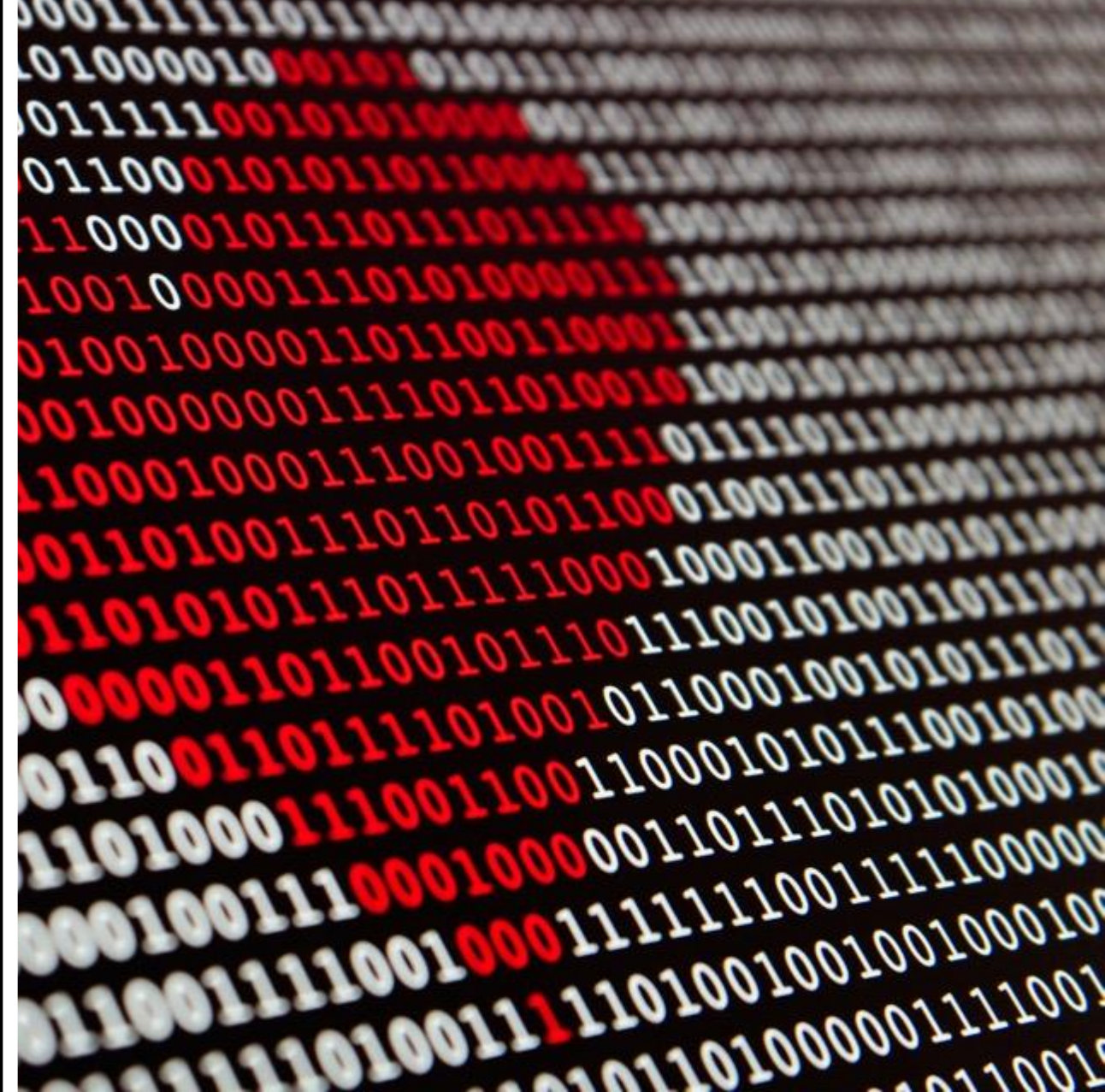
Real World Examples



- Algorithms for best buys
- Chatbots
- Prediction and notification

What you're going to learn

- Everyday AI use cases
- Tools you could be using
- The perfect prompt
- Practical considerations



Everyday AI Use Cases

- Research & Ideation
- Translation
- Transcription
- Enhancing your productivity
- FAQs & SOPs
- Content creation and improvements
- Data analysis
- Design



AI Tools

What are the tools you should be including in your day-to-day tech stack?



Your everyday AI tech stack

What	Tools
Research and ideation	ChatGPT, Claude.ai, Perplexity, Bard
Translation	DeepL, ChatGPT
Transcription	Deepgram
Enhancing your productivity	ChatGPT (4), Read, Compose.ai, Monica, Textblaze, Speechify, MaxAI.me, Mem, Zapier, Zoom, Finalscout
FAQs and SOPs	ChatGPT (4), Guide, Lumen
Content creation and improvements	ChatGPT, Claude.ai, Grammarly, Quillbot, MidJourney (discord)
Data Analysis	ChatGPT (4)
Design	Canva, beautiful.ai



Research

Research

You are a travel agent. Can you look through online hotel reviews and find the highest rated hotels in Cape Town that are of a four-star category. The hotels should be located in the CBD. I need the name of the hotel, the location (address) and the website address please.

ChatGPT4 (chat.openai.com)

I found a selection of highly rated 4-star hotels in or near Cape Town CBD based on various online sources. Here are three options:

1. The Tree House Boutique Hotel

- **Location:** 28 Vesperdene Road, Green Point, 8005 Cape Town, South Africa¹.
- **Website:** [The Living Journey Collection](#)².
- **Note:** Although located in Green Point, it's within walking distance to the Central Business District and other attractions of Cape Town².

2. Blackheath Lodge

- **Location:** 6 Blackheath Road, Sea Point, Cape Town, Western Cape 8005³.
- **Website:** [Blackheath Lodge](#)⁴.
- **Note:** Similarly, it's not exactly in the CBD but it's very close and offers guided tours to various Cape Town attractions⁴.


3. Home Suite Hotels Station House

- **Location:** 19 Kloof Road, Sea Point, Cape Town, 8060, South Africa⁵.
- **Website:** [Home Suite Hotels](#)⁶.
- **Note:** This hotel is also located in Sea Point, a buzzing metropolitan area of Cape Town.

Perplexity (perplexity.ai)

Sources

THE 10 BEST Cape Town
Central 4 Star Hotels...

 tripadvisor • 1


The 10 best 4-star hotels
in Cape Town, South...

 booking • 2

The 10 Best 4 Star Hotels
in Cape Town for 2023 |...

 trip • 3

The Best 4 Star Hotels in
Cape Town from \$74 -...

 expedia • 4

4 Star Hotels in Cape
Town - book the best wit...

 hotels • 5

Best 4 star hotels in Cape
Town, South Africa - TOP...

 hotels-capetown • 6

Answer

Here are the highest rated 4-star hotels located in the CBD of Cape Town, along with their addresses and website addresses:

1. The Tree House Boutique Hotel - 28 Vesperdene Road, Green Point, Cape Town, 8005, South Africa - <https://www.treehouseboutiquehotel.co.za/>
2. Blackheath Lodge - 6 Blackheath Road, Sea Point, Cape Town, 8005, South Africa - <https://www.blackheathlodge.co.za/>
3. O' Two Hotel - 56 Somerset Road, Green Point, Cape Town, 8005, South Africa - <https://www.otwohotel.com/>
4. Cape Town Lodge Hotel - 101 Buitengracht Street, Cape Town City Centre, Cape Town, 8001, South Africa - <https://www.capetownlodge.co.za/>

Google Bard (bard.google.com)

View other drafts 



Highest rated 4-star hotels in Cape Town CBD with website addresses:

Hotel	Location	Website
The Onyx Apartment Hotel, Cape Town	57 Heerengracht St, Cape Town City Centre, Cape Town, 8001	Website: https://newmarkhotels.com/accommodation/the-onyx-hotel/?utm_source=GMBlisting&utm_medium=organic&utm_content=hotel
Southern Sun The Cullinan	1 Cullinan St, Cape Town City Centre, Cape Town, 8001	Website: https://www.southern.sun.com/the-cullinan?utm_source=google&utm_medium=businesslisting&utm_campaign=hotel_southern-sun-the-cullinan

Ideation

You are a tour operator consultant and have a client who would like to travel to the Southern Africa. The clients are a honeymoon couple are interested in culture, adventure and the outdoors. They particularly like water-based activities. Can you provide at least 4 out-the-box, unique experiences that could be used as a hook around which to build their dream holiday itinerary?



Absolutely, Southern Africa is a region rich with cultural heritage, natural beauty, and thrilling adventures. Based on the interests of the honeymoon couple, here are four unique experiences around which their dream holiday itinerary could be crafted:

1. **Mokoro Safari in the Okavango Delta (Botswana):**

- Embark on a traditional Mokoro (dugout canoe) safari in the pristine Okavango Delta. This experience allows couples to glide through the crystal-clear waters, observing the abundant wildlife and beautiful landscapes from a unique, close-up perspective. It's a serene yet exhilarating way to connect with nature.

2. **Private Houseboat Stay on the Chobe River (Botswana/Namibia):**

- Charter a private houseboat on the Chobe River where they can enjoy intimate moments while floating through the heart of elephant country. They can witness magnificent sunsets, engage in exceptional bird-watching, and try their hand at tiger fishing.

3. **Cultural Immersion in the Bushmen Villages (Botswana):**

- Take a journey into the heart of the Kalahari Desert to experience the ancient culture of the San Bushmen. Learn about their

Claude (claude.ai)

Here are 4 unique experiences I would recommend for a honeymoon couple interested in culture, adventure, and water-based activities in Southern Africa:

1. Take a sunset cruise on the Zambezi River in Zambia - Glide along the river as the sun sets behind the hills, spotting wildlife along the banks. Stop at a sandbank to enjoy a private picnic dinner and drinks as the sky turns pink and orange.
2. Go shark cage diving in Gansbaai, South Africa - Get up close and personal with Great White Sharks in their natural habitat. The adrenaline rush of being submerged in a cage just feet away from these powerful predators is an unforgettable experience.
3. Take a mokoro ride through the Okavango Delta in Botswana - Pole your way through the lush papyrus reeds in a traditional dugout canoe. Spot wildlife like elephants, hippos, crocodiles and exotic birds as you glide peacefully through this unique wetland environment.
4. Visit a sangoma for a spiritual cleansing ceremony in Swaziland - Participate in an intimate traditional healing ritual led by a sangoma (traditional healer). It's a once-in-a-lifetime cultural experience involving chanting, drumming, and herbal remedies. You'll gain insight into local beliefs and customs.



Translation

Translation


EL HOTEL


Crisol Mundial


Elegante. Distinguido. Con experiencia. Y a la vez joven y dinámico. Así es el Crisol Mundial, uno de los establecimientos hoteleros con más tradición del Río de la Plata, que, tras renovar sus habitaciones y embriagarlas de colores vivos y aire fresco, abre de nuevo sus puertas con una nueva luz y un nuevo brío, para seguir sirviendo a nuestros huéspedes como lo venimos haciendo desde hace 100 años.

El Crisol Mundial, ubicado en pleno centro político y comercial de Buenos Aires, reúne así la mejor combinación entre la tradición y los nuevos aires.

DeepL (www.deepl.com/en/translator)


Spanish (detected) 

English (UK)  [Glossary](#)

Elegante. Distinguido. Con experiencia. Y a la vez joven y dinámico. Así es el Crisol Mundial, uno de los establecimientos hoteleros con más tradición del Río de la Plata, que, tras renovar sus habitaciones y embriagarlas de colores vivos y aire fresco, abre de nuevo sus puertas con una nueva luz y un nuevo brío, para seguir sirviendo a nuestros huéspedes como lo venimos haciendo desde hace 100 años. 


El Crisol Mundial, ubicado en pleno centro político y comercial de Buenos Aires, reúne así la mejor combinación entre la tradición y los nuevos aires.

El hotel ocupa un antiguo edificio de la época Art Déco en plena Avenida de Mayo. Gracias a los grandes ventanales y a la aberturas que atraviesan el hotel desde el 7° piso hasta la planta baja, la luz irradia todos los rin

Elegant. Distinguished. Experienced. And at the same time young and dynamic. This is the Crisol Mundial, one of the most traditional hotels in the Río de la Plata, which, after renovating its rooms and injecting them with bright colours and fresh air, is reopening its doors with a new light and a new energy, to continue serving our guests as we have been doing for 100 years. 

The Crisol Mundial, located in the heart of the political and commercial centre of Buenos Aires, brings together the best combination of tradition and fresh air.

The hotel occupies an old Art Deco building in the heart of Avenida de Mayo. Thanks to the large windows and the openings that cross the hotel from the 7th floor to the ground floor, the light radiates from every corner of the hotel.



ChatGPT



Elegant. Distinguished. Experienced. And at the same time young and dynamic. This is the Crisol Mundial, one of the most traditional hotel establishments of the Río de la Plata, which, after renovating its rooms and imbuing them with lively colors and fresh air, opens its doors again with a new light and a new vitality, to continue serving our guests as we have been doing for 100 years.



The Crisol Mundial, located in the very political and commercial center of Buenos Aires, thus brings together the best combination of tradition and new trends.

The hotel occupies an old building from the Art Deco era on Avenida de Mayo. Thanks to the large windows and openings that run through the hotel from the 7th floor to the ground floor, light radiates through all corners.

Translation

Pls translate this into Spanish. It must be written in a professional tone of voice: I am pleased to share a few options with you for your upcoming trip to the Okavango Delta. Importantly, you will be visiting during the rainy season, so we would suggest that you bring a rain poncho or jacket as the evenings can be chilly.



Me complace compartir algunas opciones con usted para su próximo viaje al Delta del Okavango. Es importante destacar que visitará durante la temporada de lluvias, por lo que sugeriríamos que traiga un poncho o chaqueta para la lluvia ya que las noches pueden ser frescas.







Transcription

Transcription

Demo: Transcribe pre-recorded files

auto Automatic Language Detection transcript of: GMT2023101... Copy Transcript 

 00:00:00 00:32:58

Okay. So great. I've done divided the stages into 3. We've got, the pre webinar stage, the webinar stage, and the post webinar. Cause there are different activities that you do, you know, at different stages.

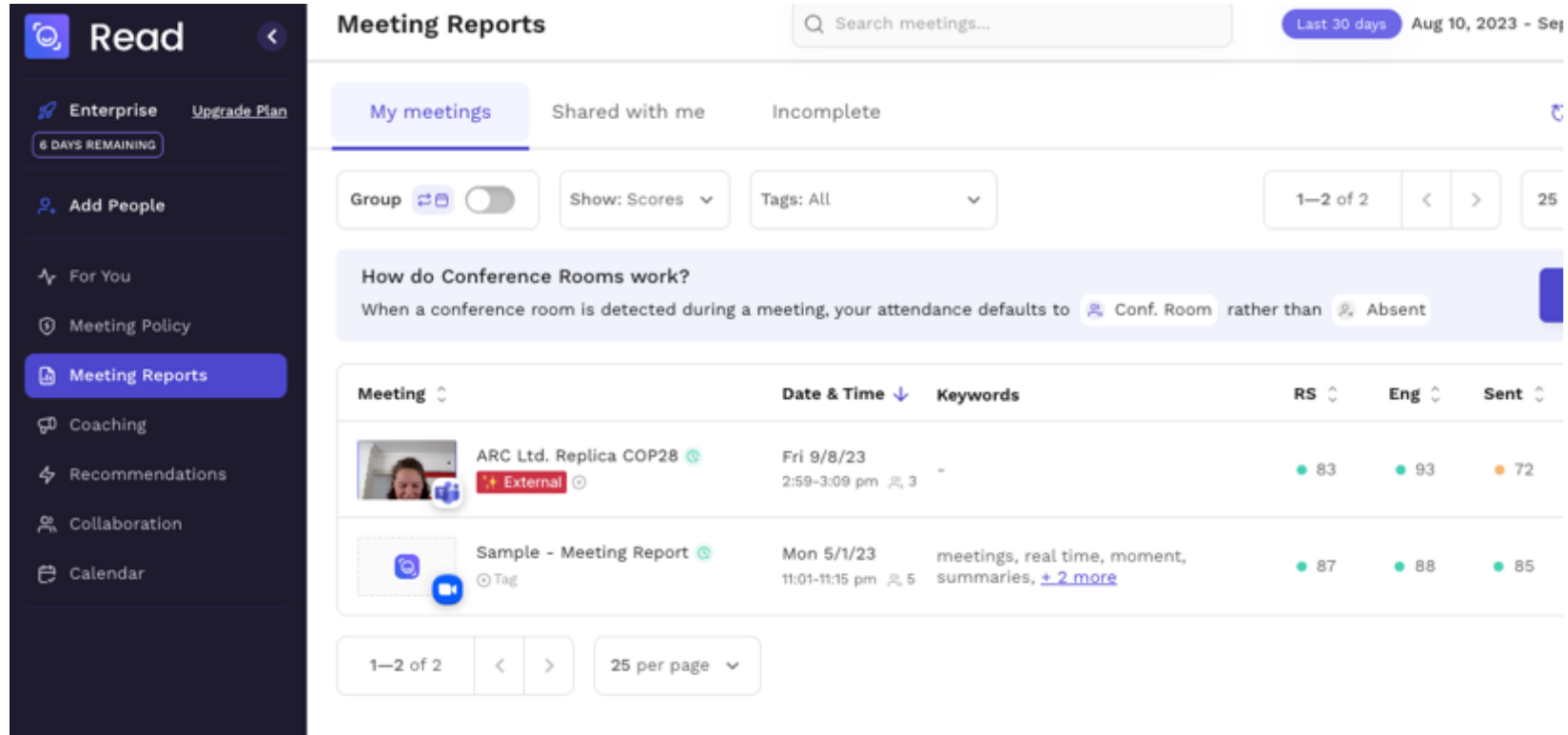
So for the pre webinar, that's before the webinar, you would as an account coordinator or an account administrator One of the things that you wanna do first is, you want to define the focus of the webinar.

And this is not something that you have to do on your own. I mean, you know, we we've got account directors in the team that would help to guide, you know, in terms of what is needed and all that.





Enhancing your productivity

Take meeting minutes



The screenshot displays the 'Meeting Reports' section of the Read application. On the left is a dark sidebar with navigation options: Enterprise (with a 6-day remaining notice), Add People, For You, Meeting Policy, Meeting Reports (highlighted), Coaching, Recommendations, Collaboration, and Calendar. The main content area is titled 'Meeting Reports' and includes a search bar, a date filter for 'Last 30 days' (Aug 10, 2023 - Sep), and tabs for 'My meetings', 'Shared with me', and 'Incomplete'. Below these are filters for 'Group', 'Show: Scores', and 'Tags: All', along with pagination for '1-2 of 2' items and '25' items per page. A highlighted section titled 'How do Conference Rooms work?' explains that attendance defaults to 'Conf. Room' instead of 'Absent' when a conference room is detected. A table below lists two meeting reports:

Meeting	Date & Time	Keywords	RS	Eng	Sent
 ARC Ltd. Replica COP28 External	Fri 9/8/23 2:59-3:09 pm 3	-	83	93	72
 Sample - Meeting Report Tag	Mon 5/1/23 11:01-11:15 pm 5	meetings, real time, moment, summaries, + 2 more	87	88	85

At the bottom, there is another pagination control showing '1-2 of 2' items and '25 per page'.

Finding an email address

ChatGPT-Powered Email Finding & Outreach at Scale

Extract valid email addresses from LinkedIn & craft tailored emails based on LinkedIn profile with ChatGPT, guaranteeing up to 98% email deliverability. Scale your outreach efforts and connect with potential customers or clients like never before.

[Get Free Trial](#)

[Watch demo](#)

20 emails / mon for free!



AI-powered text autocompletion



Write Faster With AI, Save Time ⚡

Compose AI is a Chrome extension that cuts your writing time by 40% with AI-powered autocompletion & text generation.



Backed by Y Combinator




Watch Guide Download Extension

Hey team,
Just wanted to provide a quick update on the numbers from last quarter. It seems that there were a few points that are worth discussing, and I think it'd be



Without Compose → Hey team,
Just wanted to provide a quick update on the numbers from last quarter. It seems th







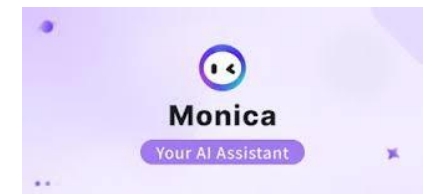
Your AI Assistant

Supports  GPT-4 ,  Claude ,  Bard

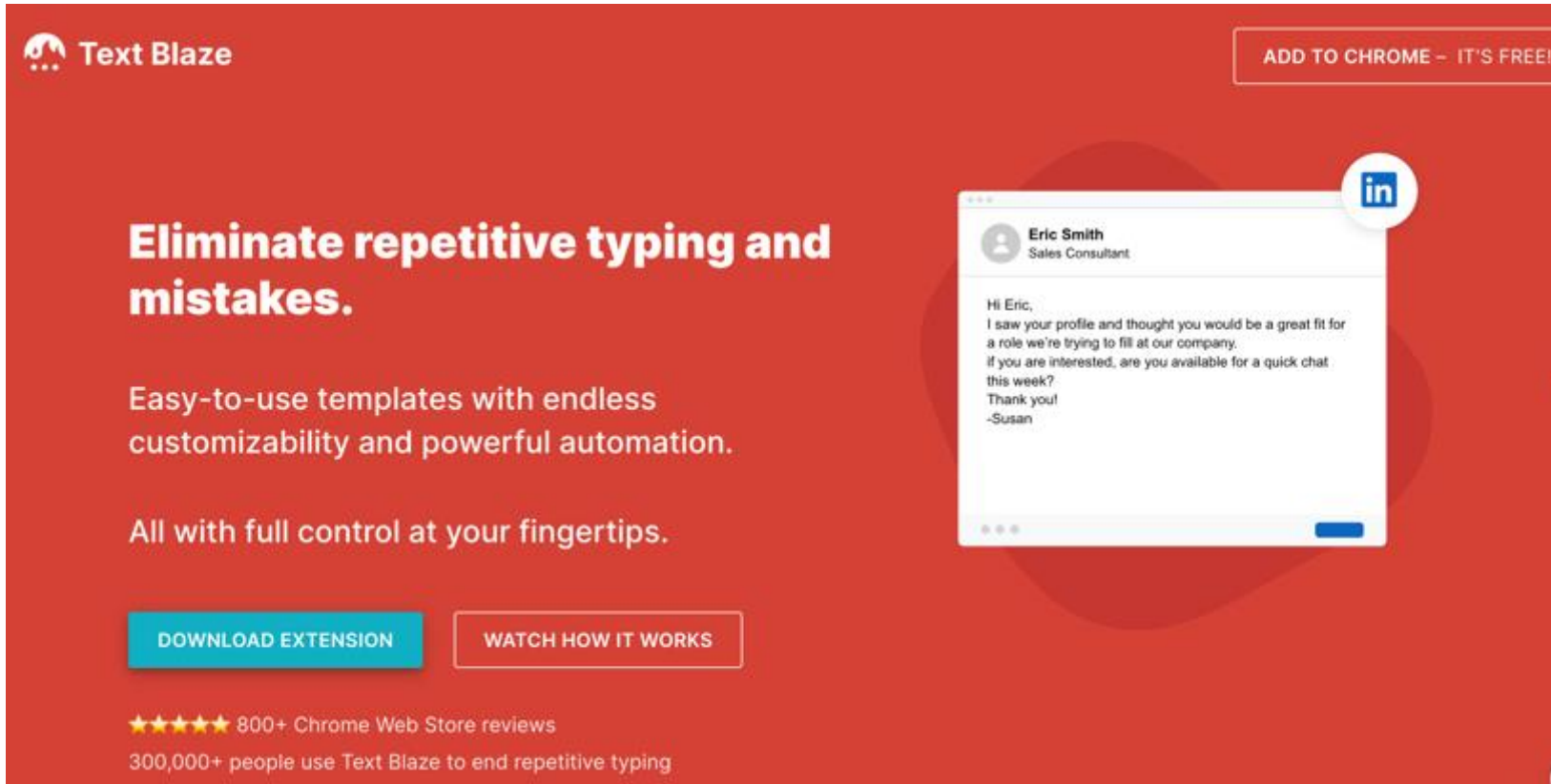
All-in-one AI Assistant
on All Websites & Devices

 Add To Chrome  Add To Edge

 Mac  Windows  iOS  Android



Set up text templates



The screenshot shows the Text Blaze website with a red background. In the top left corner, there is a logo with a flame icon and the text "Text Blaze". In the top right corner, there is a button that says "ADD TO CHROME - IT'S FREE!". The main content area features the headline "Eliminate repetitive typing and mistakes." followed by the subtext "Easy-to-use templates with endless customizability and powerful automation." and "All with full control at your fingertips." Below this, there are two buttons: "DOWNLOAD EXTENSION" and "WATCH HOW IT WORKS". At the bottom, there is a testimonial: "★★★★★ 800+ Chrome Web Store reviews" and "300,000+ people use Text Blaze to end repetitive typing". On the right side of the main content, there is a testimonial window with a LinkedIn icon in the top right corner. The testimonial is from Eric Smith, a Sales Consultant, and says: "Hi Eric, I saw your profile and thought you would be a great fit for a role we're trying to fill at our company. If you are interested, are you available for a quick chat this week? Thank you! -Susan".

Text Blaze

ADD TO CHROME - IT'S FREE!

Eliminate repetitive typing and mistakes.

Easy-to-use templates with endless customizability and powerful automation.

All with full control at your fingertips.

[DOWNLOAD EXTENSION](#) [WATCH HOW IT WORKS](#)

★★★★★ 800+ Chrome Web Store reviews
300,000+ people use Text Blaze to end repetitive typing

Eric Smith
Sales Consultant

Hi Eric,
I saw your profile and thought you would be a great fit for a role we're trying to fill at our company.
If you are interested, are you available for a quick chat this week?
Thank you!
-Susan

Convert text to audio



Free Text to Speech (TTS) Online



Voice



1.2x

Speed

+ Add Files

Library

Account

Apps

Download MP3

AI Voice Over

CLEAR X

Type, paste, and edit text here to convert it to speech. Or drag and drop your Word, Text, or PDF file after you create an account.

Speechify is the #1 text to speech program that turns any written text into spoken words in natural-sounding language.

Speechify is also the #1 rated text-to-speech app in the App Store with over 150,000 reviews.

Featuring 100+ realistic TTS voices with multilingual support, including exclusively licensed, Snoop Dogg & Gwyneth Paltrow voices.

Speechify helps you improve your focus, helps you read faster, and helps you remember more of what you read.



Your Web Co-Pilot

Step 1

Discover how MaxAI.me boosts your daily productivity

Hi Team,
 We'll have a meeting tomorrow at 10 am to discuss ChatGPT Plugins product ideas.
 Inform me of your availability, and I will forward a calendar invitation containing the specifics.

Context: Hi Team, We'll have a meeting tomorrow at 10 am to discuss ChatGPT PL... the specifics.

Ask AI to edit or generate...

Edit or review selection

- Improve writing
- Fix spelling & grammar
- Make shorter
- Make longer
- Change tone
- Simplify language
- Paraphrase

Generate from selection

ChatGPT

Use ChatGPT to power the extension.

As fast as ChatGPT Plus. GPT-3.5-turbo, GPT-4, and GPT-3.5-turbo-16k.

[Learn more](#)

- Bing web app
- Bard web app
- Claude web app
- ChatGPT web app
- OpenAI API
- Claude
- ChatGPT

Continue with ChatGPT

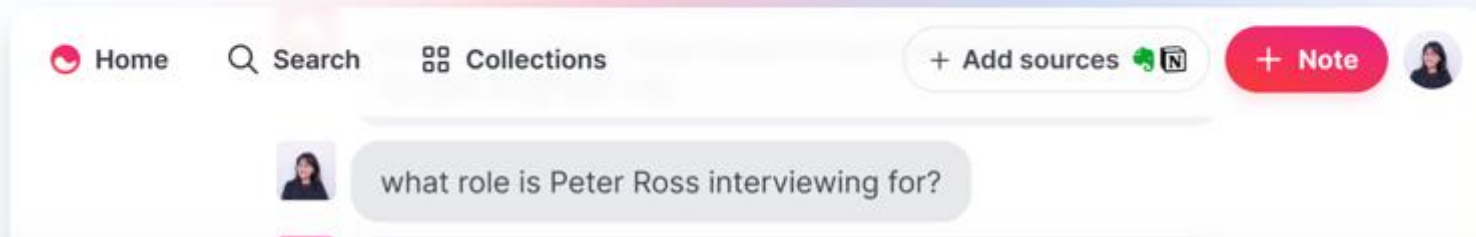


Converting notes into knowledge

Turn your notes into knowledge

Ask questions and craft content from all your notes within Mem.
Unleash your mind's potential with the personal AI knowledge assistant,
tailored for visionaries, scholars, and the go-getter in you.

Get started with Mem



Automating workflow

What is Zapier?

We're just some humans who think computers should do more work.

Zapier helps you automate the most tedious parts of your day-to-day job. With 6,000+ integrations and service offerings, we empower businesses everywhere to create processes and systems that let computers do what they are best at doing and let humans do what they are best at doing.



Integrate

Link your web apps with a few clicks, so they can share data.



Automate

Pass info between your apps with workflows called Zaps.

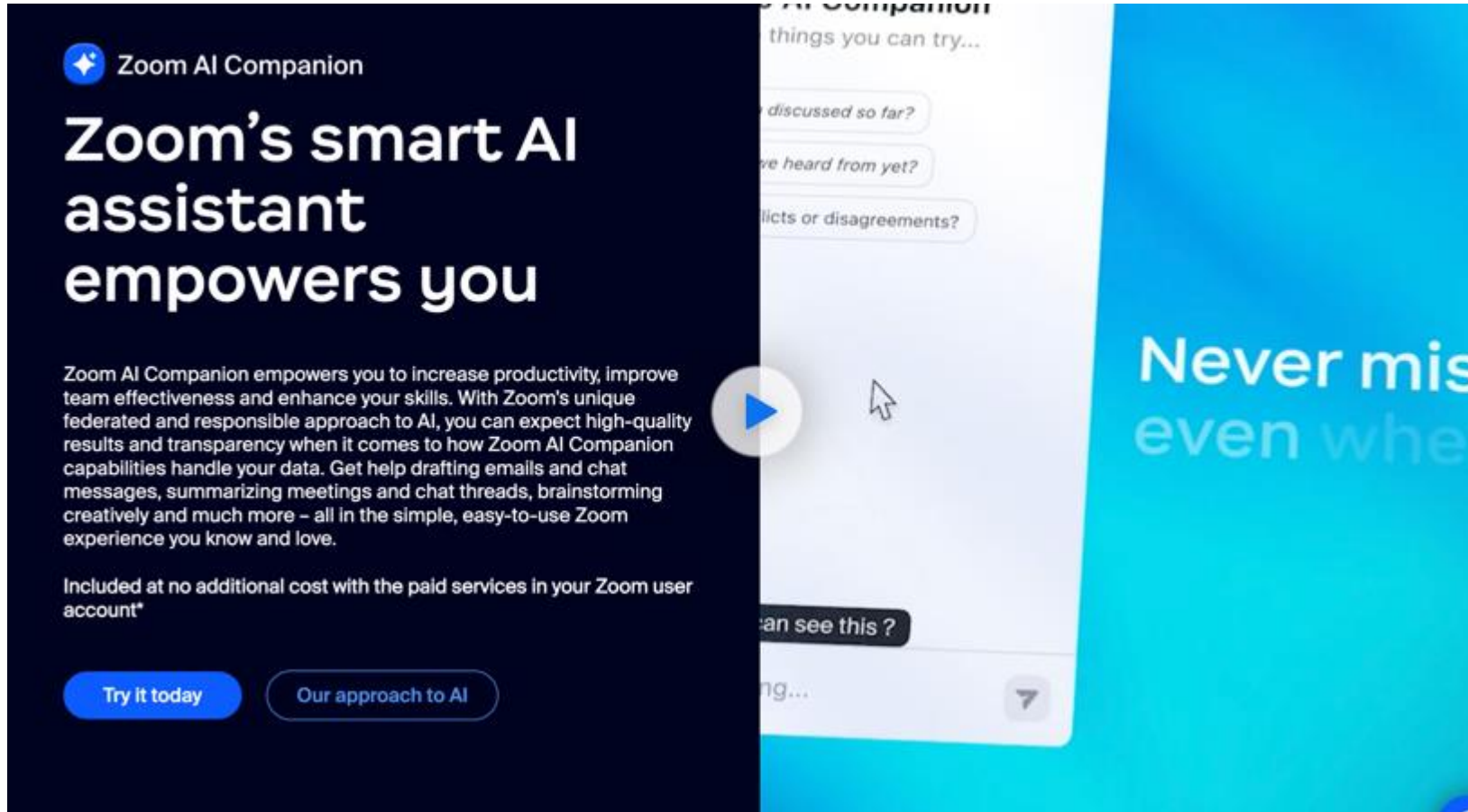


Innovate

Build processes faster and get more done—no code required.

_zapier

Meeting notes from Zoom



Zoom AI Companion

Zoom's smart AI assistant empowers you

Zoom AI Companion empowers you to increase productivity, improve team effectiveness and enhance your skills. With Zoom's unique federated and responsible approach to AI, you can expect high-quality results and transparency when it comes to how Zoom AI Companion capabilities handle your data. Get help drafting emails and chat messages, summarizing meetings and chat threads, brainstorming creatively and much more – all in the simple, easy-to-use Zoom experience you know and love.

Included at no additional cost with the paid services in your Zoom user account*

[Try it today](#) [Our approach to AI](#)

AI Companion
things you can try...

discussed so far?

ve heard from yet?

licts or disagreements?

Never miss
even when

can see this ?

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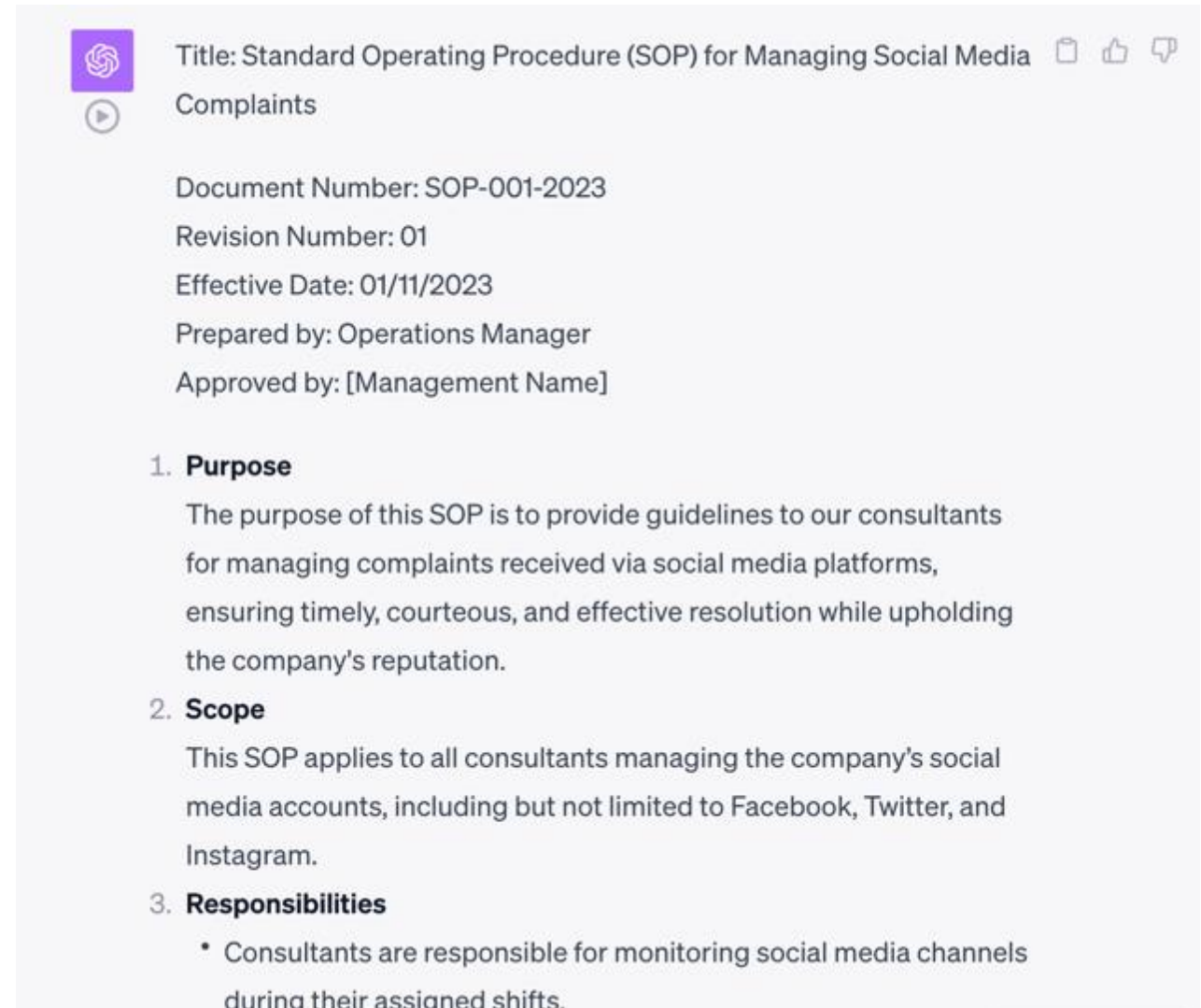
zoom



FAQs and SOPS

FAQs and SOPs

You are the operations manager for your tourism business and need to create a Standard Operating Procedure for your consultants on how to manage social media complaints. Please create a SOP document that can be shared with your team.



The screenshot shows a chat window with the OpenAI logo and a play button icon. The title of the document is "Standard Operating Procedure (SOP) for Managing Social Media Complaints". The document includes the following details:

- Document Number: SOP-001-2023
- Revision Number: 01
- Effective Date: 01/11/2023
- Prepared by: Operations Manager
- Approved by: [Management Name]

The document is structured as follows:

- Purpose**

The purpose of this SOP is to provide guidelines to our consultants for managing complaints received via social media platforms, ensuring timely, courteous, and effective resolution while upholding the company's reputation.
- Scope**

This SOP applies to all consultants managing the company's social media accounts, including but not limited to Facebook, Twitter, and Instagram.
- Responsibilities**
 - Consultants are responsible for monitoring social media channels during their assigned shifts.

Guidde (www.guidde.com)

guidde.

Gallery

Pricing

Blog

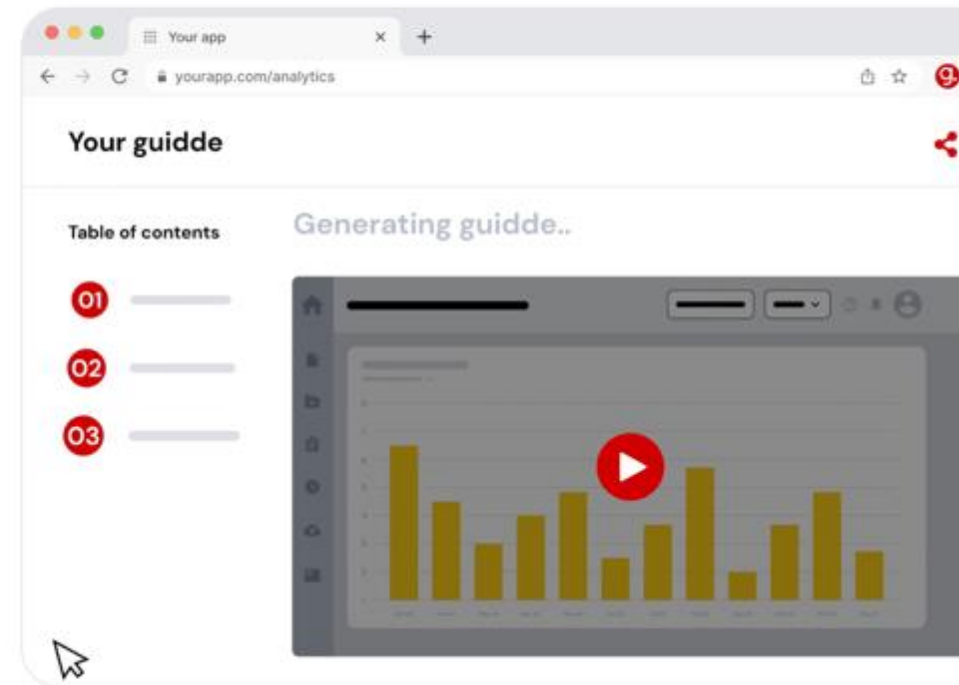
Log in

Install Free Extension

Magically create stunning feature notes with AI.

guidde is the generative AI platform for business that helps your team create video documentation 11x faster.

Get Free Extension





Content Creation

Content Creation

You are a tour operator consultant and have to break some bad news to a client. The game lodge they had wanted to book now no longer has availability. You have an alternative but it is in another part of the Kruger National Park and they will no longer have their own plunge pool. However, this other option offers walks in the bush which the initial lodge does not and it is renowned for its leopard sightings. Write a brief, but professional email conveying the bad news.



Subject: Update on Your Game Lodge Booking and Exciting Alternative Option

Dear [Client's Name],

I hope this email finds you well. I am reaching out with an update regarding your booking request for [Initial Lodge Name]. Despite our best efforts, I regret to inform you that the lodge is fully booked for the requested dates. We understand the importance of creating memorable experiences and have thus explored alternative options to accommodate your safari adventure.

We are excited to propose a stay at [Alternative Lodge Name], located in a distinct part of the Kruger National Park. While this lodge does not feature private plunge pools, it offers a unique and immersive experience with guided bush walks—an activity not available at the initial lodge. Furthermore, this part of the Kruger National Park is

Content Improvement

Please rewrite this so that it flows better and is grammatically correct. The tone should convey some remorse that you are not able to provide their originally desired option: Dear [Client's Name],

I hope this email finds you well. I am reaching out with an update regarding your booking request for [Initial Lodge Name]. Despite our best efforts, I regret to inform you that the lodge is fully booked for the requested dates. We understand the importance of creating memorable experiences and have thus explored alternative options to accommodate your safari adventure....

Dear [Client's Name],

I hope you are doing well. I'm writing with an update about your booking request for [Initial Lodge Name]. Unfortunately, despite our best efforts, that lodge is fully booked for your requested dates. I sincerely apologize that we won't be able to accommodate your first choice.

However, I'm happy to propose an alternative that I believe you'll enjoy just as much. We've secured availability for you at [Alternative Lodge Name] in a different part of Kruger National Park. While this lodge doesn't have private plunge pools, it does offer guided bush walks - an exclusive activity not available at your original choice. This area of the park is actually known for exceptional leopard sightings, giving you a special chance to see these magnificent cats up close in their natural habitat.

We aim to create memorable safari experiences for all our guests. I hope this option captures the spirit of adventure you were seeking. Please let me know if you would like me to confirm the booking at [Alternative Lodge Name] for your dates. I'm confident it will be a wonderful trip and look forward to hearing back from you.

Correct your grammar

Untitled document

Beyond Our Borders: The Ultimate Guide for South Africans Travelling Through Africa

No need to spend a fortune or fly for hours to explore an exciting new destination – from Victoria Falls in Zimbabwe to Chobe River safaris in Namibia, there's a treasure trove of mind-boggling experiences awaiting in our own backyard!

With travel to Africa endlessly more affordable than international holidays and more airlines broadening their horizons with regional routes, it's never been more enticing to explore our magical, ever-diverse continent. Did you know FlySafair has expanded its wings to Windhoek, Zanzibar, and Harare? And CemAir recently announced a new direct flight from Johannesburg to Zimbabwe. These are just a few regional routes to celebrate, ensuring unforgettable African adventures are just a hop away. So, which African country should be at the top of your travel bucket list in 2024? It all depends on the adventure you're craving. Here's some destination inspo, courtesy of the Travel Experts at Flight Centre South Africa and backed by insights from some of the leading voices in travel and tourism, including Flight Centre SA's GM, Antoinette Turner.

25 All suggestions

Clarity - Remove redundancy ⓘ
...awaiting in our **own**-backyard!
Accept Dismiss ... < >

Change the spelling
inspo

Remove the phrase
of the

Remove the comma
GM,

Change preposition
Sales







Paraphrase text

English (US) French Spanish German All ▾

Modes: Standard Fluency Formal Academic Simple Creative Expand Shorten Custom Synonyms:

To rewrite text, enter or paste it here and press "Paraphrase."



Create Images

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```

Big Ambitions' Discord ▾ # midjourney

50+ new messages since 10:13 AM on July 22, 2023 Mark As Read

general

midjourney

announcements


status

VOICE CHANNELS

General

Midjourney Bot BOT 07/22/2023 12:13 PM

a family escorting luggage through an airport on their way to a travel, in the style of joyful chaos, afro-caribbean influence, photo, delicate, joyful and optimistic, jump cuts --ar 1920:800 --style raw --s 250 --seed 2858765452 - @Divemasterza (turbo)



U1 U2 U3 U4

V1 V2 V3 V4

Create Images



Here are the images based on your description of a family at the airport waiting to board their flight for a holiday. Please let me know if any of these meet your expectations or if you have any specific modifications in mind!



Data Analysis

Data Analysis

Act as a data analyst for Company X. You need to analyse the spreadsheet attached and provide a bar graph of all the countries from which responses have been received. Please create the bar graph in navy blue.

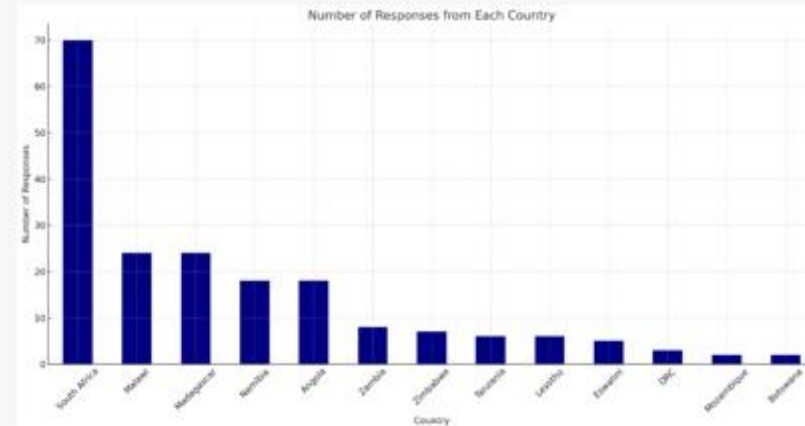


Alright, let's start by loading the data and inspecting the first few rows to understand its structure.

Finished working Show work

I see that the column "Respondent details: Country" contains the country information for each respondent.

Let's now proceed to count the number of responses from each country and visualize this using a navy blue bar graph.

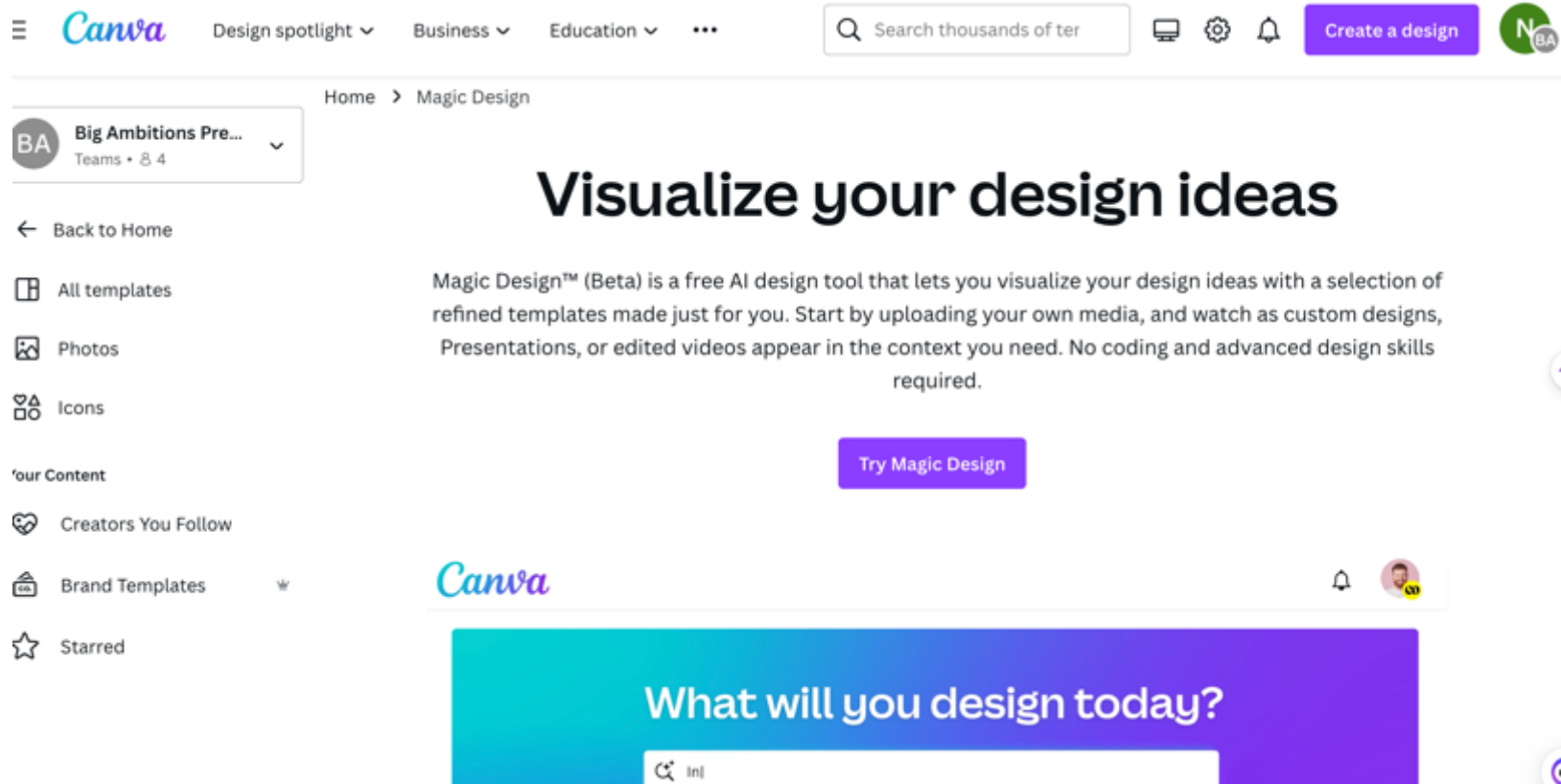


Here's a bar graph displaying the number of responses from each country. From the graph, it's evident that certain countries had more respondents than others.

The image features a vibrant, abstract background composed of thick, expressive brushstrokes in shades of blue, yellow, red, and white. A solid, bright red rectangle is positioned in the center, overlapping the background. The word "Design" is written in a clean, white, sans-serif font, centered within the red rectangle. Below the text, a thin white horizontal line is visible.

Design

Design for dummies



The screenshot shows the Canva website interface. At the top, there is a navigation bar with the Canva logo, menu items like 'Design spotlight', 'Business', and 'Education', a search bar, and a 'Create a design' button. Below the navigation bar, the breadcrumb 'Home > Magic Design' is visible. On the left side, there is a sidebar with a team dropdown 'Big Ambitions Pre...' and a list of navigation options: 'Back to Home', 'All templates', 'Photos', 'Icons', 'Your Content', 'Creators You Follow', 'Brand Templates', and 'Starred'. The main content area features the heading 'Visualize your design ideas' and a paragraph describing Magic Design™ (Beta) as a free AI design tool. A purple 'Try Magic Design' button is centered below the text. At the bottom of the main content area, there is a large purple-to-teal gradient banner with the text 'What will you design today?' and a search icon.

Canva Design spotlight Business Education Search thousands of ter Create a design

Home > Magic Design

BA Big Ambitions Pre... Teams • 4

← Back to Home

All templates

Photos

Icons

Your Content

Creators You Follow

Brand Templates

Starred

Visualize your design ideas

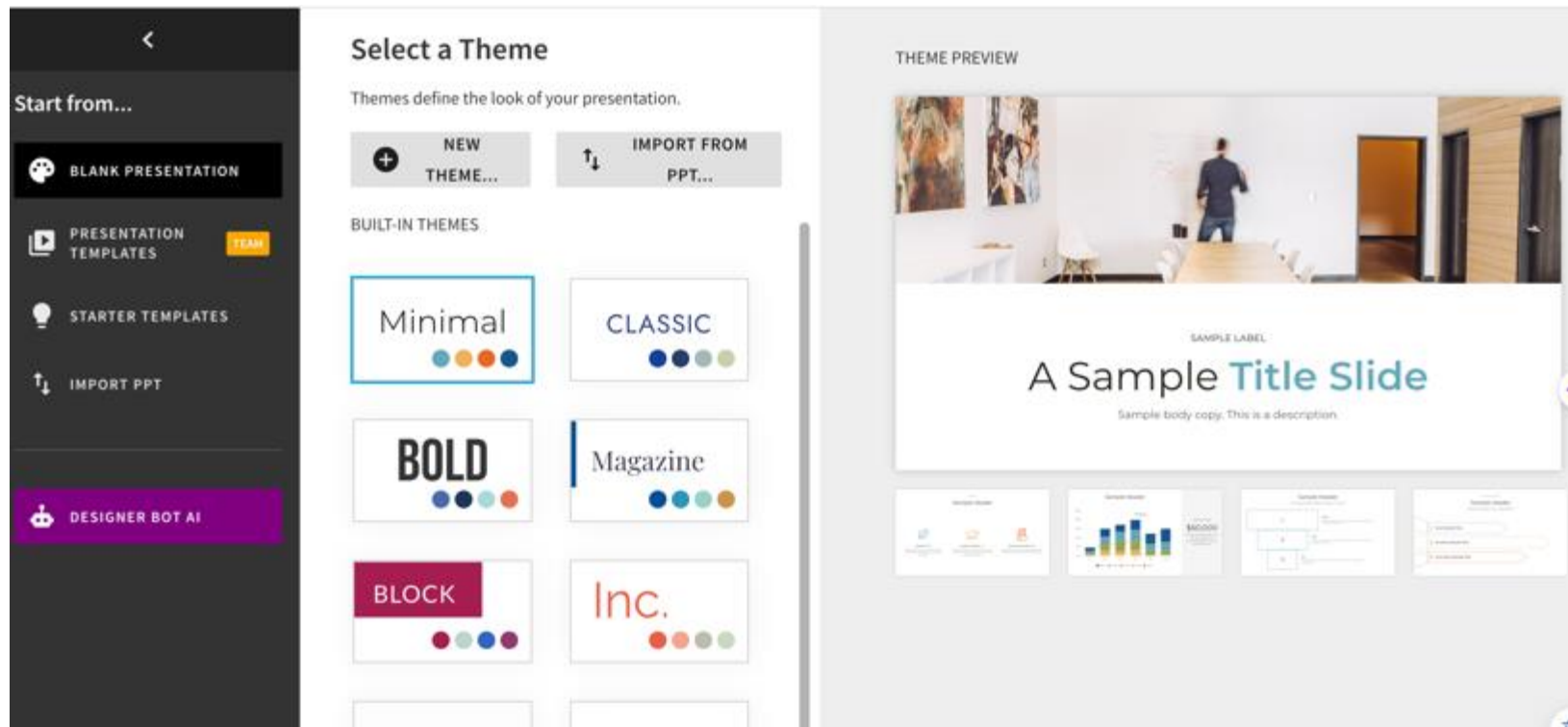
Magic Design™ (Beta) is a free AI design tool that lets you visualize your design ideas with a selection of refined templates made just for you. Start by uploading your own media, and watch as custom designs, Presentations, or edited videos appear in the context you need. No coding and advanced design skills required.

Try Magic Design

Canva What will you design today?

Canva

Beautiful presentations



**The power
of the
perfect
prompt**





Give it a specific role then tell me what to do

It helps when we give a specific role to ChatGPT: Act as [ROLE]

It forces Chat GPT to remain in this role and give you expert advice and outputs

ChatGPT Splitter

Welcome to **ChatGPT Splitter**! This tool allows you to easily upload multiple files and have them automatically split into multiple chunks, which you can load to ChatGPT. Simply upload any files (code, PDF, image, docx) and click process. Then follow the generated sections, copy each chunk and feed it to ChatGPT. After you are done, the ChatGPT will know the context of your documents and you can use it in your follow-up prompts.

Upload file(s)

No file chosen

Or paste your text

Or paste your text here

Prompt:

Act like a document/text loader until you load and remember content of the next text/s or document/s.
There might be multiple files, each file is marked by name in

Chunk size:

8000

Give me context

Upload document

We'll assign an ID to your document. You'll be able to start a conversation in ChatGPT based on the document uploaded. You can upgrade your account to increase your limits.



Click to upload or drag and drop

Supported formats: .pdf, .txt, .ppt, .pph, .csv, .epub, .rtf

Give me context

ChatGPT Marketing Cheat Sheet

By Max Rascher

Tools to Use

Personified
PPTX.ai
Jasper.ai
Optimove
MarketMuse
Pictory.ai
TL;DV
SEOdity
10web
DeepWord
Synthesia
AIPRM for ChatGPT
Tome
AdCreative.ai
Flair

Acting as [Role] perform [Task] in [Format]

ROLES

Buzz Marketing Specialist
CRO Specialist
Marketing Consultant
Act as Gary Vee
Act as Steve Jobs
Expert marketer from X
Marketing Analyst
Prompt Engineer
Expert Copywriter

TASKS

Write a caption
Create a blog post
Email Sequence
Sales Copy
Product Description
Analysis
Video Script
Course Outline
SEO Keywords

FORMAT

Summary
A list
CSV file
Table/Chart
Spreadsheet
PDF
Graph/Visuals
HTML
Gantt Cahart

Linked Prompting

1. Output me an ideal outline for an SEO keyword-rich blog post.
2. Write a list of persuasive headlines for this post, based off [topic]
3. Create a list of subheadings and hooks
4. Write a list of 30 keywords to rank for
5. Give me 15 compelling CTAs for the blog
6. Combine the best mix of CTAs, subheadings, and hooks for the blog post about [topic]
7. Write this blog post in the style of [role]

Best Marketing Prompts to Create

1. Making ChatGPT write like yourself
2. Convert company assets into redistributed content plan
3. Connect ChatGPT with Slack, create unique client data profiles
4. Find decision maker titles, integrate w CRM
5. Use top captions as inspiration, develop and critique against
6. Midjourney Perfect Prompt Craetor
7. Instant Caption Regenerator (LinkedIn, Twitter, Etsy)
8. A-Z Youtube Content Generator
9. LinkedIn Caption ---> Twitter Thread Generator

Click [here](#) to access.

Prompting Best Practices by OpenAI



1) Write clear instructions

Provide as much detail as you can

→ E.g. "Write a TypeScript function to efficiently calculate the Fibonacci sequence. Comment the code liberally to explain what each piece does and why it's written that way."

Give ChatGPT a persona

→ E.g. "Act as a world-class marketing strategist."

Label your input

→ E.g. "Details: [insert details]
Tone: [insert tone words]"

Walk through instructions step-by-step

→ E.g. "Step 1: First, calculate the sum of all...
Step 2: Then, output a table with the sums..."

Provide examples

→ E.g. "Input: pork, beef, asparagus
Output: meat, meat, vegetable"

2) Provide reference text

- You can paste in a lot of reference material directly into ChatGPT
- e.g. previous social posts (to mimic voice), reports (to extract info) or industry notes (to write marketing content that resonates)
- Just clearly label what you are inputting vs. what you are asking ChatGPT to do

3) Split complex tasks into smaller subtasks

ChatGPT does better if you feed it small, well-scoped questions

→ Bad: "Determine if this person is eligible for our program."

→ Good: "Is this person over the age of 65?"
"Is this person living in the US?"
"If answer is yes to both, the person is eligible."

4) Give GPTs time to "think"

ie., have it plan and reflect on its answers

→ "First, think step-by-step and outline your plan to solve the problem."

→ "Are there any other references that you did not include?"

→ "First, write the pseudocode for your solution"

5) Use external tools

1. Use embeddings to more efficiently pull in outside information
2. Let the model write code and call APIs to do work

6) Test changes systematically

For "serious" prompts, keep a list of questions/good answers that you can test any new prompt versions against.

This might also be useful to test across models and versions.

Click [here](#) to access.

ChatGPT: Zero to Power User

Cheat Sheet

KEY TERMS

OpenAI: parent company of ChatGPT
Generative AI: category of AI that can "produce" content like text/images vs. specific tasks like predicting things
AI models: think of these as big, big math equations
Large language models: very big math equations that are very good at predicting the next word
Prompts: messages you send to ChatGPT
Prompt engineering: the "science" of sending the exact right messages to ChatGPT to get the output you want

KEY USE CASES

- **Summarizing** long text, transcripts, articles, reports
- **Brainstorming** ideas, outlines, new concepts
- **Synthesizing** insights and takeaways from text
- **Writing** blog posts, articles, press releases, standard operating procedures, pretty much any type of text
- **Coding** scripts and small programs
- **Extracting** data and patterns from messy text
- **Reformatting** text/data from messy text to tables/structure

PROMPT FRAMEWORKS

Get better output by structuring your prompts:

- **RTF (Role, Task, Format)**
- **CTF (Context, Task, Format)**
- **RASCEF (Role, Action, Steps, Context, Examples, Format)**

Two methods to prompting:

- **Megaprompts:** Write one big message that contains all of the above. E.g., ask for a full press release.
- **Prompt chaining:** Break down the task into smaller steps. E.g., start by asking for a blog post idea, then an outline, then the content.

MODES

1. **Intert:** "Come up with new fundraising ideas."
2. **Thought Partner:** "What should we think about when generating new fundraising ideas?"
3. **Critic:** "Here's a list of 10 fundraising ideas I created. Are there any I missed? Which ones seem particularly good or bad?"
4. **Teacher:** "Teach me about [x]. Assume I know [x] and adjust your language."

EXAMPLE PROMPTS

Example context (attach before prompt): "I run a bake shop called Pete's Pies located in Denver. We sell vegan cookies, brownies and cakes. My brand is witty, humorous and irreverent."

1. "Write 5 subject lines I should use for a holiday sale. Maximum 8 words each."
2. "Come up with a 5-day email sequence outline based on the teachings of the world's best e-commerce marketers to sell my ebook called 'Baking Wonders'"
3. "Write a landing page header for my new Salt Lake City location. Generate 10 ideas. Make sure they're creative."
4. "Write a cold email to the CEO of a local insurance agency. Assume they are interested in catered dessert. End of email asks for a 15-minute call. Max length 50 words. Tone: professional, enthusiastic."
5. "I'm hiring for a part-time baker position. Draft a job description using what you know about my business."
6. "I need to increase sales by 10% this year. What are some growth strategies I should think about?"
7. "Here are the reviews from my Google Reviews page. Summarize the feedback from my customers."
8. "Below are scratch notes from my recipe notebook. Format as a recipe to be shown online."

TONES

"Tone: [x]"
 "Write using a [x] tone"

CONVERSATIONAL
 LIGHTHEARTED
 PERSUASIVE
 SPARTAN
 FORMAL
 FIRM

FORMAT

- "Be concise. Minimize excess prose."
- "Use less corporate jargon."
- "Output as bullet points in short sentences."
- "Output as a table with columns: [x], [y], [z], [a]"
- "Be extremely detailed."

MISC. TIPS

- **Encouragement = better:** "You are world-class at marketing."
- **Scolding also = better:** "Make this better/more insightful."
- **If the output is bad, add more detail/background info**
- **Ask it to check its work:** "Are there any topics you missed?"
- **Adjust temperature:** Add "Temperature: x" to prompt. 1 = more creative (good for copywriting). 0 makes it more conservative (good for academic/formal).

OTHER CHATBOTS



USEFUL PLUGINS



PROMPT INSPIRATION



Compiled by Pete Huang
 Get the HI-RES version at the neurondaily.com

Click [here](#) to access.

Practical considerations



1. Copyright sits with the AI unless you've edited it
2. Privacy (sensitive info)
3. Not possible for ChatGPT and Claude AI to plagiarise. It predicts the next word. It doesn't copy swathes of text off the Internet.
4. Always check your facts
5. Edit the work – don't accept it at face value

Instilling a culture of AI



1. DDAD exercise: Delete, Delegate, Automate and Do
2. For the Delegate or Automate, make a list of the tasks and what are processes that comprise the full task.
3. Map against the AI tech stack that can do each of those sub tasks
4. Help your team overcome their fears (see notes)

Where to get more info from?

 Superhuman

Subscribe 



Enter your email

Subscribe

5 disruptive new ways to use
ChatGPT

ALSO: AI is predicting floods and earthquakes



90s nostalgia app Epik hits
number 1 on App Store

ALSO: The first AI app to reach \$100 million in
annual revenue



Adobe teases 'revolutionary' new
AI tool

ALSO: OpenAI competitor seeks \$30 Billion
valuation



AI's \$200 Billion Question

ALSO: GPT-4 can read your X-rays (well, sort of)





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[Steve Nouri](#)

[Andrew Ng](#)

[Yann LeCun](#)

THANK YOU

