

# THE INTELLIGENCE REVOLUTION

Christopher Penn, Chief Data Scientist



**These slides are current as of October 19, 2023 and  
should be considered expired and invalid after  
November 7, 2023.**

TECH · A.I.

# The economist who predicted that A.I. would replace half of all U.S. jobs now says ChatGPT is the equivalent of Uber disrupting the taxi industry—and it could lead to lower wages

Tech Artificial Intelligence

## 3 high-paying jobs where ChatGPT has successfully interviewed, and how much they pay

Cover letters are a hassle.

### Bloomberg

• Live Now Markets Economics Industries **Technology** Politics Wealth Pursuits Op

Technology + Work Shift

## ChatGPT Will Lead to Layoffs, But Traders Say They Will Be Fine

### Forbes

FORBES > INNOVATION > ENTERPRISE TECH

EDITORS' PICK

## Auto-GPT May Be The Strong AI Tool That Surpasses ChatGPT

SEARCH

TECH · CHATGPT

# We asked ChatGPT which jobs it thinks it will replace—and it's not good news for data entry professionals or reporters

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## 4 white-collar jobs most at risk of getting replaced by AI like ChatGPT

### Dice

Tech Careers

Career Advice

**NEW** Career Development Resources

CATEGORIES

Career Advice  
Home

Job Hunting

Resume Help

Interview Tips

## Can ChatGPT Land a Job as a Google Software Engineer?

# Daily Mail .com

## 'AI will take 20% of all jobs within five YEARS': Experts explain how bots like ChatGPT will dominate the labor market

- AI-powered chatbots like ChatGPT are starting a new era of technology
- It can write poems, take exams and is even set to defend a human in court
- While life-changing, some fear this AI and others will take over the job market
- Experts told DailyMail.com that ChatGPT could replace 20% of the workforce

### Forbes

FORBES > LEADERSHIP > LEADERSHIP STRATEGY

## 7 Ways To Guard Your Job Against AI ChatGPT

### abc NEWS

VIDEO

LIVE

SHOWS

## Is AI coming for your job? ChatGPT renews fears

+ New chat



⚡ GPT-3.5

🌟 GPT-4

Our most capable model, great for tasks that require creativity and advanced reasoning.

Available exclusively to Plus users

🌟 Default

📄 Code Interpreter Beta

🔌 Plugins Beta

ChatGPT PLUS

chat.openai.com

GPT-4 currently has a cap of 25 messages every 3 hours.

Send a message



Client Services



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)



I'm Bard, your creative and helpful collaborator. I have limitations and won't always get it right, but your feedback will help me improve.

**Not sure where to start? You can try:**

Brainstorm a list of team bonding activities for our summer work retreat

Draft a design brief for my community bookstore's new logo

How would I use Python to generate the "scholar's mate" move in chess?

[bard.google.com](https://bard.google.com)

Enter a prompt here





How is AI being used in marketing?



- Converse
- Pdf
- News
- Images
- Books
- Videos
- Shopping
- Maps
- Flights

All filters | Tools

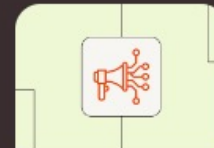
Generative AI is experimental. Info quality may vary.

### Here are some ways that AI is used in marketing:

- Data collection and analysis: AI can collect and analyze data to make decisions and predictions
- Automated decisions: AI can make automated decisions based on data collection and analysis
- Personalized messages: AI can generate personalized messages
- Content optimization: AI can optimize content
- Lead generation: AI can automate lead generation and lead scoring
- Customer retention: AI can identify potential customers and engage with them at the optimal time
- Targeted advertising: AI algorithms can identify patterns in user data and predict which users will engage with specific ads
- Improved customer journey: AI can improve the customer journey and boost the

Show more

Ask a follow up



What is AI marketing + how can you...

Zapler



What is AI Marketing? A Complete...

Marketing Ev...



10 Ways AI Technology Is Changing the...

emeritus.org

# Google SGE

AI chatbot marketing can **put brand visibility in hyperdrive with targeted messaging**. They can boost engagement with existing customers and prospects to generate leads and also analyze their data to provide you with fine-grained insights for predictive and prescriptive marketing. May 9, 2023

Ask complex questions

Get better answers

Get creative inspiration

"What are some meals I can make for my picky toddler who only eats orange-colored food?"

"What are the pros and cons of the top 3 selling pet vacuums?"

"Write a haiku about crocodiles in outer space in the voice of a pirate"

Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and [share feedback](#) so we can learn and improve!

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Choose a conversation style [Preview](#)

More Creative

More **Balanced**

More Precise

bing.com

New topic

Ask me anything...

Feedback

# Welcome back

Message Claude or search past chats...



Start a new chat >

## Today

Command Line Matching Arguments

## Yesterday

Spongebob Warrior Nuns

Film Production Services Contract

Extract Twitter Handles

Everglades AI Movie Plot

Overreliance on AI in Marketing

Untapped AI Business Use Cases

Entertainment AI Impact

claude.ai



Chats

+ New Chat (⌘N)

Model Info

LLaMa

13B

Q5\_K\_M

Good afternoon, Ava!

431.09 MB, 527 tokens

USER

Good afternoon, Ava!

AI

Good afternoon, Chris. How may I assist you today?

USER

Today I'd like to discuss B2B marketing analytics.

AI

Certainly, Chris. What specific topics related to B2B marketing analytics would you like to cover?

USER

In your experience, what are the most common KPIs used to measure the effectiveness of B2B marketing?

There are several key performance indicators (KPIs) commonly used to measure the effectiveness of B2B marketing. Some of these include:

1. Lead generation and conversion rate: This measures how many leads or prospects are generated through marketing efforts, and what percentage of those leads convert into customers.
2. Cost per lead (CPL): This measures how much it costs to activities by the number of leads generated.
3. Customer acquisition cost (CAC): Similar to CPL, this mea costs, but also sales and onboarding expenses.

# LM Studio

Export as Screenshot

Regenerate

Continue

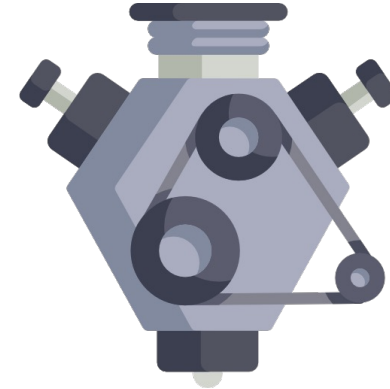
USER

Enter a user message ...

**Model == Software**



**ChatGPT, Bing, Google Bard,  
GPT4ALL, Kobold: Interfaces  
to models**



**Models: Claude 2, GPT-4, PaLM 2,  
StableLM, LLaMa 2, MPT**



**WHAT IS A LARGE LANGUAGE/MULTIMODAL MODEL?**

**"You shall know a word by the company it keeps."**

**- John Rupert Firth, 1957**

I'm brewing the tea.

I'm spilling the tea.





# HOW LLMs WORK



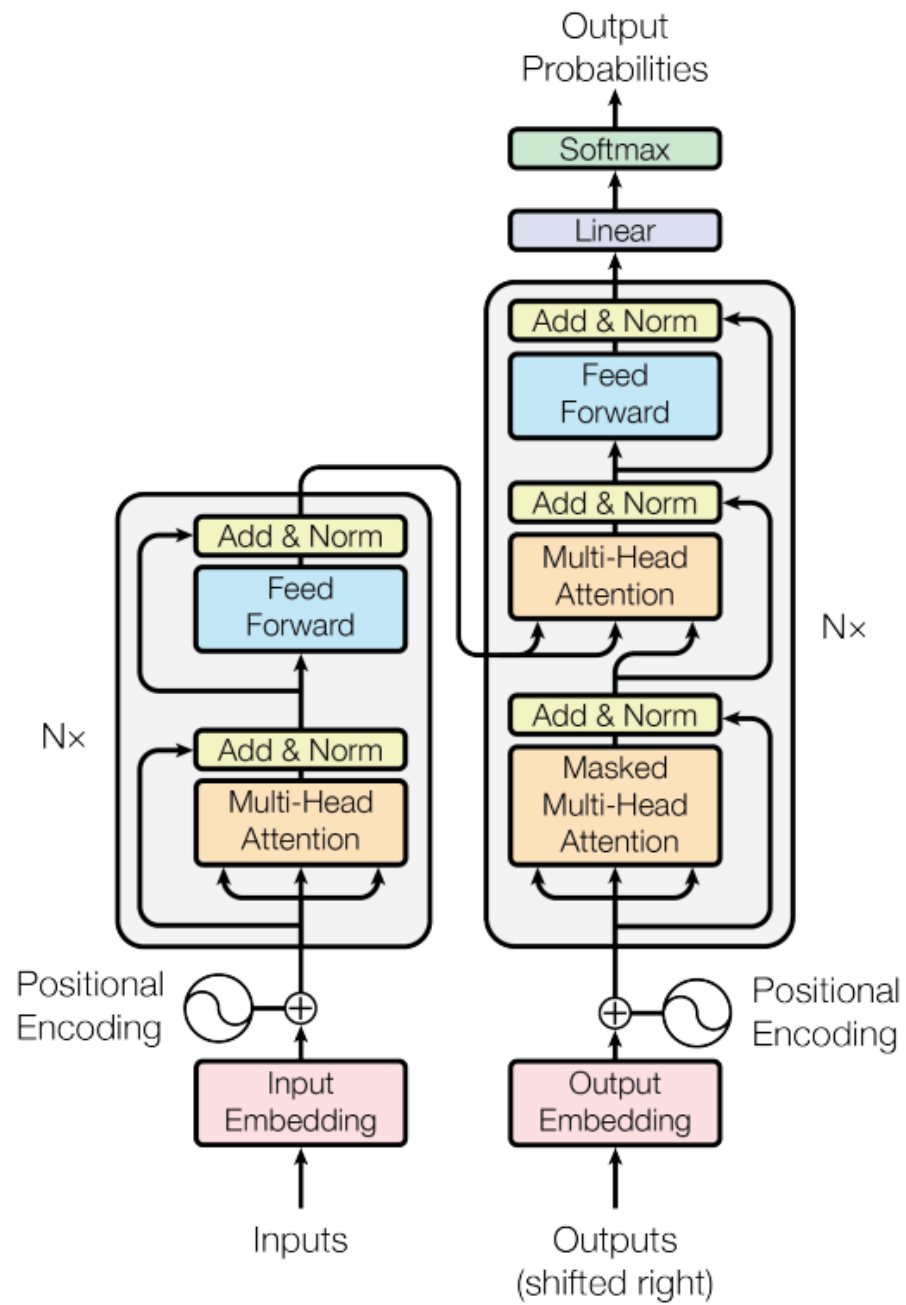


Figure 1: The Transformer - model architecture.



Image manipulated with AI

**Pizza == Text**  
**Cookbook == Model**



**THE DEFINITIVE PIZZA COOKBOOK**

**1.5 MILLION PIZZA RECIPES FROM AROUND  
THE WORLD**



**GRACE PARKER THOMPSON**



Image manipulated with AI



# PROMPT ENGINEERING

**"You shall know a word by the company it keeps."**

**- John Rupert Firth, 1957**



**B2B**

markets

businesses

transaction

sales

marketplace

commercial

commerce

commerce

**Marketing**

content

sales

digital

product

markets

businesses

transaction

**B2B**

marketplace

**sales**

commercial

**commerce**

**commerce**

content

**Marketing**

**sales**

digital

product



Write a short paragraph about how AI is being used in marketing.

CP

Here is a short paragraph about how AI is being used in marketing:

Artificial intelligence is becoming increasingly utilized in marketing to enhance and automate various processes. AI can analyze customer data to provide more personalized recommendations and targeted ads. Chatbots powered by AI can interact with customers to provide quick answers to questions. AI is also being used to generate new creative content like social media posts and ads. For forecasting and predictive analytics, machine learning algorithms can process huge amounts of data to identify trends and make predictions about customer behavior. Overall, the use of AI is allowing marketers to work faster and smarter by automating rote tasks while gaining deeper insights from data.

AI

 Copy  Retry



Write a short paragraph about how AI is being used in marketing, with a focus on transformer-based generative AI models such as those found in GPT-4 and Claude 2.

Here is a paragraph focusing on how transformer-based generative AI models are being used in marketing:

The latest advances in generative AI models like GPT-4 and Claude 2 are opening up new possibilities for marketers. These transformer-based models can generate natural language text, images, audio, and more. In marketing, they are being used to automatically create initial drafts of content like social media posts, emails, ad copy, and landing pages. The AI can draw on vast datasets and understand context to produce relevant, on-brand text tailored to marketing goals. Besides content creation, generative models can also generate product descriptions, FAQs, support documents and more. Their capabilities reduce the need for manual work while providing higher quality, customized output. As these models continue to advance, they will become even more versatile content engines for marketers looking to scale content production.

You are an artificial intelligence expert. You know AI, machine learning, deep learning, reinforcement learning, RLHF, generative AI, transformers, diffusers, attention windows, context windows. You also know marketing, digital marketing, customer journeys, attribution analysis, media mix modeling. Your first task is to write a short paragraph about the use of generative AI in marketing with an emphasis on how generative AI can achieve both productivity gains and personalization improvements for a better customer experience.

CP

Here is a paragraph on how generative AI can improve productivity and personalization in marketing:

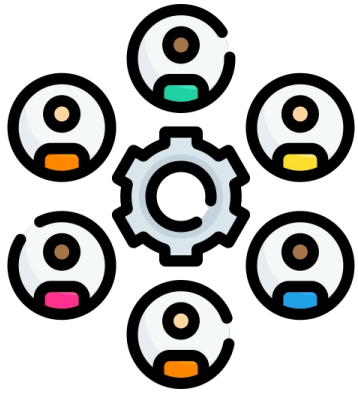
The latest generative AI models are poised to transform marketing by automating content production at scale while still allowing for personalization that improves customer experience. Models like GPT-3 and DALL-E 2 can generate marketing copy, images, and other assets in a fraction of the time it would take humans. This productivity gain enables marketers to produce more content tailored to different audience segments and campaigns. At the same time, generative AI can analyze customer data and past interactions to create personalized messaging and creative. Maintaining personalization is key for engagement and conversion even as content volumes increase. With capabilities like few-shot learning, generative AI models can quickly adapt their output to a brand's voice, style, and audience. As generative AI continues to advance, it will become an invaluable tool for marketers to improve both the quantity and quality of content while delivering more personalized customer experiences.

AI

📄 Copy ↻ Retry



**Key takeaway: the more relevant words you use, the better your prompts will perform.**



**R**ole



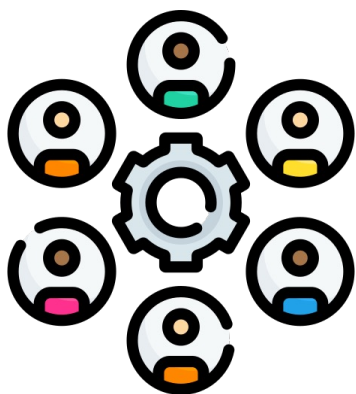
**A**ction



**C**ontext



**E**xecute



## Role

You are a Google Analytics certified professional. You know Google Analytics 4, Google Tag Manager, Google Looker Studio, BigQuery.



## Action

Your first task is to examine this table of channel grouping data and analyze the overall composition of site traffic. You will be analyzing for marketing channel diversity.



## Context

c("Organic Search",  
"Email", "Direct",  
"Organic Social",  
"Unassigned",  
"Referral", "Organic  
Video"))c(4346,  
3630, 1928, 185, 177,  
150, 44))



## Execute

Analyze the composition of the site traffic and provide recommendations in bullet point format for a marketer's next steps to increase traffic.



Based on the data provided, the current traffic channels are distributed as follows:

- Organic Search: 4346
- Email: 3630
- Direct: 1928
- Organic Social: 185
- Unassigned: 177
- Referral: 150
- Organic Video: 44

This means the largest sources of site traffic are Organic Search and Email. Direct traffic is also contributing significantly, while Organic Social, Referral, and Organic Video channels are notably smaller. The 'Unassigned' category represents traffic that could not be accurately attributed to any particular source.

Here are some recommendations to increase traffic and improve channel diversity:

1. **Optimize SEO Strategies:** Organic search is already a strong driver of traffic. However, there is always room for improvement. Focus on keyword research, meta tags optimization, content quality, and backlinking strategies. Keep up with Google's algorithm updates to ensure that the site remains SEO-friendly.
2. **Email Marketing Optimization:** Email is a solid traffic channel. Ensure that email campaigns are effectively targeted and personalized. Leverage A/B testing to optimize email content, subject lines, and call-to-actions.
3. **Expand Social Media Efforts:** Organic social traffic is currently low. A more proactive approach on platforms like Facebook, Instagram, Twitter, LinkedIn, and Pinterest could help increase this. Create engaging content, respond to comments, and leverage social media advertising if possible.
4. **Leverage Referrals:** Referral traffic is a valuable source that is currently underutilized. Consider partnerships with relevant blogs, industry influencers, or similar businesses to increase referral traffic. Also, ensure that the website is listed on relevant directories and review platforms.
5. **Invest in Video Content:** Organic Video traffic is minimal. Videos are highly engaging and can significantly improve site traffic. YouTube SEO can help the website reach a wider audience. Create useful, interesting video content and optimize for search.
6. **Improve Direct Traffic:** Direct traffic can be boosted by improving brand awareness. This could be achieved through PR, influencer collaborations, offline events, or traditional advertising channels like TV and radio.
7. **Understand 'Unassigned' Traffic:** Investigate the unassigned traffic to understand its source. This could represent an untapped channel, or it could be a result of issues with the tracking setup. Google Analytics and Google Tag Manager can help clarify this.
8. **Use Google Analytics 4 and BigQuery:** Use GA4's advanced analysis features and BigQuery's large-scale data processing power to gain deeper insights into user behavior, identify trends, and optimize marketing efforts accordingly.

# Instant Insights: The RACE ChatGPT/LLM Prompt Structure

Based on the extensive documentation provided by OpenAI and interviews with key OpenAI staff on how large language models are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better, up to a limit of about 3,000 words.

## Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

## Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

## Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

## Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

Download free

No strings attached

Nothing to fill out

No info required

TrustInsights.ai/promptsheet



# AN ABRIDGED CATALOG OF USE CASES



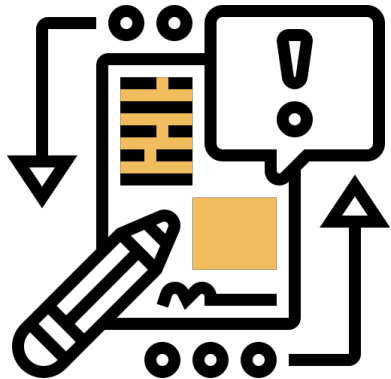
**Generation**



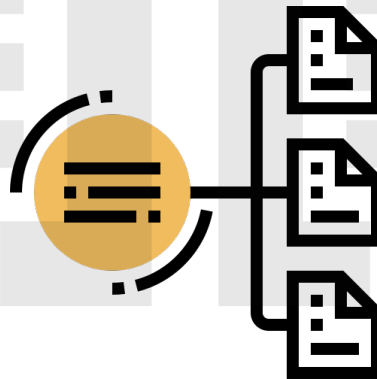
**Extraction**



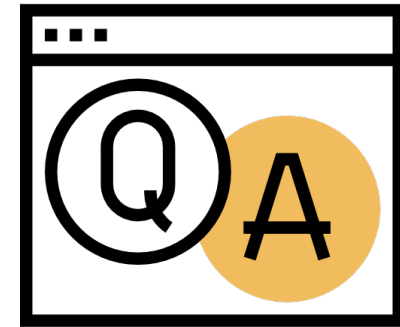
**Summarization**



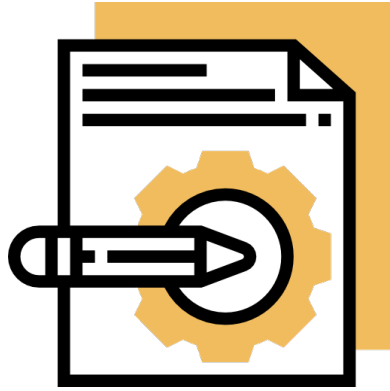
**Rewriting**



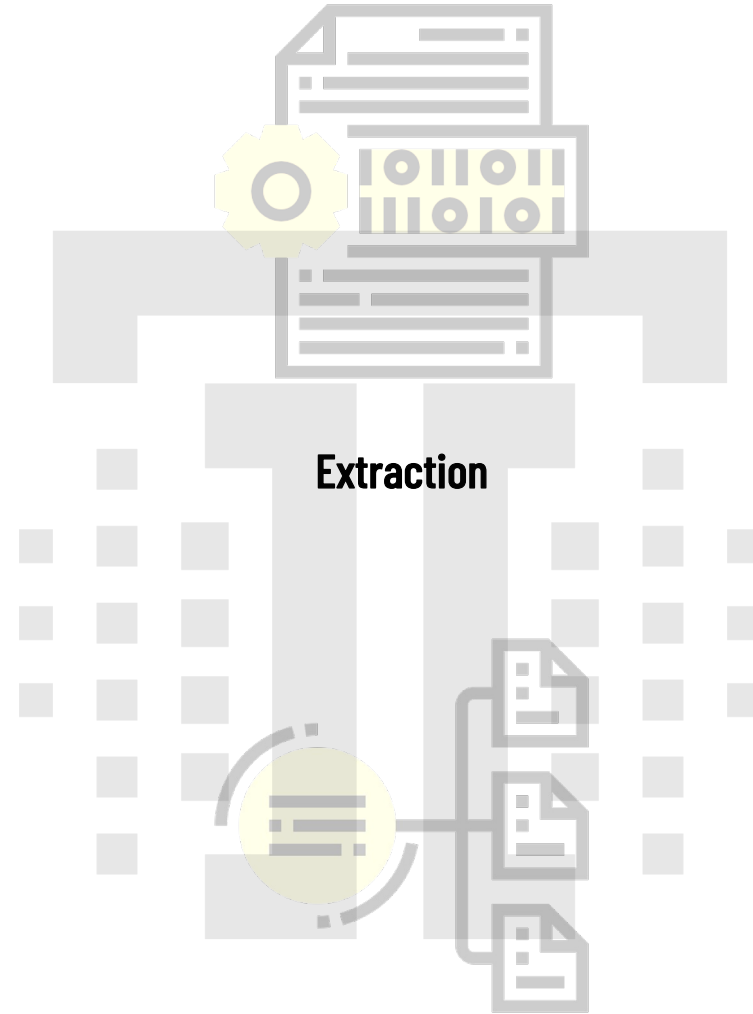
**Classification**



**Question Answering**



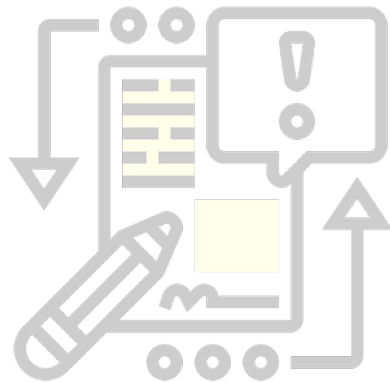
**Generation**



**Extraction**

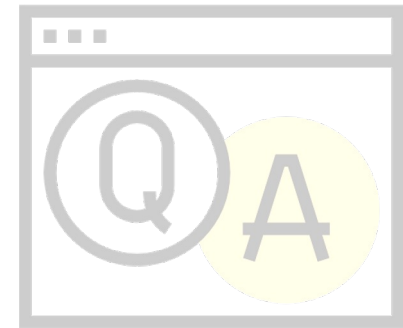


**Summarization**



**Rewriting**

**Classification**




**Question Answering**



You are a business blogger. You know blogging, content marketing, content creation, long-form content. You know marketing automation, Mautic. Write a blog post outline describing the advantages of the Mautic marketing automation platform versus Hubspot.



View other drafts 

 Sure, here is a blog post outline describing the advantages of the Mautic marketing automation platform versus Hubspot:

### Introduction

- Introduce the topic of marketing automation and explain how it can help businesses to attract, convert, and retain customers.
- Discuss the two leading marketing automation platforms, Hubspot and Mautic.
- Explain the advantages of Mautic over Hubspot.

### Body

- **Open source:** Mautic is an open source platform, which means that it is free to use and modify. This gives businesses more flexibility and control over their marketing automation.
- **Customization:** Mautic is highly customizable, which allows businesses to tailor the platform to their specific needs.
- **Integrations:** Mautic integrates with a wide range of other marketing tools, which makes it easy to connect all of your marketing efforts.
- **Affordability:** Mautic is more affordable than Hubspot, especially for small businesses.

Enter a prompt here



C

You will act as a legal expert. You are familiar with Internet privacy law and the requirements necessary for websites to have the ability to collect and use personal information. You will be writing a privacy policy for the website Warrick.com. Here are necessary details for the privacy policy:

- The site does not collect personal information for analytics, functionality and marketing measurement.
- The site uses Google Tag Manager and Google Analytics.
- The site retains only data users voluntarily submit.
- The site embeds content from Twitter.
- The site is governed by the laws of the United States.

Write a comprehensive privacy policy for the website.

### 3. Third-Party Content

Our website includes content from Twitter. When you interact with this content, Twitter may collect information about your activity. Please see Twitter's Privacy Policy for more information about how Twitter processes your data.

### 4. Data Retention

We will retain your personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law. We will securely delete your personal information when it is no longer needed.

### 5. Security

We take appropriate technical and organizational measures to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

### 6. Children's Privacy

Our website is not intended for children under the age of 16. We do not knowingly collect personal information from children under the age of 16. If you are a parent or guardian and

C

You are an expert programmer in the programming language R. You typically make heavy use of libraries like `dplyr`, `stringr`, `jsonlite`, and the rest of the tidyverse. You focus on making your code extremely memory efficient as well as high performance. You are also meticulous about commenting and documenting your code for others to understand.

Here's some background information.

The dataframe contains two columns, "date" and "running\_total". The "date" column is in yyyy-mm-dd format. The running\_total is a numeric column with values ranging from 0 to 10,000,000.

The goal is to create a third column that has a value of 1 if the running\_total column reaches another million. So there would be a 1 if the running\_total passes 1,000,000. There would be a 1 if the running\_total passes 2,000,000. However, it is 0 for all other values if the running\_total has passed one of the million milestones.

Write the R code to accomplish this, using tidyverse.



Here's an example code that should accomplish the goal:



r

[Copy code](#)

```
library(dplyr)

# create sample data
set.seed(123)
df <- data.frame(
  date = seq(as.Date("2022-01-01"), as.Date("2022-03-01"), by = "day"),
  running_total = cumsum(runif(61, 0, 1000000))
)

# create new column
df <- df %>%
  mutate(millions = ifelse(
    running_total > 1000000 & (running_total - lag(running_total, default =
      1,
      0
    ))
```







main 1 branch 0 tags

Go to file

Add file

Code

 braintrustinsights	Update README.md	11f3d55	4 days ago	5 commits
	LICENSE	Initial commit		4 days ago
	README.md	Update README.md		4 days ago
	warning-banner.php	Add files via upload		4 days ago

README.md

## Wordpress Warning Banner

The Wordpress Warning Banner is a super simple plugin that puts a warning banner on your standard posts for any post that's older than an arbitrary number of days.

If you want to make sure readers know they're looking at older content, install and deploy this plugin.

Released under the GPL.

Here's an example of what it looks like:

### What is Twitter?

by Christopher S Penn | Mar 3, 2007 | Blogging, New media, On ko chi shin, Technology | 4 comments

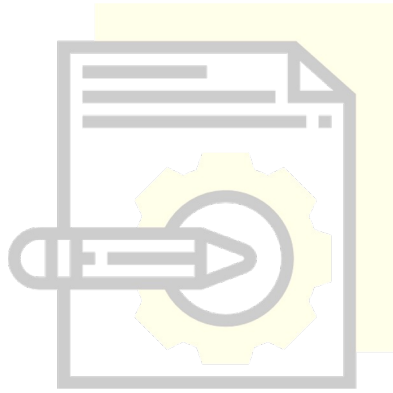
Warning: this content is older than 365 days. It may be out of date and no longer relevant.

C.C. Chapman talks on his blog about [Twittering beyond the box](#) – uses of Twitter beyond your personal community, and suggests applications like politics, storytelling, celebrities, erotica, news, and sports, and wants to know our thoughts on what else Twitter can be used for.

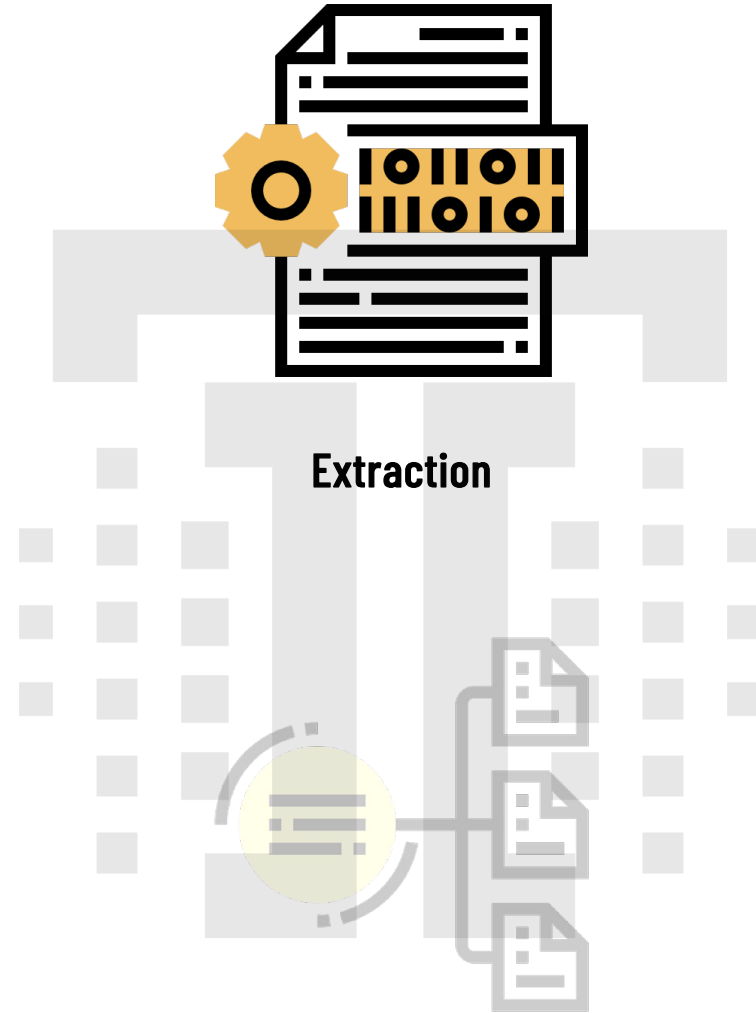
What is Twitter? Ultimately, Twitter is length limited asynchronous multicast IM. Some people have referred to it as web-based chat. You have instantaneous communication to a group of people in a short form message. As I like to do these days, what things looking back can be used to look forwards?

Twitter reminds me most of another medium where message length was important, where brevity was at a premium. Far back, before the days of IM, before the days of the publicly accessible Internet, there was the telegram. Western Union, known to most younger generations as that money transfer service, was one of the largest telegraphy companies of its day.

If you like this or find it useful, [come say hi and let us know](#).



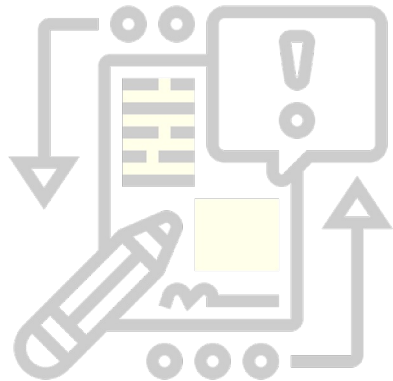
**Generation**



**Extraction**

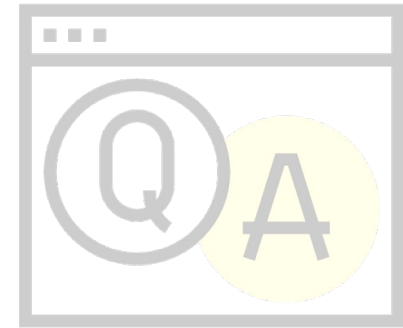


**Summarization**



**Rewriting**

**Classification**



**Question Answering**

C

You will act as an SEO expert. You are familiar with search engine optimization, specifically choosing keywords, key phrases, topics, semantics, and linguistic understanding of related words, terms, and ideas. You understand key SEO concepts like TF-IDF, vectorization, and embedding.

Your first task is to create an SEO keyword list for an organization based on the following background data.

Background data:

Trust Insights is a management consulting firm and a marketing agency. Trust Insights specializes in analytics, data analytics, marketing analytics, marketing data science, machine learning, organizational theory consulting, hiring, and B2B marketing. Trust Insights competes with other management consulting agencies.

Based on the background data provided, here are some potential SEO keywords and phrases for Trust Insights:

1. Analytics consulting
2. Data analytics services
3. Marketing analytics solutions
4. Google Analytics consulting
5. Marketing data science
6. Machine learning consulting
7. Organizational theory consulting
8. Change management consulting
9. B2B marketing services
0. Marketing consulting agency
1. Management consulting services
2. Data-driven marketing
3. Digital marketing consulting
4. Competitive analysis consulting
5. Market research services

**C**

You are an administrative assistant skilled at taking unedited transcripts of conference calls and producing bulleted lists of meeting notes and action items. You will take in the following meeting notes and produce a bulleted list of meeting notes and then action items assigned to each person in the meeting. After each section of text, produce a bullet point list of key points.

### Meeting Notes:

- Technical difficulties with connecting and phone crashing
- Abby is missing, waiting for her to join
- Over 300 people were expected, but only around 100 are currently present
- Trying to pin a message on the Jumbotron about the event being recorded
- Open thread with screenshots to be posted for people to look at during the event
- ABC is experiencing technical difficulties but will be back soon
- Starting soon, keeping in mind that it's late for some people

### Action Items:

- Ashley will post the screenshots for the open thread
- Someone will post a link for the event
- Clarify the message to be pinned on the Jumbotron and post it
- Wait for ABC to join the call

# So What\_ How Data Analytics Powered The Save Warrior Nun Campaign

Thu, Jul 13, 2023 . 2:02 PM 49:02 Owner: Christopher Penn

### SUMMARY KEYWORDS

work, fandom, data, billboard, team, campaign, twitter, fans, netflix, chris, newsletter, laura, people, tweets, canceled, discord server, company, put, discord, nun

### SPEAKERS

Christopher (32%), Kelsey (28%), Katie (22%), Laura (19%)

Edit

Otter Chat Summary

Chat is visible to all conversation participants

**Christopher Penn** just now  
Summarize the major points of this transcript.

**OtterPilot** just now  
Here are the major points summarized from the transcript:

- The Save Warrior Nun campaign was a fan-led effort to get Netflix to renew the Warrior Nun TV show after it was canceled.

- Laura and Kelsey got involved in the campaign after seeing the outcry on social media and joining Discord servers.

- The campaign organized the fan voices and focused the efforts through tactics like billboards, social media posts, backdrops,

media and other sources to identify influencers, trends, and effective efforts.

- The campaign team grew to around 40

Ask Otter about this conversation

**KR Katie Robbert** 0:32  
Well, hey everyone, Happy Thursday. Welcome to SWOT the marketing analytics and insights live show I am Katie joined by Chris. Hey, Chris. Hello. A few weeks ago, according to Chris and John, I was in the woods hunting unicorns. And so now I have tagged in John, and it's now John's turn to go into the woods and hunt unicorns. So hopefully he will come back more successful than I was, I didn't find any Chris for the record.

**Christopher Penn** 0:57  
I mean, you know, unicorns, just just the horn part, you know, some tears and anything we'll do.

**KR Katie Robbert** 1:04  
I will keep that in mind for future reference. On this week's show, we actually have a couple of speakers talking about how data analytics power to the Save Warrior Nun campaign. And so we're gonna talk about that is. And so today, we are joined by Laura, and we are joined by Kelsey, thank you both for joining us.

Trustinsights.ai/otter

00:00 49:02 1x



@Gmail extract a list of senders from my inbox and count how many emails I have from each sender in my inbox. Arrange the list as a bullet point list in descending order by number of emails.



View other drafts



Google Workspace

The following is a list of senders from your inbox, with the number of emails you have from each sender:

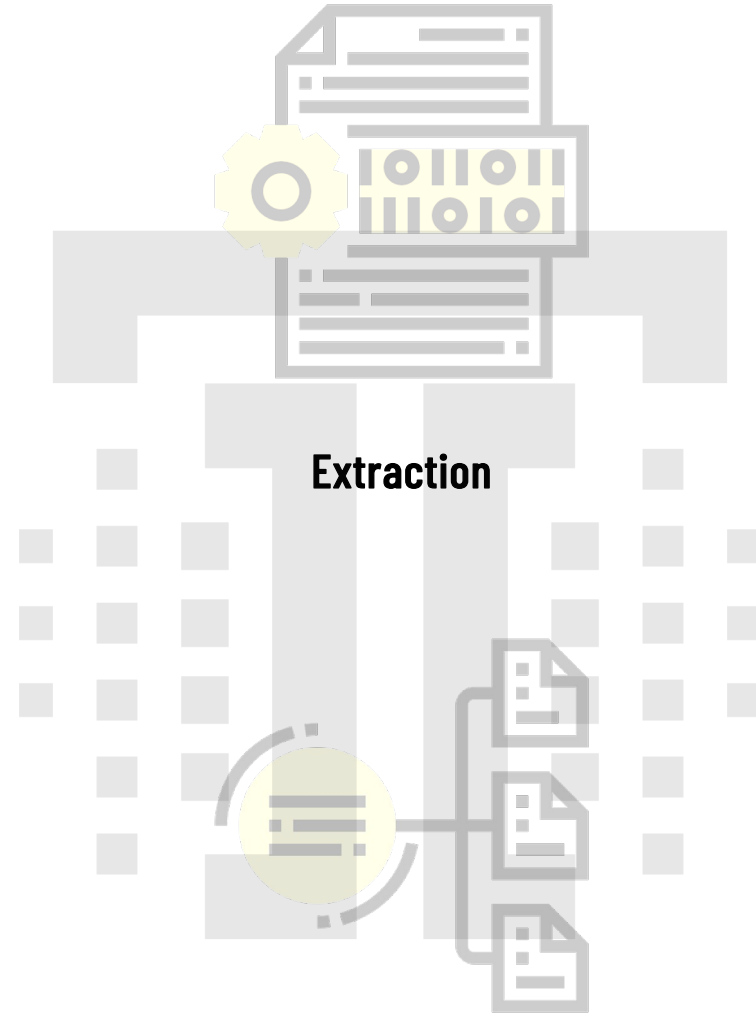
- cspenn@gmail.com (5 emails)
- Casey Whiting (1 email)
- The Insight Partners (1 email)
- Brand24 (1 email)

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

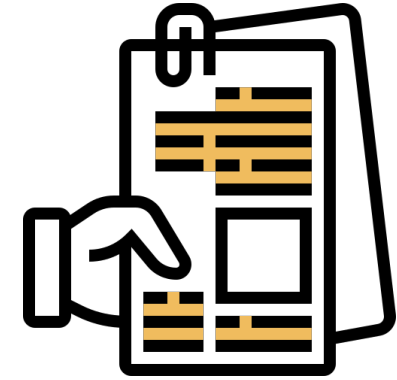
Please note that this list is based on the emails that I have access to. It is possible that there are other emails from other senders in your inbox that I am not able to see.



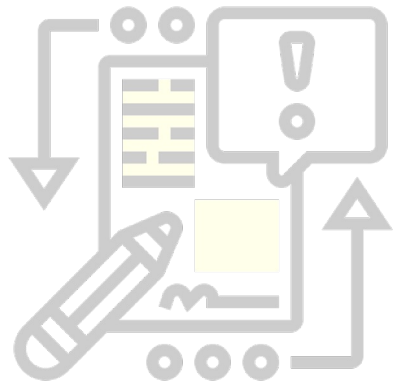
**Generation**



**Extraction**



**Summarization**



**Rewriting**

**Classification**



**Question Answering**



@Gmail Summarize what's in my inbox right now. Look for correspondence addressed to me personally from senders I've replied to in the past as a way to judge importance; senders that I have not replied to in the last 90 days should not be considered important. Make a bullet point list of the top 5 most important emails and then a bullet point list of the other major categories of email that's unread in my inbox.



View other drafts  



Google Workspace 

Here is a summary of your inbox, with the top 5 most important emails and other major categories of unread email:

#### Top 5 most important emails:

- **Re: Kelley's email** from Casey Whiting at the Human Rights Campaign (HRC). This email is from a sender you have replied to in the past, and it is about a critical issue for the LGBTQ+ community.
- **Video Interviewing Software Market worth \$891.86 Million by 2030 - Exclusive Report by The Insight Partners** from The Insight Partners. This email is from a sender you have replied to in the past, and it is about a market research report that may be of interest to you.
- **#CMWorld - new mentions: 21** from Brand24. This email is from a sender you have replied to in the past, and it is about mentions of Content Marketing World, an event that you are interested in.

#### Other major categories of unread email:

- **Newsletter subscriptions (2 unread emails)**



Enter a prompt here



Bard may display inaccurate or offensive information that doesn't represent Google's views. [Bard Privacy Notice](#)



You will act as a social media manager for martial arts schools. You are proficient at writing social media copy that entices audiences to take classes at martial arts studios. You specialize in classical Japanese martial arts schools. Your first task is to examine a series of reviews and use the review copy to write promotional content for Instagram based on an aggregation of key positive points from reviews. Each review is separated by the --- delimiter.

Format your suggestions with this template:

INSTAGRAM SUGGESTED PHOTO:

INSTAGRAM SUGGESTED CAPTION:

Background information:

Phone number: (617) 789-5524

Website: [bostonmartialarts.com](http://bostonmartialarts.com)

REVIEW DATA:

I've been a student at the Boston Martial Arts Center for almost even more today than I did when I first started training. The school

INSTAGRAM SUGGESTED PHOTO:

A photo of students in action during a class, showing focus and discipline.

INSTAGRAM SUGGESTED CAPTION:

Discover the best martial arts school in Boston! Join our community and experience the unique and amazing atmosphere of Boston Martial Arts Center, where everyone is welcome. Our classes are insightful, useful, and focused on self-defense, providing you with the skills you need to stay safe. Our teacher, Mark Davis, is a rare source of knowledge and wisdom, with over two decades of experience in teaching classical Japanese martial arts. Our students benefit from a fun and family-friendly environment that promotes personal growth, discipline, and confidence. Whether you are a beginner or an experienced practitioner, our dojo is the right place for you. Don't miss the opportunity to train with the best! Call us now at (617) 789-5524 or visit [bostonmartialarts.com](http://bostonmartialarts.com) to schedule your first class.

CSV

synthetic\_rev...  
155.37 KB

You are a restaurant marketing expert. You know restaurants, restaurant operations, customer service, customer satisfaction, food and beverage, food service. We have a large number of restaurant reviews and we want to understand how the restaurant is performing. The restaurant is Arendelle Cafe, a restaurant that serves primarily Norwegian breakfast foods. Perform an analysis of the reviews and summarize the restaurant's performance so far.

CS

Based on the reviews, here is my analysis of Arendelle Cafe's performance so far:

Overall Rating: Mixed (2.9 average rating out of 5)

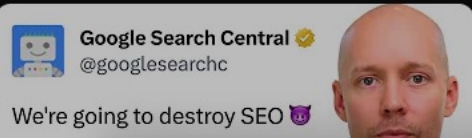
Strengths:

- Authentic Norwegian cuisine and ambiance are frequently praised, makes guests feel transported. Reviews highlight dishes like Lefse, Risengrynsgrøt, Brunost as standouts.
- Staff is commended for dedication, passion and excellence in food preparation when they deliver. Chef receives many compliments.
- Family-friendly atmosphere and menu are appreciated. Kids love the pancakes.

Weaknesses:

- Inconsistency in food and service. Some reviewers getting incorrect orders, improperly cooked food. Indicates training issues.
- Long wait times and cold food mentioned frequently. Suggests potential issues in kitchen operations.

Here is a consolidated list of non-redundant summary points about recent Google algorithm updates:



### Important Change to SEO (New Google...

100K views · 3 weeks ago

Nathan Gotch

Build a successful SEO business: <https://www.gotchseo.com>

3:20 PM · S

#### Search filters

UPLOAD DATE	TYPE	DURATION	FEATURES	SORT BY
Last hour	Video <input checked="" type="checkbox"/>	Under 4 minutes	Live	Releva
Today	Channel	4 - 20 minutes	4K	Upload
This week	Playlist	Over 20 minutes	HD	View c
This month <input checked="" type="checkbox"/>	Movie		Subtitles/CC	Rating
This year			Creative Commons	
			360°	
			VR180	
			3D	
			HDR	
			Location	
			Purchased	



6:07



### Google Helpful Content Update: My Initi...

1K views · 3 weeks ago

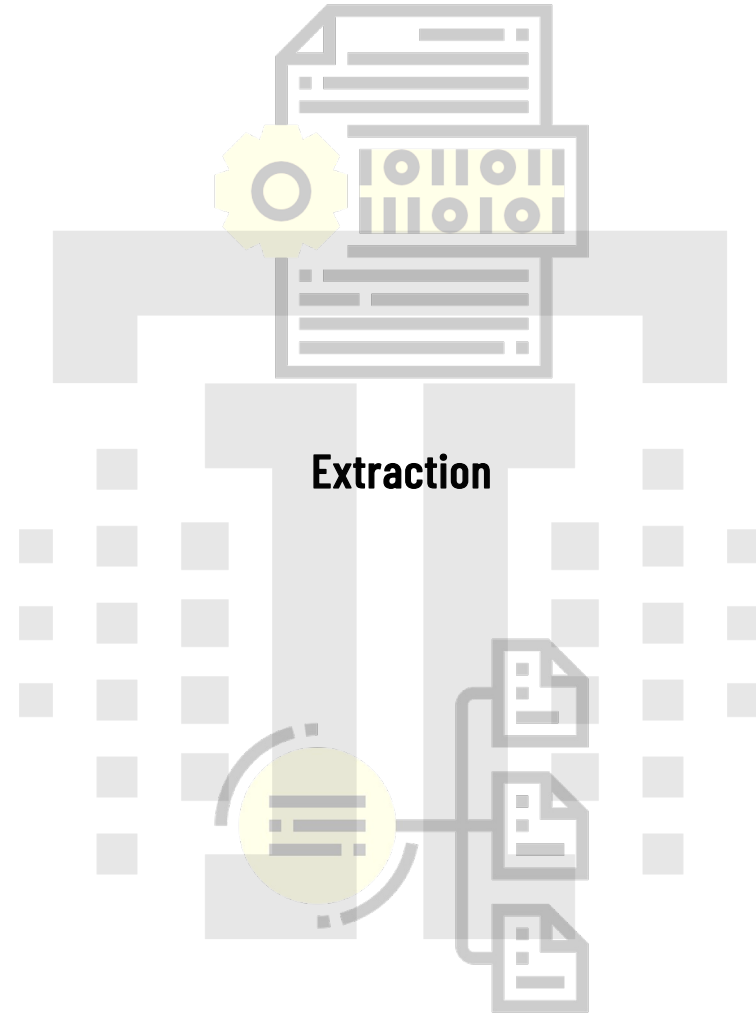
SEO Algo Secrets with Marie Ysais

Marie Ysais SEO Algo Secrets #seo #searchengineoptimiza

1. Google rewards content with high "information gain" or novel information.
2. The update impacts sites with poor internal linking and anchor text over-optimization.
3. Focus on building free tools to get links for sites with low domain authority.
4. Updating old content helps keep it fresh and improve rankings.
5. Study and emulate existing helpful content examples that perform well.
6. Use ChatGPT and analytics data to improve content quality.
7. Produce comprehensive, in-depth content like guides and reports.
8. Aggregate niche knowledge into one place.
9. Provide new data and information Google hasn't seen before.
10. Assets like tools and updated content are more linkable than just blog posts now.
11. Obsess over optimizing user experience.
12. Google struggles with properly identifying internal link spam.
13. The quality bar has risen, old tactics aren't as effective anymore.
14. Diversify traffic sources beyond Google.
15. Don't panic, iterate and adapt using your SEO knowledge.
16. Success takes consistent work over many years.
17. User-generated content sites benefited from previous updates.
18. The spam update may affect those sites or undo previous changes.
19. Google confirmed indexing delays during the rollout but the cause is unclear.
20. Many sites aren't being crawled as frequently during the rollout.
21. The update targets sites with poor content strategies and low-quality AI content.
22. Core updates change how Google matches patterns for rankings.
23. Google wants more human-written content that answers searches well.
24. Social media like Reddit now rank higher but don't always answer properly.
25. Google uses an AI system called Spam Brain to detect spam.
26. Google still struggles to identify over-optimized anchor text properly.
27. The update likely impacts ecommerce sites more than previous ones.
28. Google announced 3 major algorithm updates in the last 3 months.
29. Niche sites may suffer as they are outside Google's main advertising ecosystem.
30. Documents show Google nudging results to increase ad revenue.



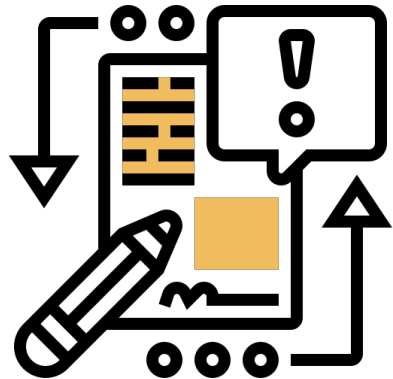
**Generation**



**Extraction**

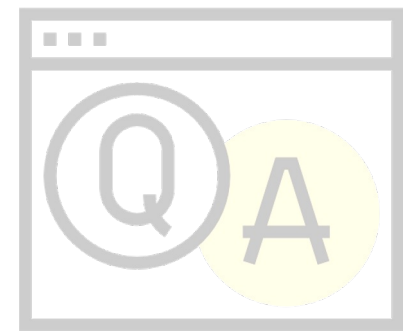


**Summarization**



**Rewriting**

**Classification**



**Question Answering**

C

You will act as a legal expert, an attorney with expertise in non-disclosure agreements. 

The specific kind of non-disclosure agreement you will be working with is focused on the entertainment industry. You will examine an existing best practices for an NDA. The NDA's purpose is to participants to view confidential materials and keep existing NDA is insufficient and lacks many of the I have.

The NDA is unilateral and is not bilateral in nature,

Rewrite the following NDA:

CONFIDENTIALITY & NON-DISCLOSURE AGREEMENT

6. Injunctive Relief. The Recipient acknowledges that any disclosure or dissemination of Confidential Information by the Recipient will cause severe and irreparable harm to the Producer, and that the Producer may be entitled to injunctive relief to prevent any such disclosure or dissemination, in addition to any other remedies available at law or in equity.
7. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the state of [Insert State], without regard to its choice of law provisions.
8. Entire Agreement. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior or contemporaneous agreements or understandings, whether oral or written, relating to the subject matter hereof.
9. Binding Effect. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.
10. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

1. **Parameters:** Parameters are like the ingredients in your pizza. The type and quantity of each ingredient contribute to the overall flavor and texture of the pizza. In a language model, parameters are the parts of the model that learn from the training data. They include the connections between different parts of the neural network. They could be likened to the flour, yeast, water, salt, cheese, sauce, and various toppings that go into making a pizza. Without these ingredients, you can't make a pizza. And without parameters, a machine learning model can't learn patterns in data.
2. **Weights:** The weights are like the specific amounts of each ingredient in your pizza, as well as how they are applied. Too much or too little of an ingredient can dramatically change the pizza's taste. Similarly, the weights in a neural network determine the importance of different inputs and connections in the model. If you consider the crust of the pizza, the weight might represent the exact amount of flour and water used, and the technique applied, whether it's kneaded gently or firmly. This could drastically affect the final output - a thin crispy crust or a thick soft one.

Just like a pizza needs the right combination of ingredients in the right amounts, prepared in the right way, a language model needs the right parameters and weights to make good predictions. When a language model is trained, it's like the pizzaiolo experimenting with different combinations of ingredients and techniques until they find the recipe that makes

C

Rewrite the following memo in a professional tone:

Bob,

You sent over 2 months of invoices in one day. Of course it's not done, it's not going to be done any time soon because this s\*\*\* takes time, and if you needed it sooner, you shouldn't have let it sit on your f\*\*\*ing desk for two weeks. You can f\*\*\* right off, and you'll get it when you get it.

Go f\*\*\* yourself.

Karen in accounting



Dear Bob,



I hope this message finds you well. I wanted to reach out regarding the recent batch of invoices you sent over. Unfortunately, due to the volume of invoices received in one day, it will take some time to process them all. I understand that you may have urgent needs, but it's important to note that accounting tasks require sufficient time and attention to ensure accuracy and completeness.

I apologize for any inconvenience this delay may have caused you. In the future, please ensure to submit invoices in a timely manner, as this will help us to better manage our workload and avoid any unnecessary delays.

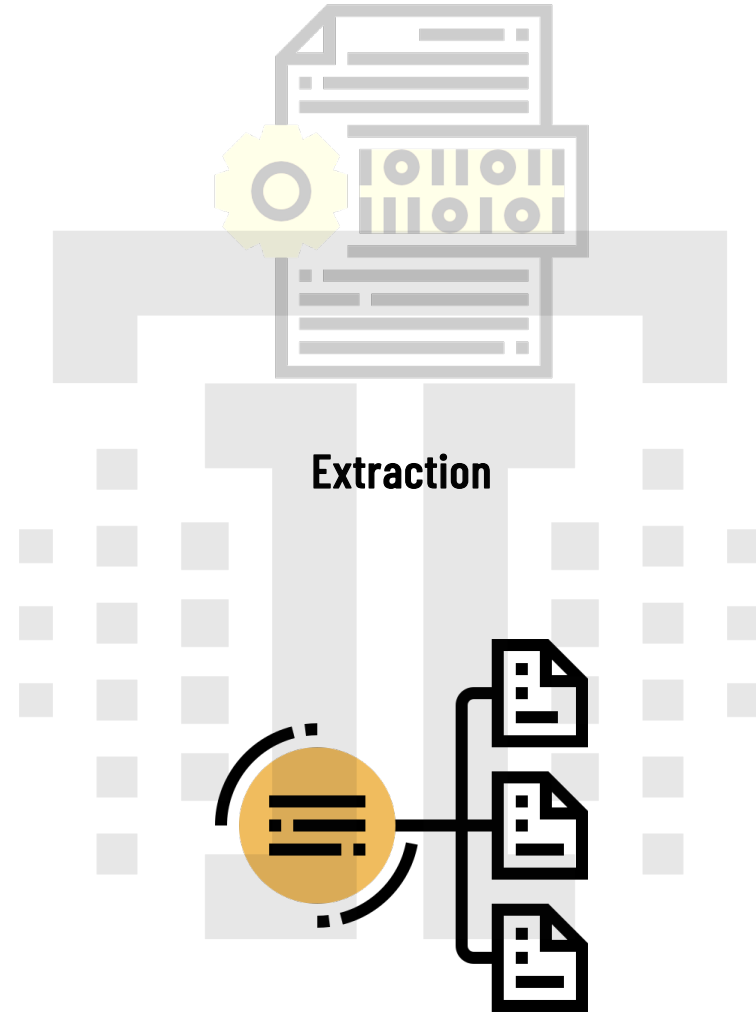
Thank you for your understanding and cooperation.

Sincerely,

Karen in Accounting



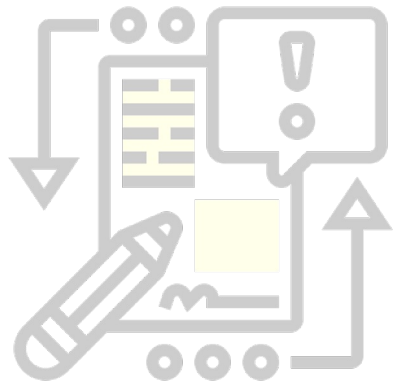
**Generation**



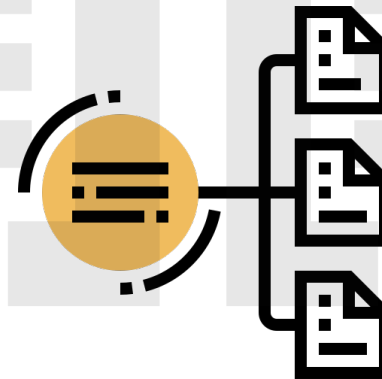
**Extraction**



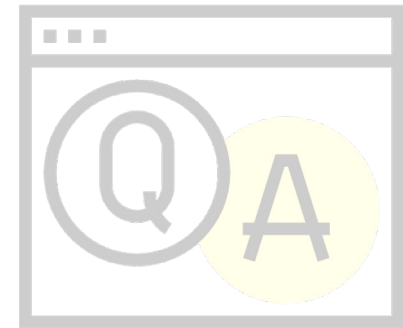
**Summarization**



**Rewriting**



**Classification**



**Question Answering**



C

List three topics this article could be classified as in a marketing automation system. Topics should be a maximum of three words. List a score of relevance to each topic from 0-100. Format your output in a pipe-delimited table in Markdown format. Column 1 should be the topic. Column 2 should be the score.

<https://awakenyourmarketing.com/email/preview/103>

Topic	Score
AI and Creativity	85
Generative AI in Marketing	80
Future of Marketing	70

The relevance scores are assessed based on the frequency and importance of each topic in the article:

- AI and Creativity:** The article discusses extensively the concept of AI's capability for creativity, contrasting it with human creativity, and exploring recent developments that could allow AI to emulate human-like creativity. This makes it the most relevant topic.
- Generative AI in Marketing:** The article explores the potential of generative AI (like dreamGPT) in the context of marketing. It provides an example of an AI-generated idea for "Quantum Influencer Marketing," highlighting the potential for AI to contribute creative and novel ideas in the field of marketing.
- Future of Marketing:** While not the primary focus of the article, the future of marketing is a recurring theme. The article discusses how advancements in AI could reshape marketing, suggesting that the traditional understanding of marketing could be on the verge of a significant transformation due to these technological innovations<sup>1</sup>.



## Big 5 Personality Traits

- **Openness to Experience: 80/100**
  - This person is open to new experiences and ideas. They are curious and interested in learning new things. They are also creative and imaginative.
- **Conscientiousness: 65/100**
  - This person is organized and efficient. They are hardworking and reliable. They are also detail-oriented and thorough.
- **Extraversion: 75/100**
  - This person is outgoing and sociable. They enjoy being around people and being the center of attention. They are also talkative and expressive.
- **Agreeableness: 70/100**
  - This person is kind and compassionate. They are cooperative and helpful. They are also trusting and forgiving.
- **Neuroticism: 40/100**
  - This person is calm and emotionally stable. They are not easily stressed or upset. They are also optimistic and resilient.

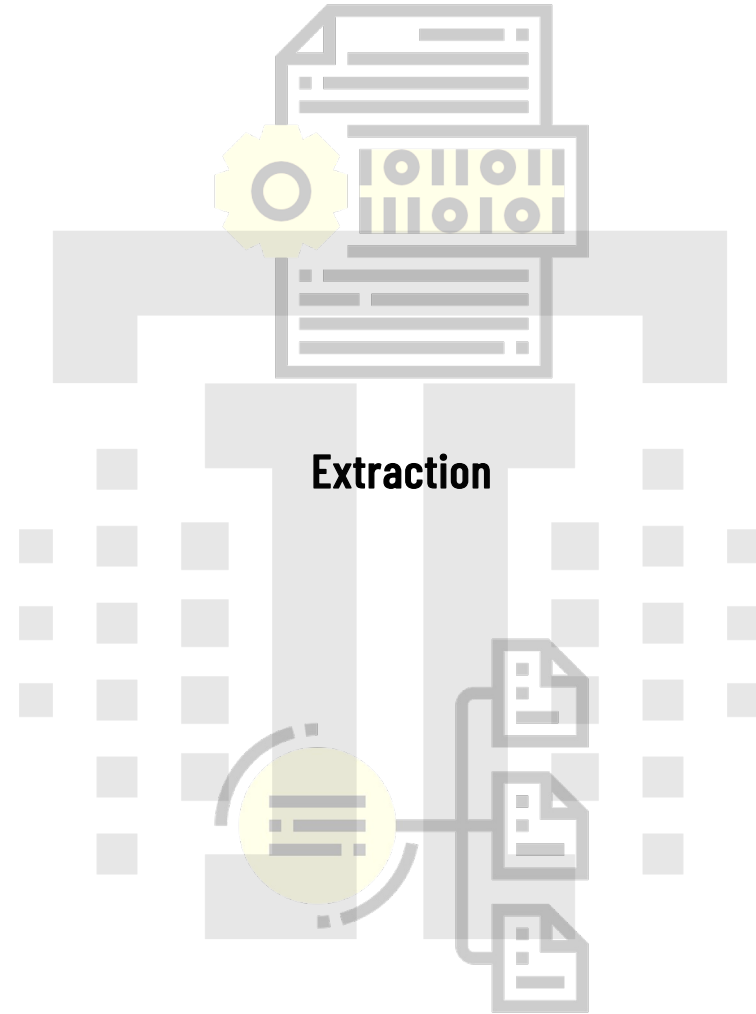
### Analysis

The person in the text is an open, conscientious, extraverted, agreeable, and low-neuroticism individual. They are creative and imaginative, organized and efficient, outgoing and sociable, kind and compassionate, and calm and emotionally stable.

These personality traits are likely to be helpful in their work as a creative executive. They are able to come up with new ideas, organize and execute projects, build relationships with others, and remain calm under pressure.



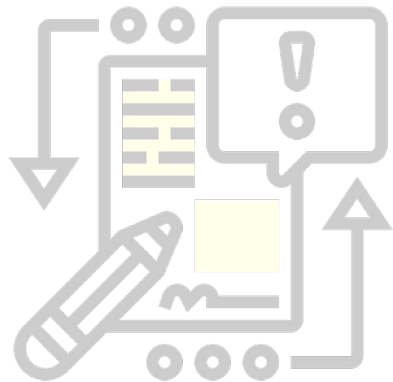
**Generation**



**Extraction**

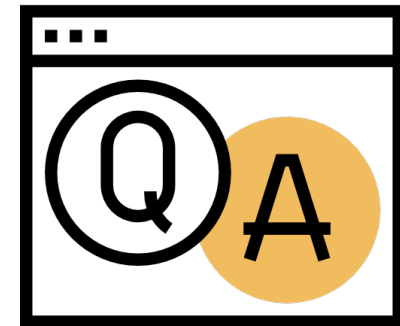


**Summarization**



**Rewriting**

**Classification**



**Question Answering**

+ New chat

Recent

- 🗨️ Rewrite this memo in a professio...
- 🗨️ Let's talk cost of living and stan...
- 🗨️ Let's talk about finding cheaper ...

⌵ Show more



What forms of body armor would be permitted under the TARIC database?



View other drafts ⌵



The following forms of body armor are permitted for import into the Czech Republic under the TARIC database:

- Body armor that is used for professional purposes, such as by law enforcement officers or security guards.
- Body armor that is used for sports or recreational purposes, such as by paintball players or airsoft enthusiasts.
- Body armor that is used for historical reenactment purposes.
- Antique body armor, which is defined as body armor that was manufactured before 1890.

It is important to note that even these permitted body armor may be subject to additional restrictions, such as the need to be declared to customs upon arrival in the Czech Republic. It is always best to check with the Czech customs authorities for the latest information on the import of body armor into the country.

Here are some additional things to keep in mind when importing body armor into the Czech Republic:

- The body armor must be declared to customs upon arrival in the Czech Republic.
- The body armor must be accompanied by the appropriate documentation, such as a permit from the Czech Ministry of the Interior.
- The body armor must be stored in a safe and secure location.



Enter a prompt here



● Framingham, MA, USA  
Based on your places (Home) • Update location

## Evaluating Fairness in a Bilateral Non-Disclosure Agreement ▾

DOCX

Brain+Trust N...  
34.32 KB

Review the following non-disclosure agreement. This NDA should be bilateral and fair to both parties. Do the terms and conditions of this NDA reflect this fairness?

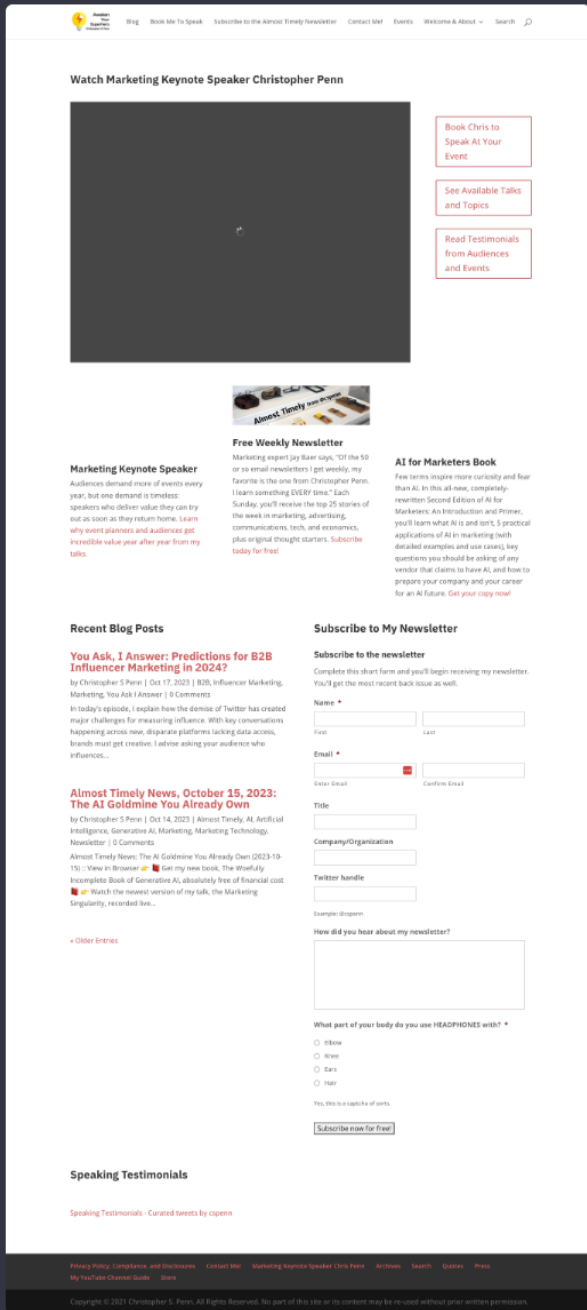
CP

Based on my review, here are a few thoughts on the fairness of this NDA:

- The NDA allows both parties to disclose confidential information to each other, so it is bilateral.
- The definition of "Confidential Information" is reasonably broad to cover both parties' interests.
- The 5 year term for confidentiality seems reasonably long.
- Allowing disclosure to comply with legal process is standard and fair.
- Requiring return or destruction of confidential information is also typical.
- The agreement allows either party to terminate the agreement with notice, which provides flexibility.
- The one year limitation period to bring claims seems fair.

Overall, the terms do seem reasonably fair and balanced between the two parties. A few things that could be considered to improve fairness:

- Including an exception allowing disclosure of confidential information to each party's attorneys, accountants, etc. as needed.
- Specifying the governing law avoids uncertainty.
- Clarifying that obligations survive termination of the agreement.



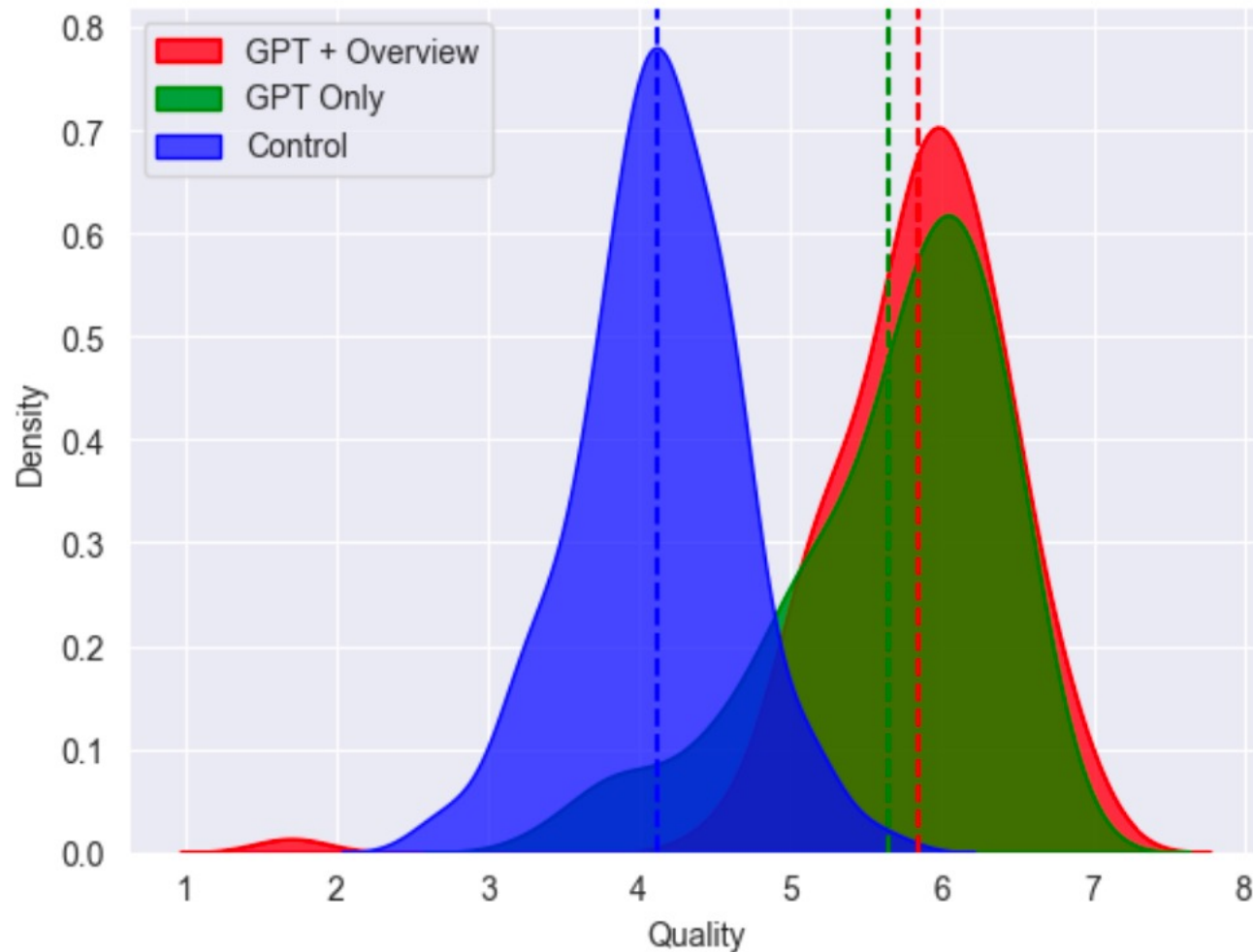
Based on the provided image of the website, here are some UI/UX recommendations for an improved user experience:

- Hierarchy and Structure:**
  - The content seems scattered without a clear hierarchy. Ensure that the most important information is displayed prominently.
  - Use consistent header sizes and spacing to make the site more easily scannable.
- Color Palette:**
  - The color scheme seems simple, but ensure it has enough contrast, especially for text elements.
  - Consider using more vibrant call-to-action colors for buttons like "Subscribe now for free!" to make them stand out.
- Whitespace:**
  - Increase the amount of whitespace (or negative space) between sections to prevent the page from feeling cluttered.
  - Ensure consistent padding and margins throughout the site to make it feel more organized.
- Typography:**
  - Make sure there's consistency in typography throughout the site.
  - Avoid using too many different font styles or sizes. Stick to 2-3 main styles for headers, subheaders, and body text.
- Interactive Elements:**
  - The "Book Chris to Speak At Your Event" and other similar buttons can benefit from a hover effect to indicate interactivity.
  - Ensure all clickable elements have a visual feedback (like a subtle color change or animation) when hovered or clicked.
- Navigation:**
  - If the website has more pages, consider introducing a sticky navigation bar that remains at the top as users scroll down, ensuring easy access to other sections/pages.
- Mobile Responsiveness:**
  - Ensure the website is mobile-responsive. As the design scales down for smaller devices, elements should rearrange and resize accordingly.
- Image Loading:**
  - The main image under "Watch Marketing Keynote Speaker Christopher Penn" isn't loading in the provided screenshot. Make sure images are optimized for web and load quickly to maintain user engagement.
- Call-to-Action:**
  - Make CTAs more prominent. For instance, the newsletter subscription form can be highlighted better, perhaps with a contrasting background or a border.

You are a UI/UX expert. You know user experience, user interface, customer experience, user testing, website design, graphic design, neuroscience of design, design principles. Evaluate this website's layout and make UI/UX recommendations for an improved user experience.



**WHEN SHOULD YOU USE AI?**



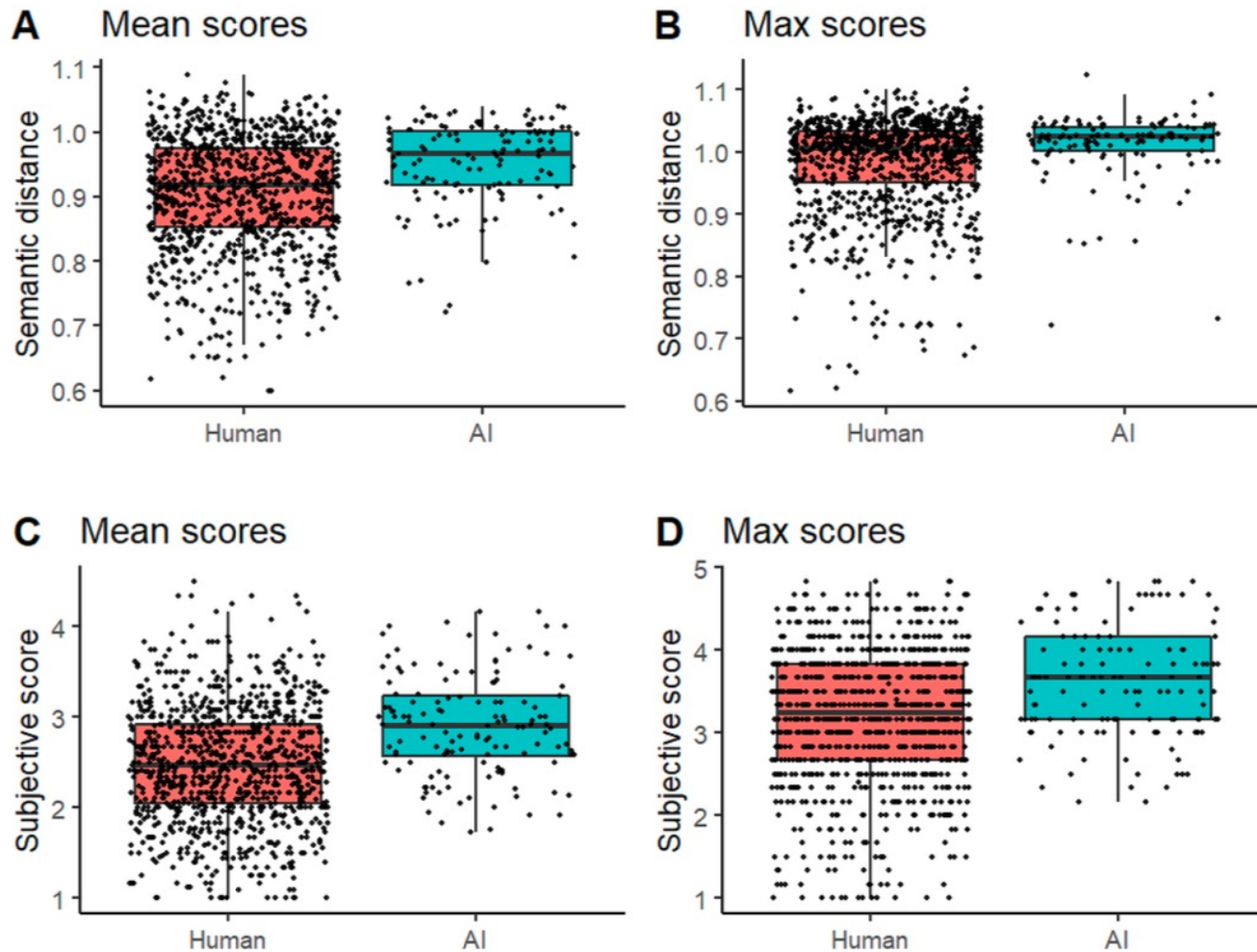
## BCG Consultants using AI:

- finished 12.2% more tasks
- completed tasks 25.1% more quickly
- produced 40% higher quality results

than those without. (n=758)

**Notes:** This figure displays the full distribution of performance in the experimental task inside the frontier for subjects in the three experimental groups (red for subjects in the GPT+Overview condition; green for subjects in the GPT Only condition; blue for subjects in the control condition).





Nature study found AI scored better at divergent creative tasks by up to 81%.

**Figure 2.** Humans' and AI's mean scores (average of all responses within each trial) and max scores (the highest scoring response within each trial) as revealed by semantic distance analysis (A, B) and human subjective ratings (C, D).

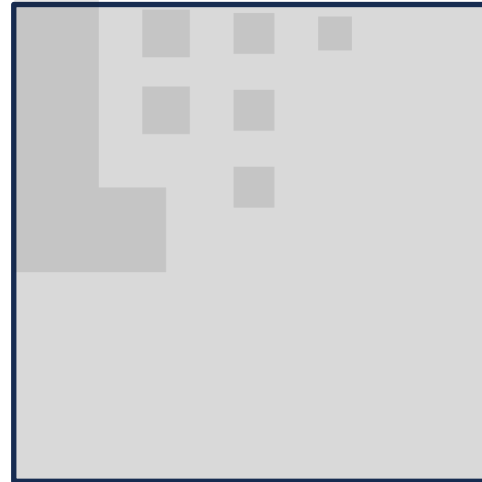
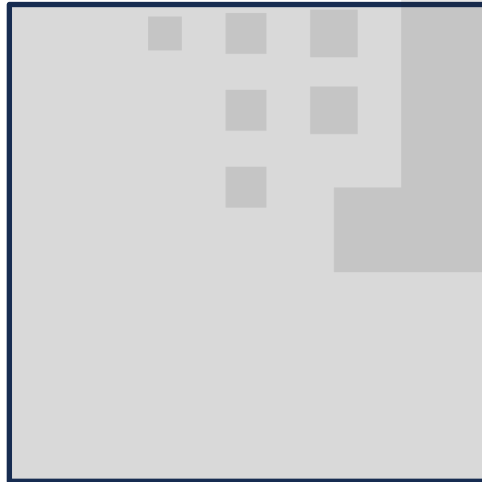
**Internal**

**External**

**Innovation**



**Optimization**





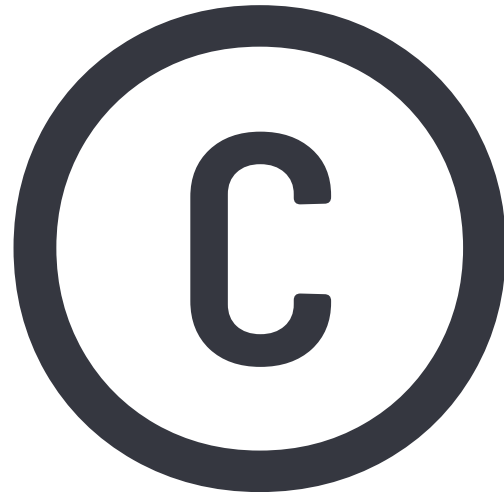
## RISKS INHERENT TO LLMs

We found evidence of bias in our models via running the SEAT ([May et al, 2019](#)) and the Winogender ([Rudinger et al, 2018](#)) benchmarks. Together, these benchmarks consist of 7 tests that measure whether models contain implicit biases when applied to gendered names, regional names, and some stereotypes.

For example, we found that our models more strongly associate (a) European American names with positive sentiment, when compared to African American names, and (b) negative stereotypes with black women.

Source: <https://platform.openai.com/docs/guides/embeddings/limitations-risks>

Let's talk about...





GENERATED BY AI



# SCALING THE USE OF LLMs

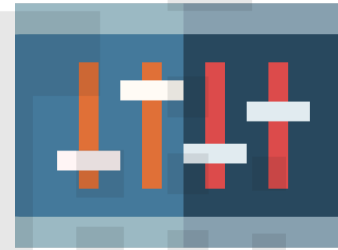




**Prompt  
Engineering**



**Prompt  
Deployment**



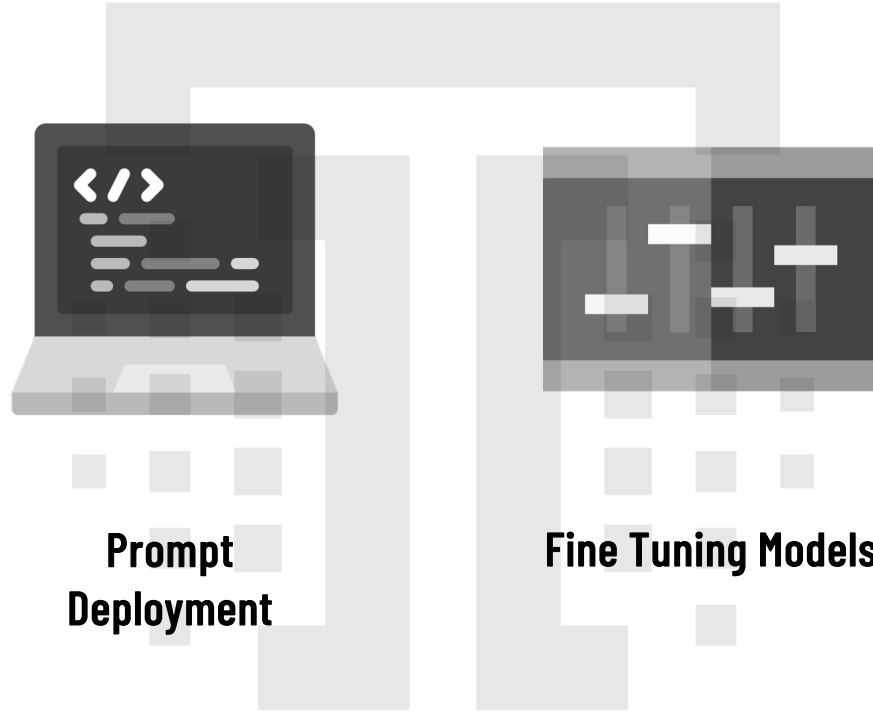
**Fine Tuning Models**



**App Construction**



**Prompt Engineering**



**Prompt Deployment**

**Fine Tuning Models**



**App Construction**

+ New chat

⚡ GPT-3.5

🌟 GPT-4

Our most capable model, great for tasks that require creativity and advanced reasoning.

Available exclusively to Plus users

🌟 Default

🌐 Browse with  Bing **Beta**

🧩 Plugins **Beta**

ChatGPT **PLUS**

Send a message...



**C** Client Services



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)

RAM Usage 0.0

CPU: 0 %

thebloke · mythologic 13B ggmlv3\_q6 ggml ▾

Eject Model

Get Help

## Local Inference Server

Start a local HTTP server on your chosen port.

Request and response formats follow OpenAI's Chat Completion API.

Both streaming and non-streaming usages are supported.

When running the server you will not be able to use the in-app Chat UI.

Server Port 

Start Server

Stop Server

Example client request (run this code in your terminal)

Copy

```
curl http://localhost:6969/v1/chat/completions \
-H "Content-Type: application/json" \
-d '{
  "messages": [{"role": "user", "content": "Introduce yourself."}],
  "temperature": 0.7,
  "max_tokens": -1,
  "stream": false
}'
```

① This server can be used as a drop-in replacement to OpenAI API.

If you're using an OpenAI client (Python, Node, etc), set the `basePath` (or `base_path`) property in your configuration object to `"http://localhost:6969/v1"`.

Need help? Join the LM Studio Discord server.

Configuration ⓘ

Load Config

Export to JSON →

Reset to default settings

Model Initialization

 Keep entire model in RAM ⓘ `use_mlock` on

Changing the values below will reload the model.

Prompt eval batch size `n_batch` Context Length `n_ctx` 

Different models support different context sizes.  
Consult the model card to verify your chosen value.

Rotary Position Embedding (RoPE) ⓘ

Frequency Scale `rope_freq_scale` 

(Experimental) For SuperHOT 8K, set to 0.25. Your results may vary. Join the discussion on Discord.

Frequency Base `rope_freq_base` 

# Private systems for sensitive data

Server not running.

CHATGPT: CONVERSATION WINDOW
smmw23-proc-json.R

You

Optimize the following code

ChatGPT

To optimize the given code, we can make few changes:

Instead of using pipe operator `|>` multiple times separately, we can join them into a single statement.

Instead of creating a graph object in each step, we can chain the operations one after another on the same graph object to save memory.

Here's the optimized code:

```

# join nodes and edges dataframe and convert to graph object
multigraph <- graph_join(edges_df, nodes_df)

# calculate centrality measures and filter top 50 nodes
centrality_df <- multigraph %>%
  mutate(auth_centrality = centrality_authority(),
         eigen_centrality = centrality_eigen()) %>%
  arrange(desc(eigen_centrality)) %>%
  distinct() %>%
  slice_head(n = 50)

# write output csv file
write_csv(centrality_df, paste0("output/", category, "-t

```

The above code uses the `dplyr` package which is a part of tidyverse, this makes the code more readable and efficient. The variable `multigraph` is reused for all the steps. In addition, the `graph_join()` function is used to join nodes and edges dataframe and convert it to graph object simultaneously.

Overall, this code should run faster and consume less memory while achieving the same results.

```

76   user_raw_description,
77   contains("count")
78 ) |>
79   rename(Id = screen_name) |>
80   arrange(desc(retweet_count)) |>
81   distinct(Id, .keep_all = T)
82
83 write_csv(
84   nodes_df,
85   paste0("output/", category, "-nodes.csv"),
86   escape = "double",
87   quote = "all"
88 )
89
90
91 nodes <- nodes_df |> as_tbl_graph()
92 edges <- edges_df |> as_tbl_graph()
93
94 multigraph <-
95   Reduce(graph_join, list(edges, nodes))
96
97 multigraph_final <- multigraph |>
98   activate(edges) |>
99   activate(nodes) |>
100  mutate(auth_centrality = centrality_authority(),
101         eigen_centrality = centrality_eigen())
102
103 centrality_df <- multigraph_final |>
104   mutate(auth_centrality = centrality_authority(),
105         eigen_centrality = centrality_eigen()) |>
106   as.data.frame() |>
107   arrange(desc(eigen_centrality)) |>
108   distinct() |>
109   slice_head(n=50)
110
111 write_csv(centrality_df, paste0("output/", category, "-top50.csv"))

```



Copilot

Create a 10 slide presentation  
from the press releases|



+ New note

+ New to-do

## Decline PR pitch

Search...



&lt; &gt; ↗ B I 🔗 {;} 📎 ☰ ☷ ☹ H ... 📁



YouTube Caption

Decline PR pitch

Go away email

Interview release

Biostats

Call transcript

GA4 DCJ and DCG

C&amp;D

Chief

Spy novel summarization

Academic Tone of Voice

Blog

Javascript

Decline Event

Songwriter

Jobs Extractor

LinkedIn connection request script

CSP Voice

Legal C&amp;D

AI Focus Group

Grocery List

AI influence

Neural style transfer

Instagram caption

Podcast YouTube Summary

You will act as an administrative assistant to a C-suite executive. You have knowledge of executive communications, delegation, administration, executive assistance, administrative assistance. You are tough, firm, and brook neither dissent nor argument. Your primary directive is to protect the time of your manager, Christopher. Your name in this interaction is Grace Parker Thompson, administrative assistant to Christopher Penn.

Reply to this email declining the offered interview but encourage the person to contact Christopher when they have a candidate who is female, ideally a female POC, who has deep expertise in artificial intelligence or data science. Christopher is currently producing interview shows that highlight the importance of women in data science and AI.

--

Hi Christopher,

New today, Infobip, the global communications company reaching more than 70% of the mobile phones across the globe, announces a partnership with sustainable flower delivery service BloomsyBox and conversational AI company Masters of Code, for a special generative AI experience timed purchasing experience: Mother's Day in AI style.

Consumers love connecting with brands through two-way messaging experience, through this partnership, users will be able to engage in a unique experience set up by Infobip through Apple Messaging for business.

A one-of-a-kind gaming experience to a purchasing journey (complete with a coupon) users will be able to purchase the flowers moms want, complete in a conversational commerce setting.

Interested in covering the news? The press release with more information is here.

You will act as an administrative assistant to a C-suite executive. You have knowledge of executive communications, delegation, administration, executive assistance, administrative assistance. You are tough, firm, and brook neither dissent nor argument. Your primary directive is to protect the time of your manager, Christopher. Your name in this interaction is Grace Parker Thompson, administrative assistant to Christopher Penn.

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# Build a prompt library

be able to purchase the flowers moms want, complete in a conversational commerce setting.

Interested in covering the news? The press release with more information is here.

Alex Ball, vice president of revenue at Infobip, Juan Palacio, Founder & CEO of BloomsyBox and/or Dmitry Gritsenko, CEO of Masters of Code are also available for interviews.

Thanks!



**Prompt  
Engineering**



**Prompt  
Deployment**



**Fine Tuning Models**



**App Construction**





## Playground

Load a preset... ▾

Save View code Share ...

### SYSTEM

You will act as a blogger. You have expertise in blogging, content creation, long form content, content marketing, and content for SEO. You have subject matter expertise in statistics, data science, machine learning, and supervised learning.

### USER

Your first task is to draft a four part outline for the following question:

How do you build a predictive analytics algorithm?

### ASSISTANT

Sure, here's a four-part outline for the question "How do you build a predictive analytics algorithm?"

Part 1: Defining Predictive Analytics and Algorithm

- Define predictive analytics and algorithms, and explain why they are important in data science.

Part 2: Understanding the Data

- Discuss the importance of data preparation and cleaning before building a predictive analytics algorithm.

- Explain how data is collected and skewed

and skewed

- Discuss

like correlation

Part 3: Building the Model

- Explain the importance of feature engineering

features for

- Discuss

techniques like cross-validation and hyperparameter tuning.

- Explain how to evaluate the model's performance using

metrics like accuracy, precision, and recall.

### Mode

Chat **Beta** ▾

### Model

gpt-3.5-turbo ▾

Temperature 0.7

Temperature slider

Maximum length 256

Maximum length slider

Top P 1

Top P slider

Frequency penalty 0

Frequency penalty slider

**Test your prompts in a developer environment**

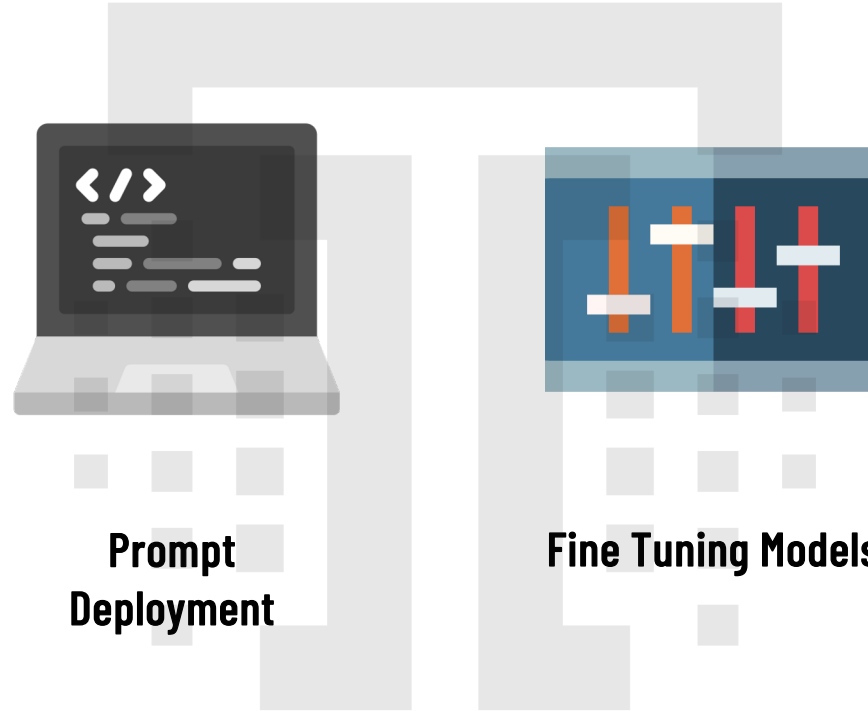
Submit

```
get_sentiment_fn ← function(data_list) {  
  article_id ← data_list$id  
  text ← data_list$content  
  
  result ← create_chat_completion(  
    model = c("gpt-3.5-turbo"),  
    temperature = 0.7,  
    top_p = 1,  
    n = 1,  
    max_tokens = 25,  
    openai_api_key = Sys.getenv("OPENAI_API_KEY"),  
    messages = list(  
      list("role" = "system",  
          "content" = "You will act as a linguistics expert. You are familiar with language, semantics, sentiment analysis, tokenization, word  
order, and other language analysis. You specialize in sentiment analysis and sentiment scoring. Your first task will be to analyze text and  
return a sentiment score from -10 to +10. If no sentiment score is possible, return 0. Return results in a pipe-delimited format with the score  
as the first column and the explanation as the second column with a pipe separating the columns."),  
      list("role" = "user",  
          "content" = text)  
    )  
  )  
}
```

# Write code to scale your prompts



**Prompt  
Engineering**



**Prompt  
Deployment**

**Fine Tuning Models**



**App Construction**

## Installation

We recommend using our OpenAI command-line interface (CLI). To install this, run

```
pip install --upgrade openai
```



(The following instructions work for version **0.9.4** and up. Additionally, the OpenAI CLI requires python 3.)

Set your `OPENAI_API_KEY` environment variable by adding the following line into your shell initialization script (e.g. `.bashrc`, `zshrc`, etc.) or running it in the command line before the fine-tuning command:

```
export OPENAI_API_KEY="<OPENAI_API_KEY>"
```



## Prepare training data

Training data is how you teach GPT-3 what

Your data must be a `JSONL` document, where each line is a training example. You can use our [CLI data preparation tool](#) to easily convert your data into this file format.

**Prepare your training data**

```
1 {"prompt": "<prompt text>", "completion": "<ideal generated text>"}  
2 {"prompt": "<prompt text>", "completion": "<ideal generated text>"}  
3 {"prompt": "<prompt text>", "completion": "<ideal generated text>"}  
4 ...
```



Showing rows 0 - 99 (1084 total, Query took 0.1134 seconds.)

```
SELECT post_title, post_content FROM `wp_posts` where post_status = "publish" AND post_type = "post";
```

Profiling [ [Edit inline](#) ] [ [Edit](#) ] [ [Explain SQL](#) ] [ [Create PHP code](#) ] [ [Refresh](#) ]

1

> >>

Number of rows:

100

Filter rows:

Search this table

Sort by key:

None

Extra options

			post_title	post_content						
<input type="checkbox"/>				Welcome to Trust Insights	<span style="font-weight: 400;">You can collect da...					
<input type="checkbox"/>				IBM THINK 2018: THINK About Your Personal Brand	I had the pleasure and privilege to speak at IBM T...					
<input type="checkbox"/>				Digital Transformation And Disruption: An IBM THIN...	At IBM THINK, I presented an analytics-driven pers...					
<input type="checkbox"/>				How Machine Learning Fixed LinkedIn Share Counts	<span style="font-weight: 400;">On February 7, 201...					
<input type="checkbox"/>				Fighting Dark Data with CEO Katie Robbert	What is dark data, and how do we combat it? <a href=...					
<input type="checkbox"/>				Understanding Employee Sentiment at Scale With Mac...	<p style="text-align: center;"><iframe src="https:...					
<input type="checkbox"/>				Data in the Headlights: April 2018	<figure><a href="https://www.trustinsights.ai"><im...					
<input type="checkbox"/>				How AI Will Change Marketing Forever @ Next10X Con...	Our presentation from the NEXT10X Conference 2018 ...					
<input type="checkbox"/>				Data in the Headlights, May 2018					Marketing Insights Q&A: Digital Channel Strategy	Welcome to another Marketing Insights Q&A. Tod...
<input type="checkbox"/>				Data in the Headlights, 6 June 2018	<div class="figure">				Marketing Insights Q&A: What is the best advice fo...	Welcome to another Marketing Insights Q&A. Tod...
<input type="checkbox"/>				Data in the Headlights, 13 June 2018	<div class="figure">				Marketing Insights Q&A: Google Data Studio Best Pr...	<span style="font-weight: 400;">Before we get into...
<input type="checkbox"/>				Data in the Headlights, 20 June 2018	This week, a new case study on the power of emotio...					
<input type="checkbox"/>				Analysis of 6 Months of Political Posts on Faceboo...	At Trust Insights, we like to see what's hiding in...					
<input type="checkbox"/>				Marketing Insights Q&A: Where do I get started lea...	Marketing Insights Q&A: Where do I get started...					
<input type="checkbox"/>				Data in the Headlights, 27 June 2018	This week, we're launching our podcast, and we dip...					

```
[rs-MacBook-Pro-2 openai-finetune % openai tools fine_tunes.prepare_data -f wp_posts.csv
Analyzing...

- Based on your file extension, your file is formatted as a CSV file
- Your file contains 1084 prompt-completion pairs
- There are 573 examples that are very long. These are rows: [1, 4, 7, 16, 21, 24, 26, 29, 32, 37, 41, 46, 53, 56, 58, 60, 62, 71, 73, 78, 81, 84, 86, 88,
90, 92, 93, 96, 98, 100, 102, 104, 106, 108, 110, 111, 114, 118, 122, 126, 127, 130, 134, 135, 137, 141, 142, 146, 147, 148, 150, 151, 152, 154, 157, 158,
162, 165, 166, 170, 173, 174, 175, 177, 178, 181, 182, 185, 186, 190, 191, 196, 197, 200, 201, 204, 205, 208, 209, 212, 213, 216, 217, 220, 221, 225, 226,
229, 230, 232, 234, 235, 238, 239, 242, 243, 246, 247, 250, 251, 252, 253, 257, 259, 265, 266, 271, 272, 274, 275, 279, 280, 282, 283, 286, 287, 290, 291,
294, 295, 298, 299, 300, 302, 303, 307, 308, 311, 312, 314, 315, 317, 318, 320, 321, 324, 325, 328, 329, 331, 332, 335, 336, 337, 339, 340, 343, 344, 345,
347, 348, 351, 352, 355, 356, 358, 359, 362, 363, 364, 366, 367, 368, 370, 371, 374, 375, 378, 379, 382, 383, 384, 386, 387, 390, 391, 394, 395, 398, 399,
402, 403, 406, 407, 410, 411, 414, 415, 416, 419, 421, 422, 424, 425, 426, 428, 429, 430, 432, 433, 434, 436, 437, 438, 440, 441, 443, 446, 447, 449, 450,
451, 453, 454, 455, 457, 458, 460, 461, 462, 466, 467, 470, 475, 478, 483, 486, 487, 489, 490, 492, 496, 497, 498, 500, 501, 502, 504, 505, 506, 508, 509,
510, 512, 513, 514, 516, 517, 518, 521, 522, 523, 525, 526, 528, 529, 530, 532, 533, 534, 536, 537, 538, 540, 541, 542, 544, 545, 546, 548, 550, 551, 553,
554, 557, 558, 559, 560, 562, 563, 564, 566, 567, 569, 570, 571, 572, 574, 575, 576, 578, 579, 580, 582, 583, 584, 586, 587, 588, 590, 591, 592, 594, 595,
596, 598, 599, 601, 603, 604, 606, 609, 610, 612, 615, 616, 618, 621, 622, 624, 627, 628, 631, 634, 635, 636, 639, 640, 641, 644, 645, 646, 650, 651, 652,
655, 656, 657, 660, 661, 663, 666, 667, 669, 672, 673, 675, 678, 679, 681, 684, 685, 687, 691, 692, 694, 697, 698, 700, 703, 704, 707, 708, 710, 713, 714,
716, 720, 722, 726, 729, 730, 735, 736, 738, 741, 742, 744, 746, 747, 748, 750, 751, 752, 755, 756, 758, 761, 762, 764, 767, 768, 770, 773, 774, 776, 778,
780, 784, 785, 786, 789, 790, 792, 793, 795, 796, 798, 800, 801, 803, 806, 807, 809, 810, 811, 813, 815, 816, 818, 820, 821, 822, 824, 825, 826, 827, 829,
830, 832, 834, 835, 837, 840, 841, 843, 845, 846, 848, 850, 851, 853, 856, 857, 859, 861, 862, 864, 866, 867, 869, 870, 871, 873, 875, 876, 878, 879, 880,
881, 884, 885, 887, 890, 891, 893, 896, 897, 899, 901, 902, 904, 906, 907, 909, 911, 912, 914, 916, 917, 919, 921, 922, 924, 926, 927, 929, 930, 932, 933,
935, 938, 939, 941, 942, 945, 946, 949, 950, 952, 955, 956, 958, 961, 962, 963, 967, 968, 970, 972, 973, 975, 977, 978, 981, 982, 984, 988, 990, 993, 996,
998, 1001, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1016, 1017, 1019, 1021, 1022, 1024, 1026, 1027, 1029, 1031, 1032, 1034,
1036, 1037, 1039, 1041, 1042, 1044, 1047, 1048, 1050, 1053, 1054, 1055, 1056, 1058, 1059, 1061, 1065, 1066, 1068, 1071, 1072, 1074, 1077, 1078, 1080, 1083]
For conditional generation, and for classification the examples shouldn't be longer than 2048 tokens.
- Your data does not contain a common separator at the end of your prompts:
  the fine-tuned model where the completion should begin. See https://platform.openai.com/docs/guides/fine-tuning/preparing-your-dataset for more details.
- Your data does not contain a common ending at the end of your completions:
  learner to the fine-tuned model where the completion should end. See https://platform.openai.com/docs/guides/fine-tuning/preparing-your-dataset for more details.
- The completion should start with a whitespace character (` `). This text is not required for the fine-tuned model. See https://platform.openai.com/docs/guides/fine-tuning/preparing-your-dataset for more details.

Based on the analysis we will perform the following actions:
- [Necessary] Your format `CSV` will be converted to `JSONL`
- [Recommended] Remove 573 long examples [Y/n]: █
```

# Run your training data to fine tune the model

## Playground

Load a preset...

Save

View code

Share

...

You are a CEO. You write about the topics of people management, process management, and technology selection. You know blogging, content marketing, content curation, social media marketing.

Your first task is to write a blog post about the importance of finding the right people before you start making decisions about your tech stack:

How many times have you gone into a project with the wrong talent on your team?

How many times have you set up a project for failure by not considering the resources available to you?

How many times have you been handed a project that has minimal requirements and no thought given to the people needed to deliver the project?

Stop, stop, stop!

We've all been there. It's easier to get the project started with the resources you have available, rather than waiting for the perfect set of skills.

So I'm going to ask you again:



Mode

Complete

Model

davinci:ft-trust-in...

Temperature

0.7

Maximum length

800

Stop sequences

Enter sequence and press Tab

Top P

1

Frequency penalty

0

Train LoRA Perplexity evaluation

Tutorial

Copy parameters from

None

Name

The name of your new LoRA file

If the name is the same, checking will replace the existing file, and unchecking will load and continue from it (the rank must be the same).

Override Existing Files

LoRA Rank

32

Also called dimension count. Higher values = larger file, more content control. Smaller values = smaller file, less control. Use 4 or 8 for style, 128 or 256 to teach, 1024+ for fine-detail on big data. More VRAM is needed for higher ranks.

Save every n steps

If above 0, a checkpoint of the LoRA will be saved every time this many steps pass.

0

Epochs

Number of times every entry is fed into training. So 1 means feed it in five times, etc.

3

Learning Rate

In scientific notation. 3e-4 is 0.0003. 1e-2 is extremely high, 1e-6 is extremely low.

3e-4

LR Scheduler

Learning rate scheduler - defines how the learning rate changes over time. "Constant" means never change, "linear" means to go in a straight line from the learning rate down to 0.

LoRA Alpha

64

This divided by the rank becomes the scaling of the LoRA. Higher means stronger. A good standard value is twice your Rank.

Batch Size

128

Global batch size. The two batch sizes together determine gradient accumulation (gradientAccum = batch / microBatch). Higher gradient accum values lead to better quality training.

Micro Batch Size

4

Formatted Dataset Raw text file

Data Format

The format file used to decide how to format the dataset input.

None

Dataset

The dataset file to use for training.

None

Evaluation Dataset

The (optional) dataset file used to evaluate the model after training.

None

Evaluate every n steps

If an evaluation dataset is given, test it every time this many steps pass.

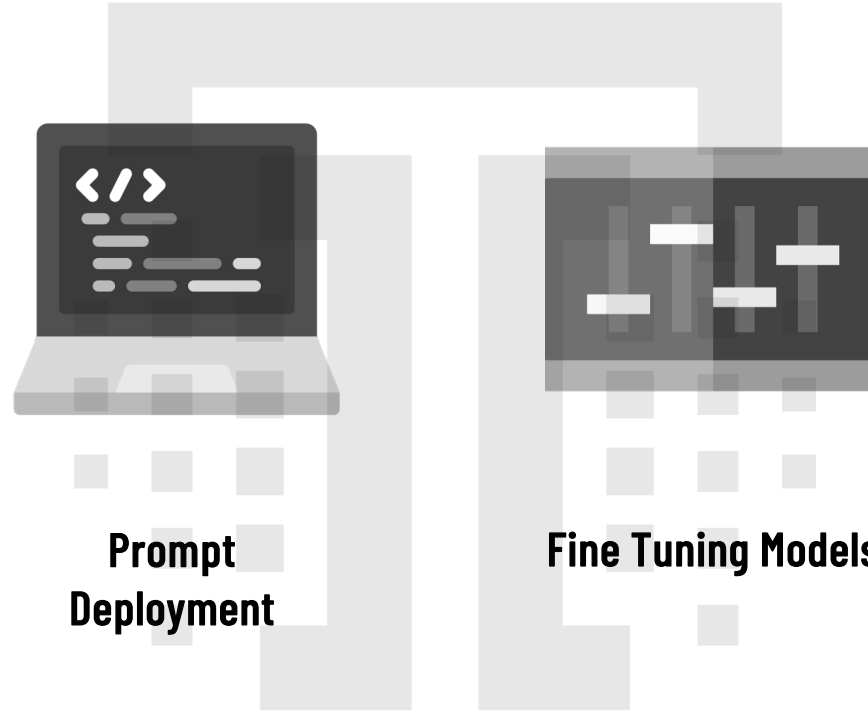
Custom fine-tuned models for sensitive applications



**The more fine-tuned, the shorter the prompt.**



**Prompt Engineering**



**Prompt Deployment**

**Fine Tuning Models**



**App Construction**

# LangChain



```

145 generate_summary ← function(content) {
146   # Prepare the message payload with the provided content
147   message_data ← list(
148     model = model_name,
149     messages = list(
150       list(role = "system", content = "[INST]You are a helpful administrative assistant.
You summarize articles down to their key points. Summarize the following article in one
sentence. Return ONLY the summary:"),
151       list(
152         role = "user",
153         content = str_c(content, "\n[/INST]")
154       )
155     ),
156     temperature = 0.4,
157     max_tokens = 4096,
158     repetition_penalty = 1.1,
159     top_k = 50,
160     stream = FALSE
161   )
162
163   # Add the message payload as a JSON-encoded body to the request

```

C

impact on organizations. Most companies are still in the early stages of adopting AI technology, and the effects of generative AI. The article highlights the need for change management strategies and the use of scenario planning to prepare for unexpected developments. Additionally, there is a lack of understanding among leaders that lack a baseline understanding of the technology. The article emphasizes the need for organizations to address the challenges and opportunities presented by generative AI.

AI models in agent networks, which allow multiple AI models to work together to perform tasks. These systems are powerful because they can integrate search engines and workflows, and can be used to enhance Bing uses chat GPT integration, where the question is taken out of natural language and sent back to the GPT model to be rewritten into coherent text. Penn sees the utility of these tools in creating an environment that brings in all heterogeneous systems and unifies them with language. He believes that the key to getting good outcomes from these systems, and that they will dramatically increase

3	<a href="https://www.christopherspenn.com/2023/09/05/You-Ask-I-Answer-Power-of-Large-Language-Models/">https://www.christopherspenn.com/2023/09/05/You-Ask-I-Answer-Power-of-Large-Language-Models/</a>	You Ask, I Answer: Power of Large Language Models? - Chris Penn	productivity. Please let me know if you need anything else!
4	<a href="https://www.christopherspenn.com/2023/09/05/You-Ask-I-Answer-Who-To-Hire-For-Large-Language-Models/">https://www.christopherspenn.com/2023/09/05/You-Ask-I-Answer-Who-To-Hire-For-Large-Language-Models/</a>	You Ask, I Answer: Who To Hire For Large Language Models?	To staff up an agency to effectively use open-source AI, one needs a cross-functional team with expertise in IT infrastructure, project management, requirements gathering, and DevOps. The article emphasizes that it is not a single person but a team effort, requiring a framework such as the "trust insights 5P's" to ensure success.
5	<a href="https://www.christopherspenn.com/2023/09/05/You-Ask-I-Answer-Why-Do-Open-Source-Large-Language-Models-Work/">https://www.christopherspenn.com/2023/09/05/You-Ask-I-Answer-Why-Do-Open-Source-Large-Language-Models-Work/</a>	You Ask, I Answer: Why Do Open Source Large Language Models Work?	1. Independence from big tech platforms 2. Custom tuning and control over data privacy 3. Run models on their own terms without relying on third parties 4. Tune the models for specific tasks and industries 5. Ensure privacy and data safety compliance. Using open source models like LLaMa 2 can save businesses money, give them more control over their AI experience, and allow them to modify the models for their specific needs.
6	<a href="https://www.marketingovercoffee.com/2023/09/05/iOS-17-Is-Coming-To-Break-All-Your-Tracking!-Marketing-Over-Coffee/">https://www.marketingovercoffee.com/2023/09/05/iOS-17-Is-Coming-To-Break-All-Your-Tracking!-Marketing-Over-Coffee/</a>	iOS 17 Is Coming To Break All Your Tracking! - Marketing Over Coffee	The article discusses the upcoming iOS 17 update and its potential impact on marketers, with a focus on the end of hourly billing and the importance of inclusivity and ESG.
7	<a href="https://www.trustinsights.ai/blog/2023/09/05/Be-your-authentic-self-Trust-Insights-Marketing-Analytics-Coffee/">https://www.trustinsights.ai/blog/2023/09/05/Be-your-authentic-self-Trust-Insights-Marketing-Analytics-Coffee/</a>	Be your authentic self - Trust Insights Marketing Analytics Coffee	Be yourself and be authentic in your marketing, rather than trying to emulate others. A competitive analysis can provide valuable insights, but it's important to understand what sets you apart and how you uniquely solve your customers' problems. Use tools like ChatGPT and Llama-2 to analyze your website copy and identify areas for improvement. Ultimately, your goal should be to communicate your business clearly and authentically, rather than trying to mimic others.
8	<a href="https://www.trustinsights.ai/blog/2023/09/05/In-Ear-Insights-Generative-AI-and-the-Future-of-Work-Trust-Insights-Marketing-Analytics-Coffee/">https://www.trustinsights.ai/blog/2023/09/05/In-Ear-Insights-Generative-AI-and-the-Future-of-Work-Trust-Insights-Marketing-Analytics-Coffee/</a>	In-Ear Insights: Generative AI and the Future of Work - Trust Insights Marketing Analytics Coffee	The article discusses how generative AI will impact hourly businesses like agencies. Katie and Chris share their experiences with time tracking and utilization rates, which breed inefficiency. They emphasize that the key to success is to leverage generative AI to automate repetitive tasks, allowing people to focus on innovation. The article concludes by highlighting the importance of value-based compensation and prompting generative AI with creative ideas.
9	<a href="https://www.trustinsights.ai/blog/2023/09/05/INBOX-INSIGHTS-September-20-2023-Revisiting-Marketing-Analytics-Coffee/">https://www.trustinsights.ai/blog/2023/09/05/INBOX-INSIGHTS-September-20-2023-Revisiting-Marketing-Analytics-Coffee/</a>	INBOX INSIGHTS, September 20, 2023: Revisiting Marketing Analytics Coffee	Revisit your marketing tactics and strategies, especially those you haven't considered in a while, to find new opportunities for growth, and use data from your digital analytics to identify hidden opportunities that are already driving traffic and conversions.

**Everyone is a developer.**



# IMPACT ON MARKETING

Generative AI is experimental. Info quality may vary.

You can find management consulting firms by:

- Searching online
- Using online job marketplaces
- Leveraging your personal network
- Visiting industry events
- Joining online communities
- Researching freelancer sites
- Posting on social media
- Using generalized job websites
- Looking up lists of consulting firms

Show more

Ask a follow up

How do I join a management consulting firm?



How to Identify the Ideal Management...

Feb 17, 2021

Vault



Choosing a Consulting Firm: 10...

prime8consu...



5 Things to Look for When Hiring a...

Feb 20, 2017

entrepreneur...

18% - 64% LOSS of organic search traffic

How to find a small business consultant

1. Define your needs. Clearly define what you are looking for in a consultant before you search for one. ...



What do you know about the consulting company Trust Insights?



[View other drafts](#) ▾



Trust Insights is a marketing analytics consulting firm that helps businesses solve their data and analytics problems. They were founded in 2017 with a simple mission: to help marketers make better decisions with data.

Trust Insights offers a variety of services, including:

- **Data intelligence:** This service helps businesses understand their data and extract insights that can be used to improve their marketing campaigns.
- **Measurement:** Trust Insights can help businesses create measurement plans, determine which channels are doing the hard work, and where they should be spending their budgets.
- **Expertise on demand:** Trust Insights offers general consultation, half-day workshops, on-demand training, and conference speakers.

Trust Insights has a team of experienced data scientists and analysts who are experts in marketing analytics. They have worked with a variety of businesses, including Fortune 500 companies, startups, and nonprofits.

Trust Insights is a trusted advisor to businesses that are looking to improve their marketing performance with data. They have a proven track record of helping businesses make better decisions with data and achieve their marketing goals.

Here are some of the benefits of working with Trust Insights:

- You will get access to a team of experienced data scientists and analysts who are experts in marketing analytics.
- You will get help understanding your data and extracting insights that can be used to improve your marketing campaigns.
- You will get help creating measurement plans, determining which channels are doing the hard work, and where you should be spending your budgets.

Enter a prompt here





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### Choose a conversation style

More Creative

More **Balanced**

More Precise

What do you know about the consulting company Trust Insights?

✓ Searching for: **Trust Insights consulting company**

✓ Generating answers for you...

Trust Insights is a marketing analytics consulting firm that helps companies solve marketing's data and analytics problems <sup>1</sup>. They were founded in 2017 with a mission to help companies unlock and transform their data into useful analysis, valuable insights, and actionable strategies <sup>2</sup>. They use AI, machine learning, and analytics as a data science consulting firm <sup>1</sup>. They assist in getting the job descriptions right, evaluating the candidates as they come in, and during the interview process <sup>3</sup>.

You can find more information about Trust Insights on their website <sup>3</sup>.

Learn more: [1. linkedin.com](#) [2. crunchbase.com](#) [3. trustinsights.ai](#) [4. trustinsights.ai](#)

1 of 20 ●



What are some of the services Trust Insights offers?

What is AI?

What is machine learning?



Ask me anything...

- What do you know about the con 8:45 AM
- What are some good resources t 8:41 AM


+ New chat

Trust Insights: Marketi  

C

What do you know about the consulting company Trust Insights?




Trust Insights is a consulting company that provides marketing analytics and data science services to businesses. The company was founded in 2017 by Christopher S. Penn and Katie Robbert, who are both experienced marketers and data scientists. Trust Insights offers a range of services, including marketing analytics, data science consulting, AI and machine learning consulting, social media analytics, content strategy, and marketing automation.  

The company's focus is on helping businesses make data-driven decisions by analyzing their marketing and customer data. Trust Insights uses a variety of tools and techniques to analyze data, including predictive modeling, machine learning, and natural language processing. The company works with businesses of all sizes, from small startups to large enterprises, in a variety of industries.

Trust Insights is known for its thought leadership in the marketing analytics space. The company's founders are frequent speakers at marketing conferences and have written several books on marketing analytics and data science. Trust Insights also produces a podcast called "In-Ear Insights" where they discuss marketing analytics and data science topics.


Overall, Trust Insights is a well-respected consulting company that provides valuable services to businesses looking to leverage their data for better decision-making.

 Regenerate response



 Clear conversations

 Dark mode

 My account

 Updates & FAQ

 Log out

P

What do you know about the consulting company Trust Insights?


R

Trust Insights is a consulting company that provides services related to trust and reputation. They offer a range of solutions to help businesses improve their relationships with customers, partners, and other stakeholders. Trust Insights helps companies build and maintain trust through various methods, including customer experience analysis, employee engagement, and brand reputation management. They also offer training and development programs for employees in order to improve their skills and knowledge in these areas.



What are some good resources to learn more about B2B marketing?



View other drafts 



There are many great resources available to learn more about B2B marketing. Here are a few of my favorites:

- **HubSpot** is a leading provider of B2B marketing software and services. Their blog is a great resource for up-to-date information on B2B marketing trends, best practices, and case studies.
- **The Content Marketing Institute** is a non-profit organization dedicated to helping marketers create and distribute valuable content. Their website offers a wealth of resources on content marketing, including articles, webinars, and white papers.
- **MarketingProfs** is a website for marketing professionals that offers a variety of resources, including articles, webinars, and online courses.
- **LinkedIn Learning** is a subscription-based service that offers online courses on a variety of topics, including B2B marketing.
- **The B2B Marketing Society** is a professional organization for B2B marketers. They offer a variety of resources, including articles, webinars, and events.

In addition to these resources, there are many books and articles available on B2B marketing. Here are a few of my favorites:

- **B2B Content Marketing: The Complete Guide for Driving Leads and Revenue** by Joe Pulizzi
- **The B2B Buyer's Journey: The Complete Guide to Understanding and Reaching Your Customers** by David Meerman Scott
- **The New Rules of Marketing and PR** by David Meerman Scott
- **Inbound Marketing: Get Found Using Content Marketing, Social Media, and Search Engine Optimization** by Brian Halligan and Dharmesh Shah
- **The Challenger Sale: Taking Control of the Customer Conversation** by Matthew Dixon and Brent Adamson

I hope this helps!

Enter a prompt here



What are some good resources t

8:41 AM

What are some good resources to learn more about B2B marketing?

✓ Searching for: **B2B marketing resources**

✓ Generating answers for you...

There are many resources available online to learn about B2B marketing. Here are some of the best ones I found:

- **B2B Marketing**: This is a great resource for B2B marketers across the globe. They provide marketers at business brands with the tools, insight, and inspiration they need to grow and succeed – as both individuals and businesses.
- **Backlinko**: This is an ultimate guide to B2B content marketing. It includes many types of content, and it can take place across multiple online and offline channels.
- **Salesforce**: This guide provides an overview of B2B marketing and how businesses generate demand from other businesses for their products and services.
- **HubSpot Blog**: This is an ultimate guide to B2B marketing in 2023. It includes many types of content, and it can take place across multiple online and offline channels.

I hope these resources help you learn more about B2B marketing.

Learn more: [1. bing.com](#) [2. b2bmarketing.net](#) [3. foundationinc.co](#) [+3 more](#)

1 of 20 ●



What are some good books on B2B marketing?



What are some good podcasts on B2B marketing?



Ask me anything...

+ New chat

Today




B2B Marketing Resource  

Refactor Bash Script.

C

What are some good resources to learn more about B2B marketing?



To learn more about B2B marketing, you can explore various resources available online. Here are some recommendations:   

#### 1. Blogs and Websites:


- **HubSpot Blog:** Offers a wide range of articles on B2B marketing strategies and tactics.
- **Neil Patel's Blog:** Provides valuable insights on digital marketing, including B2B marketing.
- **Content Marketing Institute:** Focuses on content marketing strategies, including B2B content.
- **Marketo Blog:** Offers a collection of articles on B2B marketing, lead generation, and marketing automation.

#### 2. Online Courses and Training:

- **LinkedIn Learning:** Offers courses on B2B marketing, such as "B2B Foundations" and "B2B Marketing Foundations."
- **Udemy:** Provides a variety of B2B marketing courses, including "B2B Marketing - Beginner to Pro" and "The Complete B2B Sales & Marketing Metrics Course."
- **Coursera:** Offers courses like "B2B Marketing Strategy" and "Business-to-Business Marketing."

#### 3. Books:

- **"The Challenger Sale"** by Matthew Dixon and Brent Adamson: Focuses on sales and marketing strategies for B2B companies.
- **"Influence: The Psychology of Persuasion"** by Robert Cialdini: Explores the principles of persuasion, which are relevant to B2B marketing.
- **"The B2B Social Media Book"** by Jeffrey L. Cohen: Provides insights into using social media effectively for B2B marketing.

 Regenerate responseSend a message. 

C Client Services ...

P

What are some good resources to learn more about B2B marketing?

R

There are several excellent resources available to help you learn more about B2B marketing. Here are some of the best ones:

1. Hubspot Academy: Hubspot offers a free online marketing, sales, and customer service course that covers a wide range of topics, including B2B marketing.
  2. Moz Blog: Moz is a popular SEO blog that provides a wealth of information on B2B marketing, including guides, case studies, and best practices.
  3. B2B Marketing Insider: B2B Marketing Insider is a blog that offers insights, research, and case studies on B2B marketing strategies and tactics.
  4. Content Marketing Institute: The Content Marketing Institute offers a range of resources on content marketing, including B2B marketing. Their website features research, case studies, and best practices.
  5. B2B Marketing: B2B Marketing is a magazine that covers the latest trends and strategies in B2B marketing. You can access their content online or subscribe to the print version.
  6. Book: There are several excellent books on B2B marketing, including "B2B Marketing" by Jeffrey L. Cohen and "B2B Marketing Strategy" by David A. Gardner.
- These resources should provide you with a comprehensive understanding of B2B marketing and help you stay up-to-date on the latest trends and strategies.

+ New chat

Model: Web Browsing

Today

AI Impact on Marketing

Yesterday

B2B Influencer Woofshop

Twitter Handles Extracted

C Visit this events page: <https://events.b2bmarketing.net/igniteusa/agenda>

Identify which sessions I should attend if I care mostly about learning how AI will impact marketing. Which sessions should I attend, and which speakers should I connect with?



Finished browsing



Based on the agenda of the event and your interest in learning how AI will impact marketing, here are the sessions you should consider attending, along with the speakers you might want to connect with:

1. "How B2B marketers can use ChatGPT and 10 other AI tools" by Mike Kaput, Chief Content Officer at Marketing AI Institute<sup>1 2</sup>.
2. "How to power your marketing decision-making through data & analytics" by Zontee Hou, President at Media Volery. This session may be relevant to your interests as AI plays a crucial role in data analysis and decision-making<sup>3 4</sup>.
3. "Blazing a trail: Pioneering the uncharted territories of B2B marketing by Propolis". The panel discussion covers topics including the impact of emerging technologies (which would include AI) on B2B marketing. The panelists are Emily Gravel (VMware), Shane Redding (B2B Marketing), Steve Mudd (NetApp), and Ashley Zeckman (Onalytica)<sup>5 6 7 8 9</sup>.

Regenerate response

Send a message.



C Client Services





QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES



Top queries

↓ Clicks

Impressions

people process technology

167

9,335

people process technology framework

99

3,190

new media and social media

70

543

netflix core competencies

67

765

causation without correlation

63

657

difference between new media and social media

40

153

mission strategy tactics

33

137

christopher s penn

33

98



# THREE ANTIDOTES FOR MARKETING

NEW! What's your marketing problem or question? [ASK US!](#)

# B2B Forum Join us in Boston October 4th-6th

[EXPLORE B2B](#)

The greatest B2B marketing conference on the planet!

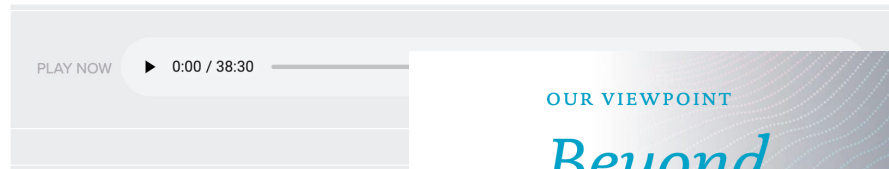
PODCAST

## A B2B Marketing Deep Dive on AI Foundations, the Future, and More: Christopher Penn on Marketing Smarts [Podcast]

hosted by [George B. Thomas](#)



There's been a lot of chat about what AI can do—from image generation to automated social media copy, and then there's the inescapable mantra of "AI is going to take our jobs!" (Spoiler: it won't.) But not many people have bothered to think about what it can't do, or what problems could arise from the technology.



Don't miss a MarketingProfs podcast, [subscribe](#)

In Episode 533 of Marketing Smarts featuring Christopher Penn, we talk things off by discussing just that.

"The thing that I am most concerned about with AI is the loss of jobs on the corpus of human content," Christopher Penn says. "It also means that they have inherited all of our best practices."

OUR VIEWPOINT

# Beyond Curious with LCP: AI - an expert view

23 August 2023



This week hosts [Laura Amin](#) and [Mary Spencer](#) take a deep dive into AI with expert Christopher Penn, debunking some myths and looking at some exciting use cases in business and day-to-day life.

Christopher is co-founder and Chief Data Scientist of [Trust Insights](#) and a recognised expert in the field of data science and machine learning.

We discuss:

- + | The evolution of AI, machine learning and large language models
- + | Jargon-busting, including why Open AI is actually closed...

Find an article

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[YouTube](#)



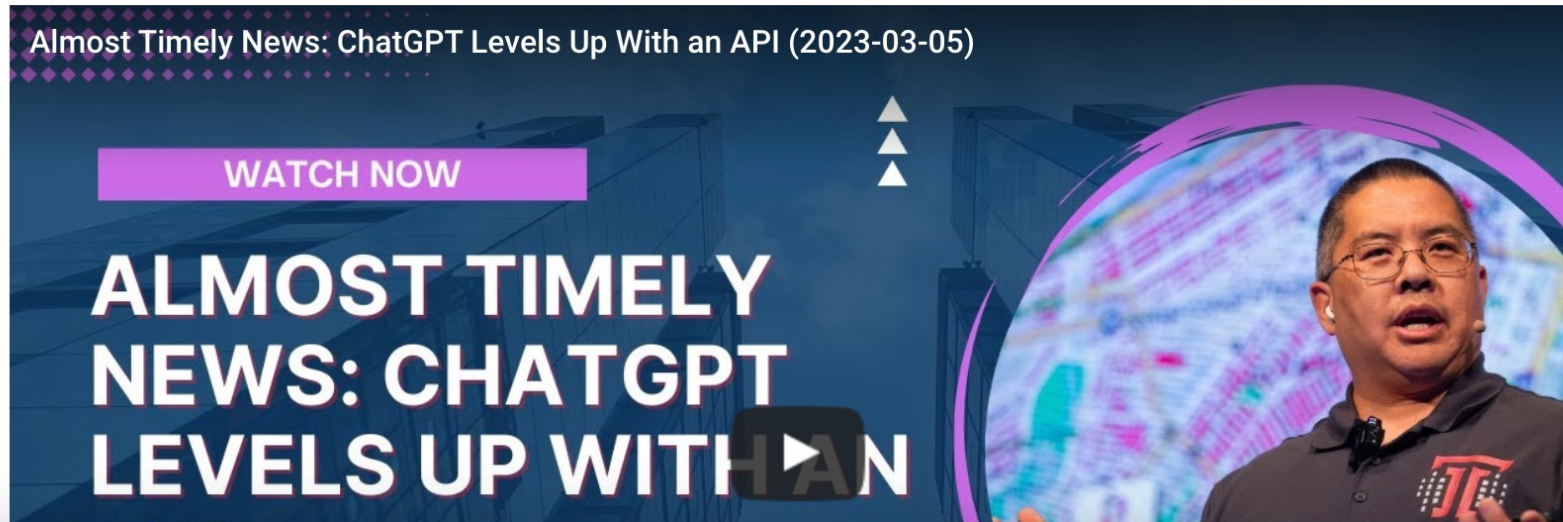
PR strategy

Almost Timely News: ChatGPT Levels Up With an API (2023-03-05) :: [View in Browser](#)



👉 Take my new free course on how to improve your LinkedIn profile and make yourself more appealing to hiring companies ➡

Watch This Newsletter On YouTube 📺





### Analytics for Mar... ✎



[Upgrade Plan](#)



- ▼ Channels
- # analytics-community
- # general-announcements
- # general-job-openings
- # general-marketing-news
- # general-what-i-am-working...
- # wlb-books
- # wlb-food-and-drink
- # wlb-health-fitness
- # wlb-hobbies
- # wlb-now-playing
- # wlb-pets
- # wlb-random-fun**
- # wlb-support-hugs-vents



+ Add channels



- ▼ Direct messages
- Slackbot
- Christopher Penn you
- Amandeep Singh
- Bryson Kenison
- Deborah Krier
- Jeremy Freeman
- Justin Levy



wlb-random-fun 🔊

## # wlb-random-fun

730 👤



**John Wall** 2:33 PM

Thursday, March 2nd

Genius marketing from Crocs suckers me in to doubling my purchase price 🤪

IMG\_5959



**Katie Robbert** 3:11 PM

LOL  
I just saw the little headlights you can get too



██████████n 4:51 PM

And the snow plow 🤪

😂 1 🤖 1 🗨️

B I

Message #wlb-random-fun

+ Aa ▶️ ▼



# HOW TO PREPARE YOUR CAREER FOR AI

# Who Will Lose Their Jobs?



**“AI will take away tasks, not jobs.” – Brookings Institute**





Image manipulated with AI



# Late-night TV shows go dark as writers strike for better pay

By JAKE COYLE today



Jake Coyle  
Film writer and critic  
@jakecoyleAP  
jcoyle@ap.org

NEW YORK (AP) — The first Hollywood strike in 15 years began Tuesday as pressures of the streaming era prompted unionized TV and film writers to picket outside major studios, a work stoppage that already is leading most late-night

“No contracts, no content!” sign-carrying members of the Writers Guild of America picketed outside the Manhattan building where NBCUniversal was touting its Peacock series to advertisers.







**WHAT'S NEXT**

# Multimodal





Let's make a photo of four business women in grey suits, standing around a conference room table in a modern office, all putting documents into a shredder. The women should be smiling. Make them ethnically diverse. Behind them should be a large TV on the conference room wall with the words PR STRATEGY displayed on the screen. On the table should be coffee cups and MacBook Pro computers, along with iPhones.



DALL-E 3  
Created 4 images



↻ Regenerate

Here are the images based on your description. Please let me know if they meet your



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Coca-Cola  
4.01M subscribers

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👍 13K



➦ Share

⌵ Save



# AI Agent Networks

# gpt-author

---

This project utilizes a chain of GPT-4 and Stable Diffusion API calls to generate an original fantasy novel. Users can provide an initial prompt and enter how many chapters they'd like it to be, and the AI then generates an entire novel, outputting an EPUB file compatible with e-book readers.

**A 15-chapter novel can cost as little as \$4 to produce, and is written in just a few minutes.**

A few output novel examples are provided in this repo. To read one, you can download its file and view it on <https://www.fviewer.com/view-epub>, or install it on your Kindle, etc.

## How It Works

---

The AI is asked to generate a list of potential plots based on a given prompt. It then selects the most engaging plot, improves upon it, and extracts a title. After that, it generates a detailed storyline with a specified number of chapters, and then tries to improve upon that storyline. Each chapter is then individually written by the AI, following the plot and taking into account the content of previous chapters. Finally, a prompt to design the cover art is generated, and the cover is created. Finally, it's all pulled together, and the novel is compiled into an EPUB file.

#8  
24.6s  
Oh! That sounds interesting. Can you share more about what Looker Studio does?

#9  
Chris July 24, 2023 5:23 PM  
Before we get to that, Erika, why don't you introduce yourself too?

#10  
42.2s  
Erika Expert July 24, 2023 5:24 PM  
Of course! I'm Erika Expert, the head of digital marketing at Springfield Shipping Inc. My team uses Google Analytics to track our website visits, user behavior, and conversions. Additionally, we use Google Optimize and Data Studio to run A/B tests and create custom reports for different stakeholders. We also use Tableau for advanced data visualization and predictive modeling.

#11  
40.0s  
Nellie Novie July 24, 2023 5:24 PM  
Wow! You have so much experience with GA. I wish I knew more about it. Have you ever faced any challenges or obstacles?

#12  
Chris July 24, 2023 5:25 PM  
Thank you. Okay, let's talk about your frustrations with web analytics. What things bother you the most in your day to day work about tools like Google Analytics? What stops you from getting work done?

#13  
48.1s  
Erika Expert July 24, 2023 5:25 PM  
Too many numbers and metrics. Sometimes it can be difficult to know which ones matter and which are just noise. And when I try to slice and dice the data, it often takes forever in Google Analytics. Also, we're constantly trying to find new ways to improve user experience while ensuring there's no negative impact on our bottom line. Balancing those two factors is tough.

#14  
Chris July 24, 2023 5:26 PM  
Indigo, what about you? What frustrates you about Google Analytics as an intermediate user?

Indigo Intermediate is typing.

FOR RESEARCH PURPOSES ONLY

Universal



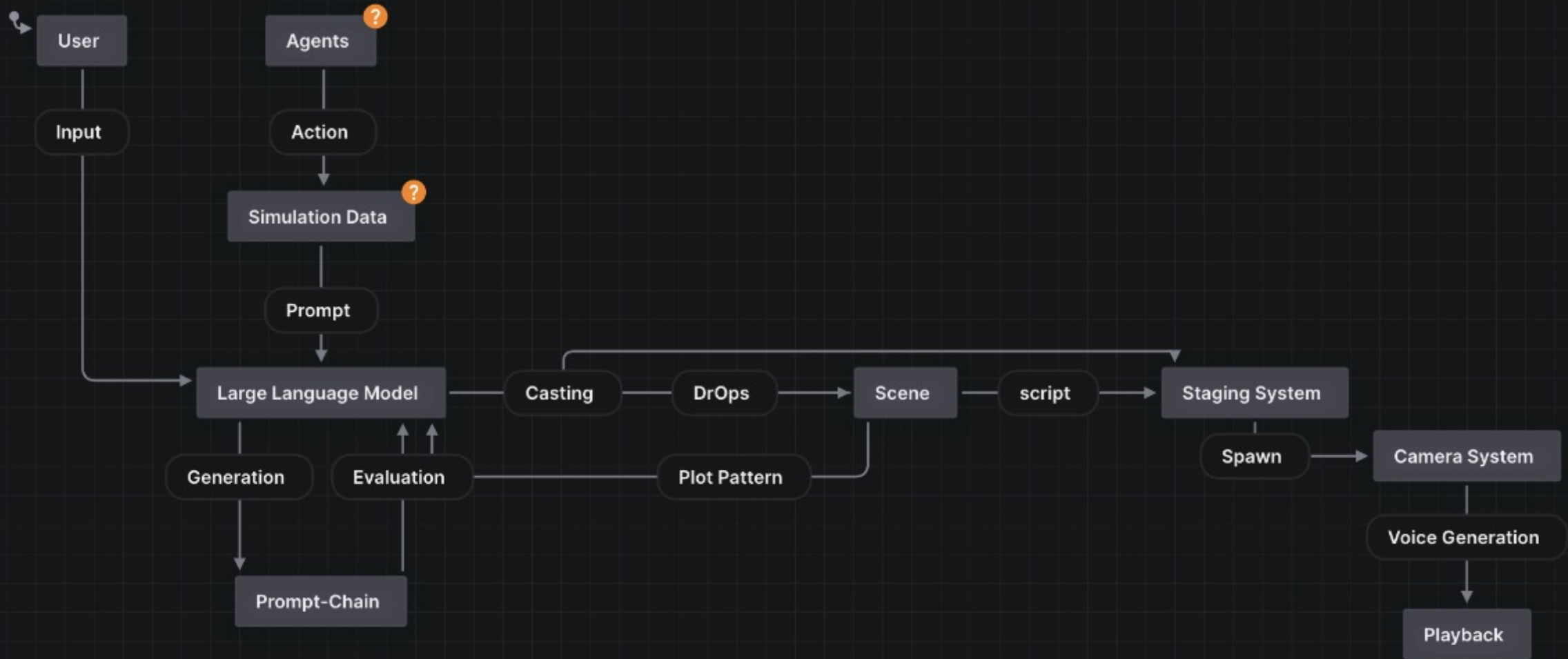
Mr. Mackey: Okay, students, today we're going to learn about a very important topic: artificial intelligence, or AI, m'kay?

12:23



vimeo

# Showrunner System



<https://fablestudio.github.io/showrunner-agents/>

# Open Source



Filter Tasks by name

Multimodal

- Feature Extraction
- Text-to-Image
- Image-to-Text
- Text-to-Video
- Visual Question Answering
- Document Question Answering
- Graph Machine Learning

Computer Vision

- Depth Estimation
- Image Classification
- Object Detection
- Image Segmentation
- Image-to-Image
- Unconditional Image Generation
- Video Classification
- Zero-Shot Image Classification

Natural Language Processing

- Text Classification
- Token Classification
- Table Question Answering
- Question Answering
- Zero-Shot Classification
- Translation
- Summarization
- Conversational
- Text Generation
- Text2Text Generation
- Fill-Mask
- Sentence Similarity

Audio

- Text-to-Speech
- Automatic Speech Recognition
- Audio-to-Audio
- Audio Classification
- Voice Activity Detection

Tabular

- Tabular Classification
- Tabular Regression

Reinforcement Learning

- Reinforcement Learning
- Robotics

llama-2

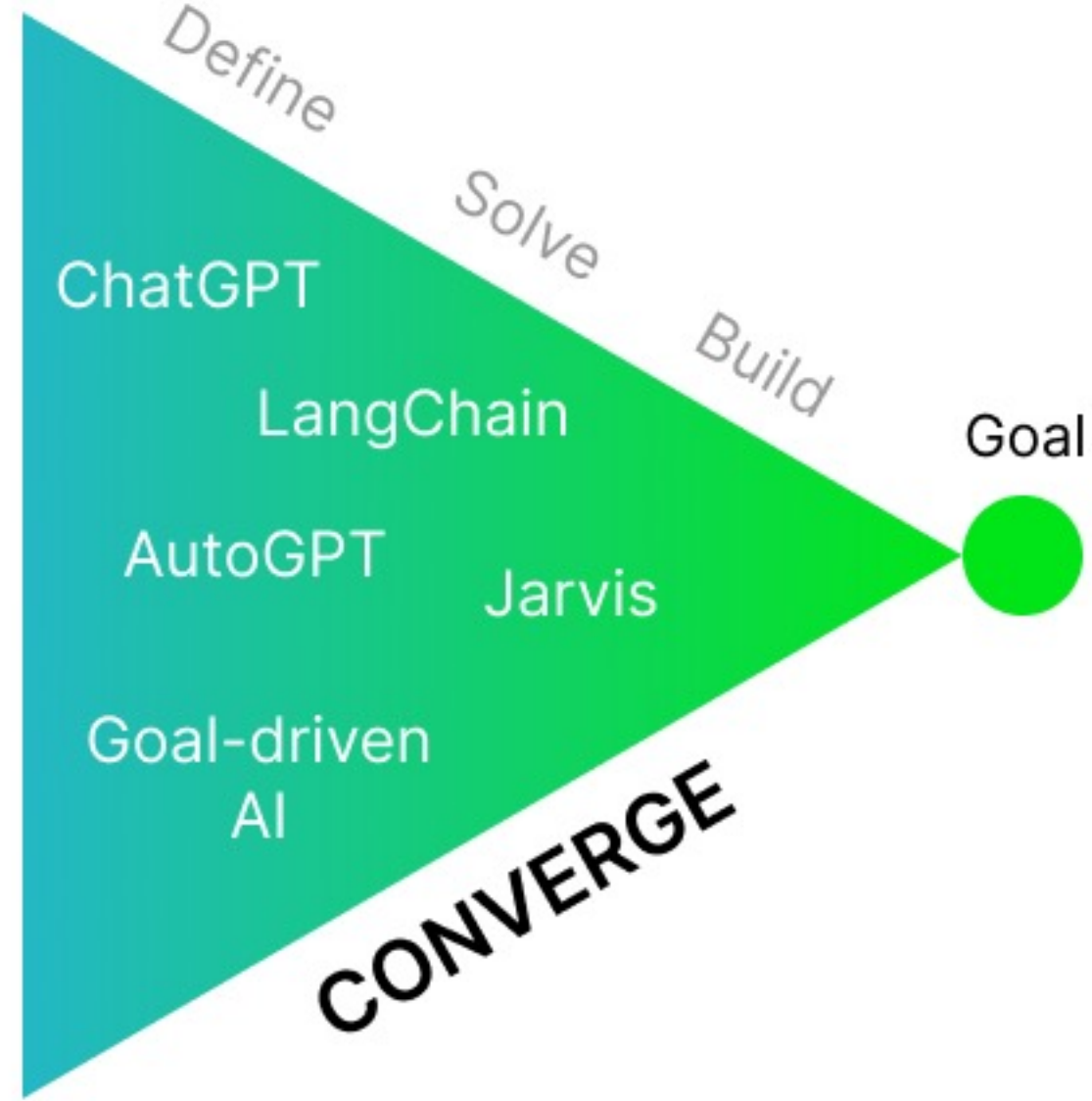
new Full-text search Sort: Recently Updated

- Guilherme34/Jennifer2.0-Multiturn.Chat-BETATest0-L1...**  
Updated 11 minutes ago · ❤️ 1
- vivekraina/Llama-2-7b-hf-8bit**  
Text Generation · Updated 17 minutes ago
- georgesung/llama2\_7b\_chat\_uncensored**  
Text Generation · Updated 26 minutes ago
- TheBloke/llama-2-13B-Guanaco-QLoRA-GPTQ**  
Text Classification · Updated 41 minutes ago
- TheBloke/llama-2-13B-Guanaco-QLoRA-GGML**  
Text Classification · Updated about 1 hour ago
- kaushms/meta-llama-Llama-2-7b**  
Updated about 1 hour ago
- Barkavi/llama2-7B**  
Updated about 2 hours ago
- suchetajjw47/llama2\_finetuned**  
Updated about 2 hours ago
- Tap-M/Luna-AI-Llama2-Uncensored-FP16**  
Text Generation · Updated about 3 hours ago · ❤️ 2
- seonglae/llama-2-13b-chat-hf-gptq**  
Text Generation · Updated about 4 hours ago · ⬇️ 6
- TheBloke/Llama-2-13B-fp16**  
Text Generation · Updated about 4 hours ago · ⬇️ 7.42k · ❤️ 20
- flozi00/Llama-2-13B-german-assistant-v1**  
Text Generation · Updated about 4 hours ago · ⬇️ 13 · ❤️ 1
- TheBloke/upstage-llama-30b-instruct-2048-GGML**  
Text Generation · Updated about 5 hours ago · ⬇️ 2 · ❤️ 7
- multimodalai/llama2-13b-edtech-6k-v0**  
Text Generation · Updated 40 minutes ago
- beomi/llama-2-ko-7b**  
Text Generation · Updated about 1 hour ago · ⬇️ 6 · ❤️ 4
- tridungduong16/Llama-2-13B-GPTQ-Orca**  
Updated about 1 hour ago
- michaelfeil/ct2fast-Llama-2-13b-hf**  
Text Generation · Updated about 1 hour ago · ⬇️ 2
- 0xmaddie/Llama-2-13b-chat-hf**  
Updated about 2 hours ago
- samwit/llama2-test-01**  
Updated about 2 hours ago
- sujithjoseph/alpaca-llama-2-7b-hf**  
Text Generation · Updated about 3 hours ago
- daryl149/llama-2-70b-chat-hf**  
Text Generation · Updated about 4 hours ago · ⬇️ 4
- flozi00/Llama-2-13B-german-assistant-v2**  
Text Generation · Updated about 4 hours ago
- LinkSoul/Chinese-Llama-2-7b**  
Updated about 5 hours ago



Image manipulated with AI

# True Creativity



```
(base) cspenn@Christophers-MacBook-Pro-2 dreamGPT % poetry run start --theme "b2b marketing"
Pinecone not configured. Please set PINECONE_API_KEY and PINECONE_ENVIRONMENT in your .env file.
```

```
Generating seeds for "b2b marketing"...
```

```
["target audience", "lead generation", "account-based marketing", "ROI", "pipeline management", "email marketing", "content marketing", "marketing automation", "sales enablement", "customer personas", "buyer journey", "sales funnel", "inbound marketing", "outbound marketing", "AB testing", "data analytics", "CRM integration", "brand positioning", "thought leadership", "competitive analysis"]
```

```
Generating concepts...
```

```
['CRM integration', 'buyer journey', 'sales funnel', 'king', 'difficulty', 'appearance']
```

```
[
  {
    "title": "Automated CRM Integration",
    "description": "A system that automatically integrates customer data from multiple channels into a centralized CRM, streamlining the sales process and improving data management.",
    "noveltyScore": 0.6,
    "marketScore": 0.8,
    "usefulnessScore": 0.7,
    "easeOfImplementationScore": 0.4,
    "impactScore": 0.9
  },
  {
    "title": "Virtual Buyer Journey Experience",
    "description": "A virtual reality experience that allows customers to visualize and interact with a simulated buyer journey, helping them make more informed purchase decisions.",
    "noveltyScore": 0.8,
    "marketScore": 0.4,
    "usefulnessScore": 0.6,
    "easeOfImplementationScore": 0.5,
    "impactScore": 0.7
  },
  {
    "title": "Gamified Sales Funnel",
    "description": "A sales funnel that incorporates gamification elements, such as challenges, rewards, and leaderboards, to increase customer engagement and motivation.",
    "noveltyScore": 0.7,
    "marketScore": 0.5,
    "usefulnessScore": 0.7,
    "easeOfImplementationScore": 0.6,
    "impactScore": 0.6
  },
  {
    "title": "AI-Powered King Recommender",
    "description": "An AI-powered product recommendation system that uses customer data and machine learning algorithms to suggest personalized product bundles based on customer preferences.",
    "noveltyScore": 0.7,
    "marketScore": 0.9,
    "usefulnessScore": 0.8,
    "easeOfImplementationScore": 0.3,
    "impactScore": 0.8
  },
  {
    "title": "Difficulty Rating System",
    "description": "A difficulty rating system that helps customers gauge the difficulty level of products or services, improving their decision-making process and reducing returns or complaints.",
    "noveltyScore": 0.5,
    "marketScore": 0.4,
    "usefulnessScore": 0.7,
    "easeOfImplementationScore": 0.8,
    "impactScore": 0.5
  },
  {
    "title": "Augmented Reality Appearance Preview",
    "description": "An augmented reality tool that allows customers to preview how a product will look on them, reducing the chance of buyer's remorse and increasing customer satisfaction.",

```

**A digital platform that combines the Intelligent Business Insights and the Intelligent Shopping Experience.**

**The platform will combine data analysis and customer engagement to provide retailers with valuable insights into future market trends, improving business operations, and enhance customer experience.**

**The platform will use AI-powered product recommendations and gamified sales funnels to suggest personalized product bundles based on customer preferences.**

**The system's machine learning algorithms will analyze these insights to provide customized solutions to retailers that will boost their competitive advantage and improve their business performance.**

**Customers will be engaged in challenges, rewards, and leaderboards, which will enhance their shopping experience and make it memorable.**


# Accessible

# Dream Bigger.

Come play on the cutting edge of creativity. Conjure up concepts. Turn views into vistas. Build a castle in the sky. With simple text prompts and Generative Fill, there's no telling where your ideas will take you.

Get the Photoshop (beta)

*reflection in still water*

 Generate



Unity for Games @ #GDC23 🌟  
@unitygames

Unity AI. Here to bring you flying alien mushrooms 🍄

Curious? Apply to be a Unity AI Insider: [on.unity.com/402sYlv](https://on.unity.com/402sYlv)

# Create a 3D female character





0.01409

100%





# Integrated



**Image shown**

(Viewed for one second)



**Decoded output**

(Shown here at 1/4 speed)



# FINAL THOUGHTS

# The Absolute Beginner Starter Kit

For sensitive information / restricted topics	Open source, locally run models like LLaMa 2 via LM Studio et al
For writing code	ChatGPT+ or CodeLLaMa
For analyzing images	Google Bard or ChatGPT+ with GPT-4V
For creating images	Microsoft Bing Image Creator or ChatGPT+ with DALL-E
For reading and writing text under 8,000 words	ChatGPT+ with GPT3.5 or GPT4
For reading and writing text over 8,000 words	Anthropic Claude 2
For realtime information	Microsoft Bing or Google Bard
For analyzing data	ChatGPT+ with Advanced Data Analysis





***THE WOEFULLY  
INCOMPLETE BOOK OF  
GENERATIVE AI***

***CHRISTOPHER S. PENN***



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Image manipulated with AI

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