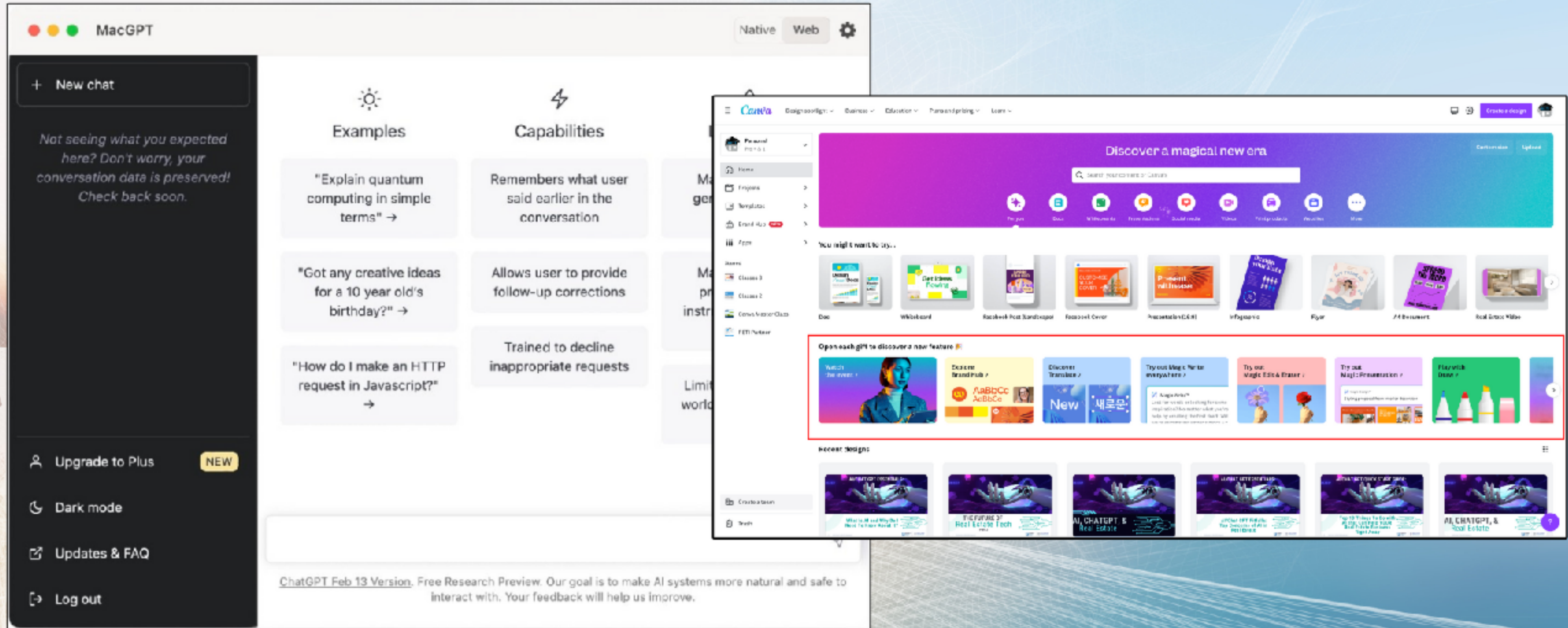


Create Awesome Marketing Content & Materials

Using AI & ChatGPT



The screenshot displays the MacGPT application interface. On the left, a sidebar contains a 'New chat' button, a message about conversation data preservation, and navigation options like 'Upgrade to Plus', 'Dark mode', 'Updates & FAQ', and 'Log out'. The main area is divided into 'Examples' and 'Capabilities'. The 'Examples' section shows prompts like 'Explain quantum computing in simple terms', 'Got any creative ideas for a 10 year old's birthday?', and 'How do I make an HTTP request in Javascript?'. The 'Capabilities' section lists features such as remembering user input, allowing follow-up corrections, and declining inappropriate requests. An inset window shows the Canva website, highlighting a 'Discover a magical new era' banner and various design templates like 'Doc', 'Workbook', and 'Facebook Post'. At the bottom, a footer note reads: 'ChatGPT Feb 13 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.'

Presented by:



Craig Grant

Stuart, FL



Craig@RETI.us



CraigGrant.info or RETI.us

To download this presentation or connect with Craig, go to tinyurl.com/craig-aiclass or scan this QR Code



The image features two large, teal-colored decorative rings. One ring is on the left side, partially cut off by the edge of the frame. The other ring is on the top right corner, also partially cut off. The background is white.

WHAT IS CHATGPT?

CHATGPT

An AI chatbot developed by **OpenAI** chat.openai.com.

Built on their **Generative Pre-trained Transformer (GPT)** family of **Large Language Models (LLM)**.

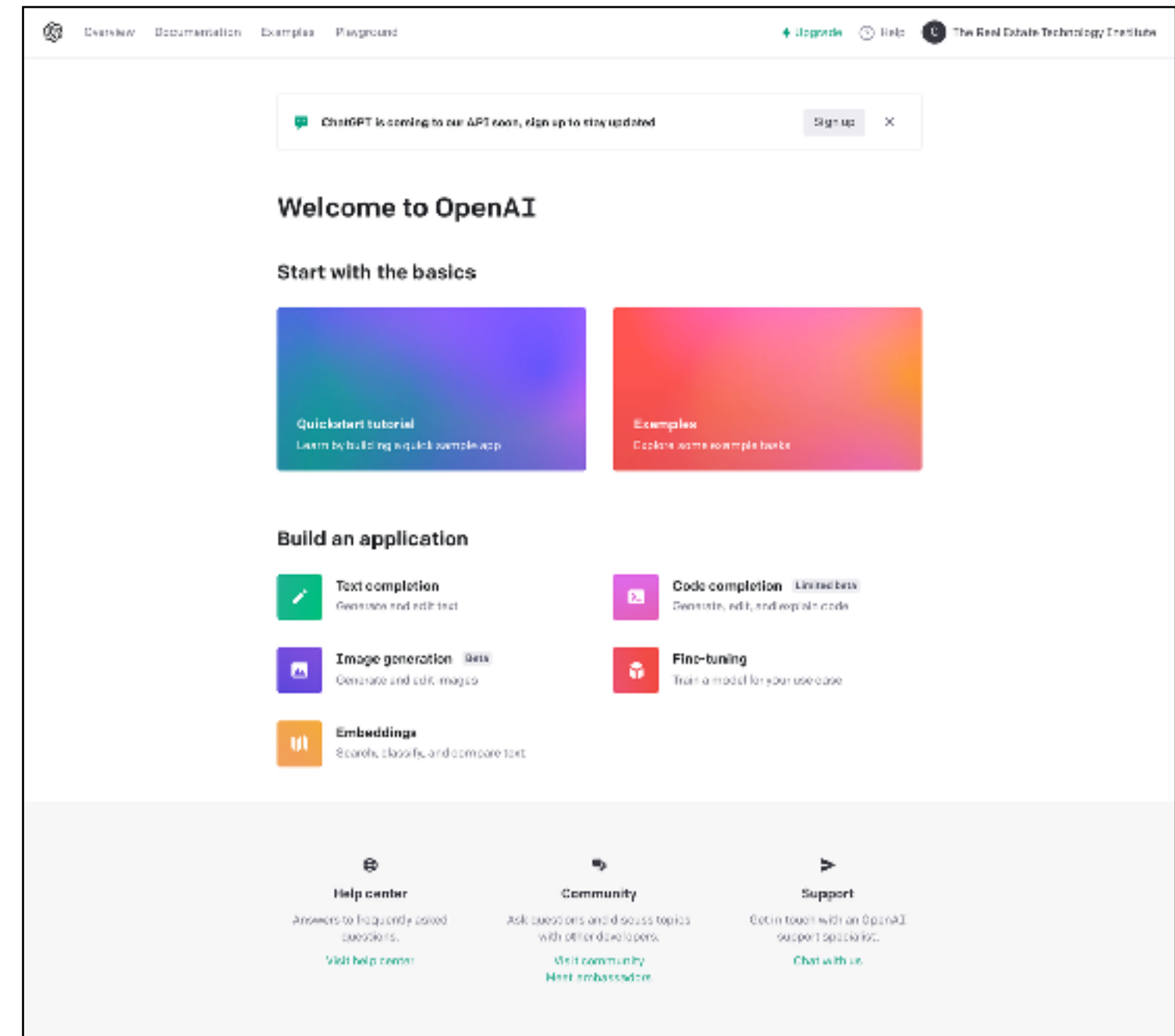
It uses both supervised and reinforcement learning techniques by conversationally providing detailed responses and articulate answers across many domains of knowledge based on users prompts or inputs.

CHATGPT

Can literally Create or Edit:

- Content
- Communications
- Marketing Materials
- Music
- Code
- And a whole lot more

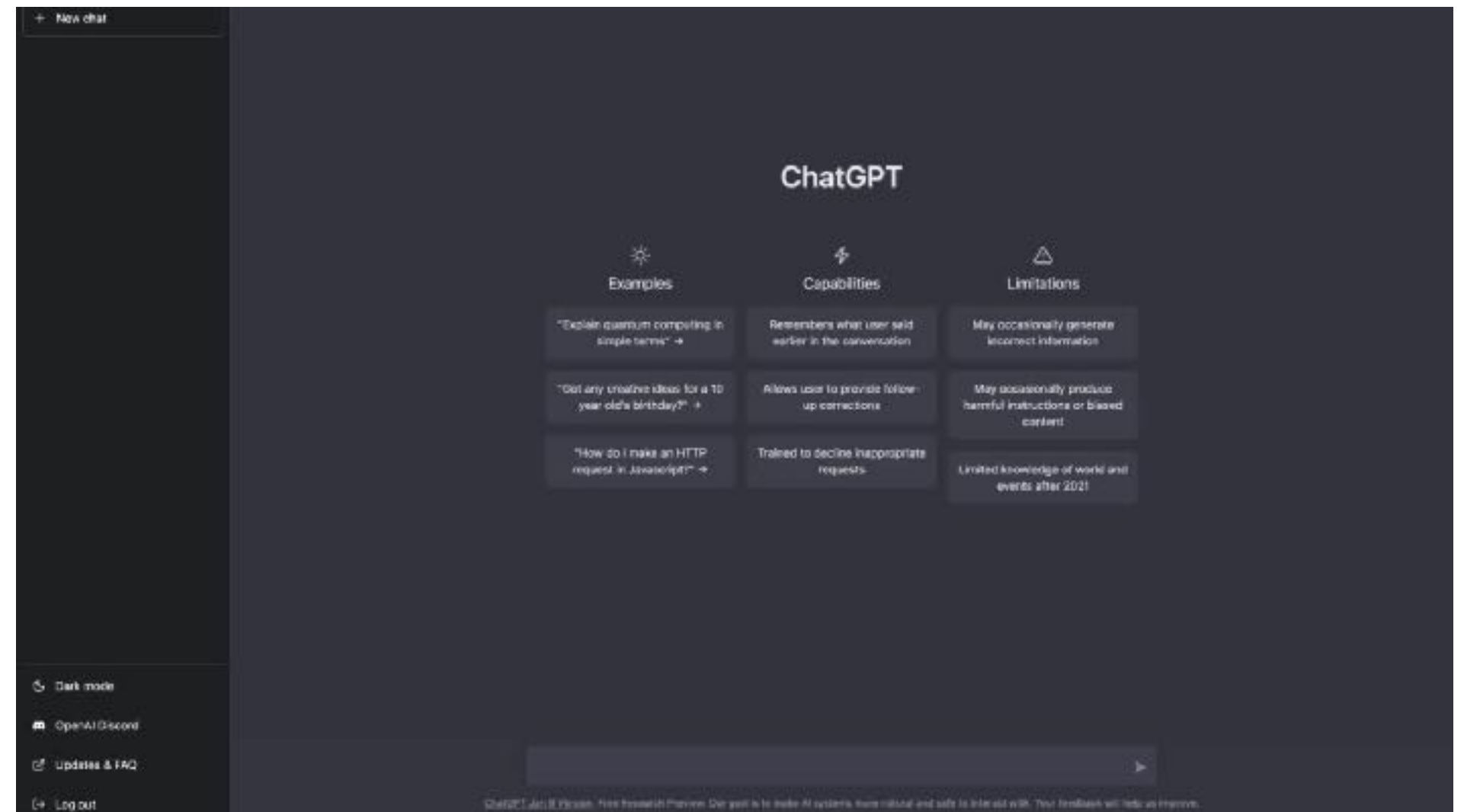
Note: OpenAI has a different tool for imagery & video



CHATGPT

It can Create or Edit:

- Better Social Media Posts
- Blog Writing
- YouTube Script Writing
- Writing Listing Descriptions
- Help You Write Your Ad Copy
- Write Your Emails
- Text Responses
- Phone Scripts
- And a whole lot more!



CHATGPT

Free Accounts Get:

- No Guaranteed Access
- Back of the line & slower processing
- Access to GPT version 3.5 (uses information from the Internet through 9/30/21 with no ability to use plugins)
- All information entered is potentially not private and there is no Persona or personalization of content

CHATGPT PRO

Pro Accounts for \$20/mo Get:

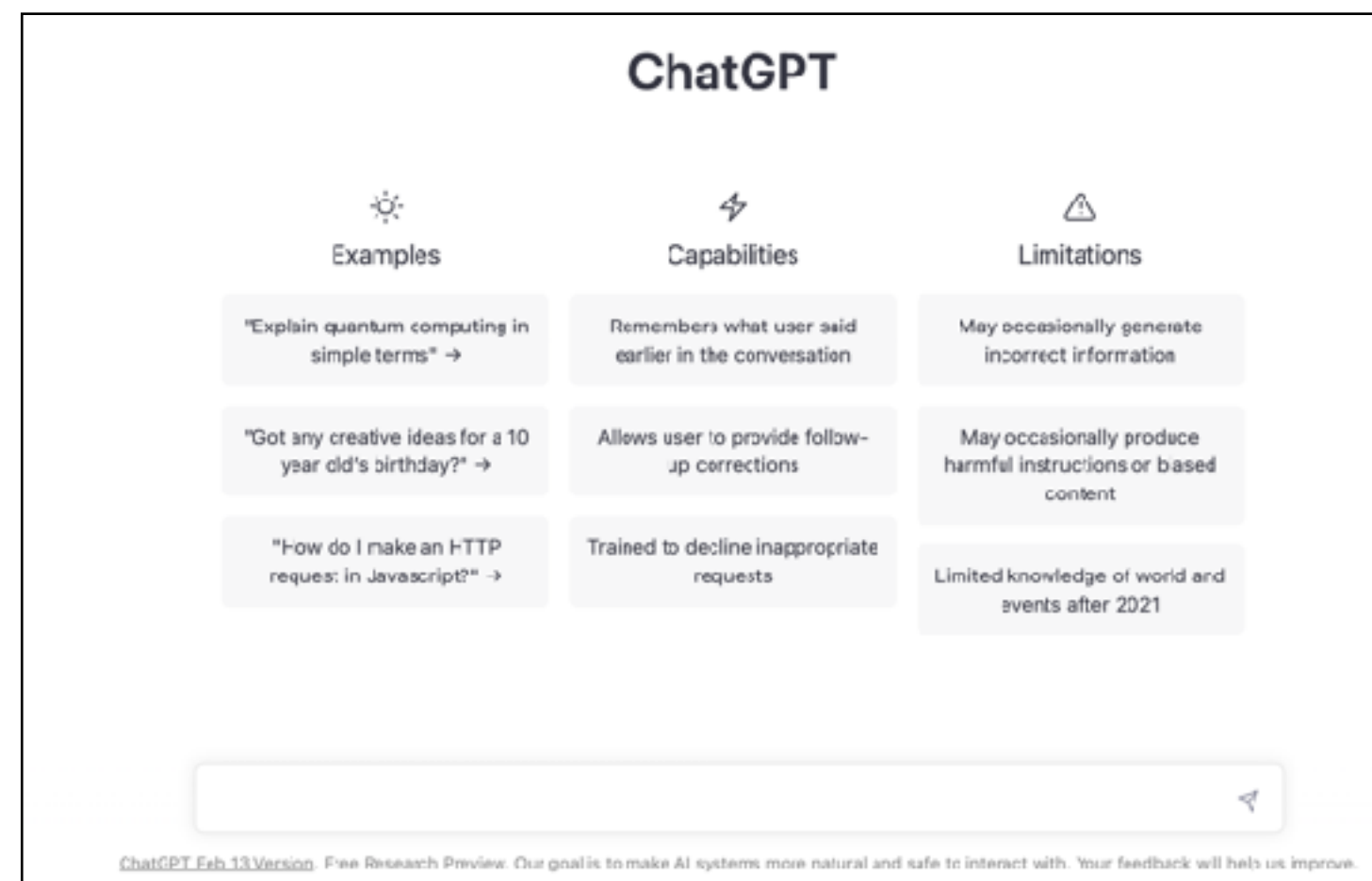
- Guaranteed 100% up-time
- Premium/Fast Lane processing
- Access to GPT version 4.0 (Supports plugins including ones that can use current information from the Internet)
- Historical data creates your AI Persona for a much richer personalization (content created in your mood, tone, style, etc.).



HOW TO USE CHATGPT & OTHER GENERATIVE AI TOOLS

THE POWER OF THE PROMPT

The key to using ChatGPT or any Generative AI tool is how you phrase your question or Prompt. To get the best results you want to provide as much detail & context as possible as if you were sending it to a professional writer.



CREATING PROMPT – TASKS

1. Instruction - a task the AI model has to perform.

- Rewrite
- Summarize
- Edit
- Create



CREATING PROMPT – TASKS

2. Context - information that will help it to produce a better response.

- Using examples
- Data
- Trends
- Etc.



CREATING PROMPT – TASKS

3. Input Data - input or a question that you need to be answered.
- Q&A
 - Problem Solve
 - Proof/Edit



CREATING PROMPT – TASKS

4. Output Indicator - the format of the output.

- Written Content
 - Blog article
 - Website page
 - YouTube script
 - Social media post
 - Resume
 - Cover Letter
- Image
 - Picture
 - Infographic
- Video
- Presentation



CREATING PROMPT – WHAT YOU CAN INCLUDE

You can include information about **Your Desired:**

- **Focus**
- **Format**
- **Style**
- **Intended Audience**
- **Text Length**
- **List of Points** you want to be addressed
- **Perspective or Mood** that you want the text written from, if applicable
- **Specific Requirements**, such as no jargon or specific things (ex. factoring in Fair Housing laws) you want to be accounted for.



CREATING PROMPT – TIPS

1. **Start Simple** - If you want better results, start with simple prompts and add more elements and context. By doing this, you'll gradually improve your results.
2. **Provide Instruction** - To design effective prompts for simple tasks, you can use commands such as "Write," "Classify," "Summarize," "Translate," "Order," etc. These commands instruct the large language model on what task you want it to perform.



CREATING PROMPT – TIPS

It is essential to experiment with different keywords, contexts, and data to see what works best for your specific use case.

The context should be relevant and specific to the task you are trying to perform. The more detailed and relevant the context is to the task, the more effective the prompt will be. By experimenting with different instructions, keywords, and data, you can find the best approach for your particular task.



CREATING PROMPT – TIPS

3. **Be Specific** - what you want the machine learning model to do is critical to getting good results especially if you have a desired outcome or style of generation/format in mind. Providing examples is helpful as well.
4. **Be Direct and Precise** - explain your expectations as much as you can. For example, state precisely how long you want the output to be and include expected keywords.



CREATING PROMPT – TIPS

Iterations

If you want a longer piece, you can generate it in steps.

Start with the first few paragraphs and add in additional details or refine the results with additional prompts.

If you're unsatisfied with a specific portion, you can ask for it to be rewritten according to new instructions.



CREATING PROMPT – TIPS

Sequences

Remember, one prompt can build on another prompt.

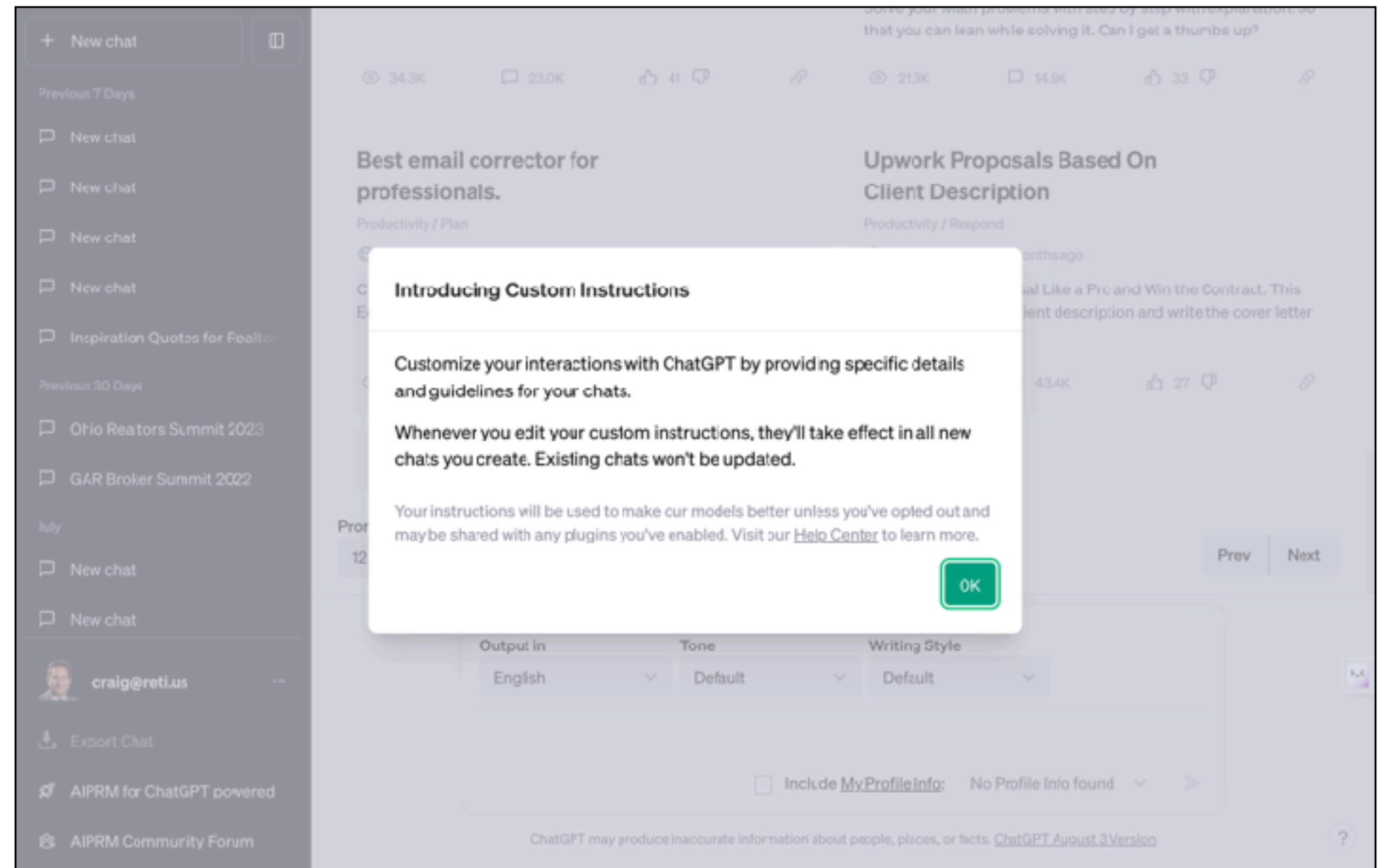
1. Come up with ideas
2. Now write a blog post for idea 1 (and 2, and 3)
3. Now create a video script for idea 1 (and 2, and 3)
- 4.



CREATING PROMPT – TIPS

Custom Instructions

With a paid/pro ChatGPT account you can create Custom Instructions or defaults how you want future prompts to incorporate.





Do you struggle to come up with good Prompts? AIPRM will provide you with a library of awesome Prompts curated for marketing, customer service, and more that you can use in seconds.

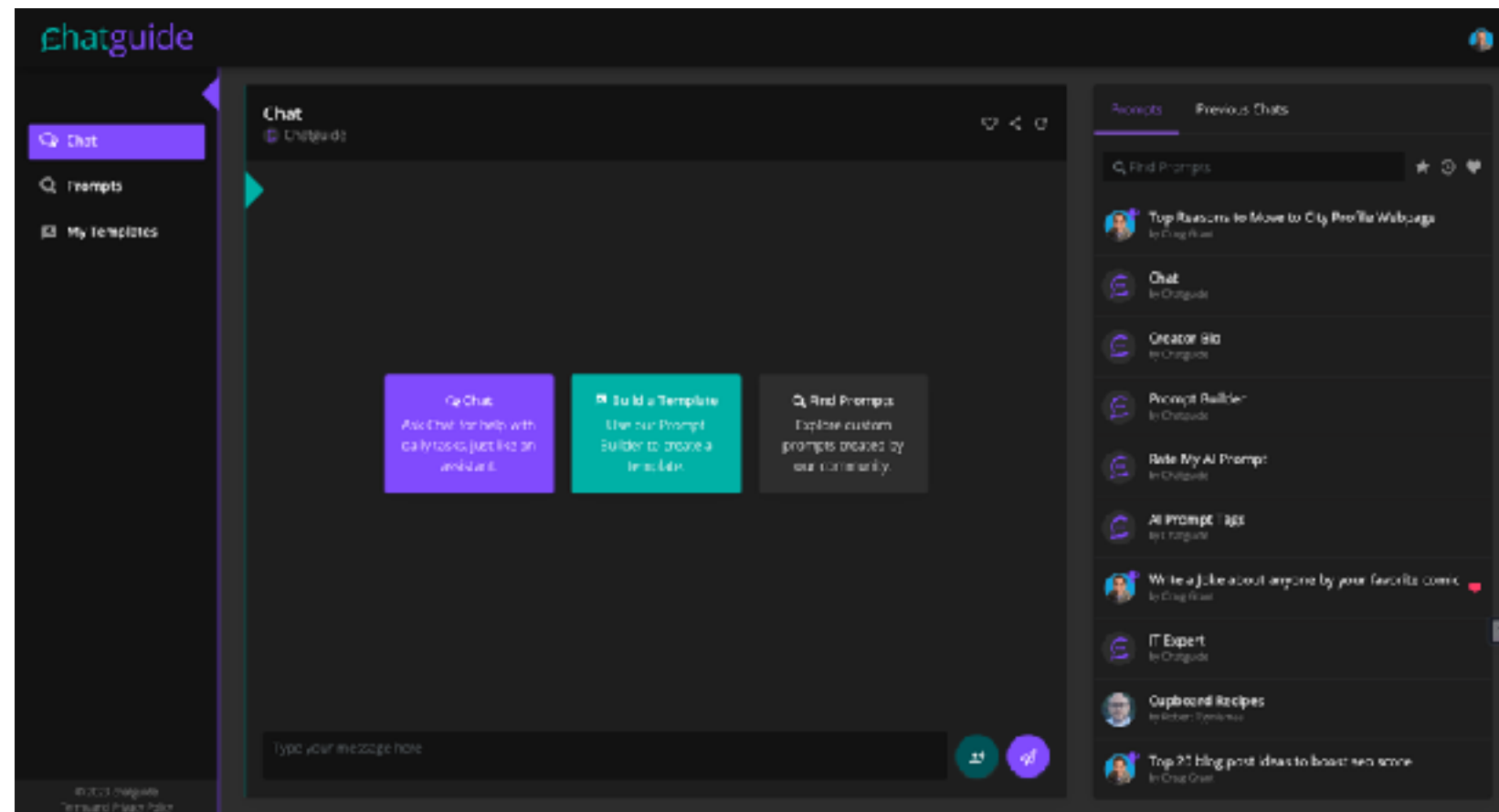
The screenshot displays the AIPRM web application interface. On the left is a dark sidebar with navigation options like 'Home', 'New Chat', and 'Export Chat'. The main content area is titled 'AIPRM - ChatGPT Prompts' and features a grid of prompt cards. Each card includes a title, a brief description, and a 'Copy' button. The cards are:

- Find All Resources in One Click**: Provides high-quality resources for any topic.
- Bypassing chatgpt / Jailbreak chatgpt**: Offers prompts to bypass ChatGPT's restrictions.
- Analyze the Website Summarize**: Analyzes website articles and summarizes them.
- TLDR - Extract facts and summarize**: Extracts facts and summarizes text.
- Quora Answer**: Generates answers to any query.
- Universal Awesome ChatGPT Prompt**: A versatile prompt for various tasks.
- Auto Correct Your Text**: Corrects spelling and grammar errors.
- ChatGPT Jailbreak More Powerful than DAN**: A more powerful jailbreak prompt.
- Analyze the URL and report of the key points concisely**: Analyzes URLs and reports key points.
- Bypass ChatGPT's Restrictions + AI Images**: Bypasses restrictions and generates AI images.
- Lesson Plan**: Generates lesson plans for any subject.
- Best email corrector for professionals**: Corrects professional emails.

At the bottom, there is a search bar with dropdown menus for 'Default', 'English', and 'Default', and a 'Submit' button. A footer note reads: 'We respect your privacy and we do not store any of your prompts or chat history.' The interface is clean and modern, with a white background and dark text.

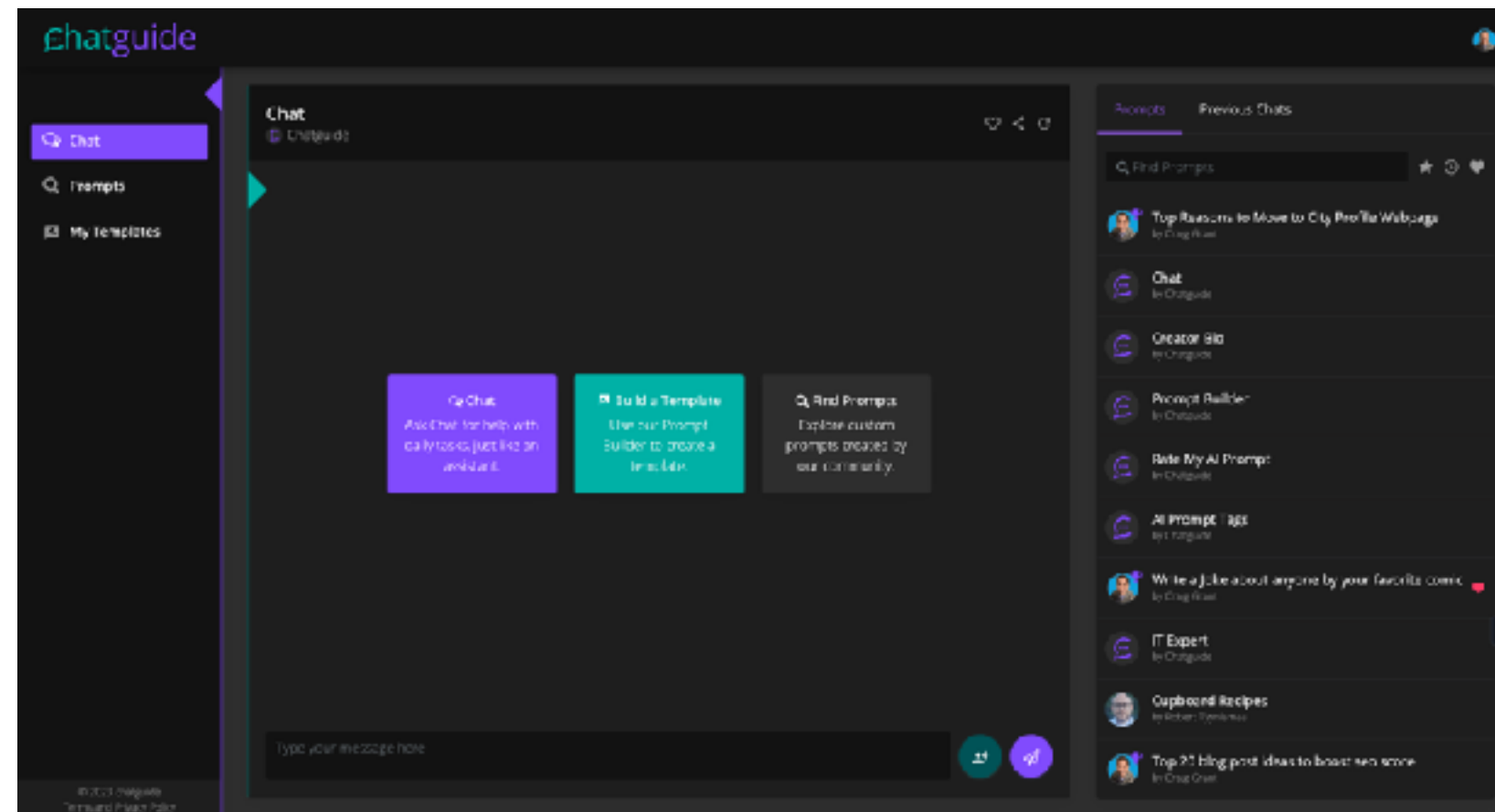
Chatguide .ai


Coming
soon!





Let's check out
ChatGuide!





WHAT ABOUT GENERATIVE AI TOOLS FOR IMAGES & VIDEO

GENERATIVE AI IMAGERY & VIDEO

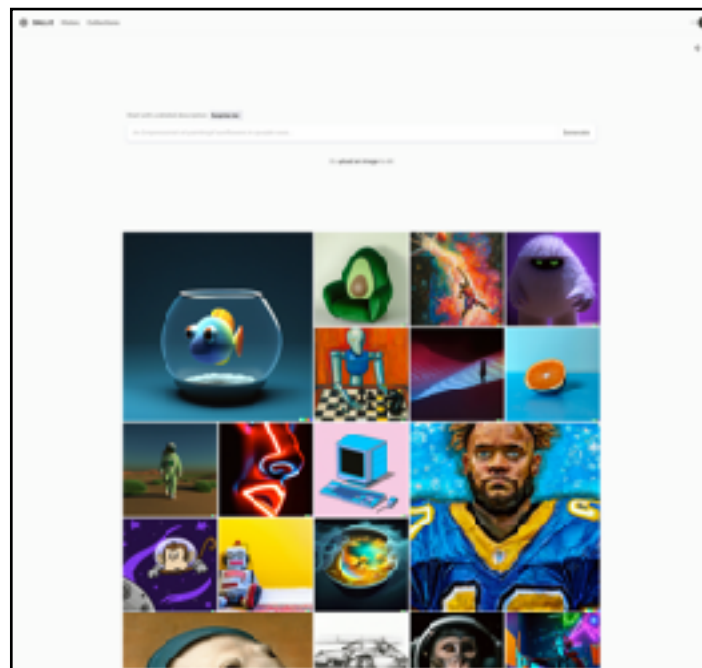
P4OL4,
Midjourney AI



DALLE-2

A deep learning model that uses a version of GPT-3 developed by OpenAI to

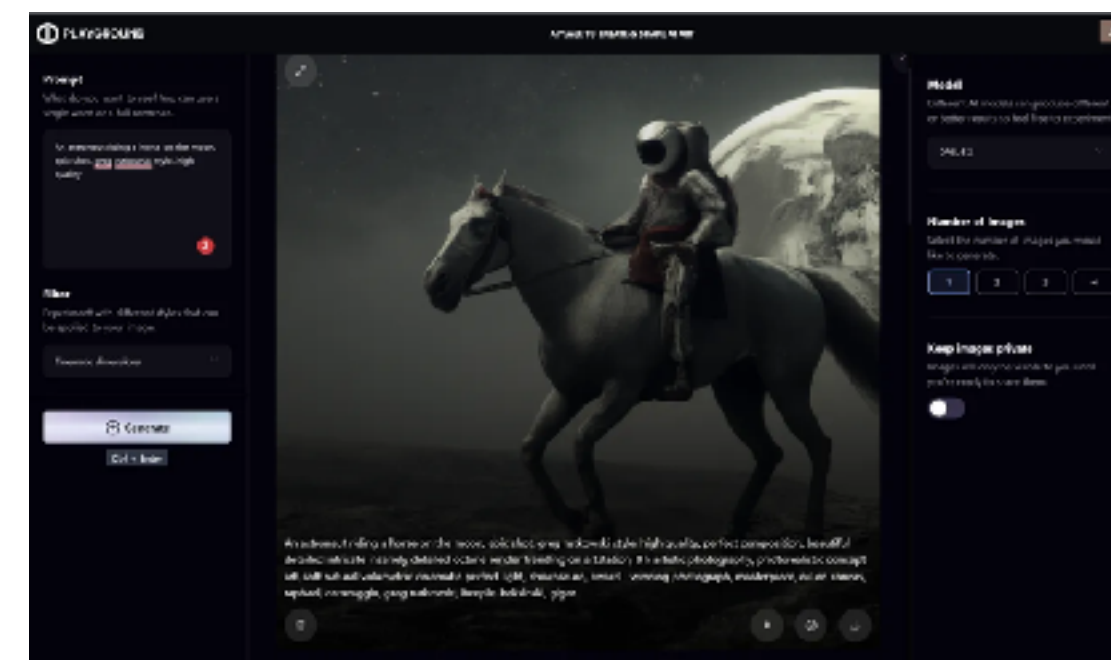
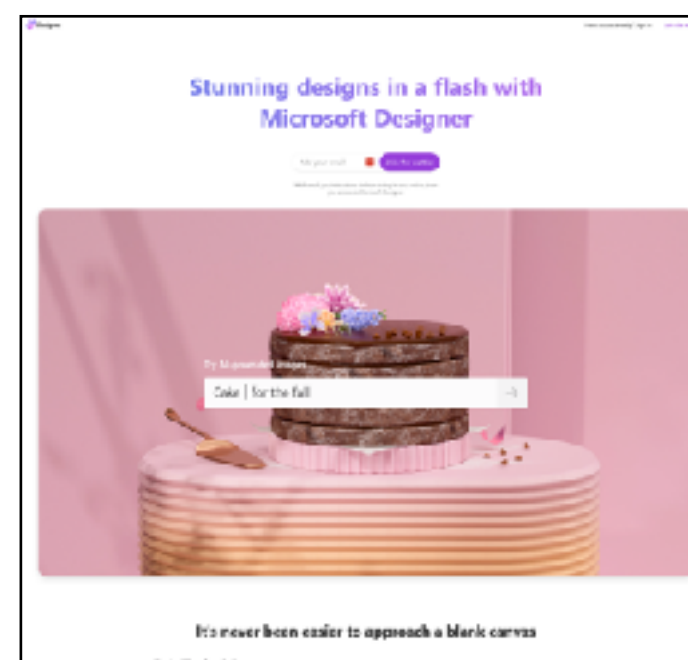
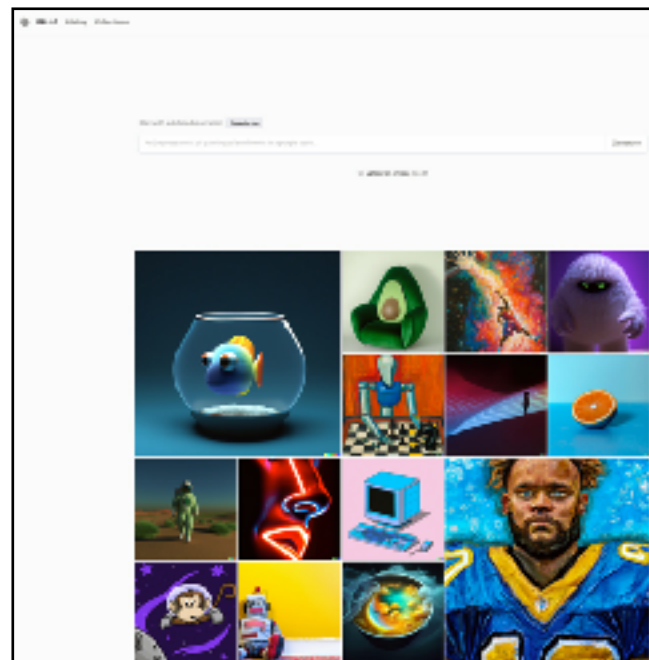
- Generate images from a description in natural language
- Easily make realistic, targeted edits to images
(add or remove objects, backgrounds, effects, filters, etc.)
- Create different variations of an image, inspired by the original
- Upload your own images and use all the functions on it



DALLE-2 TOOLS

To leverage this you can use labs.openai.com or 3rd party tools including:

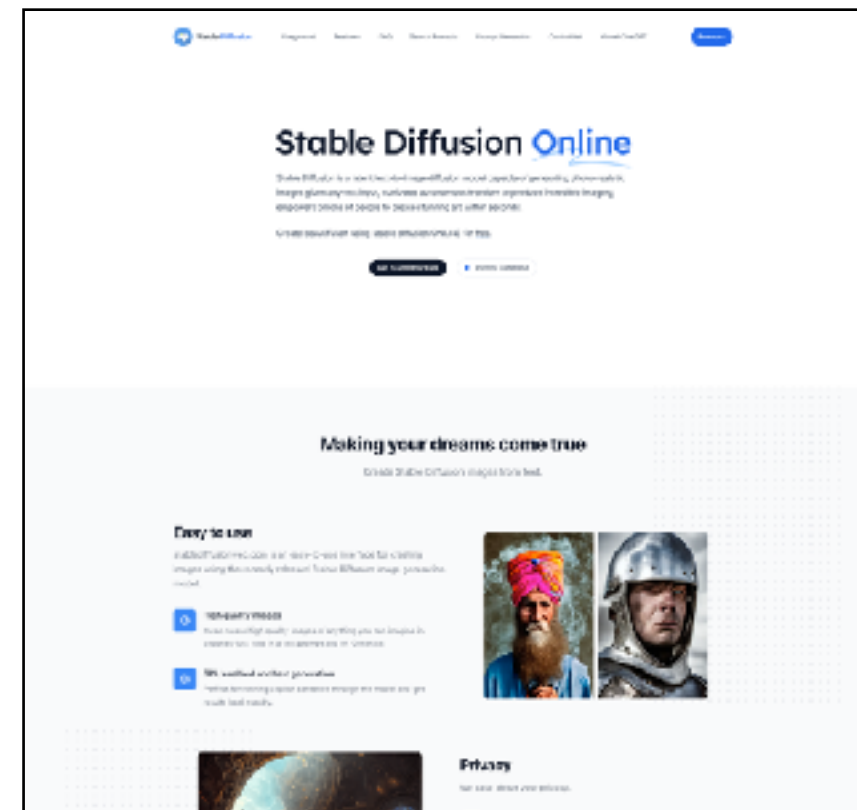
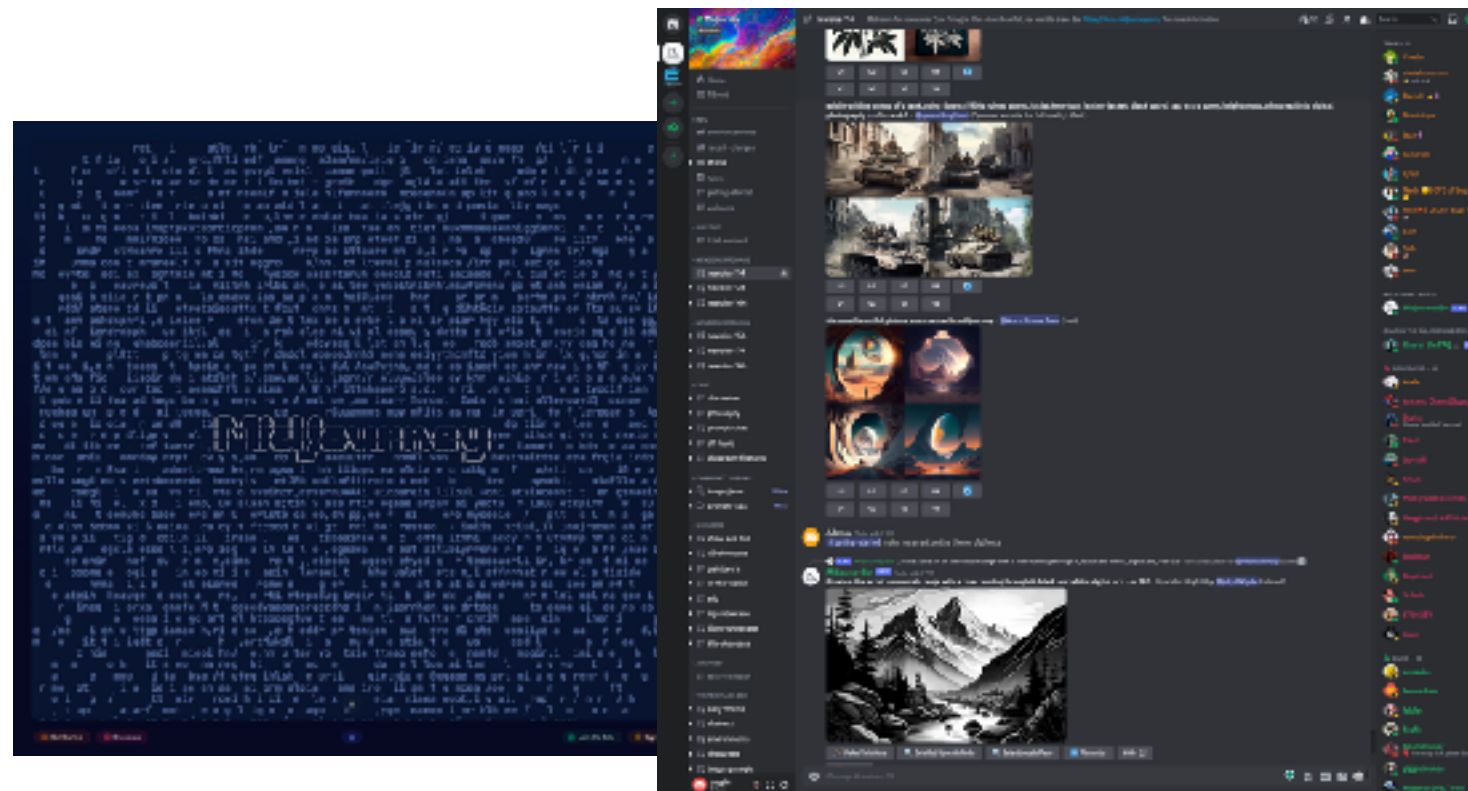
- PlayGround AI
- Microsoft Designer
- Night Cafe
- Cala
- Mixtles



DALLE-2 ALTERNATIVES

Other options with similar capabilities include:

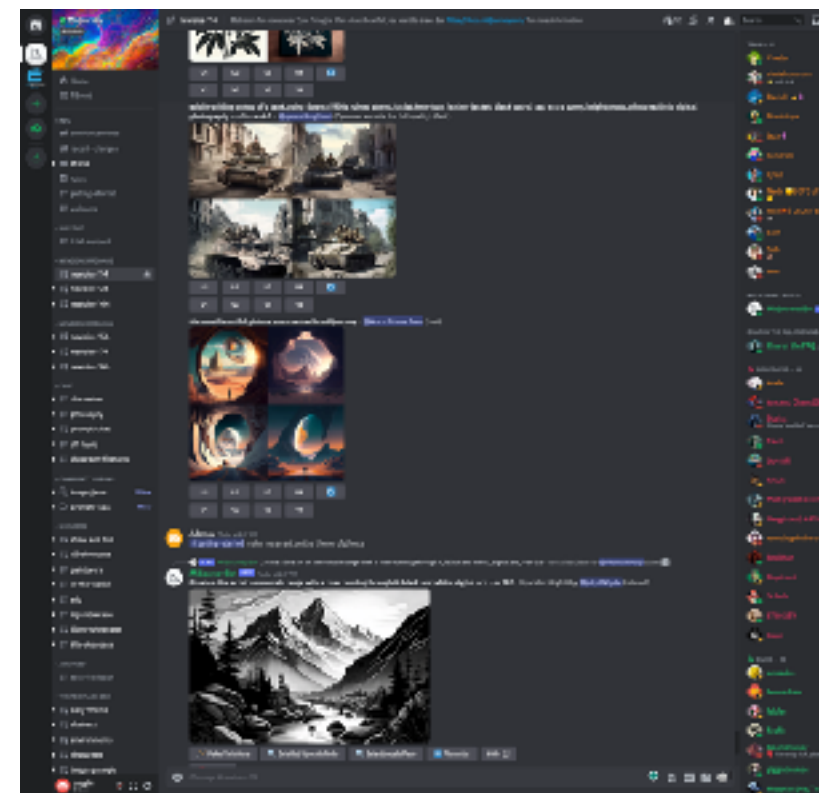
- MidJourney
- Stable Diffusion
- Wombo
- Deep Dream



MIDJOURNEY

Let's go check out MidJourney

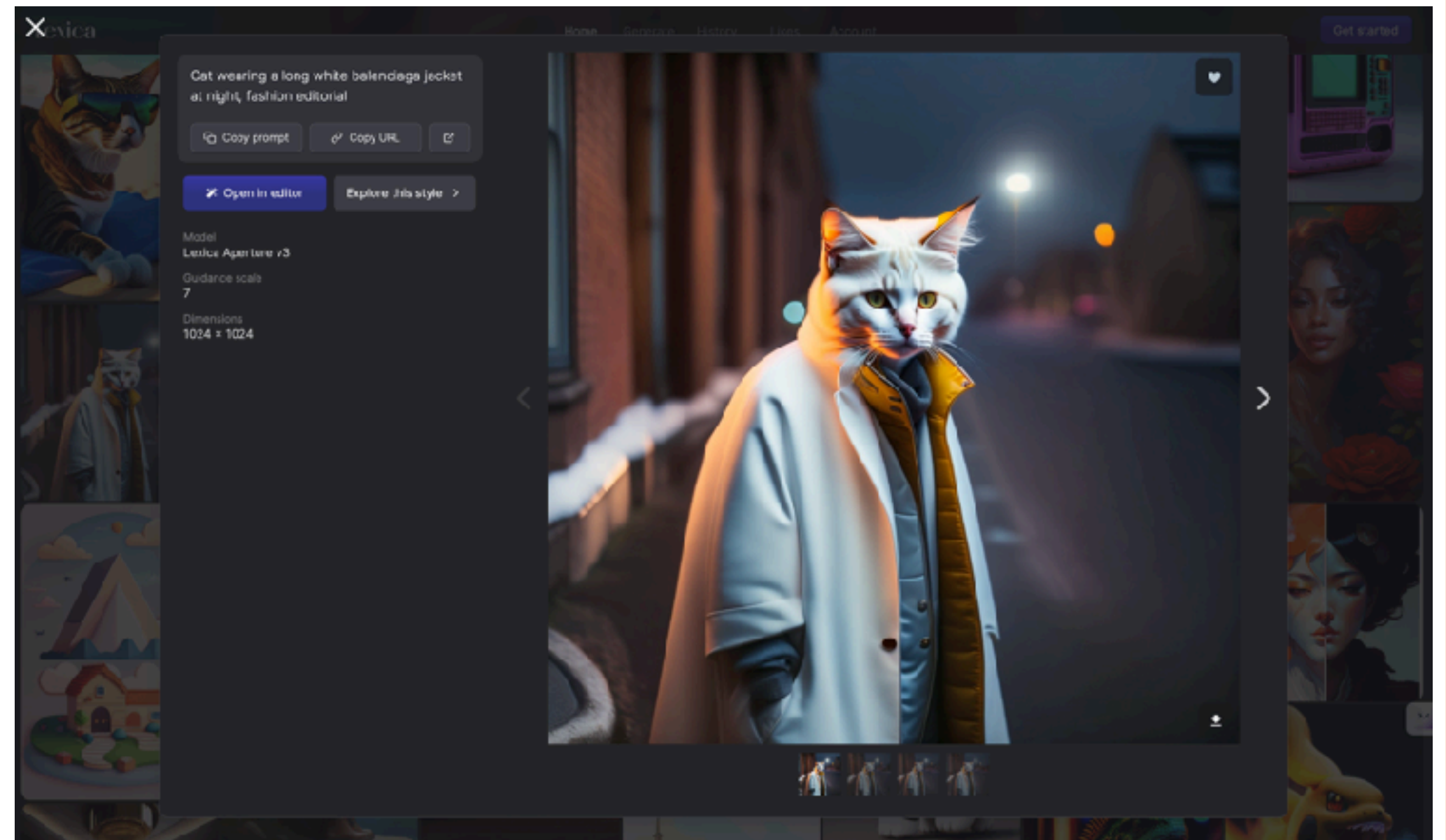
- You have to set up a channel on Discord and use discord to run your image prompts (/imagine)
- The results will then show up in your MidJourney account



HOW TO CREATE PERFECT IMAGE PROMPTS

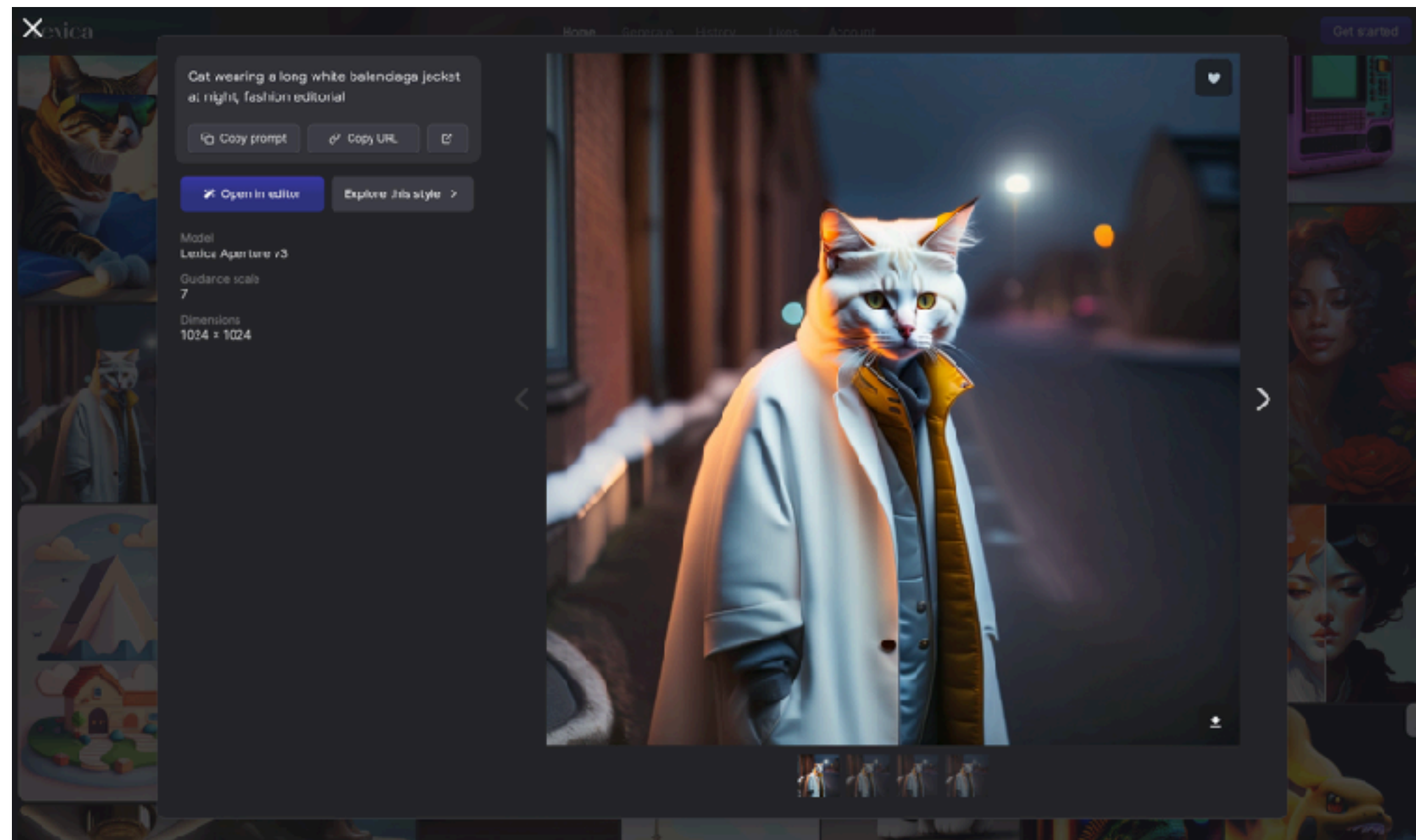
Lexica.art

- Shows you the exact prompts used on 1000s of images
- Find one you like and copy & tweak the prompt settings to get your desired results



LEXICA.ART

Let's go check out Lexica!



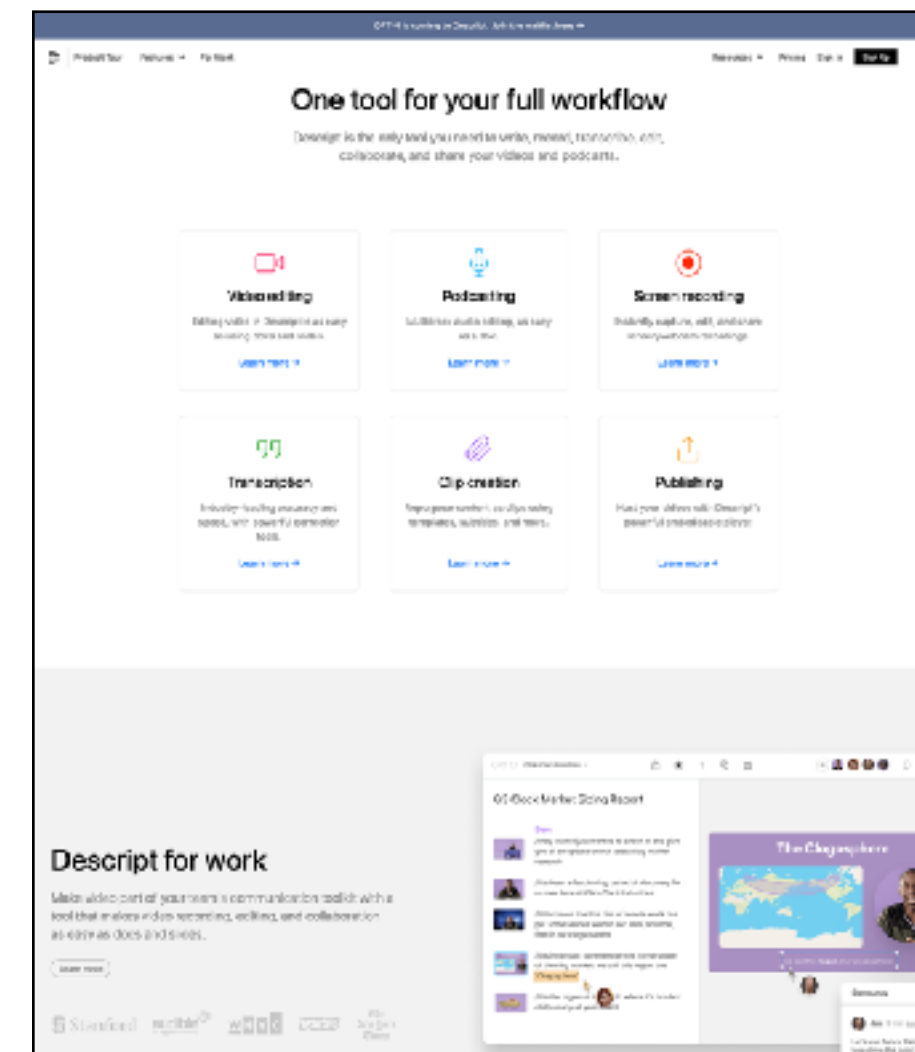
AI AVATAR & VIDEO CREATION + EDITING



vidyo.ai

Allow you to:

- Write & edit scripts & transcriptions
- Create, edit, & make clips of video files with text
- Create, edit & make clips of audio with text
- One-stop shop for video, audio/podcasting
- Narrated video creation in seconds





WHAT ABOUT AI AVATARS

AI AVATAR

AI Avatar

Is a digital representation of a human in a virtual setting. The 'AI' in the term 'AI avatar' indicates that the avatar is powered by artificial intelligence.



AI AVATAR

AI Avatar

Can be used to dynamically create video content or presentations delivered by “You” or an “AI-generated Person” in the gender, language, mood, & style you want, simply by providing a script of what you want it to say and how you want it delivered!



Your AI AVATAR



D-ID

- Offers a free Trial
- Lite Package for only \$5.99/mo includes the ability to create your own personal avatar & up to 10-minutes of content /mo
- Must record & upload audio files
- Has Canva & Powerpoint plugins!

The screenshot shows the D-ID website's pricing page. At the top, there is a navigation bar with links for PRODUCTS, TECHNOLOGY, ETHICS, and PRICING, along with a FREE TRIAL button and a Log in link. The main heading reads "Create talking digital humans at scale with AI - Try it free." Below this, a sub-heading says "Choose your plan and make your first video in minutes." The page features five pricing plans:

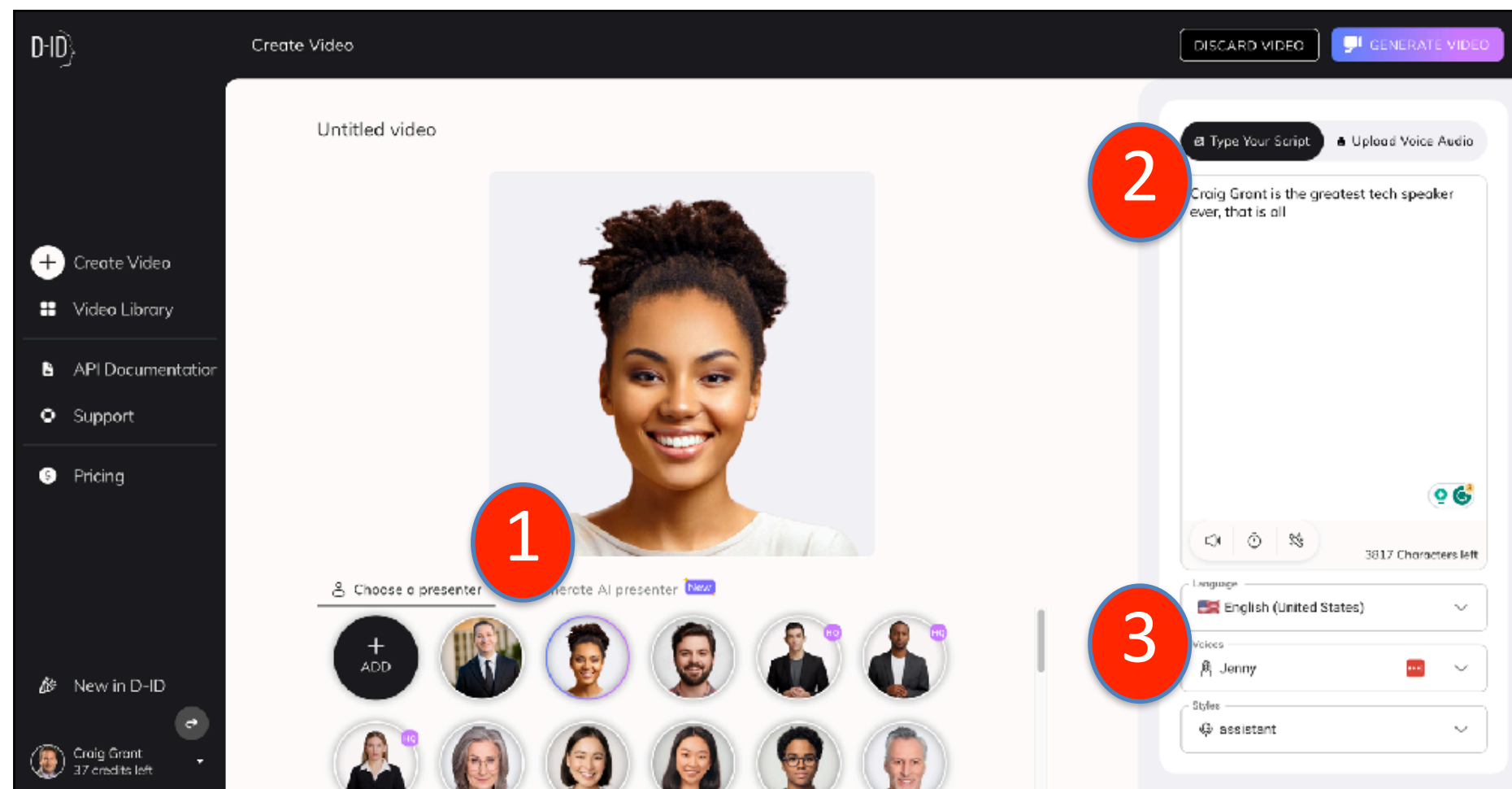
Plan	Price	Duration	Key Features
Trial	\$0 / 14 days	5 min	D-ID Watermark, Premium and Standard Presenters, 15 AI Presenter Prompts, AI Script Generations, API Access
Lite (Individual)	\$5.99 / month	10 min / month	D-ID Watermark, Standard Presenters only, 100 AI Presenter Prompts, AI Script Generations, API Access
Pro (Monthly)	\$49.99 / month	15 min / month	AI watermark, Premium and Standard Presenters, 200 AI Presenter Prompts, AI Script Generations, API Access, Commercial Use
Advanced (Monthly)	\$299.99 / month	65 min / month	AI Watermark, Premium and Standard Presenters, 1200 AI Presenter Prompts, AI Script Generations, API Access, Commercial Use, PowerPoint Plugin
Enterprise	Let's Talk	Customized Plans	Custom Watermark, Premium and Standard Presenters, Unlimited AI Presenter Prompts, AI Script Generations, API Access, Commercial Use, PowerPoint Plugin

Your AI AVATAR



A screenshot of the D-ID 'Create Video' web interface. The interface is dark-themed with a white central workspace. On the left is a navigation sidebar with options: '+ Create Video', 'Video Library', 'API Documentation', 'Support', and 'Pricing'. At the bottom of the sidebar, it shows 'New in D-ID' and 'Craig Grant 37 credits left'. The main workspace is titled 'Untitled video' and contains a large portrait of a smiling woman with dark hair in a bun. Below the portrait is a 'Choose a presenter' section with a grid of 11 circular avatars, including an 'ADD' button and several avatars with 'HD' labels. To the right of the avatars is a 'Generate AI presenter' button. On the far right is a control panel with a 'DISCARD VIDEO' button and a purple 'GENERATE VIDEO' button. Below these are two tabs: 'Type Your Script' (active) and 'Upload Voice Audio'. The script area contains the text 'Craig Grant is the greatest tech speaker ever, that is all'. Below the script are icons for volume, play, and mute, and a character count '3817 Characters left'. At the bottom of the control panel are three dropdown menus: 'Language' set to 'English (United States)', 'Voices' set to 'Jenny', and 'Style' set to 'assistant'.

Your AI AVATAR



An AI Avatar Spokesperson

1. Choose or create an avatar face
2. Choose a voice & style
3. Create or upload a script

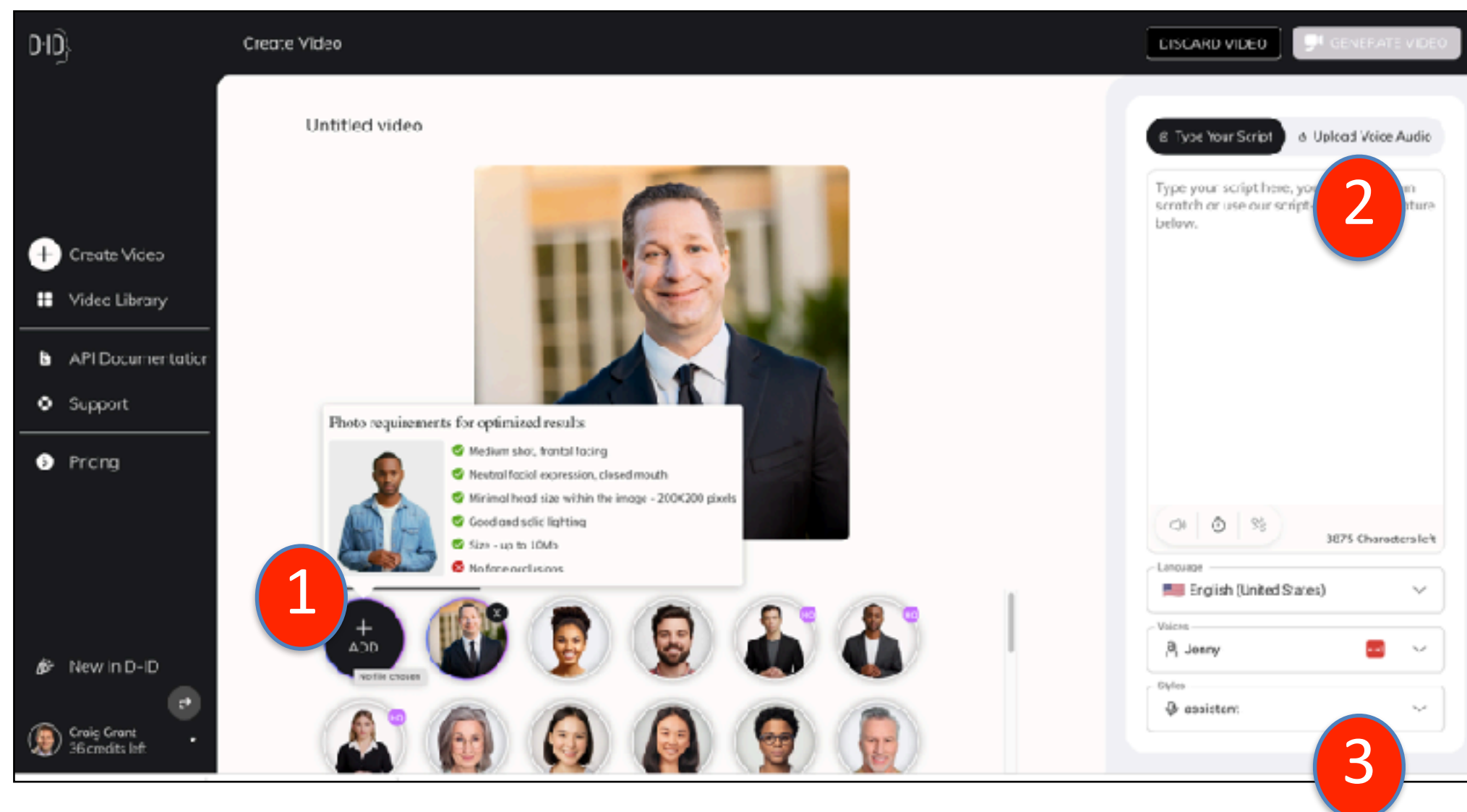
Narrated video creation in seconds

Your AI AVATAR



An AI Avatar Spokesperson

Your AI AVATAR



Your Personal Avatar

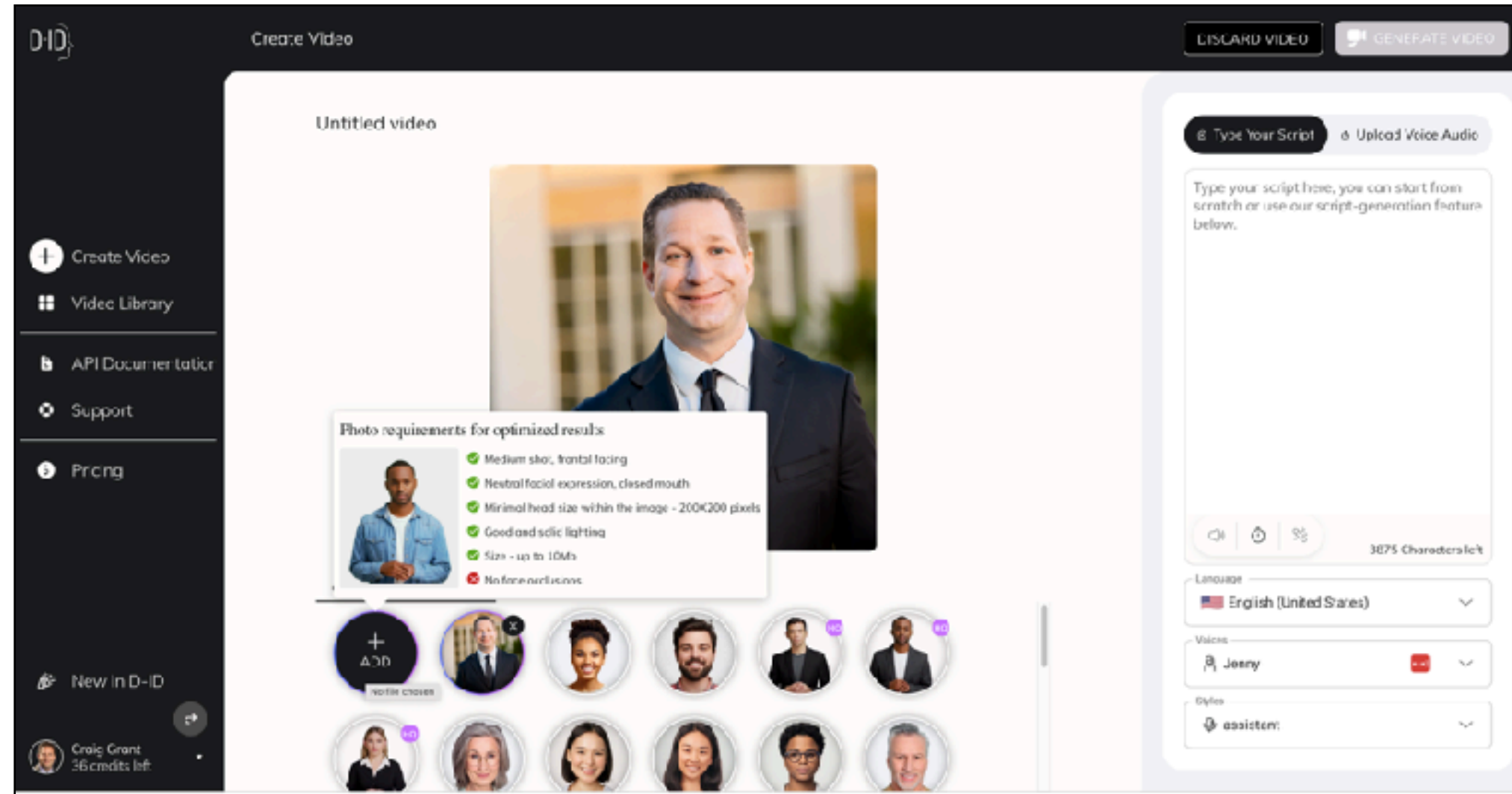
1. Upload a picture of your face
2. Upload a recording of your voice
3. Choose the style

Narrated video creation in seconds

Your AI AVATAR



Your Personal Avatar

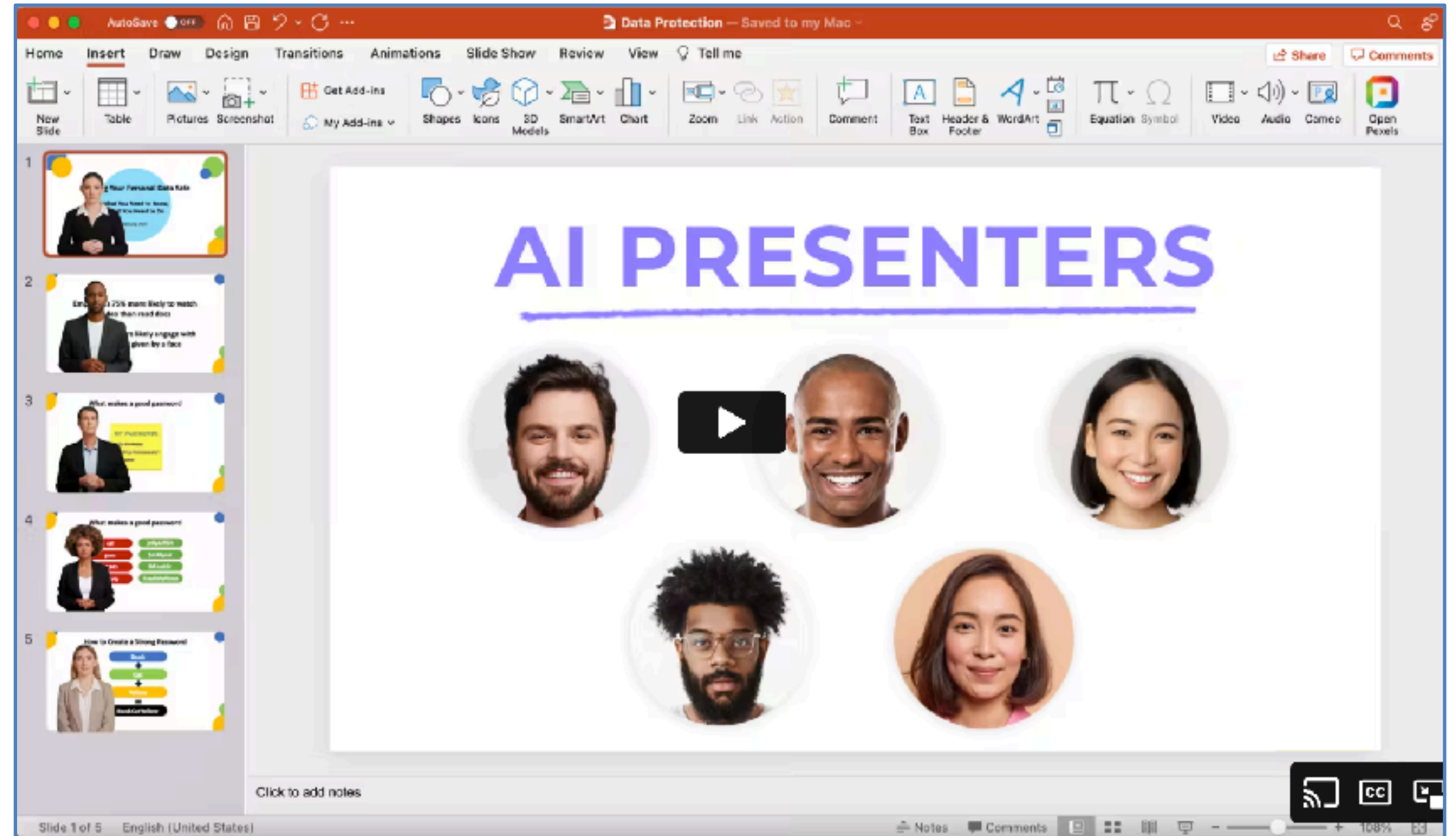


Let's go check out [D-ID.com](https://www.d-id.com)

Your AI AVATAR



PowerPoint



Your AI AVATAR



Canva

A screenshot of the Canva website showing the D-ID AI Presenters interface. The interface is a modal window with a grid of 12 AI avatars. The central avatar is highlighted with a white play button icon. To the right of the grid is a text box with the heading "AI Presenters at a click of a button" and a description: "Make presentations that are more exciting and engaging with AI Presenters by D-ID. Pick a presenter or upload your own, add your text, and our plug-in will generate an AI presenter in moments. You can control the size, placement, background color, language and voice of the presenter. Superpower social media campaigns, training presentations, virtual communication, sites and marketing content and more." Below the text are two buttons: "Use in existing design" and "Use in new design". At the bottom of the modal, there is a small text: "By using this app, you agree to our Terms & Conditions and Privacy policy". The background shows the Canva dashboard with various design tools and a sidebar.

Your AI AVATAR



Canva

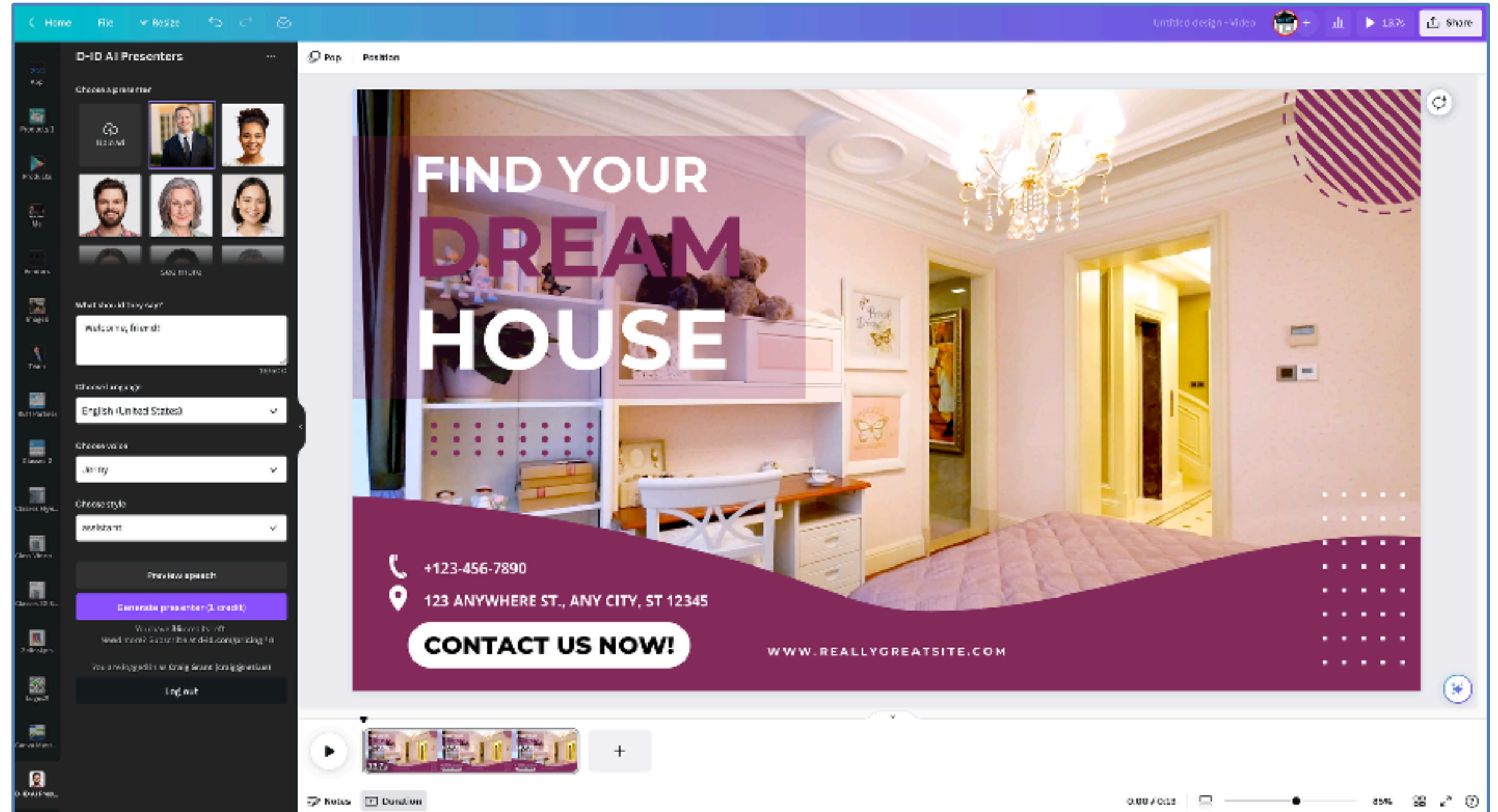
A screenshot of the Canva AI Presenters interface. On the left is a control panel with options for choosing a presenter (a grid of avatars), a script (with a text input field containing "Welcome, friend!"), a language (set to "English (United States)"), a voice (set to "Aria"), and a style (set to "Real Estate"). Below these are buttons for "Preview speech" and "Generate presenter (3 credits)". The main area displays a video template for a real estate listing. The video shows a bedroom with a chandelier and a desk. Overlaid on the video is a purple semi-transparent box with the text "FIND YOUR DREAM HOUSE" in white and purple. Below this, contact information is listed: "+123-456-7890" and "123 ANYWHERE ST., ANY CITY, ST 12345". A prominent white button with black text says "CONTACT US NOW!". At the bottom right of the video area, the website "WWW.REALLYGREATSITE.COM" is displayed. The interface includes a top navigation bar with "Home", "File", "Resize", and "Share" options, and a bottom video player control bar with a play button, a progress bar, and a volume icon.



In

Canva

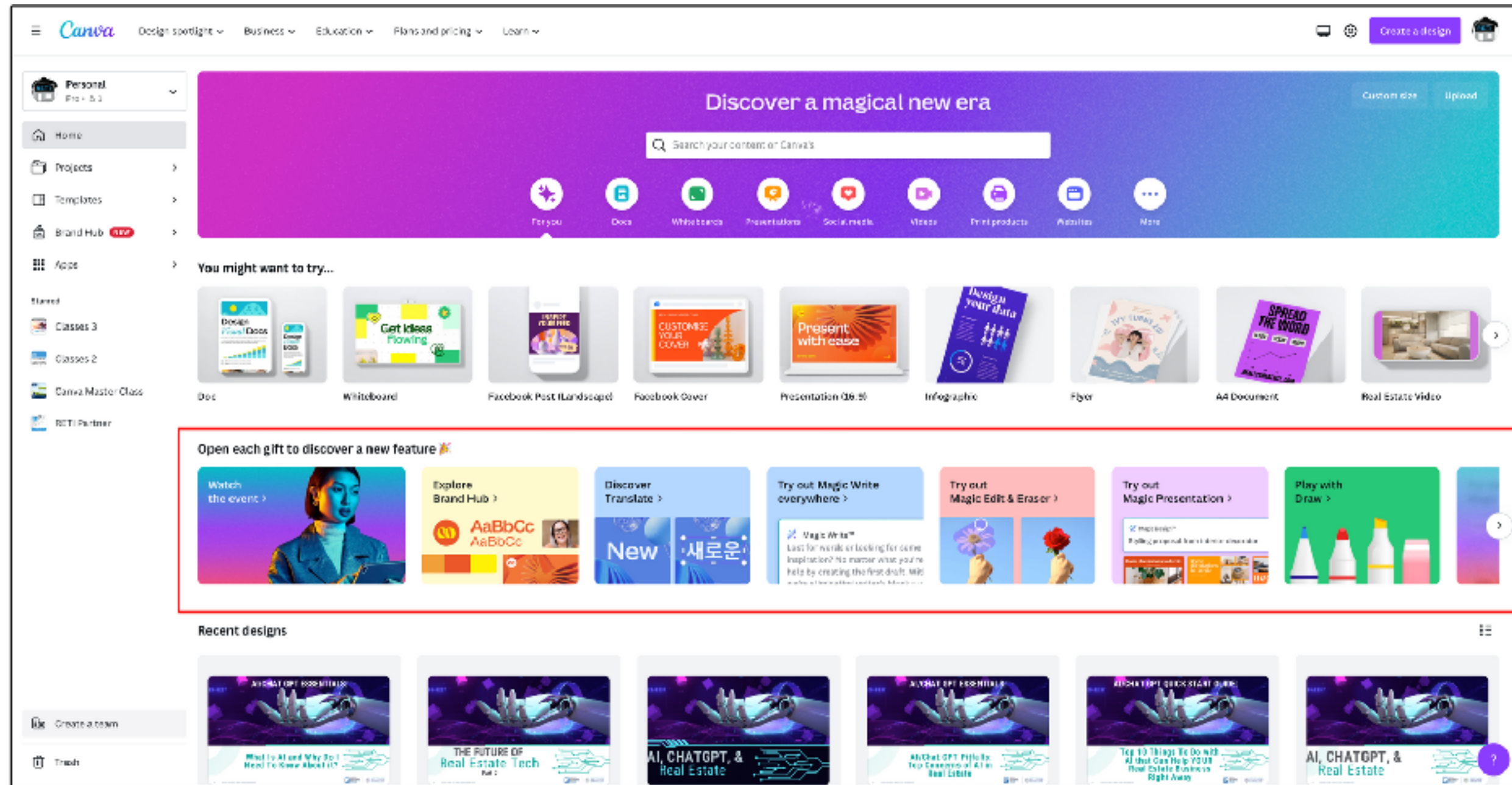
Let's Check
It Out





CANVA'S AI TOOL SUITE

AI INTEGRATION IN *Canva* DOCS



AI INTEGRATION IN *Canva* DOCS

Explore
Brand Hub >



AaBbCc
AaBbCc



Discover
Translate >



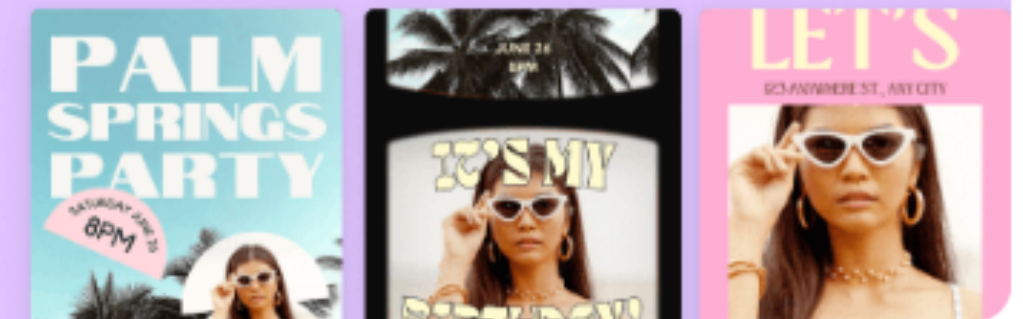
Try out Magic Write
everywhere >

Magic Write™

Lost for words or looking for some inspiration? No matter what you're help by creating the first draft. With we're eliminating writer's block - v

Try out
Magic Design >

Palm Springs themed birthday invitation |



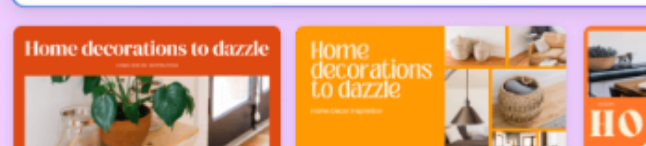
Try out
Magic Edit & Eraser >



Try out
Magic Presentation >

Magic Design™

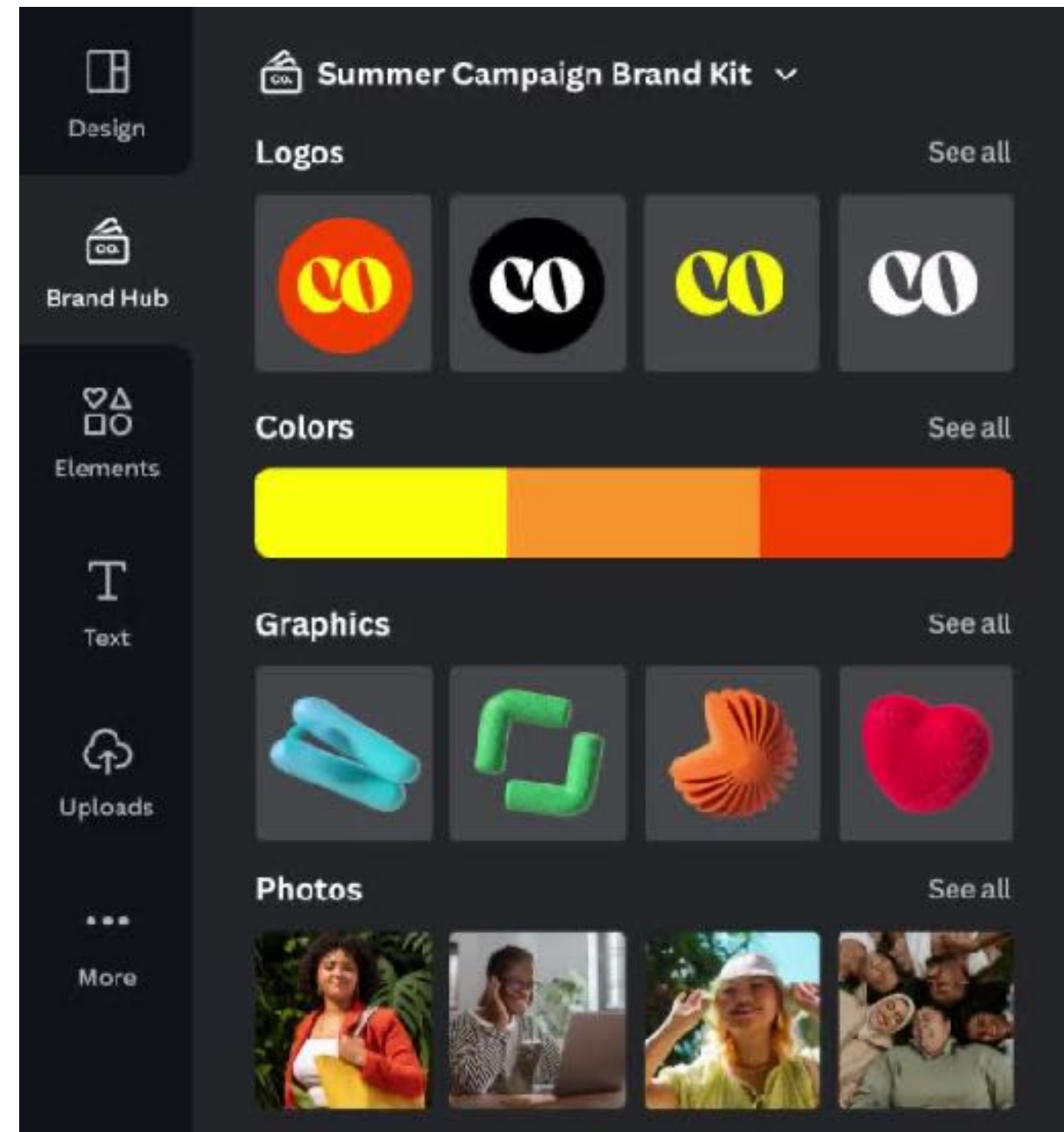
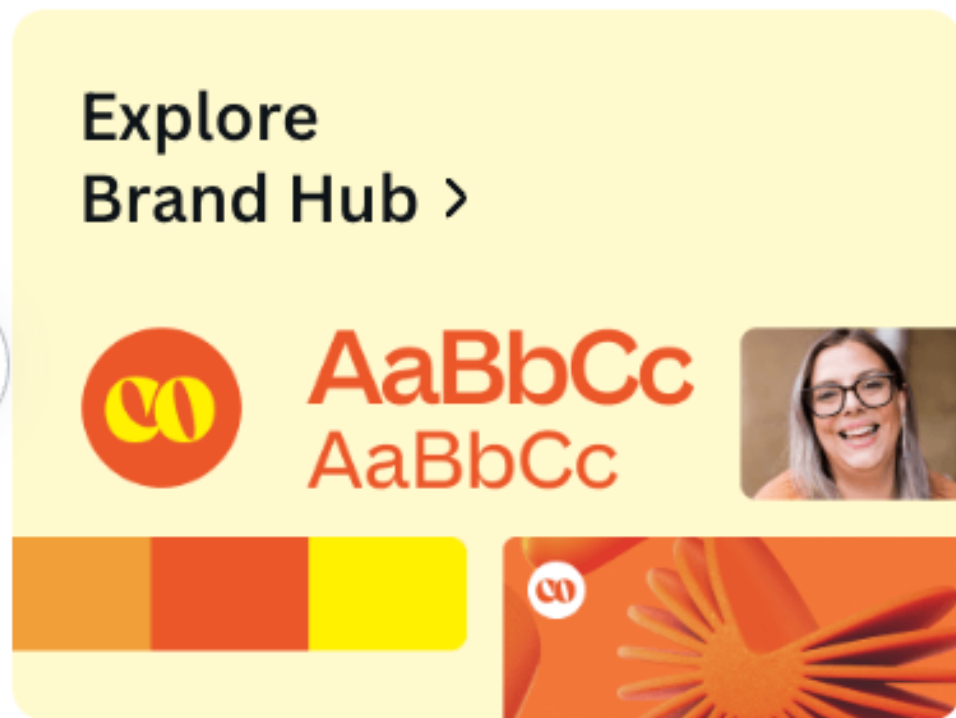
Styling proposal from interior decorator



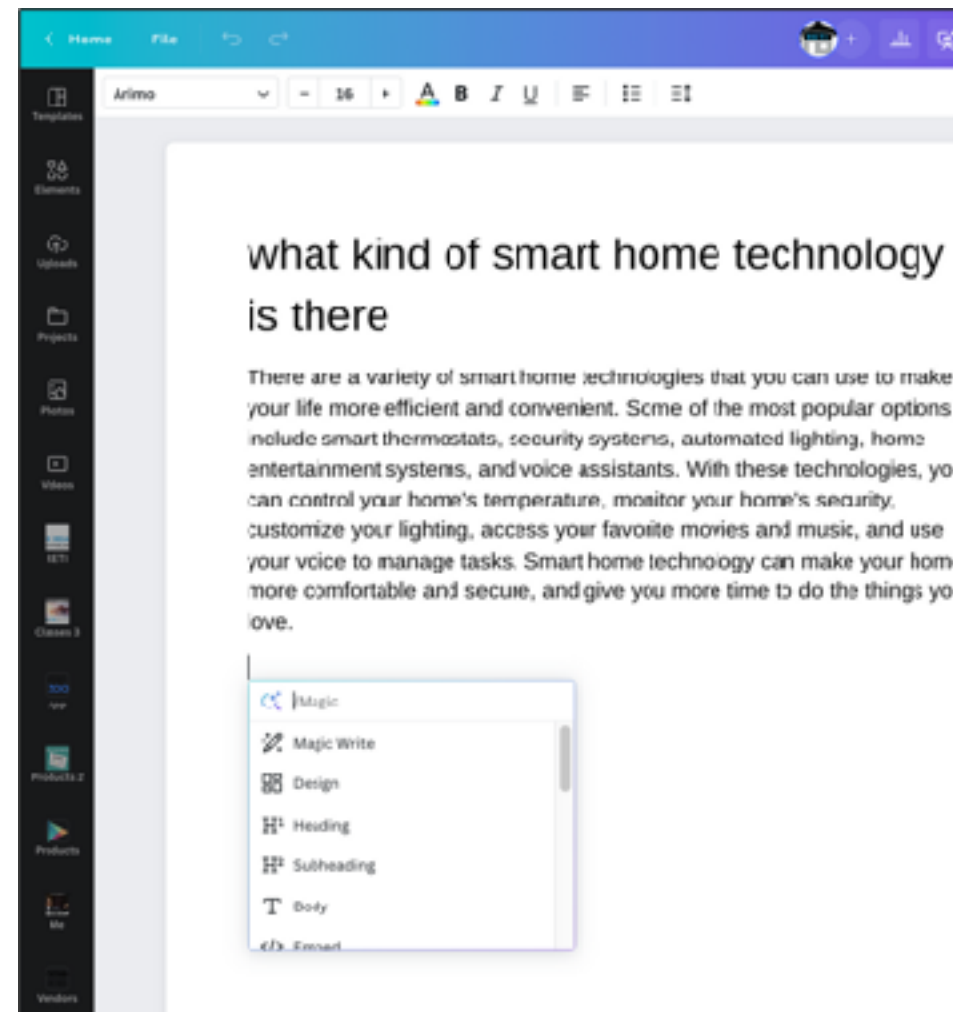
Play with
Draw >



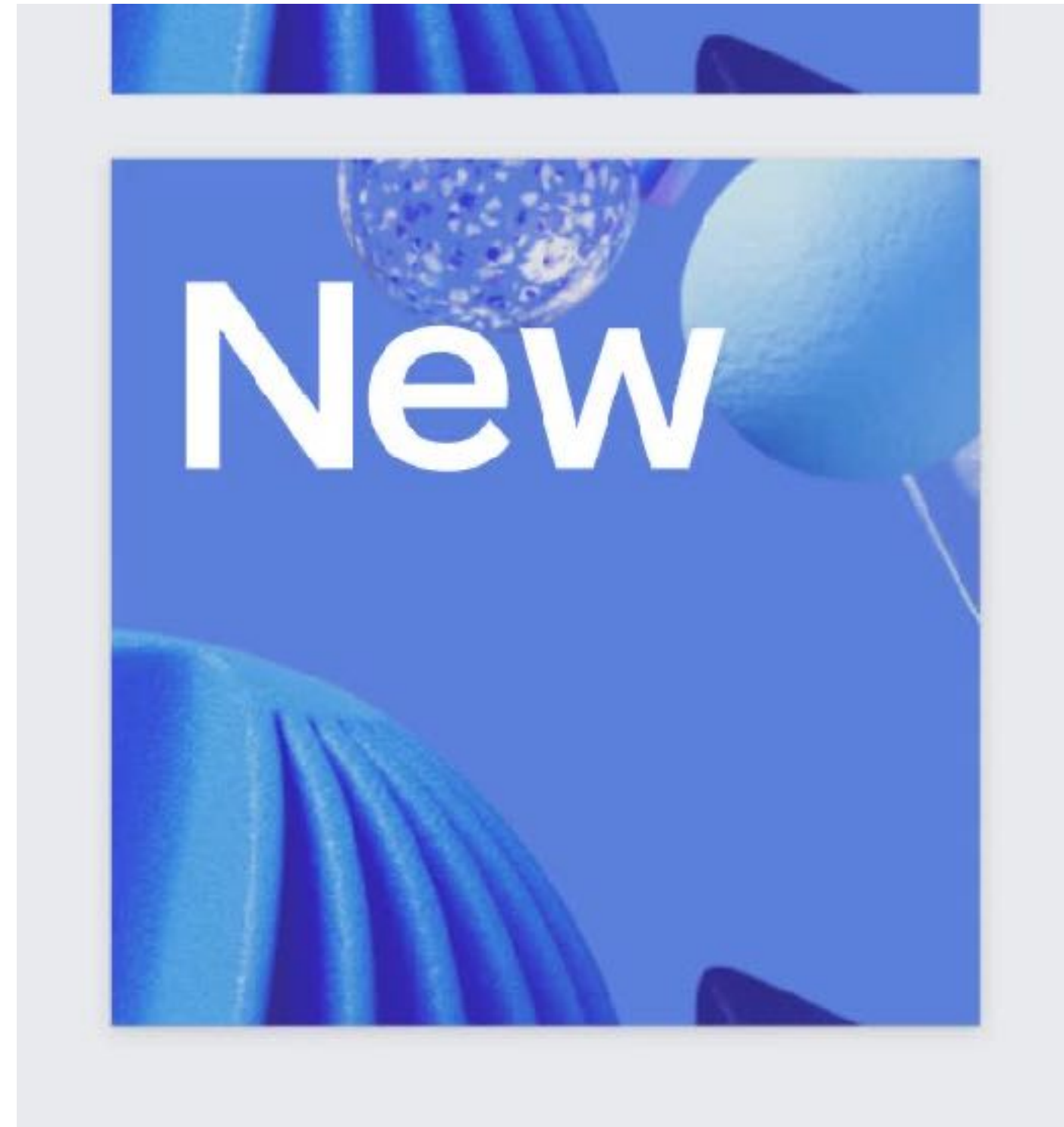
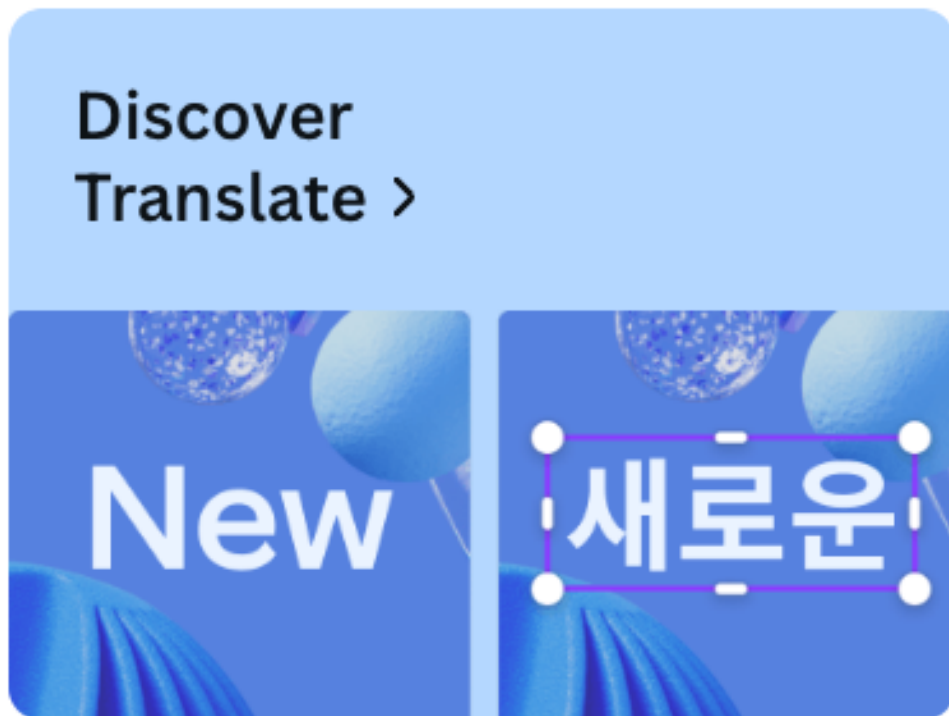
AI INTEGRATION IN *Canva* DOCS




AI INTEGRATION IN *Canva* DOCS



AI INTEGRATION IN *Canva* DOCS



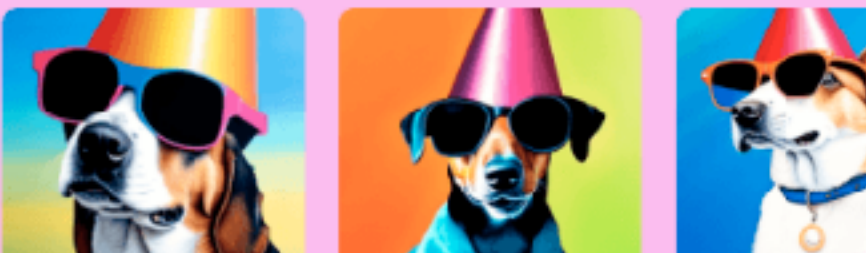
AI INTEGRATION IN *Canva* DOCS



Text to Image
Type what you'd like to see, and watch it come to life.

Try out
Text to Image >

Cool dog with party hat |



Use brand new technology to create any image you can describe

Include objects, colours, locations, surroundings, people...

Brand

Elements


Text

Uploads


Apps

Text to Image


Style



Concept art



Photo

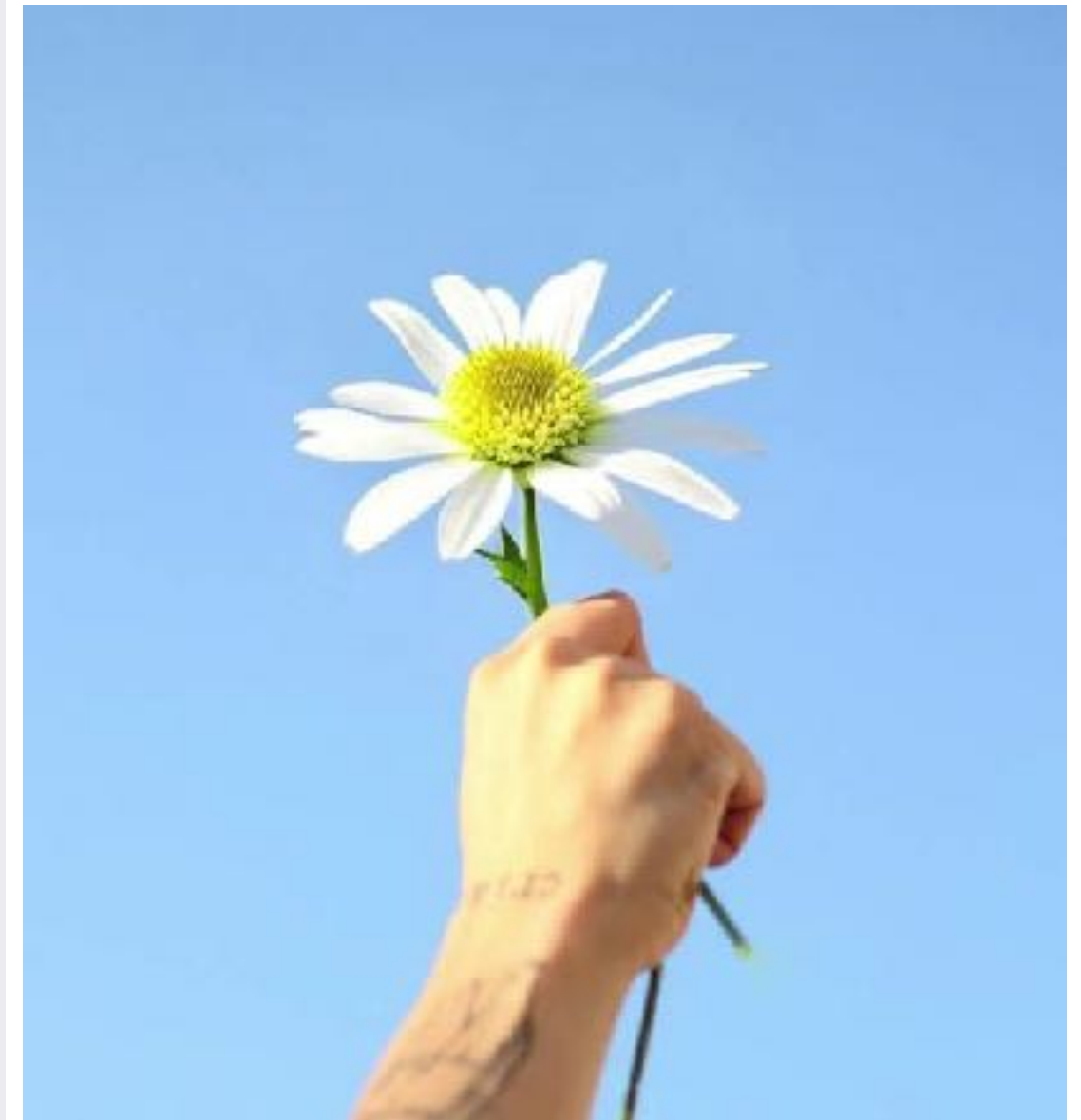
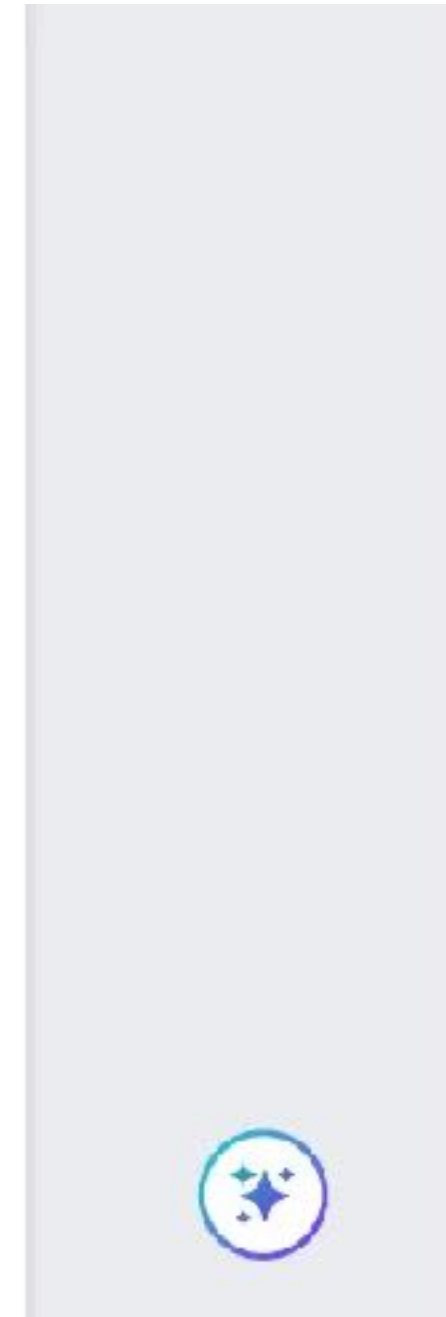


Painting

Generate image

AI INTEGRATION IN *Canva* DOCS

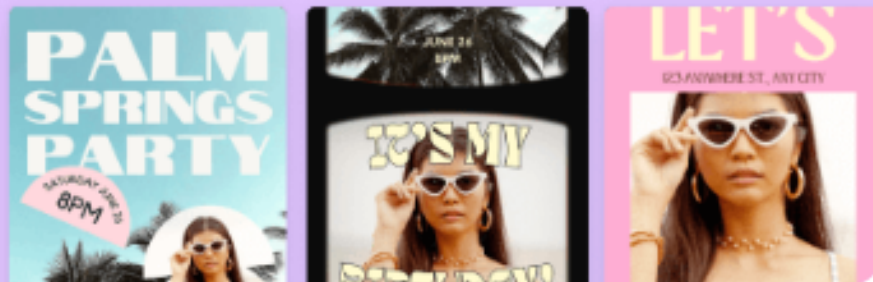
Try out
Magic Edit & Eraser >



AI INTEGRATION IN *Canva* DOCS

Try out
Magic Design >

Palm Springs themed birthday invitation



All Templates

Browse high quality templates for your next desi,



Category ▾

Try Magic Design™ BETA

Created from your media.



AI INTEGRATION IN *Canva* DOCS

Try out
Magic Presentation >

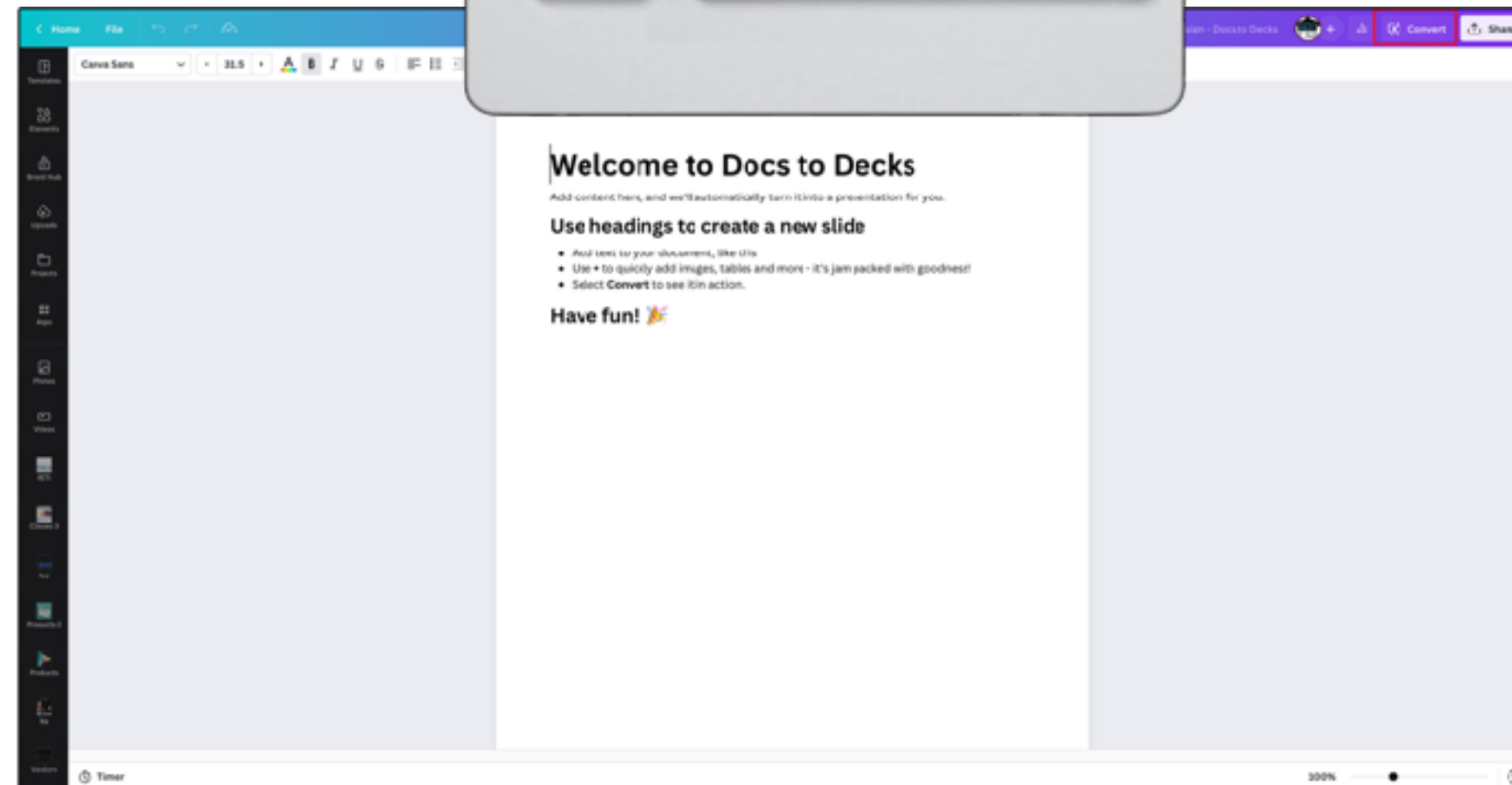
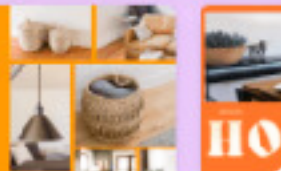
Magic Design™

Styling proposal from interior decorator

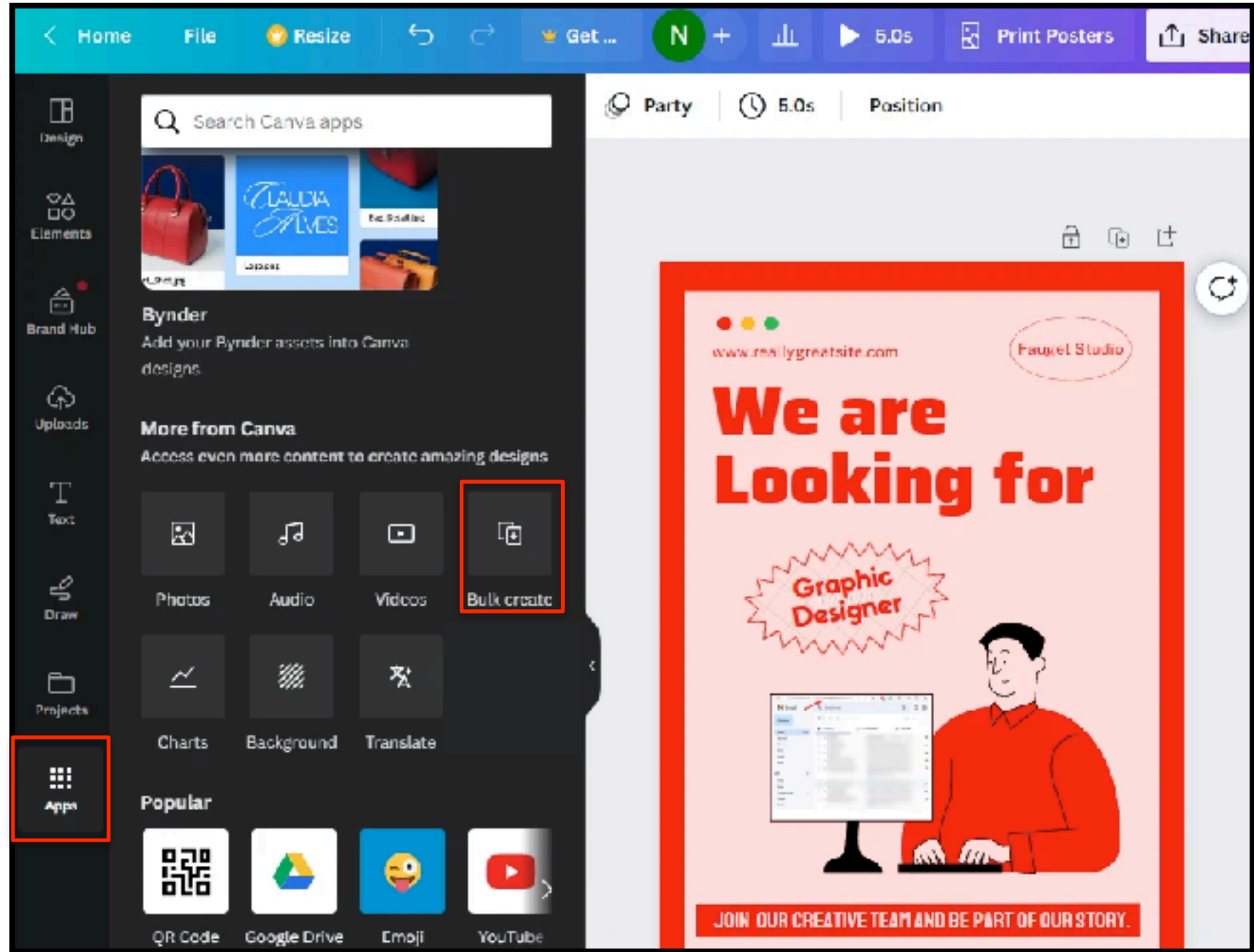
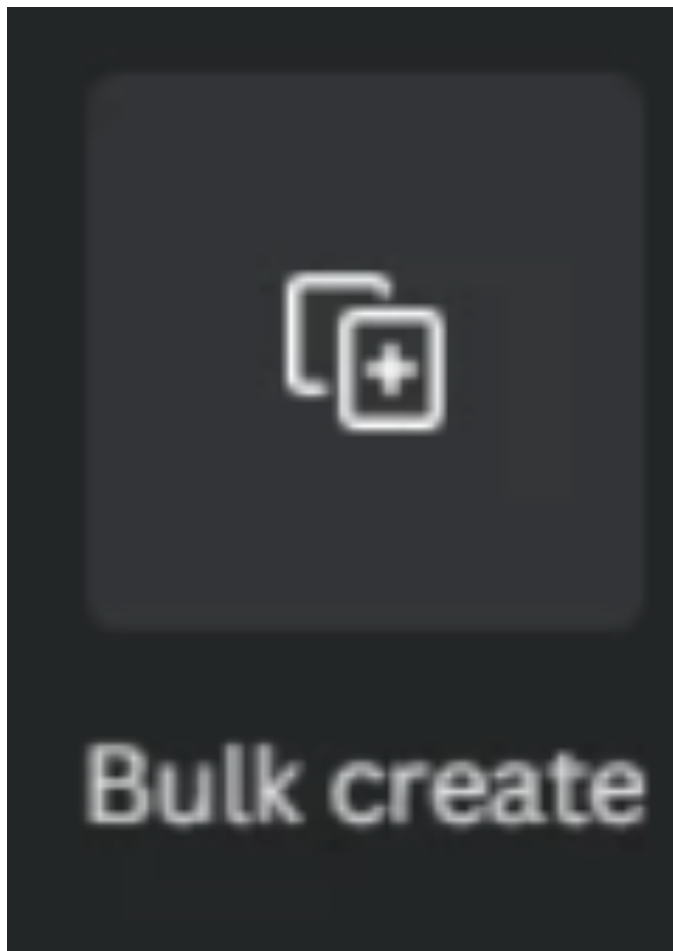
Home decorations to dazzle



Home decorations to dazzle



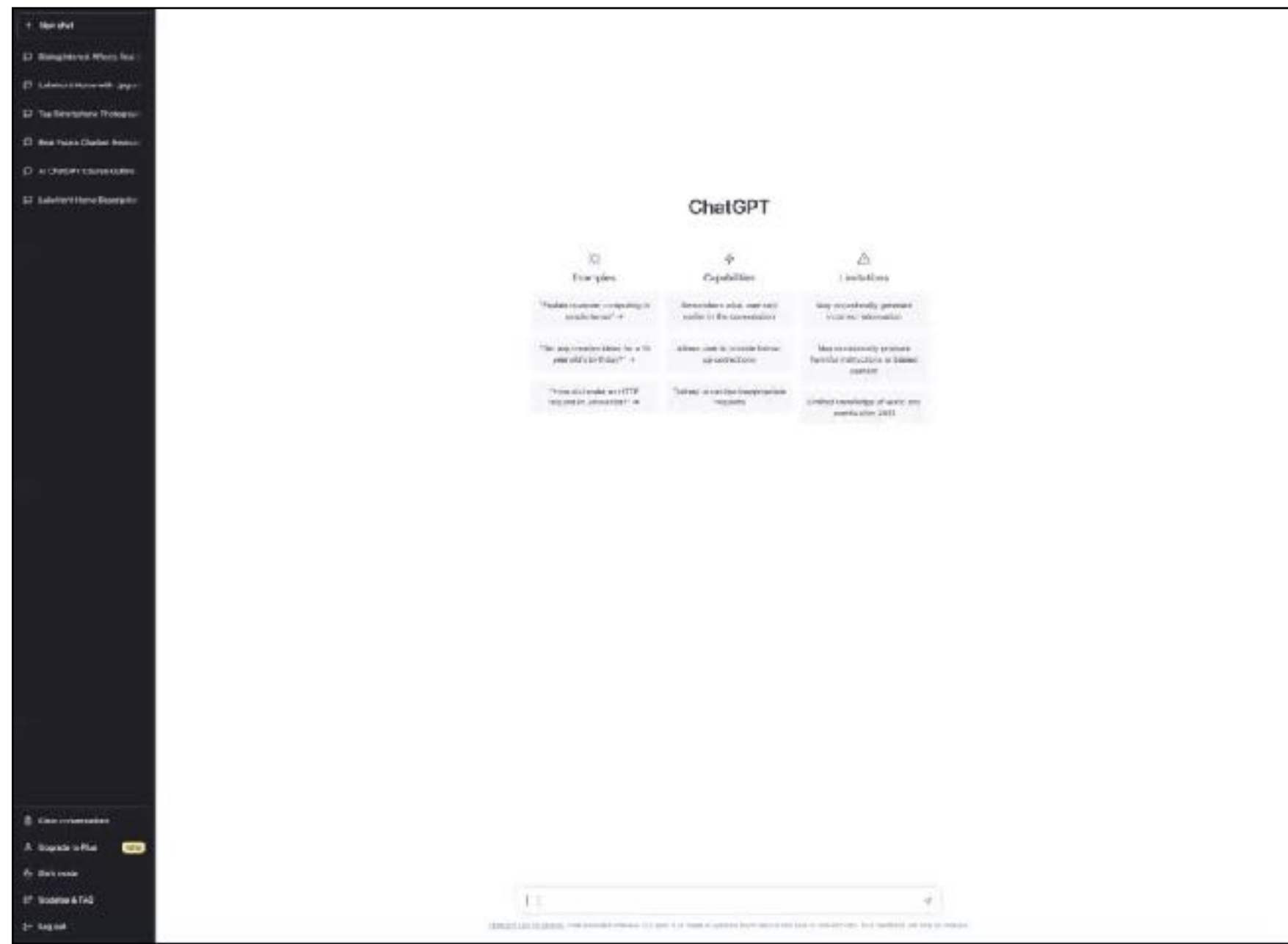
AI INTEGRATION IN *Canva* DOCS





HOW TO BUILD OUT A FULL MARKETING PLAN WITH AI

MARKETING PLANNING & MORE

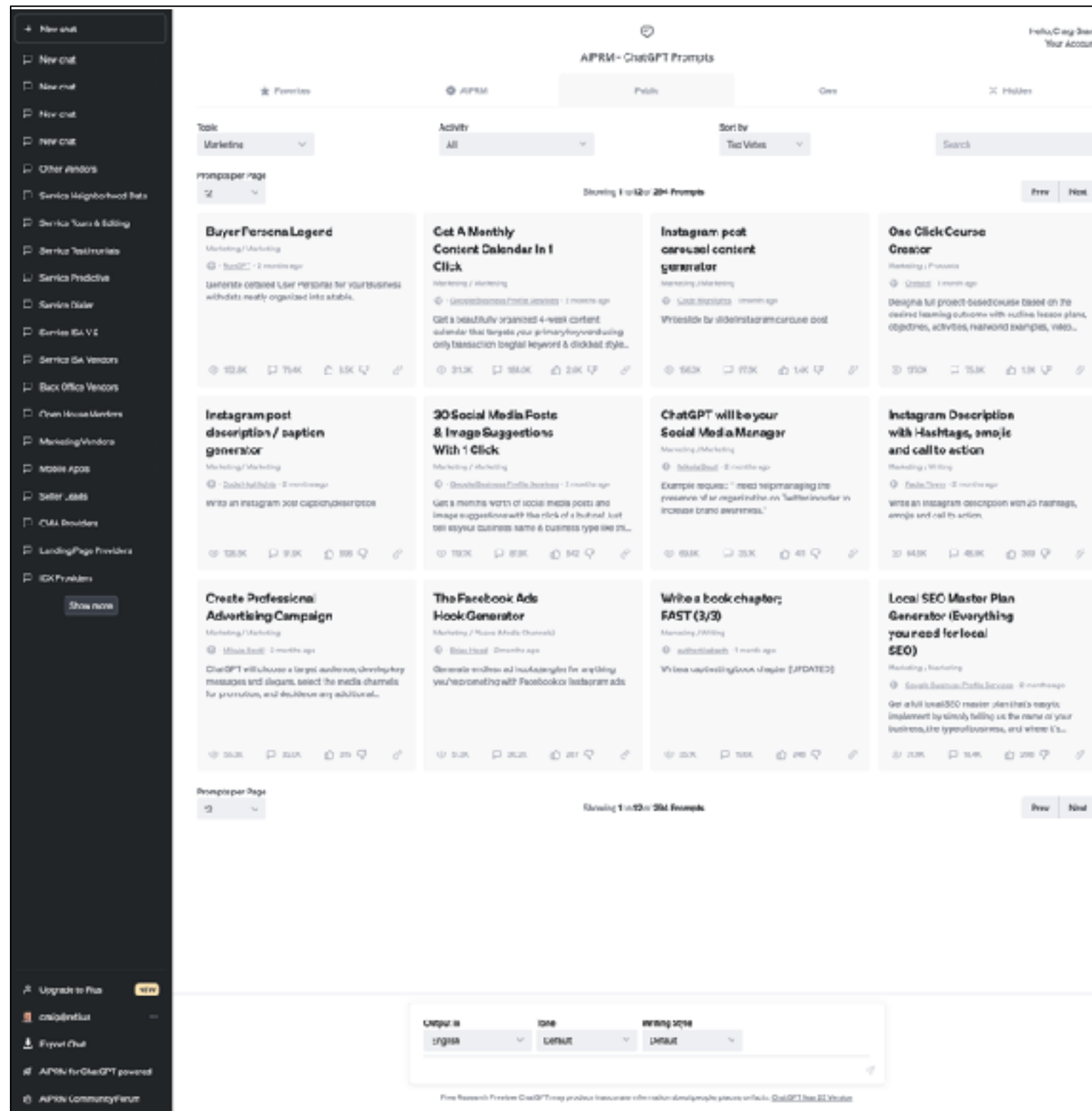


Create an annual marketing plan for a seasoned real estate agent who is wanting to increase their market share in the senior retiree and gated communities in Stuart, FL

MARKETING PLANNING & MORE

It can Create &/or Identify Your:

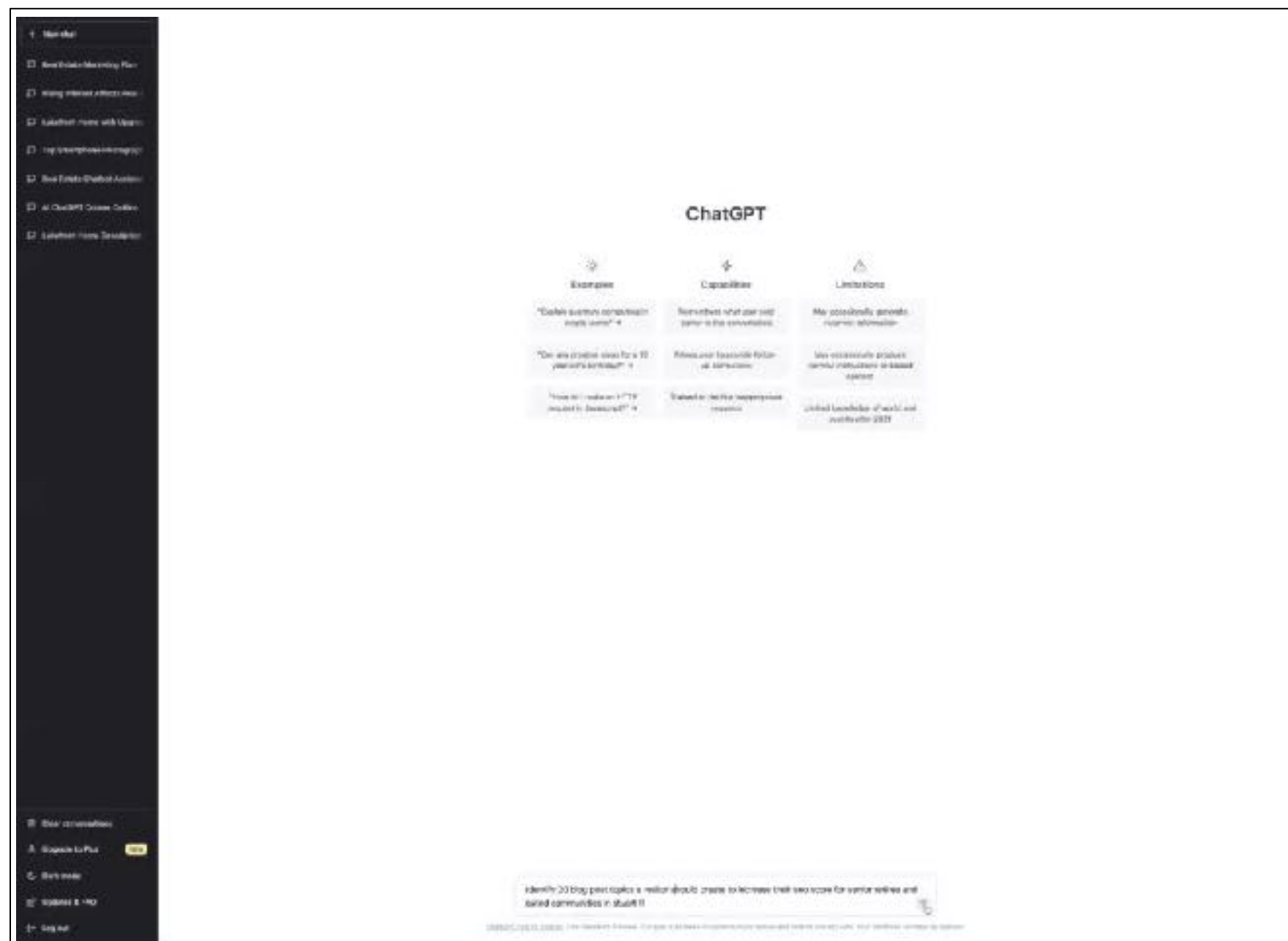
- Marketing Plan
- Ad &/or Communication Campaigns
- Target audience & how to best reach it
- Headlines, SEO keywords, & Hashtags
- Lead funnel creation
- Call to Action/Lead Capture
- And more





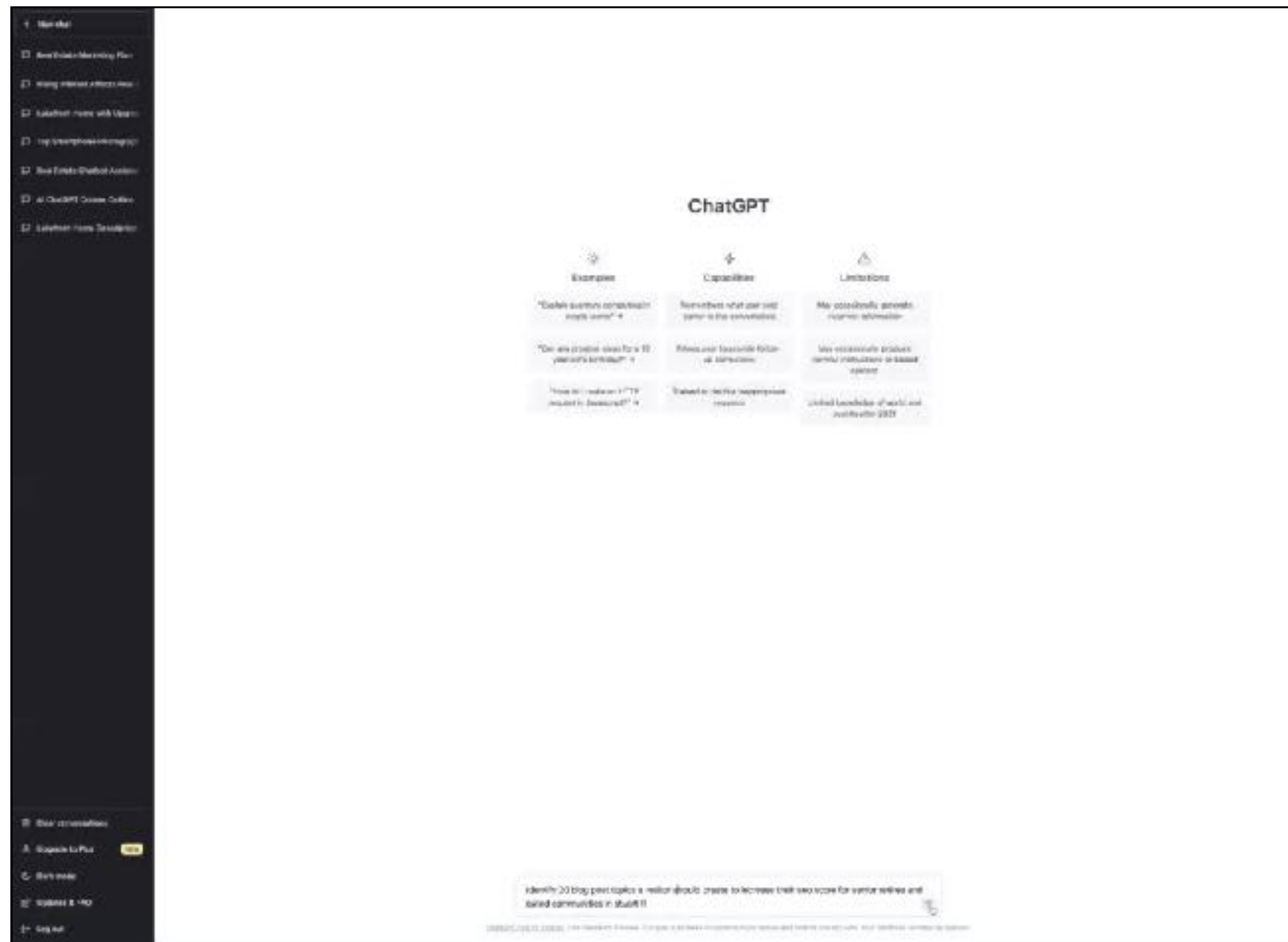
CREATING A CONTENT CAMPAIGN

IDENTIFYING CONTENT IDEAS



Identify 52 blog post ideas a realtor should make if they are trying to increase their SEO score for senior retirees and gated communities in Stuart, FL

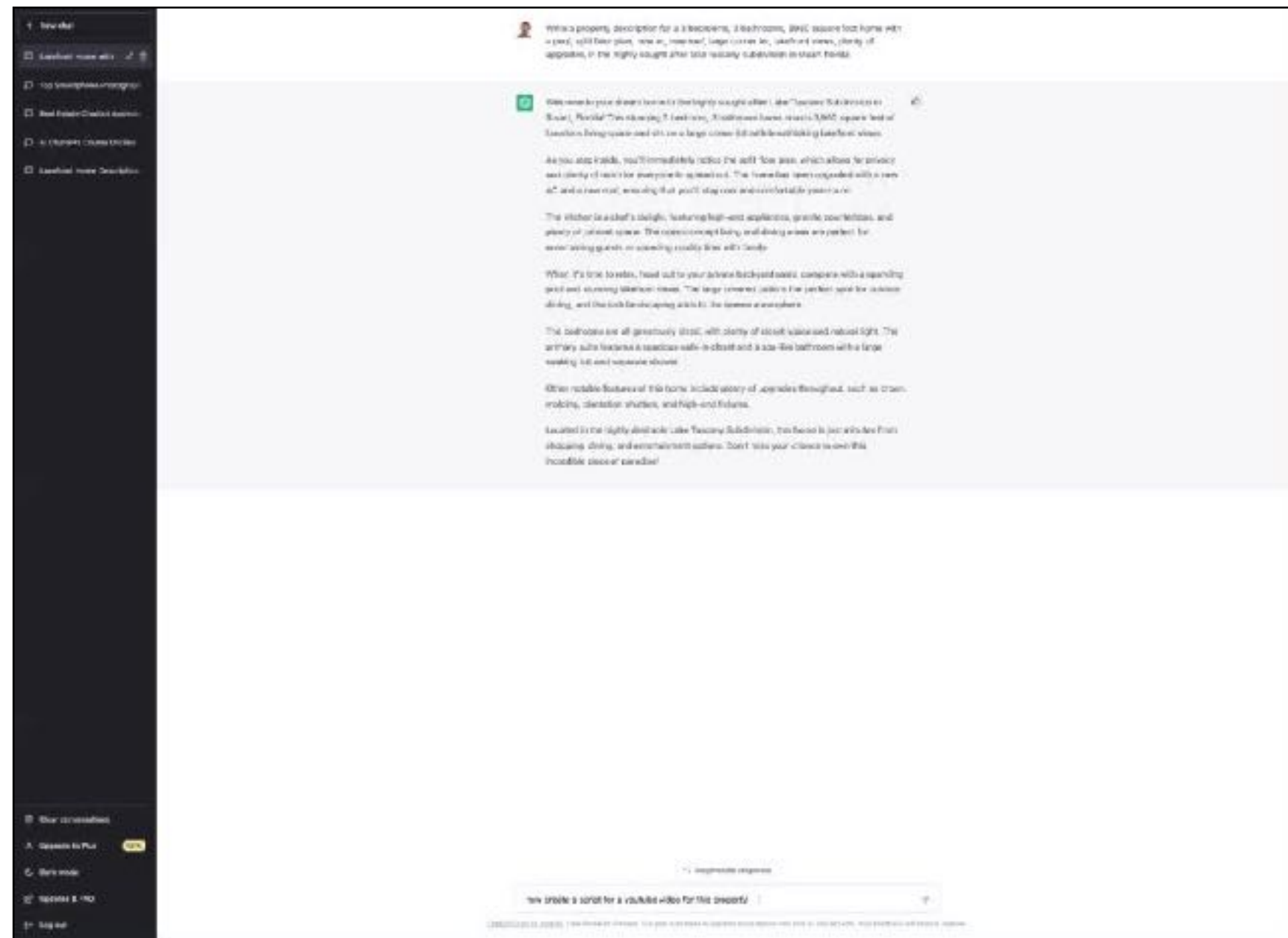
CONTENT CREATION



After the previous prompt to identify the top 20 topics to blog about:

Now write a 500-750 word blog post ideas for idea #1
(repeat for idea #2, #3, etc.)

CONTENT CREATION

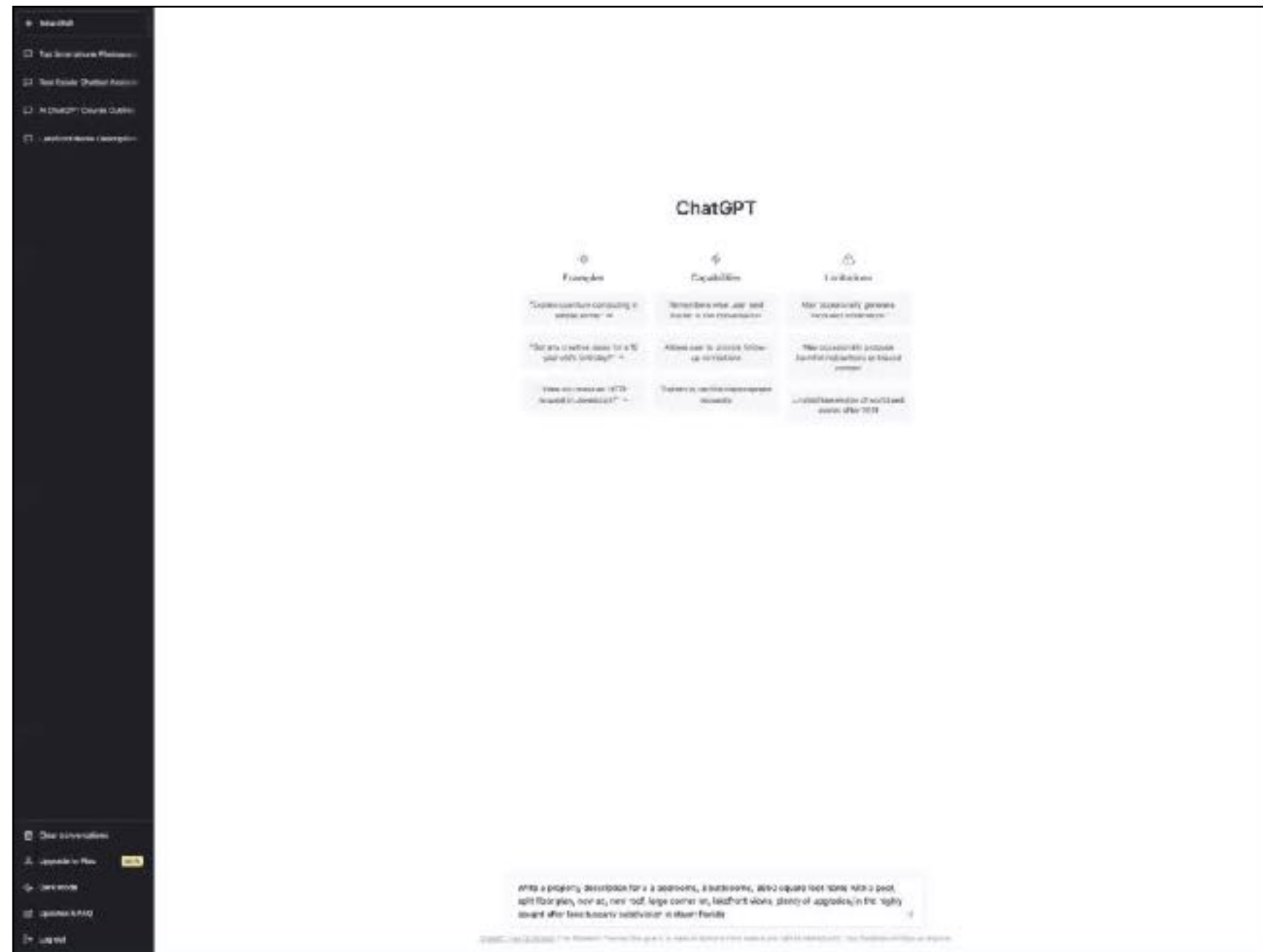


Now create a YouTube video script for idea #1 (repeat for #2, #3, etc.)



CREATING A PROPERTY CAMPAIGN

Property Descriptions

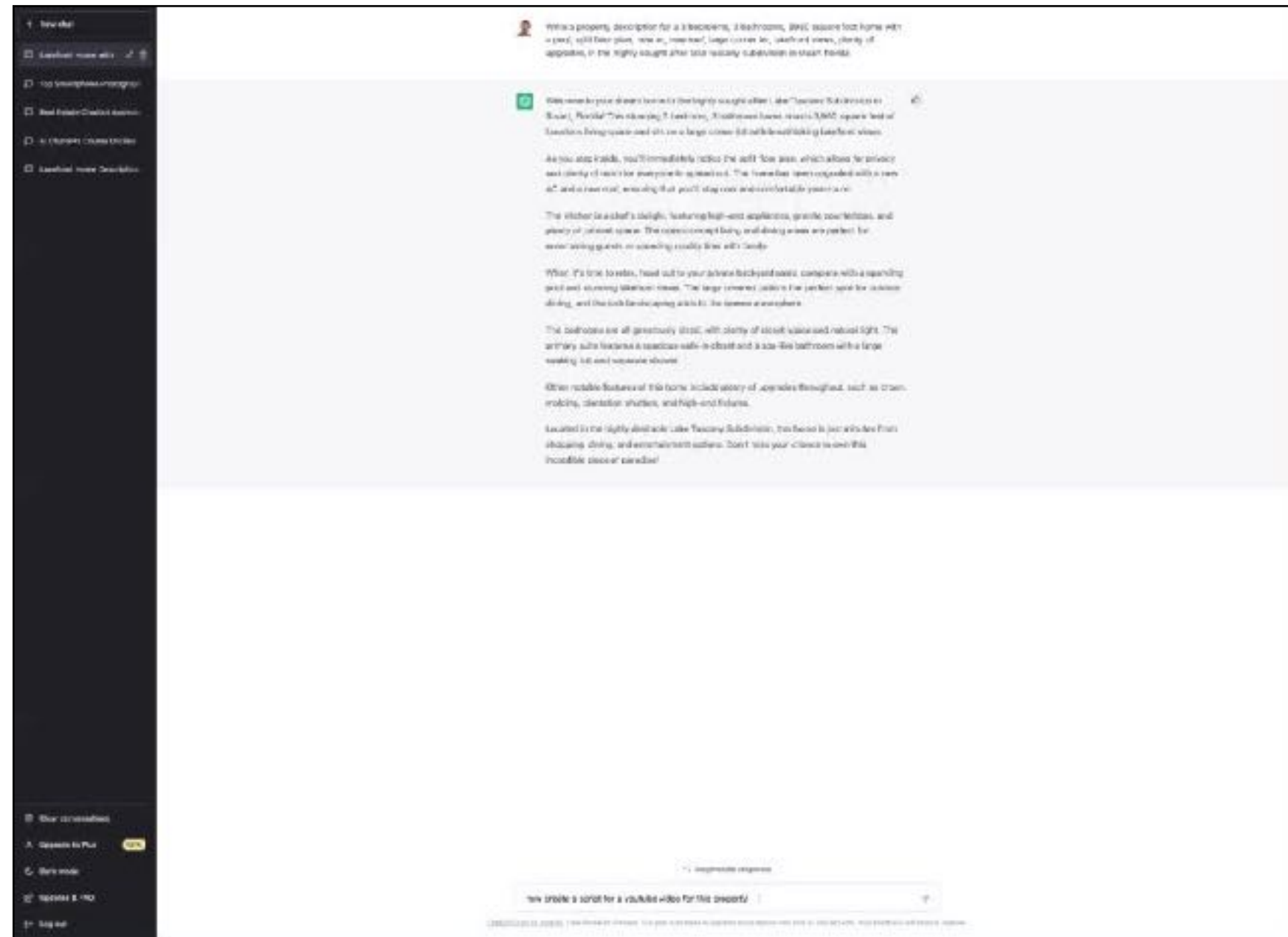


Factoring in federal fair housing laws, write a property description for a 3 bedrooms, 3 bathrooms, 3950 square foot home with a pool, split floor plan, new ac, new roof, large corner lot, lakefront views, plenty of upgrades, in the highly sought after lake tuscan subdivision in stuart florida



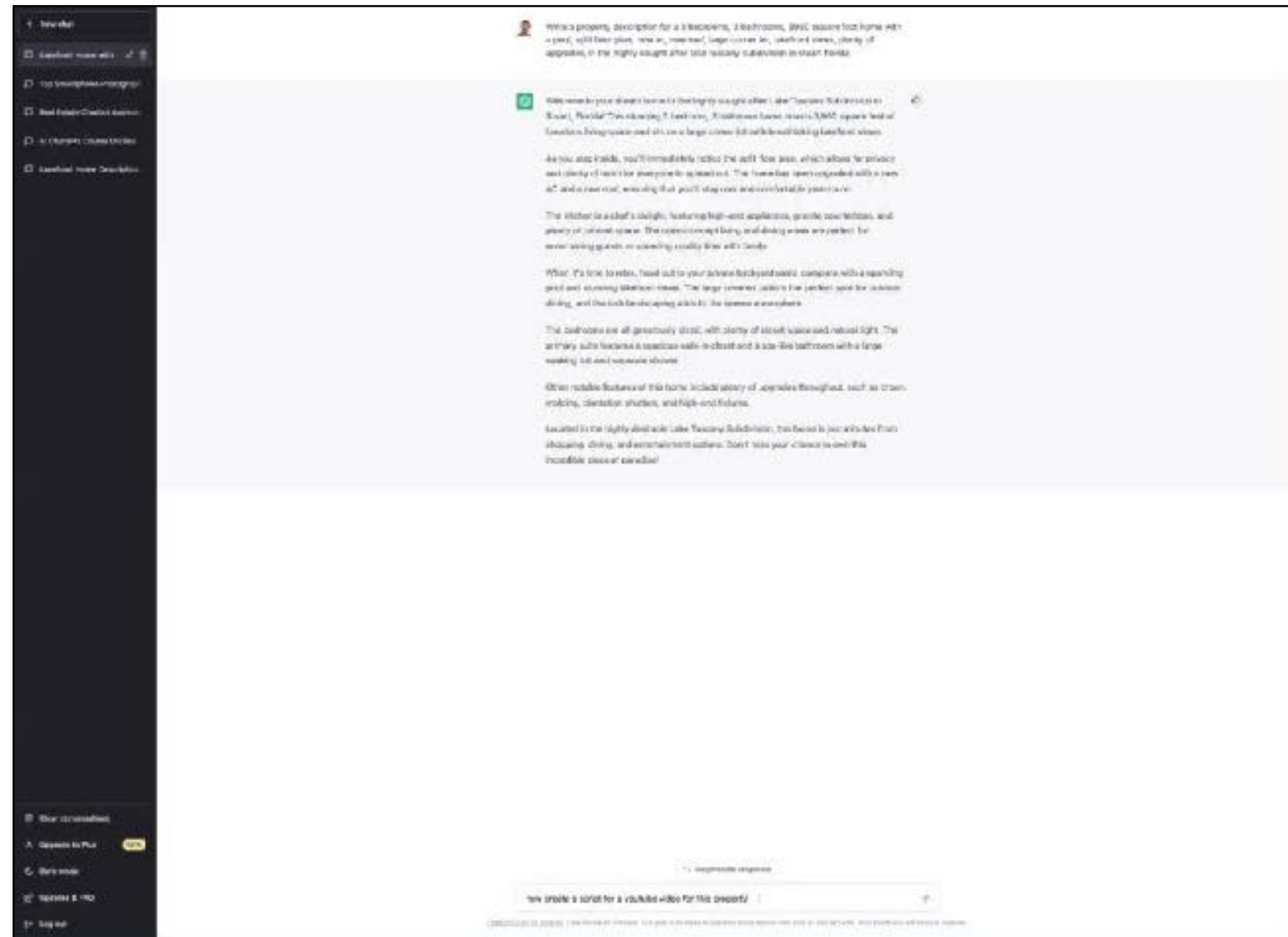
CREATING A BRAND CAMPAIGN

BRAND CAMPAIGN



Compile a list of client testimonials &/or use ChatGPT to compile a list of real estate tips

BRAND CAMPAIGN

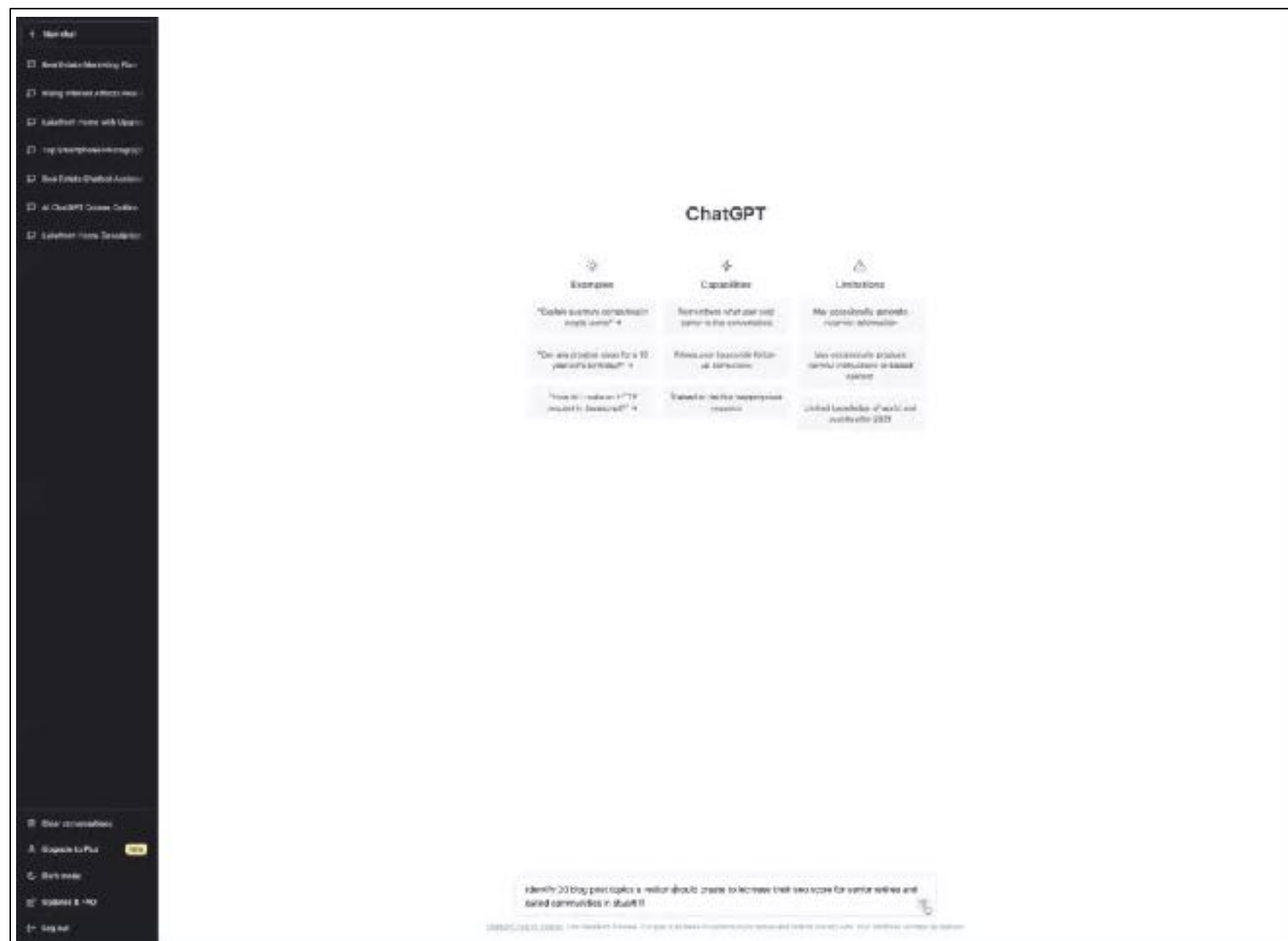


Then use Canva's Bulk Create Tool to build out the entire campaign!



**CREATING A YEAR'S
MARKETING MATERIALS
USING CANVA'S BULK
CREATE TOOL**

IDENTIFYING CONTENT IDEAS

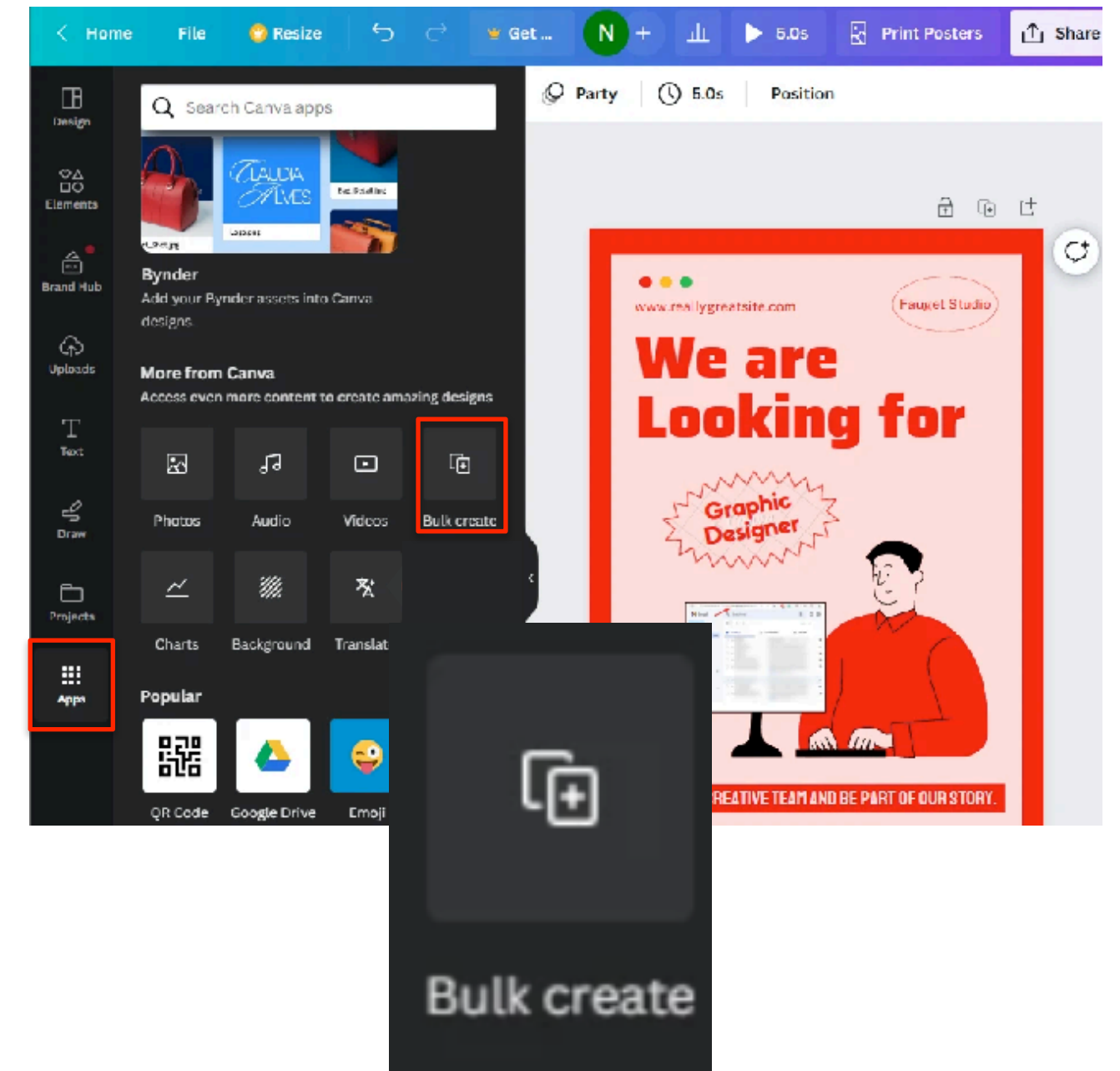


Identify 52 blog post ideas a realtor should make if they are trying to increase their SEO score for senior retirees and gated communities in Stuart, FL

How to Bulk Create in *Canva*

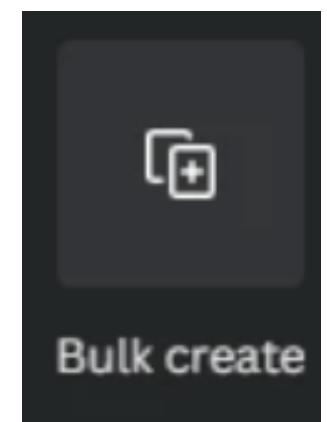
Go to Canva (requires a paid Pro account)

1. In Canva go to Docs
2. Either click the + icon and choose Magic Write and then use the prompt above for Content Ideas - Prompt 1 and have Canva generate you a list of ideas or paste in the numbered bulleted list ChatGPT created into the Canva Doc (instead of using Magic Write)
3. Select and Copy the bulleted list
4. Go to Excel or Google Sheets and paste the info into cell A1
5. Save the file as a .CSV file



How to Bulk Create in *Canva*

6. Back in Canva find a marketing piece (ex. Facebook post, Instagram Story, etc.) and the design template you want to create
7. Use the Styles tool to ensure each design uses your brand (colors, fonts, etc.) to the design
8. In the left bar, click on Apps and search/find Bulk Create
9. Click upload CSV file and upload the file you created in step 5
10. Select the content box in your design where you want to insert the info from the spreadsheet
11. Right-click your mouse and click Select Connect Data > Select the first line
Click Continue > click Generate ____ number of Posts



Craig Grant

Stuart, FL



Craig@RETI.us



CraigGrant.info or RETI.us

To download this presentation or connect with Craig, go to tinyurl.com/craig-aiclass or scan this QR Code





The Place to Learn About Real Estate Tech & Marketing



RETI.us is an amazing resource to help you learn how to use & utilize the best technology in your business with **over 2500:**

- Video Tutorials
- Webinars
- (including new ones each week)
- Product Reviews & Demos
- Content Posting Calendars
- The CRM Generator
- And More!.



Get a 1-month for only \$.99 (then \$9.95/mo)
or the Full Year for only \$75

Promo Codes= **RETIMO**
RETIYR

Get Your Account Today @ RETI.us/sign-up/

Q&A TIME
THANK YOU!