

A I Her W A Y

How to Make the Most of ChatGPT 4-0 (now that it's FREE!)

DR NICI SWEANEY

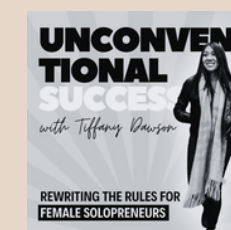
DIRECTOR, AI HER WAY

FEATURED IN:

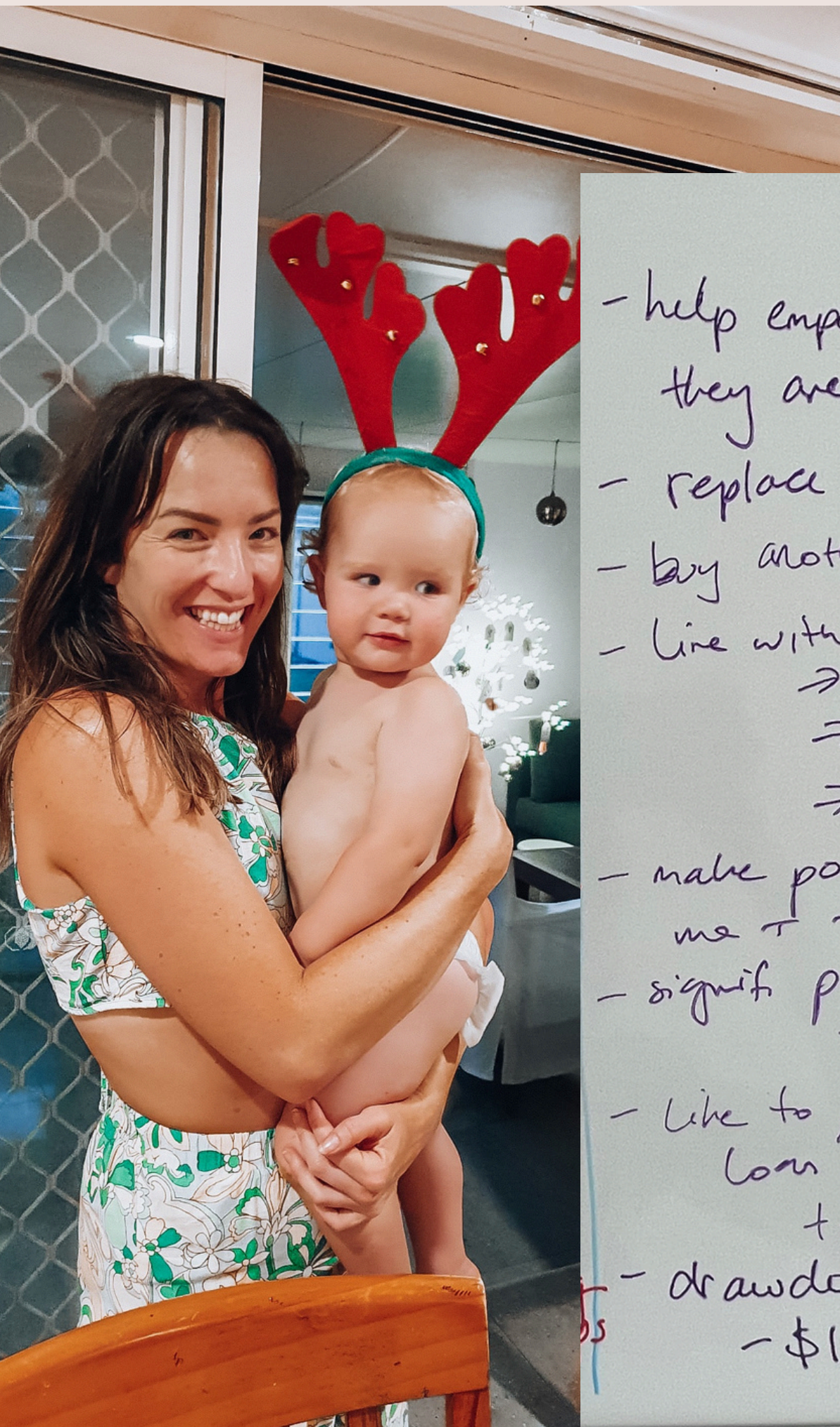
HE



AUSTRALASIAN
ACADEMIC INTEGRITY
NETWORK

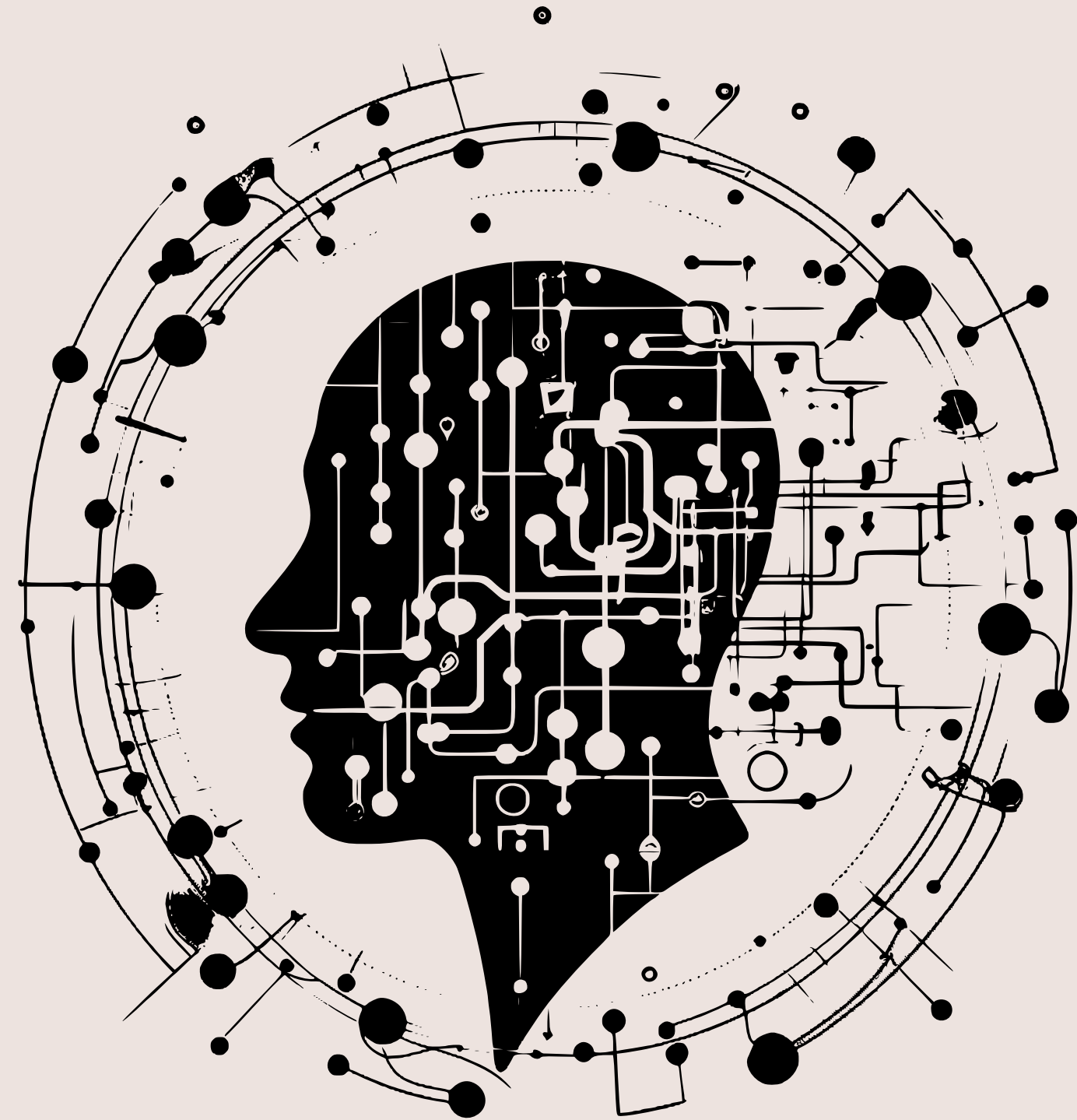


My journey...



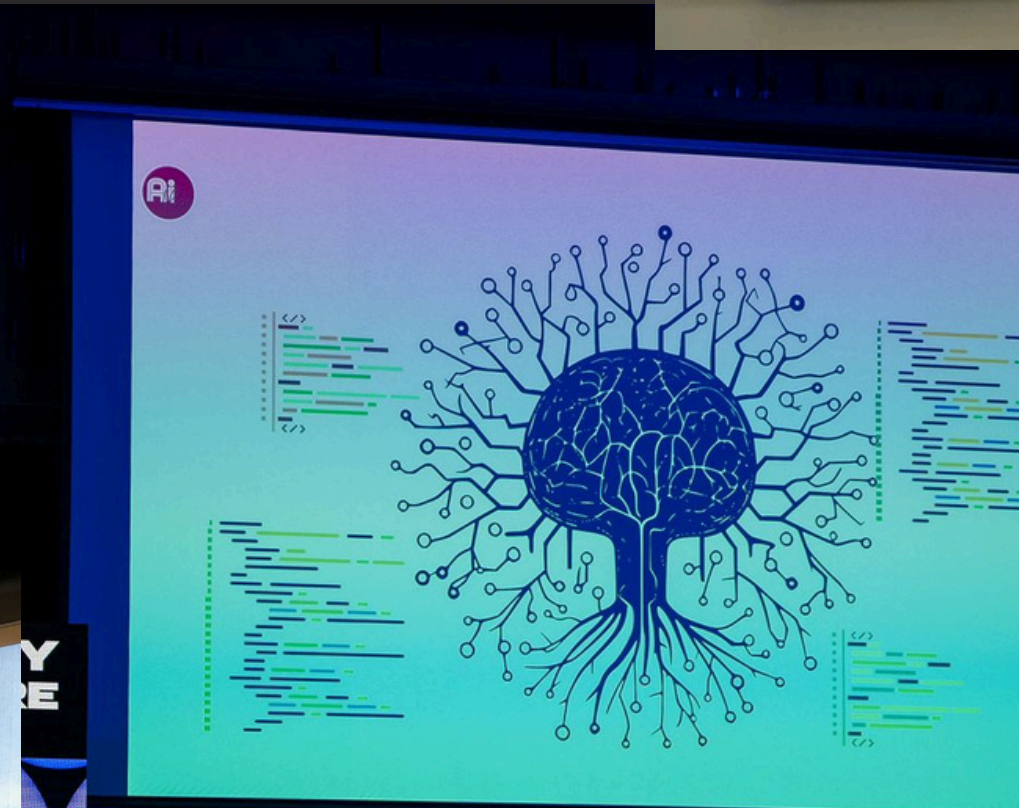
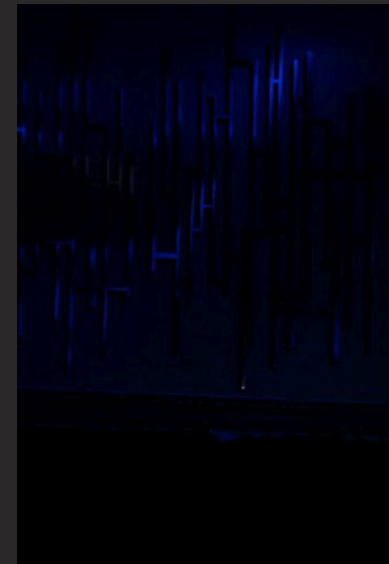
Nici

- help empower women to know how awesome they are
- replace income equal to 2k month.
- buy another investment 2023
+ own between 5-10
- live with an abundance mindset
 - tangible actions
 - cutting unnee. expenses
 - savings goals for enjoyment
- make positive impact on people around me + the world
- signif passive element to business
 - space to do other ventures
- like to put an extra \$10-15k home loan each year 2041
 - + extra \$1500/month
- drawdown loan 2023 - investment
 - \$1,200/month.



My journey...

AI *After* WAY



Dr Nici Sweeney

ABOUT ME

Academic, Data Nerd, Business Owner, Educator, Mother

- Academic and data scientist
- Launched Ai Her Way in July 2023 to address gender disparity
- Have taught hundreds and spoken at 40+ events
- Work with business and education institutes
- *Ai Her Way* now runs as an AI operations consultancy
- Passionate about ethical use of AI to leverage great ideas

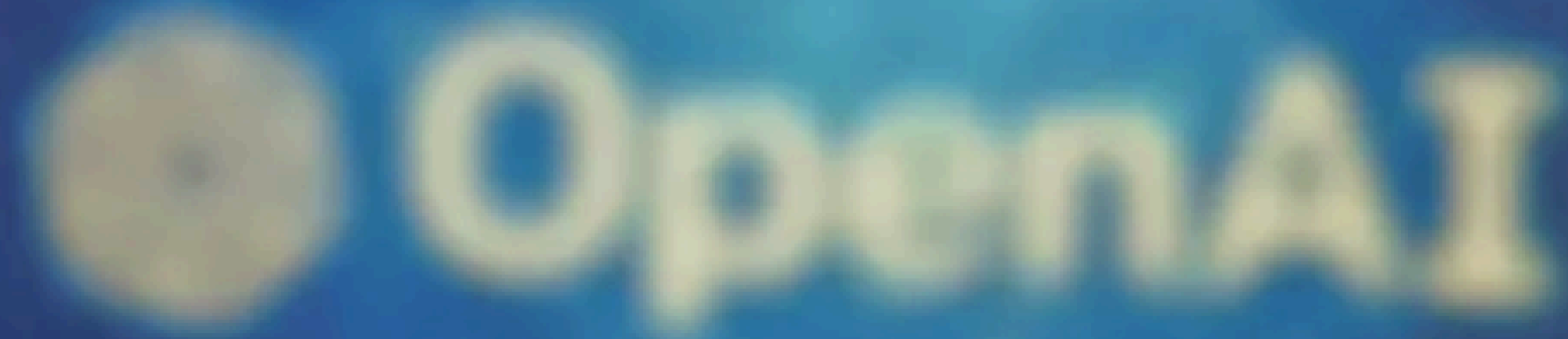
www.aiherway.com.au

Up To 70% Of Work Tasks Could Be Automated By AI Tools

*TAAFT for short

THERE'S AN AI FOR THAT*

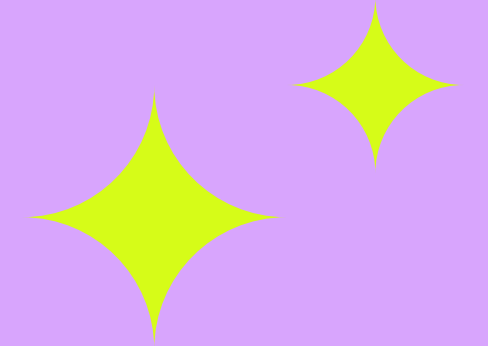
12,537 AIs for 15,218 tasks and 4,804 jobs.



GPT-4o



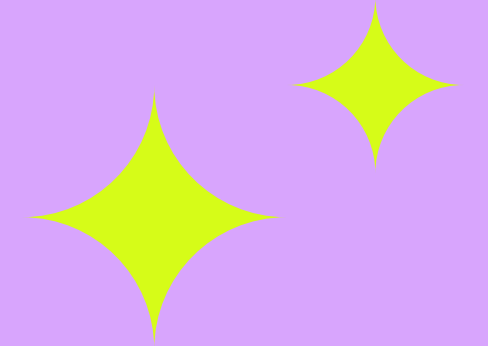
Today



- Why ChatGPT 4-o is different
- Specific use cases:
 - AI Admin Assistant (using voice)
 - Financial Advice (using code)
 - Business Strategy (using custom GPT's)
 - Website Optimisation (using vision)
- Special bonus



Remember...



- Have your **video on** if you can
- Mute unless talking to block background noise
- Use the **chat or just chime in** for questions
- Encourage **interaction!** Love to hear from you!
- We only have 1 hour, so don't worry about trying to replicate everything right now: I'll be sending out the **slides, recording**, and the **prompts**
- **Wait until the end for a bonus**



Whats the DIFFERENCE?

- More 'intelligent'
- Access internet
- Analyse data
- Vision - photos and pictures
- Upload/link files
- Custom GPT's
- Memory
- Real time voice





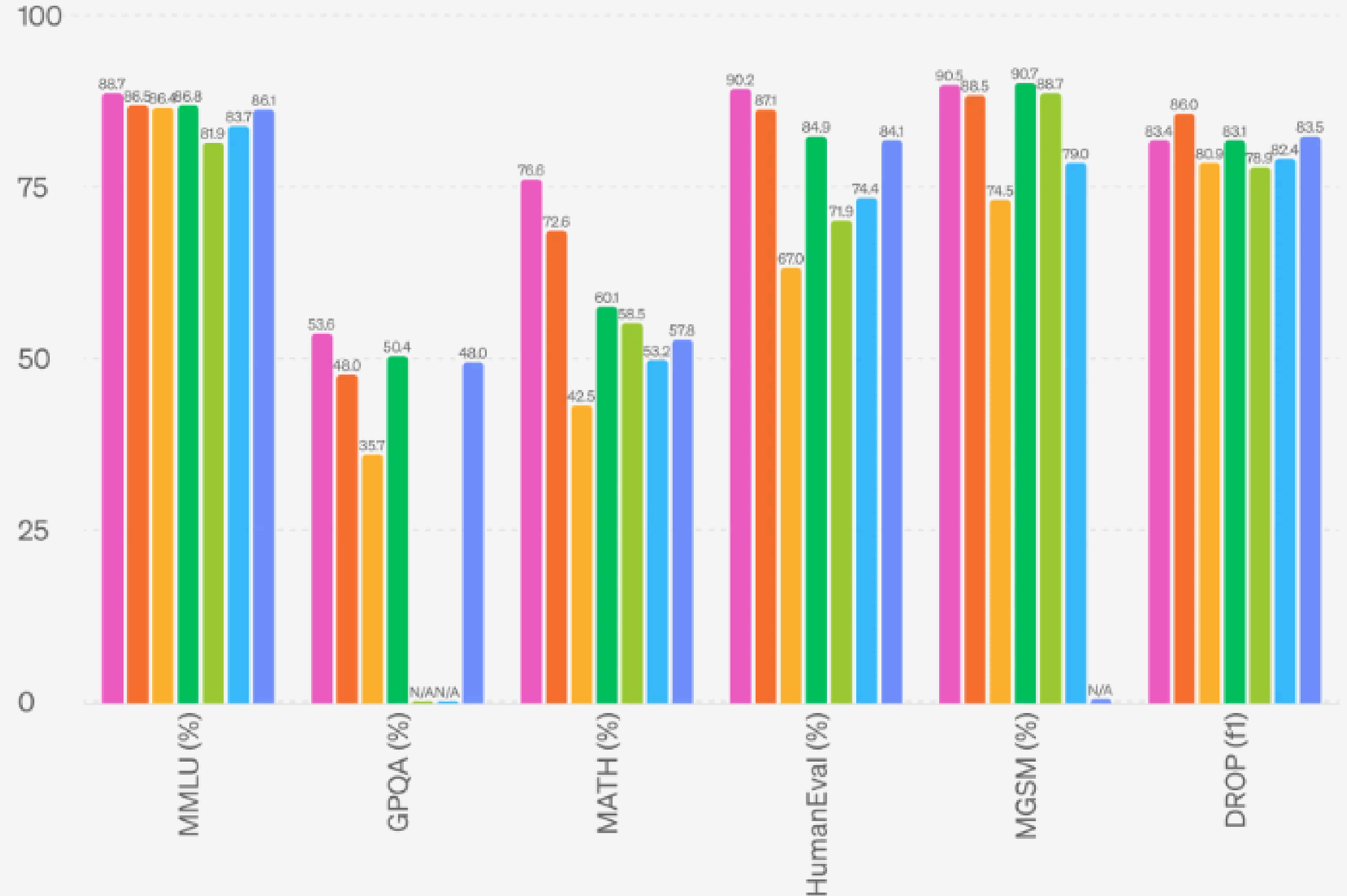
Whats the DIFFERENCE?



www.aiherway.com.au

Text Evaluation

GPT-4o GPT-4T GPT-4 (initial release 23-03-14) Claude 3 Opus Gemini Pro 1.5
Gemini Ultra 1.0 Llama3 400b





What does it
SOLVE?



Why knowing how to use

**AI IS THE MOST IMPORTANT
SKILL TO HAVE RIGHT NOW**





What are the POSSIBILITIES?



What can YOU USE IT FOR?

- Writing: drafting, reviewing, editing
- Research & summarising
- Customer care
- Ideas
- Advice (role play)
- Data analysis
- Professional development
- Reporting
- Graphic Design
- Content creation and scripting
- Podcasting
- Presentations
- Audio
- Building agents
- Real time translation



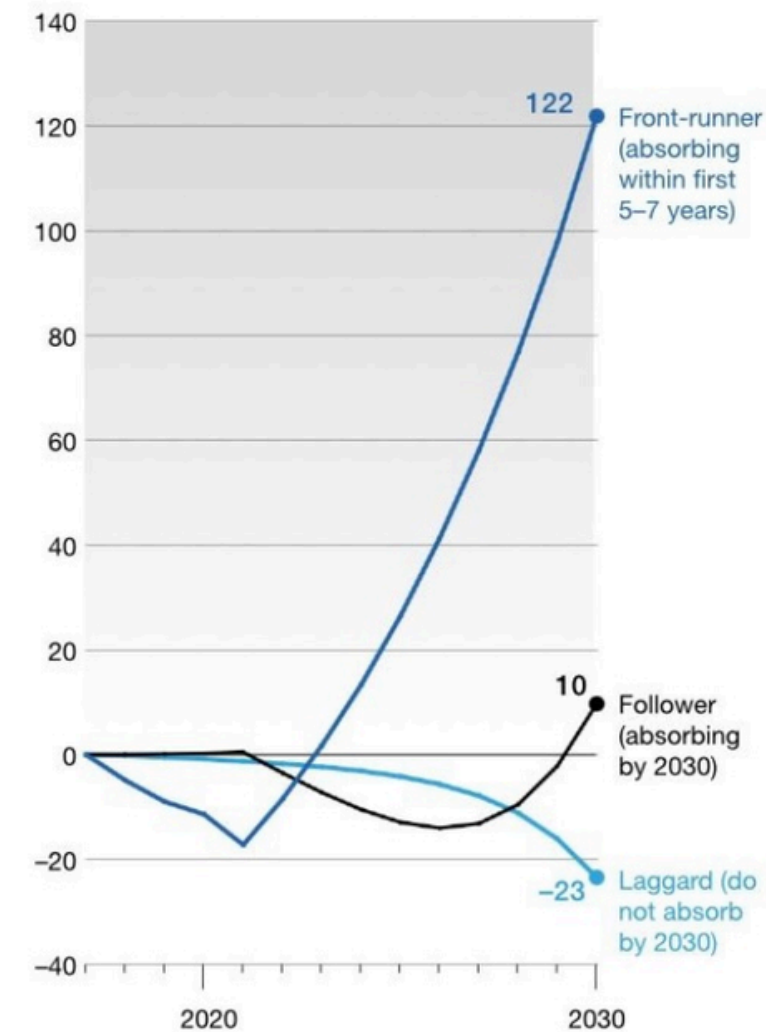
What does this MEAN FOR YOU?

- Regardless of your industry, your work will change
- Early adopters will have the most advantage
- AI literacy is the FIRST pillar for success
- Automations are the next step

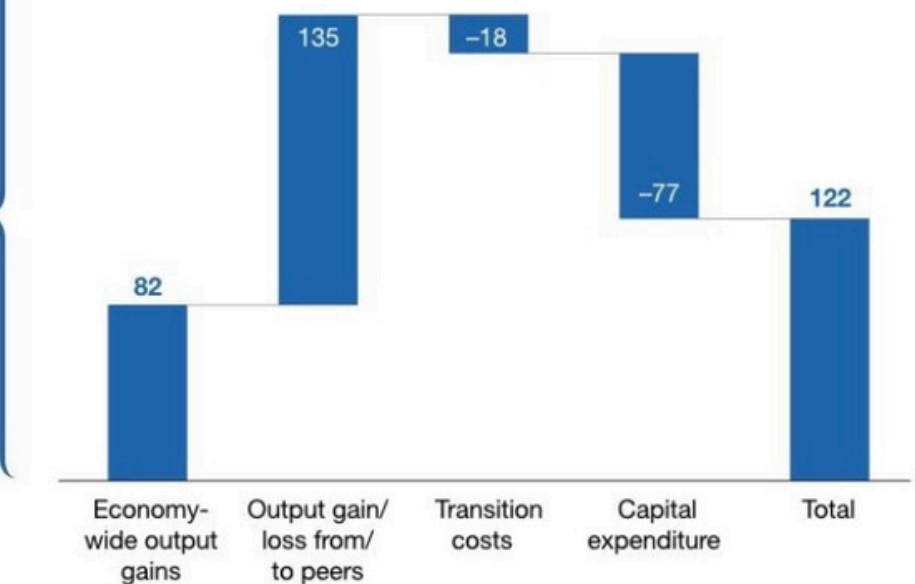
Faster AI adoption and absorption by **front-runners** can create larger economic gains.

SIMULATION

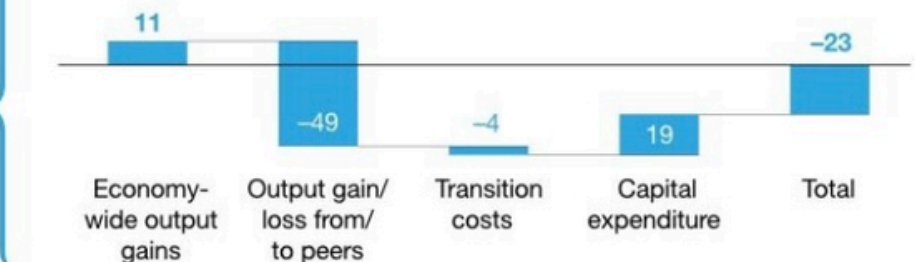
Relative changes in cash flow by AI-adoption cohort, cumulative % change per cohort



Front-runner breakdown, % change per cohort



Laggard breakdown, % change per cohort



Note: Numbers are simulated figures to provide directional perspectives rather than forecasts.

McKinsey&Company | Source: McKinsey Global Institute analysis



Let's look at 4 awesome use cases





Admin ASSISTANT



@ALHERWAY



What can we do with VOICE?



1. Transcribe and summarise notes
2. Use voice to respond to queries and emails
3. Brainstorming sessions
4. Search business documents with your voice
5. Real time translation
6. Podcast production
7. Briefings on priorities and projects
8. Practice interviews/pitches/talks
9. Gain feedback on presentations
10. Practice difficult conversations
11. Talk you through a meditation exercise
12. Put it on the phone to your service providers or MIL



Where do you START?

1. Provide **context** (this will update in the memory as you use it)
2. Give it clear **directives** about what you want
3. Can be **specific** about more complex tasks
4. Great for **back and forth** chatting

I love to use this while cooking/commuting/getting ready in the mornings

BONUS COOL THINGS:

- Upload documents or screenshots of calendar or project management boards
- **Set up automations** so it can read you a summary in the mornings of your to-do's and your emails



Revenue GROWTH

I run Ai Her Way. Here is my website: <https://www.aiherway.com.au/>
You should study this to understand my brand, who I serve, and what I offer.

This will form the basis of everything we do, so its important you understand my business before we progress.



Memory updated

Great, I'll study the Ai Her Way website to understand your brand better. I'll ensure that all future tasks align with the information from your website and the overall business strategy. Please give me a moment to review the site.



Great. You are going to be hired as an expert financial advisor and strategist in my business. The goal is to understand the business finances, profits, expenses, and what drives revenue. You will perform regular reviews and provide expert advice, aligned with our strategic goals. The strategic goals of the business are:

1. to make \$60,000 per month in revenue
2. to keep expenses under \$15,000 (not includ



Coding & Analysis

Data just became your best friend

1. Predict market trends and sales forecasts
2. Analyse customer feedback and social media mentions (sentiment analysis)
3. Financial projections
4. Optimise supply chains
5. Perform risk assessments
6. Help with customer segmentation to improve marketing campaigns
7. Have it help you create dashboards that track KPI's and important metrics
8. Have it build you a cool widget you can use for lead gen
9. Coding automated workflows
10. Analysis of competitors to compare and contrast



How do you DO THIS?

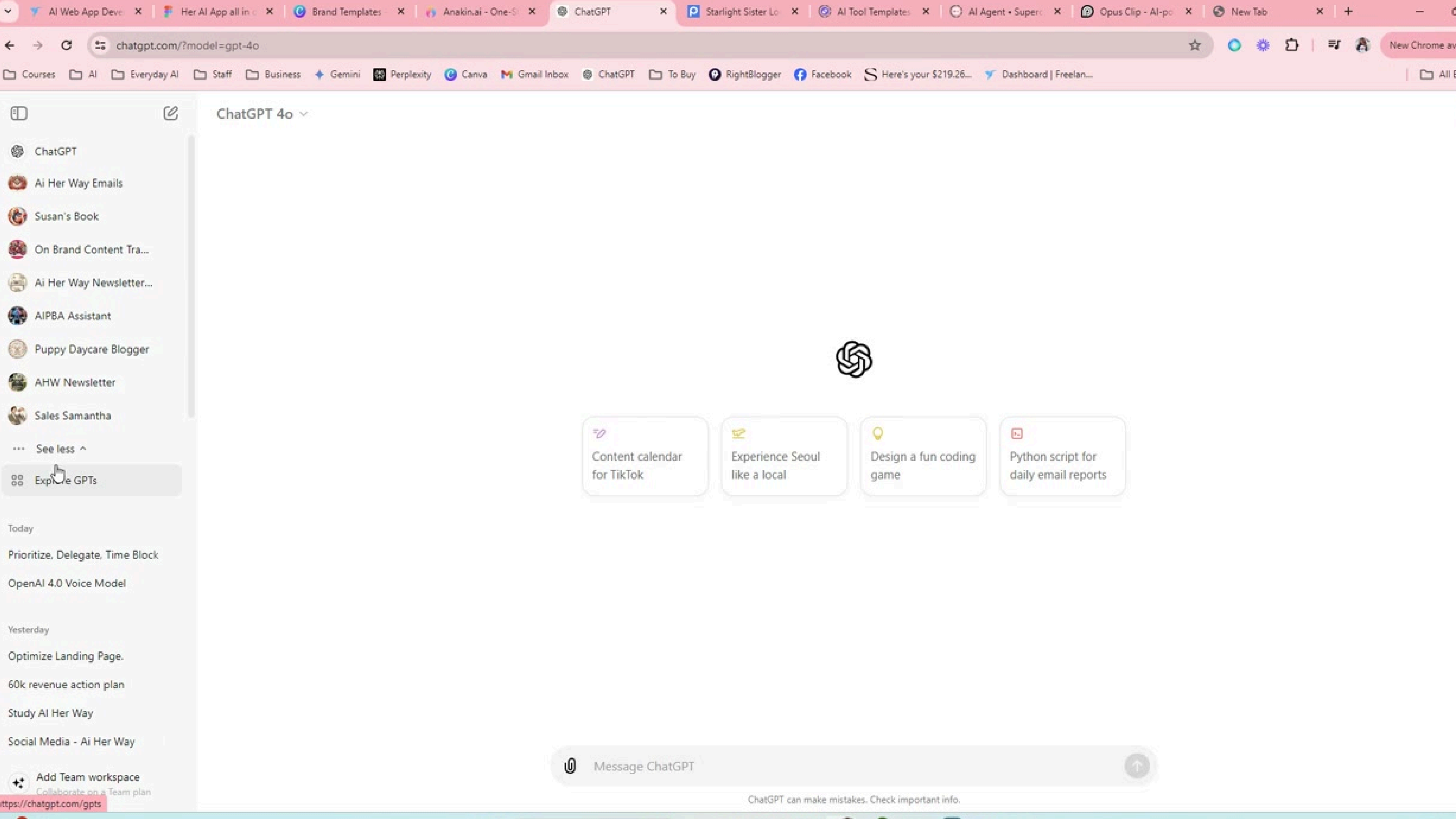
- Provide **context**
- Specify the **role**
- Clearly state the overall **goal**
- **Break down** large tasks
- Use **dot points** or **numbered lists**
- Think it through like you're **explaining to a colleague**/employee
- Be willing to **re-iterate**



You can turn it in to a temporary chat -
but it will not remember next time you
sign in



Business STRATEGY





What are custom GPT'S FOR?

- Train them to do certain tasks, with particular knowledge base
- 'Personas' to build might include:
 - **Legal 'aid'** - give preliminary advice, draft contracts, compliance checks
 - **Health and wellness** - write exercise programs, plan your meals, write out your grocery lists
 - **Event planner** - coordinate logistics, make run sheets, prioritise workload
 - **HR Assistant** - onboarding of new employees, training
 - **Grant writing** - writes grants, pulling from past applications and wins
 - **PR and Media** - draft press releases, monitor media coverage
 - **Lead Gen** - identify lead gen opportunities, handle inbound and outbound campaigns

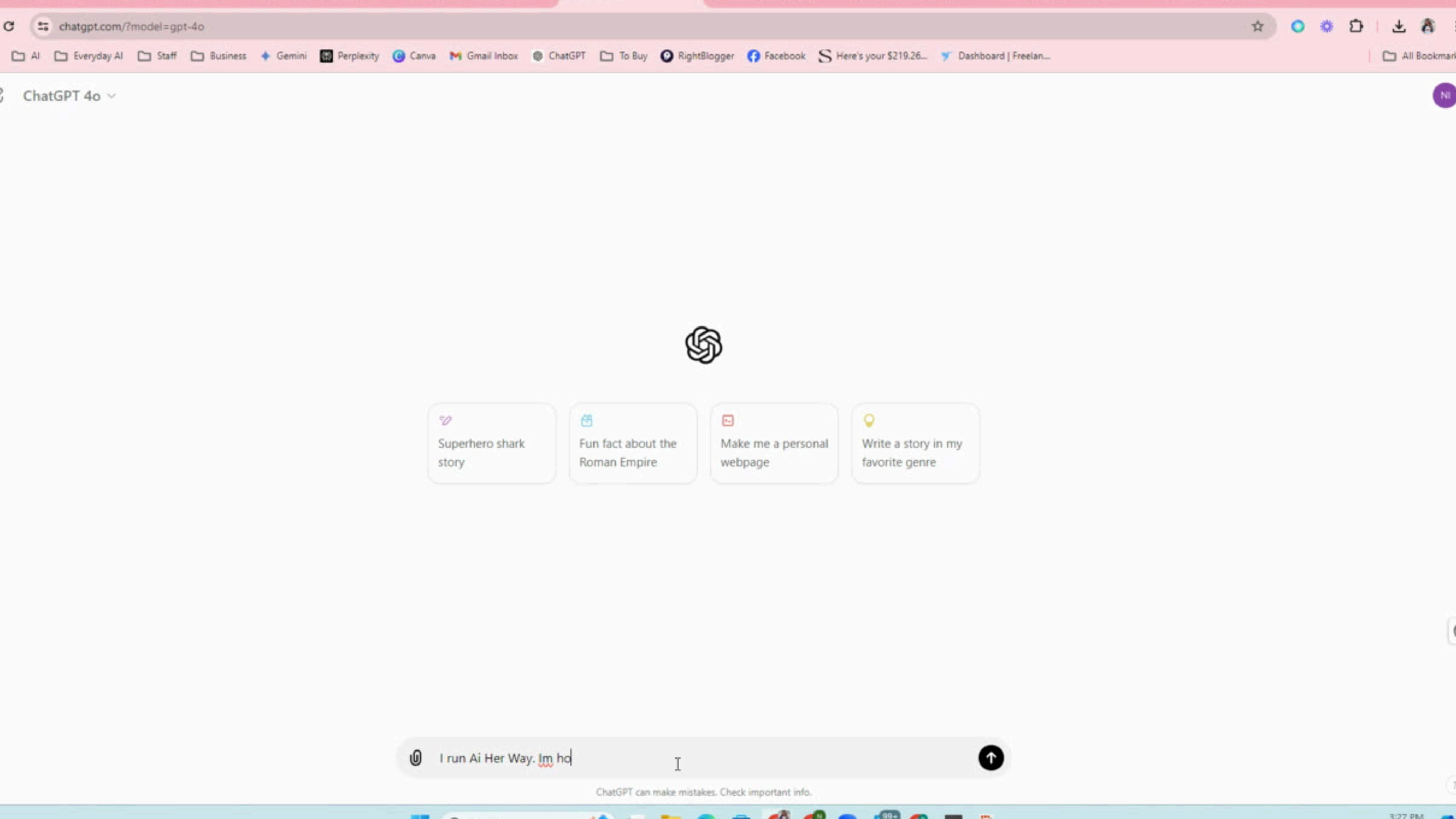


Where do you Start?

- Same principles that we have been learning: context, directives, specifics, goals and expectations
 - Align with **personas** or philosophies
 - **Do's and Don'ts** i.e “do not use terms like ‘supercharge’ or ‘transformative’, DO ensure your suggestions align with passive income goals
 - Upload knowledge base
- **Tip:** turn off code interpreter if you're sharing it



Website OPTIMISATION





What can we USE IT FOR?



1. Product design
2. Marketing and branding
3. Live customer support (non-verbal cues)
4. Analyse e-commerce images
5. Improve UX/UI
6. Document digitisation
7. Organisation
8. Event planning
9. Understanding visual cues
10. Market research on visual appeal

How do you START?

- Be aware of ethics and safety
- Ensure image is clear
- Be specific if its multiple images
- Follow good prompting principles
- Get creative!





Leveraging AI
PROPERLY
will give you an
extra 15 hours a
week



How to Get
MORE OF THIS

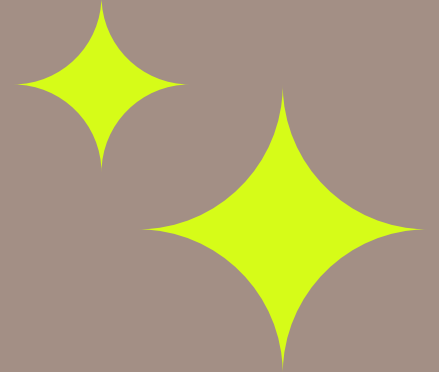


want to build custom
solutions like these for you, in
your business

in a single day?



Join our VIP Day



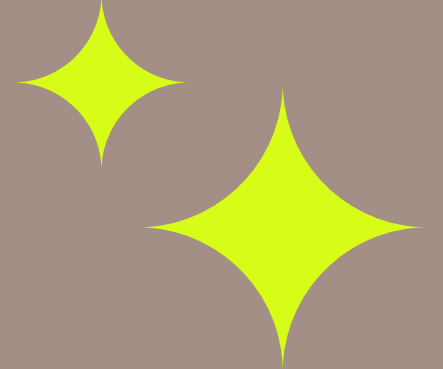
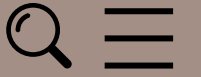
We work together in an intimate group to build ChatGPT staff members to take care of:

1. **Administration:** Automate your daily tasks for increased efficiency.
2. **Customer Service:** Enhance client interactions with intelligent, AI-driven responses.
3. **Business Strategy:** Leverage AI to make informed strategic decisions.
4. **Social Media Planning:** Optimise posts to boost engagement.
5. **Copywriting:** Effortlessly generate high-quality content.
6. **Revenue Generation:** Analyse financial data to identify revenue-driving opportunities and build actionable plans.
7. **Lead Generation:** Optimise outbound lead generation to increase sales.

Wednesday June 12th (9am-4pm) OR Saturday 15 June (10am-5pm)



Exclusive OFFER



During this webinar only, you can grab:

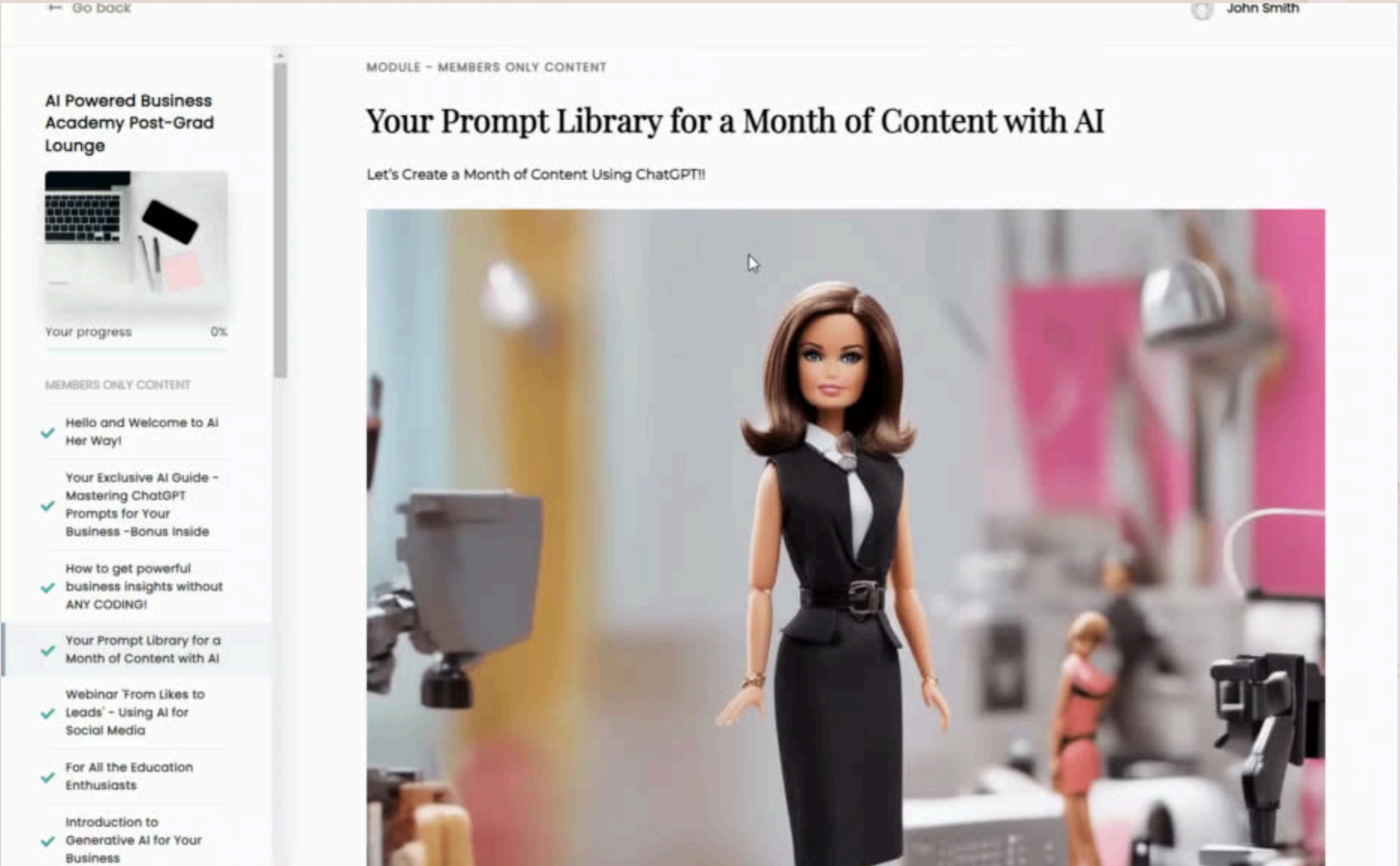
- The VIP day at a huge **50% off** (valued at \$1500)
- PLUS sign up now to get one month **FREE access to our AI Powered Business Academy Graduate Lounge** (normally only for existing students) valued at \$4997
- PLUS if you sign up to the VIP day, you'll be offered a special discount on a completely custom, personalised **AI strategy consultancy day** (valued at \$2000)

Total Value on Offer: over \$8,000

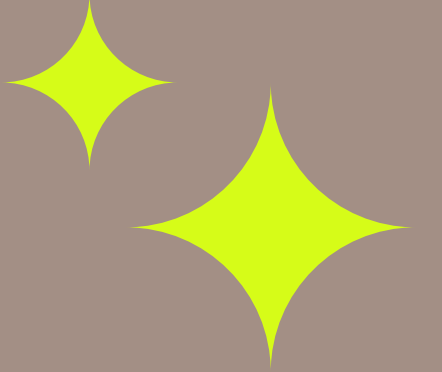
Just for those of you in the webinar: starting from \$750



20 lessons, articles and mini-courses



Limited to 30 spots



Exclusive OFFER

- Set up **7 powerful assistants** for YOUR business in one day
- Have **1:1 support** and guidance to make sure they WORK
- Gain the knowledge to **replicate the process**
- Build an **entire AI workforce**
- Start **saving time** right now
- **Eliminate, automate and delegate**

One time special offer





x

What are you going to
NOT DO
anymore





Thank You and LET'S CONNECT

Dr Nici Sweaney
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LinkedIn, IG, Website

