

BE^{visible}
.club 

Round Table

Artificial Intelligence is NOT New



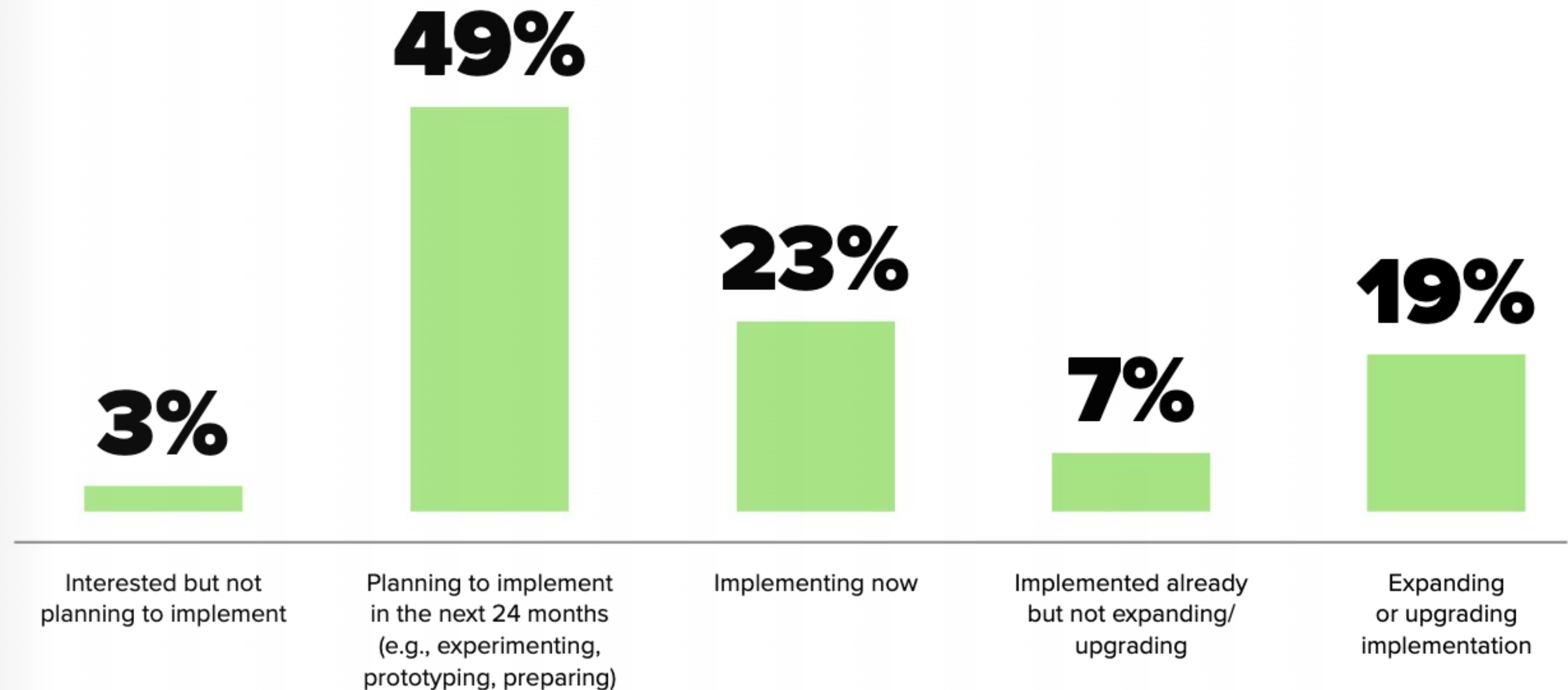


GEN AI WILL *Change*

- How we work
- Education
- Healthcare
- Communications
- Media
- Online search
- Financial institutions
- How we think, respond, seek and process information

Grammarly and Forrester

polled 301 director level and above team members responsible for tech decisions in North American and UK-based organizations



May 2023

Both teams and
individuals are
using GenAI

62%

expect that genAI
will transform
workflows across
the entire company
within 12 months.

Small
businesses
want to:

- save time, money, resources
- create more quality content
- leverage tools for sustainable growth
- stay out of overwhelm

Who I
learn
from:

- Marketing AI Institute
- Ann Handley
- Chris Penn
- David Boyle
- Andy Cresodina
- Nicole Leffer
- The AI Exchange

Ways We've Used AI Tools

- research
- brainstorm
- create and repurpose content
- summarize content
- gather quotes
- menu planning
- write shitty first drafts for:
 - emails
 - marketing copy
 - social media
 - even marriage vows
- create presentations
- end bad grammar and typos
- find external links
- SEO
- PR tasks
- be a speaking coach (Yoodli)
- solve business challenges
- create strategic plans for
 - marketing
 - content
 - social media
 - PR

minimize the mundane

spend more time:

- being creative
- bringing ideas to life
- being more YOU
- finding your audience
- enjoying your work

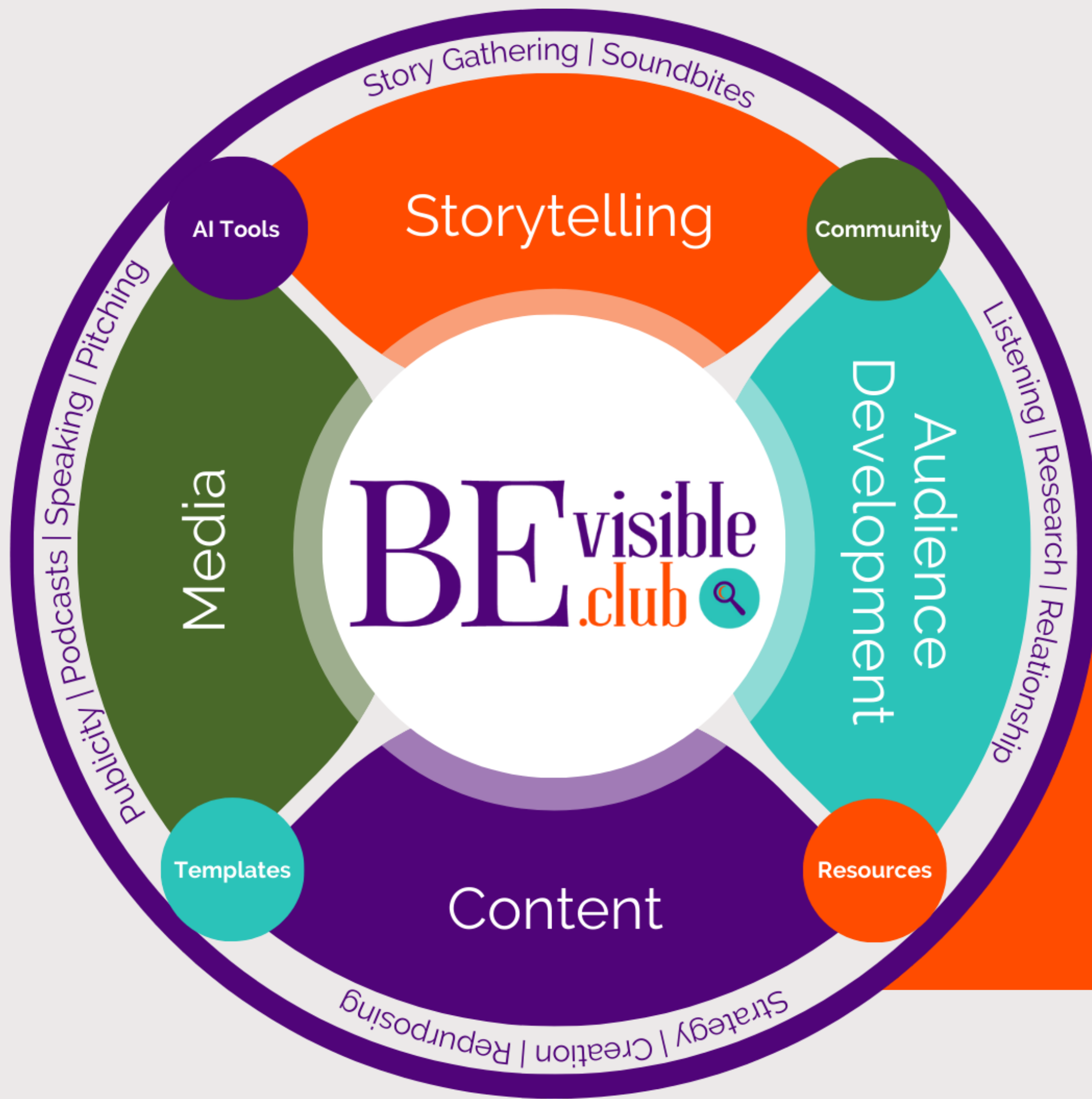
there are a million tools
these are the ones I've focused on

- ChatGPT (Plus \$20 per month) + MaxAI.me
- Canva (Pro \$12.99 per month or \$119 annually)
- Writer (starts at \$18 per month)
- Descript (free or starts at \$15 per month)
- Yoodli (free)
- Grammarly (free or starts at \$12 per month)

tools I learned about TODAY

- ChatBridge organize contact info from Zoom chats
- Castmatic podcast summaries
- AltText.ai creates SEO optimized alt text for images
AppSumo deal today

Let's chat



a one-of-a-kind
learning community
it's part Tried & New
course and part GenAI
exploration

\$1500 annually

- BONUS group 1/2 strategy day
- Interest free payment plans
- 30 day refund policy

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Weekly LIVE Interviews

shining a light on women over 50

Wednesdays
at noon ET



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Let's Connect

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