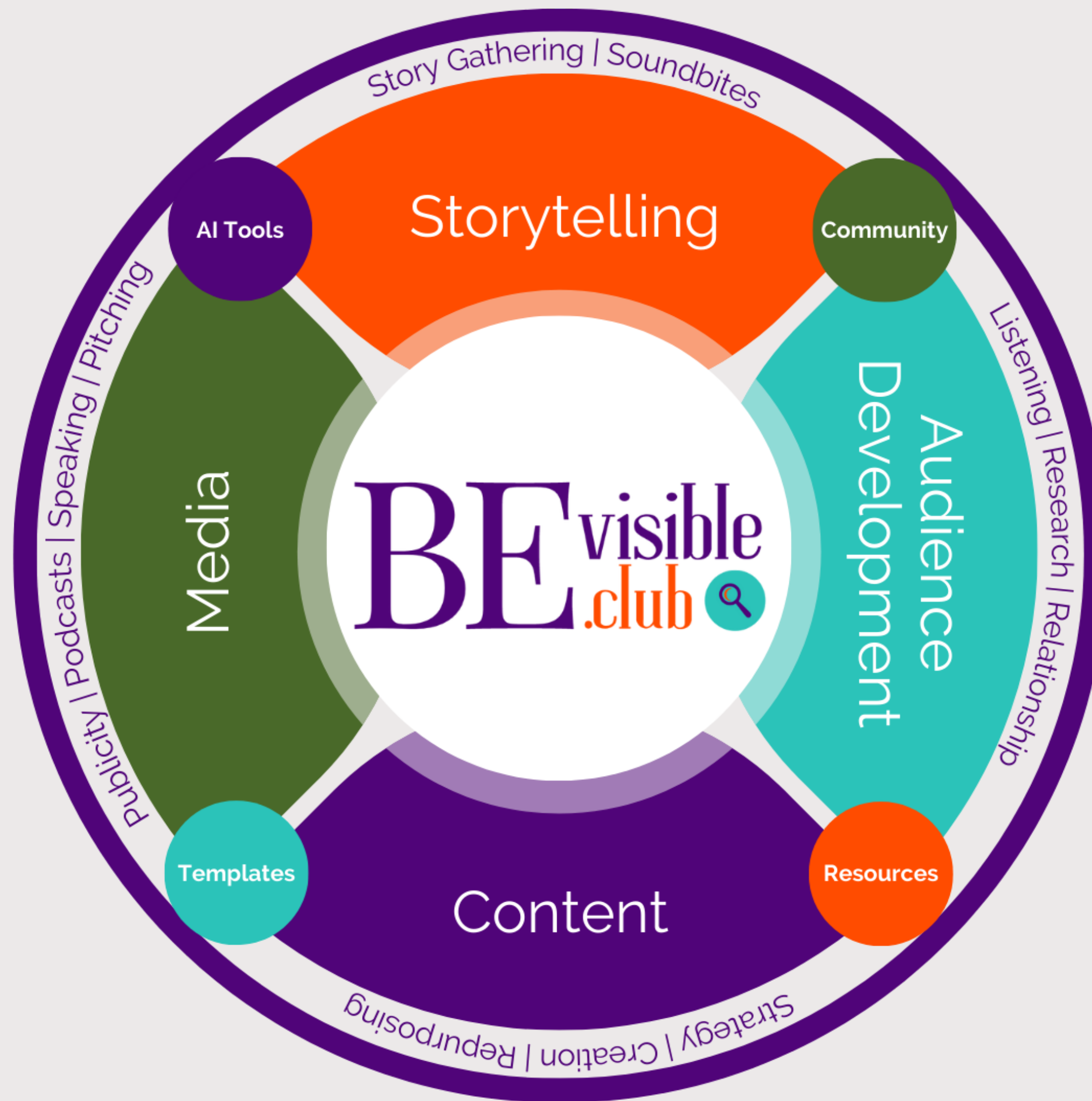


BE<sup>visible</sup>  
.club 

*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

# AI Hallucination

AI makes things up

**ALWAYS** fact check

the only AI tools that currently  
pull from the internet

- Bing Microsoft
- Bard Google

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

# Journalists SAY

From **CISION**'s 2022 Global State of the Media Report,...

**1 in 4 journalists  
receive 100+ pitches  
per week.**

**They're overwhelmed  
by the volume and  
underwhelmed by the  
content.**

# *Building Media* RELATIONS

- According to **CISION**
  - ➡ 67% of journalists say they pay attention when you've done your homework
  - ➡ 18% of journalists say their relationships with PR pros have gotten more valuable in the last year - THAT CAN BE YOU
- Listen first
- Build invaluable relationships with the journalists, podcasters, and influencers that speak to YOUR audience
- Be prepared

# THIS ONE BLEW ME AWAY

Once you have the  
relationship started...

3 in 10 say that they  
want to know what  
other stories you have  
coming up.

**CISION**<sup>®</sup>

- **67.8% of PR pros are utilizing AI, with ChatGPT used most for idea generation and content creation. But confidence levels in using AI remain moderate.**
- **The top AI threats noted are manipulation of content and loss of human touch. But 63% feel positive emotions about AI's introduction.**
- **Critical thinking and adaptability are seen as key future skills with more AI usage.**







# When AI + PR Work Together

- shitty first drafts for:
  - pitches and other emails
  - press releases
  - PR strategy
- summarize content
- polish content
- gather quotes
- find external links
- brainstorm:
  - ideas / hooks
  - subject lines
- end bad grammar and typos
- SEO / keywords
- create lists for:
  - podcasts to pitch
  - journalists to pitch
  - topics / ideas
  - speaking opportunities
  - award submissions
  - industry associations and publications

# What NOT to Do

- copy / paste
- disregard fact-checking
- pitch the wrong person / outlet
- pitch podcasts that do not do interviews
- pitch regurgitated content
- disregard grammar and spelling errors
- include attachments
- including outdated information
- mass pitch
- follow-up incessantly
- plagiarize

 AI Model: **GPT-4** 

 Persona: **Prompt Generator** 

Can you write a press release about the launch of a new non-fiction business book about the intersection of PR and AI and how a small business owners can leverage these strategies to become their own publicist.

...

#### Revised Prompt:

Please draft a press release announcing the debut of a novel business non-fiction book that delves into the synergy of Public Relations and Artificial Intelligence, and provides actionable strategies for small business owners to effectively perform their own PR tasks.

#### Suggestions:

- Include the title of the book and the name of the author.
- Incorporate tangible benefits of the book to its potential readers, especially focusing on small business owners.
- Highlight any unique aspects of the book that set it apart from similar books on the market (e.g., is this the first book to combine PR and AI strategies?).
- Any renowned individuals who endorsed the book or notable affiliations of the author.
- Where and when the book will be available for purchase.
- If the book launch includes any event, a brief on that could also be beneficial.

#### Questions:

1. Could you provide the title of the book and the name of the author?
  2. Are there any specific benefits you would like to highlight for small business owners?
  3. What makes this book unique in comparison to other business/PR books?
  4. Has the book been endorsed by any reputable individuals or organizations?
  5. Could you provide some information on where and when the book will be available to purchase?
  6. Is there a launch event planned? If yes, could you provide some details?
- ...

# Tool: [magai.co](https://magai.co)

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

- [magai.co](#) (starting at \$9 per month)
- 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)

minimize the mundane

spend more time:

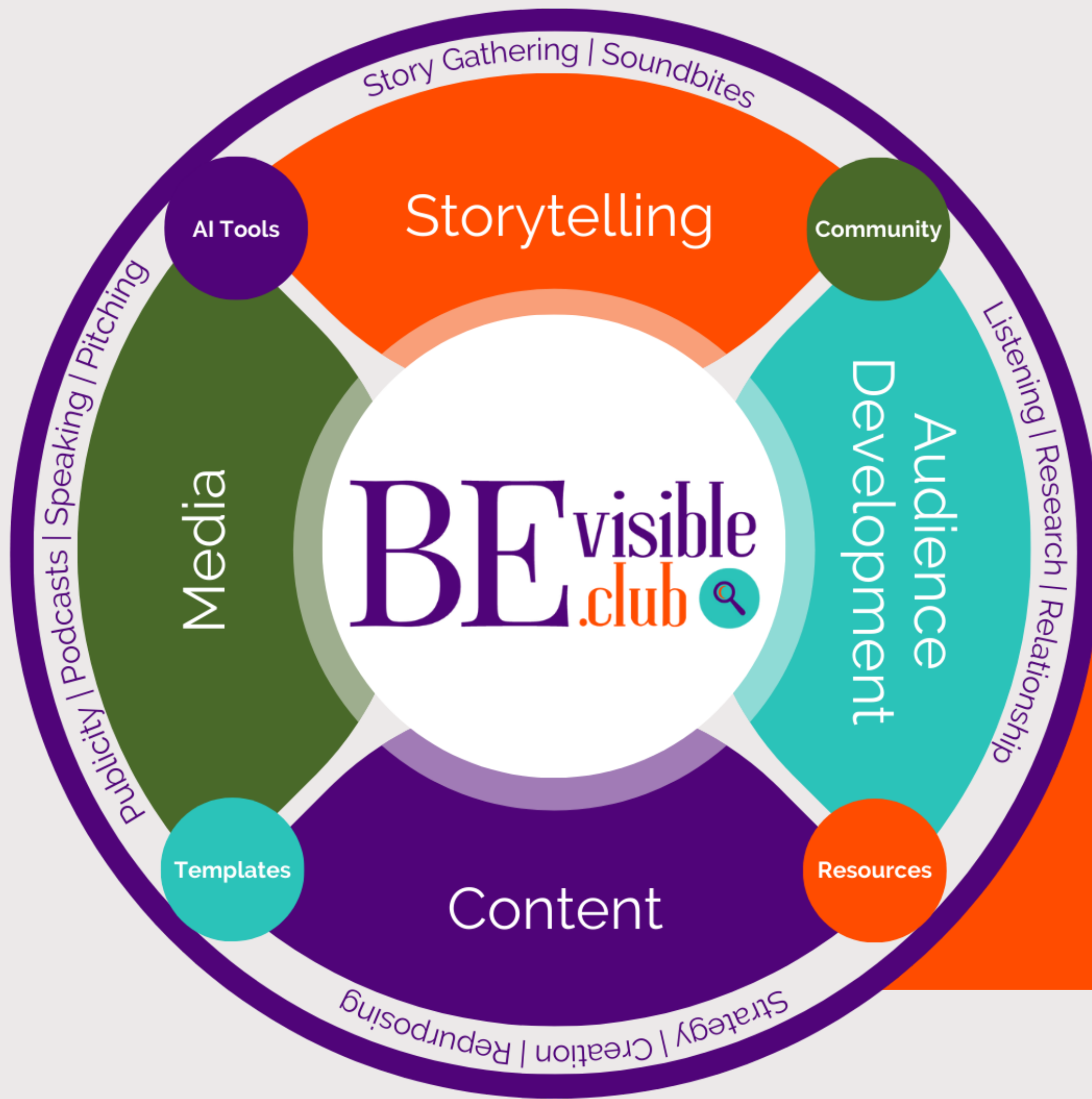
- being creative
- bringing ideas to life
- being more YOU
- finding your audience
- enjoying your work

*Chattie*

my almost  
trustworthy  
AI assistant



*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

<https://BeVisible.club>



# Weekly LIVE Interviews

shining a light on women over 50

Wednesdays  
at noon ET



[Real50over50.com](https://Real50over50.com)



# *Let's* Connect

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