



Triad Web Advisors

presents...

# Revolutionize Your Business: Harness the Power of ChatGPT for Efficiency and Growth



with Beth Livingston

# What You Will Learn Today

- What AI can do
- What AI CANNOT do
- The primary business advantage to using ChatGPT
- How to use ChatGPT to streamline work



## My Past

- M. Ed. in Instructional Design
- Training Specialist
- Technical Writer
- IT Business Analyst
- Project Manager



## My Present

- WordPress Solution Provider



- International Speaker
- WordPress Meetup Organizer
- Online Educator



# AI is NOT new

- **Natural Language Processing (NLP) Tools:** chatbots
- **Computer Vision Tools:** facial recognition
- **Speech Recognition and Synthesis Tools:** transcription services
- **Recommender Systems:** Netflix
- **Ai Language Model: ChatGPT (newer)**



OUR FOCUS TODAY

# To API or NOT to API, That is the Question

- No API needed – for most of the things you want to do
- API needed – for custom solutions

Some solutions will require you to build your own data and train ChatGPT how to use it.

## Version 3.5 vs. 4

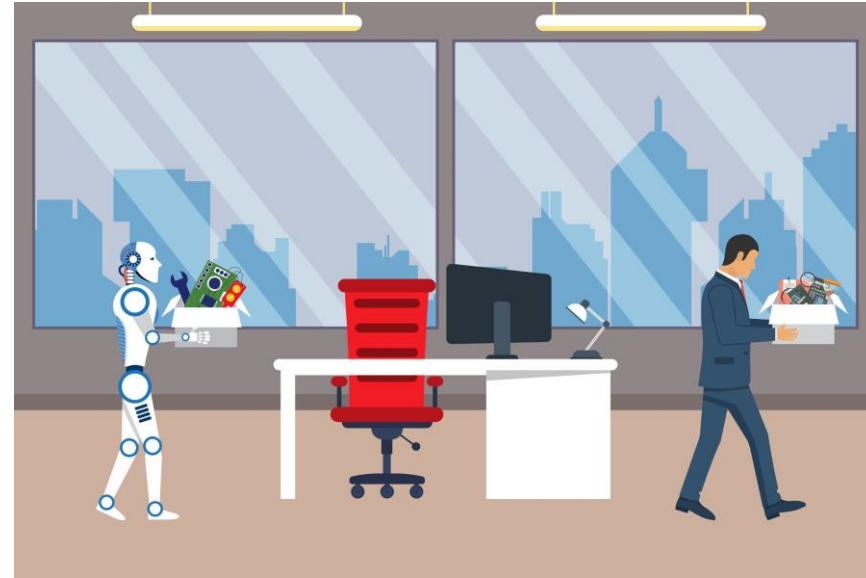
- Sometimes 3.5 gives a better answer than 4



# What ChatGPT Can Do

It can help you:

1. Streamline processes
2. Generate ideas
3. Create content and communication
4. Reduce errors
5. Make better decisions



*By embracing AI technology, business owners can focus on more strategic activities while the AI handles repetitive and time-consuming tasks.*

# What ChatGPT **CANNOT** Do

1. Provide real-time data
2. Conduct research on specific companies
3. Get your customers to like OR trust you
4. Understand or replicate human emotions and empathy
5. Create entirely unique and innovative concepts
6. Adapt to unexpected situations
7. Manage projects



# ChatGPT Limitations and Warnings



I asked ChatGPT!

# Some Simple Day to Day Uses

1. Create a checklist
2. Problem solving
3. Forecasting
4. Write a difficult email
5. Keyword research
6. Write a blog article
7. Create social media posts from the blog article
8. Brainstorm blog article ideas

# Some Simple Day to Day Uses

9. Create a social media .csv file
10. Advertising campaign slogans or taglines
11. Marketing copy following a model
12. Identify customer pain points
13. Lead magnet ideas
14. Project Planning
15. Project Estimating
16. Sales Funnel Creation

# Demo Time!



# What is the Future of AI in Business?

- AI may replace much of what we do from a technical or design perspective.
- AI **CANNOT** replace the human factor that is required to manage projects and clients or to innovate.
- AI can help us streamline, automate, analyze, and improve our business processes.
- AI is a tool we can use to improve our processes and keep us working ON our business, rather than in it.
- Another way to improve your processes is to...

# Ensure your website is doing it's job!



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Thank You



# Questions?

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