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| **Meeting summary for ChatGPT - Q&A (03/13/2024)** |

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| **Quick recap** |
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| Leanne and Jennelle caught up on their weeks and discussed their work, which included studying for a formal qualification in marketing communications and using Chat GPT for research. They also emphasized the importance of clear and specific communication, providing context or background information, and retaining their brand voice when using Chat GPT for client projects. Jennelle shared her experiences applying the lessons from Monday's session to her project, and they discussed the importance of effective prompting in their work. They also planned to discuss emails, the definition of brand values, and the use of AI tools for article generation in future sessions. |
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| **Summary** |
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| **Career Development and Challenges** |
| Leanne and Jennelle caught up on their weeks, which both felt busy, with Jennelle mentioning her unusual busyness. Leanne revealed she was working on a tape assessment and studying for a formal qualification in marketing communications, which she hoped to complete by the end of the year. The conversation also highlighted the challenges of the qualification process, including night work and paperwork. The meeting was about to start a Q&A session. |
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| **Chat GPT in Architectural Research and Client Projects** |
| Jennelle discussed her use of Chat GPT in researching the tasks and needs of a specific job role for an architectural client. She found value in Chat GPT's ability to provide detailed background information, which was lacking from her client. Leanne suggested that Jennelle could use Chat GPT to assume the role of an expert in a particular field to gain insights into typical pain points. They also discussed potential future uses of Chat GPT, such as summarizing survey or market data, and the importance of retaining their brand voice when using Chat GPT for client projects. |
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| **Communication, Brand Values, and Project Updates** |
| Jennelle and Nathan discussed their experiences applying the lessons from Monday's session to their respective projects. Leanne stressed the importance of clear and specific communication, sharing an example from her own experience. She also announced plans to discuss emails in more detail in the coming month. Nathan raised a concern about the confusion surrounding the definition of brand values, and Leanne clarified that he was seeking the actual brand values. She suggested that providing more context or background information might help in obtaining more accurate responses in the future. She emphasized the importance of these values in defining the brand and ensuring customers understand what the business stands for. |
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| **Effective Prompting and Training in Interior Design** |
| Leanne and Nathan discussed the importance of effective prompting in their work, with Leanne emphasizing that the quality of the output depends heavily on the quality of the prompts. They also touched on the idea of training others in this skill, with Leanne mentioning an upcoming training opportunity for interior designers. Leanne also announced her plans to set up a Facebook group for additional resources and communication, as well as to clarify any scheduling conflicts. Lastly, Nathan brought up the topic of the upcoming session, asking for a review of the content pillars, blog topics, and blog articles. |
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| **AI Article Writing Concerns and Future Strategy** |
| Nathan and Leanne discussed the use of AI tools for article generation but expressed concern about the writing sounding robotic. Leanne suggested that Nathan draft an article based on a proposed topic for March, using background information she would provide. They also discussed the importance of creating content that sounded like it was written by Nathan, not a robot. Leanne advised Nathan to provide background information with resources and to make the tone appropriate for the audience. They planned to discuss this further in an open session on the 25th. They also considered other forms of content, including webinars, podcasts, and videos, that could be incorporated into their marketing strategy. |
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| **Email Sequence Strategy: Addressing Pain Points** |
| Leanne and Nathan discussed the strategy for email sequences, emphasizing the importance of addressing pain points to increase conversion rates. They planned to create a list of pain points and their solutions to be incorporated into the emails. Nathan suggested using the same formula from a previous successful campaign, but tailoring it to different pain points for a slightly different product. They also discussed the idea of having a clear vision for each email and seeking feedback on it. |
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| **Writing Opinion Pieces Technique Shared** |
| Leanne shared her technique for writing opinion pieces, suggesting to record a rant in a chat, convert it into a transcript, and then ask the AI tool to write an article using only the transcript and exact phrases from the recording. She also recommended using human transcription services like Rev.com for a more accurate transcript. Jennelle showed interest in Leanne's suggestion and planned to experiment with it. Finally, it was agreed that Leanne would provide a recording and summary of the meeting to Nathan and Jennelle. |
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| **Next steps** |
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| • Jennelle will continue to use ChatGPT for research and customer insights, and will try using it as an expert in a specific industry. Nathan will refine his brand messaging and be more assertive with his prompts. |
| • Nathan will work on drafting articles using ChatGPT, incorporating pain points and background information. He will also consider using the tool for other types of content, such as email sequences and opinion pieces. |