

LAND 6-FIGURE CLIENTS USING AI

A CASE STUDY

**AI-POWERED STRATEGIES FOR MEDIA
ADVERTISING SALES**

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WHAT IS AI?

AI (Artificial Intelligence) refers to the development of computer systems and algorithms that can perform tasks typically requiring human intelligence. These tasks include problem solving, data analysis, pattern recognition, and decision-making.

AI has the potential to increase efficiency, productivity, and accuracy across various industries, enabling businesses to make more informed decisions, streamline processes, and enhance customer experiences.

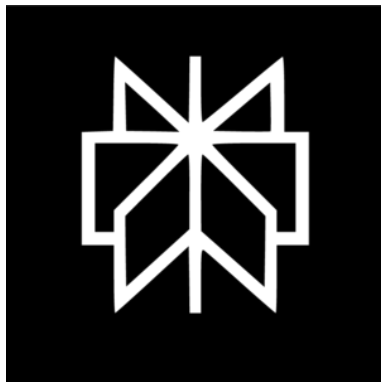


THE MAIN AI PLAYERS

CLAUDE.AI



PERPLEXITY



CHAT GPT



META.AI



GEMINI



**OTHERS TO KEEP
YOUR EYE ON 🧐**

GROK



GROK

DEEP SEEK



COPILOT



AI IS NOT PERFECT (IT'S BASICALLY A TODDLER)

"CREATE A PICTURE OF AI HALLUCINATING..."



EFFECTIVE **AI PROMPTING**



WHAT IS IT?

AI prompting refers to the process of providing specific instructions, questions, or contextual input to an artificial intelligence model (such as ChatGPT, Claude, or Perplexity) to generate desired responses, perform tasks, or produce creative content. Effective AI prompting involves crafting clear, concise, and targeted inputs to guide the AI toward high-quality and relevant outputs.

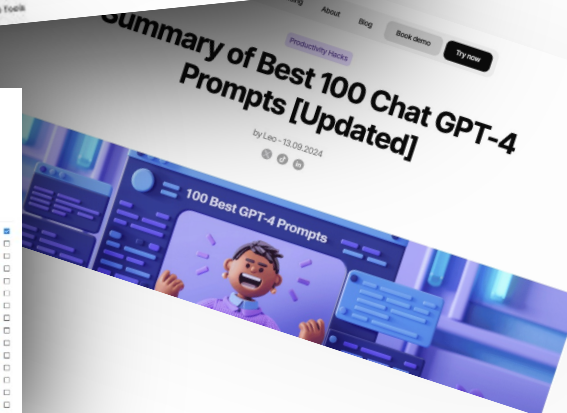
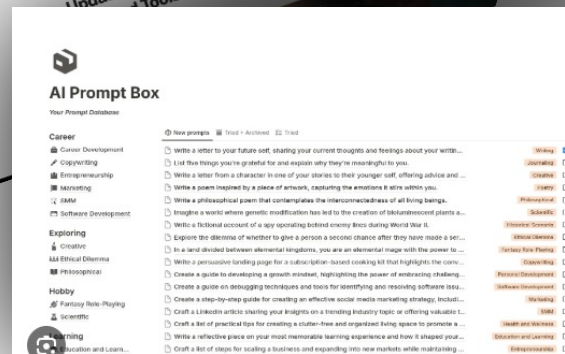
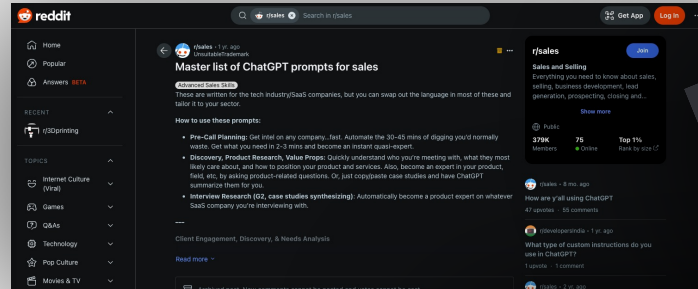
Giving clear instructions or questions to get the response or result you want.



USE A FRAMEWORK



AVOID LONG PROMPT LISTS





1. SET THE ROLE

— Tell the AI Model what type of expert it should be.

2. PROVIDE CONTEXT

— Explain the situation or problem clearly, share the purpose, audience, data sources, etc.

3. ASK CLEAR QUESTIONS

— Ask what it needs from you to best provide a high-quality response/result.

4. REQUEST CLARIFICATIONS

— Tell it to ask YOU questions before proceeding.



DATA ANALYSIS



PRE-DISCOVERY RESEARCH



Set the Role:

You are a **marketing research expert** specializing in preparing professionals for client meetings by gathering detailed insights into a company's brand, marketing strategy, and advertising opportunities.

Provide Context:

I am meeting with the VP of Marketing at Hood College to sell advertising placements in their publication. To make a strong impression, **I want to demonstrate a thorough understanding of their brand, values, and marketing efforts.** My goal is to position my advertising offerings as aligned with their marketing and advertising objectives.

Ask Clear Questions:

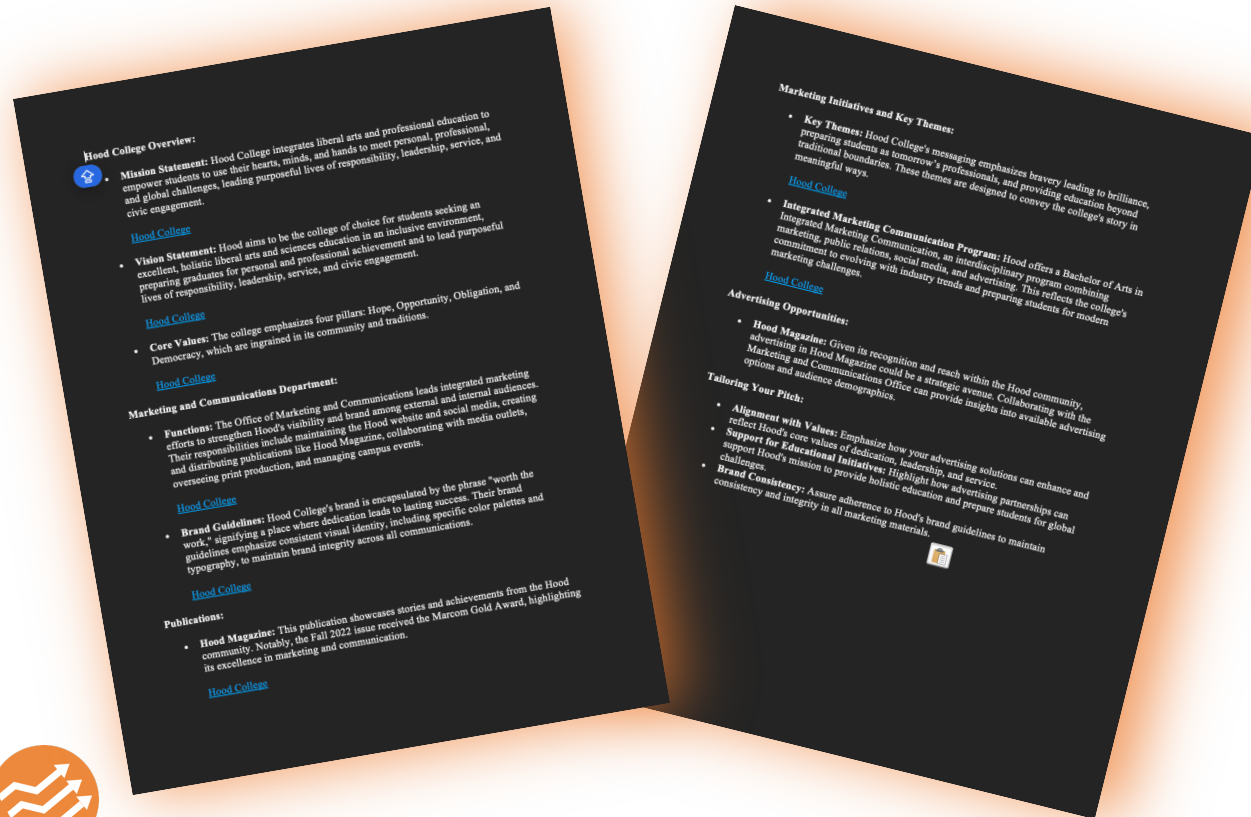
- What key information about Hood College's brand, values, mission, and audience can you gather from their website?
- What are their main marketing initiatives or priorities based on the content on their site?
- How **can I tailor my advertising pitch** to resonate with their target audience and strategic goals?
- What publications or platforms might they already use for their marketing efforts?

Request Clarifications:

If any details are unclear or additional context is required to gather accurate insights, please **ask me clarifying questions** before proceeding.



PRE-DISCOVERY RESEARCH



IS IT WORTH IT?
LET'S DO THE MATH

3 Client Pre-Discoveries per Day

15 Minutes Per PD Prep

195 HOURS SAVED

(That's 24.375 work days...)



PERSONA PROFILES

Set the Role:

You are an **expert marketing strategist** specializing in **creating detailed persona profiles** for targeted campaigns.

Provide Context:

I am developing a marketing strategy for [Client's Name] and **need a detailed persona profile based on the information available on their website**. The profile should help me understand their **ideal audience** to tailor the campaign effectively. Key aspects to include are **demographics, psychographics, goals, pain points, and preferred communication methods**.

Ask Clear Questions:

- Who is the target audience for this brand based on the website's content?
- What are the audience's key characteristics, such as age, occupation, and interests?
- What are their goals and challenges that align with the brand's offerings?
- How does the brand communicate with this audience?

Request Clarifications:

If any critical information is missing or unclear from the website, **please ask for additional details** or assumptions to make the persona as accurate and actionable as possible.



PERSONA PROFILES



Persona Profile: Cybersecurity MS Program, Hood College

Education Level:

- Bachelor's degree in computer science, IT, or a related field.
- Some candidates may hold certifications such as CompTIA Security+, CEH, or CISSP.

Current Industries and Job Roles:

- IT Support Specialists
- Network Administrators
- Security Analysts
- Software Developers
- System Administrators
- Cybersecurity Technicians
- Professionals transitioning from general IT to cybersecurity.

Geographic Focus:

- Mid-Atlantic Region, primarily Maryland, Virginia, and Washington, DC.

Key Characteristics:

- Analytical and detail-oriented.
- Problem solvers with a strong interest in technology.
- Motivated to stay ahead in the rapidly evolving field of cybersecurity.
- Committed to ethical practices and organizational security.

Demographics:

- Age Range: 25-45 years.
- Gender: Diverse, with increasing representation from underrepresented groups.
- Work Experience: 2-5 years in IT or technology-related roles.

Goals and Motivations:

- To advance their careers in cybersecurity.
- To enhance technical knowledge and hands-on skills in areas like threat analysis, ethical hacking, and system defense.
- To meet qualifications for higher-level roles such as Security Engineer or Chief Information Security Officer (CISO).
- To achieve certifications that complement the MS degree and increase job marketability.

Challenges and Pain Points:

- Balancing work, personal life, and graduate studies.
- Navigating the competitive and ever-changing cybersecurity job market.
- Addressing the skills gap to qualify for leadership roles.

IS IT WORTH IT?
LET'S DO THE MATH

1 Client Persona per Day

20 Minutes Per Persona Prep

87 HOURS SAVED

(That's about 11 days of work)




CONTENT CREATION







NOT ALL CONTENT IS CREATED EQUAL



S what is the world record for crossing the english channel entirely on foot

 The world record for crossing the English Channel entirely on foot is held by Christof Wandratsch of Germany, who completed the crossing in 14 hours and 51 minutes on August 14, 2020. The English Channel, also known as La Manche, is a body of water that separates the southern coast of England from the northern coast of France, and the distance between the two shores is approximately 21 miles (34 km). Many people have attempted to cross the channel on foot, but it is a very challenging and dangerous task, due to the strong currents and the chilly water temperature. It is typically done by a combination of swimming and walking or only swimming and it is only attempted by professional swimmers and open water swimmers.

 Regenerate response 



CREATIVE SPEC STRATEGIES



Set the Role:

You are a **creative advertising expert** specializing in **developing compelling ad copy and visuals** for higher education programs.

Provide Context:

I am **creating a spec ad** for Hood College's **Cybersecurity MS Program**. The goal of the ad is to **attract prospective students** by emphasizing career advancement, hands-on learning, and the program's relevance in tackling modern cybersecurity challenges. The ad needs a professional and innovative tone without sounding overly political.

Ask Clear Questions:

1. What is an **engaging and attention-grabbing headline** for this program that emphasizes career growth and the importance of cybersecurity?
2. How can I describe the **program's benefits** to make it appealing to prospective students?
3. What visual elements should the ad include to reflect professionalism, innovation, and the cybersecurity theme?
4. How can the call-to-action (CTA) encourage immediate interest **and enrollment**?

Request Clarifications:

If additional context about the program or audience is required to craft a strong ad, **please ask clarifying questions** before providing a response.



CREATIVE SPEC STRATEGIES



"Secure Your Career. Master Cybersecurity Today."

Spec Ad Description:
Step into the forefront of digital defense with Hood College's **Cybersecurity MS Program**. Designed for aspiring cybersecurity leaders, this program equips you with the skills to outsmart hackers, protect critical data, and secure the digital world. Learn from industry experts, gain hands-on experience, and tackle real-world cyber threats using cutting-edge technology. Whether you're advancing in your career or transitioning into cybersecurity, Hood College offers the tools and knowledge to make a lasting impact.

Visual Description:
The ad features a sleek and modern design. The central image showcases a glowing digital lock surrounded by layers of interconnected lines and nodes, symbolizing advanced cybersecurity networks. Behind the lock, there's a faint backdrop of a cyber grid with flowing binary code. To the left, a confident professional is shown analyzing data on a laptop, with holographic icons (such as firewalls and encrypted symbols) floating around them. The color palette uses deep blues, blacks, and accents of Hood Brand Navy Blue (#0b2342) to convey innovation and opportunity.

CTA:
"Take the next step in protecting the digital world—enroll today!"



IS IT WORTH IT? **LET'S DO THE MATH**

3 Spec Strategies per Day

10 Minutes Per Persona Prep

43 HOURS SAVED

(That's about a week of work)



USING AI WHILE NOT SOUNDING AI



"Bustling"

"Title: Subtitle"

"Realm"

"I hope this email finds you well"

"In the world of..."

"Moreover"

"Indelible"

"Delve into..."

"Embark"

"In conclusion..."

"Navigating the landscape..."

"Take a dive into..."

"Navigating the complexities of..."

Clearly define the tone you want the email to have, such as professional, friendly, conversational, or empathetic.

Provide the AI with specific details about the audience, purpose, and key points to include in the email.

Reference specific styles or examples of writing you want the AI to emulate.

Ask the AI to avoid technical jargon and keep sentences short and simple.

Specify how to make the email feel personal, such as including a name, a specific pain point, or relatable examples.

After generating the initial draft, prompt the AI to refine it further for natural flow.

Ask the AI to avoid overused phrases or generic statements

1. SET A SPECIFIC TONE

2. INCLUDE CONTEXT & BACKGROUND

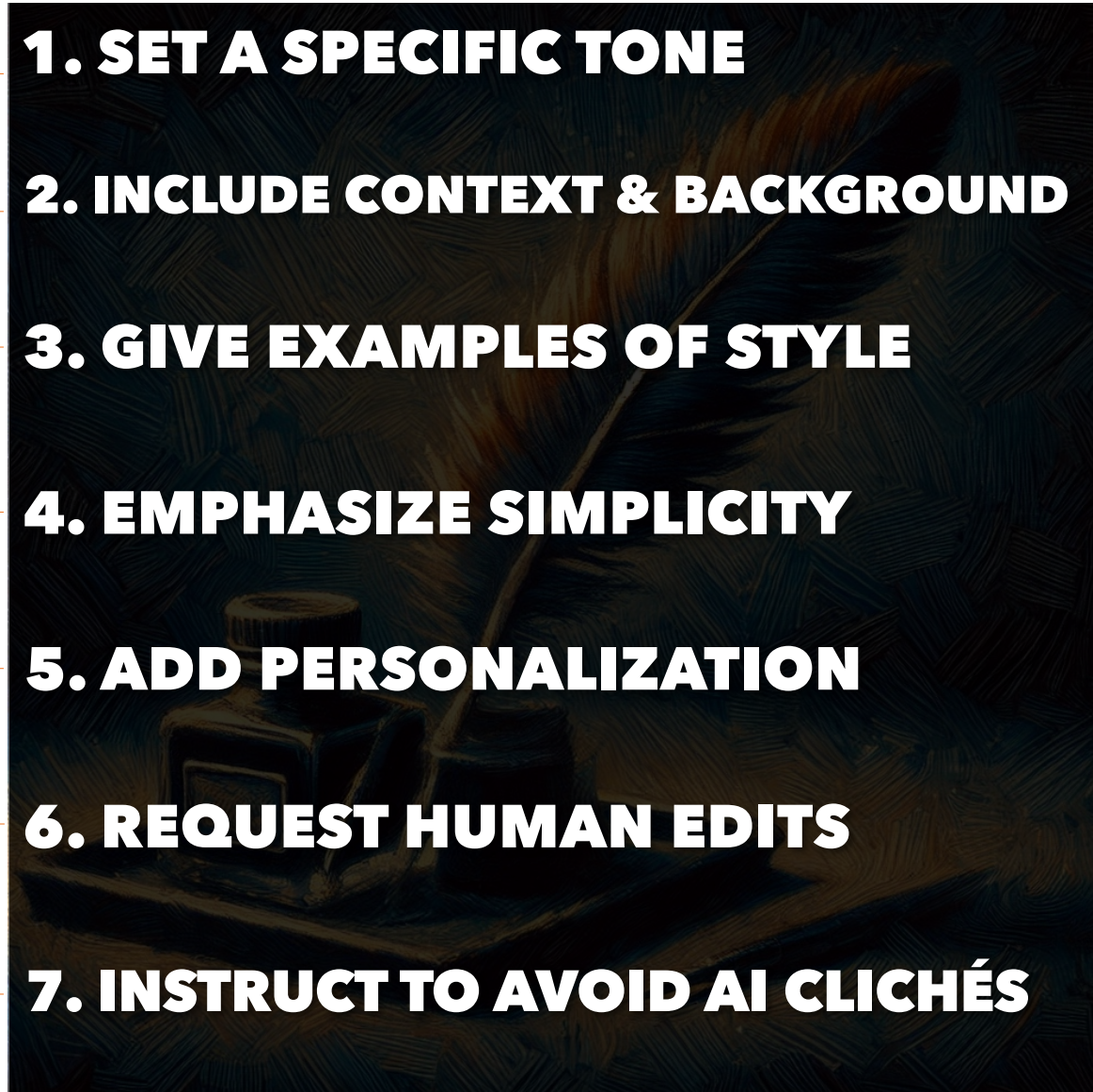
3. GIVE EXAMPLES OF STYLE

4. EMPHASIZE SIMPLICITY

5. ADD PERSONALIZATION

6. REQUEST HUMAN EDITS

7. INSTRUCT TO AVOID AI CLICHÉS



The background of the slide is a composite image. On the right side, there is a detailed illustration of a blue and silver robotic hand holding a paintbrush, applying paint to a canvas. The canvas features vibrant, swirling brushstrokes in shades of blue, orange, and yellow. On the left side, there is a dark, almost black area containing faint, glowing circuit board patterns. The text 'AI ARTISTRY' is overlaid on this dark area.

AI ARTISTRY



WHAT'S WRONG WITH THIS PICTURE?





Set the Role:

You are an **expert digital artist** specializing in creating **impressionist-style paintings with bold, textured brush strokes**.

Provide Context:

I need an artistic, **impressionist-style digital painting** of a glowing lightbulb with swirling light around it. The brush strokes should be bold, thick, and short to give the image texture and depth. The focus is on the lightbulb as the central element, with a subtle background gradient blending warm oranges and cool blues to evoke creativity and inspiration. The style should feel artistic and modern, yet minimalistic enough for use in a design or presentation.

Ask Clear Questions:

1. How can you ensure the brush strokes look bold and textured while keeping the focus on the lightbulb?
2. What is the best way to incorporate the glow effect to make the lightbulb stand out?
3. Can you balance the colors (**oranges** and **blues**) in the background without overwhelming the focal point?

Request Clarifications:

If any part of the design or style is unclear, please ask for more details to ensure the final image meets my needs.



IS IT WORTH IT? **LET'S DO THE MATH**

1 Presentation Per Day

30 Minutes Saved Per Presentation

130 HOURS SAVED

(That's over 16 days of work)



ETHICAL USE OF AI





1. BE TRANSPARENT

- Always disclose when AI is being used, especially in communication or decision making..

2. PRIORITIZE DATA AND PRIVACY

- Consider nature of privacy behind data uploaded/use to train/prompt AI before uploading.

3. BE SKEPTICAL OF AI OUTPUTS

- AI can “hallucinate” and get it wrong. Review the information it provides for accuracy.

4. RESPECT HUMAN AUTONOMY

- Use AI as a tool to assist, not replace human decision making, especially in critical areas.





QUESTIONS?



HERE'S MY CARD!



A FREE GIFT!

