

# Unleashing the Power of AI

# This is me, a non-coder entrepreneur

I had too many clients to focus more sales, but not enough cash to hire the one more person I needed to grow.

I needed to save 10-20 hours per week.





**My team of 8 people  
saves over 250 hours  
per month using AI.**

# Our Goals

**1.** -----

Increase your clarity  
and confidence in AI.

**2.** -----

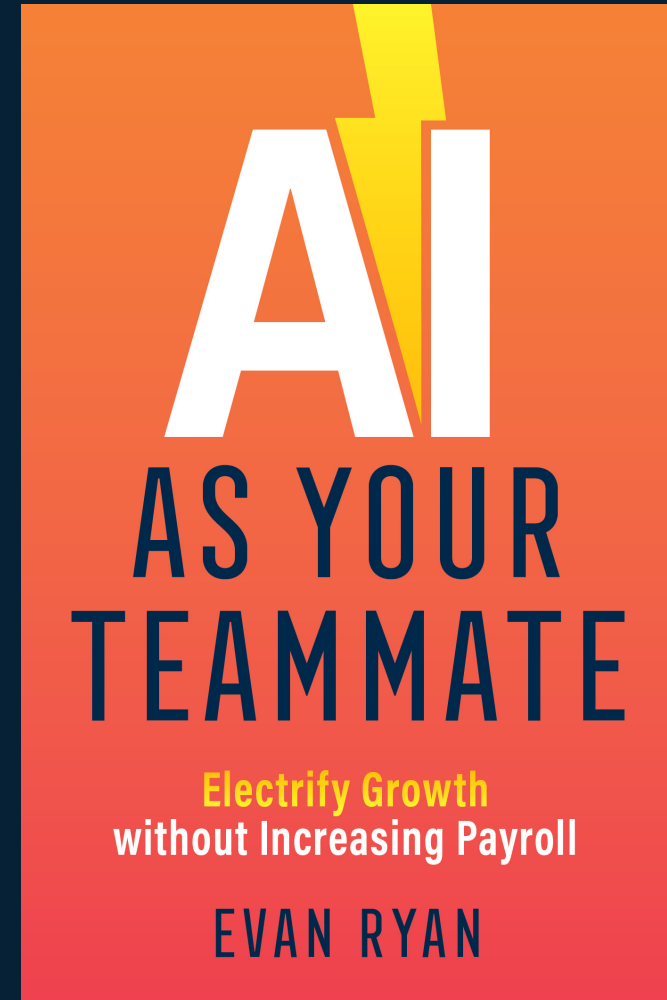
Give you the  
building blocks to  
think about AI in  
your world.

**3.**

Make AI immediately  
actionable and practical.

# I love helping companies strategize and implement AI.

- Founder of Teammate AI
- Co-Founder of Lede AI
- Author of #1 Amazon Bestseller *AI as your Teammate*
- Winner of LION Publishers Technology Innovation of the Year award
- ... all this while being a digital nomad.



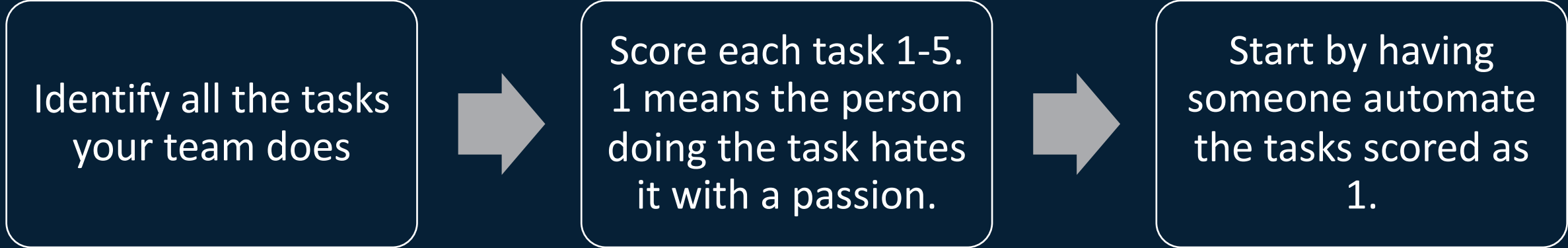
# How do we use AI in 2023?

Item	Unit	Hours Saved (per person, per month)	Notes
GitHub Copilot	IT	20	GitHub Copilot writes code for our developers.
ChatGPT - Documentation	General	15	We use ChatGPT to write documentation such as training materials, product and technical documentation, and more. It didn't write this slide 😊
ChatGPT - Code	IT	40	ChatGPT writes and debugs code for our developers
ChatGPT - strategy	General	10	ChatGPT helps us with product and marketing strategies
Monday.com - dashboards	Project Management	20	Dashboards auto-created by our Monday data enable us to do faster billing, reconciling, project management, resource management, and more.
CircleCI – automated testing	IT	160	Automated testing saved us a full QA engineer salary while increasing product uptime and reducing bug reports.
Marketing copy	Marketing	5	Email copy, etc.
Sales email copy	Sales	5	Email copy, etc.
Data Entry	General	10	Adding stripe customers to our email list, contact form submissions into our CRM, CRM contacts into contracts, signed contracts into Quickbooks, customer service forms.
ChatGPT – writing job descriptions	HR	2	Also strategizing who we should hire and what their KPIs should be.
Contracts & Agreements	Legal	5	Auto-filling and auto-preparing legal agreements



**“Where do I start?”**

Identify all the tasks  
your team does



Score each task 1-5.  
1 means the person  
doing the task hates  
it with a passion.

Start by having  
someone automate  
the tasks scored as  
1.



# Activity Log

Have everyone on your team keep track of what they do in a week.

Item	Score	Amt of Time
Created Getting Ready for AI webinar	5	3 hrs
Reworked Ready for AI program to make it 2 tracks	4	18 hrs
Sent pre-meeting emails (M1 & M2)	1	5 mins
Gathered requirements for Lede AI client CMS transition	2	45 mins

# "But my team and I don't have time"

- The first step to automating any task is knowing what you do.
- **The "I don't know" effect.** We ask our clients "What do you do?" and "Why do you do this?" all the time. They often don't know!
- I still do this quarterly even after 7 years!



# Prioritize The Tasks

Start by automating tasks that are scored “1” and “2”

# Have Someone Automate Them

- Find the most tech-savvy person on your team.
- Use ChatGPT and Zapier to automate them.
  - Pro tip: Ask ChatGPT how to use Zapier to automate the task 😊

# “But we can’t afford someone doing AI for me”

- If nobody on your team is tech-savvy, head to UpWork!
- We’ve hired freelancers to automate tasks for us for \$30 USD and those automations still work as expected 3 years later.
- AI doesn’t need to cost \$100,000. UpWork will tell you how much to pay per hour. Usually, it’s far less than you think.

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# ...continued

Item	Unit	Hours Saved	Notes
Create Mailchimp contacts from Wordpress subscribers.	Marketing	2	Blog post to conversion funnel enhancer
Auto-create new Game Plans for our Ready for AI customers	Customer Fulfillment	10	Auto duplicating the files and putting them in the proper spot, as well as using ChatGPT to help with technical requirements
Transcribing & Summarizing our meetings	Admin	10	Completely replaced an admin assistant.
Writing the first draft of <i>AI as your Teammate</i>	Marketing	20*	Otter.AI + Meeting transcriptions. Note: ChatGPT and other LLMs were not used at all.
Creating new content that's more relevant for our customers	General	1	Using ChatGPT and other LLMs to personalize our messaging and examples even more for our customers based off their industry.
"Translating" Evan speak to receiver-speak	Admin	1	"Write this like you're a PR firm."
Auto-updating our Power BI dashboards	General	3	Dashboards for key business metrics, not really IT focused.
Auto-updating AWS QuickSight dashboards	IT	3	Usually these are dashboards for items like new users and/or uptime.
Auto-notifying the proper developer when a bug is submitted.	IT	0.1	Automated notification & assignment system.



# Insights & Actions



# Your Take-Home Project

We'll use ChatGPT to identify who to hire, write the job description, prepare interview questions, determine their roles, determine their scorecard, build their first-90-day plan, and write their offer letter.

# Using ChatGPT

- *Copy-and-paste the prompts into ChatGPT.*
- *ChatGPT will save the conversation. No need to copy and paste the answers into a Word doc unless you'd like to.*
- *To sign up for a ChatGPT account, head to [chat.openai.com/chat](https://chat.openai.com/chat) and create a free account.*
- *Write like you're talking to a human*

# Let's hire a marketer

- I need to hire someone in marketing. I run a (my industry) company. Can you help me?
- My objective is to increase email list by 10,000 people in 180 days. What kind of person should I hire?
- What should their background or previous experience be? Be specific. Number of years in specific roles or previous experience, for example.
- What should their KPIs be?
- What should their compensation be? Please note that we are based in (my city). Please adjust for cost of living. I'd like to include performance-based incentives as much as possible. Give me a number.
- Please create a week-by-week outline of the individual's first 90 days including key deliverables. Assume a start date of October 1. Format the plan nicely.
  - This wasn't specific enough. I want a list of activities per week along with the necessary objectives.
- Write a job description for a role. My company is called "Teammate AI". Format it nicely so it stands out.
  - Don't forget the EOE statement
- What are the interview questions I should ask? Why should I ask them?
  - Those aren't specific enough, be more specific in the questions and the reason I should ask them.
- Write an offer letter.