

AI FOR BEGINNERS



Generative AI for text
to supercharge your workflow

About speaker



GENNADY KURUSHIN

Hi! I'm Gennady, a Helsinki-based graphic and web designer with 10 years of digital marketing expertise. Leveraging my dual master's degrees in Management and Information Systems, I run Cobalt Studio, a design and digital marketing agency, since 2015.

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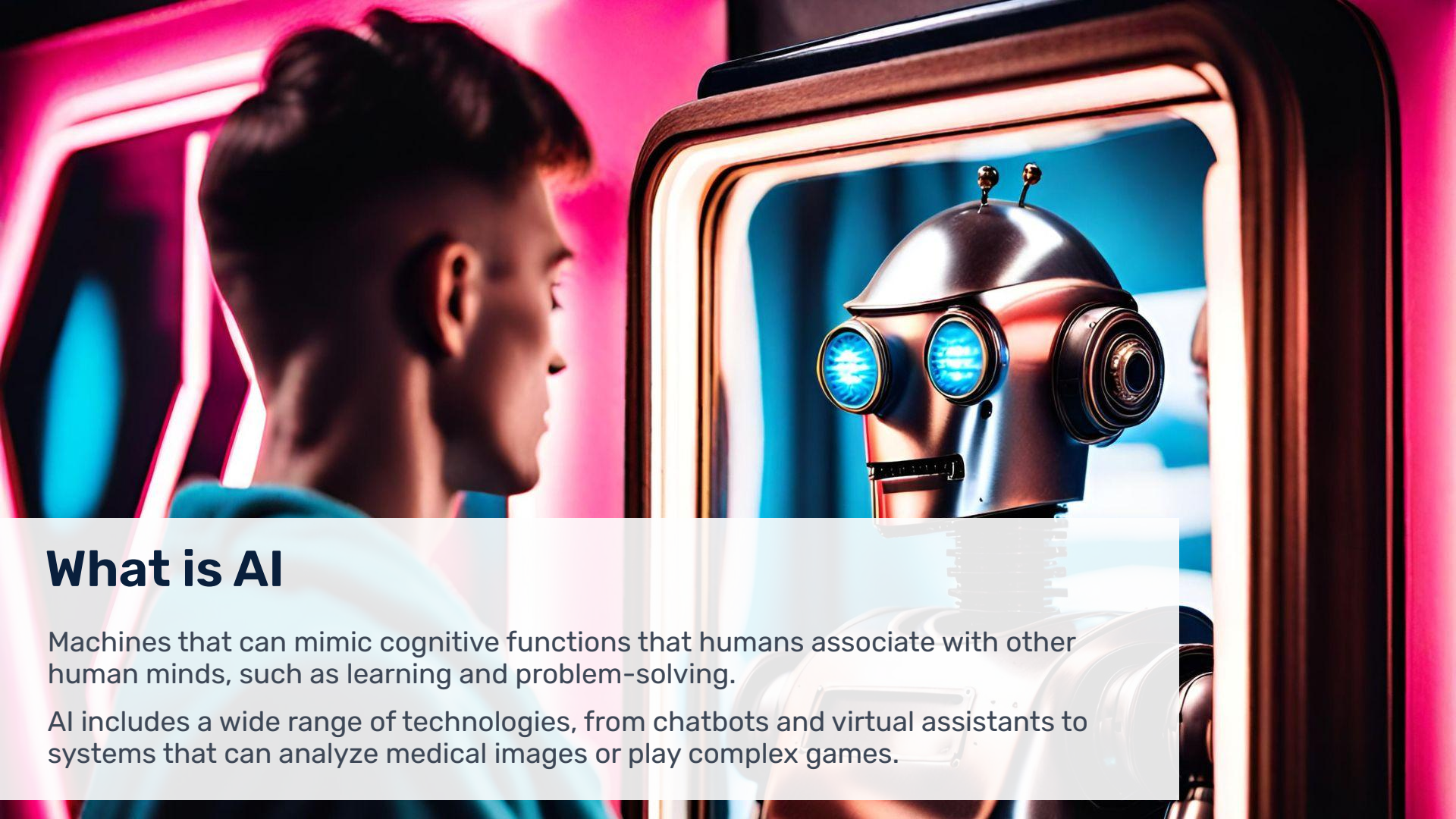
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Introduction



What is AI

Machines that can mimic cognitive functions that humans associate with other human minds, such as learning and problem-solving.

AI includes a wide range of technologies, from chatbots and virtual assistants to systems that can analyze medical images or play complex games.

Benefits of AI for marketing according to Gemini

- **Improved Content Creation:** Generates high-quality content, from blog posts to social media ads.
- **Automated Tasks:** Automates repetitive tasks, freeing up time for strategic thinking.
- **Natural Language Processing (NLP):** Enables understanding and responding to customer inquiries.
- **Enhanced Customer Segmentation:** Divides customers into groups with tailored marketing strategies.
- **Hyper-Personalized Targeting:** Precisely targets ideal customers based on vast data analysis.
- **Real-time Optimization:** Adjusts marketing efforts in response to immediate data changes.
- **Cost-Effective Marketing:** Optimizes budgets through efficient resource allocation.
- **Predictive Analytics:** Forecasts future trends and consumer behavior to optimize campaigns.
- **Data-Driven Decision Making:** Provides insights to make informed marketing choices.

Benefits of AI for coding according to Chat GPT

- **Code Automation:** Automates repetitive coding tasks, improving productivity.
- **Bug Detection:** Identifies errors and vulnerabilities faster than manual review.
- **Code Optimization:** Suggests improvements for cleaner, more efficient code.
- **Rapid Prototyping:** Generates code snippets to quickly build prototypes.
- **Language Translation:** Converts code between programming languages seamlessly.
- **Documentation:** Automatically generates comments and documentation for codebases.
- **Version Control Insights:** Analyzes code changes for better version control and merging.
- **Test Automation:** Creates and runs tests automatically to ensure code stability.
- **Learning Support:** Offers real-time coding suggestions and learning resources.

Benefits of AI for small business acc. Copilot

- **Efficiency Optimization:** Streamlines operations, reducing time and costs.
- **Task Automation:** Handles repetitive tasks, freeing up human resources.
- **24/7 Operations:** Enables round-the-clock service without additional staffing.
- **Customer Experience:** Enhances service with personalized interactions.
- **Data Analysis:** Provides insights from large datasets, aiding decision-making.
- **Market Prediction:** Forecasts trends and consumer behavior accurately.
- **Innovation Acceleration:** Drives product development with predictive modeling.
- **Scalability:** Adapts to growing business needs without added complexity.
- **Risk Management:** Identifies potential issues and suggests mitigation strategies.

AI vs Automation

AI is the brain: It can analyze information and make choices based on what it learns.

Automation is the muscle: It follows instructions to complete tasks efficiently.

Feature	AI (Artificial Intelligence)	Automation
Focus	Thinking and learning	Doing repetitive tasks
Intelligence	Can learn, adapt, and make decisions	Follows pre-programmed instructions
Data	Analyzes data to understand and improve	Executes tasks based on set data
Examples	Spam filtering, Recommender systems, Virtual assistants	Auto-filling forms, Scheduling social media posts

AI vs Search engines

AI Search is like a research assistant: It understands your needs and tries to find the answer directly.

Browser Search is like a library catalog: It helps you find websites based on your search terms, but you need to do the research yourself.

Feature	AI Search	Browser Search
Approach	Understanding user intent and context	Matching keywords to indexed websites
Results	- Tailored answers and summaries - Personalized recommendations	- List of relevant web pages - User needs further exploration
Intelligence	Analyzes user query and web data to provide the most relevant information	Relies on algorithms to match keywords and ranking factors
Capabilities	- Can answer complex questions - May synthesize information from multiple sources	- Offers a wider range of results - Better for specific keyword searches

April 2023

Speculated cutoff date for GPT-4

Official cutoff is September 2021,
The Chat claims that it had some
updates with data [in](#) April 2023



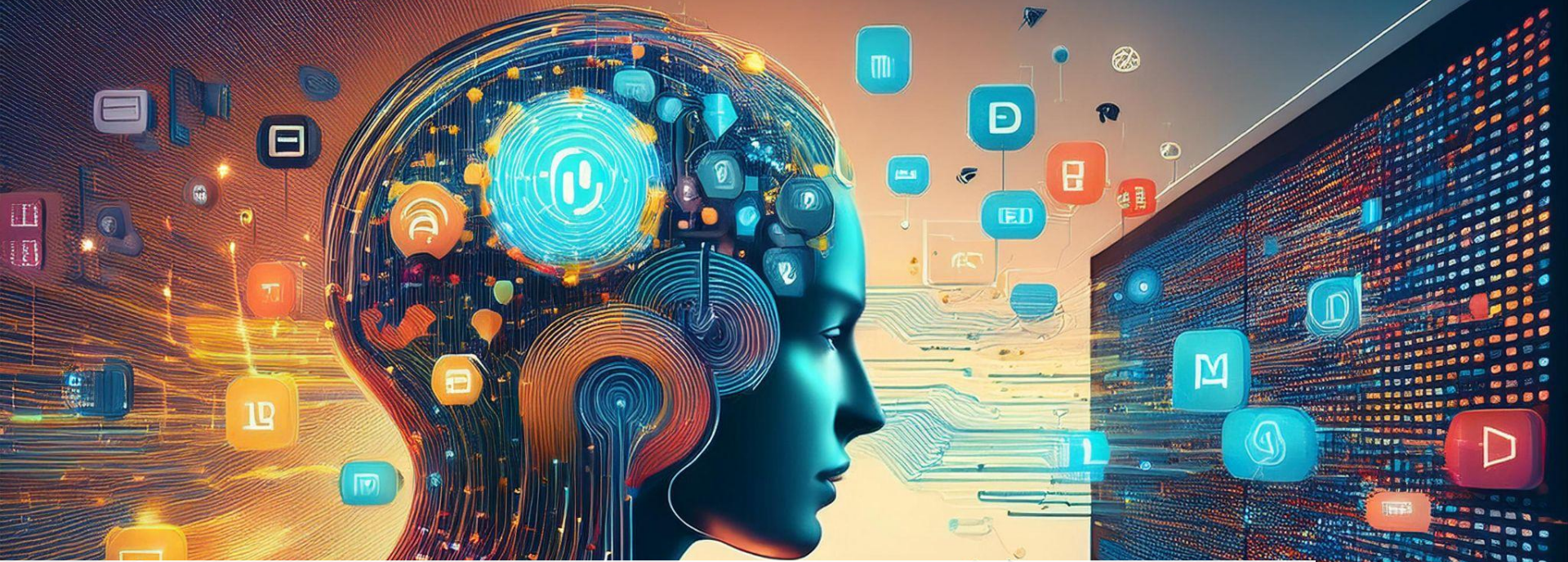
Will AI steal my job?

Probably not...



A decorative border surrounds the central text. It consists of a thick cyan bar at the top, a dark blue bar at the bottom, and a dark blue bar on the right. The left side features a vertical bar with three segments: cyan at the top, medium blue in the middle, and dark blue at the bottom. The text is centered within the white space of the border.

Generative AI for text



What is Text Generative AI

Also known as natural language generation (NLG), is a type of AI that can produce human-quality text. It's like having a super-powered writing assistant that understands grammar, style, and creativity.

How it works

- **Training on Text:** The AI model is trained on massive amounts of text data, including books, articles, code, and online content including social media. This helps the AI learn the patterns and structures of language.
- **Understanding Your Input:** When you provide a prompt or starting point, the AI analyzes the information and grasps your intent. This could be anything from a simple sentence to a detailed description.
- **Text Generation:** The AI uses its knowledge to create new text that aligns with your input. It can generate different creative text formats, like poems, code, scripts, musical pieces, emails, letters, etc.

Popular tools



ChatGPT

Gemini



Copilot

Outputs and benefits

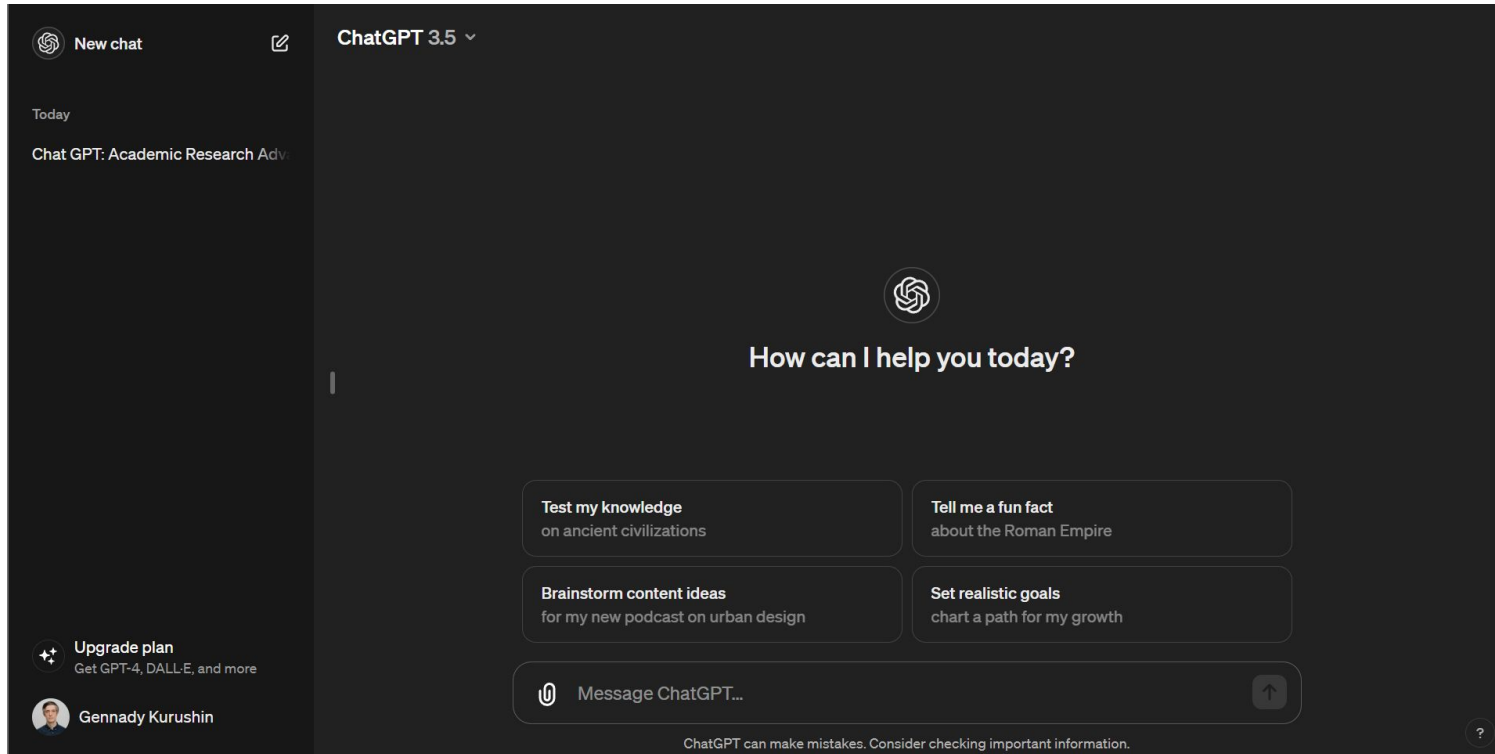
Main types of outputs

- **Synthesizing Info:** summarize large amounts of content in a concise way.
- **Content Creation and Copy:** Generate brand new content for a specific topic and purpose.
- **Learning and Research:** Get questions answered for extremely specific needs.
- **Coding:** Generate code, info on programming concepts and APIs, and debugging.

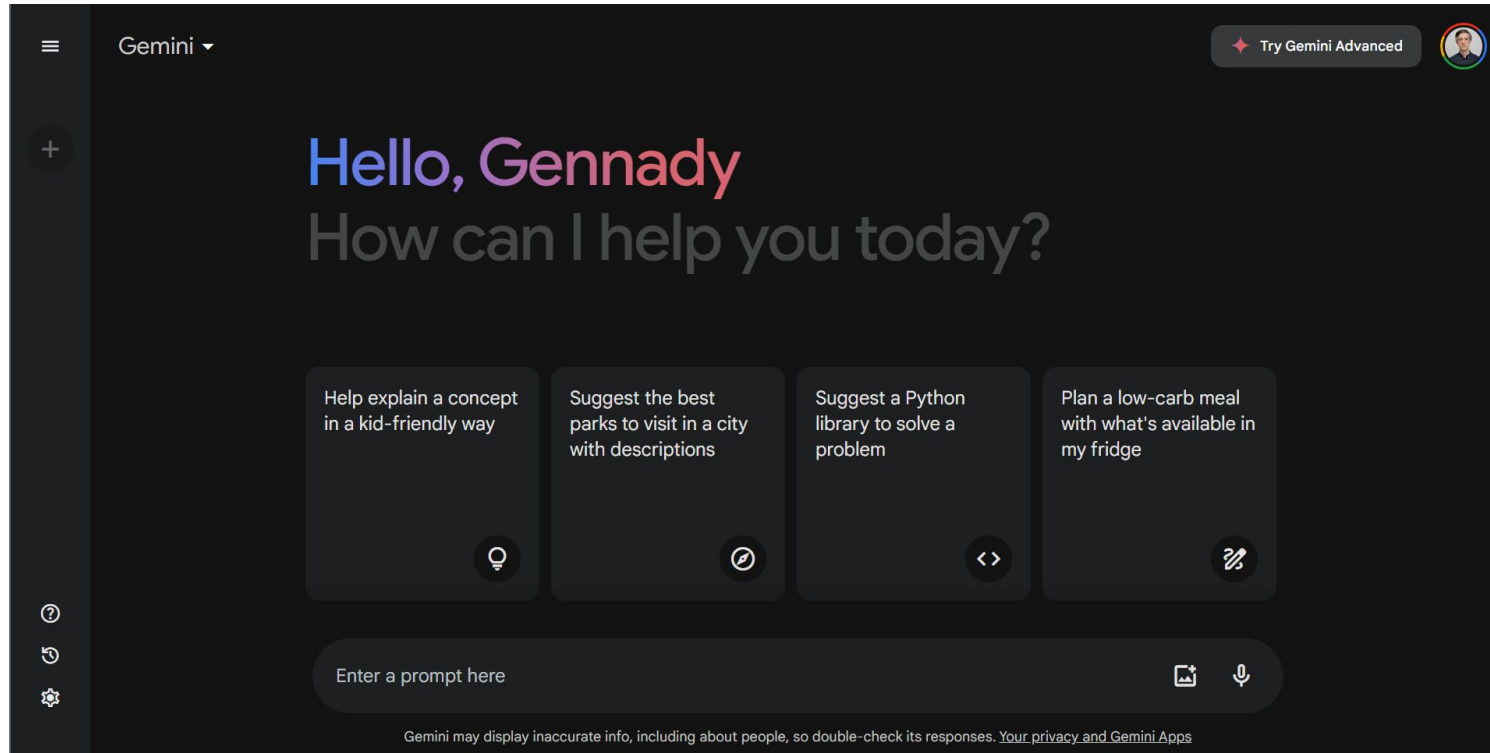
Main benefits

- Saving time, saving time, saving time!
- But also, extending into fields outside your expertise
- Quickly get ideas off the ground
- Reiterate much more effectively

ChatGPT interface



Google Gemini interface



Microsoft Copilot interface

The screenshot displays the Microsoft Copilot interface. At the top left, there are navigation tabs for 'COPILOT' and 'NOTEBOOK'. A 'Try the app' button is located at the top right. The main area features the Copilot logo and the text 'Your everyday AI companion'. Below this is a carousel of three images: a thatched-roof house, a table with food and a chessboard, and a glowing cube representing AI. At the bottom left is a chat input field with the placeholder text 'Ask me anything...'. On the right side, there is a sidebar with 'Chats' and 'Plug-ins' tabs, a user profile for 'Gennady', and a list of 'Copilot GPTs' including Copilot, Designer, Vacation planner, Cooking assistant, and Fitness trainer. Below that is a 'Recents' section with a recent chat entry: 'Create a photorealistic image of a model' from 'Yesterday'. A 'Feedback' button is at the bottom right.

COPILOT NOTEBOOK Try the app

Copilot

Your everyday AI companion

Ask me anything...

0/4000

Chats Plug-ins Gennady

Copilot GPTs

- Copilot
- Designer
- Vacation planner
- Cooking assistant
- Fitness trainer

Recents

Create a photorealistic image of a model Yesterday

Feedback



Prompting

What is prompting

- Providing input to the AI model to generate responses.
- In a typical conversation with AI users input prompts or questions, and the model generates responses based on its training data and learned patterns.
- The quality and relevance of the responses often depend on the specificity and clarity of the prompts given to the model.
- Prompting is essentially the process of guiding the conversation by giving AI the information or context it needs to generate appropriate responses.

Prompt engineering

The process of designing and optimizing prompts.

This involves crafting prompts that are clear, concise, and effective in getting the desired response.



Basic principles

- **Be specific:** The more criteria you give, the more focused the output will be.
- **Work in steps:** Break tasks into small chunks. This returns better results, just as you would with a human. This also partially helps with the [token limit](#).
- **Iterate and improve:** Re-work the inputs and have AI improve on its own output.

What makes a good prompt

Great outputs all come down to the data the model was trained on, its parameters, and **good prompting**.

Since we can only control one of these, here's what good prompting boils down to:

- **Clear and concise language** that is direct and unambiguous.
- **The persona that you assign to AI:** who it will be acting as in your prompt.
- **The information and examples that you provide:** your input.
- **A specific task that you are requesting AI to complete:** your desired output.

Main prompting steps

- **Define the goal:** Clearly state what you need AI to help with and the type of response you expect.
- **Use relevant keywords:** Include important industry-related terms in your prompt to guide AI toward the right answer.
- **Write the prompt:** Create a clear and concise prompt using the keywords identified earlier.
- **Test and adjust:** Generate responses, review the results, and tweak the prompt as needed. Keep adjusting until you get the desired outcome consistently.

Simple prompt ideas

- Define the following term and give a metaphor...
- Elaborate on the purpose of...
- Create a template for...
- Construct an outline for this podcast...
- Help me create a budget plan for...
- Suggest some creative writing prompts to get me started...
- Brainstorm 10 ideas for improving the writing in this transcript...
- Draft a well thought-out chapter list for a book on...
- Formulate a catalog of subjects related to...
- Create a lesson plan for...
- Compose 5 headlines for...
- Sum up the following book in a tweet...
- Design a comprehensive social media content strategy for...

Simple prompt ideas

- Compose an introductory outreach email for...
- Craft a formal response to this message...
- Transform this title into an intriguing hook...
- Translate this into French...
- Compose a polite decline response to this email...
- Create an opening scene for a video showcasing...
- Suggest ways to improve my resume...
- Explain the concept of...
- Can you recommend some online courses or books to improve...
- What are some effective strategies for...
- Provide some tips for starting my...
- Help me create a daily schedule to...
- Explain the basics of...
- Provide some guidance on...

Prompt Priming

Practice of providing some initial input to the model before generating a response.

The initial input is intended to guide the model toward generating a response that is more relevant and coherent with the user's intended output.

Example

- **Without priming:** Please create 3 potential titles for my new online course that teaches how to use AI.
- **With priming:** Please create 3 potential titles for my new online course that teaches how to use AI. Here is an example of my recent course titles, please emulate the styling and written format of these: "Video Editing Masterclass: Edit Your Videos Like a Pro!" "Cinematography Masterclass: The Complete Videography Guide"

Modifiers for better outputs

Tone Modifiers

- Set the desired voice and feel of the text (e.g., "Write a humorous email," "Compose a formal report").
- **Examples:** friendly, informative, persuasive, casual, professional.

Style Modifiers

- Specify the writing style (e.g., "Write a news article," "Create a poem in limerick style").
- **Examples:** journalistic, creative, technical, script format, etc.

Content Instructions

- Provide details about the specific content you want (e.g., "Write a dialogue between two friends discussing climate change").
- **Include details like:** characters, setting, plot points, or themes.

Modifiers for better outputs

Length & Format

- Specify the desired length (e.g., "Generate a 500-word blog post").
- Indicate the format if needed (e.g., "Write a bulleted list of 10 SEO tips").

Target Audience

- Consider who will be reading the text (e.g., "Write an explanation for beginners," "Craft a persuasive message for investors").
- This helps tailor the complexity and tone.

General prompt framework

Prompt formula

- **Role** - AI's persona: *You are an expert marketer*
- **Result** - desired output: *Create 5 emails ending with a call to action*
- **Goal** - purpose of the output: *The goal is to drive sales to my website*
- **Context** - who, what, where, why: *The emails are for my online audience of coding professionals*
- **Constraint** - limitations and guidelines: *the emails should be friendly and less than 200 words*

Example

You are an [role]. Create [result]. The goal is [end goal]. The content is for [context].
Your guidelines for writing are [constraints].

You are an expert marketing strategist. Create a compelling social media campaign. The goal is to increase brand awareness and drive website traffic. The content is for a new eco-friendly product launch. Your guidelines for writing are keep it concise, use strong visuals, and target a sustainable-conscious audience.



Examples

Brainstorm new ideas

Prompt formula

I'm looking to explore [subject] in a [format]. Do you have any suggestions on [topics] I can cover?

Examples

- I'm working on a newsletter that focuses on technology. Can you recommend topics that would be engaging for my audience, such as the latest gadgets and software updates?
- I'm working on a newsletter that focuses on SEO. Can you recommend topics that would be engaging for my audience, such as the latest SEO trends and best practices?

Copy generation

Prompt formula

I'm interested in [type of text] that highlights the [benefits] of [subject]. Please write [#] for me on [subject].

Examples

- I'm interested in a website page that outlines the benefits of my small business coaching program. Could you write one for me on the personalized approach and proven results of my program?

Generate emails

Prompt formula

I want you to act as a [role] who is [characteristic]. How would you respond to [text] as a representative of our [organization/position]?

Examples

- I want you to act as a tech support specialist who embodies confidence and empathy. How would you assist a customer with an issue in using software as a representative of a company developing WordPress plugins?

Generate analogies

Prompt formula

I'm trying to better understand the concept of [concept], please help me better understand this concept by creating a practical and easy to understand analogy.

Examples

- I'm trying to better understand the concept of marketing ROI. Can you help me better understand this concept by creating a practical and easy-to-understand analogy?
- I'm trying to better understand the concept of search engine optimization, please help me better understand this concept by creating a practical and easy to understand analogy.

Bulk copy creation

Prompt formula

Please come up with [# of content] [type of content] for [platform] that includes [references].

Examples

- Please come up with 8 email newsletters for my financial website that includes market trends, investment strategies, and economic analysis.
- Please come up with 4 video scripts for a coding YouTube channel that includes expert opinions and insights on programming languages, development tools, and industry trends.

More ideas

- Summarize dense text
- Re-write text for a specific audience
- Re-write text in specific style
- Language translations
- Proofreading text
- Reorganize data
- Review, improve, paraphrase writing
- Create essay questions, multiple choice and true/false questions
- Create an ad for...
- SEO and keywords
- Generating speeches and presentations
- Coaching, training questions
- How to do or be better at questions
- Learning software, specific tools, languages
- Analysing data from URLs
- Comparing and contrasting
- Reorganizing spreadsheets
- Generating scripts and podcasts
- Writing or improving CV and cover letters



Advance prompting

Shot prompting

Prompt formula

- **Zero Shot:** No previous data or guidelines given before completing request.
- **One Shot:** One piece of data or guideline given before completing request.
- **Few Shot:** Multiple pieces of data or guidelines given before completing request.

Examples

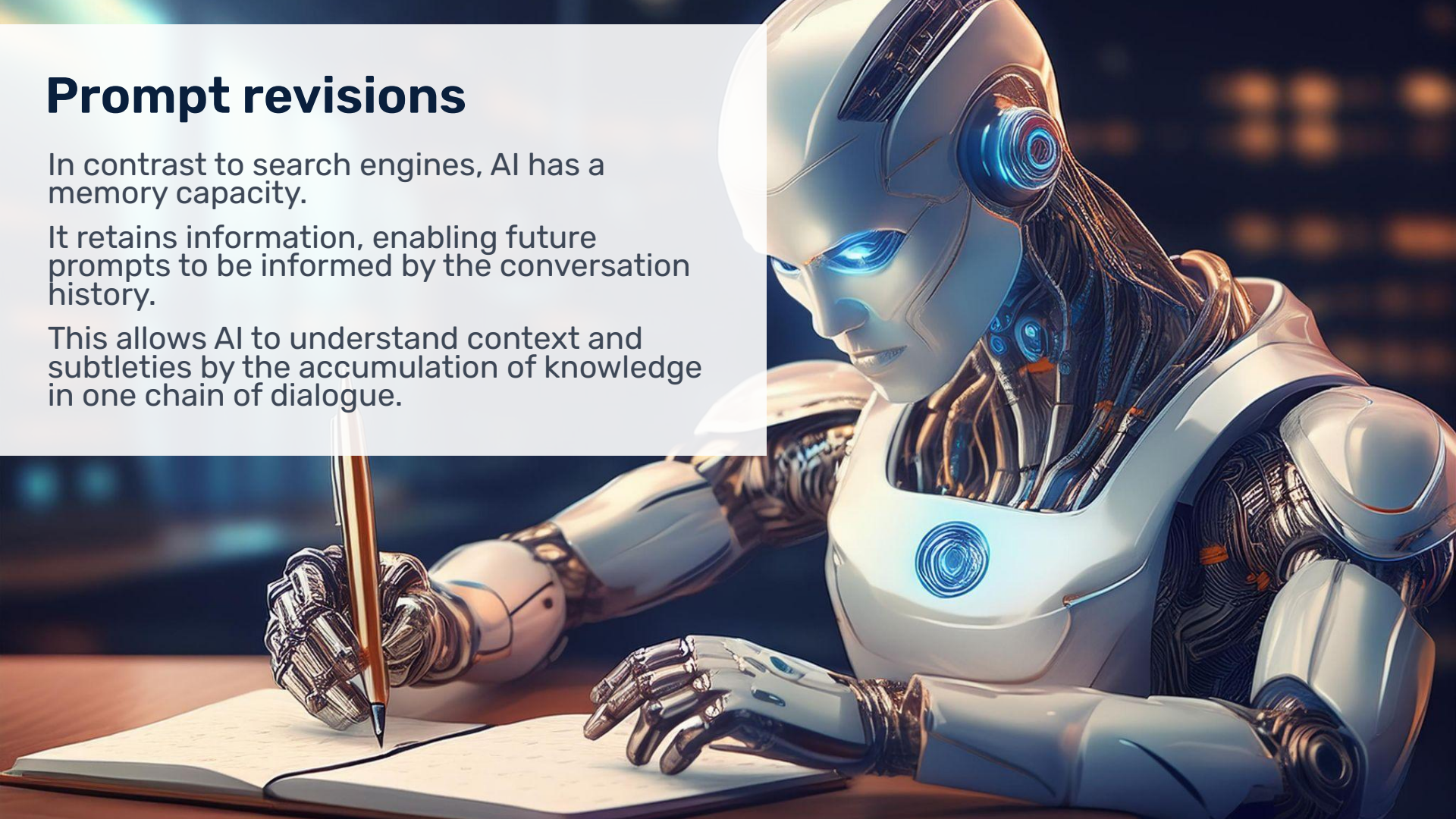
- **Zero Shot:** “Write a short script for my YouTube channel about web development.”
- **One Shot:** “Using this Example 1 as reference, write a...”
- **Few Shot:** “Using these Example 1, 2, 3 as reference, write a...”

Prompt revisions

In contrast to search engines, AI has a memory capacity.

It retains information, enabling future prompts to be informed by the conversation history.

This allows AI to understand context and subtleties by the accumulation of knowledge in one chain of dialogue.



Revision ideas

- Organize this by date, location, price, etc...
- Come up with more novel and uncommon results...
- Explain this at the comprehension level of a 5 year old...
- Put this in tabular format with relevant categories...
- From the perspective of an industry expert, please rewrite...
- Rewrite this to be more informal/formal...
- Fix the grammar and find/replace the following terms...
- Write this from the perspective of or in the voice of...
- Summarize this into one tweet...
- Expand this into a 3 part summary...
- Compare and contrast the most important information...
- What are the 10 key takeaways...
- From an expert point of view, how would you improve...
- Put this into a bullet-point list...

I want you to act as prompting

Prompt formula

- **Role:** "I want you to act as a [role]."
- **Context:** "I will give you [context]."
- **Task:** "You will then [task]."
- **Style:** "In a [tone/style] tone/style."
- **Details:** "The important details are [details]."
- **Refinement:** "Refine your output as needed" (e.g., "Be more persuasive," "Put the most important keywords in bold," "Now put this in tabular format")

I want you to act as prompting

Examples

- I want you to act as a marketing consultant. I will give you my marketing goals. You will then create a 7-day marketing plan in tabular format for me to follow in order to hit my goals. My short-term daily goals are social media posting, email marketing, and content creation. My long-term goals are to increase website traffic by 20% and generate 50 new leads during the next 6 months.
- I want you to act as a coding mentor. I will give you my coding goals. You will then create a 7-day coding plan in tabular format for me to follow in order to hit my goals. My short-term daily goals are practice coding challenges, review programming concepts, and work on a personal project. My long-term goals are to complete a coding certification and contribute to an open-source project during the next 6 months.

Tabular format prompting

Using tabular format with AI allows for clear organization and presentation of data, making it easier for the user to analyze and comprehend the output.

Prompt formula

- [Your question].
- What are the different categories you can break your answer into for more descriptiveness?
- Now create one table that includes your original answer with these categories separated into different columns.

Examples

- What are the main factors of growing a YouTube channel?
- Please list the top online publications in marketing.

Ask before answer prompting

This framework is a technique to guide AI to ask for clarification before giving an answer. This helps ensure that the model's answers are as accurate and specific as possible.

Prompt formula

- You are an expert in the field of [industry]. I'm going to ask you to complete some specific tasks, but before you answer, I want you to do the following: If you have any questions about my task or uncertainty about delivering the best answer possible, always ask bullet point questions for clarification before generating your answer. Is that understood?
- Great, my question is [question]. Your task is to [task]. Please ask any questions you have so that I can improve my prompt before you complete your task.

Ask before answer prompting

Example

- You are an expert in the field of marketing. I'm going to ask you to complete some specific tasks, but before you answer, I want you to do the following: If you have any questions about my task or uncertainty about delivering the best answer possible, always ask bullet point questions for clarification before generating your answer. Is that understood?
- Great! My question is how can I drive more visits to my website? Your task is to create a step by step guide for me to implement into my marketing. Please ask any questions you have so that I can improve my prompt before you complete your task.

Fill-In-The-Blank Prompting

This format allows the user to focus on a specific aspect of a sentence or idea and encourages deeper thinking. Additionally, it is a flexible tool for learning and communication which can be easily adapted to different situations.

Prompt formula

- You are an expert at creating prompts that generate the most concise and resourceful responses. What additional bullet point details can I add to the following prompt to improve the output? My prompt is [your prompt].
- Great, now turn these bullet points into a fill in the blank format which I can put my information into

Perspective prompting

This framework can broaden your understanding and provide a more comprehensive view of the topic at hand.

Prompt formula

- **Singular Perspective:** Please write about [topic] from the perspective of [view point].
- **Multiple Perspectives:** Please write an argument [for/against] the topic of [topic] from multiple diverse perspectives. Include the names and points of view of the different perspectives, such as [view points].

Examples

- **Singular Perspective:** Please write about improving as a software developer from the perspective of a back-end developer.
- **Multiple Perspectives:** Please write an argument against using JavaScript frameworks that considers multiple perspectives. Include the names and points of view of the different perspectives, such as a programmer, a consumer, and a security expert.

Constructive critic prompting

This prompt can provide objective and expert feedback on your writing, highlighting areas for improvement and offering constructive criticism to help you refine and enhance your copy.

Prompt formula

- I want you to act as an expert and critic in the subject of [industry]. Criticize my content pasted below, convince me why it's bad, and give me constructive criticism on how it should be improved. For some context, my [product or service] is for [details, demographic, etc]. The purpose of my [product or service] is to [your content goal]. Let's think step by step and I want you to address each piece of content individually. Here is my content to critique, [your content].

Constructive critic prompting

Example

- I want you to act as an expert and critic in the subject of data privacy. Criticize my content pasted below, convince me why it's bad, and give me constructive criticism on how it should be improved. For some context, my website is for businesses that collect and process customer data. The purpose of my website is to provide information and resources on compliance with data privacy laws. Let's think step by step and I want you to address each piece of content individually. Here is my content to critique, [\[your content\]](#).

Comparative prompting

Comparative prompting highlights key similarities and differences across various factors which help you make more informed decisions and gain a deeper understanding of the strengths and weaknesses of two options.

Prompt formula

- Please compare and contrast the following text examples. Outline the similarities, differences, qualitative characteristics, quantitative factors, functionality, impact, key takeaways, and other factors into one table.
- Here are the two pieces of content: [content 1] and [content 2].

Reverse prompting

This framework offers insights into how to effectively reverse engineer any piece of content. As a result, this presents endless possibilities for enhancing both personal and professional projects.

Prompt formula

- Let's talk about reverse prompt engineering. By reverse prompt engineering, I mean creating a prompt from a given text.
- Can you give me a simple example of reverse prompt engineering?
- Great. Can you create a very technical reverse prompt engineering template?
- Now reverse prompt engineer the following [your text]. Be sure to capture the tone, syntax, language, and writing style of the text for the prompt you come up with.



Advanced features

ChatGPT

- Share link to Chat
- Upload file
- Custom Instructions
- [Browse, create, and use GPTs](#)
- DALL•E
- Advanced Data Analysis
- [Plugins](#)
- Team management
- Data control



ChatGPT

Google Gemini

- Upload image
- Use microphone
- Extensions (Gems)
- Connection to web
- Integration with GMail, Docs, etc.



Copilot

- Edge browsing copilot
- Conversation style
- Add image
- Add file
- Use microphone
- Compose
- Designer
- Trip planner and other specified assistants
- Plugins
- Copilot for Microsoft 365



Materials

[Book The Art of ChatGPT Prompting](#)

[ChatGPT Complete Guide and other text AI tools](#)

[More courses](#)



Cobalt is a design studio from Helsinki focused on branding, websites and digital marketing

Download this presentation: cobalt.fi/ai-for-beginners/

