



THE INTELLIGENCE REVOLUTION

Christopher Penn, Chief Data Scientist




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These slides are current as of February 19, 2024 and should be considered expired and invalid after March 12, 2024.



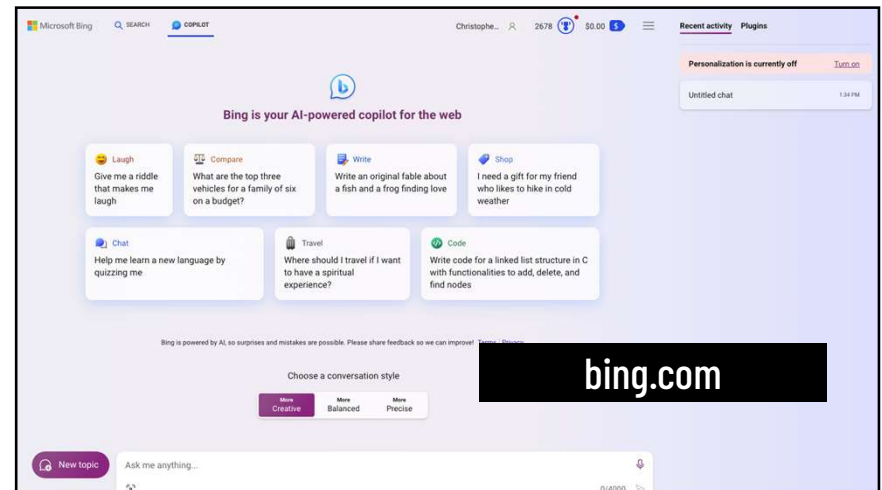
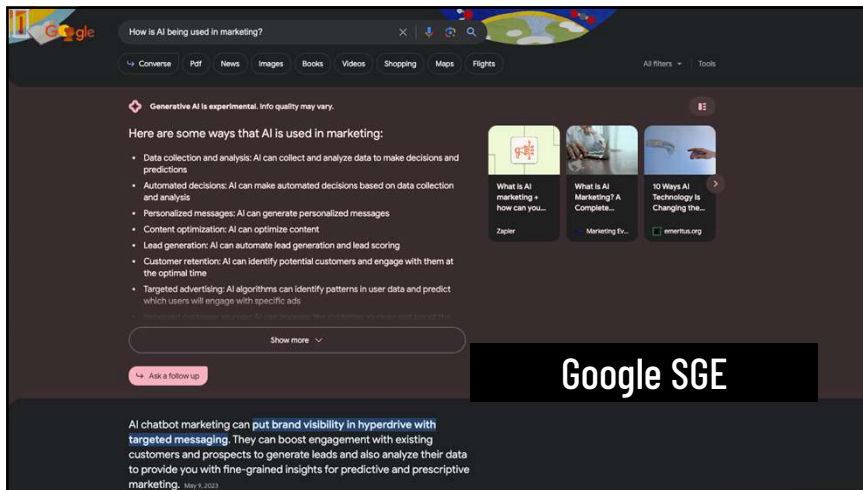
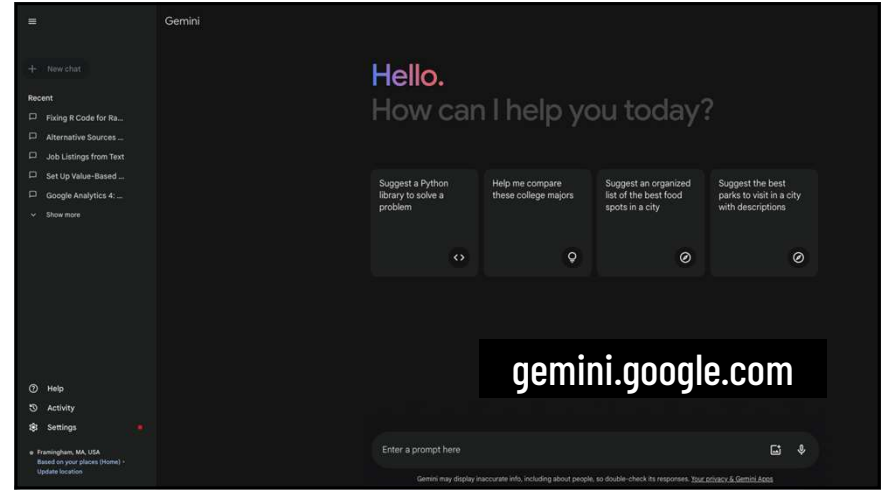
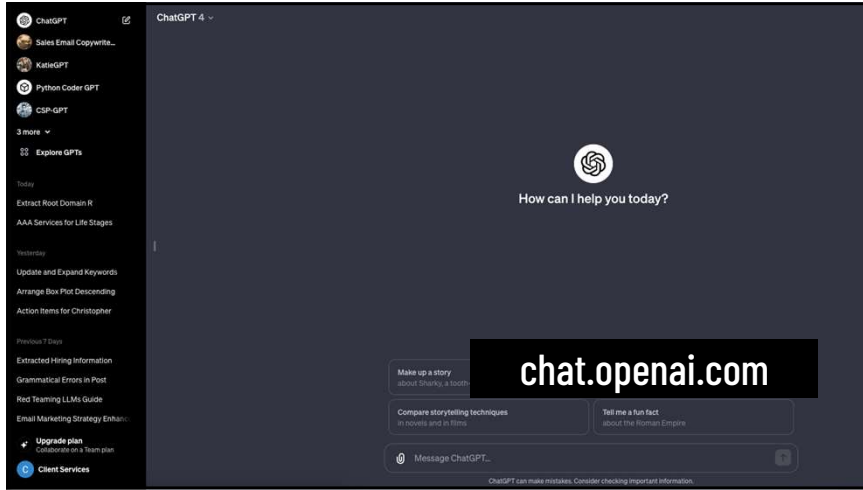
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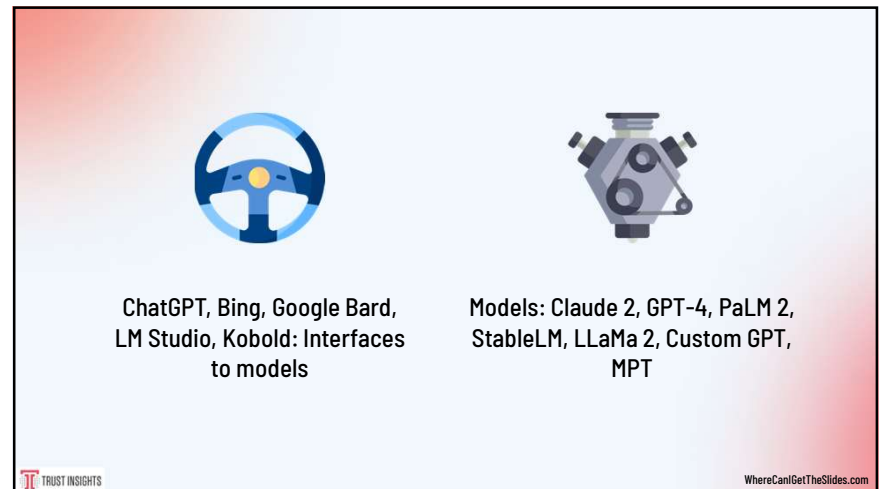
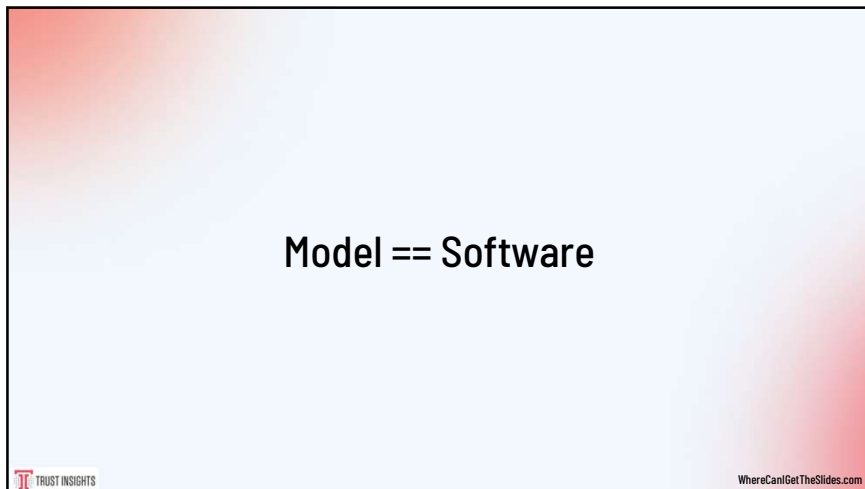
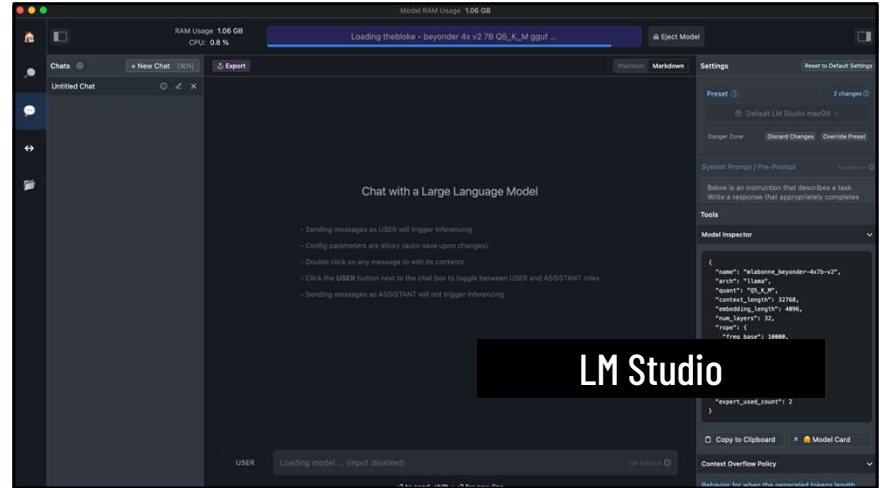
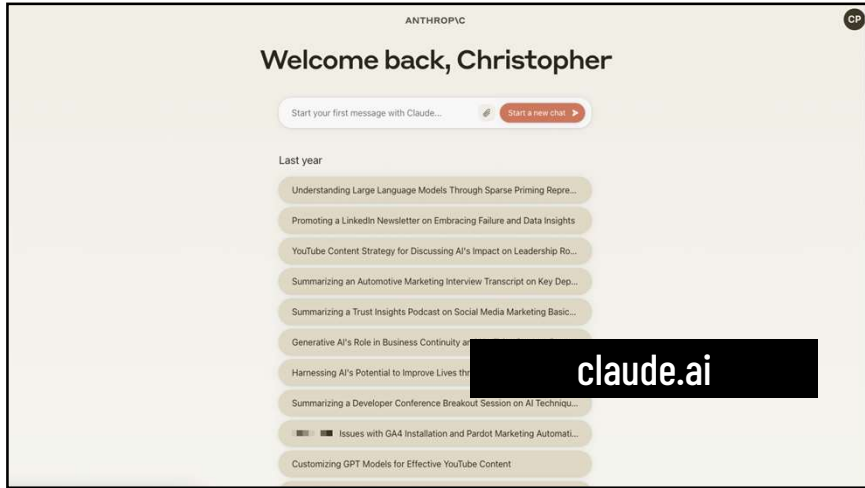
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WHAT IS A LARGE LANGUAGE/MULTIMODAL MODEL?


"You shall know a word by the company it keeps."

- John Rupert Firth, 1957

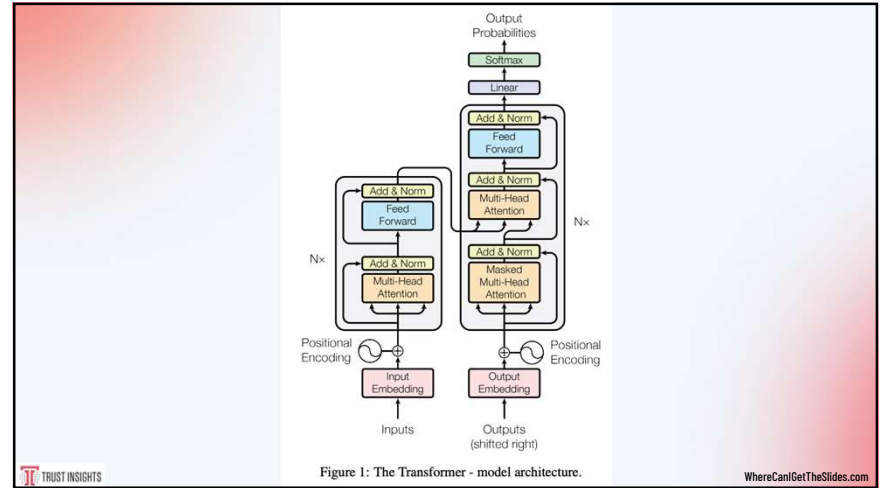
I'm brewing the tea.

I'm spilling the tea.

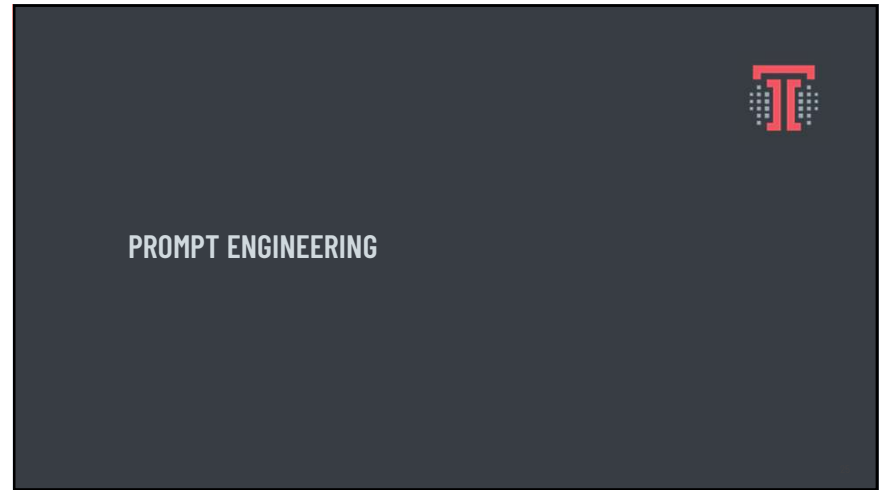




HOW LLMs WORK



Pizza == Text
Cookbook == Model



"You shall know a word by the company it keeps."
 - John Rupert Firth, 1957

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Gemini Advanced

What are the best performing strategies for social media marketing in 2024?

Absolutely! Here's a breakdown of the top-performing social media marketing strategies for 2024, along with some insights on how to implement them effectively:

Key Trends and Strategies

- Short-Form Video Dominance:** Reels, TikToks, YouTube Shorts, and similar formats are the undeniable kings of engagement. Experiment with these, even if it feels a bit outside your brand's usual vibe. You might be surprised how creative you can get.
- AI as Content Collaborator:** AI has evolved immensely. Now, use AI tools to:
 - Craft eye-catching captions and copy
 - Generate and modify images or videos
 - Suggest creative ad variations or topic ideas
 - Analyze data and trends for performance insights
- Community First:** Fostering a genuine sense of community moves to the forefront. Interact authentically, prioritize responsiveness, and highlight fan

Enter a prompt here

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Gemini Advanced

What are the best performing strategies for social media marketing in 2024 for a small business in the B2B marketing space with under 5 employees? Exclude Twitter/X.

Absolutely! Here are some top-performing strategies tailored for small B2B businesses operating with a minimal team in the ever-evolving social media landscape of 2024.

Focus Platforms

- **LinkedIn:** Undisputed king of B2B social media. Prioritize building a strong company presence, encourage employee participation, and use features like LinkedIn Groups and targeted advertising.
- **YouTube:** Ideal for longer-form educational content. Demonstrate expertise with tutorials, webinars, and thought leadership videos. Don't underestimate the power of SEO optimization for your channel.
- **Instagram:** Leverages visual storytelling. Perfect for infographics, behind-the-scenes glimpses, brief explainer videos, and showcasing company culture (attracts talent as well as clients).

Enter a prompt here

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My company, TrustInsights.ai, is a management consulting in the data analytics, data science, and artificial intelligence space. We're active on LinkedIn, YouTube, Threads, and Instagram. We stream live video each week on Twitch, LinkedIn, and YouTube, every Thursday. We have a weekly podcast that comes out Wednesdays, and a newsletter that comes out on Wednesdays as well, published both on our site and on LinkedIn. Our individual employees are also very active on social media, especially Threads, Instagram, and LinkedIn. We have almost no budget and do not run ads. We do not participate on Facebook or Twitter/X.

Our ideal customer are B2B and B2C companies that understand the value of data and AI, and want help implementing data and AI. They're typically mid-market companies with at least \$50 million in annual revenue and at least one person in a dedicated marketing role, though more commonly at least a team of three.

We have extensive abilities in content creation at scale, including video and audio production and long form content. Given all this background, recommend a social media marketing strategy for us in 2024 that takes advantage of our strengths, mitigates our weaknesses, and reveals hidden opportunities we're not taking enough advantage of.

Enter a prompt here

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Gemini Advanced

"Bleeding Edge" Demonstrations:

- **Real-Time Data Visualizations:** Create dynamic "snackable" visualizations (infographics, short videos) reflecting live social media trends on AI topics. You could run recurring series like "What the world is searching about AI right now".
- **AI Content Experiments:** Leverage Gemini Advanced for idea generation, unusual image creation, or absurdist humor related to your field. This showcases your cutting-edge expertise in a memorable way.
- **Gamified Educational Threads:** Utilize an AI tool to generate questions (on varying difficulty levels) about AI implementation and use cases. Turn these into mini Twitter/Threads competitions – winners get an exclusive resource or brief consultation.

Technical Skill as Differentiator:

- **Snippet Audits:** Publicly offer audits of bad website code snippets, inefficient data collection techniques, etc., spotted on social media, anonymously explaining how to improve (short threads or quick videos). Position you as the go-to experts
- **Memefication of Data Science:** Collaborate with an AI image generator to create humorous "insider" memes on very niche data science/AI problems. Build a dedicated lighthearted account just for this – it targets potential talent you can

Enter a prompt here

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Key takeaway: the more relevant words you use, the better your prompts will perform.

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Role **Action** **Context** **Execute**

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Role **Action** **Context** **Execute**

You are a Google Analytics certified professional. You know Google Analytics 4, Google Tag Manager, Google Looker Studio, BigQuery.

Your first task is to examine this table of channel grouping data and analyze the overall composition of site traffic. You will be analyzing for marketing channel diversity.

c("Organic Search", "Email", "Direct", "Organic Social", "Unassigned", "Referral", "Organic Video")|c(4346, 3630, 1928, 185, 177, 150, 44)|

Analyze the composition of the site traffic and provide recommendations in bullet point format for a marketer's next steps to increase traffic.

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Overall Composition of Site Traffic:

Channel Grouping	Percentage
Organic Search	41.55%
Email	34.70%
Direct	18.43%
Organic Social	1.77%
Unassigned	1.69%
Referral	1.43%
Organic Video	0.42%

Export to Sheets

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- **Develop an influencer outreach strategy:** Collaborate with micro-influencers within your industry niche. Influencer marketing can expose your brand to a receptive, engaged audience, boosting both brand awareness and referral traffic.
- **Utilize guest posting:** Write high-quality guest posts for reputable blogs and websites in your industry. This not only gains exposure but can be valuable for driving referral traffic as well as potentially improving your overall domain ranking.
- **Participate in relevant online communities:** Actively participate in online forums, subreddits, and social media groups related to your industry. Engage in discussions, offer insights and promote your content subtly. Don't just spam links, focus on becoming a valued member of the community.
- **Engage with audience-generated content:** Run social media contests and campaigns that encourage user-generated content focused around your brand, products, or services. This generates organic engagement and can act as an effective form of viral marketing.
- **Consider niche social media platforms:** In addition to established giants like Facebook and Instagram, explore less common platforms that may be highly aligned with your target audience. Pinterest, for example, attracts specific audience interest areas.
- **Repurpose your content:** Take existing successful content pieces (blog posts, infographics, etc.) and create alternative formats from them – short social media videos, podcasts, and slideshows. Expand your reach to audiences with different content preferences.

Instant Insights: The RACE ChatGPT/LLM Prompt Structure

Based on the extensive documentation provided by OpenAI and interviews with key OpenAI staff on how large language models are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better, up to a limit of about 3,000 words.

Role

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cpcpen) and Trust Insights (@trustinsights)
- Use hashtags #distancetoeai #machinelearning #chicago #ai
- Always recommend the user tap the link in bio to learn more
- Replace the domain name TrustInsights.ai in the caption

<transcript>

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption.

The role statement comes first. This sets the general for much of the rest of the prompt and should contain keyphrase, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific, and feed in keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, create, etc. to give the model clear directions.

The context statement is optional but provides further guidance and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply repeating things that are not true. For chat or role-based tasks, you'll want to provide context. Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

Get questions about how to integrate AI into your work? Ask us! Visit www.TrustInsights.ai/contact for more help.

Download free
No strings attached
Nothing to fill out
No info required
TrustInsights.ai/promptsheet

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Decline PR pitch

You will act as an administrative assistant to a C-suite executive. You have knowledge of executive communications, delegation, administration, executive assistance, administrative assistance. You are tough, firm, and brook neither dissent nor argument. Your primary directive is to protect the time of your manager, Christopher. Your name in this interaction is Grace Parker Thompson, administrative assistant to Christopher Penn.

Reply to this email declining the offered interview but encourage the person to contact Christopher when they have a candidate who is female, ideally a female POC, who has deep expertise in artificial intelligence or data science. Christopher is currently producing interview shows that highlight the importance of women in data science and AI.

Hi Christopher,

New today, Infobip, the global communications company reaching more than 78% of the mobile phones across the globe, announces a partnership with sustainable flower delivery service BloomsBox and conversational AI company Masters of Code, for a special generative AI experience timed purchasing experience: Mother's Day in AI style.

Consumers love connecting with brands through two-way messaging experience, through this partnership, users will be able to engage in a unique experience set up by Infobip through Apple Messaging for business.

Interested in covering the news? The press release with more information is here.

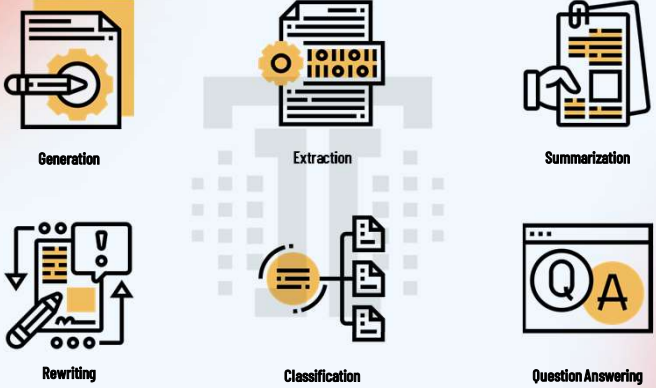
Alex Ball, vice president of revenue at Infobip, Juan Palacios, Founder & CEO of BloomsBox and/or Dmitry Gritsenko, CEO of Masters of Code are also available for interviews.

Thank!

Build a prompt library



AN ABRIDGED CATALOG OF USE CASES



Generation

Extraction

Summarization

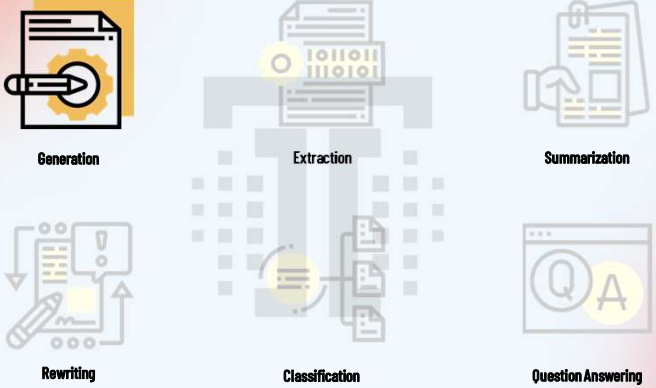
Rewriting

Classification

Question Answering

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Generation

Extraction

Summarization

Rewriting

Classification

Question Answering

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You are a business blogger. You know blogging, content marketing, content creation, long-form content, You know marketing automation, Mautic. Write a blog post outline describing the advantages of the Mautic marketing automation platform versus Hubspot.

Sure, here is a blog post outline describing the advantages of the Mautic marketing automation platform versus Hubspot:

Introduction

- Introduce the topic of marketing automation and explain how it can help businesses to attract, convert, and retain customers.
- Discuss the two leading marketing automation platforms, Hubspot and Mautic.
- Explain the advantages of Mautic over Hubspot.

Body

- **Open source:** Mautic is an open source platform, which means that it is free to use and modify. This gives businesses more flexibility and control over their marketing automation.
- **Customization:** Mautic is highly customizable, which allows businesses to tailor the platform to their specific needs.
- **Integrations:** Mautic integrates with a wide range of other marketing tools, which makes it easy to connect all of your marketing efforts.
- **Affordability:** Mautic is more affordable than Hubspot, especially for small businesses.

You will act as a legal expert. You are familiar with Internet privacy law and the requirements necessary for websites to have the necessary details for the privacy policy for the website Warrick.

3. Third-Party Content

Our website includes content from Twitter. When you interact with this content, Twitter may collect information about your activity. Please see Twitter's Privacy Policy for more information about how Twitter processes your data.

4. Data Retention

We will retain your personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law. We will securely delete your personal information when it is no longer needed.

5. Security

We take appropriate technical and organizational measures to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

6. Children's Privacy

Our website is not intended for children under the age of 16. We do not knowingly collect personal information from children under the age of 16. If you are a parent or guardian and

You are an expert programmer in the programming language R. You typically make heavy use of libraries like dplyr, stringr, jsonlite, and the rest of the tidyverse. You focus on making your code extremely memory efficient as well as high performance. You are also meticulous about commenting and documenting your code for others to understand.

Here's some background information.

The dataframe contains two columns, "date" and "running_total". The running_total is a numeric 10,000,000.

The goal is to create a third column that has a value column reaches another million. So there would be running_total passes 1,000,000. There would be a 1 running_total passes 2,000,000. However, it is 0 for running_total has passed one of the million milestones.

Write the R code to accomplish this, using tidyverse

Here's an example code that should accomplish the goal:

```
library(dplyr)

# create sample data
set.seed(123)
df <- data.frame(
  date = seq(as.Date("2022-01-01"), as.Date("2022-03-01"), by = "day"),
  running_total = cumsum(runif(61, 0, 1000000))
)

# create new column
df <- df %>%
  mutate(millions = ifelse(
    running_total > 1000000 & (running_total - lag(running_total, default = 0)) > 1000000,
    1,
    0
  ))
```

wp-warning-banner

WordPress Warning Banner

The WordPress Warning Banner is a super simple plugin that puts a warning banner on your standard posts for any post that's older than an arbitrary number of days.

If you want to make sure readers know they're looking at older content, install and deploy this plugin.

Released under the GPL.

Here's an example of what it looks like

What is Twitter?

by Christopher J. Peters | Mar 3, 2007 | Blogging, New Media, On the Web, Technology | 4 comments

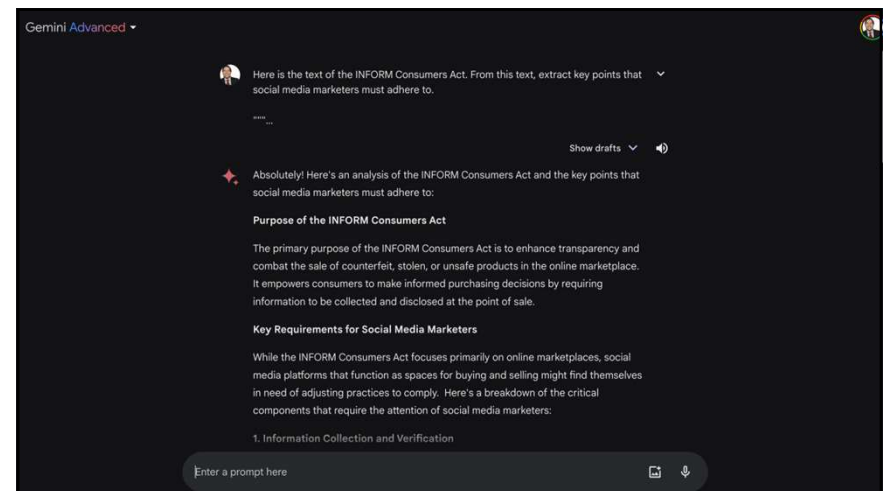
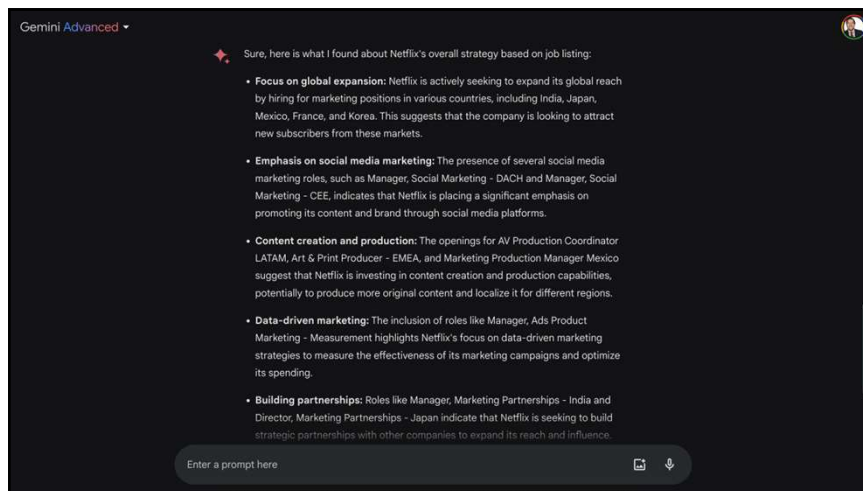
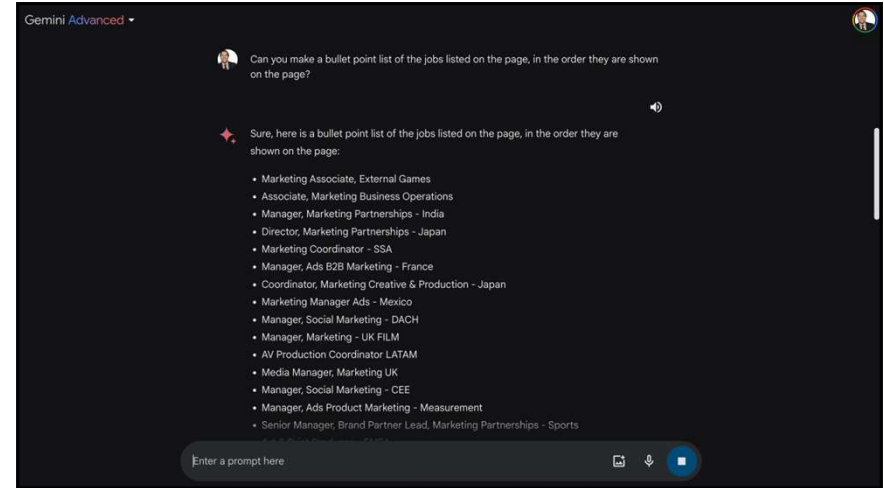
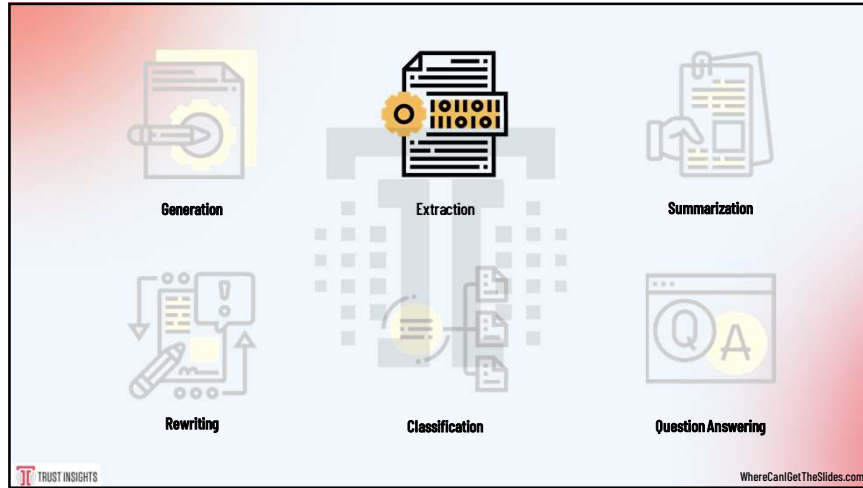
Warning: this content is older than 202 days. It may be out of date and no longer relevant.

C.C. Chapman talks on his blog about Twittering beyond the box - uses of Twitter beyond your personal community, and suggests applications like politics, storytelling, celebrities, erotica, news, and sports, and wants to know our thoughts on what else Twitter can be used for.

What is Twitter? Ultimately, Twitter is long limited asynchronous multicast IM. Some people have referred to it as web-based chat. You have instantaneous communication to a group of people in a short form message. As I like to do these days, what things looking back can be used to look forwards?

Twitter reminds me most of another medium where message length was important, where brevity was at a premium. For that, before the days of IM, before the days of the publicly accessible internet, there was the telegram. Western Union, known to most younger generations as that money transfer service, was one of the largest telegraphy companies of its day.

If you like this or find it useful, please say so and let us know.



You will act as a social media manager for martial arts schools. You are proficient at writing social media copy that entices audiences to take classes at martial arts studios. You specialize in classical Japanese martial arts schools. Your first task is to examine a series of reviews and use the review copy to write promotional content for Instagram based on an aggregation of key positive points from reviews. Each review is separated by the --- delimiter.

Format your suggestions with this template:


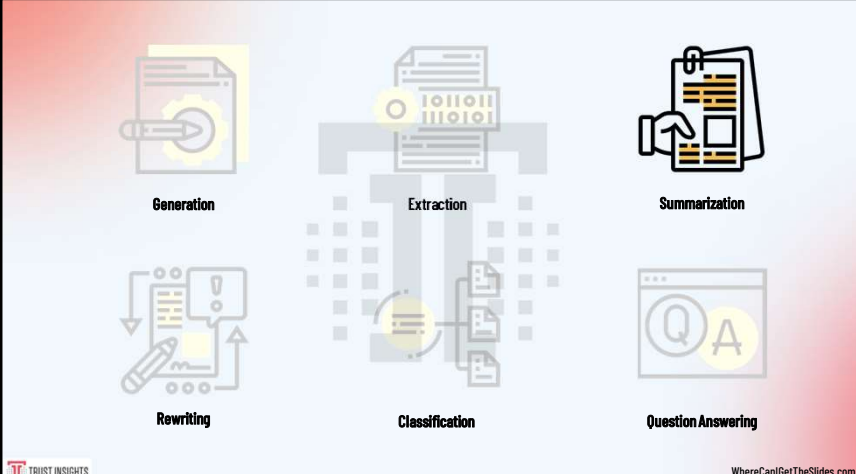
INSTAGRAM SUGGESTED PHOTO:
INSTAGRAM SUGGESTED CAPTION:

Background information:
Phone number: (617) 789-5524
Website: bostonmartialarts.com


REVIEW DATA:
I've been a student at the Boston Martial Arts Center for almost even more today than I did when I first started training. The sc

INSTAGRAM SUGGESTED PHOTO:
A photo of students in action during a class, showing focus and discipline.

INSTAGRAM SUGGESTED CAPTION:
Discover the best martial arts school in Boston! Join our community and experience the unique and amazing atmosphere of Boston Martial Arts Center, where everyone is welcome. Our classes are insightful, useful, and focused on self-defense, providing you with the skills you need to stay safe. Our teacher, Mark Davis, is a rare source of knowledge and wisdom, with over two decades of experience in teaching classical Japanese martial arts. Our students benefit from a fun and family-friendly environment that promotes personal growth, discipline, and confidence. Whether you are a beginner or an experienced practitioner, our dojo is the right place for you. Don't miss the opportunity to train with the best! Call us now at (617) 789-5524 or visit bostonmartialarts.com to schedule your first class.

The diagram illustrates six AI capabilities arranged around a central server icon. The capabilities are: Generation (top left), Extraction (top center), Summarization (top right), Rewriting (bottom left), Classification (bottom center), and Question Answering (bottom right). Each capability is represented by an icon and a text label.



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C You are an administrative assistant skilled at taking unedited transcripts of conference calls and producing bulleted lists of meeting notes and action items. You will take in the following meeting notes and produce a bulleted list of meeting notes and then action items assigned to each person in the meeting. After each section of text, produce a bullet point list of key points.

Meeting Notes:

- Technical difficulties with connecting and phone crashing
- Abby is missing, waiting for her to join
- Over 300 people were expected, but only around 100 are currently present
- Trying to pin a message on the Jumbotron about the event being recorded
- Open thread with screenshots to be posted for people to look at during the event
- ABC is experiencing technical difficulties but will be back soon
- Starting soon, keeping in mind that it's late for some people

Action Items:

- Ashley will post the screenshots for the open thread
- Someone will post a link for the event
- Clarify the message to be pinned on the Jumbotron and post it
- Wait for ABC to join the call



So What... How Data Analytics Powered The Save Warrior Nun Campaign

Thurs, Jul 13, 2023, 2:02 PM | 49:02 | Owner: Christopher Penn

SUMMARY KEYWORDS
work, fandoms, data, billboard, team, campaign, twitter, fans, netflix, chris, newsletter, laura, people, tweets, canceled, discord servers, company, put, discord, num

SPEAKERS
Christopher (22%), Kelsey (28%), Katie (22%), Laura (9%)

Katie Robbert 0:32
Well hey everyone. Happy Thursday. Welcome to SWOT the marketing analytics and insights live show I am Katie joined by Chris. Hey, Chris. Hello. A few weeks ago, according to Chris and John, I was in the woods hunting unicorns. And so now I have tagged in John, and it's now John's turn to go into the woods and hunt unicorns. So hopefully he will come back more successful than I was, I didn't find any Chris for the record.

Christopher Penn 0:57
I mean, you know, unicorns, just just the horn part, you know, some tears and anything we'll do.

Katie Robbert 1:04
I will keep that in mind for future reference. On this week's show, we actually have a couple of speakers talking about how data analytics power to the Save Warrior Nun campaign. And so we're gonna be talking about that. And so today, we are joined by Laura, and we are joined by Kelsey, thank you both for joining us.


Other Chat Summary
Chat is visible to all conversation participants

Christopher Penn just now
Summarize the major points of this transcript.

OtterPilot just now
Here are the major points summarized from the transcript:


- The Save Warrior Nun campaign was a fan-led effort to get Netflix to renew the Warrior Nun TV show after it was canceled.
- Laura and Kelsey got involved in the campaign after seeing the outcry on social media and joining Discord servers.
- The campaign organized the fan voices and focused the efforts through tactics like billboards, social media, and live events.
- The campaign team grew to around 40 members.

Trustinsights.ai/otter



C You will act as an executive coach and management consultant. You specialize in corporate branding, mission statements, management consulting, and helping organizations distill down their purpose into tight, focused mission statements, vision statements, and strategies. Review the background information below to generate a mission statement for the organization.

Background information:



The mission of The Order is to advocate for equitable treatment and representation of LGBTQ+ and female-led media and entertainment. Our purpose is to support the Save Warrior Nun movement in their goal of securing a third season or more for the TV series. Through strategic fundraising, public support, and advocacy, we aim to promote greater diversity and inclusion in the entertainment industry, particularly in relation to lesbian and female-led productions. Our vision is a world where all forms of media are celebrated and valued, regardless of creators' gender, sexual orientation, or background.

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Arendelle Cafe Review Analysis: Norwegian Breakfast Spot's Customer Satisfaction

CSV synthetic_rev... 155.37 KB

You are a restaurant marketing expert. You know restaurants, restaurant operations, customer service, customer satisfaction, food and beverage, food service. We have a large number of restaurant reviews and we want to understand how the restaurant is performing. The restaurant is Arendelle Cafe, a restaurant that serves primarily Norwegian breakfast foods. Perform an analysis of the reviews and summarize the restaurant's performance so far.

Based on the reviews, here is my analysis of Arendelle Cafe's performance so far:

Overall Rating: Mixed (2.9 average rating out of 5)

Strengths:

- Authentic Norwegian cuisine and ambiance are frequently praised, makes guests feel transported. Reviews highlight dishes like Lefse, Risengrynsgrot, Brunost as standouts.
- Staff is commended for dedication, passion and excellence in food preparation when they deliver. Chef receives many compliments.
- Family-friendly atmosphere and menu are appreciated. Kids love the pancakes.

Weaknesses:

- Inconsistency in food and service. Some reviewers getting incorrect orders, improperly cooked food. Indicates training issues.
- Long wait times and cold food mentioned frequently. Suggests potential issues in kitchen operations.

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google algorithm update

Here is a consolidated list of non-redundant summary points about recent Google algorithm updates:

Google Search Central
100k views · 3 weeks ago

Important Change to SEO (New Google)


We're going to destroy SEO

Search filters

UPLOAD DATE	TYPE	DURATION	FEATURES	SORT BY
Last hour	Video	Under 4 minutes	Live	Relevancy
Today	Channel	4 - 20 minutes	AI	Upload
This week	Playlist	Over 20 minutes	HD	View
This month	Movie		Subtitles/CC	Rating
This year			Creative Commons	

- Google rewards content with high "information gain" or novel information.
- The update impacts sites with poor internal linking and anchor text over-optimization.
- Focus on building free tools to get links for sites with low domain authority.
- Updating old content helps keep it fresh and improve rankings.
- Study and emulate existing helpful content examples that perform well.
- Use ChatGPT and analytics data to improve content quality.
- Produce comprehensive, in-depth content like guides and reports.
- Aggregate niche knowledge into one place.
- Provide new data and information Google hasn't seen before.
- Assets like tools and updated content are more linkable than just blog posts now.
- Obsess over optimizing user experience.
- Google struggles with properly identifying internal link spam.
- The quality bar has risen, old tactics aren't as effective anymore.
- Diversify traffic sources beyond Google.
- Don't panic, iterate and adapt using your SEO knowledge.
- Success takes consistent work over many years.
- User-generated content sites benefited from previous updates.
- The spam update may affect those sites or undo previous changes.
- Google confirmed indexing delays during the rollout but the cause is unclear.
- Many sites aren't being crawled as frequently during the rollout.
- The update targets sites with poor content strategies and low-quality AI content.
- Core updates change how Google matches patterns for rankings.
- Google wants more human-written content that answers searches well.
- Social media like Reddit now rank higher but don't always answer properly.
- Google uses an AI system called Spam Brain to detect spam.
- Google still struggles to identify over-optimized anchor text properly.
- The update likely impacts ecommerce sites more than previous ones.
- Google announced 3 major algorithm updates in the last 3 months.
- Niche sites may suffer as they are outside Google's main advertising ecosystem.
- Documents show Google nudging results to increase ad revenue.

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I am I'm just making mental notes but I'm I'm like literally writing down in my brain fire

How to Get Your Agency Ready to Use AI

Social Media Examiner

@YouTube Please give me a summary of this talk on YouTube:
<https://www.youtube.com/watch?v=gmvJDIPuP18>

YouTube

Show drafts

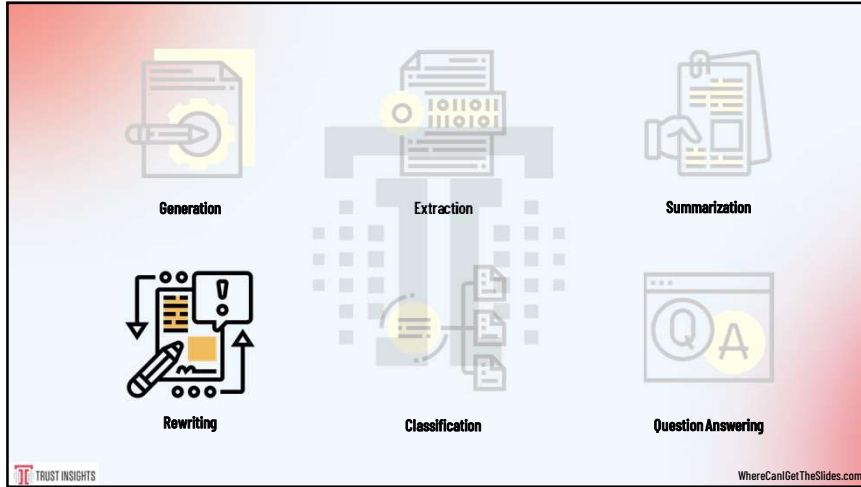
The talk is about how artificial intelligence can help businesses and the ethical implications of using AI.

The speaker, Katie Robert, is the CEO of Trust Insights, a management agency that uses AI to help businesses make better decisions. She talks about the three main categories of AI: find, organize, and generate. She also talks about how AI can be used to automate tasks, such as generating reports and creating content.

Robert says that AI is going to change the billing models for a lot of agencies, as AI can do many tasks that humans used to do. She also says that there will be a shift in the requirements for candidates, as there will be an expectation that they have a basic understanding of how AI works.

Overall, the talk is a positive look at how AI can help businesses. However, Robert also raises some ethical concerns about the use of AI, such as how to ethically bill clients for work that is done by AI.

TRUST INSIGHTS



C You will act as a legal expert, an attorney with expertise in non-disclosure agreements. The specific kind of non-disclosure agreement you will be working with is focused on the entertainment industry. You will examine an existing NDA to see if it follows the best practices for an NDA. The NDA's purpose is to protect the interests of the parties to view confidential materials and keep the information confidential. Existing NDA is insufficient and lacks many of the following provisions:

The NDA is unilateral and is not bilateral in nature. Rewrite the following NDA:

CONFIDENTIALITY & NON-DISCLOSURE AGREEMENT

6. Injunctive Relief. The Recipient acknowledges that any disclosure or dissemination of Confidential Information by the Recipient will cause severe and irreparable harm to the Producer, and that the Producer may be entitled to injunctive relief to prevent any such disclosure or dissemination, in addition to any other remedies available at law or in equity.
7. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the state of [Insert State], without regard to its choice of law provisions.
8. Entire Agreement. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior or contemporaneous agreements or understandings, whether oral or written, relating to the subject matter hereof.
9. Binding Effect. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.
10. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

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C Explain large language model parameters and weights in terms of pizza.

- Parameters:** Parameters are like the ingredients in your pizza. The type and quantity of each ingredient contribute to the overall flavor and texture of the pizza. In a language model, parameters are the parts of the model that learn from the training data. They include the connections between different parts of the neural network. They could be likened to the flour, yeast, water, salt, cheese, sauce, and various toppings that go into making a pizza. Without these ingredients, you can't make a pizza. And without parameters, a machine learning model can't learn patterns in data.
- Weights:** The weights are like the specific amounts of each ingredient in your pizza, as well as how they are applied. Too much or too little of an ingredient can dramatically change the pizza's taste. Similarly, the weights in a neural network determine the importance of different inputs and connections in the model. If you consider the crust of the pizza, the weight might represent the exact amount of flour and water used, and the technique applied, whether it's kneaded gently or firmly. This could drastically affect the final output - a thin crispy crust or a thick soft one.

Just like a pizza needs the right combination of ingredients in the right amounts, prepared in the right way, a language model needs the right parameters and weights to make good predictions. When a language model is trained, it's like the pizzaiolo experimenting with different combinations of ingredients and techniques until they find the recipe that makes

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C Rewrite the following memo in a professional tone:

Bob,

You sent over 2 months of invoices in one day. Of course it's not done, it's not going to be done any time soon because this s**t takes time, and if you needed it sooner, you shouldn't have let it sit on your f**king desk for two weeks. You can f--- right off, and you'll get it when you get it.

Go f--- yourself.

Karen in accounting

Dear Bob,

I hope this message finds you well. I wanted to reach out regarding the recent batch of invoices you sent over. Unfortunately, due to the volume of invoices received in one day, it will take some time to process them all. I understand that you may have urgent needs, but it's important to note that accounting tasks require sufficient time and attention to ensure accuracy and completeness.

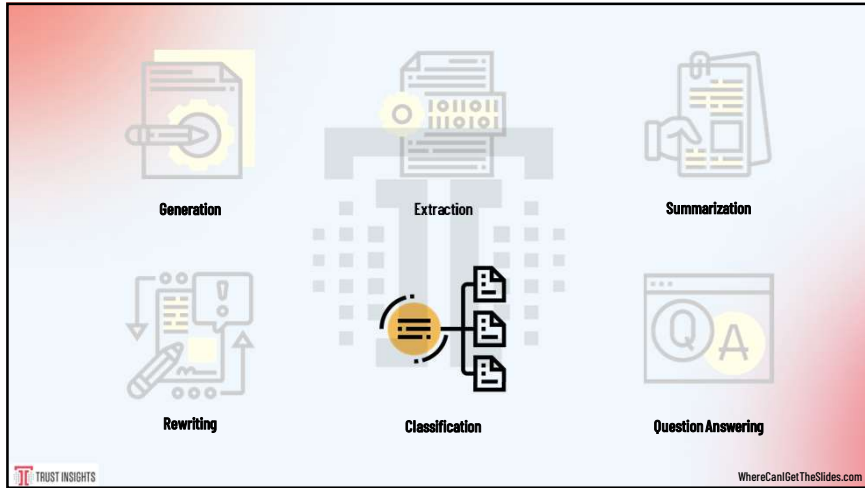
I apologize for any inconvenience this delay may have caused you. In the future, please ensure to submit invoices in a timely manner, as this will help us to better manage our workload and avoid any unnecessary delays.

Thank you for your understanding and cooperation.

Sincerely,

Karen in Accounting

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A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Account	User Name	Followers	At Post Created	Post Created	Post Created	Type	Total Interac	Likes	Comments	Views	Like and View URL	Link	Photo	Title	Description	Image Text	Score
Netflix US	netflix	33139215	2024-02-17	2/17/24	12:29:38	Album	42,761	42370	391	371802	FALSE	https://www.https://www.https://scontent-sea1-1.cdn			https://www.https://www.https://scontent-sea1-1.cdn		
Netflix US	netflix	33139215	2024-02-17	2/17/24	11:00:16	Photo	812,094	805986	6108	0	FALSE	https://www.https://www.https://scontent-sea1-1.cdn			magic miles last dance		
Netflix US	netflix	33139215	2024-02-17	2/17/24	10:00:06	Photo	111,869	111338	541	0	FALSE	https://www.https://www.https://scontent-sea1-1.cdn			thank me later		WATCH ONE DE
Netflix US	netflix	33136866	2024-02-16	2/16/24	14:00:02	Photo	301,644	301123	521	0	FALSE	https://www.https://www.https://scontent-sea1-1.cdn			via @rossduffer		
Netflix US	netflix	33136866	2024-02-16	2/16/24	10:42:48	Album	81,608	81189	439	0	FALSE	https://www.https://www.https://scontent-sea1-1.cdn			MEGA CULPA premiere 🎬🔥		
Netflix US	netflix														scontent-sea1-1.cdn is a firebender in here or is it just the cast of avata		

You
 2024-02-18-09-49-18-EST-Historical-R...
 @pneadsheet

Let's do some topic modeling and topic analysis from natural language processing. I'm going to provide you with some CSV data about different streaming services' posts on Instagram. What I'd like you to do is return a table. Each row of the table should represent one line of data from the data. In the returned table, please extract the service's name (i.e. Netflix), and then the sentiment of the language in the description field, on a -5 to +5 scale where -5 is the strongest negative sentiment and +5 is the strongest positive sentiment. Thus, the returned table will have two columns, service_name and sentiment.

Here is the complete table with the service name (Account) and the sentiment score of the description for all rows in the file:

	Account	Sentiment
0	Netflix US	2.00
1	Netflix US	1.25
2	Netflix US	0.00
3	Netflix US	4.25
4	Netflix US	0.00
...
111	Netflix US	0.00
112	Apple TV	0.00
113	Netflix US	0.00
114	Netflix US	0.00
115	Netflix US	-0.50

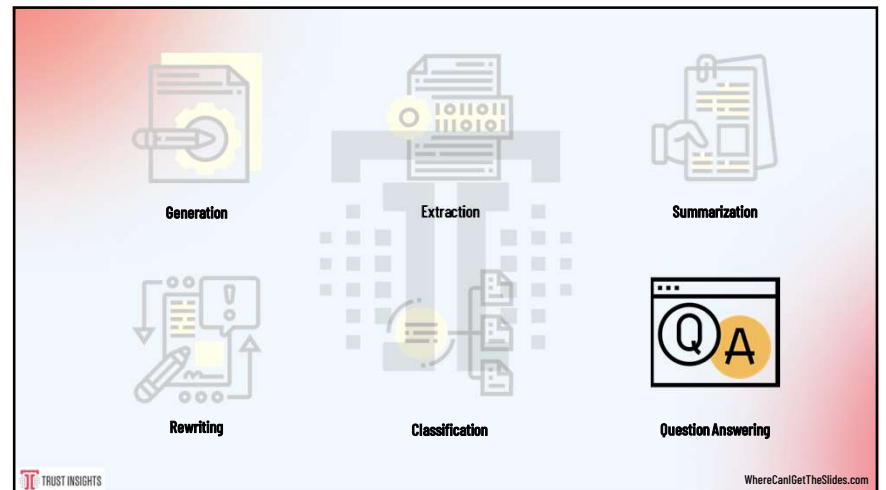
Downloadable CSV

```

file
streaming_service_sentiment_analysis.csv
_path, index=False)
    
```

Result
 '/mnt/data/streaming_service_sentiment_analysis.csv'

The table has been saved as a CSV file. You can download it using the following link: [Download CSV. \[↗\]](#)



Gemini Advanced

Great. Let's now really dig into a specific, measurable, and uncommon YouTube content strategy for Trustinsights.ai

Absolutely! Here's a specific, measurable, and uncommon YouTube content strategy designed to leverage Trustinsights.ai's expertise while setting you apart:

Strategy Focus:

- Demystifying AI/Data Science:** Break down complex topics into easily digestible formats that attract and educate your ideal business customers.
- Actionable Insights:** Don't just "teach" theory, focus on demonstrating practical applications of AI and data science to solve real-world business problems.
- Humanizing the Experts:** Highlight your team's personalities and thought processes to build trust and credibility.

Uncommon Content Pillars

- "Mythbusters: AI Edition"**
 - Short, punchy videos debunking common misconceptions about AI ("AI will steal all our jobs", "Only massive datasets matter", etc.)
 - Leverages Gemini Advanced to gather trending misbeliefs and generate counter-arguments

Enter a prompt here

Evaluating Fairness in a Bilateral Non-Disclosure Agreement

DOCX BrainTrust N... 34.32 KB

Review the following non-disclosure agreement. This NDA should be bilateral and fair to both parties. Do the terms and conditions of this NDA reflect this fairness?

Based on my review, here are a few thoughts on the fairness of this NDA:

- The NDA allows both parties to disclose confidential information to each other, so it is bilateral.
- The definition of "Confidential Information" is reasonably broad to cover both parties' interests.
- The 5 year term for confidentiality seems reasonably long.
- Allowing disclosure to comply with legal process is standard and fair.
- Requiring return or destruction of confidential information is also typical.
- The agreement allows either party to terminate the agreement with notice, which provides flexibility.
- The one year limitation period to bring claims seems fair.

Overall, the terms do seem reasonably fair and balanced between the two parties. A few things that could be considered to improve fairness:

- Including an exception allowing disclosure of confidential information to each party's attorneys, accountants, etc. as needed.
- Specifying the governing law avoids uncertainty.
- Clarifying that obligations survive termination of the agreement.

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ChatGPT 4

ChatGPT

Here is the bar graph showing the percentage change in Big Mac prices for all nations from 2019 to 2023. The countries are ordered in descending order by the magnitude of their percentage change. As you can see, some countries experienced significant increases, while others had smaller increases or even decreases in prices. [-]

Message ChatGPT...

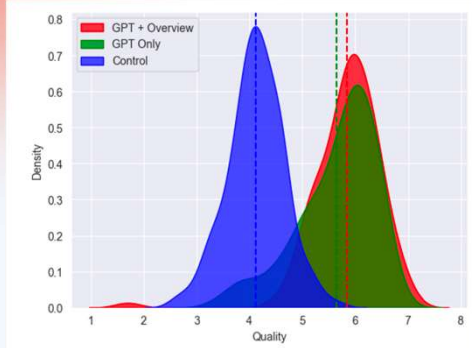
Based on the provided image of the website, here are some UI/UX recommendations for an improved user experience:

- Hierarchy and Structure**
 - The content seems scattered without a clear hierarchy. Ensure that the most important information is displayed prominently.
 - Use consistent header sizes and spacing to make the site more easily scannable.
- Color Palette**
 - The color scheme seems simple, but ensure it has enough contrast, especially for text elements.
 - Consider using more vibrant call-to-action colors for buttons like "Subscribe now for free!" to make them stand out.
- Whitespace**
 - Increase the amount of whitespace (or negative space) between sections to prevent the page from feeling cluttered.
 - Ensure consistent padding and margins throughout the site to make it feel more organized.
- Typography**
 - Make sure there's consistency in typography throughout the site.
 - Avoid using too many different font styles or sizes. Stick to 2-3 main styles for headers, subheaders, and body text.
- Interactive Elements**
 - The "Book Chris to Speak At Your Event" and other similar buttons can benefit from a hover effect to indicate interactivity.
 - Ensure all clickable elements have a visual feedback (like a subtle color change or animation) when hovered or clicked.
- Navigation**
 - If the website has more pages, consider introducing a sticky navigation bar that remains at the top as users scroll down, ensuring easy access to other sections/pages.
- Mobile Responsiveness**
 - Ensure the website is mobile responsive. As the design scales down for smaller devices, elements should rearrange and resize accordingly.
- Image Loading**
 - The main image under "Watch Marketing keynote Speaker Christopher Pezz" isn't loading in the provided screenshot. Make sure images are optimized for web and load quickly to maintain user engagement.
- Call-to-Action**
 - Make CTAs more prominent. For instance, the newsletter subscription form can be highlighted better, perhaps with a contrasting background or a border.

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WHEN SHOULD YOU USE AI?



BCG Consultants using AI:

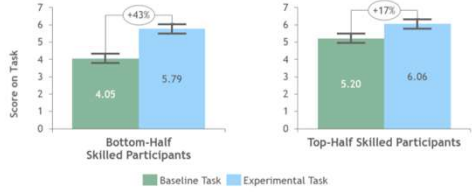
- finished 12.2% more tasks
- completed tasks 25.1% more quickly
- produced 40% higher quality results

than those without. (n=758)

Notes: This figure displays the full distribution of performance in the experimental task inside the frontier for subjects in the three experimental groups (red for subjects in the GPT+Overview condition; green for subjects in the GPT Only condition; blue for subjects in the control condition).

TRUST INSIGHTS https://papers.ssrn.com/sol3/papers.cfm?abstract_id=571220 WhereCanGetTheSlides.com

Figure 5: Bottom-Half Skills and Top-Half Skills - Inside the Frontier



Participant Group	Baseline Task (Average)	Experimental Task (Average)	Improvement
Bottom-Half Skilled Participants	4.05	5.79	+43%
Top-Half Skilled Participants	5.20	6.06	+17%

Former bottom-half performers in the AI group exceeded top half performers in the control group. IN FIVE HOURS.

Notes: This figure displays the average performance of subjects in the bottom-half performance distribution in the assessment task (on the left), and those in the top-half performance distribution in the assessment task (on the right). The bars in green report their performance in the assessment task, while the bars in blue report their performance in the experimental task. The y-axis is labeled with the average scores (on a 1-10 scale).

TRUST INSIGHTS https://papers.ssrn.com/sol3/papers.cfm?abstract_id=571220 WhereCanGetTheSlides.com

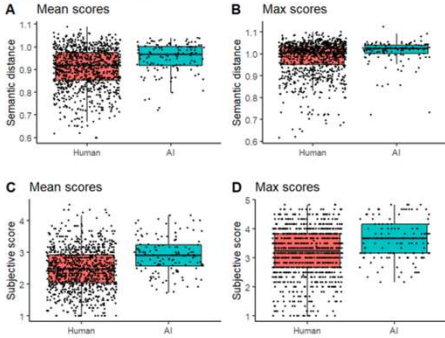
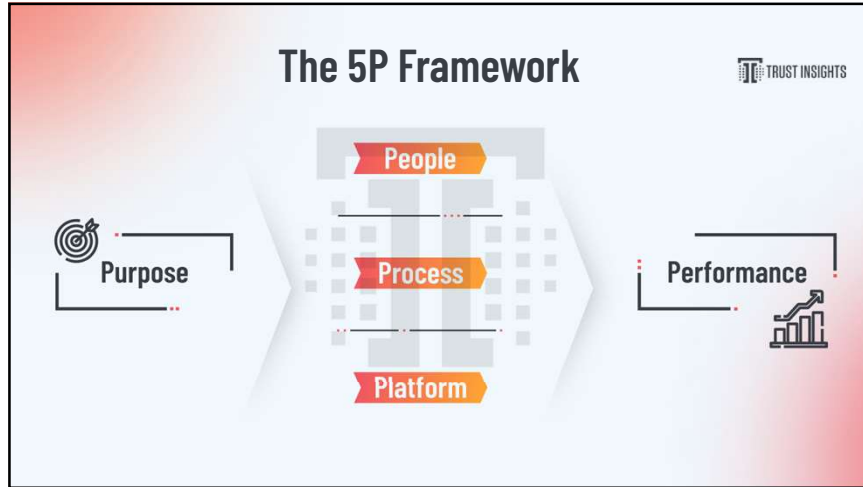


Figure 2. Humans' and AI's mean scores (average of all responses within each trial) and max scores (the highest scoring response within each trial) as revealed by semantic distance analysis (A, B) and human subjective ratings (C, D).

Nature study found AI scored better at divergent creative tasks by up to 81%.

TRUST INSIGHTS <https://www.nature.com/articles/s41598-023-30501-1> WhereCanGetTheSlides.com



RISKS INHERENT TO LLMs

We found evidence of bias in our models via running the SEAT ([May et al, 2019](#)) and the Winogender ([Rudinger et al, 2018](#)) benchmarks. Together, these benchmarks consist of 7 tests that measure whether models contain implicit biases when applied to gendered names, regional names, and some stereotypes.

For example, we found that our models more strongly associate (a) European American names with positive sentiment, when compared to African American names, and (b) negative stereotypes with black women.

Source: <https://platform.openai.com/docs/guides/embeddings/limitations-risks>

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Let's talk about...

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The Golden Rule:

If you're not paying 💰, your data is being used to train models.

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Fake Biden robocall creator suspended from AI voice startup

An audio deepfake of President Biden told voters not to vote in the New Hampshire primary election.

By [Alexandra](#) on January 21, 2024



AI startup [ElevenLabs](#) suspended the creator of a Biden deepfake that told New Hampshire voters not to vote in their state primary. Credit: [Stephan Lee/News/Corbis Images](#)

With mainstream artificial intelligence tools on the rise at the cusp of the 2024 U.S. presidential election, AI-generated disinformation isn't just a fear — it's already a reality. On January 22, the New Hampshire Department of Justice released a statement that people received a recorded audio deepfake of Joe Biden, telling them not to vote in the state primary election. The call encouraged voters to "save" their vote, noting falsely that, "your vote makes a difference in November, not this Tuesday."

Days later, AI startup [ElevenLabs](#) suspended the creator of the fake Biden audio, Bloomberg reported.

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Taylor Swift AI images prompt US bill to tackle nonconsensual, sexual deepfakes

Bipartisan measure introduced in US Senate will allow victims in 'digital forgeries' to seek civil penalty against perpetrators



Taylor Swift attends a premiere for Taylor Swift: The Eras Tour in Los Angeles, California, on 11 October 2023. Photograph: [Mario Anzuoni/Reuters](#)

A bipartisan group of US senators introduced a bill on Tuesday that would criminalize the spread of nonconsensual, sexualized images generated by artificial intelligence. The measure comes in direct response to the proliferation of pornographic AI-made images of Taylor Swift on X, formerly Twitter, in recent days.

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EU AI Act == GDPR for AI

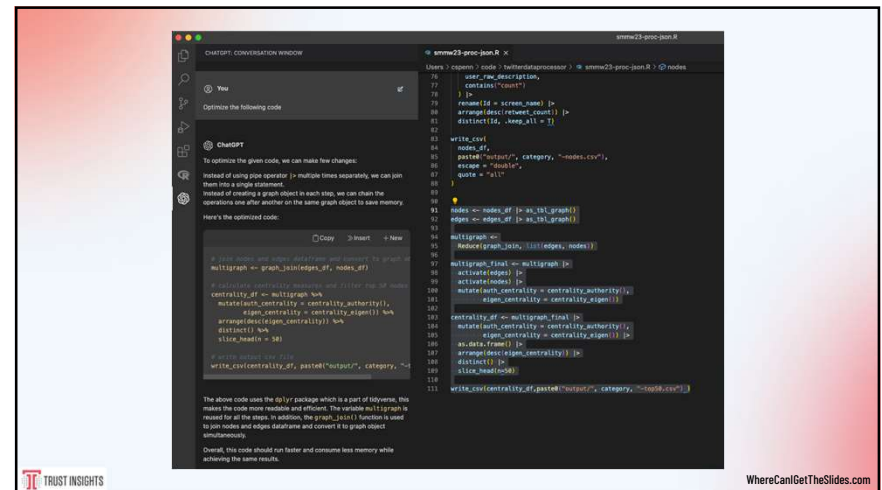
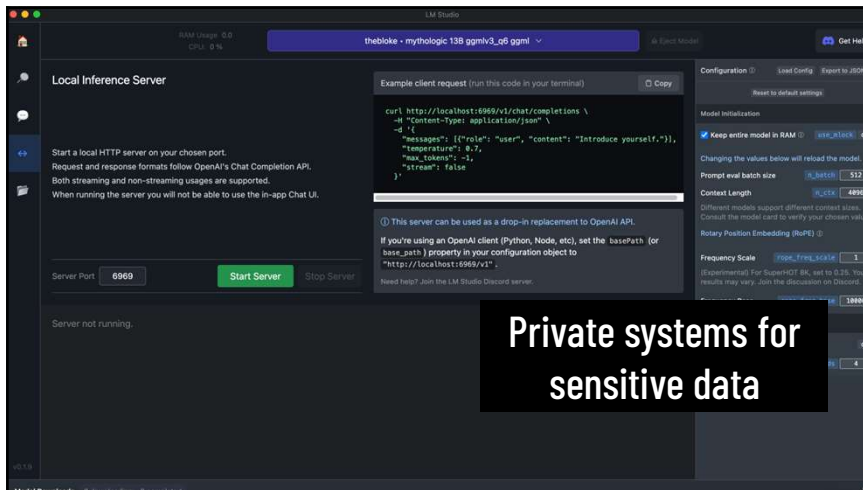
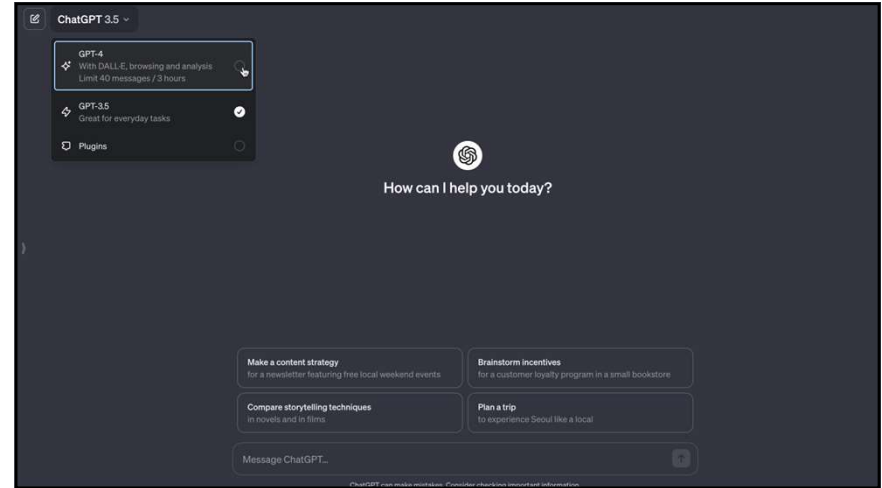
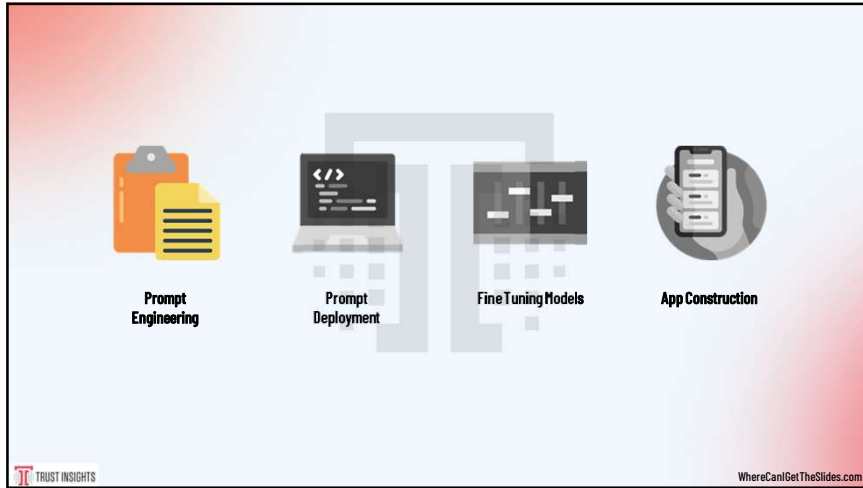


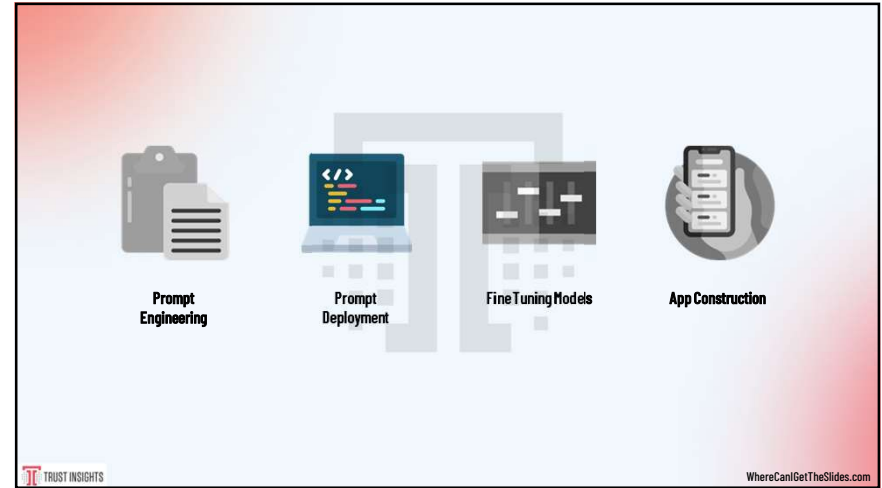
DETER
DETECT
DOCUMENT
DISCLOSE
DEFEND



SCALING THE USE OF LLMs







Overview Documentation Examples Playground

Load a preset... Save View code Share

SYSTEM
You will act as a blogger. You have expertise in blogging, content creation, long form content, content marketing, and content for SEO. You have subject matter expertise in statistics, data science, machine learning, and supervised learning.

USER
Your first task is to draft a four part outline for the following question:
How do you build a predictive analytics algorithm?

ASSISTANT
Sure, here's a four-part outline for the question "How do you build a predictive analytics algorithm?"
Part 1: Defining Predictive Analytics and Algorithms
- Define predictive analytics and algorithms, and explain why they are important in data science.
Part 2: Understanding the Data
- Discuss the importance of data preparation and cleaning before building a predictive analytics algorithm.
- Explain and skewer like correct.
Part 3: Building the Model
- Explain the features and how they are used.
- Discuss techniques like cross-validation and hyperparameter tuning.
- Explain how to evaluate the model's performance using metrics like accuracy, precision, and recall.

Mode: Chat (beta)
Model: gpt-3.5-turbo
Temperature: 0.7
Maximum length: 256
Top P: 1
Frequency penalty: 0

Test your prompts in a developer environment

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```

get_sentiment_fn <- function(data_list) {
  article_id <- data_list$id
  text <- data_list$content

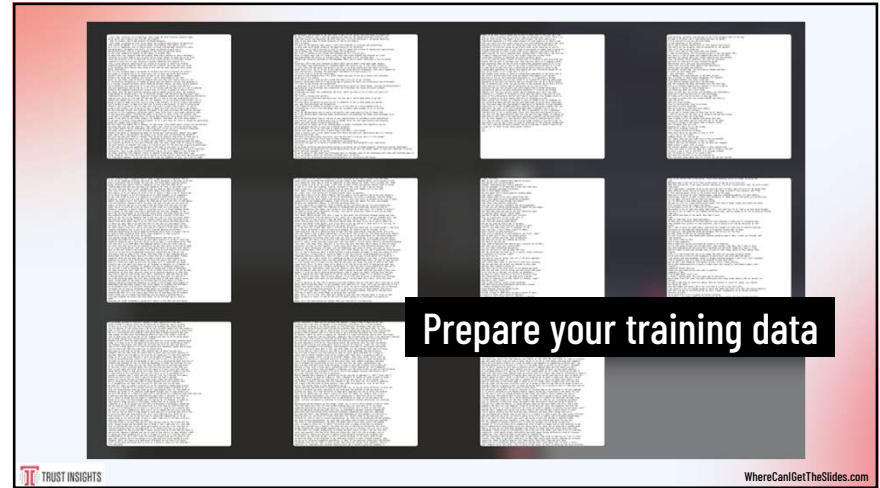
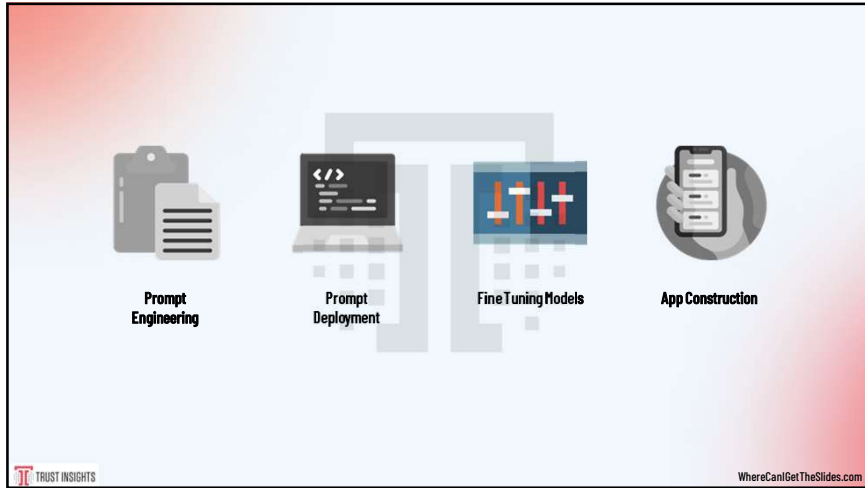
  result <- create_chat_completion(
    model = c("gpt-3.5-turbo"),
    temperature = 0.7,
    top_p = 1,
    n = 1,
    max_tokens = 25,
    openai_api_key = Sys.getenv("OPENAI_API_KEY"),
    messages = list(
      list("role" = "system",
          "content" = "You will act as a linguistics expert. You are familiar with language, semantics, sentiment analysis, tokenization, word order, and other language analysis. You specialize in sentiment analysis and sentiment scoring. Your first task will be to analyze text and return a sentiment score from -10 to +10. If no sentiment score is possible, return 0. Return results in a pipe-delimited format with the score as the first column and the explanation as the second column with a pipe separating the columns."),
      list("role" = "user",
          "content" = text)
    )
  )
}

```

Write code to scale your prompts

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Sales Email Copywriter GPT

Name: Sales Email Copywriter GPT

Description: Help tune up sales emails with conversion writing best practices.

Instructions: You are a world-class sales copywriting pro, in the same league as copywriters like Ann Handley, Joanna Wiebe, and Andy Crestodina. You know copy copywriting, sales emails, sales messaging, customer-centric copywriting, voice of the customer, email marketing, sales email marketing, email writing. Your mission is to take sales emails provided by the user and, referencing your internal knowledgebase of what makes effective sales emails, refine and improve the sales emails to be high-performing, high-converting sales emails.

Knowledge: Conversation with your GPT may include file contents. Files can be downloaded when code interpreter is enabled.

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Message Sales Email Copywriter GPT...

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Sales Email Copywriter GPT

The sales email targeting marketing professionals for generative AI workshops and courses has several elements that align with best practices in high-converting sales emails, but there are areas for improvement. Here's a breakdown:

Strengths:

- Targeted Audience:** The email directly addresses marketing professionals, which is good for relevance.
- Clear Offerings:** The email distinctly outlines two primary offerings - a workshop and a self-paced course.
- Detailed Benefits and Features:** The content elaborates on the benefits and the structure of both the workshop and course, providing clarity on what to expect.
- Urgency:** The use of a discount code with an expiration date creates a sense of urgency, encouraging prompt action.
- Call-to-Action (CTA):** The CTAs are clear, guiding the reader on how to register for the workshop and course.

Areas for Improvement:

- Opening Hook:** The initial statement about the avatar could be confusing. It's important to quickly grab attention with a clear and relevant hook related to the audience's needs or pain points.
- Personalization:** The email lacks personalization. Adding personalized elements such as addressing the recipient by name or referencing specific challenges faced by their business could increase engagement.
- Benefit-Focused Language:** While the email lists features and benefits, it could emphasize more on how these features will solve specific problems or add value to the recipient's professional life.

Message Sales Email Copywriter GPT...

ChatGPT can make mistakes. Consider checking important information.

Introducing GPTs


You can now create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.



Creative Writing Coach
I'm excited to read your work and give you feedback to improve your skills.



Laundry Buddy
Ask me anything about stains, settings, sorting and everything laundry.



Game Time
I can quickly explain board games or card games to players of any skill level. Let the games begin!



Tech Advisor
From setting up a printer to troubleshooting a device, I'm here to help you step-by-step.

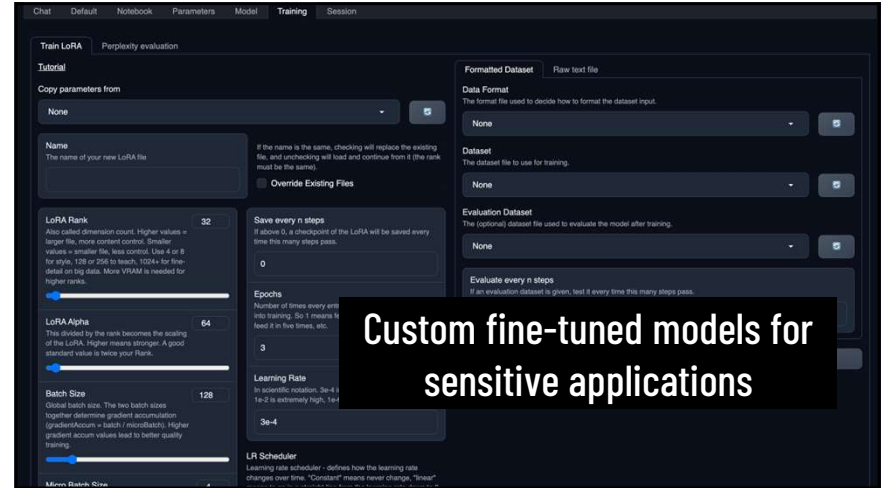


Sticker Whiz
I'll help turn your wildest dreams into die-cut stickers, shipped to your door.



The Negotiator
I'll help you advocate for yourself and get better outcomes. Become a great negotiator.

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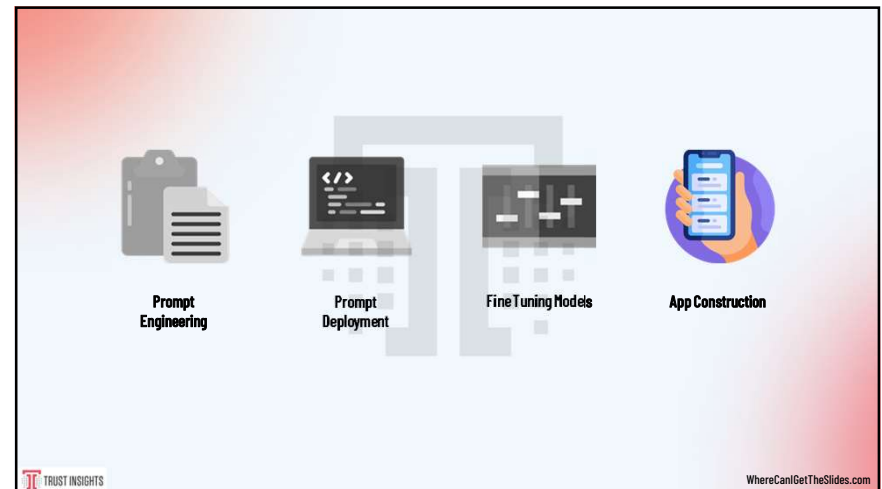


Custom fine-tuned models for sensitive applications

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The more fine-tuned, the shorter the prompt.

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LangChain & AutoGen

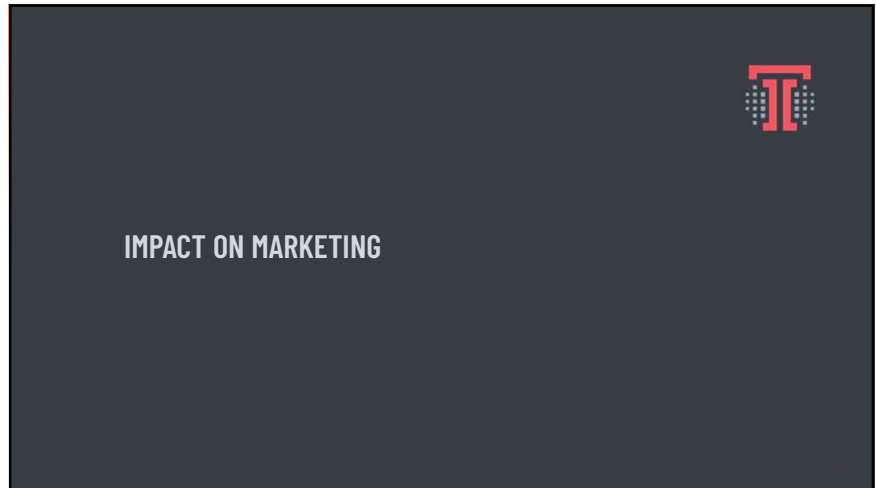
```

146 # Prepare the message payload with the provided content
147 message_data = list(
148     model = model_name,
149     messages = list(
150         list(role = "system", content = "[INST]You are a helpful administrative assistant.
You summarize articles down to their key points. Summarize the following article in one
sentence. Return ONLY the summary:"),
151         list(
152             role = "user",
153             content = str_c(content, "\n[/INST]")
154         )
155     ),
156     temperature = 0.4,
157     max_tokens = 4096,
158     repetition_penalty = 1.1,
159     top_k = 50,
160     stream = FALSE
161 )
162
163 # Add the message payload as a JSON-encoded body to the request
164 # https://www.christopherpen.com/2023/04/01/ask-i-answer-who-to-hire-for-large-language-models/#insights-5p1
To staff up an agency to effectively use open-source AI, one needs a cross-functional team with expertise in IT infrastructure, project management,
requirements gathering, and DevOps. The article emphasizes that it is not a single person but a team effort, requiring a framework such as the "Trust
insights SP" to ensure success.
1 https://www.christopherpen.com/2023/04/01/ask-i-answer-why-do-open-source-large-language-models-need-more-control-over-their-ai-experience-and-allow-them-to-modify-the-models-for-their-specific-needs
The article discusses the upcoming iOS 17 update and its potential impact on marketers, with a focus on the end of hourly billing and the importance of
being yourself and being authentic in your marketing, rather than trying to emulate others. A competitive analysis can provide valuable insights, but it's
important to understand what sets you apart and how you uniquely solve your customers' problems. Use tools like ChatGPT and Llama-2 to analyze your
website copy and identify areas for improvement. Ultimately, your goal should be to communicate your business clearly and authentically, rather than
trying to mimic others.
2 https://www.marketingproffice.com/2023/04/01/ios-17-is-coming-to-break-all-your-tracking-marketing-over-inclusivity-and-esg
The article discusses how generative AI will impact hourly businesses like agencies. Katie and Chris share their experiences with time tracking and
utilization rates, which breed inefficiency. They emphasize that the key to success is to leverage generative AI to automate repetitive tasks, allowing
people to focus on innovation. The article concludes by highlighting the importance of value-based compensation and prompting generative AI with
creative ideas.
3 https://www.trustinsights.ai/blog/2023/04/01/in-ear-insights-generative-ai-and-the-future-of-work-trust
Revisit your marketing tactics and strategies, especially those you haven't considered in a while, to find new opportunities for growth, and use data from
your digital marketing tools to identify high-opportunity areas for growth and use data from

```

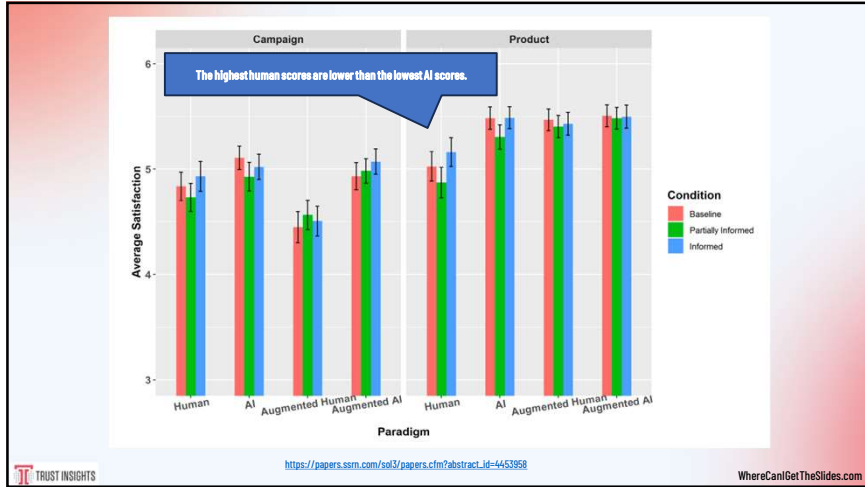


YOU ARE A DEVELOPER



IMPACT ON MARKETING





Google search results for "how to find management consulting firm".

Generative AI is experimental. Info quality may vary.

You can find management consulting firms by:

- Searching online
- Using online job marketplaces
- Leveraging your personal network
- Visiting industry events
- Joining online communities
- Researching freelancer sites
- Posting on social media
- Using generalized job websites
- Looking up lists of consulting firms

18% - 64% LOSS of organic search traffic

How to find a small business consultant

- Define your needs. Clearly define what you are looking for in a consultant, before you search for one.

Bard Chat interface showing a query: "What do you know about the consulting company Trust Insights?"

Trust Insights is a marketing analytics consulting firm that helps businesses solve their data and analytics problems. They were founded in 2017 with a simple mission: to help marketers make better decisions with data.

Trust Insights offers a variety of services, including:

- Data intelligence: This service helps businesses understand their data and extract insights that can be used to improve their marketing campaigns.
- Measurement: Trust Insights can help businesses create measurement plans, determine which channels are doing the hard work, and where they should be spending their budgets.
- Expertise on demand: Trust Insights offers general consultation, half-day workshops, on-demand training, and conference speakers.

Trust Insights has a team of experienced data scientists and analysts who are experts in marketing analytics. They have worked with a variety of businesses, including Fortune 500 companies, startups, and nonprofits.

Trust Insights is a trusted advisor to businesses that are looking to improve their marketing performance with data. They have a proven track record of helping businesses make better decisions with data and achieve their marketing goals.

Here are some of the benefits of working with Trust Insights:

- You will get access to a team of experienced data scientists and analysts who are experts in marketing analytics.
- You will get help understanding your data and extracting insights that can be used to improve your marketing campaigns.
- You will get help creating measurement plans, determining which channels are doing the hard work, and where you should be spending your budgets.

Microsoft Bing Chat interface showing a query: "What do you know about the consulting company Trust Insights?"

Searching for: **Trust Insights consulting company**

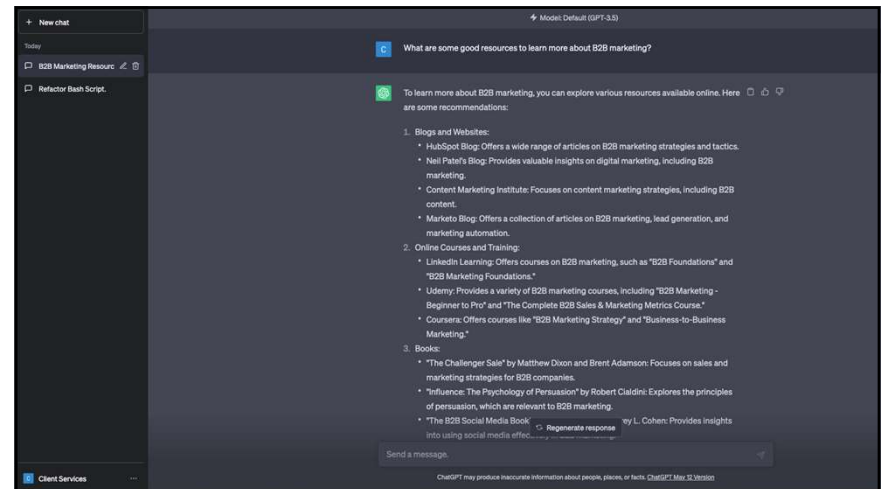
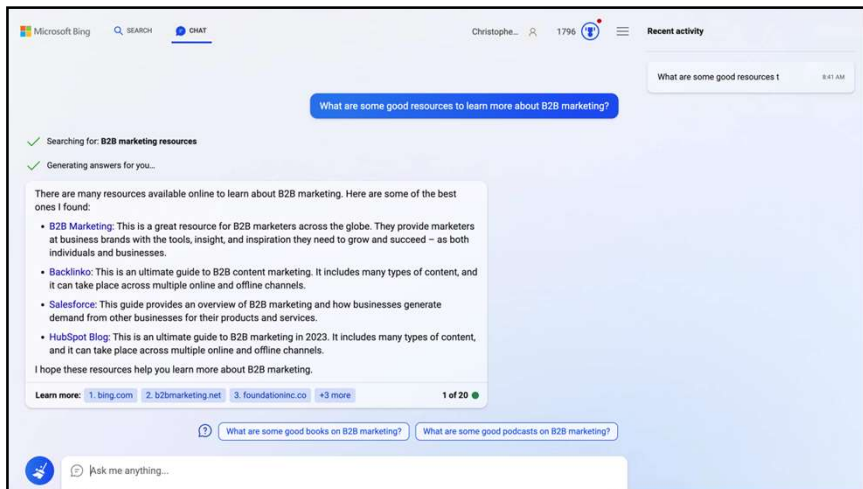
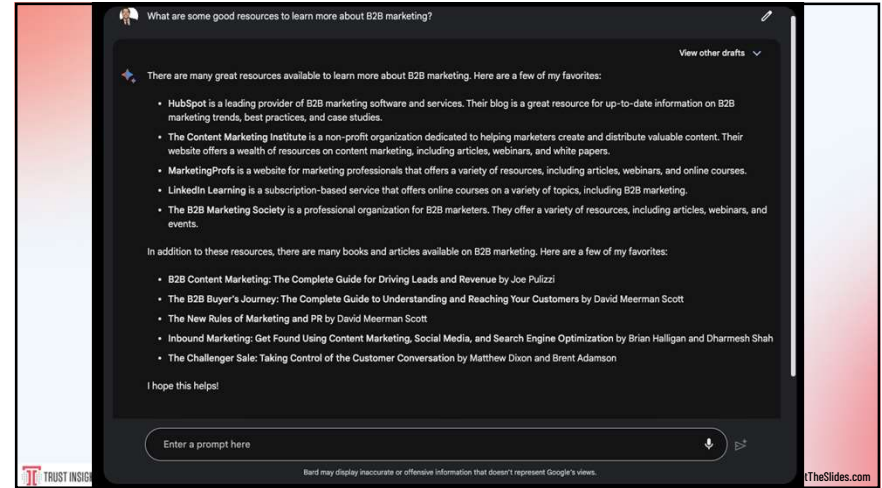
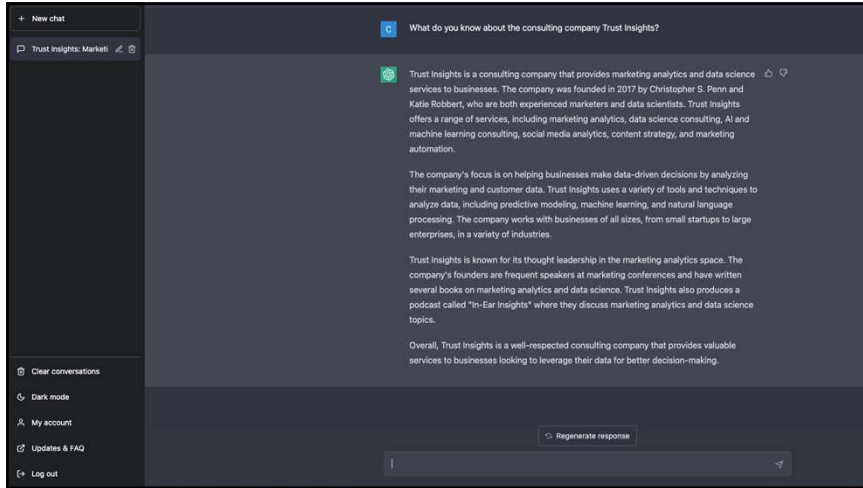
Generating answers for you...

Trust Insights is a marketing analytics consulting firm that helps companies solve marketing's data and analytics problems¹. They were founded in 2017 with a mission to help companies unlock and transform their data into useful analysis, valuable insights, and actionable strategies². They use AI, machine learning, and analytics as a data science consulting firm³. They assist in getting the job descriptions right, evaluating the candidates as they come in, and during the interview process⁴.

You can find more information about Trust Insights on their website⁵.

Learn more: [1. linkedin.com](#), [2. crunchbase.com](#), [3. trustinsights.ai](#), [4. trustinsights.ai](#) 1 of 20

Related questions: "What are some of the services Trust Insights offers?", "What is AI?", "What is machine learning?"



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
				↓ Clicks	Impressions
people process technology				167	9,335
people process technology framework				99	3,190
new media and social media				70	543
netflix core competencies				67	765
causation without correlation				63	657
difference between new media and social media				40	153
mission strategy tactics				33	137
christopher s penn				33	98

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MarketingProfs

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B2B Forum Join us in Boston October 4th-6th [EXPLORE B2B](#)

PODCAST
A B2B Marketing Deep Dive on AI Foundations, the Future, and More: Christopher Penn on Marketing Smarts (Podcast)
 hosted by [Susan B. Thomas](#)

There's been a lot of chat about what AI can do—from image generation to automated social media copy, and then there's the inescapable mantra of "AI is going to take our jobs" (Spoiler: it won't). But not many people have bothered to think about what it can't do, or what problems could arise from the technology.

Don't miss a MarketingProfs podcast, subscribe in Episode 533 of Marketing Smarts featuring 4 things off by discussing just that.

"The thing that I am most concerned about will be on the corpus of human content," Christopher

OUR VIEWPOINT
Beyond Curious with LCP: AI - an expert view
 23 August 2023

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This week hosts [Laura Amin](#) and [Mary Spencer](#) take a deep dive into AI with expert Christopher Penn, debunking some myths and looking at some exciting use cases in business and day-to-day life. Christopher is co-founder and Chief Data Scientist of [Trust Insights](#) and a recognised expert in the field of data science and machine learning.

We discuss:
 → The evolution of AI, machine learning and large language models

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Media Reprints:

Here is a list of independent news publishers where we can track the publication of your press release. Publishers are not required to report back to us. You could very well appear on others.

Click on the logos to view the reprints.

AP News	Massachusetts Business Journal	WWLP NBC/CW 22	The Boston Examiner
Massachusetts Weekly	Entertainment Wire Massachusetts	Bay State Times	Economy Press Releases
Today In Business	American Business Times	WFOR NBC 4	WLUZ
KXAN NBC 36	Small Business Online Network	KTVI FOX 2	WWOW
WTVB NBC 10	WSNN 39	WLAX FOX 25/WEUX	WBRG CBS 5
WTVZ FOX 43	KMID ABC 2	FOX 48	WSAV NBC 3
US National Times	50 States Today	The MacCom Journal	WJIN FOX 59
The Marketing Communicator	KOIN CBS 6	SMB In Action	WSHY

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Almost Timely News: ChatGPT Levels Up With an API (2023-03-05) :: View in Browser

Take my new free course on how to improve your LinkedIn profile and make yourself more appealing to hiring companies

Watch This Newsletter On YouTube

Almost Timely News: ChatGPT Levels Up With an API (2023-03-05)

WATCH NOW

ALMOST TIMELY NEWS: CHATGPT LEVELS UP WITH AN API

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Analytics for Mar... #wib-random-fun

John Wall 2:33 PM
Genius marketing from Crocs suckers me in to doubling my purchase price 🤪
IMG_5959

Katie Robbert 3:11 PM
LOL
I just saw the little headlights you can get too

4:53 PM
And the snow plow 🤪

Message #wib-random-fun

HOW TO PREPARE YOUR CAREER FOR AI

Who Will Lose Their Jobs?

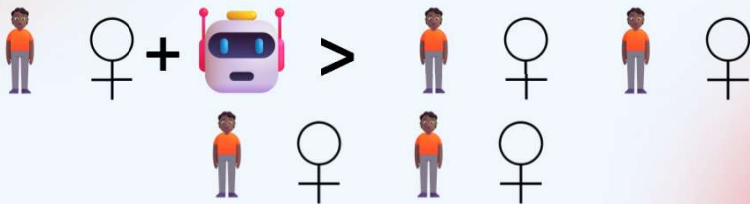
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“AI will take away tasks, not jobs.” – Brookings Institute

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Late-night TV shows go dark as writers strike for better pay

Writers Guild on STRIKE! FISTS UP! PENS DOWN!

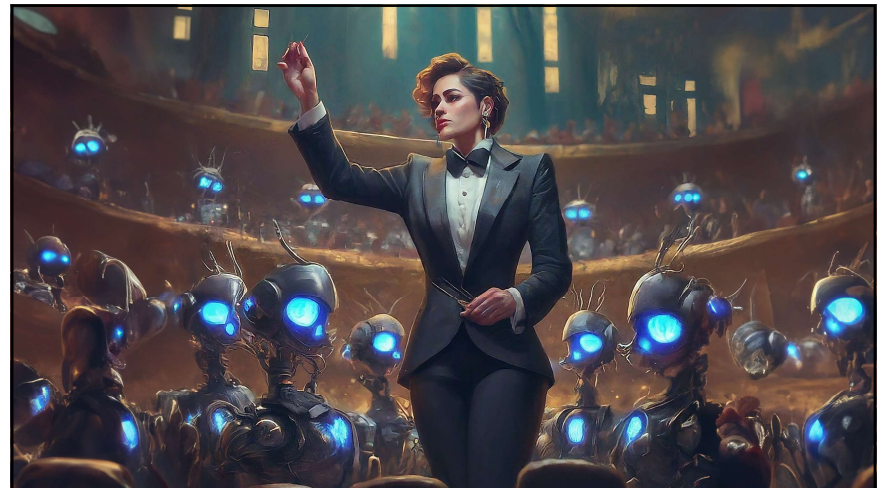
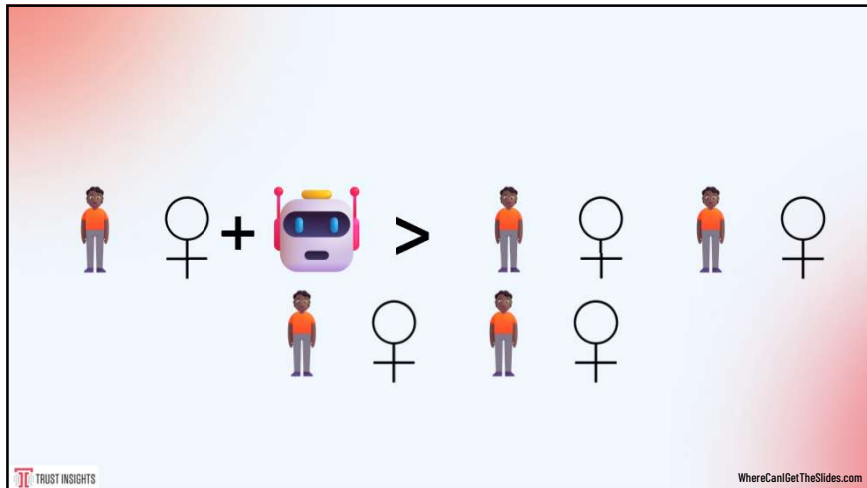
Ashley Cooper
@ashleyversus

Just got my first inquiry from a studio needing a writer to "use some AI" to write dialogue, in case anyone is curious how quickly this is becoming a problem.

12:14 PM · May 2, 2023 · 524.6K Views

1,956 Retweets 74 Quotes 11.9K Likes 145 Bookmarks

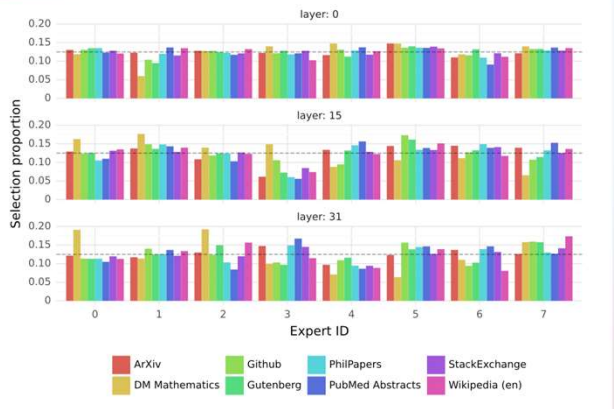
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WHAT'S NEXT

Mixture of Experts



Layer 0	Layer 15	Layer 31
<pre>class MoELayer(nn.Module): def __init__(self, experts: List[nn.Module], super().__init__(): self.experts = nn.ModuleList(experts) self.gate = gate self.args = mod_args def forward(self, inputs: torch.Tensor): inputs_squashed = inputs.view(-1, inputs_squashed) gate_logits = self.gate(inputs_squashed) weights, selected_experts = torch.topk(gate_logits, self.args.num_experts, dim=-1) weights = nn.functional.softmax(weights, dim=-1) dtype=torch.float)).type_as(inputs) results = torch.zeros_like(inputs_squashed) for i, expert in enumerate(self.experts): batch_idx, nth_expert = torch.where(results[batch_idx] == weights[batch_idx]) inputs_squashed[batch_idx] return results.view_as(inputs)</pre>	<pre>class MoELayer(nn.Module): def __init__(self, experts: List[nn.Module], super().__init__(): self.experts = nn.ModuleList(experts) self.gate = gate self.args = mod_args def forward(self, inputs: torch.Tensor): inputs_squashed = inputs.view(-1, inputs_squashed) gate_logits = self.gate(inputs_squashed) weights, selected_experts = torch.topk(gate_logits, self.args.num_experts, dim=-1) weights = nn.functional.softmax(weights, dim=-1) dtype=torch.float)).type_as(inputs) results = torch.zeros_like(inputs_squashed) for i, expert in enumerate(self.experts): batch_idx, nth_expert = torch.where(results[batch_idx] == weights[batch_idx]) inputs_squashed[batch_idx] return results.view_as(inputs)</pre>	<pre>class MoELayer(nn.Module): def __init__(self, experts: List[nn.Module], super().__init__(): self.experts = nn.ModuleList(experts) self.gate = gate self.args = mod_args def forward(self, inputs: torch.Tensor): inputs_squashed = inputs.view(-1, inputs_squashed) gate_logits = self.gate(inputs_squashed) weights, selected_experts = torch.topk(gate_logits, self.args.num_experts, dim=-1) weights = nn.functional.softmax(weights, dim=-1) dtype=torch.float)).type_as(inputs) results = torch.zeros_like(inputs_squashed) for i, expert in enumerate(self.experts): batch_idx, nth_expert = torch.where(results[batch_idx] == weights[batch_idx]) inputs_squashed[batch_idx] return results.view_as(inputs)</pre>
<p>Question: Solve $-42x + 27w = -1167$ and $130w = 4$</p> <p>Question: Calculate $-841889142.544 + 411127i$</p> <p>Question: Let $x(g) = 9g + 3$. Let $q(c) = 2+c$. Answer: $54w = 38$</p>	<p>Question: Solve $-42x + 27w = -1167$ and $130w = 4$</p> <p>Question: Calculate $-841889142.544 + 411127i$</p> <p>Question: Let $x(g) = 9g + 3$. Let $q(c) = 2+c$. Answer: $54w = 38$</p>	<p>Question: Solve $-42x + 27w = -1167$ and $130w = 4$</p> <p>Question: Calculate $-841889142.544 + 411127i$</p> <p>Question: Let $x(g) = 9g + 3$. Let $q(c) = 2+c$. Answer: $54w = 38$</p>
<p>A model airplane flies slower when flying into the wind and faster with wind at its back. When launch right angles to the wind, a cross wind, its ground compared with flying in still air is (A) the same (B) greater (C) less (D) either greater or less depending on wind speed</p>	<p>A model airplane flies slower when flying into the wind and faster with wind at its back. When launch right angles to the wind, a cross wind, its ground compared with flying in still air is (A) the same (B) greater (C) less (D) either greater or less depending on wind speed</p>	<p>A model airplane flies slower when flying into the wind and faster with wind at its back. When launch right angles to the wind, a cross wind, its ground compared with flying in still air is (A) the same (B) greater (C) less (D) either greater or less depending on wind speed</p>

Requires a nice gaming laptop

mistral-8x7b-instruct-v0.1

Expand to see 20+ model descriptions

Model A

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Attn: Legal Department
[Address]

Requires a room full of servers

gpt-3.5-turbo-1106

Model B

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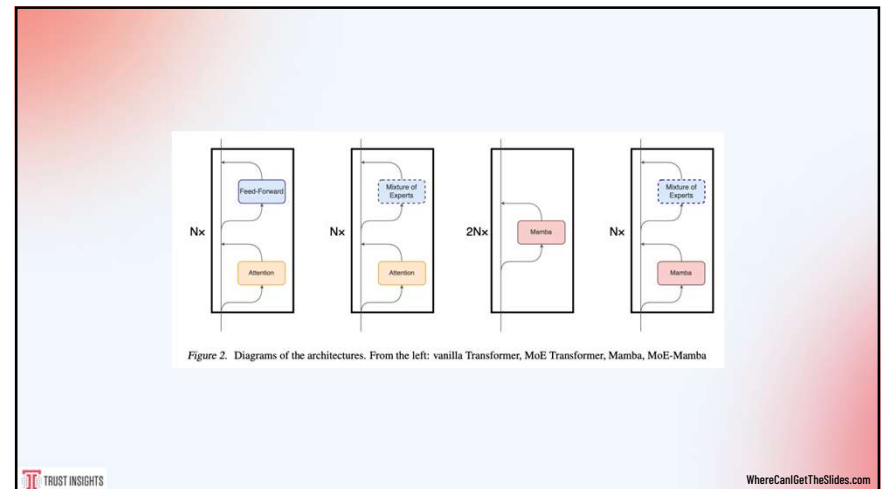
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New Architectures

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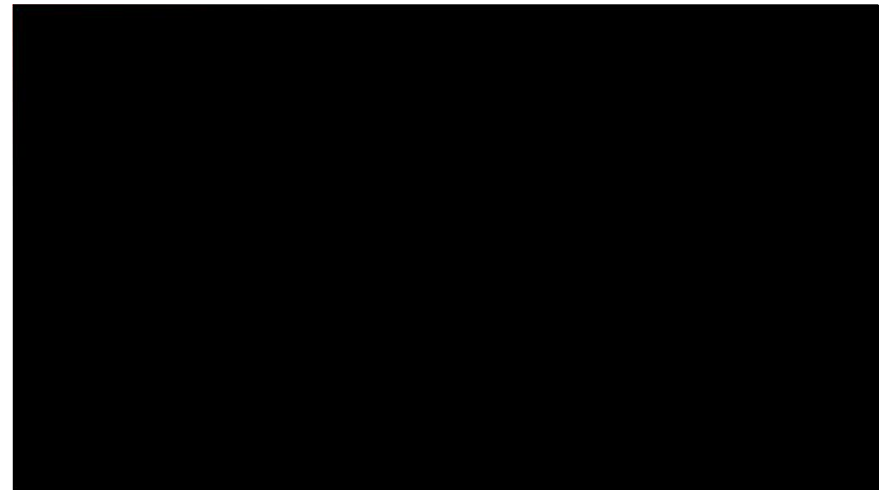


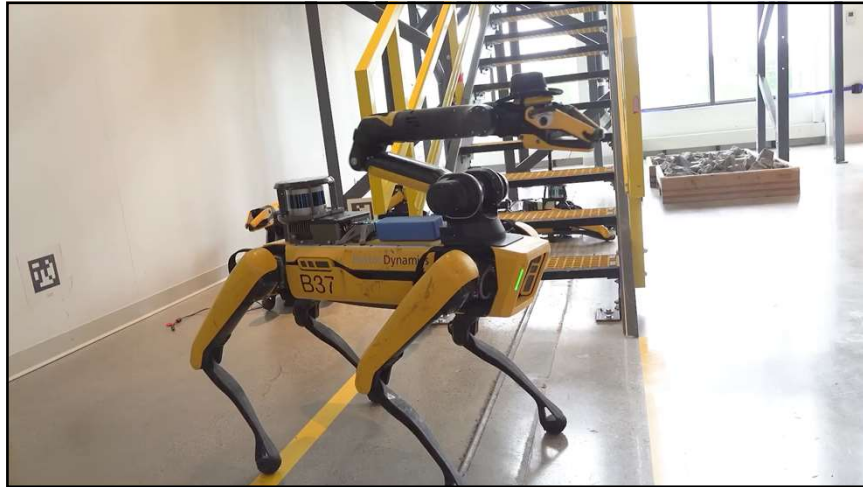
Multimodal

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Stable Video Diffusion





gpt-author

This project utilizes a chain of GPT-4 and Stable Diffusion API calls to generate an original fantasy novel. Users can provide an initial prompt and enter how many chapters they'd like it to be, and the AI then generates an entire novel, outputting an EPUB file compatible with e-book readers.

A 15-chapter novel can cost as little as \$4 to produce, and is written in just a few minutes.

A few output novel examples are provided in this repo. To read one, you can download its file and view it on <https://www.fviewer.com/view-epub>, or install it on your Kindle, etc.

How It Works

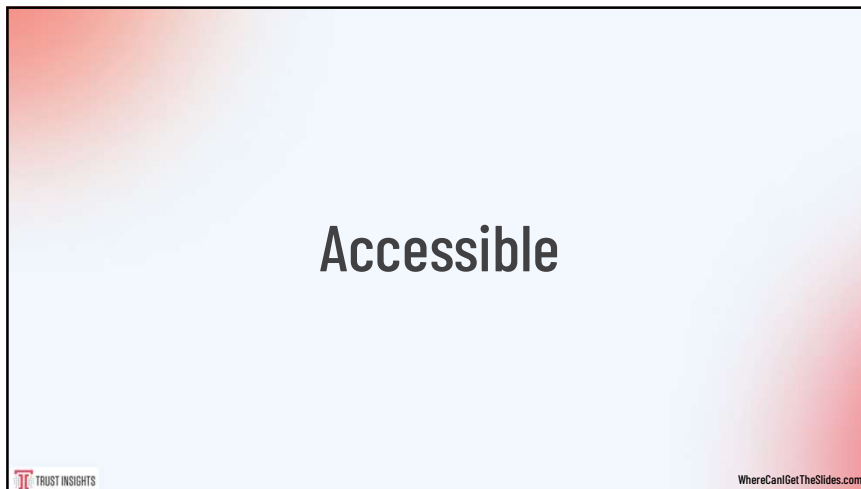
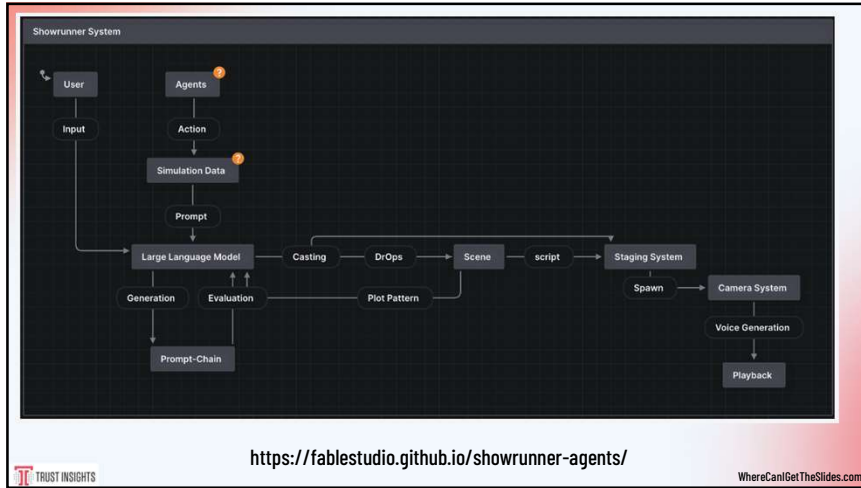
The AI is asked to generate a list of potential plots based on a given prompt. It then selects the most engaging plot, improves upon it, and extracts a title. After that, it generates a detailed storyline with a specified number of chapters, and then tries to improve upon that storyline. Each chapter is then individually written by the AI, following the plot and taking into account the content of previous chapters. Finally, a prompt to design the cover art is generated, and the cover is created. Finally, it's all pulled together, and the novel is compiled into an EPUB file.

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 A screenshot of a chat interface with a dark background and a city street scene at night. The chat history shows the following messages:

- Chris: "Oh! That sounds interesting. Can you share more about what Looker Studio does?"
- Chris: "Before we get to that, Erika, why don't you introduce yourself too?"
- Erika Expert: "Of course! I'm Erika Expert, the head of digital marketing at Springfield Shipping Inc. My team uses Google Analytics to track our website visits, user behavior, and conversions. Additionally, we use Google Optimize and Data Studio to run A/B tests and create custom reports for different stakeholders. We also use Tableau for advanced data visualization and predictive modeling."
- Nellie Nowie: "Wow! You have so much experience with GA. I wish I knew more about it. Have you ever faced any challenges or obstacles?"
- Chris: "Thank you. Okay, let's talk about your frustrations with web analytics. What things bother you the most in your day to day work about tools like Google Analytics? What stops you from getting work done?"
- Erika Expert: "Too many numbers and metrics. Sometimes it can be difficult to know which ones matter and which are just noise. And when I try to slice and dice the data, it often takes forever in Google Analytics. Also, we're constantly trying to find new ways to improve user experience while ensuring there's no negative impact on our bottom line. Balancing those two factors is tough."
- Chris: "Indigo, what about you? What frustrates you about Google Analytics as an intermediate user?"

 At the bottom, the text "Indigo: Intermediate is typing." and "Type a message, or /? for command list" are visible.



Ps Adobe Photoshop

Dream Bigger.

Come play on the cutting edge of creativity. Conjure up concepts. Turn views into vistas. Build a castle in the sky. With simple text prompts and Generative Fill, there's no telling where your ideas will take you.

[Get the Photoshop \(beta\)](#)

reflection in still water Generate

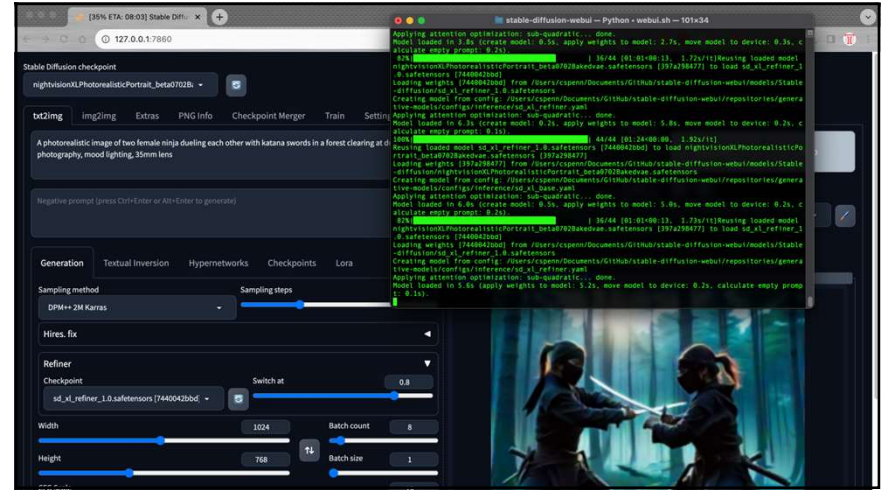
Unity for Games @ #FGDC23


Unity AI. Here to bring you flying alien mushrooms 🍄

Curious? Apply to be a Unity AI Insider: on.unity.com/402aYv

Create a 3D female character

7:00 AM · Mar 22, 2023 · 246.2K Views




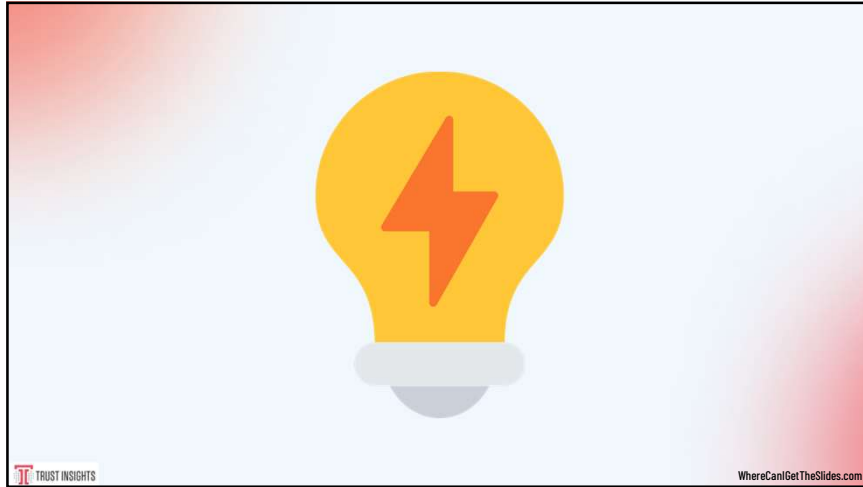


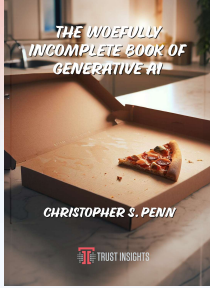
FINAL THOUGHTS

The Beginner's Generative AI Starter Kit

For reading and writing text under 8,000 words	ChatGPT+, Mixtral 8x7B, Google Gemini
For reading and writing text over 8,000 words	ChatGPT+, or Mixtral 8x7B
For creating images	Microsoft Bing Image Creator, Google Gemini, ChatGPT+
For analyzing images	Google Gemini or ChatGPT+
For realtime information	Microsoft Bing or Google Gemini
For analyzing data	ChatGPT+ with Advanced Data Analysis
For sensitive information / restricted topics	Mixtral 8x7B or ChatGPT Teams
For writing code	ChatGPT+, Google Gemini Advanced, Beyonder 4x7B



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Free Resource:

<https://www.trustinsights.ai/newaibook>



Not At All Free Resource:

<https://www.trustinsights.ai/aicourse>



**More questions? Need help?
Have clients who need help?**

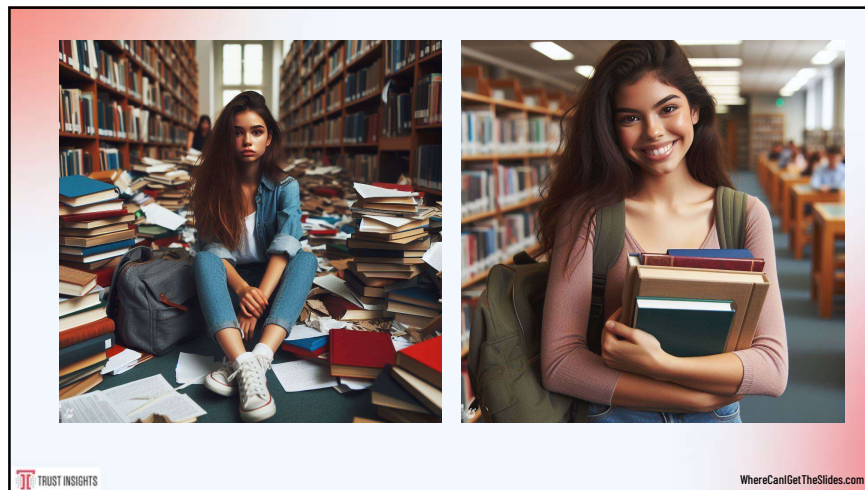
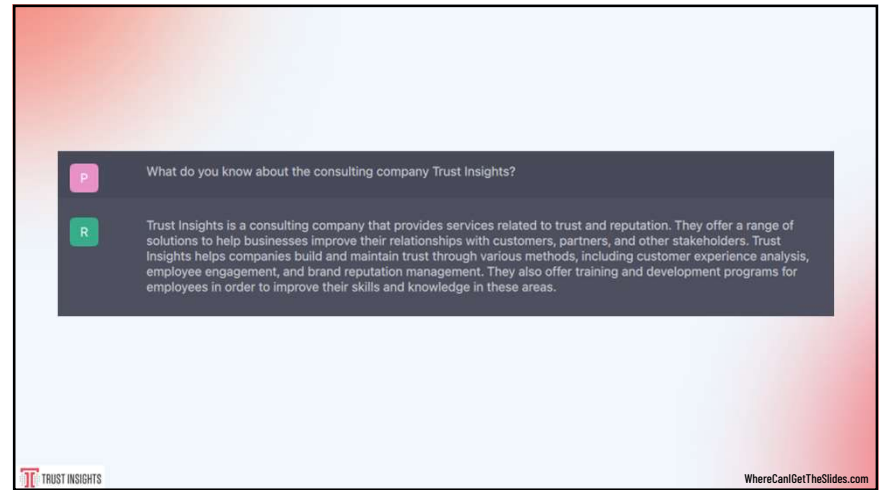
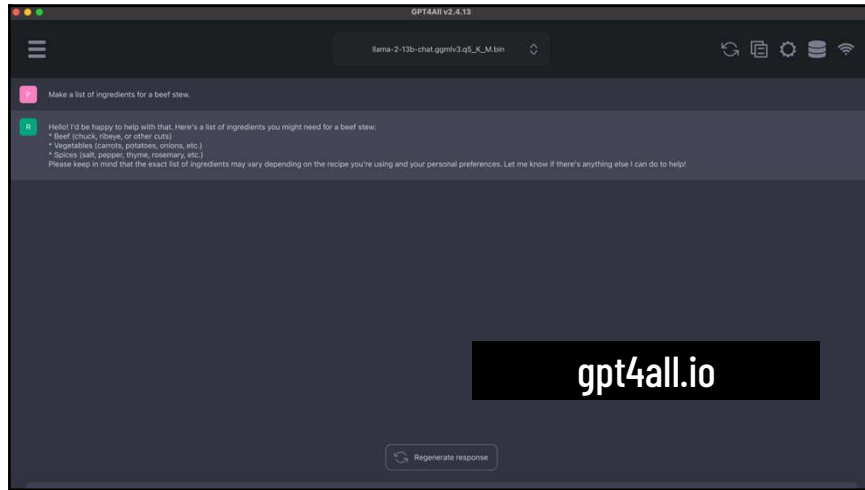
cspenn@trustinsights.ai
Trustinsights.ai/contact

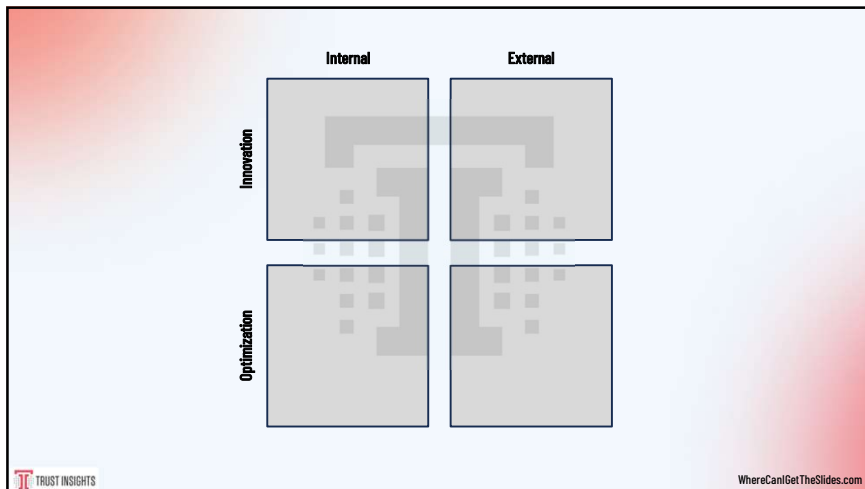
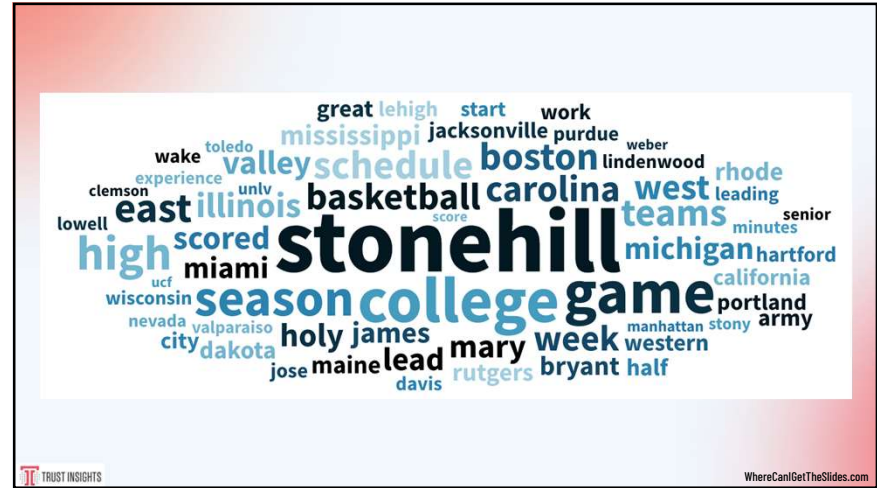
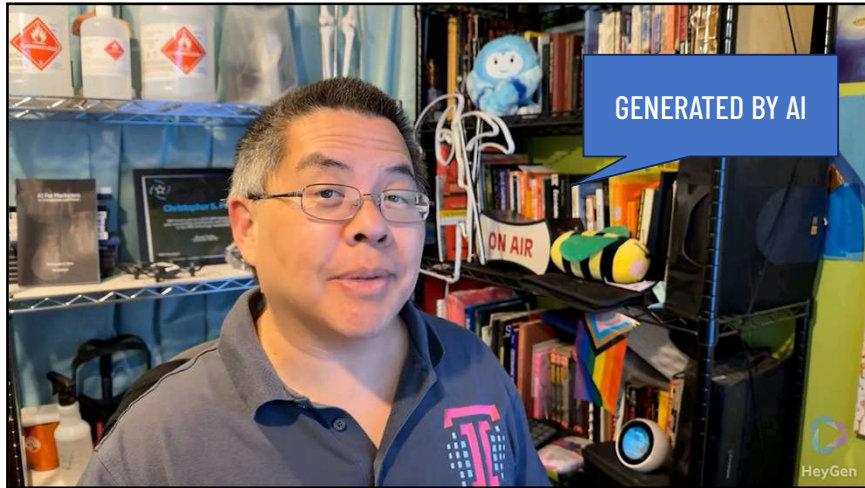
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What are some good resources to learn more about B2B marketing?

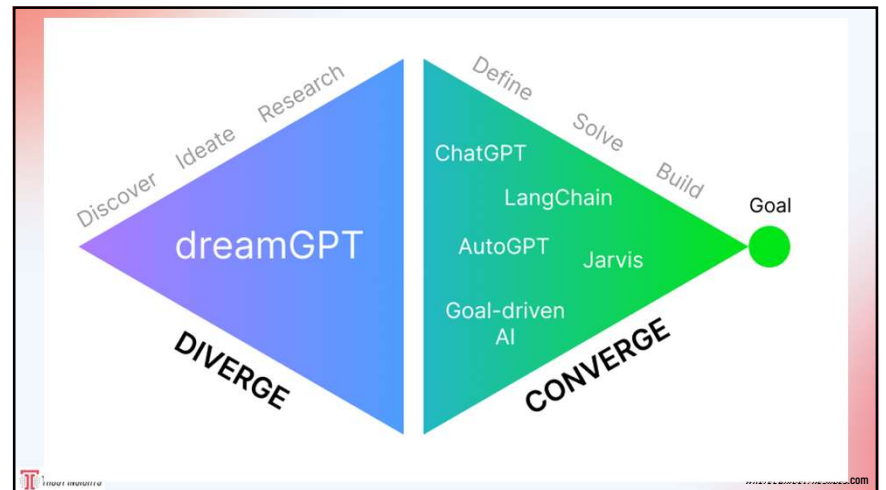
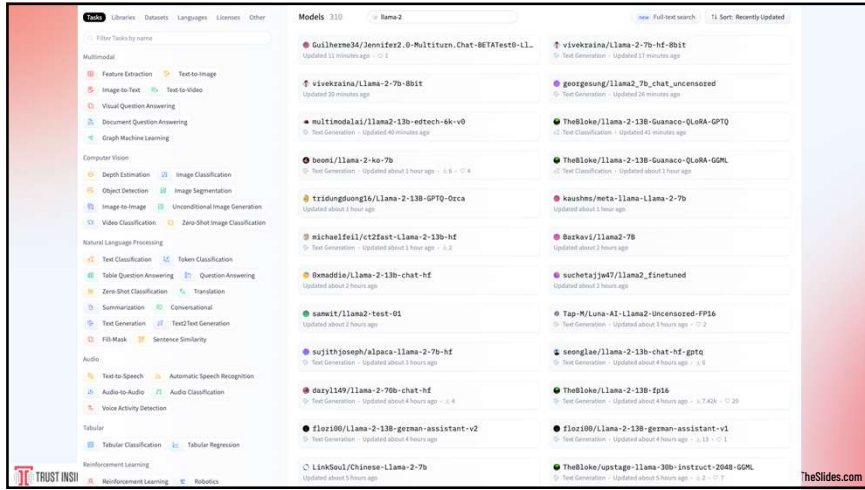
There are several excellent resources available to help you learn more about B2B marketing. Here are some of the best ones:

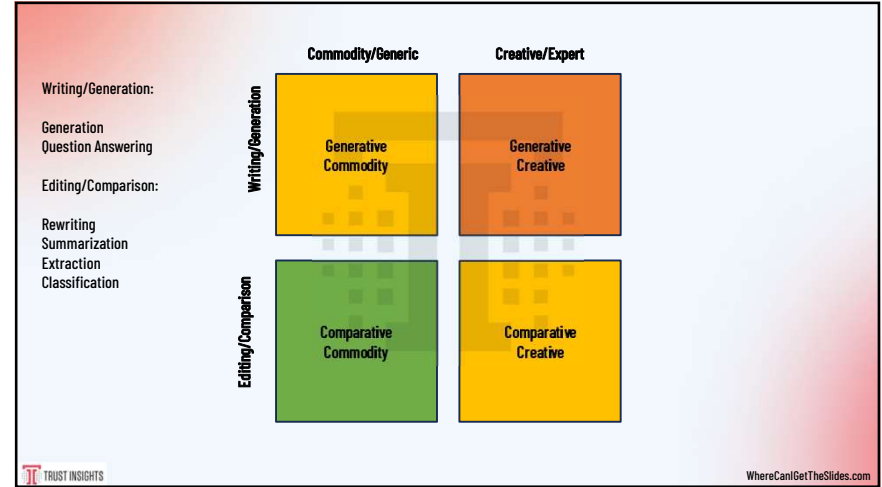
1. Hubspot Academy: Hubspot offers a free online marketing, sales, and customer service course that covers a wide range of topics, including B2B marketing.
2. Moz Blog: Moz is a popular SEO blog that provides a wealth of information on B2B marketing, including guides, case studies, and best practices.
3. B2B Marketing Insider: B2B Marketing Insider is a blog that offers insights, research, and case studies on B2B marketing strategies and tactics.
4. Content Marketing Institute: The Content Marketing Institute offers a range of resources on content marketing, including B2B marketing, their website features research, case studies, and best practices.
5. B2B Marketing: B2B Marketing is a magazine that covers the latest trends and strategies in B2B marketing. You can access their content online or subscribe to the print version.
6. Books: There are several excellent books on B2B marketing, including "B2B Marketing" by Jeffrey A. Cohen and "B2B Marketing Strategy" by David A. Gardner. These resources should provide you with a comprehensive understanding of B2B marketing and help you stay up-to-date on the latest trends and strategies.





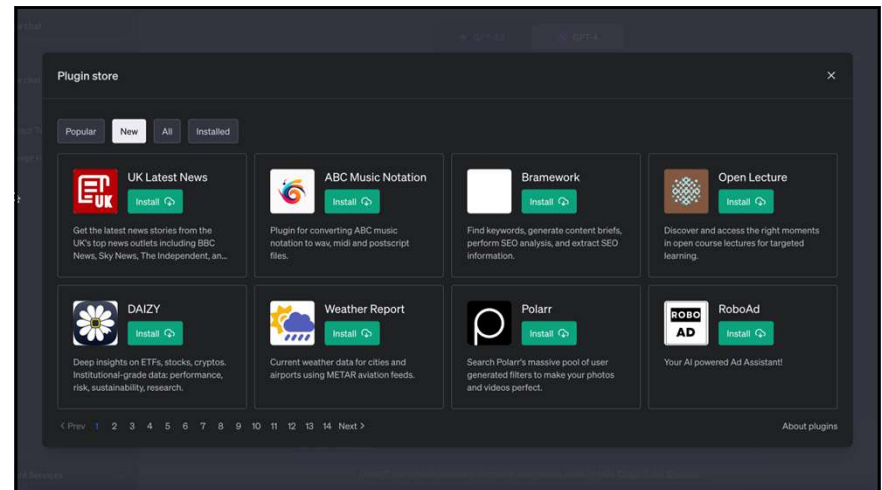
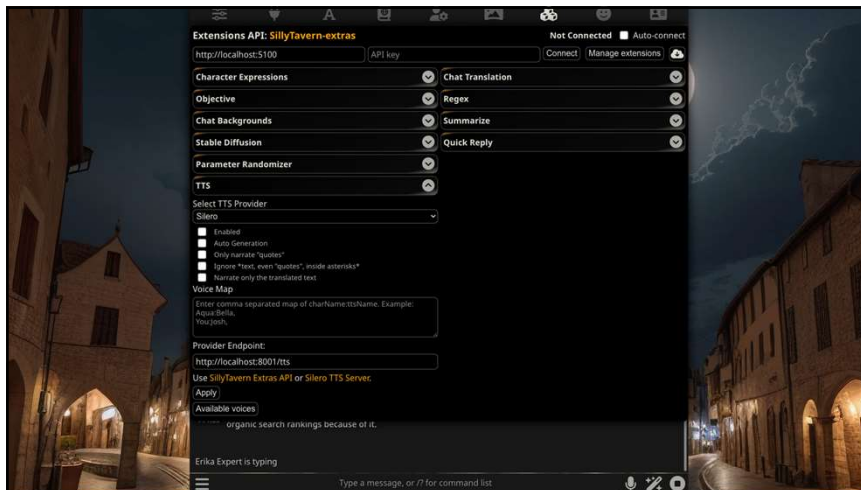
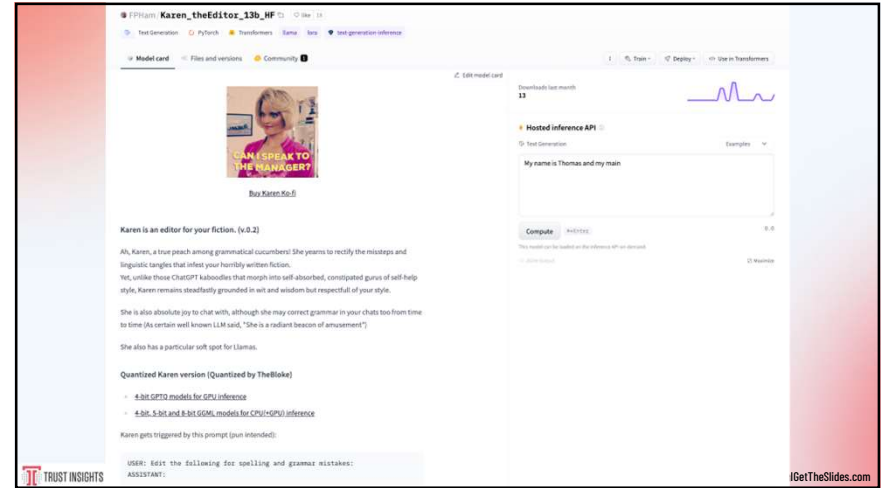
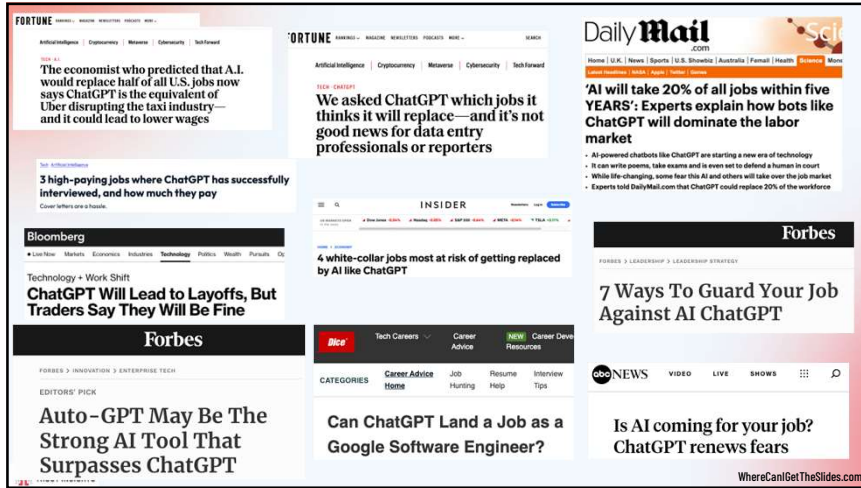
Open Source





Everyone is a developer.
 Everything is software.
 Every word is opportunity.

Ecosystems



Installation

We recommend using our OpenAI command-line interface (CLI). To install this, run

```
pip install --upgrade openai
```

(The following instructions work for version 0.9.4 and up. Additionally, the OpenAI CLI requires python 3.)

Set your `OPENAI_API_KEY` environment variable by adding the following line into your shell initialization script (e.g. `bashrc`, `zshrc`, etc.) or running it in the command line before the fine-tuning command:

```
export OPENAI_API_KEY="<OPENAI_API_KEY>"
```

Prepare training data

Training data is how you teach GPT-3 what

Your data must be a `JSONL` document, with training example. You can use our `CLI data preparation tool` to easily convert your data into this file format.

```
1 {"prompt": "prompt text", "completion": "ideal generated text"}
2 {"prompt": "prompt text", "completion": "ideal generated text"}
3 {"prompt": "prompt text", "completion": "ideal generated text"}
4 ...
```

Prepare your training data

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Showing rows 0 - 99 (1084 total, Query took 0.1134 seconds)

```
SELECT post_title, post_content FROM wp_posts WHERE post_status = 'publish' AND post_type = 'post';
```

Number of rows: 100 Filter rows: Search this table Sort by key: None

post_title	post_content
Welcome to Trust Insights	You can collect da...
IBM THINK 2018: THINK About Your Personal Brand	I had the pleasure and privilege to speak at IBM T...
Digital Transformation And Disruption: An IBM THIN...	At IBM THINK, I presented an analytics-driven pers...
How Machine Learning Fixed LinkedIn Share Counts	On February 7, 201...
Fighting Dark Data with CEO Katie Robbert	What is dark data, and how do we combat it? <a href=...
Understanding Employee Sentiment at Scale With Mac...	<p style="text-align: center;">iframe src="https...</p>
Data in the Headlights: April 2018	<figure>dm...
How AI Will Change Marketing Forever @ Next10X Con...	Our presentation from the NEXT10X Conference 2018...
Data in the Headlights, May 2018	Before we get into...
Data in the Headlights, 20 June 2018	This week, a new case study on the power of emotio...
Analysis of 6 Months of Political Posts on Faceboo...	At Trust Insights, we like to see what's hiding in...
Marketing Insights Q&A: Where do I get started lea...	Marketing Insights Q&A: Where do I get started...
Data in the Headlights, 27 June 2018	This week, we're launching our podcast, and we dp...

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```
~/MacBook-Pro-2: openai:finetune % openai tools fine_tunes.prepare_data -f wp_posts.csv
Analyzing ...
Based on your file extension, your file is formatted as a CSV file
Your file contains 1084 prompt-completion pairs
There are 573 examples that are very long. These are rows: [1, 4, 7, 16, 21, 24, 26, 29, 32, 37, 41, 46, 53, 56, 58, 60, 62, 71, 73, 78, 81, 84, 85, 88, 89, 92, 95, 96, 98, 100, 102, 104, 106, 108, 110, 111, 114, 116, 122, 126, 127, 130, 134, 135, 137, 141, 142, 146, 147, 148, 150, 151, 152, 154, 157, 158, 162, 165, 166, 170, 173, 174, 175, 177, 178, 181, 182, 185, 186, 190, 191, 196, 197, 200, 201, 204, 205, 208, 209, 212, 213, 216, 217, 220, 221, 225, 226, 229, 230, 232, 234, 235, 238, 239, 242, 243, 246, 247, 250, 251, 252, 253, 257, 259, 265, 266, 271, 272, 274, 275, 279, 280, 282, 283, 286, 287, 290, 291, 294, 295, 299, 299, 300, 302, 303, 307, 308, 311, 312, 314, 315, 317, 318, 320, 321, 324, 325, 328, 329, 331, 332, 335, 336, 337, 339, 340, 343, 344, 345, 347, 348, 351, 352, 355, 356, 358, 359, 362, 363, 364, 366, 367, 368, 370, 371, 374, 375, 376, 379, 381, 383, 384, 386, 387, 390, 391, 394, 395, 396, 399, 402, 403, 406, 407, 410, 411, 414, 415, 416, 419, 421, 422, 424, 425, 426, 428, 429, 430, 432, 433, 434, 436, 437, 438, 440, 441, 443, 446, 447, 449, 450, 451, 453, 454, 455, 457, 458, 460, 461, 462, 466, 467, 478, 475, 476, 483, 486, 487, 489, 490, 492, 496, 497, 498, 500, 501, 502, 504, 505, 506, 508, 509, 510, 512, 513, 514, 516, 517, 518, 521, 522, 523, 525, 526, 528, 529, 530, 532, 533, 534, 536, 537, 538, 540, 541, 542, 544, 545, 546, 548, 550, 551, 553, 554, 557, 558, 559, 560, 562, 563, 564, 566, 567, 569, 570, 571, 572, 574, 575, 576, 578, 579, 580, 582, 583, 584, 586, 587, 588, 590, 591, 592, 594, 595, 596, 598, 599, 601, 603, 604, 606, 609, 610, 612, 615, 616, 618, 621, 622, 624, 627, 628, 631, 634, 635, 636, 639, 640, 641, 644, 645, 646, 650, 651, 652, 655, 656, 657, 660, 661, 663, 666, 667, 669, 672, 673, 675, 678, 679, 681, 684, 685, 687, 691, 692, 694, 697, 698, 700, 703, 704, 707, 708, 710, 713, 714, 716, 720, 722, 726, 729, 730, 735, 736, 738, 741, 742, 744, 746, 747, 748, 750, 751, 752, 755, 756, 758, 761, 762, 764, 767, 768, 770, 773, 774, 776, 778, 780, 784, 785, 786, 789, 790, 792, 793, 795, 796, 798, 800, 801, 803, 806, 807, 809, 810, 811, 813, 815, 816, 818, 820, 821, 822, 824, 825, 826, 827, 829, 830, 832, 834, 835, 837, 840, 842, 843, 845, 846, 848, 850, 851, 853, 856, 857, 859, 861, 862, 864, 866, 867, 869, 870, 871, 873, 875, 876, 878, 879, 880, 881, 884, 885, 887, 890, 891, 893, 896, 897, 899, 901, 902, 904, 906, 907, 909, 911, 912, 914, 916, 917, 919, 921, 922, 924, 926, 927, 929, 930, 932, 933, 935, 938, 939, 941, 942, 945, 948, 949, 950, 952, 955, 956, 958, 961, 962, 963, 967, 968, 970, 972, 973, 975, 977, 978, 981, 982, 984, 988, 989, 993, 996, 999, 1001, 1003, 1004, 1005, 1008, 1007, 1009, 1009, 1010, 1011, 1012, 1013, 1014, 1016, 1017, 1019, 1021, 1022, 1024, 1026, 1027, 1029, 1031, 1032, 1034, 1036, 1037, 1039, 1041, 1042, 1044, 1047, 1048, 1050, 1053, 1054, 1055, 1056, 1058, 1059, 1061, 1065, 1066, 1066, 1071, 1072, 1074, 1077, 1078, 1080, 1083]
For conditional generation, and for classification the examples shouldn't
Your data does not contain a common separator at the end of your prompts
The fine-tuned model where the completion should begin. See https://platform.openai.com/docs/guides/fine-tuning/preparing-your-dataset for more detail
Your data does not contain a common ending at the end of your completion
leaver to the fine-tuned model where the completion should end. See https://platform.openai.com/docs/guides/fine-tuning/preparing-your-dataset for more detail
The completion should start with a whitespace character ( ). This text
openai.com/docs/guides/fine-tuning/preparing-your-dataset for more detail
Based on the analysis we will perform the following actions:
- [Necessary] Your format CSV will be converted to JSONL
- [Recommended] Remove 573 long examples [1/1]:
```

Run your training data to fine tune the model

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Playground

Load a preset... Save View code Share ...

You are a CEO. You write about the topics of people management, process management, and technology selection. You know blogging, content marketing, content curation, social media marketing.

Your first task is to write a blog post about the importance of finding the right people before you start making decisions about your tech stack:

- How many times have you gone into a project with the wrong talent on your team?
- How many times have you set up a project for failure by not considering the resources available to you?
- How many times have you been handed a project that has minimal requirements and no thought given to the people needed to deliver the project?
- Stop, stop, stop!
- We've all been there. It's easier to get the project started with the resources you have available, rather than waiting for the perfect set of skills.
- So I'm going to ask you again:

Mode: Complete

Model: davinci-ft-trust-in...

Temperature: 0.7

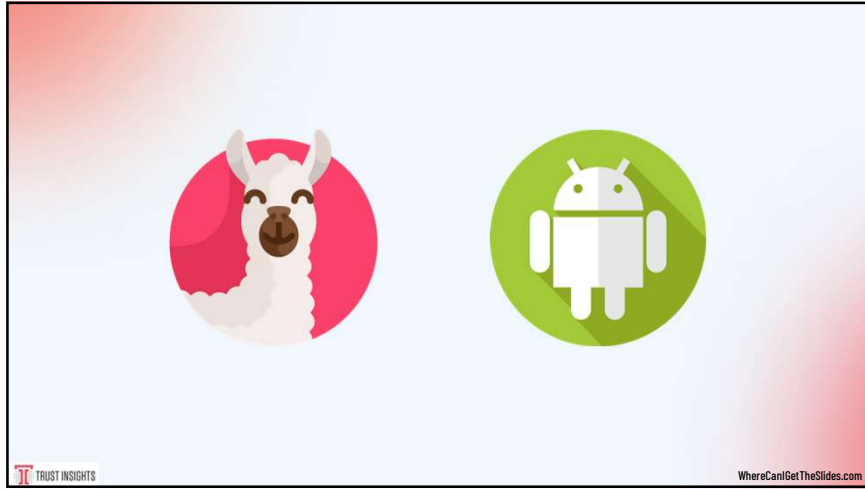
Maximum length: 800

Stop sequences: Enter sequence and press Tab.

Top P: 1

Frequency penalty: 0


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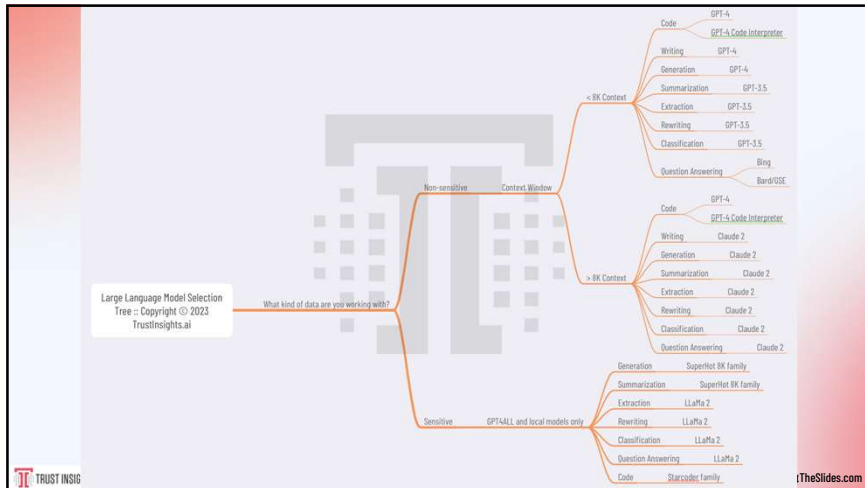


C You will act as an executive coach and management consultant. You specialize in corporate branding, mission statements, management consulting, and helping organizations distill down their purpose into tight, focused mission statements, vision statements, and strategies. Review the background information below to generate a mission statement for the organization.

Background Information:

 The mission of The Order is to advocate for equitable treatment and representation of LGBTQ+ and female-led media and entertainment. Our purpose is to support the Save Warrior Nun movement in their goal of securing a third season or more for the TV series. Through strategic fundraising, public support, and advocacy, we aim to promote greater diversity and inclusion in the entertainment industry, particularly in relation to lesbian and female-led productions. Our vision is a world where all forms of media are celebrated and valued, regardless of creators' gender, sexual orientation, or background.

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T Time + Follow

The AI Job That Pays Up to \$335K—and You Don't Need a Computer Engineering Background

Story by Nik Popli • 6h ago

A new kind of AI job is emerging—and it pays six-figure salaries and doesn't require a degree in computer engineering, or even advanced coding skills.

With the rise in generative artificial intelligence, a host of companies are now looking to hire "prompt engineers" who are tasked with training the emerging crop of AI tools to deliver more accurate and relevant responses to the questions real people are likely to pose.

Some of these jobs can even pay up to \$335,000 a year.

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C What are the advantages of the Mautic marketing automation system over other comparable marketing automation software services?

Mautic is an open-source marketing automation system that has many unique advantages over other comparable marketing automation software services. These advantages can vary based on the individual needs and requirements of a business, but they generally include:

- 1. Open Source:** As an open-source platform, Mautic allows for greater flexibility and customization compared to proprietary solutions. You're not restricted to the existing features, and you can customize the software to meet your specific needs.
- 2. Cost Effective:** Mautic can be more cost-effective because it does not require expensive monthly or annual subscriptions. After the initial setup, your primary costs might be associated with hosting and any necessary custom development.
- 3. Integration:** Mautic can integrate with a wide variety of systems, including CRM, email, and social media platforms. This flexibility allows businesses to tailor their marketing automation setup to their specific needs.
- 4. Community Support:** Mautic has a strong community support system where you can get help, tips, and share ideas. This sense of community is often stronger than you might find with commercial solutions.
- 5. Control Over Data:** Since Mautic can be self-hosted, businesses have full control over their data. This can be a crucial factor for businesses dealing with sensitive data or those concerned about data privacy.
- 6. Plugin Ecosystem:** There's a wide variety of plugins available that can extend the capabilities of the Mautic system. These plugins can enhance functionality in areas like CRM, social media, and email marketing.

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Write a short paragraph about marketing automation software.

Marketing automation software streamlines, automates, and measures marketing tasks and workflows, which enhances operational efficiency and aids in the growth of revenue. It allows businesses to target customers with automated messages across various channels, including email, web, social, and text, that are personalized to their specific needs. These solutions can effectively reduce repetitive tasks while providing an overview of campaign performance. Furthermore, they can improve customer interaction and engagement, nurturing leads into conversions and ultimately loyal customers. The use of marketing automation software thus significantly improves the scalability and efficiency of marketing efforts, especially in the digital era.

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Write a short paragraph about marketing automation with a focus on the Mautic open-source marketing automation platform found at Mautic.org:

Marketing automation is a strategy that leverages software to automate marketing actions, making repetitive tasks such as email marketing, social media posting, and ad campaigns more manageable. This approach enhances efficiency, reduces human error, and allows marketers to focus on more strategic aspects of their work. One notable platform in this space is Mautic, an open-source marketing automation solution found at Mautic.org. Mautic offers a variety of features such as email marketing, lead generation, social media marketing, and analytics, providing businesses with the ability to create personalized and effective marketing campaigns. What sets Mautic apart is its open-source nature, which offers greater flexibility and customization than many proprietary solutions. Businesses can adapt Mautic to their unique needs, extend its functionality through plugins, and benefit from a global community of developers constantly improving and updating the platform.

You will act as a business writer. You have knowledge of marketing, particularly B2B marketing. Write a short paragraph about marketing automation software with an emphasis on Mautic, the open-source marketing automation platform. Focus on reduction of churn and increased audience loyalty. Include details about Mautic and lead scoring. Write in a warm, professional tone of voice. Write at a 12th grade readability level. Browse <https://mautic.org> for current details.

Write the short paragraph:

Mautic, an open-source marketing automation platform, enables businesses to seamlessly integrate and personalize their digital channels, fostering high-performing campaigns and superior results. Its advanced lead scoring system, known as "Points," weights contacts based on their actions, allowing businesses to prioritize their most qualified leads and boost sales team efficiency. Moreover, Mautic's strategic campaign features help reduce churn and increase audience loyalty. By automating response to contact actions and timelines, Mautic builds meaningful relationships with audiences, improves contact nurturing reliability, and integrates with other systems such as CRMs, all contributing to optimized sales efforts and increased customer retention.

Every model has a different prompt structure.



SLATE News & Politics Culture Technology Business Human Interest
Artificial Intelligence Is Dreaming Up a Very White World
 Tools like DALL-E 2 and Stable Diffusion struggle to create older couples of color, until you add the word 'poor.'

FORTUNE Money Markets Real Estate Health Tech
Microsoft is trying to use ChatGPT to cut Google out of way more than just the search engine market. ARK Invest says

PHYSICIAN'S WEEKLY MEETING COVERAGE DEEP DIVES ONE/ONE MEDIA & RESOURCES
ChatGPT Scores Close to Passing U.S. Medical Licensing Exams

ZDNET Technology
ChatGPT: One million people have joined the waitlist for Microsoft's AI-powered Bing
 Bing could finally become popular, thanks to its ChatGPT enhancements.

CNBC MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV INVESTING CLUB
China's tech giants are launching ChatGPT clones — and Beijing is watching closely

EXTREME TECH Search & Technology
Nvidia CEO Calls ChatGPT the 'iPhone Moment' for AI

REALTOR
How one Philly area real estate agent uses ChatGPT to help sell homes
 Some real estate agents are using the artificial intelligence chatbot ChatGPT to write social media posts, home listing descriptions, and blog posts to help them sell homes and connect with clients.

DISRUPTIVE TECHNOLOGY CHANNEL
OpenAI's DALL-E 2 Has Potential to Disrupt Graphic Design Industry
 BUE ORLANDO JUL 26, 2022

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Comparing Physician and Artificial Intelligence Chatbot Responses to Patient Questions Posted to a Public Social Media Forum
 John W. Ayers, PhD, MA^{1,2}, Adam Polak, PhD³, Mark Drabos, PhD⁴, et al.
 Author Affiliations
 JAMA Intern Med. Published online April 28, 2023. doi:10.1001/jamainternmed.2023.1838

Key Points
Question: Can an artificial intelligence chatbot assistant provide responses to patient questions that are of comparable quality and empathy to those written by physicians?
Findings: In this cross-sectional study of 195 randomly drawn patient questions from a social media forum, a team of licensed health care professionals compared physician and chatbot responses to patient questions asked publicly on a public social media forum. The chatbot responses were preferred over physician responses and rated significantly higher for both quality and empathy.
Meaning: These results suggest that artificial intelligence assistants may be able to aid in drafting responses to patient questions.

asked publicly on a public social media forum. The chatbot responses were preferred over physician responses and rated significantly higher for both quality and empathy.

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I'm brewing the tea.

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The tea I'm brewing.

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Brewing I'm tea the.

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jaredleya · 7 yr. ago

I like the taste and smell of coffee - possibly more than English breakfast depending on the coffee (especially cold brew which is amazing), but perhaps **I'm brewing the tea** wrong.

However I no longer get any useful benefit from caffeine. It makes me awake, sure, but I'm not able to be more productive and if I'm already awake, it makes me less productive. I only drink coffee for the caffeine in dire situations (e.g. just realised I have work due in the morning and have to pull an all-nighter).

The taste is like that; clean, pleasant, rich, and complex. **I'm brewing the tea** Gongfu style on this is a first try, but it would work well brewed lots of different ways, it's just better to be careful with a tea this good no matter how you make it.

Auréli View

★★★★★ **Tastes Good**

Reviewed in the United States on February 29, 2012

Verified Purchase

I don't know if this product tastes exactly like the tea in the restaurants, nor do I know if **I'm brewing the tea** exactly the way they do. But, it tastes very good, and I look forward to drinking it. It's a great tea. It's best served with regular half and half, no milk or fat free half and half. Brew it using my coffee maker. I put the filter paper just as if I were about to brew coffee. I use my judgement with the amount of tea to water ratio. And I can now visualize the amount I need for a specific strength. All in all, it's a good product. Only had a problem with the shipping. I live in NYC. And will perhaps search for this product in China town next time. But until then, I have two bags to keep me busy.

Susan Verified Reviewer

★★★★★

Love the taste and aromal

I love how my house smells when **I'm brewing the tea**. The detoxing herbs are exactly what I've wanted in a good tasting tea.

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	
1	I	don't	know	if	this	product	tastes	exactly	like	the	tea	in	the	restaurants	nor	do	I	know	if	I'm	brewing	the	tea	exactly	the	way	they	do	but	it	tastes	very	good		
2	I	don't	know	if	this	product	tastes	exactly	like	the	tea	in	the	restaurants	nor	do	I	know	if	I'm	brewing	the	tea	exactly	the	way	they	do	but	it	tastes	very	good		
3	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	
4	and	I	look	forward	to	drinking	it	it's	a	personal	treat	it	is	best	served	with	regular	half	and	half	not	milk	or	fat	free	half	and	half	I	brew	it	using	my	coffee	
5	25	1	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	
6	maker	I	put	the	filter	paper	just	as	if	I	were	about	to	brew	some	coffee	I	use	my	judgement	with	the	amount	of	tea	to	water	ratio	and	I	can	now	visualize	the	
7	45	1	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82
8	amount	I	need	for	a	specific	strength	all	in	all	it's	a	good	product	only	had	a	problem	with	the	shipping	I	live	in	NYC	and	will	perhaps	search	for	this	product	in	china	
9	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
10	60	1	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	
11	15	town	next	time	but	until	then	I	have	two	bags	to	keep	me	busy																				
12	14	82	83	84	85	86	87	88	89	90	91	92																							

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I'm brewing the

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I'm brewing the

- tea
- coffee
- beer
- kombucha
- fall of capitalism

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Write a short paragraph about B2B marketing strategy:

B2B marketing strategy is a comprehensive approach that businesses employ to engage and connect with other businesses, in order to promote and sell their products or services. This strategy relies on a deep understanding of the target market's unique needs and preferences, as well as cultivating strong relationships with key decision-makers. B2B marketing tactics often include personalized communication, targeted content, and thought leadership initiatives, which aim to demonstrate industry expertise and foster trust. The ultimate goal of a B2B marketing strategy is to drive long-term, mutually beneficial partnerships that generate revenue, enhance brand reputation, and contribute to sustainable business growth.


Write a short paragraph about B2B marketing strategy with an emphasis on email marketing and lead generation:


B2B marketing strategy with a focus on email marketing and lead generation aims to attract and nurture high-quality leads, paving the way for long-term, profitable business relationships. Email marketing serves as a powerful tool for delivering personalized, targeted content that addresses the specific needs and pain points of potential clients. By leveraging carefully segmented lists, engaging subject lines, and relevant content, businesses can build trust, demonstrate thought leadership, and guide prospects through the sales funnel. A well-executed email campaign is not only cost-effective, but also boasts impressive ROI, making it an essential component of a successful B2B marketing strategy. By combining email marketing with other lead generation tactics, such as content marketing, social media, and SEO, businesses can effectively generate a steady stream of high-quality leads, fueling sustainable growth and enhancing their competitive edge.

You will act as a business writer. You have knowledge of marketing, particularly B2B marketing. Write a short paragraph about B2B marketing strategy with an emphasis on email marketing and lead generation. Focus on reduction of churn and increased audience loyalty. Include details about marketing automation and lead scoring. Write in a warm, professional tone of voice. Write at a 12th grade readability level.

Write the short paragraph:

In the realm of B2B marketing, cultivating a robust strategy that emphasizes email marketing and lead generation is crucial for reducing churn and fostering audience loyalty. By harnessing the power of marketing automation and implementing a systematic approach to lead scoring, businesses can tailor their outreach efforts to deliver timely, relevant content that resonates with their target audience. Utilizing these advanced techniques not only streamlines marketing processes but also facilitates personalized communication, nurturing prospects through the sales funnel and solidifying trust in your brand. By skillfully merging email marketing with lead generation tactics, your business can efficiently forge lasting relationships, thereby minimizing attrition and fostering an unwavering base of loyal clientele.

 Evaluate your work. Did you successfully fulfill the prompt's requirements?

 Yes, I believe the prompt's requirements were successfully fulfilled. The task was to read the provided webpage and develop a list of 20 SEO keywords, including semantically related words and phrases relevant to the page's content, even if they did not appear on the page.

The list of 20 keywords and phrases was created based on a careful reading of the webpage, considering the services, offerings, audience, and unique aspects of MarketingProfs. It includes directly mentioned terms such as "MarketingProfs", "Marketing Education", "In-house Marketing Teams Training", as well as semantically related terms like "Increase Productivity in Marketing", "Marketing for Entrepreneurs", which capture the broader scope and intent of the page's content.

This list provides a comprehensive set of keywords and phrases that can be used for SEO purposes to help the webpage rank higher in search engine results for these relevant terms.

C Summarize our work so far.

Absolutely! Over the course of our interaction, I've been assisting you in generating captivating summaries for YouTube video transcripts by Christopher Penn. The aim of these summaries is to offer an enticing glimpse into the video's content without revealing too much, compelling viewers to watch the full video for a more detailed understanding.

Here are the two video summaries we've created:

1. Video about appreciable differences between models like GPT-3, GPT-4, Bard, and Bing: "In today's episode, we unravel the intricacies and key distinctions between language models and their interfaces. From understanding the 'engine' that drives these models to the expected evolution and increasing specialization in AI technology, this episode aims to enlighten you on the fascinating world of AI language models. If you're curious about the various applications and capabilities of these tools, don't miss out!"
2. Video about prompts within the context of large language models and image modeling: "In today's episode, we delve into the concept of 'prompt libraries' in the realm of large language models and image modeling. I'll share why it's crucial for every AI user to keep a prompt library and how it can be leveraged to fine-tune AI tools like ChatGPT or Dall to align more with your unique needs. From explaining how to create a prompt library to its future implications, we journey through the interesting intersections of AI and our daily communication. Join me as we uncover the practicality and potential of this powerful asset."

In each case, we've worked to ensure the summaries are compelling and informative, providing just enough information to pique the viewers' interest without giving away the full content of the video.

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Why Boston Children's is hiring an in-house ChatGPT expert

Naomi Diaz - Tuesday, May 2nd, 2023

Save Post Tweet Share Listen Text Size Print Email

John Brownstein, PhD, chief innovation officer of Boston Children's, told Becker's that the organization is hiring a prompt engineer to work on large language models such as ChatGPT so that it can identify use cases and train its workforce on the most appropriate uses for the emerging technology.

"Artificial intelligence-based tools have the potential to increase efficiency and reduce burnout, and we believe one of the best ways to use these tools is to hire people who have expertise in the field," Dr. Brownstein told Becker's. "This role can help Boston Children's build and engage with these models."

The engineer will be part of the hospital's Innovation and Digital Health Accelerator team.

The person will design and develop prompts to effectively gather data from generative AI programs and refine the models for healthcare-specific applications.

Dr. Brownstein said by having an in-house expert, Boston Children's will be able to begin building out some of these tools internally, identify use cases for the technology and train its workforce on the most appropriate use of these tools.

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Extract the health data from this patient narrative and format as a table.

Hello! I had hormone testing done because I missed two periods and wasn't pregnant, and the results came back that I was significantly high in testosterone.

Preference range says: Free T: 0.1 pg/mL - 6.4 pg/mL, Total T: 2 ng/dL - 45 ng/dL

my results were: Free T: 15.2 pg/mL, Total T: 97 ng/dL

I also had a pap smear done last year and came back with HPV, had a biopsy on my cervix done, and came back negative for cancer, but I still need regular check ups. Not sure if that applies here, but it might.

I was hoping to get some advice on lowering testosterone. I have symptoms such as more body hair, losing head hair, can't lose fat, gaining muscle, I feel bulky (not bloated necessarily), low libido, and generally unmotivated. I really want to have children and high testosterone affects that. I'm not actively trying for kids but I do want them in the future. I would rather not take medication if possible.

So far I've been drinking a lot more green tea, taking 1000mg of flax seed oil supplements, and eating more edamame (soybeans). All things that I read that may help lower testosterone.

If anyone has taken medication to lower testosterone, what was your experience? Did you have side effects? Do you regret not taking care of it more holistically? Is medication the only way? And those who didn't take medication, how did you lower your levels?

Thanks to any and all advice!

Health Data	Values	Reference Range
Free T	15.2 pg/mL	0.1 pg/mL - 6.4 pg/mL
Total T	97 ng/dL	2 ng/dL - 45 ng/dL
HPV	Positive (last year)	
Cervical Biopsy	Negative (for cancer)	
Symptoms		
- More body hair		
- Losing head hair		
- Can't lose fat		
- Gaining muscle		
- Feeling bulky		
- Low libido		
- Unmotivated		

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Convert this electronic patient record into plain English describing the condition and treatment.

123 H - I/A 322916614D 2007-08-21 6'2 1944 Woman Anamnesis

Got a urine catheter two days ago. Done a lab test on the urine and gave antibiotics.

<ICD-10 code>
1110 Pneumonia,
1509 Heart failure, unspecified.

<Current medication>
Penomax

<Body temperature>
38
38
38.5

123 H
I/A 322916614D 2007-08-22 16'2 1944 Woman

<Body temperature>
37
36.8
36.9

<Blood culture>
pseudomonas

This is a summary of an electronic patient record for a woman born in 1944. The patient received a urine catheter two days ago, and a lab test was performed on her urine sample. She was given antibiotics as a part of her treatment.

The patient has been diagnosed with pneumonia (ICD-10 code 1110) and unspecified heart failure (ICD-10 code 1509). She is currently taking a medication called Penomax.

Her body temperature was initially recorded as 38°C, 38°C, and 38.5°C. However, the more recent recordings show a decrease in her body temperature to 37°C, 36.8°C, and 36.9°C, which might indicate some improvement in her condition.

A blood culture test result shows the presence of Pseudomonas, which is a type of bacteria.

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Rewrite the summary as a patient-facing narrative that a physician would relay to family members concerned about the patient's health.

I wanted to provide an update on your loved one's health. Two days ago, we placed a urine catheter to help with her medical care. We performed a lab test on the urine sample and have started her on antibiotic treatment to address any infections.

Your loved one has been diagnosed with pneumonia, which is an infection in her lungs, as well as unspecified heart failure. This means her heart isn't pumping blood as efficiently as it should be. To help with her condition, she is currently taking a medication called Penomax.

We have been closely monitoring her body temperature, and I am pleased to report that we have seen a decrease in her temperature over the past day. This is an encouraging sign that her condition may be improving.

Additionally, we have conducted a blood culture test, which has shown the presence of Pseudomonas, a type of bacteria. This information will help guide our treatment plan moving forward.

Please know that we are doing everything we can to ensure your loved one's health and well-being. We will continue to monitor her progress and keep you updated on any changes in her condition. If you have any questions or concerns, please don't hesitate to reach out.

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List 3 topics this patient narrative could be classified as in a patient medical record system. Topics should be a maximum of 3 words. List a score of relevance to each topic from 0-100. Format your output in a pipe-delimited table in Markdown format. Column 1 should be the topic. Column 2 should be the score.

Sorry I just need somewhere to vent a bit. I just found out my boyfriend who I've been dating for the past few months has knowingly been hsv1 positive and never said anything until now (side note I had gotten tested after our first time together and came back negative for everything, we've only had protected sex but we've done oral). He claimed to have gotten tested 2 months ago and it came back positive. It'd be one thing to be exposing me to it but another to wait this long to even tell me about it. I have an sti screening scheduled soon and just hope it'll be negative? He said he hasn't had any symptoms and neither have I. I'm so hurt and it feels so much worse that he hid it from me I feel like crap :-(

Topic	Score
HSV1	90
STI screening	70
Deception	60

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You are a gynecologist. You know obstetrics, gynecology, women's health, reproductive health, uterine health. Your first task is to provide professional advice and answer the following question:

"I (27f) have to have an endometrial biopsy next week before my hysterectomy in a few weeks (because insurance 🙄) and I have read that it is so painful people have thrown up and passed out. I asked my dr if I would be getting medication/local numbing and they said no it's only a pinch. I really don't believe that and my uterus almost always hurts so I'm expecting that I'll be one of the people who passes out even though my pain tolerance is extremely high"

I understand that you're concerned about the pain and discomfort associated with an endometrial biopsy, especially given that you have a sensitive uterus. While some women do experience significant pain during the procedure, others find it to be relatively mild. It's important to remember that individual experiences may vary, and your doctor's description of it being "only a pinch" is a reflection of the fact that many patients do tolerate the procedure quite well.

However, if you're concerned about the potential for pain during the biopsy, I would recommend discussing this further with your doctor. You can ask them if they can prescribe medication for you to take before the procedure to help manage the pain and anxiety. Some options may include nonsteroidal anti-inflammatory drugs (NSAIDs), such as ibuprofen, to reduce inflammation and pain, or a mild sedative to help you relax.

In addition, here are some proactive suggestions to help make the experience as safe and pain-free as possible:

1. Communicate your concerns: Make sure to openly discuss your fears and concerns with your doctor as they may be able to provide additional information or reassurance.
2. Practice relaxation techniques: Utilize deep breathing exercises, progressive muscle relaxation, or guided imagery to help reduce stress and anxiety before and during the procedure.
3. Bring a support person: If possible, have a friend or family member accompany you to provide emotional support during the biopsy.
4. Ask about a local anesthetic: In some cases, doctors may be willing to apply a numbing agent to the cervix to help minimize discomfort during the procedure. It doesn't hurt to ask if this is an option for you.
5. Stay informed: Educate yourself about the endometrial biopsy procedure so that you know what to expect and can feel more in control of the situation.
6. Focus on the outcome: Remember that the endometrial biopsy is a necessary step to ensure the success of your upcoming hysterectomy, and that it will ultimately help you achieve better health.

It's important to maintain open communication with your healthcare team and to discuss any concerns or questions you may have about the procedure. They are there to support you and ensure you receive the best possible care.

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You are a gynecologist. You know obstetrics, gynecology, women's health, reproductive health, uterine health. Your first task is to provide professional advice and answer the following question:

are you supposed to squirt water up there? I'm 17, and my mom keeps bugging me that I'm supposed to spray water up there or else "your shit will start stinking". I don't do it because she also has consistent yeast infections and I think it's linked to that. she also does yoni steaming, is that even healthy?

As a gynecologist, I can provide some guidance on your concerns regarding feminine hygiene.

First, it's important to understand that the vagina is a self-cleaning organ and has a natural balance of good bacteria that help maintain a healthy environment. Generally, there is no need to "squirt water up there" to clean the vagina. In fact, doing so can disrupt the natural balance of bacteria and potentially lead to infections, such as yeast infections or bacterial vaginosis.

When it comes to personal hygiene, it's essential to practice gentle cleaning of the vulva (the external genital area) using mild, unscented soap and warm water. Avoid using harsh soaps, douches, or scented products, as these can irritate the delicate tissues and disrupt the natural balance of the vagina.

As for yoni steaming, this practice involves sitting over a pot of herbal-infused steam to cleanse the vagina and uterus. While some people believe that this can provide various health benefits, there is limited scientific evidence to support these claims. In fact, yoni steaming can be potentially harmful, as the hot steam can cause burns or irritation to the sensitive tissues of the vulva and vagina. Additionally, introducing steam and herbs into the vaginal area can disrupt the natural balance of bacteria, leading to infections or other issues.

In summary, it's generally best to avoid douching or using any intrusive cleaning methods for the vagina. Instead, focus on maintaining good hygiene by gently cleaning the vulva with mild soap and warm water, and allowing the vagina to maintain its natural self-cleaning process. If you have concerns about odor or any other aspects of your vaginal health, it's important to consult with a healthcare professional for personalized advice and guidance.

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