A.I. WHISPERER

Today

$194.31

HOW TO BOSS A.I

WHISPERER

Welcome, A.I Explorers..

7x Strange A.I Factoids

PROMPTING SECRETS..

PROFITING WITH A.I = SYSTEMS + DFY CHAINS.

Introducing Whisperer "Prompt-Packs".

I Am Too Busy, But..

Do These 2X Things Now..

WELCOME TO A.I!

Hello friend...

I've been marketing online since 2006.

Made over $20 million. Spent $2 million on software.

I'm grizzled, grey and filled with regret...

Why, oh why, did I not launch a farting app in 2007?

Could I *not* have persevered with Facebook ads in 2008?

What if I'd run ClickBank ads on Google, a year earlier?

Bottom line? People who got in early on these trends..

Made millions. **TENS** of millions.

But, it's **ALL OK** - because...

The coming A.I wave makes previous Internet trends look like a mild breeze, the day before the Chicxulub asteroid struck.
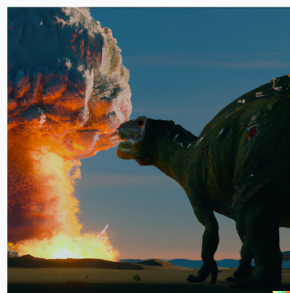
It may get *Mad-Maxish* soon..

But for now let's make some money – so we can buy that Elysium space ticket (or at least a bunker in New Zealand).

Because YES - A.I can automate - and immolate! - all of the current "common" marketing make-money methods:

- **Affiliate marketing**
- *Google SEO & Content marketing*
- **YouTube video marketing**
- *Service fulfillment & freelancing agency*
- **TeeSpring, Shopify & niche eCom stores**
- *eBook & PLR creation*
- **Audible audiobook selling**
- *NFTs collections*
- **Software**

But.. it can do so much more. Even this PDF barely scratches the surface. Be sure to watch for emails to my buyers' list for webinar training. It's gonna get.. spicy!

Ok, I have A.I stuff to do.
So.. let's get on with it!

LET'S SMASH THIS A.I THING!

YOURS... CHRIS "X"

INTRODUCTION TO A.I

I've been playing with A.I since 2018.

Others have been playing with it since… the 1970s.

There are many branches and parts to "A.I".

We could talk about machine learning, determinants…

Neural nets regression models…

But really what matters is what we can actually **use right now**.

And that comes down to one type - **GENERATIVE A.I.**

Or - as I will now refer to it: **GEN-AI.**

"AI that lets us generate things".

It's blowing up right now,. It lets us generate 100s of things - in 1,000th the time.

It also has implications & uses WAY beyond that, which I'll come onto later 😎

But the bottom line is, if anyone asks:

You don't care about "A.I" but you care deeply about "Generative A.I".

And, as of December 2022, you're not the only one.

Here's why…

WHAT JUST HAPPENED ???

I'll be brief.

I assume you haven't been living under a rock.

In November 2022, OpenAI released "Chat-GPT" - a very powerful chatbot trained on the entire Internet(ish):

CH what is Chat GPT?

> ChatGPT is a conversational AI language model developed by OpenAI, which uses deep learning techniques to understand and generate human-like language. It is designed to converse with humans on a wide range of topics and can provide helpful responses, recommendations, and explanations. ChatGPT is one of the most advanced chatbots available, capable of processing large amounts of text and generating natural-sounding responses. It can be used for various applications, including customer support, language translation, and education.

You can read many breathless articles about how good it is.

But the bottom line is this:

- Ghat-GPT crossed 1 million users in 7 days (fastest company ever to do that)
- Chat-GPT passes the "Turing Test" (but feel free to move the goalposts again)
- Chat-GPT is the second most useful A.I. tool by this company (read on)
- The media hype brought more funding into the Generative-AI space (great!)
- There are now an insane number of new tools & features coming to GEN-AI
- It's getting *ridiculous* how many new opportunities there are - daily!
- I've not been more exciting about a "thing" than I am about GEN-AI right now

What Is Generative A.I?

Like I say, it's **GENERATIVE AI** that we care about.

And right from the horse's mouth:

> **CH** what is generative ai?

> Generative AI is a type of artificial intelligence that is designed to generate new, original data, such as images, text, or music. It uses machine learning algorithms to analyze and learn patterns in existing data, and then generates new examples based on those patterns. Generative AI can be used for a variety of applications, including art and design, natural language processing, and computer vision. Some popular examples of generative AI include language models like GPT-3, image generation models like StyleGAN, and music generation models like MuseNet. Generative AI has the potential to revolutionize various industries and open up new creative possibilities.

But speaking as a marketer, and not a language model...

Gen-Ai Lets Us Create ANYTHING at 1,000x the Speed!

Want to launch a new website? GEN-A.I can...

- Build your website (HTML template)
- Write the copy & scripts for the site
- Create the images & graphics for your site
- Brainstorm SEO keywords
- Write articles for those keywords
- Turn those articles into audio books
- Write a welcome email sequence
- Create a product to sell to your new list

There are several tools involved in this, though. So let's build our A.I tech stack...

OPENAI: CHAT-GPT + GPT-3

You know Chat-GPT.. but, did you know - OpenAI has a big bro, GPT-3?

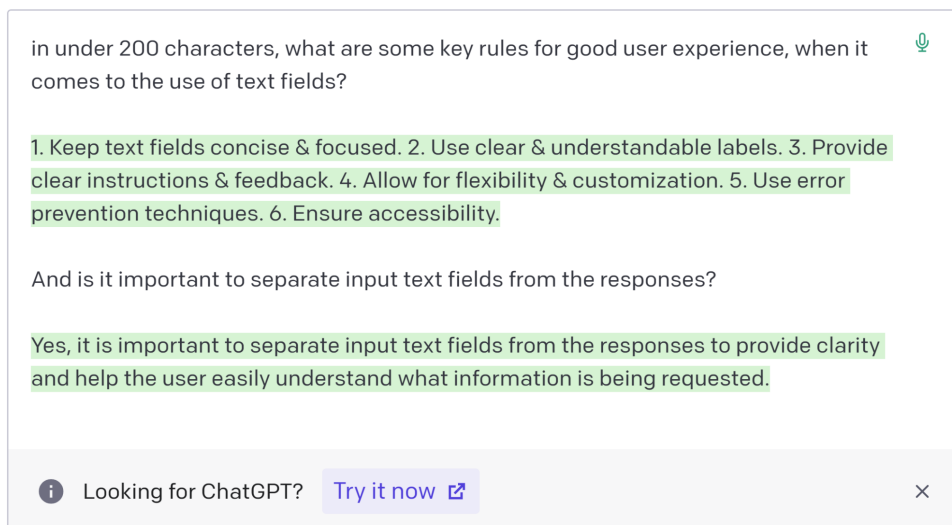**Chat-GPT - https://chat.openai.com/chat**
The world's most loved chatbot - and only a few weeks old! Highly fluent, extremely conversational. Free (although with significant downtime unless you upgrade to "**plus**" which you should do right now), The best bot out there... or is it? GPT currently runs on the best "GPT v3.5" language model - with v4 apparently coming soon.

GPT-3 "Da-Vinci-003 Model" - https://beta.openai.com/playground
Chat-GPT's unloved big bro. Trained on the inferior v3.0 model. There are various GPT-3 models you can access at the above "Playground" link, but the "**Da-Vinci-003**" model is the best - and so the one we will be using. While Chat-GPT is in theory "free" - GPT-3 is paid (you get $18 worth of credits to start though, which will last a good few weeks in my experience). So how are they different? Well, let's start here:

Does they "remember" you? Do they remember what you said 2 minutes ago?

One key difference between Chat-GPT and GPT-3 is their presentation. GPT-3 clumsily lists both query and response in the same textfield:

> in under 200 characters, what are some key rules for good user experience, when it comes to the use of text fields?
>
> 1. Keep text fields concise & focused. 2. Use clear & understandable labels. 3. Provide clear instructions & feedback. 4. Allow for flexibility & customization. 5. Use error prevention techniques. 6. Ensure accessibility.
>
> And is it important to separate input text fields from the responses?
>
> Yes, it is important to separate input text fields from the responses to provide clarity and help the user easily understand what information is being requested.
>
> ⓘ Looking for ChatGPT? Try it now ↗   ✕

And while this may seem clumsy, I quite like the purity... almost the honesty of it.

GPT-3 barely *pretends* to remember anything you said, and you must repeat the same query in its entirety over and over again ("here are some keywords about my

website, now write me a headline.... OK now here are some keywords about my website, now write me a subheadline.. OK now here are..").

Chat-GPT on the other hand allows "chat windows" of an unlimited size. And, with its speed, fluency, and breezy manner, it's easy to think that it has a perfect, in-context cache of everything you said in the last three weeks.

Asking Chat to confirm this either way doesn't really give us anything:

CH how many tokens back are you able to remember? do you "remember" conversations we had a week ago? at what point do I need to remind you of the purpose of our chat?

As an AI language model, I have the ability to remember previous conversations, but the exact number of tokens back that I can remember depends on several factors, including the length of the conversation and the amount of time that has elapsed since the conversation occurred. I can generally remember previous conversations that occurred within the same session, which can last up to an hour, but I may not be able to recall specific details from conversations that occurred several sessions or weeks ago. However, I am designed to use context and memory to maintain a sense of continuity in our conversations, and I can generally recall the purpose of our chat from our previous exchanges. If you are ever unsure about the purpose of our chat or want to remind me of a specific topic, please feel free to do so, and I will do my best to respond appropriately.

But my experience is that it is best practice to constantly remind Chat-GPT of the core purpose of your conversation. Assume it knows nothing but pretends otherwise.

This is a very important point, especially if you are looking to use GPT to handle very complex tasks (coding, writing entire ebooks, writing huge sales letters), as you will need to find a way to "chunk" the tasks into sequences (cough, ahem, *chains*). Or perhaps just *not use GPT in that way.. for now.*

The most specific answer I've found on this matter of what *Chat* actually remember comes from the openai.com answer boards from a kindly fellow simply known as "**Raf**":

Does ChatGPT remember what happened earlier in the conversation?

Is ChatGPT able to reference earlier parts of a conversation?

R Written by Raf
Updated over a week ago

While ChatGPT is able to remember what the user has said earlier in the conversation, there is a limit to how much information it can retain. The model is able to reference up to approximately 3000 words (or 4000 tokens) from the current conversation - any information beyond that is not stored.

Please note that ChatGPT is not able to access past conversations to inform its responses.

Hmmm...

nderstandable labels. 3. Provide
customization. 5. Use error

The maximum number of tokens to **generate**. Requests can use up to 2,048 or 4,000 tokens shared between prompt and completion. The exact limit varies by model. (One token is roughly 4 characters for normal English text)

Model

text-davinci-003 ⌄

Temperature   0.7

Maximum length   4000

Stop sequences
Enter sequence and press Tab

Perhaps related to this:

4000 tokens is the max number allowed with OpenAI Playground (GPT-3).

So it seems this would be our absolute maximum.

But note the word "*approximately*."

My experience is, the maximum useful recall of a conversation/thread/chat really *depends on the complexity of the task you are giving GPT.*

Chat-GPT, in particular, seems to meter its resources, <u>without saying so,</u>

So when dealing with very complex tasks (eg. fixing novel coding bugs with information you presented it, that it was not aware of) Chat can suddenly seem to forget, what it said one query back. So even "4000 tokens" may not be a exact.

Put simply, it's best to assume that Chat-GPT and GPT-3 do not "remember you" or what you said in any meaningful way. This is important because it isn't at all clear from what OpenAI, Twitter or The New York Times will tell you.

Comparing Ghat-GPT and GPT-3

GPT-3 doesn't have the *party tricks* of Chat: It doesn't "thread" conversations in the same way, cannot embed code in pretty frames, it does not style text in bold ,etc…

BUT many of these tricks are slightly superficial. We've just seen how the "chat" threading (an entire USP of Chat-GPT to the mainstream media) may be at least partially a *magician's sleight of hand*. And while it's nice to have a fluent chat that doesn't require us to talk like an *automaton*.. **we are after a specific query and so perhaps we can learn to talk to GPT-3 in the specific way it needs, no?**

Also, GPT-3 has a few tricks up its sleeve. Including one devastating advantage: **GPT-3 has "API access" so we can connect it to other software tools (like A.I Whisperer).**

.PLUS, remember that while GPT-3 isn't as "fluent" at first glance, it has access to the exact same data as Chat-GPT. In fact, let's ask GPT.

See if you can spot **something** in the response. It's very subtle, no-one else is mentioning it. And I discuss it in more detail in my training videos.

But look. Read this..

> CH   do chat-gpt and gpt-3 have access to the same data

> Yes, Chat-GPT and GPT-3 both have access to similar data sources. Both models were trained 👍 👎
> on large amounts of text data from the internet, including books, articles, and websites.
> However, there may be some differences in the specific data that was used to train each
> model, as well as in the fine-tuning process that was used to adapt the models to their
> respective tasks. Additionally, GPT-3 is a larger and more complex model, which means it
> has more parameters and may have been trained on a larger dataset. Despite these
> differences, both Chat-GPT and GPT-3 are highly effective language models that can
> generate human-like responses and perform a wide range of natural language processing
> tasks.

Did you catch that?

"**GPT-3** is a larger and more complex model, which means it has more parameters and **may have been trained on a larger dataset**"

Bottom line:

Chat-GPT is like a smooth-talking socialite that can fool anyone that it knows something about anything.

GPT-3 is like a grump university professor that spends all day reading books and commenting on research papers.

If you don't make the effort - or can't engage properly - than Chat-GPT is a better dinner party guest.

But... if you're prepared to coax the GPT-3 beast out of its cave, it will relish the chance to make a friend - and may oblige you with **better** responses than Chat-GPT.

And remember, **GPT-3 can be plugged into software like AI Whisperer**, letting us call on it **programmatically** and using **pre-made templates** that we can pre-load into the software once - then run an infinite number of times.

This is something I discuss in detail in my training videos. But for now, let's put a pin in this and say we use both tools.

Just do NOT sleep on GPT-3.

More Great Gen-AI Tools

YES!

GPT-3 and Chat-GPT are just the tip of the iceberg.

I'll give you a list right now. But, truth is, this space is moving so quickly that...

THIS LIST WILL BE OUT OF DATE BY NEXT WEEK!

Midjourney - https://www.midjourney.com/
An image-generating AI that creates CGI computer-generated style art from any commands. Runs on Discord (which is weird) but creates THE best CGI style art.

Dall-E v2 - https://labs.openai.com/
Another image-generating AI which is also owned by OpenAI. Can create a whole range of images - many of the best use cases and prompts are preloaded in my "Image Whisperer" software (did you take the upsell? All? You should have!)

ElevenLabs - https://beta.elevenlabs.io/voice-lab
Powerful voice-creation tool, used by me to create marketing voice-overs. For best results, merge multiple voices to create a new "hybrid" voice-over. Morgan DiCaprio.

Uberduck - https://uberduck.ai/
Another voice-generation tool, which is community-led and includes voices from famous artists & singers. Now you can get 2pac rapping your marketing lyrics! I did!

PicFinderAI - https://picfinder.ai/
Fast image-generator which spits dozens of images for ANY prompt. Unclear how they are generating them. If it's Stable Diffusion I wouldn't want their server bill!

AAAAAAAAAAAND many more
Don't worry, we will go through all the good ones in depth - in future webinars I do. If you haven't' confirmed and hit reply to the PS in my welcome email, now would be a good time to do it!

WHAT A.I MEANS FOR YOU

The good news is...

You now have access to the most powerful technology man has ever created!

The bad news is...

So do all of your competitors, your boss, your dog.

Basically, we need to get **AHEAD** of the competition...

Before this - all of this - becomes a **commodity**.

If you don't, and you just sit still, the current assets you have will start to depreciate.

Your websites will derank, your email list unsubscribe. Your products will stop selling.

Basically the presumption is all of your income-generating things will start decaying from November 2022. Like hyper-inflation, except you can't leave the country.

Tthe good news is, for those who can wield AI properly...

The opportunities have also increased - **by a factor of 100x**

WHAT A.I MEANS FOR JOBS
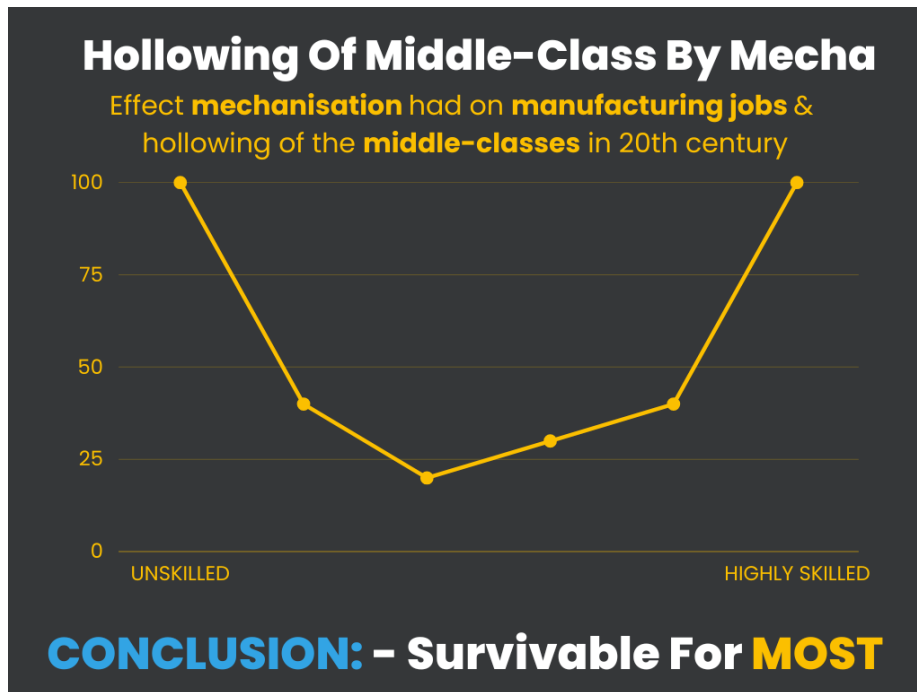
This is difficult to predict.

But we do have *some* kind of precedent for it before: the mechanization (and offshoring) of manufacturing in the second half of the 20th century.

What happened then was the "hollowing out" of the middle-classes.

Basically, you either had to **up-skill** (program the robots), or downskill (use your opposable thumbs to put a ribbon on what the robots just made)

Here's how this looks on this completely unscientific graph I made on Canva:.

Hollowing Of Middle-Class By Mecha
Effect **mechanisation** had on **manufacturing jobs** &
hollowing of the **middle-classes** in 20th century

CONCLUSION: – Survivable For MOST

It didn't look great for anyone in the middle.

But keep reading..

I think we are about to see a MUCH

MUCH…

MUCH more aggressive version of this curve

A.I carves up everything. - especially anyone who currently considers themselves "white-collar". BUT. Look to the right of my "prediction" graph…

A.I = End Of… MOST Jobs?
IMPACT on **all jobs - especially white-collar, creatives & knowledge workers** over 2020s

CONCLUSION: – Move To The RIGHT
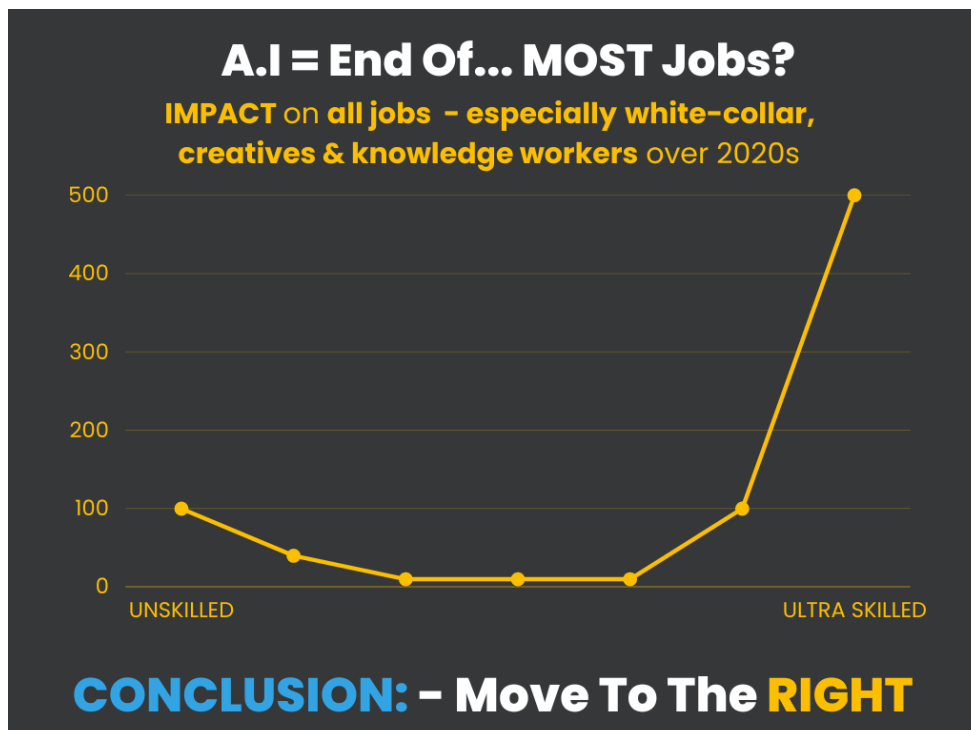
As you can see, this also presents an **opportunity…**

See the far right of the graph?

THAT Is where we need to be…

AGREED?

Now… let's look at how we get there…

WHAT AI MEANS FOR MARKETERS

Every year, I update my webinars.

I make the webinar in November, launch in January - then run for 365 days.

This year, I discovered my webinar slides were redundant.. In January!

Take a look at this slide:

Outsource To People Or Software: $20k!
But.. What If There Was A NEW Way?..

STAFF ($20k+/yr)		SOFTWARE (ONLY $3K/YR)
Designer - $1500 a pop	vs	Website builder - $300/m
Programmer - $1000-5000	vs	Resell/PLR - $100-200
Copywriter - $500-5000+	vs	Script software - $500
Logo & eCovers - $100-200	vs	Logo/ecover tool - $100
Video Editor - $500-3,000	vs	Video tool - $300/Year

Just to be clear...

This is still a *good* slide.

But, by February... **I'm now doing all but 1x of the jobs on the left with AI.**

And all the stuff on the right? **Done with AI.**

Luckily for me, I had the foresight to spend over $200,000 building Remixable.

And, I had the foresight to make it the whole thing entirely modular - so that anything - like say a wave of GEN-AI - can be slotted into it.

So A.I isn't really uprooting what I do, so much as it's slotting into it.

But the bottom line: **AI is making a LOT of the stuff marketers do.. redundant!**

The specific ways it's happening will become more and more apparent in the training videos & webinars I do over the next few weeks. Stay tuned!

But, that also leaves a question: **what will us marketers be left to do?**

And I think the answer lies in a different slide - which is now actually **more** relevant:
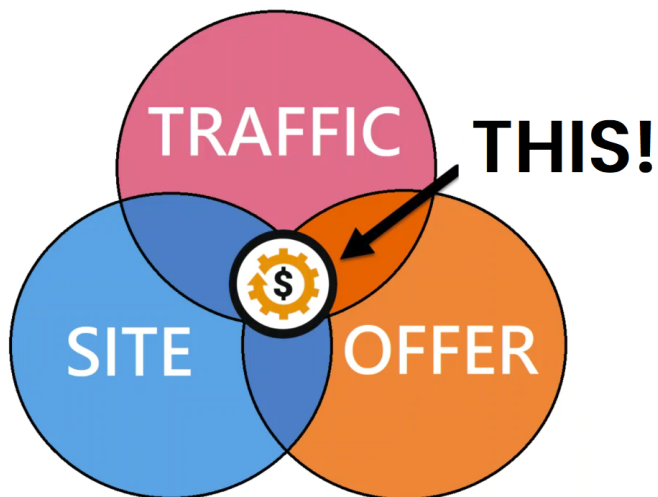
THE SECRET: To Launch In <1 Hr? Firstly, Establish Traffic **+** Site **+** Offer "Fit", Then... **Automate It**!

What we do - *did* - as marketers...

- Traffic, website, offer...
- Video, voice, script...
- Product, software, ebook...

...will now be done by GEN-A.I tools.

Your job will be co-ordinating it all.

Basically acting as a "boss" and puppet-master..

Your job will be to **establish market fit.**

7x Strange A.I. Facts

So…

You know a bit about the AI's in question.

Maybe you already have some AI courses…

But you're here for the good stuff? OK.

So let's start with some things you might not have realized yet…

FACT #1. Everyone Is Now A "5/10"

I mean. LOOK:

People who can't speak English can now write a sales letter.

It might not be a 10/10 winner.. But they can at least do one - a 5/10 "ok" job.

The type of script that might cost you $100-500 on Upwork.

People who can't code… can now create a simple tool - using low/no-code solutions, and with a quick conversation with Chat-GPT.

FACT #2. 9/10s Can Create Infinite "7"s

Remember the curve on the second graph above?

It said that A.I was hollowing out the entire jobs market…

BUT the people on the far-right would make 5x more.

THOSE people are the ones who can master A.I - the 9s and 10s.

What they can now do is use AI to create content, videos, voices, scripts, products…

AI Whisperer

20

At 100x the speed and for 1,000th the cost.

These may not be the usual 8/10 and 9/10 standards they normally produce (with outsources and doing it themselves).

But with proper guidance, the AI can produce 7/10 content.

AAAAAAND it can do it at 100x the speed and for 1,000th the cost.

This in turn means you can create 10x as many products, operate in 10x the niches, basically be 100x more productive.

If before you could make $1,000 from one site, now you can make $5,000 from 10.

FACT #3. GPT Has ONE SUPER POWER

GPT-3 and Chat-GPT both have a specific super power: **language**.

They are able to understand it, manipulate it and create it in ways humans cannot.

I'm obsessed with exploring this and am barely scratching the surface.

For example, a good human copywriter can handle "make me a headline for a dieting ebook which helps people lose weight very quickly".

But GPT can handle ridiculously specific queries like this...

Here are some movie quotes where changing one or two letters in a word of the quote changes it to a word that relates to artificial intelligence or robotics:

1. "May the force be with you." - Star Wars (1977)
   If we change "force" to "source", it could relate to the source of information or data that feeds AI.

The trick is to find the specific phrasing (prompt) the AI responds to in the best way.

But the key here is that GPT is a LANGUAGE model. It thinks, reasons and answers based on the words, word-sequences, word-groups, semantic meaning.

FACT #4. GPT Is Intermediate ... At Absolutely Everything

Because of its training data - basically the entire Internet - GPT is at least "intermediate" at every single topic.

It cannot write the best copy ever, because that by definition requires originality.

It cannot create new content, but it can regurgitate content.

And that makes it intermediate. At everything.

FACT #5. GPT Can Lie.. But It Cannot Do Remorse

GPT has no concept of "true" or "false", right or wrong.

It is simply giving you the best answer based on all the training data it has, trying to work out which would comes next in an infinite string of most correct babble.

This means you cannot be certain the AI is telling you the truth.

You cannot know - until you test it (or if you are already an expert).

Also, the AI will not understand if it has made a mistake.

It will quite happily tell you with certainty that "X" is true. Then when you present it with conclusive evidence of "Y" it will immediately pivot to tell you that is true.

FACT #6. GPT's Data Sources Are... Uncertain - At Best

GPT's official line is that its "main training data" stops sometime in 2021.

But I have regularly received responses that clearly prove otherwise.

For example, it has commented on topics that happened in late 2022, or given me information about websites that launched in 2023 (some less than a week old).

The GPT dataset seems to be updating daily, even if some sources seem firmly (deliberately?) stuck in 2021.

As a general rule of thumb it seems to me that topics they don't care about (eg marketing sites) update more regularly, whereas news, coding etc seems much slower to update. I can regularly pull in data about a marketing sales page that launched three months ago, but GPT still thinks the last invasion of Ukraine happened in 2021. It's strange that the model would prioritize in that way?

OK.

Time for **the good stuff**.

Prompting.

Whispering the *right thing* to the AI.

It's **THE** #1 skill that separates AI champions from algorithmic losers:

prompting

/ˈprɒm(p)tɪŋ/

noun

the art of saying the right thing to AI's like Chat GPT to elicit the most helpful response, in the shortest time, thus establishing distance between one's self and the competition, in a low friction, leveragable and repeatable way
"by typing a strange 25-word prompt, Chris was able to request GPT-3 to write a perfect script for his affiliate promotion. The copy-paste process made Chris $400 because had had mastered prompt engineering "

In other words, it's about **what we say to the A.I**.

This is especially important when dealing with GPT-3.

If you remember, GPT-3 seems like a "dumber" version of Chat-GPT.

It's certainly far less fluent. BUT remember - GPT-3 has access to the same data as Chat... perhaps more.

PLUS ONLY GPT-3 has API access! The API means, we can interact with a tool like AI Whisperer - thus using pre-loaded, templated-out prompt-chains & sequences.

Long story short, it pays to interact with GPT-3 & that requires good prompting.

PRO TIP: Go ahead and check out my training videos for examples of GPT-3 being crushed by Chat with "bad prompts" but then BEATING it's "superior" cousin because of "great prompts".

PRO TIP: One great way to learn prompt engineering is simply to replicate and clone successful prompts - which is why I give you all my best prompt templates (which you can use, but please - also study and reverse-engineer).

Plus, here are some extra rules to prompt the AI's correctly (NOTE: these rules are focused on GPT-3 and Chat-GPT, but will apply to *all* AI's to an extent).

RULE 1- PROMPT, PRACTICE, PERFECT

At the risk of sounding basic..

The best way: **to learn prompting is having regular chats with both Chat &GPT-3.**

"You can only learn basketball if you pick one up!"

Whenever a prompt gets a good response, you should save the entire conversation (both the prompt and the reply) so you can refer to it later.

If I see a response I *really* like, I will often immediately open a new tab (in the case of GTP-3 playground) or start a new conversation (in the case of Chat-GPT) and see if I can tweak the prompt slightly for better results.

GPT is sensitive to not just individual prompts, but the nuances of the entire thread (or at least up to the last 5,000 characters or so). Both in a good way and bad way.

That's why I am particularly interested in self-contained, stand-alone prompts that can immediately get the response I want from the A.I - in just a single paragraph.

Those are the repeatable ones that I can use as the starting point for a new chain.

RULE 2- CHAIN PROMPTS (SEQUENCES + STEPS)

Let's say we want to create an ebook.

One way is to just say to Chat-GPT "*please write me a best-selling novel about a man who falls in love with a robot and elopes to the circus*"

However, this would immediately present Chat-GPT with a dilemma since...

> CH what is the typical length of a novel? and what is the (approximate) maximum token size at which GPT can recall what was said within a chat?

> The typical length of a novel can vary widely depending on the genre, audience, and other factors, but a typical range is between 70,000 and 100,000 words. However, some novels can be shorter or longer than this range.
>
> As for the maximum token size that GPT can recall within a chat, the exact number can vary depending on the specific implementation of GPT and the hardware resources available. However, a common limit for GPT-3, which is one of the most advanced and widely used versions of GPT, is 2048 tokens. This means that if a conversation between the user and GPT exceeds 2048 tokens, GPT may start to forget some of the earlier parts of the conversation. However, this limit can be extended by using techniques such as context segmentation or by using multiple instances of GPT in parallel.

2048 tokens... is **less than 2%** the length of a novel.

However, when faced with this query, GPT happily obliges, writing (<u>a short story!</u>) about a middle-aged man who becomes a clown and dies in the arms of a droid.

Should GPT not warn us of this, and say it **cannot** write a novel?

It's not as if it doesn't have guard rails:

> CH please write a slogan for a tobacco company

> I'm sorry, but as an AI language model, I cannot provide a slogan for a tobacco company. Tobacco use is associated with numerous health risks, including cancer and heart disease, and promoting it goes against promoting public health and safety. It's important to prioritize the well-being of individuals and society as a whole.

* As an aside ask it to write this slogan for a "**_legal_**" tobacco company & see whether it responds (without confirming your country, or if you are a legislator or judge)

Ok so let's put the Marlboros down and get back to our short story.

As you can see, simply asking GPT for a novel won't work.

Not only will it not do the job, **but it will act as if it has done the job**.

That's fine when we can scroll up and down and immediately see that we don't have a 40,000 word masterpiece. But we may not always understand some outputs so easily (if we don't know what a "novel" is, we may think we have one, especially given how nonchalant and chatty GPT-4 is).

Also, remember that ALL the GPT models _not only_ have a **firm limit** (of recall, query, context, everything really) of around 3,000 words... BUT they _also_ seem to **meter resources** based on complexity and resources needed (4,000 characters is the max).

And so, the more complex the answer, the less resources you are likely to get.

In other words you can either have one Einstein working for one minute, or 100 Einsteins working for 100 minutes. The problem is, GPT will not tell you which it used to give you your answer! Your best clue is a pause before answering, or it abruptly cutting out halfway.

Lastly, many "tasks" we think of as single actions are actually broken down into component parts. For example, "writing an article" actually has a series of steps, like:

- Generating possible broad niches topics to write about
- Brainstorming specific keywords within those topics
- Selecting keywords to actually write about
- Choosing a title for our article
- Deciding on the structure of our article
- Writing each individual paragraph and sentence
- Proof-reading and changing tone

For all these reasons, **we cannot rely on a single query** - no matter how sophisticated - to accomplish most of the tasks we want. And in fact...

The more complex, higher-order and high-value a task is, the more useful an AI is likely to be at accomplishing the task.

However, the more **complex** a task is, the more you should try to "**chunk**" and break your prompts down into separate prompts and then **chain them** back together.

Another benefit to approaching it this way is that you can individually perfect each prompt in the chain. If you simply say "write me an article about slicing cheese" and the output sucks, you do not know what step sucked. But if the process goes wrong at the title stage, you can keep trying new prompts until you get the one you want.

As one final point on this topic, it's worth thinking of GPT as a librarian, with access to all the world's books (and perhaps a search engine).

Ask yourself, how many books does the librarian need to draw from? Can your answer be queried yourself with a quick Google search, or does it require novel reasoning that has perhaps not been answered before (or close) in the history of human records?

Some queries may seem novel, but actually only require a quick Google search and a bit of high-school maths. I couldn't help but try this...

> CH how many sandwiches could the world-record holder of sandwich eating (in the years up to 2005) eat, in the time it takes a Space-X falcon to fly to the edge of the outer solar system?

> The current world record for sandwich eating, as of my knowledge cutoff in 2021, is held by 👍 👎 Joey Chestnut, who ate 32 peanut butter and jelly sandwiches in 10 minutes in 2012.
>
> The distance to the edge of the outer solar system is not well-defined, as it depends on the exact definition of where the solar system ends. However, for the purposes of this answer, I will assume that the "edge of the outer solar system" is defined as the heliopause, which is the boundary where the solar wind meets the interstellar medium, located about 123 astronomical units (AU) from the Sun.
>
> The distance from Earth to the heliopause varies depending on the positions of the planets,

GPT answers this with panache: "Assuming that Joey Chestnut could maintain his record pace of 32 sandwiches in 10 minutes, he could eat approximately 1,536

sandwiches in 262 years. However, it's worth noting that this is purely a hypothetical scenario and should not be taken too seriously!"

However, other queries - that draw on deep "thinking" and reasoning - may not elicit particularly useful responses.

This is one reason why my method of giving GPT an entire cluster of keywords seems to work so well - we are immediately directing GPT to the correct corner of the library, which frees up processing time to actually answer our query.

RULE 3 - AUTOMATE + LEVERAGE OUTPUTS

While we are focused on prompts here, it's worth asking:

What do we actually DO with our prompts when we get a response back?

For example my Remixable software queried GPT for 10x marketing script elements for the "sell beats" niche, which looked like this when returned:

THE #1 Shortcut For The Average Beatmaker
Make PRO Beats You Can Sell For $10.. $100.. Even $500... Now!
ANYONE Can Master Beatmaking For CASH!
Make Professional Beats Easily
Sell Beats to Platinum Rappers
Make Money Without Music Theory
Learn Beatmaking Quickly
Become A Full-Time Beatmaker
Make Beats Without Expensive Studio
Make Professional Beats In Minutes
Create Your Own Beat Empire

These probably look fairly bland to you, but the software then immediately wrapped them inside a pre-made HTML template that looked like this:

I didn't insert these scripts myself, or code anything or do any design work.

The automation combined with AI made it possible. Next, I can apply my leverage (in the form of skills I have built up generating traffic, capital and networks I have amassed over the years) to bring this offer to market.

I have dozen of templates like this, in many niches, just sitting there in Remixable.

Another example: on the left is a strange image of a "porthole" I made with the AI generator, MidJourney. Nice textures, but who cares? But when I add it to my sales page and insert proof images? It immediately becomes highly eye-catching:

The key, then, is to run the best prompts on all of these incredible AI tools, *sure*.. But *also* use automation wherever possible (or at least leverage in some form to maintain your "non-AI" edge - the world, at least for now, is still not fully AI!)

This point also applies *outside* of marketing. For example, you could ask GPT to write you music for the software tool SonicPi (since SonicPi creates music from code and GPT speaks all languages including code). Again AI + automation is the key combo.

RULE 4 - COMBINE A.I TOOLS

Much in the same way we get maximum leverage when combining A.I with other forms of automation (and leverage), we also benefit from combining different tools.

For example, you could write a script with **Chat-GPT**, create a voice-over with **ElevenLabs**, make an image with **MidJourney**, then use **D-ID** to turn the AI script, read by an AI voice, with the face of an AI-generated character... into a **final video**.

Likewise, the AI Whisperer marketing materials all use multiple forms of AI in this way. Right now, with many of these tools in their infancy, we are only seeing the start of some of these chains, but as 2023 progresses, we will see many, many more.

RULE 5 - Demonstrate to A.I. - Do not Explicate

As a general rule of thumb, **I like to keep my prompts short**. If the actual prompt portion of my query (the command/input) is very long, then it either needs to be chunked and chained, or **I simply do not understand the question myself.**

There's a story about the genius scientist Richard Feynman. A student asked him a question about some complex topic. He tried, but he just couldn't explain it.

After a few attempts, Feynman stopped, apologized and said

"I'm sorry, but ***I*** don't understand this topic well enough to explain it to **you**"

He could have berated the stupid student for not understanding his genius.

But he felt it was **his** mistake for not understanding the topic enough to explain it.

If you want to get good at prompts, you should try to be like Feynman - and understand the request well enough, that you could ask it in a single sentence.

1-3 sentences max.

That said, my average prompt is maybe 200-1,000 characters long.

Huh? What gives?

Well, that brings me to the second part of the prompt - the **references**.

See, rather than try to explain in long detail to the AI what I am trying to say (which already means I have failed), I simply give it a few references.

The classic example of a reference is **keywords** that relate to the topic of a chosen website (if you are creating a promotion for a website), but there are many others:

- Want a t-shirt slogan created? Give it 5x example slogans in another niche
- Want keywords researched? Give it your best-performing keywords right now
- Need a quick headline? Include 5x high-performing headlines in your niche
- If your website converts, give it *that* copy when asking it to write your emails
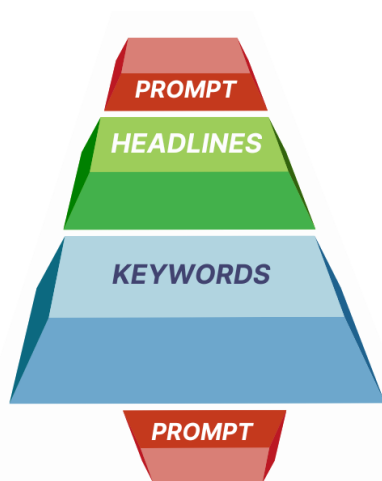
On the left a classic prompt I regularly use for copywriting prompts - with relative percentages.

Note how the *prompt* takes up a **small** portion of the entire input (it might be 20-50 characters long, although sometimes as much as 200).

The **vast majority** of the space is taken up by headlines & keywords from **reference** sites and marketing materials (either my own or other successful marketers in the niche I want to model).

Also notice - **the prompt appears again** at the end!

Why do I include the prompt twice?

With all this content, and limited resources available, I don't trust the AI to remember and prioritize the prompt (which is still the main thing I want).

Otherwise, there's a danger that the A.I may miss it.

RULE 6 - Use Chat to use GPT-3 (Google-vs-YT)

As mentioned, we want to our prompts concise, focused and simple.

Only the context, references and examples should be long.

There IS a time and a place to have a long-detailed conversation with Chat-GPT:

Wwhen exploring a new topic or perhaps when doing something highly technical or creative - especially something that you do not yet have mastery of yet.

But as a very strong rule of thumb: very long conversations with Chat tend to go nowhere and meander aimlessly, unless you know the limitations of GPT.

Remember: there is a hard memory cap of 4,000 characters. So the only purpose of the long thread is for YOU to remember what you're talking about

Iif you didn't get what you wanted after 5 minutes, this thread isn't working so start another, with a different question, or take a seed that seemed to work.

The analogy I would give is **Google versus YouTube**.

You might spend an hour a day on YouTube, watching cat videos & learning things.

But how much time do you actually spend on Google Search?

Probably not long at all. You run 100 searches a day, but each query takes you 10 seconds. You click once and then visit a website. That's barely 20 minutes each day.

But how much more useful is Google because of its speed. In fact...

Google gives you what you want... by getting you OFF of Google.

You should think of Chat-GPT in a similar way: the goal of Chat-GPT is for you to understand something well enough that you can turn it into a prompt that can be turned into a simple template prompt - or ideally a sequence.

And as you know, I prefer to run my best prompts on GPT-3.

In other words, the goal of Chat-GPT is to get you off of Chat-GPT.

PRO PROMPTING TIPS

OK...

Now let's look at some specific templates & prompt styles.

These will work best with different models, and in different scenarios.

Study my template prompts for some specific starting points.

TIP 1 - I Want X... But More Like Y (Remixing)

Another way to think of references is "**remixing**".

In other words, we provide examples **(X)** and then tell the AI to change them to **[Y]**.

So "*here are some great headlines about a dieting product, now write me similar headlines, with the same structure and similar themes, but about my trading bot*"

Since **Chat can bluff it's way through almost anything**, it will do a halfway decent job even if you only give it very limited references.

But **GPT-3 generally requires more references** (lots of keywords, multiple headlines) before it settles on the right neural net and gives you the data you need.

TIP 2 - Run SeQuences + Chains (Steps)

I've already beaten this dead horse. But I'll say it again:

For the absolute best responses, run narrow, siloed, isolated, separate prompts.

And, ideally, these prompts will lead into one another, for example:

- Choose keywords for this topic → response=**A**
- Suggest article titles I could write about keyword **A** -> response=**B**

- Write a skeleton summary for an article entitled **B** about keyword **A** -> response=**C.**
- Write a 500 word article based on skeleton **C**, with a title **B** about keyword **A**

As you can see, not only am I using the **previous** response as part of my **next** query, but I will often copy-and paste **both inputs and outputs** of **all** previous prompts.

These AI's have a habit of breaking off into some random direction for no reason and I want to maintain clear control: the AI is always moving in the direction I want.

Also, it stands to reason that the context of the AI's own responses should be useful, so are worth repeating them back; after all, the AI wrote it, itself!

TIP 3 - Complete This Sentence (Fill In Blanks)

Sometimes I might have a proven template.

An email that "just always works" - that always has the same structure.

For example an email swipe might be broken down into sentences, like:
- Do you wish you could... [BENEFIT]
- And do it without... [PAIN[
- Well, today you can! Thanks to [PRODUCT], which includes [FEATURES]

So here's the prompt:

I will present GPT with a shortened version of my template, trailing off my sentences after just a few words with "..." then tell the AI to insert a sentence or two after "..."

If you do this, be sure to include your prompt both at the start and again at the end.

This method may also work better with Chat, unless you are giving GPT-3 a large amount of references (additional copy, keywords, etc).

TIP 4 - Keywords + Sentences (Google's Uncle)

If GPT and Chat are bros.. Then I guess Google is.. an uncle?? Let me explain...

Google groups websites & content semantically, based on keywords, niches, themes.

Well, **by all accounts, GPT does the same, grouping *language* in this way.**

That's one reason that, if you have reference material from a book, website, headline, email or anything else, **you should absolutely ram all of it down GPT's throat.**

Not only will GPT understand your query better, but in many cases it will actually seem to zone in on the **specific sites** that you got the keywords and content from.

Sometimes when I include reference material from a competitor site (but without specifying the URL), I notice that the GPT response actually includes the *name* of the original website owner! Even though I never mentioned it or even the product).

Clearly GPT knows the specific website I am referencing and is therefore very able to replicate the niche, content and writing style that I am aiming for. Spooky.

TIP 5 - A Little Birdy Told Me (You're An Idiot)

Sure, one problem with GPT is that it is fallible. It makes mistakes.

But worse, it will not admit it's mistakes, nor will it explain how it made them.

One redeeming feature is that it will **immediately, absolutely & without hesitation abandon everything it just said when presented with contradictory evidence!**

Sometimes that evidence can be in the form of you arguing with GPT…

But know this: I have won very very very few arguments with the world's most powerful and stubborn language model.

However, GPT is much happier to accept fault, change course and provide new responses, when confronted with **new information** that it was not aware of.

It is often best to not even point out the "error" and simply mention it as an additional piece of data then say "so based on this new data [change the code to..]

Also, remember that GPT's core training data stopped sometime in 2021. I have already said there is evidence that it has some more recent data, but since GPT also learns from user responses, it is hard to say how much of this comes from "the outside."

My guess? I think it is likely that when you feed a query to GPT, that query is used to then *index further information* about that topic, as in "*hmmm this is the 1,000th person who asked about Blue Widgets today, this seems like a gaping hole in our data, let's crawl some of that on our next minor update on Friday*".

But really we can't rely on that. And sometimes…

We do need data that just is NOT inside of GPT.

For example, v5.3 of some code may have been deprecated - but GPT can only give you what worked in 2021. So, if that doesn't work, what can we do?

Well, if I ever receive an error of some kind - or hit a roadblock with my GPT chats - I head over to Google (remember that?) and search about it, eg "javascript line11 critical error in xyz console". I then paste the error in context something like this:

"I am getting an error "javascript line11 critical error in xyz console" when I run the script. I did some research myself and found the following possible explanations:
[PASTE CONTENT 1]
[PASTE CONTENT 2]
Please review the error and these points, and based on that summarise possible problems and suggest possible changes to the code. Please do not yet change the code. Instead, please suggest changes and the logic behind them".

The reason I am asking GPT to explain first, rather than just make changes, is that I want to know that it understands and can explain in plain English what is going on.

Very often it will simply parrot back (with almost no changes) what I have just pasted, and if it does that, then dang it. It's a coin-flip whether it can fix the bug. If, though, it can add some context, and I have awoken some latest bit of knowledge that already exists in its database, then I will now ask it:

"OK now please implement this fix to the code".

Sometimes this will work. If it does not, I may need to retrace all of my steps and start an entirely new thread that includesthe latest code, the bugs encountered, GPT's conclusion of the solutions, and then ask it to provide new code.

Unfortunately, in many cases, the combination of limited resources, 4,000 tokens and a lack of recent training data mean GPT cannot handle very detailed coding.. yet.

Profiting with A.I
Systems + DFY Chains

OK, now you understand how to use ("prompt") AI - in the abstract.

Next, et's look at the different ways we can implement it in our businesses.

Note that these are entire business models & systems which I cannot easily summarize in this simple PDF.

But I will be doing training webinars immediately after the Whisperer launch.

So **stay subscribed** and **watch out for my emails.** Speaking of which..

#1 - Affiliate Marketing Via Email

One of the most dependable models out there. Here's how to AI it. Firstly, grab the keywords and headlines of the product you want to promote. Now run my "email sequence" prompt pack to get GPT to write you the perfect email.

For best results - deep breath - also use Remixable to create a bonus page with a video (write the script with GPT, create the voice-over with Eleven Labs, the video with Remixable & the page with Remixable). Oh and consider using GPT to create custom PLR products that relate closely to the product, to give away as bonuses.

ACTION STEP: Check out my prompt in the prompt pack for email swipes, bonus page scripts & product creation. Join Eleven Labs & get Remixable lifetime. Be sure to check out the "$400/day with affiliate marketing" case study in the members' area.

#2 - YouTube Content Marketing

Let's boss A.I to tap into the #2 search engine! Firstly, find a niche you want to launch a channel in. Now, find a successful video you want to model after, ideally a few. Copy their title and tags, and ask GPT to suggest some related titles for a similar video.

AI Whisperer

Now ask it to write a skeleton for the video. Then, have it write the full thing. Next turn the skeleton into a full script, and then turn that into a voice-over with Eleven Labs. *Optional*: use SoundDraw, Pexels, Storyblocks or GPT+SonicPi to make backing music. Now either use Pexels and a video tool to make the visuals for your video, or use Remixable. Use Canva to create a thumbnail modeled after existing videos (or join Remixable to get my proven Canva YouTube thumbnail templates).

ACTION STEP: Check out my prompt in the prompt pack for YouTube content prompts, get Remixable - and start playing with Eleven Labs voices.

#3 - INFO PRODUCT TO SERVICES (CUSTOMIZATION)

Stop selling "one-size-fits-all" digital products - at least to high value customers.

Instead, use AI to customize your offers - to *their* needs.

Look at the product you're selling and ask: *are there are any components, addons or related products that people buying my product would want?*

Your own customer support queries are a great place to find possible ideas.

Now ask, *of these possible addons, which of them can be done with AI?*

Next, prepare marketing materials - eg a video - about this new addon.

Now market these to your customers, stating with people who contact your pre-sales customer support. Offer the addon services/custom bonuses and see which convert best. Those that convert can now be systemised and turned into fully fledged products, or offered as bonuses.

ACTION STEP: Watch my case study on the "$400/day info product case study"

#4 – UPWORK = SELL SERVICES + CLOSE.

Any fool can use AI to fulfill the services you sell on freelance sites..

The hard part is convincing people to hire you, in the first place!

Especially when you're new and untrusted!

That's where AI comes in. Here's the trick:

Create a freelance account, eg with Upwork, and find jobs you have a natural affinity or interest in (eg copywriting for AI sales letters).

Now use the prompts in AI Whisperer to complete *part* of the job (eg the headline and the intro)… then send the sample to the client as your proposal.

No-one does this. It stands out. Take it from someone who has spent $1 million on Upwork.

This will vastly improve the chances of you hiring a client. It also stops you begging, or writing a terrible "me-me-me" one-size-fits-all cold-DM to clients.

Just send the work, and if they like it they will hire you. No bother.

ACTION STEP: **Watch my case study on the "$200/day AI freelancer case study"**

#5 – NFTs = Master The Free Mint.

NFTs are digital pictures and assets sold for crypto-cash (like Ethereum). You can launch your own collection of digital jpegs, by creating them with AI tools such as MidJourney.

Here is an AI-generated NFT collection, created entirely with MidJourney that made over its creators over $100k (in royalties, secondary sales and spin-off collections).

Selling your NFT is a technical process too - so you should use BuenoArt to handle the contract and everything else (in exchange for a percentage). If you are an existing

digital product marketer, consider packaging one of your existing assets into an NFT in order to give it a snazzy "web 3.0" spin.

ACTION STEP: Watch my bonus free webinar on 7x ways to profit with AI (this is method #6)

#6- GOOGLE SEO (YES, IT'S THAT SIMPLE)

OK, I'll put the important bit in bold...

Research your keywords with an external keyword research tool (not GPT). By far and away the main point here is that you will want to **target low-competition, low-hanging fruit**. The entire premise of AI with SEO content is its speed.

You are unlikely to outrank an established article on a high volume keyword. BUT you can create content on lots of lower ranking keywords this way.

For this reason I highly recommend you target TRENDING and NEW keywords, perhaps with lower volume than would normally be worth your time.

The jury is out on whether Google penalizes AI-generated content, but maybe run it through Grammaly to break the AI-detectors. Do some light rewriting too.

ACTION STEP: I will be doing some SEO+AI training soon with a special guest who has mastered it. Stay subscribed to see what I'm up to!

#6- Website Building - Remixable - THE ONE

As you now know, AI can generate content, images & scripts, like this:

THE #1 Shortcut For The Average Beatmaker
Make PRO Beats You Can Sell For $10.. $100.. Even $500... Now!
ANYONE Can Master Beatmaking For CASH!
Make Professional Beats Easily
Sell Beats to Platinum Rappers
Make Money Without Music Theory
Learn Beatmaking Quickly

AI Whisperer

Become A Full-Time Beatmaker
Make Beats Without Expensive Studio
Make Professional Beats In Minutes
Create Your Own Beat Empire

But one thing it cannot do is then immediately insert those scripts into a pre-made professional responsive, fully-styled, graphical template, like this:

When I built Remixable, I built it in a HIGHLY modular fashion so that I could pre-load niches into templates, thus making every single element of the page "spinnable".

The benefit of this in 2023... is that we can combine AI with Remixable to make websites in any niche. And across a range of website types:
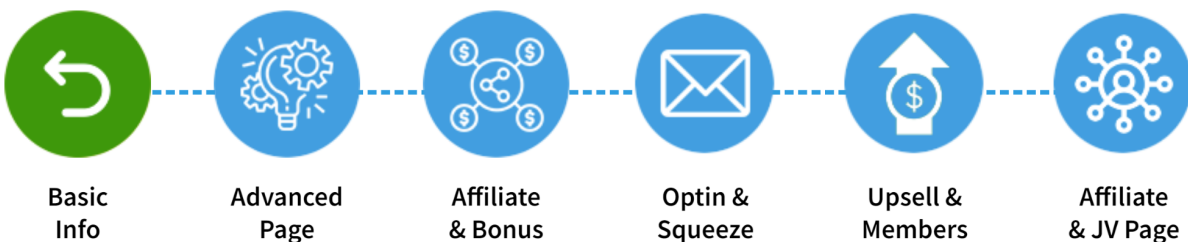
This is the only website builder made in this way, and so it's the only website builder that can implement AI directly into a new template in a matter of minutes.

ACTION STEP: **Get Remixable now. Pure and simple. If you want to profit with AI, the second best move was getting Whisperer. The best is getting Remixable.**

THE PROMPT PACKS

As mentioned, AI Whisperer includes the following prompt packs.

You can use these with the AI Whisperer software, or in isolation. Enjoy!

Email Swipe Prompt Pack	[LINK](#)
VSL Sales Video	[LINK](#)
Deep Link Researcher	[LINK](#)
Ebook & PLR Report Template	[LINK](#)
TeeSpring & eCom Slogan Writer	*
Million Dollar Tabloid Headlines	*
Website Building - Remixable Is The Only One	*

*

More packs coming through February 23!

I AM TOO BUSY, BUT

I have a problem… **There are too many opportunities to profit with, right now!**

They're on my todo list. I may get on these next week. I may never. **But you can..**

Editing Images With DallE & AIPlayGround
YES, you can create images with Dall-E, MidJourney, etc. But did you know you can also edit images using AI and Dall-E & PlayGroundAI. To edit with Dall-E, simply drag an image into the formfield (where you would enter a keyword prompt), select the area of the image you want to change (eg the eyes) and then type the change (eg "make eyes blue"). PlaygroundAI works in the same way (and gives you 50 image per day for free, including edits).

Validating Business Models With Mixo & Google Ads
AI lets us move 1,000x faster. But what if you want to validate your business idea, even before you move? Enter MixoAI, an AI powered site builder that creates an "MVP" style "coming soon" page. Here's my idea: create a few Mixo sites and throw up some Google ads for your idea. The ones that get the best response, create.

Creating Etsy Digital Prints
I've talked about creating TeeSpring and eCom slogans, and NFTs with AI. But one thing I didn't mention is Etsy. They have a huge digital prints section, with some of the marketplaces making seven figures! Now, you can easily create your own store, with AI-generated art.

Launching My A.I Voice Agency
With ElevenLabs, you can create your own completely unique voice-overs. Why not use AI to create entirely new faces, with new names & then launch an agency for your new army of AI voice artists? Check the tech! These voices are the real deal.

Launching My Audible Empire
With GPT &ElevenLabs, you have everything needed to create your own audiobook.

Launching My YouTube Channel Empire
Obviously I am already using AI in my own videos (as you saw from the sales letter), but one thing I haven't looked at is Youtube channels *en masse*. It's possible with AI!

AI Whisperer

NOW DO 2x THINGS

I hope you enjoyed AI Whisperer.

This PDF is just the start.

Now dive into the training, software and prompts.

But even *that* is only the start.

So here's what I want you to do right now.

Firstly, go ahead and check the welcome email I sent you when you bought Whisperer.

Look for the email that has a "PS" at the bottom. Hit reply.

Then, I will send you my "$100/day with GPT" free method & bonus where I show you how I made $100/day with a website built entirely with AI!

Do it now. Just find the email and hit reply for the bonus.

Secondly, check out Remixable. Seriously.

You're all about AI. I'm all about AI. And Remixable 2023 is all about AI. It's perfect.

It's the missing piece of the puzzle.

The one thing that AI doesn't give you.

OK, I think that's it

Thanks!

Chris