

M2AIT WORKSHOP

TRANSFORMING IDEAS INTO BUSINESS ASSETS WITH AI TOOLS

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Overview

In this segment, I will show you:

- **Brief introduction to AI and how it works**
- **AI tools for content creation**
- **Prompting right**
- **How to use AI to articulate the ideas in your head for your brand/business**
- **How to transform these ideas into valuable content using AI tools like Claude**
- **How to use AI to craft content like blogs, emails, letters, and sales copies that are tailored to suit your unique audience**
- **Latest ChatGPT trick to make your content sound like you**
- **How to generate images using AI**
- **How to monetize your AI content**



What is AI?

- ▶ Artificial Intelligence in simple terms is the ability of machines to process information intelligently like humans and act accordingly.
- ▶ It is a broad field of computer science where machines are trained to think and act like humans at a very high speed.
- ▶ **NOTE:** This workshop covers just a few aspects of AI.



How AI Works

- ▶ AI systems are trained with large amount of data
- ▶ The system accepts the data, analyzes it, studies it, checking for patterns and correlations and then uses these patterns to make decisions for similar situations presented before it in the future.
- ▶ There are systems that are trained to do a particular job thoroughly and there are some other AI trained to generate brand new and original content based on the data they have been trained with. These are called **Generative AI**.



Traditional AI vs. Generative AI

Traditional AI:

- ▶ Traditional AI is like a smart robot that's really good at one specific task.
- ▶ It follows pre-set rules and learns from data to make decisions, but it doesn't invent new things.
- ▶ Examples: voice assistants like Siri, recommendation engines on Netflix, Google's search algorithm, etc.

Generative AI:

- ▶ Generative AI is the next level of AI; it can create entirely new content.
- ▶ It can create not just text but also images, music, and even computer code.
- ▶ Examples: ChatGPT, Bard, MidJourney, etc.

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AI Tools For Content Creation

Some of the best tools for content creation are:

- Google Bard
- ChatGPT
- MidJourney
- Bing
- DALL-E
- Claude
- HeyGen

Content range from text, photos, videos, code, data, or 3D renderings.



AI Writing Tools

Examples include:

- ▶ Poe
- ▶ ChatGPT
- ▶ Bard
- ▶ Storybird
- ▶ Jasper
- ▶ Rytr
- ▶ Copy.ai
- ▶ Grammarly
- ▶ One look Thesraus
- ▶ Plagiarism checker
- ▶ Cliche finder
- ▶ Quillbot
- ▶ ProWriting Aid
- ▶ Hemming way
- ▶ Tinywow



AI Image Generation Tools

Examples include

- Bing
- Canva
- Fotor
- Remini
- Midjourney
- Blue Willow
- Ideogram
- Stable Diffusion
- Imagine
- Looka
- DALL-E
- Adobe Photoshop, firefly
- PicsArt
- Photolab
- Facetune



PROMPTS

- ▶ In AI, a prompt is a text or phrase that tells an AI tool what you want it to do and how you want it done.
- ▶ Prompts are used as creative or instructional cues to inspire and guide the creation of written content, artwork, or any other form of creative expression. They serve as starting points or catalysts to help generate ideas and encourage the creative process.



Prompting Tips

- ▶ **Be clear and concise.** Prompts should be clear and concise so that the image generation model knows exactly what you are asking for.
- ▶ **Be specific.** The more specific the prompt, the more likely it is that the image generation model will generate an accurate image.
- ▶ **Use keywords.** When creating prompts, use keywords that are relevant to the image you want to generate.
- ▶ **Be creative.** Don't be afraid to experiment with different prompts and see what kind of images they generate
- ▶ **Iterate and Refine:** Revise and refine your work based on the initial prompt. Edit, add details, or experiment until you're satisfied with the final result.
- ▶ **Be detailed where necessary:** For instance including a phrase like “art trending on artstation” gives the tool further insight on how detailed you want your artwork generated.

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BRAINSTORMING WITH AI


Articulate the ideas in your head for your brand/business

- ▶ Define Your Brand/ Business Vision
- ▶ Identify Key Areas for Articulation
- ▶ Choose the Right AI Tool
- ▶ Craft Your Prompt
- ▶ Engage with the AI Tool
- ▶ Review and Refine
- ▶ Iterate and Iterate
- ▶ Add Personal Touch
- ▶ Quality Assurance

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Transforming Your Ideas Into Valuable Content

➡ ***Case study of a hair vendor***



Case Study of a Teacher/ Lecturer



THINK!

- ▶ **WHAT AI TOOL WILL DELIVER THIS JOB MOST EFFECTIVELY?**

[Choose the right tool, then make it understand your need]

- ▶ What do I want to achieve with this content? (goal)
- ▶ Who is this message meant for? (Ideal customer persona)
- ▶ Which of their pain points can I reach?
- ▶ How can my product/service provide a solution?

- ▶ **WHO DO I NEED THIS AI TOOL TO BE IN ORDER TO DELIVER THIS JOB EFFECTIVELY?**



Crafting (written) Content Tailored to Suit Your Audience Using the **GEARS** formula

Depending on the case, infuse the following into your prompt

Goal

Example

Action

Role

Scenario

- Role: What do you want the tool to act like?
- Goal: What do you want to achieve with the prompt? (Your expectation)
- Scenario: What is the current situation? (Give context)
- Action: What do you want it to write? (Task)
- Example: Do you have a specific style or reference in mind? Input it.

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Humanizing Your Written Content

WHY IS THIS IMPORTANT?

- ▶ Credibility
- ▶ Trust
- ▶ Better understanding
- ▶ More platform friendly
- ▶ Improved engagement
- ▶ Brand personality
- ▶ Ethical use



How to Make Your Content Sound Less Robotic and More Like You.

- ▶ Customize your ChatGPT account to suit your personal/business brand
- ▶ Cross-check references where necessary (for research works)
- ▶ Substitute AI generic terms like “Unlock”, “Unleash”, “Empower”, etc.
- ▶ Remove unnecessary emojis
- ▶ Set the tone sometimes by drafting your content and using AI for refinement
- ▶ Proofread and infuse your own talking style
- ▶ Infuse jokes or sarcasm if it's your style and if appropriate
- ▶ Use contractions to sound less formal
- ▶ Infuse emotions to make your content more relatable
- ▶ Infuse real life scenarios
- ▶ Look out for unnecessary repetitions
- ▶ Use conversational tone with words like ‘I’, ‘You’, ‘We’, etc.

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TIPS FOR BEST OUTPUT

- Use AI tools in collaboration (this applies to image generation too)
- Try the same prompt across platforms
- Humanize written content



IMAGE GENERATION & ENHANCEMENT

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Who Needs To Learn Image Generation?

- ▶ Teachers; for illustrations
- ▶ Authors; book cover designs, colouring pages
- ▶ Bloggers; blog images
- ▶ Business owners; sponsored ads
- ▶ Social media managers; high quality images to boost engagement
- ▶ YouTube content creators; illustrations
- ▶ Web designers; website images

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Crafting Suitable Prompts for Image Generation

Depending on the case, CONSIDER:

- ▶ The most appropriate tool
- ▶ The specific **themes, styles, or concepts** you want to convey through the image
- ▶ Craft your prompt
- ▶ Refine where necessary
- ▶ Customize and enhance where needed
- ▶ Iterate and experiment to your taste

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Legal Considerations

- ▶ Ensure that the images generated comply with copyright laws and usage rights. Avoid using images that may infringe upon intellectual property rights or violate any legal restrictions.



Keywords

- Subject
- Colour
- Landscape
- Lighting
- Style/ medium
- Artist
- Camera
- Resolution
- Mood

Examples of Styles

- ▶ 3D Model
- ▶ Analog Film
- ▶ Anime
- ▶ Cinematic
- ▶ Comic Book
- ▶ Craft Clay
- ▶ Digital Art
- ▶ Enhance
- ▶ Fantasy Art
- ▶ Isometric
- ▶ Line Art
- ▶ Lowpoly
- ▶ Neonpunk
- ▶ Origami
- ▶ Photographic
- ▶ Pixel Art
- ▶ Texture



Lightings

- **Cinematic lighting:** For a more dramatic effect
- **Soft lighting/softbox lighting:** To create a softer and more subtle feel
- **Dappled lighting:** For a dreamy look that speaks to dappled sun rays
- **Bright lighting:** For a lively and energetic feel
- **Ambient lighting:** For a more muted and subtle look
- **Flat lighting:** For a flatter and more even look
- **Backlit:** To add depth, contrast, and drama
- **Volumetric lighting:** To create a mysterious atmosphere with beams of light



Artists



- ▶ Andy Warhol
- ▶ Ansel Adams
- ▶ Leonardo da Vinci
- ▶ Jackson Pollock
- ▶ Pablo Picasso
- ▶ Salvador Dali



Landscape

- ▶ Surreal landscape
- ▶ Unreal landscape (this might simulate an [Unreal Engine](#) 3D aesthetic)
- ▶ Fantasy landscape
- ▶ Sci-fi landscape
- ▶ Desert landscape
- ▶ Tropical paradise
- ▶ Rainforest scenery
- ▶ Expansive mountain range
- ▶ Cityscape

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Colour

- ▶ Retro colors
- ▶ Vivid colors
- ▶ Pastel colors
- ▶ Neon colors
- ▶ Earthy tones
- ▶ Primary colors
- ▶ Monochromatic colors
- ▶ Jewel tones



Subject



- ▶ Fantasy creature
- ▶ Mythological creature
- ▶ Spaceship / space station
- ▶ Ancient temple
- ▶ Modern minimalist architecture
- ▶ Sophisticated robot
- ▶ Rose flower bouquet

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Resolution

- ▶ Ultra photoreal
- ▶ Intricate details
- ▶ Photorealistic
- ▶ Ultra detailed
- ▶ 4K
- ▶ 8K



Practice



More Tips To Get Best Results From AI Tools

- ▶ Experiment the same prompt across similar platforms to determine which is best for you.
- ▶ Regenerate response and compare. You can borrow bits and pieces for different responses to craft a unique content.
- ▶ Modify or generate new sections by engaging the follow-up suggested questions on the AI platform. Ask questions like 'how', 'why', 'when', etc.
- ▶ Use keywords

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How To Make Profits Using AI Tools

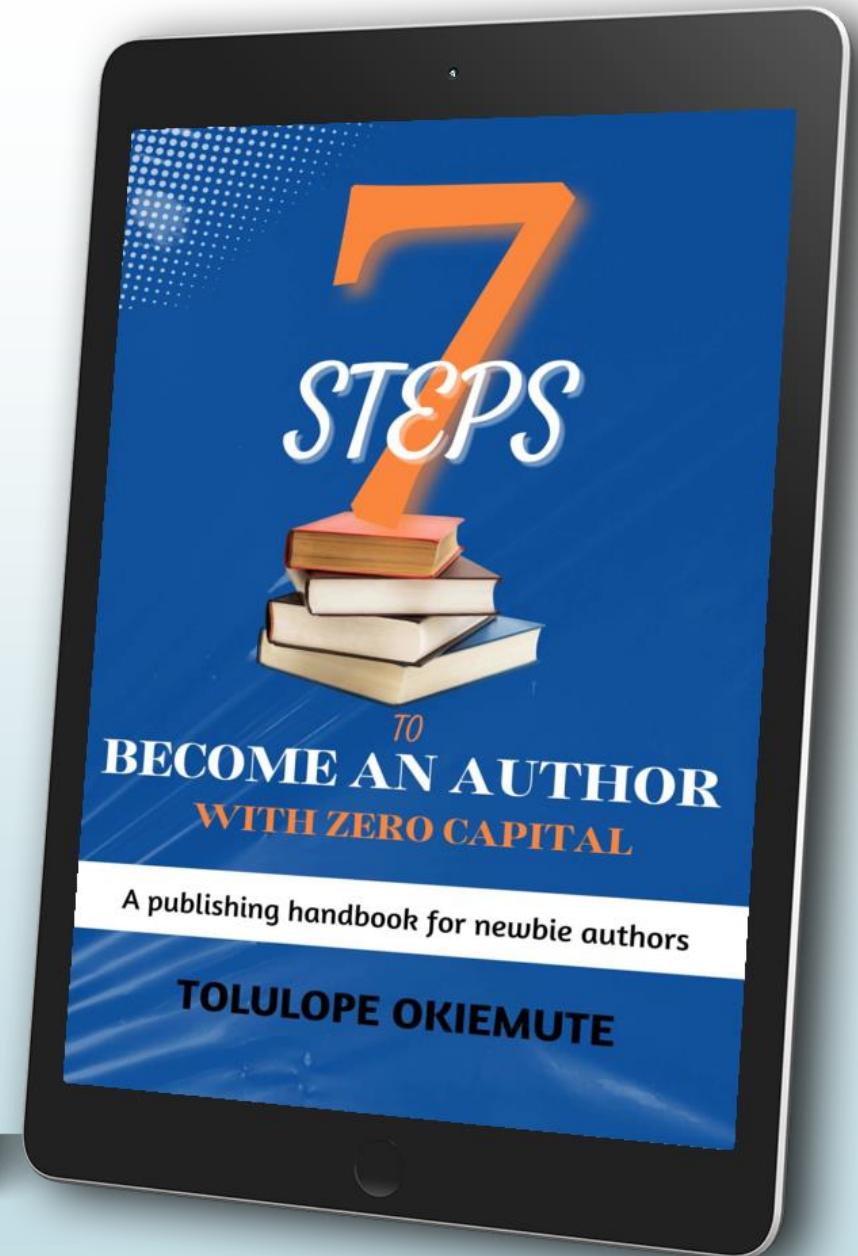
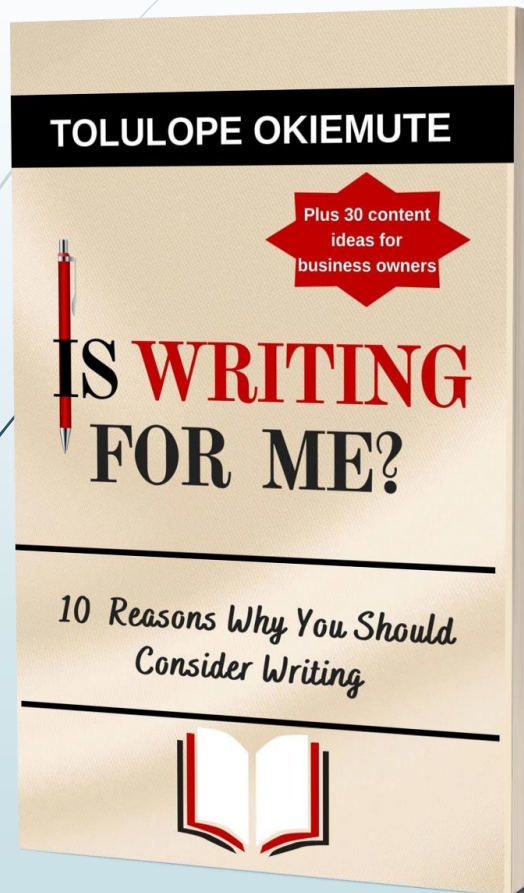
- ▶ Depending on your niche, generate different content and save in a portfolio
- ▶ Try your hands on different kinds of content. E.g. Letters, social media posts, ad copies, blogs, recipe books, eBooks, courses, images, email copy, etc.
- ▶ Market them
- ▶ Create images for a YouTube channel
- ▶ Leverage social media to showcase yourself consistently
- ▶ Volunteer to work for brands
- ▶ Ask for referrals
- ▶ Conduct trainings
- ▶ Sell your books, courses



➡ **KEEP LEARNING**

➡ **PRACTICE! PRACTICE!! PRACTICE!!!**

Some of My Books





Aspiring Writer?

- ▶ What if I take you by the hand and guide you to becoming a Pro in writing?
- ▶ Imagine being able to master the art of writing non-fictional write-ups for blog writing, social media content, book creation, etc.
- ▶ Would you like to build your self-confidence in writing creatively?



Introducing Non-fiction Mastery & Monetization Course (NMMC)

7 MODULES TO BE COVERED

- 1- Mindset and goals
- 2- Fundamentals of writing
- 3- Content creation
- 4- Branding
- 5- Editing and formatting
- 6- Book cover design
- 7- Publishing and marketing

What You Will Learn in the NMMC

- ▶ * How to develop a growth mindset as a nonfiction writer
- ▶ * How to set realistic and achievable writing goals
- ▶ * How to choose a nonfiction writing niche
- ▶ * The elements of nonfiction writing
- ▶ * How to conduct research to support your writing
- ▶ * How to write clear and concise prose
- ▶ * How to use storytelling techniques in nonfiction writing
- ▶ * How to write blog posts, articles, and other types of nonfiction content
- ▶ * How to promote your nonfiction content online
- ▶ * How to create a strong author brand
- ▶ * How to use social media to build your nonfiction brand
- ▶ * How to edit and format your nonfiction book for publication
- ▶ * How to design a book cover that will sell your nonfiction book
- ▶ * How to write compelling book descriptions that will make readers want to buy your book
- ▶ * How to write effective marketing copies that will promote your book to readers
- ▶ * How to get a book cover design that attracts readers
- ▶ * How to self-publish your nonfiction book
- ▶ * How to market your nonfiction book to readers



Bonus offer {24 hours}

➤ **20% Discount for the next 24 hours**

➤ ~~**[N10,000]**~~ **Original price**

➤ **N8,000 (Discount)**

Invest in yourself and in your loved one!



Would you prefer?

A 30-Day Prompt Writing Challenge

This might just be the stepping stone you need to:

- **Improve your writing skills:** By using prompts, you'll learn to think creatively and develop your own unique voice.
- **Increase your productivity:** With a daily prompt, you'll have a constant stream of ideas to work with, no more writer's block!
- **Grow engagement on your social media posts:** Connect with other creatives, build relationships, and grow your following.
- **Get inspired and stay accountable:** The challenge will keep you motivated and excited about creating content.
- **Get some exposure:** Who knows? Your work might just go viral!



Benefits

Prizes to the top 3 participants with the most creative and engaging content

- ▶ 1st prize: A 30-minute consultation session with me to help you refine your content strategy and take your skills to the next level.
- ▶ 2nd prize: A feature on my social media page, showcasing your work to my entire community.
- ▶ 3rd prize: A certificate of completion to display on your social media profiles, acknowledging your participation and dedication to the challenge.



Giveaway Commitment Fee

 **~~N~~1,000 only**



Send a message via WhatsApp for
further details: **07062313476**