



Strategies for Incorporating ChatGPT into the Digital Marketing Education Curriculum

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Agenda

- Generative AI's Impact on Marketing
- Course Structure
 - Pre-Covid
 - Post-Covid
- Class Example
- Sample Assignments
- Student Feedback
- Challenges with incorporating Generative AI

About Us



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Bauer College 2021
Innovation in Experiential Learning
Award Winners

Generative AI's Impact on Marketing (and SMB's)



AI is the
new David
and Goliath

Think Big With AI

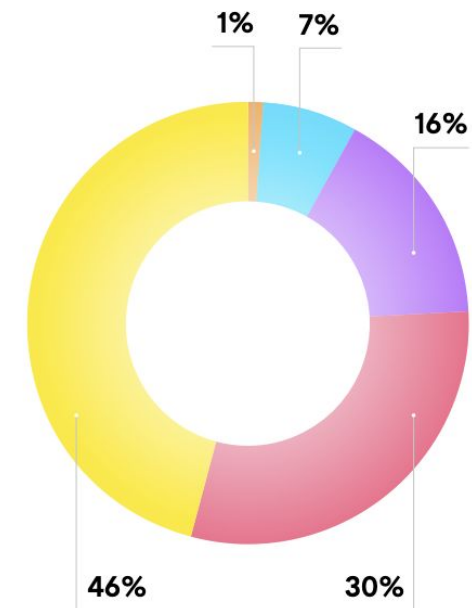
Transforming
Small Business
Content
Marketing

The 2024
Report



Company size

- Micro-business (1 to 9 employees)
- Small business (10 to 49 employees)
- Medium-sized business (50 to 249 employees)
- Large business (250 employees and more)
- Agency



2,600+
businesses surveyed

8
content experts
interviewed

700
consumers polled

A Few of the **Key Findings**

67%

of small businesses **already use AI** for content and SEO

68%

of businesses report increased content marketing ROI **with AI**

65%

of companies achieve better SEO results **thanks to AI**

49%

of AI users craft complex, **multi-step AI prompts**

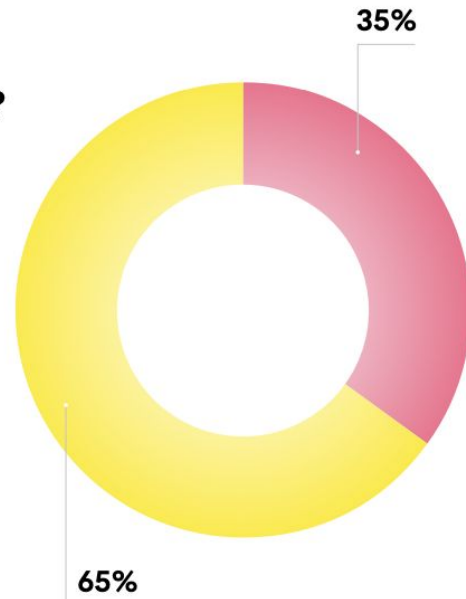
99%

use other tools for content and SEO in addition **to AI**

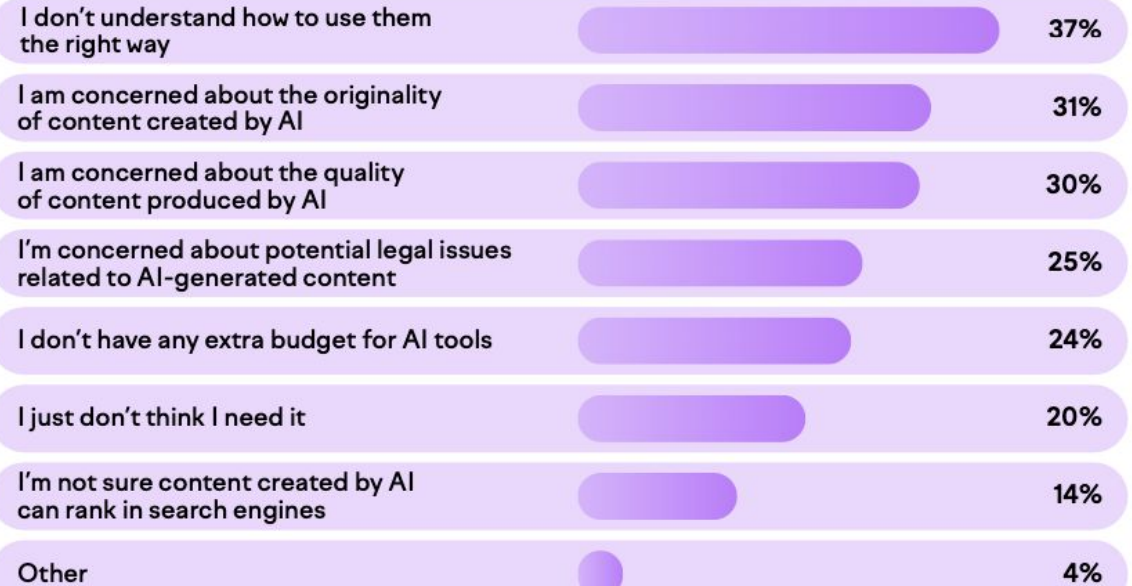
Real-life customers seem to engage more with AI-written copy

Were you aware that AI can assist in content marketing and SEO prior to this survey?

- Yes
- No



What stops you from using AI tools for content marketing?

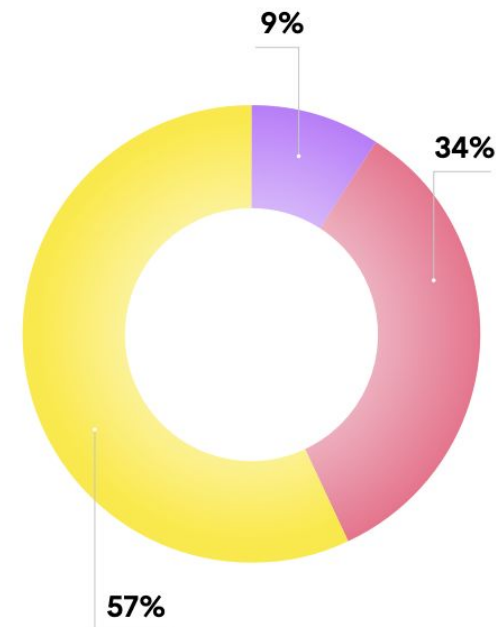


The Future: Might Non-adopters Reconsider Their Use of AI?

Just 9% of respondents remain staunchly averse to the idea of using any form of AI in their content marketing or SEO. The rest are open to reconsidering or are still undecided.

Are you open to reconsidering the use of AI for content in the future?

- Yes
- I'm not sure
- No



What AI content tools are used for



What AI content tools are used for

Researching content and topic ideas 58%

Rewriting and paraphrasing text 52%

Writing content from scratch 50%

Creating a content marketing strategy

Expanding text—adding more content and ideas

Creating content outlines

Optimizing copy for target keywords

Audience research

Improving the copy's readability 29%

Creating content briefs 27%

Improving the copy's tone of voice 26%

Writing meta tags 23%

Optimizing written content for a specific audience 23%

Creating visual content (images, video) 23%

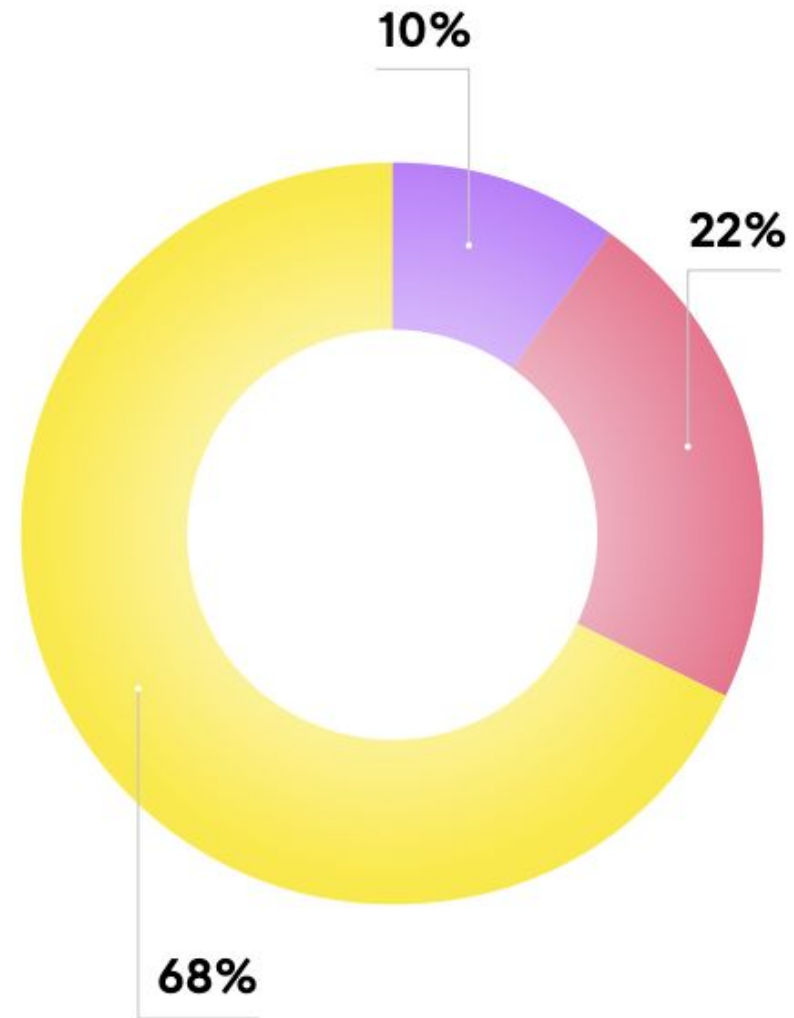
Avoiding plagiarism 20%

Grouping and clustering keywords 16%

Content localization and translation 9%

Are you planning to invest in AI tools for content marketing and SEO in the near future?

- Yes
- Not sure
- No



Humans Go Head to Head Against AI Writers

Can AI copy truly resonate with our customers?

We tried a fun experiment, pitting humans against machines to see who would come out on top when it came to writing copy.

Let's see what we found out.

We surveyed over 700 consumers in the US, showing them different versions of content in different formats, with two versions per format.

We had a very even distribution of respondents identifying as males and females (50.2% versus 49.5% respectively).

38% of the respondents were in the age group of 25-44, 12%—18-24, 18%—45-54, and 32%—55 and older.

Example Battle:

The task Write a short social media ad to promote a family-friendly resort in Spain.

Human result	AI result
<p>Save 15% on family-friendly luxury</p> <p>A relaxing family vacation? It IS possible. Experience Blue Lagoon's new restaurants, pools, and more. Book now for 15% off.</p> <p>Book my trip!</p>	<p>Blue Lagoon Resort: Your Family Paradise in Spain!</p> <p>Enjoy the ultimate vacation with family-friendly activities, brand-new amenities, and a serene beachside experience. Now offering a special 15% discount for a limited time!</p> <p>Click to Book Your Dream Getaway Today!</p>
30%	70%

The score: The AI-generated copy won, 70% vs. 30%

These results show that AI-written content can be effective and resonate with your customers.

If you prompt your AI tools well enough, you can create engaging and high-quality marketing copy.

However, our experiment does not suggest that AI is enough for content writing.

First, the real-life engagement with this content could be different.

Second, to get the best results, we advise combining AI with human writers and editors. It's important for a few reasons:

- ➡** The quality of AI prompts determines the content output
- ➡** To make your copy truly effective, it needs a human touch and a review by an experienced writer
- ➡** The human writers should ensure that tone of voice, product messaging, storytelling, and other elements are on point
- ➡** The truly creative tasks also require—and always will—a human brain

Besides, human oversight is even more important when it comes to longer-form content and to SEO.

Course Structure

Our Classes

- Social media marketing
 - Organic (or free) social media marketing
 - Paid social media marketing
- Search engine marketing
 - Search engine optimization (the “free” part)
 - Google Search advertising (paid search)



Challenges of Teaching Digital Marketing

- Rapidly changing
- Balancing theory and practice
- Requires tools
- Diverse skill sets



Challenges of Teaching Digital Marketing

- Rapidly changing
- Balancing theory and practice
- Requires tools
- Diverse skill sets

Our Mission

We aim to provide real-world experience of in-demand skills for our students, to give them a skill-set that they can implement immediately, and to awaken their sense of self-reliance.



Pre-Covid Course Structure



Covid and Beyond



Search Engine Marketing - Topics

Paid Search Advertising

1. Campaign Research and Intro to Google Ads
2. Keyword Match Type and Writing Ads
3. Monitoring and Managing Campaigns
4. Campaign Optimization

Culmination - Students run a two-week Google ad campaign for clients with a budget of \$500-\$1,500

Search Engine Marketing - Topics

Search Engine Optimization (SEO)

1. Keyword Research
2. Onsite SEO and Schema Markup
3. Duplicate Content
4. Content Marketing and Internal Linking
5. Outreach and Local SEO
6. Core Web Vitals, Conversions and Analytics

Culmination - In-depth SEO Report for class clients that walks through all 6 steps



The Student Experience

What our flipped classroom looks like

Pre-work: Readings and Videos

Module 1 - Keyword Research

Keyword Research Module

Contains 9 items • Worth 10 points [Adjust Points](#)

[PREVIEW](#) [RESPONSES \(26\)](#)

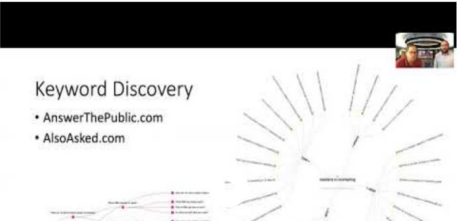
Keyword Research

Good keyword research is fundamental to a good SEO program. In this module, we will walk you through our process for finding keywords, evaluating and grouping keywords, and uncovering contextual keywords. By the end of the module, you will be able to conduct professional level keyword research for a client.

Contents

- [Keyword Discovery](#)
- [Keyword Evaluation](#)
- [Screencasts - Keyword Research Tools](#)
- [Creating Keyword Groups](#)
- [Screencasts - Finding Contextual Keywords](#)

Keyword Discovery



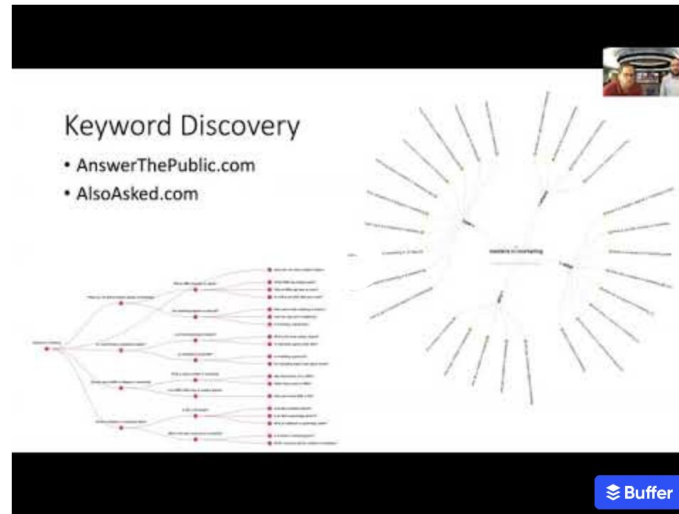
Keyword Discovery

- AnswerThePublic.com
- AlsoAsked.com

The thumbnail image shows a search engine interface with a search bar and a list of search results. To the right of the search results is a diagram with a central node and many lines radiating outwards, representing a keyword discovery or clustering process.

Pre-work: Readings and Videos

Keyword Discovery



Keyword Discovery

- AnswerThePublic.com
- AlsoAsked.com

The slide displays two mind maps. The one on the left is a horizontal tree diagram with a central node and several branches. The one on the right is a circular sunburst diagram with a central node and many radial branches.

Buffer

 Keyword Discovery

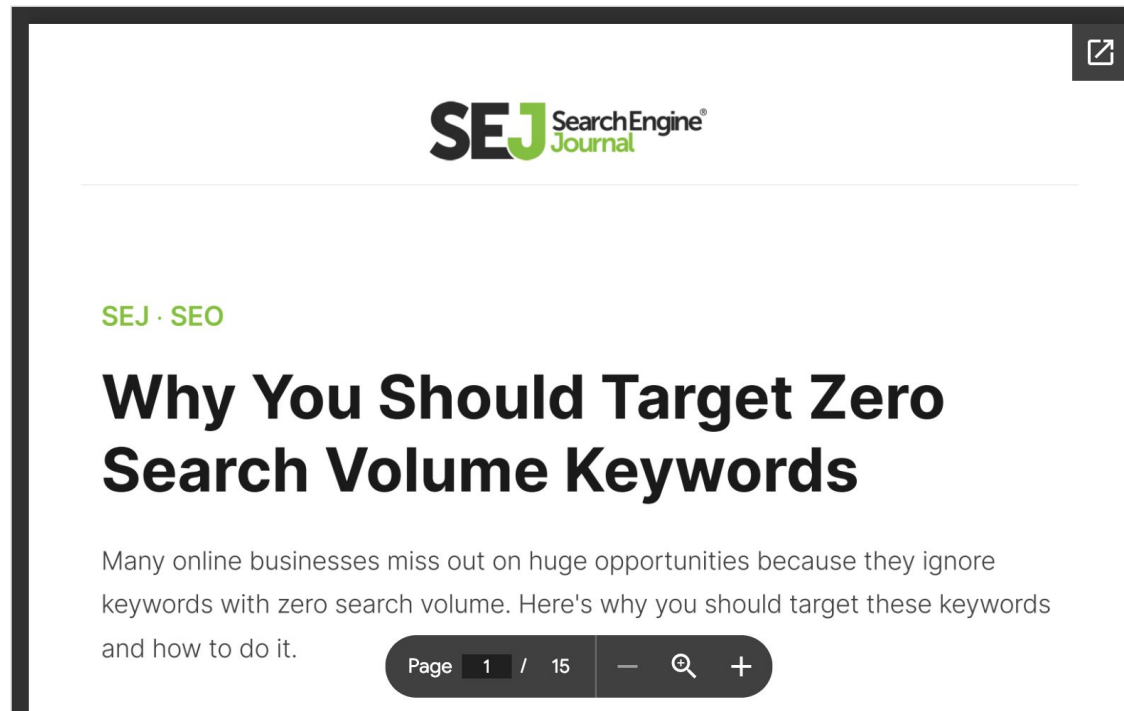
 Grade Responses (28)

List 3 distinct methods for discovering keywords.

Students will write their responses here...

Pre-work: Readings and Videos

Even though we highly suggest focusing on both difficulty and volume, there are some keywords that will show up in the tool as having zero search volume. These keywords should not be ignored.



Screencasts - Finding Contextual Keywords

In-Class: Q&A + Practice

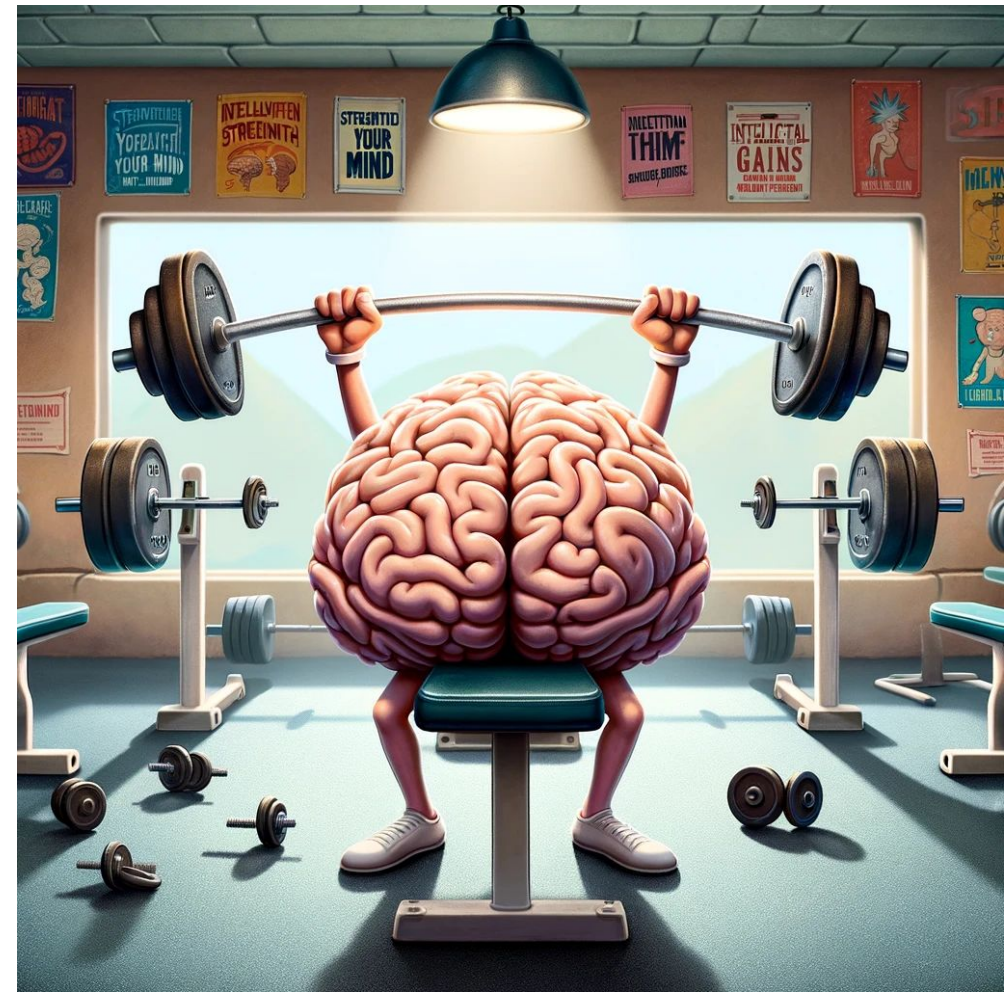


Repetition

Practice a smaller assignment first

Complete the lab

Submit keyword research report for client



Example Assignment

Lab Week 1 – Keyword Research

Imagine you have won a search engine consulting contract with Bellaire Dental Center. Follow the steps below to conduct a thorough keyword research project for your client.

1. Visit the website at <http://www.bellairedentalcenter.net/>
2. Download the [MOZ bar extension](#) for either Chrome or Firefox and [Conductor for Chrome](#)
3. Brainstorm 15-20 Keywords using one of the "Free" Methods (except for UberSuggest) described in the lecture. Write the keyword and which method you used to uncover it, you should try to use each method at least once.

Keyword	Method

Keyword	Method

4. Try using Google to find Bellaire Dental Center using a variety of keywords (3 searches) that Bellaire Dental Center should be ranking for (e.g. "Orthodontists in Southwest Houston"). Fill out the chart below with the results.

Search Phrase	1 st Page of Results (Yes/No)	If Yes, What Position?

4. Try using Google to find Bellaire Dental Center using a variety of keywords (3 searches) that Bellaire Dental Center should be ranking for (e.g. "Orthodontists in Southwest Houston"). Fill out the chart below with the results.

Search Phrase	1 st Page of Results (Yes/No)	If Yes, What Position?

5. Using the [MozBar](#) for one of the above searches, fill out the following charts for the top 10 results. Click to learn more about [Page Authority](#) (PA) and [Domain Authority](#) (DA).

Keyword Search:

Page Title (Words in Blue)	URL that Appears on the SERP	PA	DA

6. Which sites do you view as the top 2 competitors for search results that Bellaire Dental Center needs to contend with and why?

9. Based off of your Keyword Research above you are now going to create 4 keyword groups that contain 5- 7 similar keywords. You potentially could create many more than 4, but choose the Top 4 Keyword Groups that you would focus on based on all of the different data points. Make sure to provide each group with a name that will help you easily identify what's in there. If you don't have enough keywords to fill out each group feel free to use any of the methods above or UBERsuggest to collect more keywords.

Keyword Group 1 - Name: _____

Keywords	Difficulty	Volume

Explain why you chose this group:

Keyword Group 2 - Name: _____

Keywords	Difficulty	Volume

Explain why you chose this group:

10. Choose the most opportune Keyword Phrase of each Group (based off of difficulty and search volume) – and figure out what page/url shows up at the #1 position on Google for that phrase.

Keyword	#1 Google Result (Site Name and URL)

11. Then go to Alchemy API (<https://natural-language-understanding-demo.mybluemix.net>) or (<https://www.ibm.com/demos/live/natural-language-understanding/self-service/home>) and analyze those URLs and uncover 2 or 3 additional keyword phrases that each Keyword Group should cover – ideally these should be contextual keywords and not directly related to the keyword group.

Keyword Group 1 - Name: _____

Contextual Keywords

- 12.** Now you have all the data you need to create a Final Keyword Spreadsheet. You need to prioritize each keyword within the keyword groups based on their difficulty and volume metrics (under the priority column – 1 is the top priority keyword, 2 is second priority, etc.) . A sample group has been shown below. Please remember that each group may have up to 10 keywords and 2-3 contextual keywords. **Remember: Do not prioritize the Contextual keywords**

Keyword Group	Keywords	Priority	Difficulty	Volume
Name of Keyword Group 1	Keyword 1a	3	70	1600
	Keyword 1b	2	45	500
	Keyword 1c	1	23	1000
Contextual Keywords	Keyword 1d			
	Keyword 1e			
	Keyword 1f			
Name of Keyword Group 2	Keyword 2a	3	80	100,000
	Keyword 2b	2	35	800
	Keyword 2c	1	35	900
Contextual Keywords	Keyword 2d			
	Keyword 2e			
	Keyword 2f			

Don't You Think AI Could Help Here?



Incorporating Generative AI in the Classroom



Considerations before adding AI

When to share?

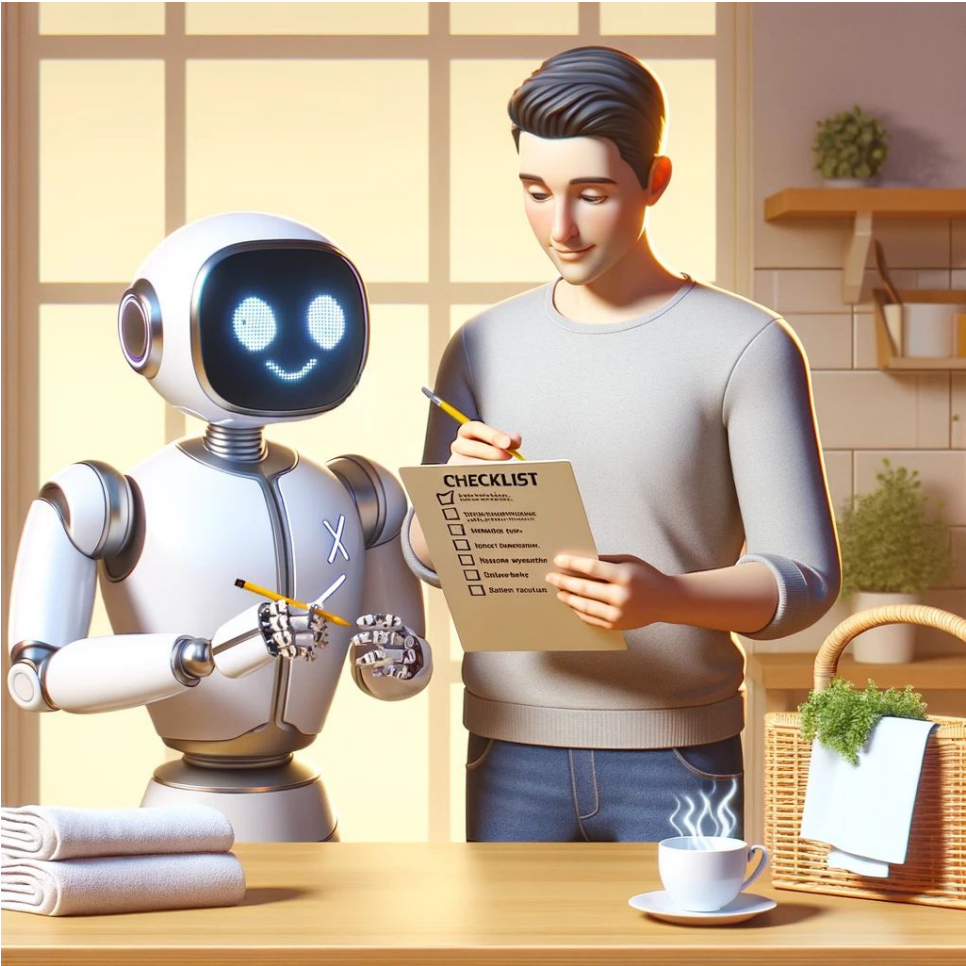
What to share?

What can AI do?

Will students rely on AI?



Opportunities for AI Integration



Considerations - what can AI do?

Skills Learned	Enhanced by AI?
Campaign Research	Yes
Writing Ads	Yes
Monitoring and Managing Campaigns	Yes
Campaign Optimization	Yes

Considerations - what can AI do?

Skills Learned	Enhanced by AI?
Keyword Research	Yes
Onsite SEO and Schema Markup	Yes
Duplicate Content Identification	Yes
Content Marketing	Yes
Outreach	Yes
Anayltics	Yes

Setting Expectations

- ChatGPT is not a person
- Large language models aren't always right
- Provide incorrect information
- Your work - your responsibility
- Same prompt, different results
- Critical thinking required



Learning How to Write a Prompt

A prompt for ChatGPT is a carefully constructed set of instructions that serve as input to generate responses from the language model. It is an essential tool for creating meaningful interactions and improving the accuracy of the generated content. To teach you how to build effective prompts, we are sharing a prompt tool built by Aleyda Solis (an Awesome SEO) that helps you fill in cells with the necessary information to create a prompt that meets your specific requirements for any situation. The tool prompts you to fill in fields such as the expected task, location, format, target audience, timing, and purpose, among others. By doing so, you will be able to generate a prompt that is tailored to your needs and is optimized for use with ChatGPT. [You can find the spreadsheet here.](#)

- P.S. The only thing missing from Aleyda's tool is I like to start off with “imagine you are a...”
- P.S.S. Remember you can also paste the content of the page into chatgpt to help it write the metadata.

Challenge 1: Design a prompt to write an optimized meta title for one of the pages that had a bad title.

Please put the prompt here that you created:

Please put the optimized meta title that ChatGPT generated.

Prompt Characteristics	Prompt Specifications
What [is the expected task]	To fill with your task main action
Where [Is it going to be used]	To fill with the location where your task will be used
How [is the format / language / structure / tone / length / characteristics / constraints]	To fill with the characteristics of your task
Who [is the target audience]	To fill with your task audience
When [is it going to be used]	To fill with your task timing
Why [you want to use it, the expected goal]	To fill with your task purpose

Prompt Output To Use	
<p>To fill with your task main action To fill with the location where your task will be used. The characteristics to take into account are the following: To fill with the characteristics of your task. The target audience are To fill with your task audience. To be used To fill with your task timing with the goal To fill with your task purpose</p>	

Example 1 of Prompt Specification
Create 5 title tags
to be featured in a white jeans category page
descriptive, in English, relevant, engaging, following SEO best practices, of no more of 50 characters each
potential jeans buyers
at an ongoing basis
to engage the audience and rank better in search results

Example 1 of Prompt To Use
<p>Create 5 title tags to be featured in a white jeans category page. The characteristics to take into account are the following: descriptive, in English, relevant, engaging, following SEO best practices, of no more of 50 characters each. The target audience are potential jeans buyers. To be used at an ongoing basis with the goal to engage the audience and rank better in search results</p>





Sample ChatGPT Assignments

1. Prompt 1

Uncovering the Contextual Keywords found within the top ranking web page (or pages) that rank for the keyword that you also want to rank for. Imagine this as an alternative to IBM's Tool.

Step 1: Visit the website and select all of the text on the page and copy it to you computer:

Step 2: Here is the prompt that you will be pasting into ChatGPT - make sure to replace the placeholder keywords with one of the primary keywords that you came up with from the Regular Week 1 Challenge and paste the content from the page after the prompt.

Imagine you are an SEO professional and have been tasked with creating a piece of content that will outrank the current top-ranked page for "keyword" on Google search results. In order to achieve this goal, you need to analyze the current top-ranked page and identify the entities or topics covered in it. Please list the entities or topics covered by the current top-ranked page and rank them in order of importance. Assign a score between 0 and 1 to each topic/entity, indicating how significant it is to the article's overall ranking. Your analysis should consider factors such as relevance, content, authority, and optimization. After that please trans each topic/entity into 3-5 keywords or keyword phrases that represent the topic/entity, I could include in my own webpage about "keyword". Here is the content on the page: "content of page here"

Step 3: Paste the prompt and page content into ChatGPT and hit enter.

QUESTIONS

Question 1: What results did you get? Paste them here.

Question 2: Now that you have these contextual keywords, what would you do with them?

Question 3: Would you change the prompt at all? If yes, what would you do?

Question 1: What results did you get? Paste them here.

Based on the provided content, here is an analysis of the entities or topics covered on the current top-ranked page for emergency dental care, ranked in order of importance:

1. Emergency Dentist (Score: 1.0)
2. Same-Day Appointments (Score: 0.9)
3. Houston (Score: 0.8)
4. Dental Emergency (Score: 0.8)
5. Treatment (Score: 0.7)
6. Insurances Accepted (Score: 0.7)
7. Payment Plans (Score: 0.7)
8. Dental Services/Treatments (Score: 0.7)
9. Open Evenings and Weekends (Score: 0.6)
10. Convenient Location (Score: 0.6)

Transforming each topic/entity into 3-5 keywords or keyword phrases, here are the suggestions:

1. Emergency Dentist
 - Emergency dentist
 - Emergency dental care
 - Dental emergency services
 - Urgent dental treatment
 - Emergency dental clinic
2. Same-Day Appointments
 - Same-day emergency dentist
 - Immediate dental appointments
 - Emergency dental care today
 - Same-day dental treatment
 - Urgent dental appointments
3. Houston
 - Emergency dentist in Houston
 - Houston dental emergency
 - Emergency dental care in Houston
 - Houston dental clinic
 - Houston emergency dental services

2. Prompt 2

Keyword Grouping, Prioritization, and Contextual Keywords

Step 1: Put together a list of keywords with search volume and difficulty score. Ideally you create this list - get the Volume and Difficulty from a tool like SEMrush and then put it in a spreadsheet.

Step 2: Here is the prompt that you will be pasting into ChatGPT - make sure to replace the placeholder with your business that you came up with from the Regular Week 1 Challenge and paste the TOP 200 keywords from your list with volume and difficulty score after the prompt.

Imagine you are an SEO professional and have been tasked with doing keyword research for type of business e.g. local Houston Jewelry Store. At the end of this prompt there will be a list of keywords with their monthly search volumes and difficulty scores.

Take this list of keywords and group them into keyword groups using a table -

- in column 1 put the group #,
- in column 2 put the group name,
- in column 3 put the primary keyword,
- in column 4 put the keywords in each group (please also #1 place the volume and difficulty related to each keywords, after each keyword #2 There should be no more than 5-10 keywords in each group.),
- in column 5 please add NEW contextual keywords that are not included in my list of keywords (Contextual keywords help you build context around your primary keyword and content. Think of these as topics that the article must include in order to be considered comprehensive and a primary location for google to send users),

Other important instructions:

- Each row should be a new group.
- Imagine that you will create one page on the website for each group, so it's important that the primary keyword accurately represents all of the keywords in each group, to a lesser degree, the primary keyword should have a lower difficulty score vs the rest of the keywords in the group.

Here is the list of Keywords:

"paste list of keywords here"

Step 3: Paste the prompt and page content into ChatGPT and hit enter.

QUESTIONS

Question 1: What results did you get? Paste them here.

Question 2: Are there any issues with this output? What would you change? what would you need to double check?

Question 3: Based on this - how would you change/update the groups that you manually created?

Here are the grouped keywords for your keyword research for a large Houston area credit union (TDECU):

Group #	Group Name	Primary Keyword	Keywords in Group (Volume, Difficulty)	New Contextual Keywords
1	Houston Credit Union	Houston Credit Union	Houston Federal Credit Union (18,100, 36), Houston Police Credit Union (3,600, 58), ...	Credit union services, TDECU membership, Local credit unions, Credit union benefits
2	Credit Union Offers	Credit Union Offers	Best credit unions in Houston (720, 29), Credit unions in Houston Texas (720, 71), ...	Credit union promotions, Credit union rewards, Competitive credit union rates
3	TDECU Locations	TDECU Locations	Houston Federal Credit Union locations (260, 21), Houston Metropolitan Credit Union (260, 37)	TDECU branch finder, Nearest TDECU branch, TDECU service areas
4	Checking Accounts	Checking Accounts	Checking account (201,000, 100), Best checking accounts (14,800, 91), ...	Compare checking accounts, Online checking accounts, Benefits of checking

2. Buyer Persona Legend - Complex Prompt

Generate detailed User Personas for your Business with data neatly organized into a table.

Step 1: Here is the prompt that you will be pasting into ChatGPT - make sure to replace the placeholder items:

Imagine You are a marketing researcher that speaks and writes fluent English

Your task is to generate a detailed USER PERSONA for a #What does your business sell - business (optional) in a specific market.

Structure your response in 4 separate tables.

Above the first table write "USER PERSONA #Business and replace #Business with #What does your business sell - Where are your clients?

Here is the required format for each table:

Table 01: DEMOGRAPHICS

2 columns and 7 rows

Column 1 = Data points Name, Age, Occupation, Annual income, Marital status, Family situation and Location (feel free to add more or change this list)

Column 2 = Answers for each data point in Column 1 based on the specific market

Table 02: USER DESCRIPTION

A summary of the user persona in no more than 240 characters.

Table 03: PSYCHOGRAPHICS

2 columns and 9 rows

Column 1 = Data points Personal characteristics, Hobbies, Interests, Personal aspirations, Professional goals, Pains, Main challenges, Needs, and Dreams (feel free to add more or change this list) /

Column 2 = Answers for each data point in Column 1 based on the specific market

Table 04: SHOPPING BEHAVIORS

2 columns and 8 rows

Column 1 = Data points Budget, Shopping frequency, Preferred channels, Online behavior, Search terms, Preferred brands, Triggers, and Barriers (feel free to add more or change this list)

Column 2 = Answers for each data point in Column 1 based on the specific market

Please make sure that your response is structured in 4 separate tables and has a separate row for each data point. Do not provide bullet points.

Step 2: Paste the prompt and page content into ChatGPT and hit enter.

QUESTIONS

Question 1: What results did you get? Paste them here.

Question 2: How does this compare to the prompt above? Which one do you prefer?

Question 3: Would you use this as is or would you do additional research?

USER PERSONA: Digital Marketing Course - Brooklyn, NY

Table 01: DEMOGRAPHICS

Data Point	Answers
Name	Sarah Johnson
Age	30
Occupation	Marketing Coordinator
Annual Income	\$60,000
Marital Status	Single
Family Situation	No children 
Location	Brooklyn, NY

Table 02: USER DESCRIPTION

Sarah Johnson is a 30-year-old single marketing coordinator residing in Brooklyn, NY. She earns an annual income of \$60,000. Sarah is motivated to enhance her digital marketing skills to advance her career and stay competitive in the ever-evolving industry.

Table 03: PSYCHOGRAPHICS

Data Point	Answers
Personal Characteristics	Detail-oriented, creative, and adaptable
Hobbies	Reading, photography, and hiking
Interests	Social media trends, content creation
Personal Aspirations	Become a digital marketing expert
Professional Goals	Gain practical skills and industry knowledge
Pains	Limited time for learning
Main Challenges	Keeping up with the latest marketing trends
Needs	Comprehensive and practical learning materials
Dreams	To become a sought-after marketing professional

Table 04: SHOPPING BEHAVIORS

Data Point	Answers
Budget	Willing to invest up to \$1,000
Shopping Frequency	Once every 2-3 months
Preferred Channels	Online platforms and social media
Online Behavior	Researches extensively before purchasing
Search Terms	Digital marketing courses, online marketing training
Preferred Brands	Established industry leaders and reputable institutions

Triggers	Positive reviews and success stories
Barriers	Limited budget and time constraints
Preferred Contact Method	Email or online messaging platforms

2. Personalized Outreach Email

When building a personalized outreach email prompt these are some of the things that you should include

- Recipient's Information: The more specific you can be about the recipient, the better. This could include their name, their profession or role, any recent accomplishments, or their interests.
- Your Relationship or Connection: If you've had any previous interactions or if there's something you both have in common, let me know. This can help in establishing a rapport in the email.
- Your Intent or Goal: What you hope to achieve with the email - are you trying to sell a product, ask for a meeting, request a favor, etc.
- Your Company or Personal Information: Some information about who the email is from (either you as an individual or your company), including what you/your company does, and any value proposition or unique selling points you offer.
- Tone: The desired tone of the email (professional, casual, enthusiastic, etc.) can be helpful in aligning the message with your branding or personal style.
- Call to Action: What you'd like the recipient to do after reading the email - for example, respond with a time for a meeting, consider a proposal, check out your website, etc.

The more of this information you can provide ChatGPT, the more personalized and effective the email outreach prompt can be.

Here is an example:

"ChatGPT, I need your help to create a personalized outreach email. The recipient is John Smith, a well-known author and speaker in the field of artificial intelligence. I've read his recent book 'The Future of AI' and found it insightful. Our company, TechBridge Solutions, offers AI consulting services and we would like to explore a potential collaboration with him. The goal of the email is to express our admiration for his work, introduce our company, and suggest a virtual meeting to discuss possible ways we can work together. Please ensure the tone is professional yet warm."

Question 1: Paste it here.

ChatGPT, I need your help to create a personalized outreach email. The recipient is Walter Torres a renowned business consultant who travels the globe and gives insight and solutions into business competencies. My goal is to possibly collaborate with him and through this email express my admiration for his work. I need to introduce myself Bradley and up and coming Business consultant and suggest a virtual meeting to discuss ways we can work together. The tone needs to be professional yet warm.

Step 2: Paste the prompt into ChatGPT and hit enter.

Question 2: What results did you get? Paste them here.

Subject: Collaboration Opportunity: Connecting Two Minds in Business Consultancy

Dear Mr. Torres,

I hope this email finds you well, amidst your travels and invaluable contributions to the business world.

My name is Bradley, and I am an up-and-coming business consultant, passionate about empowering companies to reach their fullest potential. Over the years, I have deeply admired your work and the innovative solutions you've brought to businesses across the globe. Your insights and perspectives on business competencies have not only influenced my own approach but have been a source of inspiration for many in our industry.

Given the alignment in our visions and the potential synergies between our methodologies, I believe there's a unique opportunity for us to collaborate and create even greater impact. It would be an honor to discuss with you how our combined efforts could redefine business consultancy for a host of organizations.

Understanding the demands of your schedule, might I suggest a virtual meeting? This would allow us to converse efficiently, share insights, and explore possible avenues of collaboration. Please let me know a time that would be convenient for you, and I'll ensure my availability.

Your legacy in the field of business consultancy is profound, Mr. Torres. I'm excited at the prospect of potentially working alongside you and learning from your vast experience.

Looking forward to hearing from you.

Warm regards,

Bradley

Student Feedback

- After learning about ChatGPT and prompts from your class, I was able to go back to work and put together the most amazing analysis that would have taken me hours if I would have done it manually.
- I'm going to start using question 4 (*Content Marketing Prompt*) onwards for work. It definitely will suggest some pretty unique ideas!

- I had given it more info about (my company) before, and it started making much better content. It learned from what I told it and started relying on what I told it rather than making things up or not knowing why it is doing what is requested.
- It's awesome but also needs a lot of help. If I was doing this in real life I would give ChatGPT more specific ideas of what I want to cover. OR, I would use this as a Step 2... and use it as a springboard for more examples. Overall this is AWESOME and can save a lot of time. Great shortcut!

- Totally INSANE! This would definitely need to be spruced up with lots more specific keywords so it can rank higher (adding in locations etc) and for it to be more “original” — but WOW! I love how it also adds explanations to make it easier for the average person to understand. Really awesome! Thank you for introducing this to us!!
- If I was doing this as real work, I would start with chatgpt, get good solid groups and do manual research adding onto my top groups. This is also fantastic for contextual keywords.

A word of caution

One warning. Now that you have taught students how to utilize ChatGPT, people frequently want to use it on assignments. I'm not sure if there's a way to make it so that students only get access to the ChatGPT assignment a few weeks after the subject matter is completed (and I know that's not ideal), but it was fairly apparent that my classmates were using ChatGPT on assignments.

Questions?

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