

# ChatGPT

LinkedIn Power Lab Webinar

## Content Creation With AI

with Gunnar Habitz

Monday 20 February 2023

Welcome!



### Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



### Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge: it will not answer questions about events after 2021

# G'day, my name is Gunnar

Social Media Consultant, Social Selling Blogger, Online Course Creator, Book Author



Please use the chat room to contribute or unmute yourself

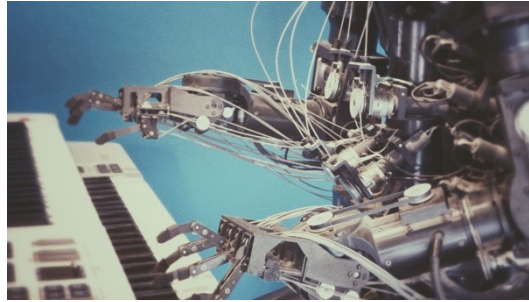
# Content Creation With AI

LinkedIn Power Lab Webinar 20 February 2023



## 1. Systems

How to research for content



## 2. Support

How to replace a blank screen



## 3. Structure

How to craft good copy



# Systems

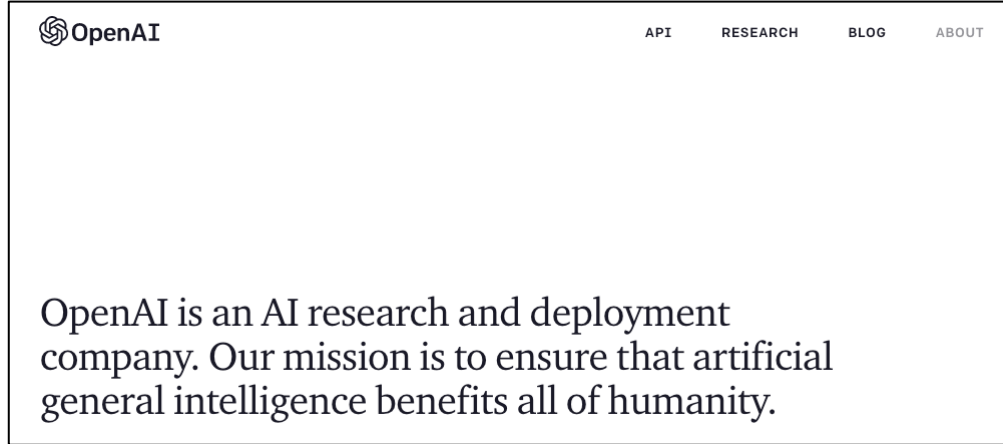
**What is your key learning from using  
ChatGPT so far (if you do)?**

*Answer in the chat*

# ChatGPT

## First Disruptive Conversational AI With Global Mass Adoption

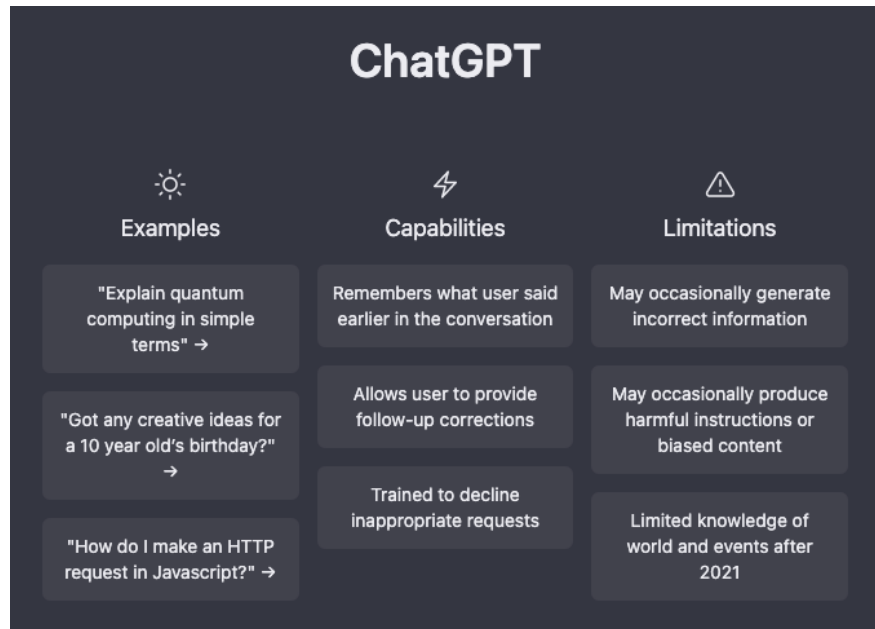
- Revolutionary chatbot from OpenAI (funded by Microsoft)
- Based on GPT-3 (Generative Pre-Trained Transformer)
- Supervised and reinforced learning, therefore for free
- Released 30 November 2022 after 4 years development
- Fastest growing consumer app with 100M+ users for 10 million queries/day



# ChatGPT Stats

It learns from human feedback rather than its actions and experiences

- GPT-2 in 2019 but was “too dangerous to release”
- Largest NLP language model with 175 billion parameters
- Limited knowledge to its training data of 2021
- Warning: hackers will improve their language
- Microsoft invested \$10B USD, OpenAI valued at \$29B



# Example Social Selling

What is "social selling" in simple terms?



Social selling is the use of social media platforms, such as Facebook, Twitter, and LinkedIn, to sell products or services. It involves using social media to build relationships with potential customers, share information about your products or services, and ultimately convert those potential customers into actual customers.

For example, a business might use social media to share content that demonstrates their expertise in their field, engages with potential customers by answering questions and addressing concerns, and shares product information in a non-intrusive way. Through this process, they hope to establish trust and credibility with potential customers, and ultimately persuade them to purchase their products or services.

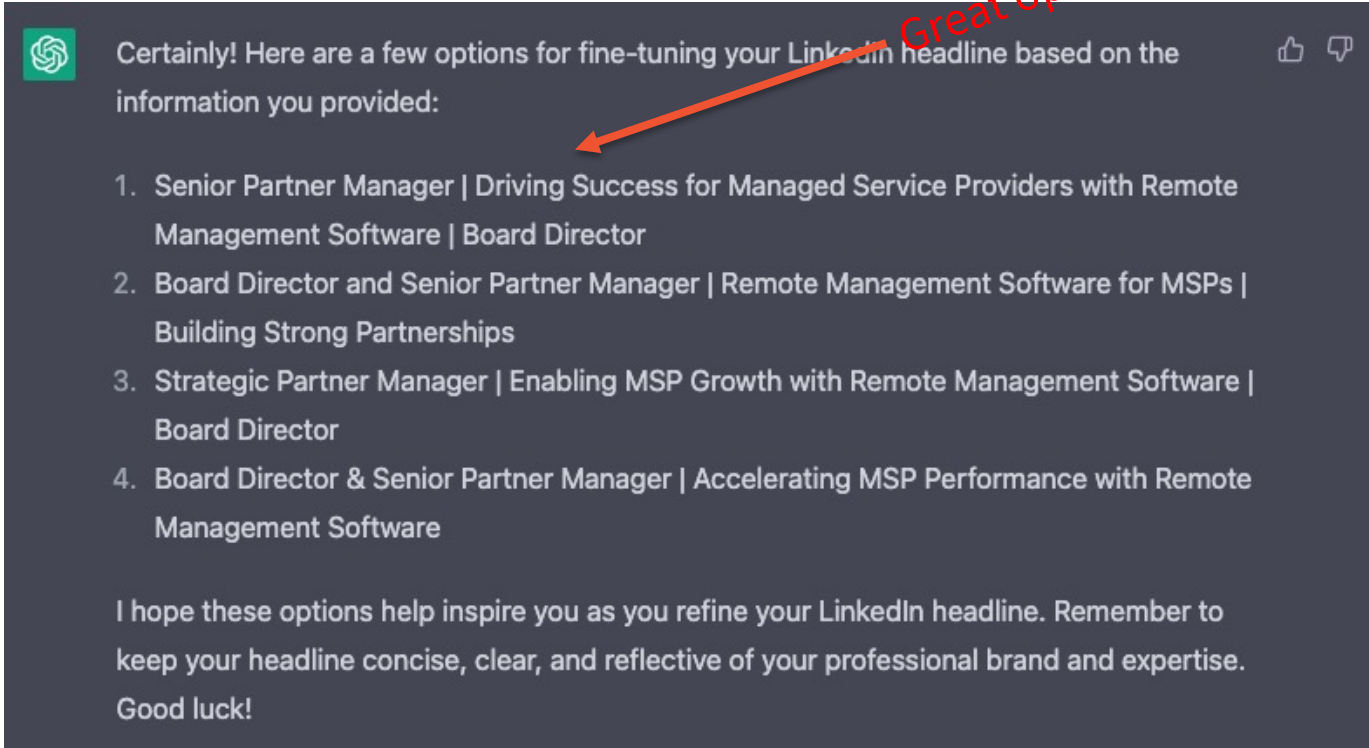
In short, social selling is a way to use social media to connect with potential customers and build relationships that can ultimately lead to sales.

*Not this but otherwise good*



# Example LinkedIn Headline

Could you please help me to fine tune my LinkedIn headline? My role is...



Certainly! Here are a few options for fine-tuning your LinkedIn headline based on the information you provided:

1. Senior Partner Manager | Driving Success for Managed Service Providers with Remote Management Software | Board Director
2. Board Director and Senior Partner Manager | Remote Management Software for MSPs | Building Strong Partnerships
3. Strategic Partner Manager | Enabling MSP Growth with Remote Management Software | Board Director
4. Board Director & Senior Partner Manager | Accelerating MSP Performance with Remote Management Software

I hope these options help inspire you as you refine your LinkedIn headline. Remember to keep your headline concise, clear, and reflective of your professional brand and expertise. Good luck!

*Great options to choose from*

# Example Reiki

How can reiki help in day to day life to improve our health proactively?



Reiki is a complementary therapy that is believed to promote physical, emotional, and spiritual healing. Some ways that reiki can help in day-to-day life to improve health proactively include:



1. Reducing stress: Reiki is known to promote relaxation and reduce stress, which can help lower blood pressure, improve sleep quality, and boost overall well-being.
2. Boosting the immune system: Reiki is believed to help stimulate the body's natural healing processes, which can enhance the immune system and improve the body's ability to fight off illness.
3. Alleviating pain: Reiki has been shown to be effective in reducing pain, whether it is due to an injury, chronic condition, or other health concern.
4. Enhancing mental clarity: Reiki can help improve mental focus and clarity, which can be particularly helpful for people who struggle with anxiety, depression, or other mental health issues.
5. Promoting balance and harmony: Reiki is believed to help restore balance and harmony to the body, mind, and spirit, which can lead to greater overall health and well-being.

It's important to note that while reiki can be beneficial, it should not be used as a substitute for medical treatment. If you have any health concerns, it's important to talk to your healthcare provider before trying any new therapy or treatment.

Very good!

A close-up photograph of a robotic hand, likely a prosthetic or a specialized gripper, holding a white computer keyboard. The hand is constructed from dark metal and plastic, with visible joints and gears. The background is a solid, vibrant blue. The lighting is dramatic, highlighting the textures of the metal and the keys of the keyboard. A semi-transparent white rectangular box is overlaid in the center of the image, containing the word "Support" in a bold, black, sans-serif font.

**Support**

**Do you write your social media content from a **blank screen** or do you use a **template**?**

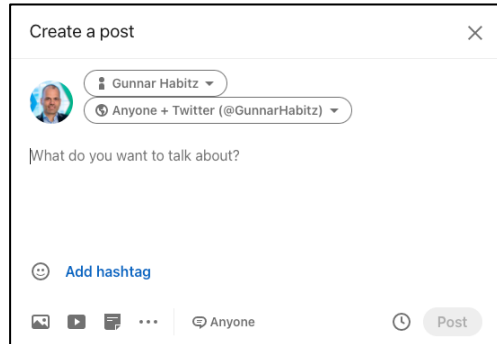
*Answer in the chat*

# How to Start Writing a Social Media Post

## Which approach is yours?

### Freestyle

- Start your post staring at the famous blank screen
- Craft your sentences in your own imaginary structure
- Advanced to be proficient and efficient at the same time



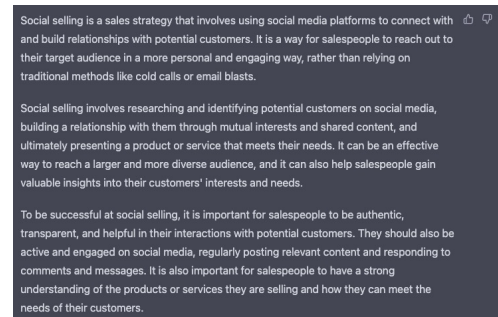
### Template

- Copy a successful post and change what's needed
- Copy posts from others in search for a structure
- Use a template file such as a Google Doc with choices



### Systems

- Employees can use pre-made content in advocacy tools
- Use ChatGPT's intro, example paragraphs and conclusion
- Apply that to the intended outcome of your post



# From Idea to Post

## Difference from Learning to Applying

### Brainstorming

- Use a journal on paper or in a tool (e.g. Evernote, Google Keep, Microsoft Word)
- Setup a folder on your smartphone for screenshots to find them later quickly

### Formats

- Text only
- Text with image/s
- Text with carousel
- Text with document
- Video
- Poll

### Templates

- List post (5 best X...)
- Event/webinar post
- Curiosity question post
- Result post
- Create once and reuse!!!

# Use ChatGPT to Replace That Blank Screen

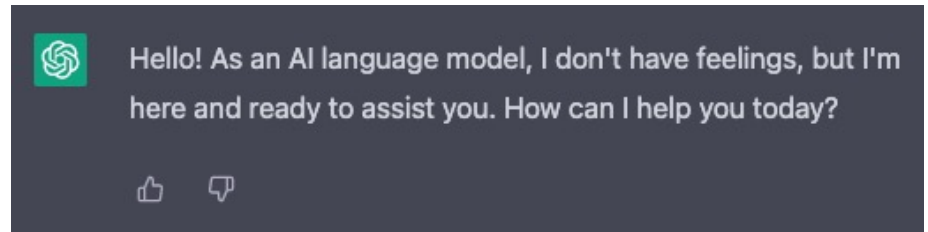
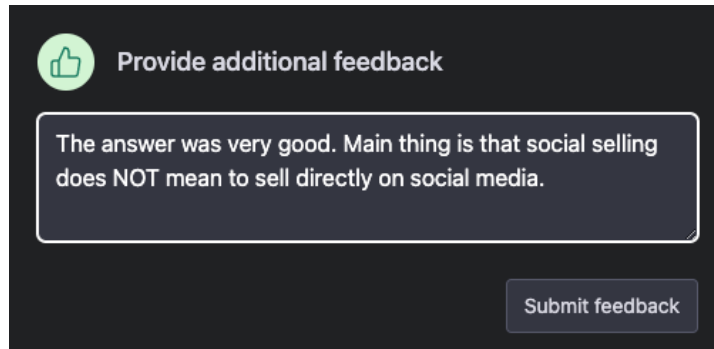
## Do's and Don'ts

### Do this

- Research by asking in dialogues
- Tell him to act in which role
- Get inspired for a text structure
- Be kind (helps you, not him)
- Submit feedback for him to learn

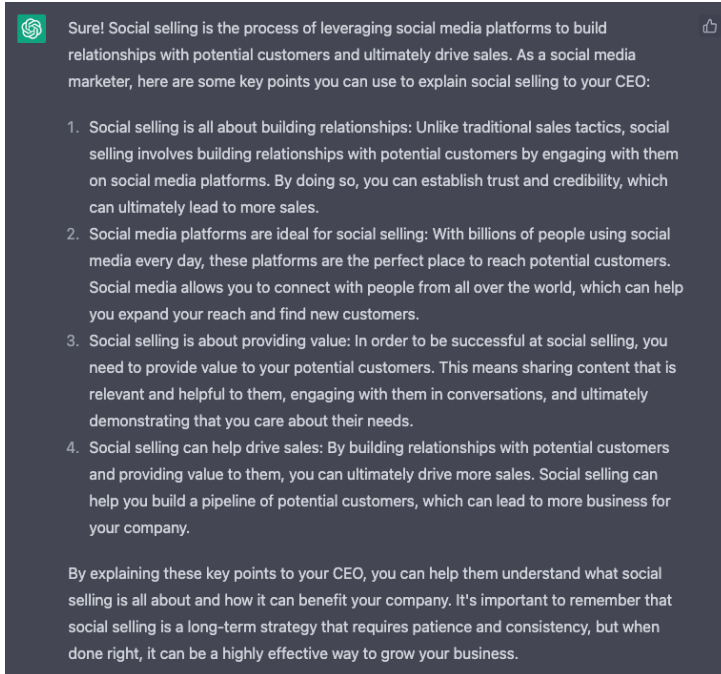
### Don't do that

- Stop with one answer
- Take the results for granted
- Copy and paste the result
- Ignore his desire for learning
- Ask him how he feels



# Example Social Selling

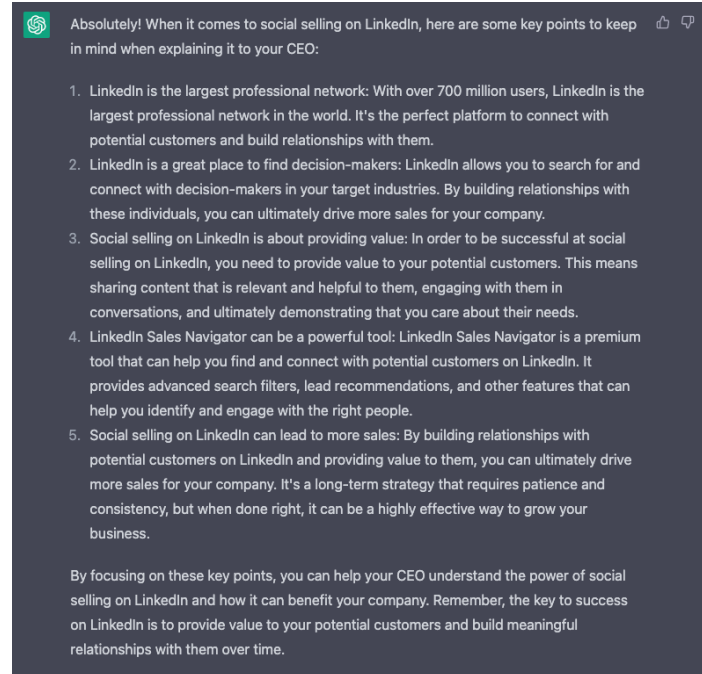
How should a social media marketer tell her CEO what Social Selling is all about?



Sure! Social selling is the process of leveraging social media platforms to build relationships with potential customers and ultimately drive sales. As a social media marketer, here are some key points you can use to explain social selling to your CEO:

1. Social selling is all about building relationships: Unlike traditional sales tactics, social selling involves building relationships with potential customers by engaging with them on social media platforms. By doing so, you can establish trust and credibility, which can ultimately lead to more sales.
2. Social media platforms are ideal for social selling: With billions of people using social media every day, these platforms are the perfect place to reach potential customers. Social media allows you to connect with people from all over the world, which can help you expand your reach and find new customers.
3. Social selling is about providing value: In order to be successful at social selling, you need to provide value to your potential customers. This means sharing content that is relevant and helpful to them, engaging with them in conversations, and ultimately demonstrating that you care about their needs.
4. Social selling can help drive sales: By building relationships with potential customers and providing value to them, you can ultimately drive more sales. Social selling can help you build a pipeline of potential customers, which can lead to more business for your company.

By explaining these key points to your CEO, you can help them understand what social selling is all about and how it can benefit your company. It's important to remember that social selling is a long-term strategy that requires patience and consistency, but when done right, it can be a highly effective way to grow your business.



Absolutely! When it comes to social selling on LinkedIn, here are some key points to keep in mind when explaining it to your CEO:

1. LinkedIn is the largest professional network: With over 700 million users, LinkedIn is the largest professional network in the world. It's the perfect platform to connect with potential customers and build relationships with them.
2. LinkedIn is a great place to find decision-makers: LinkedIn allows you to search for and connect with decision-makers in your target industries. By building relationships with these individuals, you can ultimately drive more sales for your company.
3. Social selling on LinkedIn is about providing value: In order to be successful at social selling on LinkedIn, you need to provide value to your potential customers. This means sharing content that is relevant and helpful to them, engaging with them in conversations, and ultimately demonstrating that you care about their needs.
4. LinkedIn Sales Navigator can be a powerful tool: LinkedIn Sales Navigator is a premium tool that can help you find and connect with potential customers on LinkedIn. It provides advanced search filters, lead recommendations, and other features that can help you identify and engage with the right people.
5. Social selling on LinkedIn can lead to more sales: By building relationships with potential customers on LinkedIn and providing value to them, you can ultimately drive more sales for your company. It's a long-term strategy that requires patience and consistency, but when done right, it can be a highly effective way to grow your business.

By focusing on these key points, you can help your CEO understand the power of social selling on LinkedIn and how it can benefit your company. Remember, the key to success on LinkedIn is to provide value to your potential customers and build meaningful relationships with them over time.

First answer was generic, second finetuned about LinkedIn



# ARTIFICIAL INTELLIGENCE

**Structure**

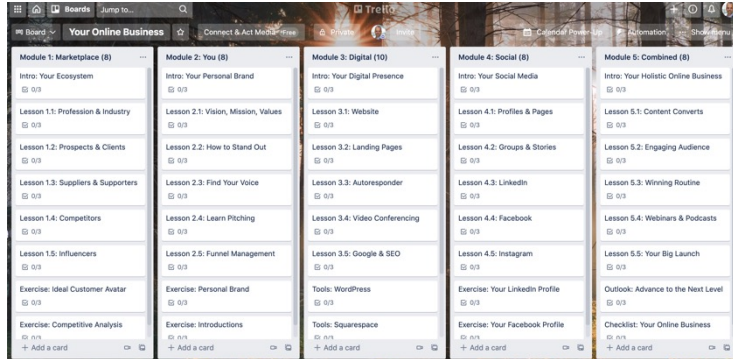
TIPPA

**Would you use ChatGPT to write  
your post or use as inspiration?**

*Answer in the chat*

# Trello

## My method to choose content



- **T**rust
  - **R**esults
  - **E**nthusiasm
  - **L**earning
  - **L**ifestyle
  - **O**ppportunity
- 
- Provide value in all posts
  - Post once per day
  - Pitch never
  - Produce in batches



**Gunnar Habitz** (He/Him)  
Social Selling Advocate at Hootsuite | Senior Partner &  
Alliance Manager APAC | Advance social as highest...  
2d · Edited · 🗨

How to tell a good story on [#linkedin](#)?

Follow this formula:



**Gunnar Habitz**  
@GunnarHabitz

How to write engaging content?  
Use my formula TRELLO to select  
ideas for your posts:

- Trust
- Results
- Enthusiasm
- Learn
- Lifestyle
- Opportunity

That's right, only at the end you talk  
about your offer.

What's your approach to select topics  
to make up a good story?

09:48 · 1/4/2022 · Hootsuite Inc.

# From Publish to Engagement

Working towards the desired outcome

## Schedule

- Create a calendar
- Write at least half in batches
- Craft other posts ad-hoc
- Transform your comments on others' material into a post

## Publish

- Post when the audience is active, not when you write
- Avoid getting newer posts into the feed of your audience
- Use a scheduler software, e.g. Hootsuite, to post at right time

## Engage

- The first 2h engagement count
- Bring readers to your post
- Tag people in your comments
- Send the post to others in direct message with relevant hint

# 3 Steps to AI Inspired Content

## Combining Tools and Processes Together

### Research & Learn

- Find successful content or a structure of material
- Viral LinkedIn content captured on an AI tool called Taplio
- YouTube transcriptions sent in portions into ChatGPT

### Trial & Error

- Ask ChatGPT to act as a role (e.g. Social Media Manager)
- Task to write a post based on the research on the left
- Further iterations of the prompts until it's good

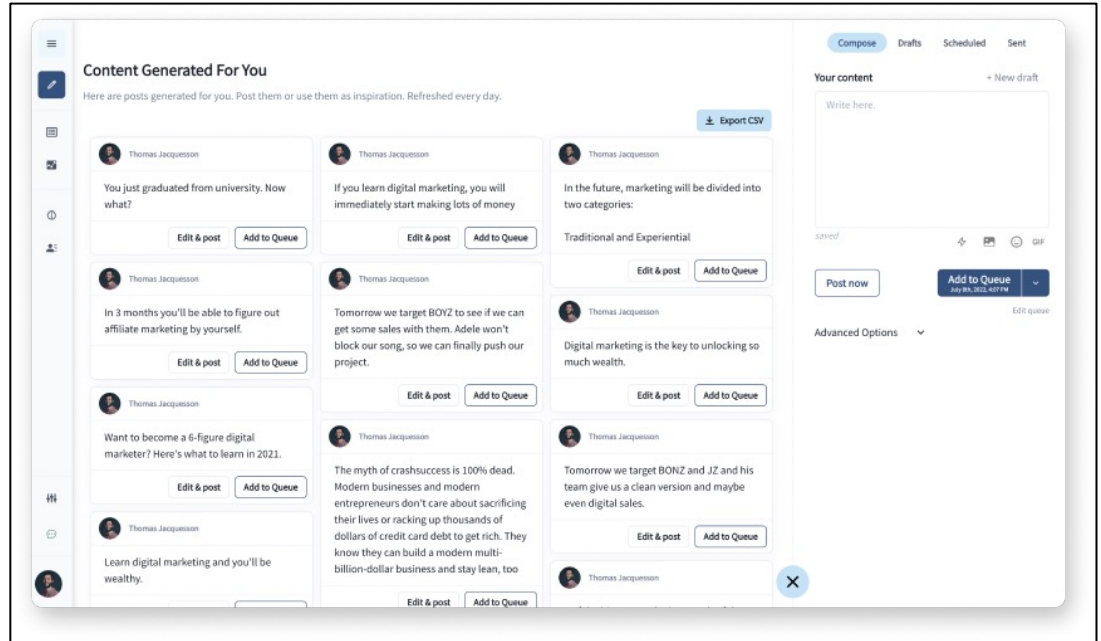
### Craft & Post

- Tell ChatGPT the format (e.g. LinkedIn post, Twitter thread)
- Ask for variations with different words using dialogues
- **Then write your own post based on that structure**

# Taplio.com

## LinkedIn Creation Tool

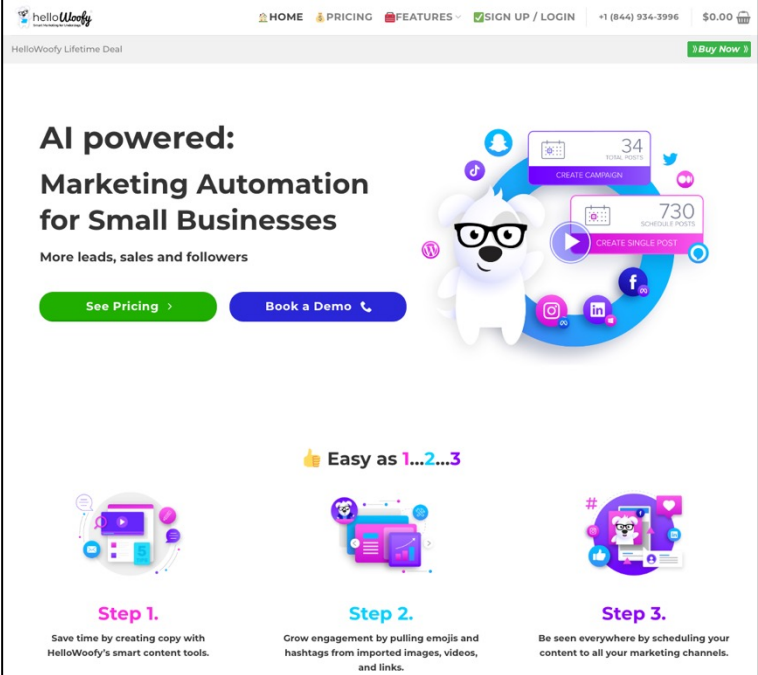
- Personal AI-powered writing coach
- Finds inspiration from 4M+ viral posts
- Focus on LinkedIn content creator community
- Curating latest news in your industry
- Scheduling and analytics
- Currently runs a 30-day LinkedIn Challenge



# HelloWoofy.com

## Social Media Management Using AI

- Social Media for underdogs
- Designed for entrepreneurs and small businesses
- Includes AI for post writing already for years
- Example is a hashtag engine
- Also creates blog episodes and newsletters
- Great for using emojis
- Integrated with Hootsuite and other tools



helloWoofy

HOME PRICING FEATURES SIGN UP / LOGIN +1 (844) 934-3996 \$0.00

HelloWoofy Lifetime Deal [Buy Now](#)

### AI powered: Marketing Automation for Small Businesses

More leads, sales and followers

[See Pricing](#) [Book a Demo](#)

**Easy as 1...2...3**

**Step 1.**  
Save time by creating copy with HelloWoofy's smart content tools.

**Step 2.**  
Grow engagement by pulling emojis and hashtags from imported images, videos, and links.

**Step 3.**  
Be seen everywhere by scheduling your content to all your marketing channels.

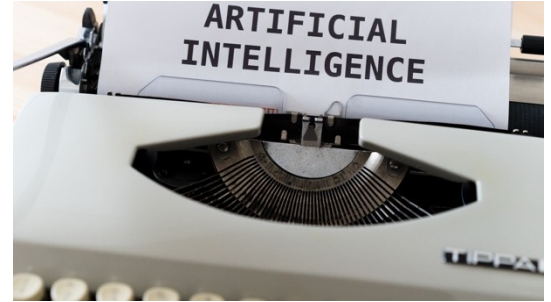
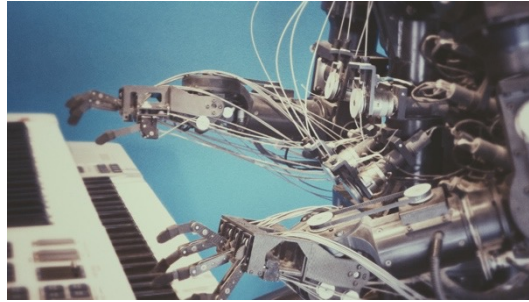
**Don't copy** text from ChatGPT  
straight into your post

*Just use it for inspiration!*



# Content Creation With AI

LinkedIn Power Lab Webinar 20 February 2023



## 1. Systems


- ChatGPT Background
- Research
- Learn

## 2. Support

- Blank Screen
- Idea to Post
- Examples

## 3. Structure

- Inspiration
- Trello
- Taplio & HelloWoofy



Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

## Next Steps

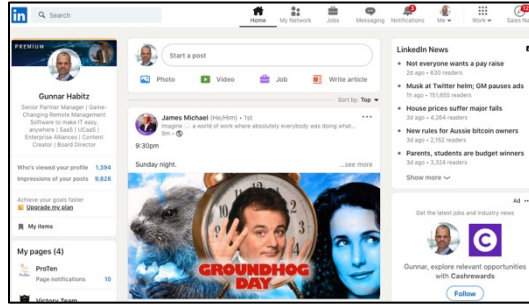
# LinkedIn Challenges for Small Businesses

Do you see yourself here?



## Overcautious

Not connecting with others  
Missing affinity with technology  
Unclear about sharing content



## Overwhelmed

Irrelevant content in the feed  
Only connected by strangers  
Not clear where to start



## Overthinking

Paused by perfectionism  
Unclear how to convert followers  
Listening too much without action

# How can I Help You?

Improve your LinkedIn activities



## Online Course

Enhance your knowledge  
Transform to the next level

[Join here](#)



## Profile Refresh

CV style to story-telling  
Advisory or done for you

[Book here](#)



## Coaching

Work together with me 1:1  
From profile to conversion

[Get started here](#)

# Organic LinkedIn Course

My best approach to learn and apply quickly



## Complete

- Grow your online presence
- Shape your personal brand
- Define your target market

## Connect

- Improve your profile
- Find your tribe
- Connect properly

## Content

- Comment with style
- Curate from others
- Create own content

## Convert

- Engage with your audience
- Establish a winning routine
- Elevate to the next level

# February Special until 31 March (\$49/99 USD)

<https://connectandact.gumroad.com/l/organiclinkedincourse>



**Organic LinkedIn Course for SMB Professionals and Leaders**

Connect & Act Media - Gunnar Habitz 0 ratings

If you're a professional in small and mid-sized companies looking to find suitable clients or partners for your business, then you need to be active on LinkedIn.

But hang on, you're already there for years, just didn't care!

**\$49 Course only**  
Online course with 4 modules and 12 lessons

**\$99 Course + Profile Check**  
Get the course and receive a personal video with a check of your profile and concrete suggestions what to change

I want this!

Did you know that less than 2% of all active users post regular content? Those Social Sellers create successful business on LinkedIn.

Don't miss out anymore - time for you to grab your share and get started!

#### Course content

This course runs over 4 modules and 12 lessons, together about one hour in 16 videos. The modules are:

- 1. Challenge:** Grow your online presence, shape your personal brand and define your target market
- 2. Connect:** Improve your profile, find your tribe, connect properly
- 3. Content:** Comment with style, curate from others, create own content
- 4. Convert:** Engage with your audience, establish a winning routine, elevate to the next level

While LinkedIn is adding and changing features, the course concept is more strategic and shows how to make it work for you. To learn and apply, the slides can be downloaded as PDF as well.

**This course is for:** I created it especially for professionals in small and mid-sized organisations who don't perform regular LinkedIn activities to advance conversations towards closed business.

**It is not for those** who expect leads to come in automatically, don't want to add creativity and are not ready to put in the work needed to become a Social Seller. It also does not cover LinkedIn for job search.

**Benefits After Attending:** Know how to update your personal brand in your LinkedIn profile, connect with the right people, share useful content and turn conversations offline into concrete opportunities.

# Launching May 2023

[www.connectandactbook.com](http://www.connectandactbook.com)



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