



Tactical AI Tips

An overview of “AI and the
GovBuyer’s Journey™ Workshop”
12-5-2024

BACKGROUND

- AI tools cover a range. Understand LLMs vs. chatbots vs. platforms
- All start with a foundational LLM
- Can be built into apps – Copilot
- Be mindful of tokens, unit of text for input/output, varies greatly, “first in, first forgotten”
- Counter can be added to Chrome

TOKEN COUNTER

ChatGPT 4o ▾

Share

CH

Please give the early history of email

1120 tokens = 840 words



The early history of email is a fascinating journey through innovation, collaboration, and the evolution of communication technology. Email, as we know it today, is the result of decades of development, starting from simple message transfer methods to complex systems capable of global, instantaneous communication. Here's a look at the key milestones in the early history of email:

1960s: The Foundations

- **1965:** The concept of sending messages between users on the same computer was introduced at the Massachusetts Institute of Technology (MIT) with a program called "MAILBOX". This early form of email was used on multi-user computer systems, primarily for communication among researchers.

PROMPT FOR BETTER RESULTS

- **Persona:** Define the persona of the AI. This establishes the tone, style, and knowledge base.
- **Request:** Outline the action or task you want the AI to perform. This is the core of the request.
- **Outcome:** Clarify the objective or goal of the output. What is the intended result?
- **Market or audience:** Identify the audience or market segment for which the content is intended.
- **Process:** Provide step-by-step guidelines, key details, or formats that the AI should adhere to.
- **Template or examples:** Include templates or sample outputs to guide the AI's response and help it produce content in the desired format or style.

More detail from Natalie Lambert - <https://genedge.co/ai-prompt-optimization-a-marketers-guide-to-using-the-prompt-framework>

WHAT THAT LOOKS LIKE IN ACTION

You are a social media specialist for StoryTech Consulting, a leading B2G content marketing agency. Create a social post. The post should generate trust and engagement, encouraging businesses to explore engaging with StoryTech. Target government contractor decision makers looking to hire agencies. Focus on StoryTech Consulting's long history of success and Chris Parente as a thought leader in business to government. Keep under 280 characters, including a relevant hashtag and emoji, and end with a call to action.



"With decades of success in B2G marketing, StoryTech Consulting helps government contractors shine. Led by thought leader Chris Parente, we deliver tailored strategies that win. Ready to elevate your message? Let's talk! 📁 ✨ #B2GMarketing #GovConSuccess"


SO MANY TOOLS AND FUNCTIONALITY


- **Alignment with Federal Mandates:** Axonius highlights its commitment to assisting federal agencies in adopting Zero Trust architectures, in line with directives such as President Biden's


the Nation's Cybersecurity. AXONIUS

Models: The company references frameworks like CISA's Zero

Trust architecture through stages from traditional to optimal Zero Trust

 Picture
Use DALL-E

 Search
Find on the web

 Canvas
Collaborate on writing and code

   Search



SORA NOW AVAILABLE FOR PAID CUSTOMERS

https://sora.com/g/gen_01jhgd6wewfnxvmv7wpdp2vk3r

USE FOR COMPETITIVE RESEARCH

Sources ✕


5403 tokens = 4052 words

Research how Microsoft and AWS promote their Zero Trust solutions through blog posts, press releases and webinars. Focus on content aimed at federal government agencies published within the last 12 months. Look for messaging that highlights compliance with government mandates. Zero Trust, ZTA, zero trust environment. Summarize findings in bullet points, focusing on key messaging, benefits, and differentiators.



Over the past year, Microsoft and Amazon Web Services (AWS) have actively promoted their Zero Trust solutions to federal government agencies, emphasizing compliance with government mandates. Below is a summary of their key messaging, benefits, and differentiators:

Microsoft:

- **Key Messaging:**
 - **Alignment with Federal Directives:** Microsoft supports the federal Zero Trust strategy outlined in Executive Order 14028, assisting agencies in modernizing cybersecurity and adopting Zero Trust architectures. 

Message ChatGPT



TYING INTO THE GOVBUYER'S JOURNEY



NOTEBOOKLM

The screenshot displays the NotebookLM interface for a document titled "FY 2025 Department of Veterans Affairs Budget". The interface is divided into several panels:

- Sources:** A panel on the left showing the source "fy-2025-va-budget-in-brief.pdf" with a "Select all sources" checkbox.
- Chat:** A central panel with a title "FY 2025 Department of Veterans Affairs Budget" and a summary: "This document is the U.S. Department of Veterans Affairs' FY 2025 budget proposal. It details a \$369.3 billion request, a significant increase from the previous year, allocating funds across various programs. These include healthcare services, veterans' benefits administration, national cemetery administration, and general administration. The budget emphasizes improvements in mental health care, suicide prevention, addressing toxic exposures (via the PACT Act), and ending veteran homelessness. Significant portions of the budget are also dedicated to IT modernization and infrastructure improvements." Below the text is a "Save to note" button and a text input field.
- Studio:** A panel on the right with an "Audio Overview" section titled "Deep Dive conversation" (Two hosts (English only)) and "Generate" and "Customize" buttons. Below it is a "Notes" section with "Add note" and buttons for "Study guide", "Briefing doc", "FAQ", and "Timeline". A note titled "VA FY2025 Budget Briefing" is visible, starting with "Okay, here is a detailed briefing document summarizing the key themes and information from the provided VA..."

The audio player interface shows the document title "FY 2025 Department of Veterans Affairs Budget" with icons for like, comment, flag, and menu. It includes a play button, a progress bar at 00:00 / 21:05, and the "NotebookLM" logo.

↔ Copy share link

Generated by AI based on user-provided sources and instructions.

MORE USEFUL TOOLS

Context Windows and Tokens

- Gemini Pro / Apollo Video: https://www.youtube.com/watch?v=LHKL_210CcU
- Gemini Pro / Sherlock Jr: <https://www.youtube.com/watch?v=wa0MT8OwHuk>

Chrome Extensions

- ChatGPT Prompt Counter - <https://chromewebstore.google.com/detail/chatgpt-prompt-counter/djmjoepmfiooddjlmnagnnanhbjpgdkp?pli=1>
- ChatGPT Token Counter - <https://chromewebstore.google.com/detail/chatgpt-token-counter/fjmmnelakmikojjladjfdhdfpanhcbn?hl=en-US>

AI Tools

- NotebookLM: <https://notebooklm.google.com/>
 - AI applied to YOUR sources (and only your sources)
 - [Convert a stack of documents into a podcast - Automagically](#)
- <https://www.perplexity.ai/> - Chatbot
- <https://poe.com/login> - Chatbot that allows you to create free mini bots
- <https://www.anyword.com> - AI that leverages marketing metrics to create content that aligns to best practices
- <https://www.goldcast.io/> - All-in-one webcast platform that automagically creates the post-webinar promotion kit

HBR STUDY ON IMPROVED PRODUCTIVITY; HOW HAS AI HELPED YOU?

