

AI Mastery

Learn how to use AI like a business owner,
Save time and improve results.



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AI Mastery Introduction



What you get:

- Chat GPT account setup and optimisation, including project and use specific chat setup.
- Google Gemini account setup and optimisation, including deep research use, and competitor analysis.
- Prompt engineering skills for content generation and writing.
- AI Assistant training for further prompt adherence.
- Google Gemini for advanced competitor and market research.

How to use this pack:

- AI Training & Setup
- AI Prompt Checklist
- Memory & Feedback
- Chat GPT VS Google Gemini

Tools don't grow businesses. Systems do.

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AI Training & Set-up



Chat GPT Setup:

- Sign up for an account, and go straight to your accounts settings.
- Click “Personalisation”, fill out “Custom Instructions”, and “More About You” as detailed and descriptive as you can. (Feel free to use AI for this...)

Chat GPT Projects:

- Find “New Project”, role specific chats under that project. (Social Media, Writing, Competitor Research, etc)
- Add custom instructions to this project.
- Add files to your project; anything that provides more context to your brand or its role.
- Train each chat with advanced role prompts (See AI Prompt Checklist)

These assistants never clock off.

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AI Training & Set-up continued



Google Gemini Setup:

- Sign up for an account, and go straight to your accounts settings.
- Click "Personal Context", fill out as many instructions paragraphs as you'd like.
- Train each chat with advanced role prompts (See AI Prompt Checklist)

Better research leads to better decisions. Better decisions make more money.



AI Prompt Checklist

Role (Your AI's dedicated role.) For example:

- "You are my brand specialist. You handle email communications, social media, and copywriting."

Context (Add any related text, images, PDFs, links, websites, and audio) For example:

- "See attached examples of previous work, our brand guide, our website, and social media posts"

Memory (Before action have it repeat back to you what it learned for further prompt adherence) For example:

- "Before taking action, tell me what you've learned about my brand, and how you'll assist"

Action (Describe needed task. Can include web research, writing, content generation, and even competitor research.) For example:

- "Write me a full social media plan, completely unique to my brand"

If you want strong results, details are everything.



Memory and Feedback

AI models are like a brand new employee. When they're new they barely know anything... although with more and more experience they get better and better.

Memory:

- Upon telling an AI model to remember something, it will keep whatever you say in mind for the next time period. With time it'll need a reminder.
- Never delete chats. Only archive them in case you'll need to export your account data somewhere else.

Feedback:

- With feedback prompts, make sure to include heavy context. The more it can refer to, the more accurate it is.
- Feel free to whittle the inaccuracy down with many feedback prompts, this only further trains the AI.

Don't restart! Refine.



Chat GPT vs Google Gemini

Each LLM (Large Language Model) has its own specialty. Where the real power lies is when they collaborate with each other.

Chat GPT (Your Robot Army)

- Chat GPT is perfect for building teams of role specific assistants, and training capabilities.

Google Gemini (Your Online Research Powerhouse)

- Google Gemini's secret weapon is its "Deep Research" feature, that can scour hundreds of websites in minutes, and attach sources in its response. It can even create custom spreadsheets for you as apart of its research.

Collaboration:

- Use Google Gemini to find any important data for context to provide to Chat GPT.
- Find competitors, and use their outputs as a framework to create something superior.
- Have Google Gemini compile entire documents, and spreadsheets full of important data to export as PDFs. These can be used in Chat GPT to inform your assistants.

Most businesses don't need more tools. They need a better process.