

## GENERAL AI TOOLS




CHAT:  ChatGPT  Bard AI  Bing

IMAGE:  Midjourney  DALL-E 2

## ARTIFICIAL INTELLIGENCE TERMS EXPLAINED FOR NONTECH PEOPLE

### INPUTS

Text commands given

### OUTPUTS

What comes back

### OPEN AI

Responsible for ChatGPT

### TRAINING

Example data to train model

### PROMPT ENGINEERING

Structuring prompts for best output

### PROMPTS

Types of input provided

### LLM

Large language model

### AI MODELS

AI platforms with different source codes

### GENERATIVE AI

AI creating unique content

### HALLUCINATION

False or inaccurate outputs

## KEY USES

- SUMMARIZING** – Long text, articles, transcripts
- BRAINSTORMING** – Ideas, outlines, new concepts
- SYNTHESIZING** – Insights and takeaways from text
- WRITING** – Blog posts, news releases, articles
- EXTRACTING** – Data and patterns from messy data

## ROLES AI CAN PLAY

- INTERN** – Learns from data and experiences
- THOUGHT PARTNER** – Assists with brainstorming and ideation
- CRITIC** – Evaluates and provides feedback on content or ideas
- TEACHER** – Provides knowledge and guides learning

## SAMPLE PROMPTS

**MARKETING** “Generate 5 persuasive subject lines for email about [xx]”

**SALES** “Generate 10 ways to generate leads for [xx]”

**CUSTOMER SERVICE** “What are the most frequently asked questions about [xx]?”

**RESEARCH** “Identify the top 20 [xx] companies in the US”

## TIPS TO REMEMBER

- No proprietary info
- Fact-check
- Change style
- Change role
- Build prompts
- Experiment

## AVOIDING PLAGIARISM WITH CHATGPT

### METHODS OF DETECTION

- Watermark method
- DetectGPT
- AI Detector

### HOW TO TRICK DETECTION

- QuillBot Paraphraser
- GPTMinus
- Trickmenot.ai
- Originality.ai

### ADJUST WRITING STYLE

- Change unusual characters
- Adjust language and tone
- Ask to display empathy
- Add unordinary spacing