

[Transcript] Everyday AI Podcast - An AI and ChatGPT Podcast / EP 130: Build a Brand Live with AI (Part 1)

This is the Everyday AI Show, the everyday podcast where we simplify AI and bring its power to your fingertips.

Listen daily for practical advice to boost your career, business, and everyday life.

Can you build an actual brand with AI?

What can you actually build and launch inside of ChatGPT?

Is it any good?

These are questions I hear all the time.

You know, hey, what can ChatGPT actually do to help me grow my business?

How can I actually use AI?

We're going to go over a couple of those things actually live today.

So welcome.

My name is Jordan Wilson, and I'm the host of this very show, Everyday AI.

This is a daily live stream podcast and free daily newsletter helping everyday people like me and you learn and leverage AI.

So first of all, thank you for joining us, especially if you're live.

But if you're on the podcast, I'm going to do my best today.

But this is one of those you're probably going to want to check the show notes and come and watch the recording of this because we are going to be building today live a brand from scratch from your ideas live.

So make sure if you are joining us, you know, if you're maybe doing your dishes or walking your dog, maybe get in front of a computer.

Get ready to type some suggestions in because we are going to be taking your suggestions live to build this thing.

This is I like to tell people this isn't one of those podcasts where we spend, you know, three weeks editing a single episode.

We are doing this with you in real time.

This is the realest thing in artificial intelligence.

Let's be honest.

All right.

Before we build a brand live and I'm going to give you time to get in front of your computer.

Let's go over the daily AI news as we do every single day.

And as a reminder, if you're not already.

And maybe why aren't you please go subscribe to our daily newsletter.

We put this out every single day.

It's your everyday AI.com.

So make sure you go subscribe to that if you haven't already.

All right.

So here's what's going on in the world of AI news.

So even with AI, and you know, people are saying AI is taking away SEO, but Google's earnings are still strong.

So the parent company Alphabet just had their third quarter earnings call.

And it showed that Google's ad business is still performing well, despite competition and investments in AI.

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So Google's search business earned \$44 billion in its rate in its reported, which is an 11% year over year jump.

And Google obviously is experimenting with new AI powered ad formats in the wake of its new search generative experience.

So you are starting to see and testing, you know, kind of this new AI version of Google search.

It's kind of gone with the traditional search and it's more of this AI powered SGE search generative experience.

But you're starting to see those ads even being placed inside SGE.

All right.

Moving on.

This one's interesting.

I think we should have a whole episode on this, but a prep school is giving executive staff roles to AI chatbots.

So the prestigious Cottesmore prep school in England has appointed two AI chatbots named Abigail Bailey and Jamie Rainer to serve as the school's principal head teacher and head of AI.

So the headmaster there at Cottesmore, which I guess headmaster is the person in charge sees AI as a benevolent servant and believes it will play a crucial role in preparing students for a future with advanced technology.

So this kind of giving AI staff roles is part of the headmaster's plan to prepare students for a future where AI and robots are prevalent.

But it is raising a lot of issues and concern because the role of AI in this scenario and the racial implications because they asked the chatbots to essentially perform as people of color.

So a lot of, you know, kind of controversial things going on with that.

So make sure to check out more in the newsletter.

Last but not least, YouTube may actually let you mimic your favorite musician with AI.

So YouTube is developing a new tool using AI that would allow users to have their favorite artists sing whatever they want.

But negotiations with major labels have stalled.

So YouTube was supposed to release this tool to a selected group of creators last month with the artists themselves serving as project advisors.

But obviously the music industry is divided on the use of AI in music with some seeing it as a tool and others seeing it as a potential threat.

I don't know about y'all.

I would love that.

Right.

I'm not a musician, but for me to be able to sit down and type what my favorite musicians should sing or rap would be incredibly fun.

You know, you could make an entirely new music catalog for yourself.

All right.

So I'm excited for today's show.

So let's talk about let's talk real quick what we're doing.

And I do see, you know, I love this, you know, Mike said, good morning, fellow real people.

Yes, this is real.

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Yes, we're doing this live.

So as a reminder, I need I need your help today.

I need your help.

I need some suggestions.

So let's start at the top first and then I'm going to explain to you what we're going to be doing.

But I need some suggestions.

So what is what is a product?

I want to create a product live with y'all and we're going to create a brand around this product.

I'd like some suggestions, but this product should be probably like something like a consumer product goods.

So a CPG or an e-commerce product, something that's easy to visualize.

Okay.

And nothing crazy, right?

Not like, you know, I know we have those shows where it's like, all right, let's use mid journey to, you know, create a, you know, six legged Pegasus, you know, walking the streets of Chicago, eating ice cream.

Let's, I'd like some ideas of a real actual product, something that you would buy, something that we would use.

All right.

So think of that.

And I'm going to, I'm going to look at your suggestions here.

Hopefully, hopefully they're coming in live.

And we're going to build this together.

We're going to build this together.

All right.

So let me now explain what we're going to do.

And again, get your product suggestions in because I want to build this live with you.

That's the thing I love about everyday AI.

We are a growing community where we're doing things together.

We're learning together.

So I want to make this one fun and engaging.

All right.

So what are some ideas?

I'm going to, I'm going to throw some up on the screen.

All right.

So AI R says phone case sweatshirt.

All right.

Michael, what's up Michael?

Michael says Yeti style mugs for everyday AI.

Jay says Star Trek tricoder device.

Oh, I love this.

I love this.

And he says hair gel to make my hair look like yours.

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If you're joining on the podcast, that's funny because I can't tell from the, from Mike's small little picture, but it looks like Mike does not have very much hair. So I don't know if we can create a hair gel to make you grow hair.

Okay.

Let's, so let's get those suggestions keep coming in.

And then I'm going to hopefully walk through what we're going to be doing.

So I'm going to pick one of these suggestions.

We got a couple so far.

So thank you.

Uh, Mike, Jay, Al R, uh, and Michael for, for the suggestions so far.

Um, so here's what we're going to do and we're going to do this live.

So we're going to see how it goes.

It could be amazing.

It could be catastrophic.

So we are going to create a brand.

So we're going to create a brand name and identity, all of that.

Uh, we're going to identify with our fake brand here live.

We're going to identify a brand's competitors and we're going to help create a USP, a unique selling proposition.

All right.

All right.

Then we are going to identify potential clients or customers for our fake brand.

And we're going to do almost all of this inside chat, GBT with internet connected plugins.

So I'm excited about this.

Then we're going to use chat, GBT to write some basic marketing language.

Okay.

Uh, then hopefully if time permits, and this is a two part episode.

So we're going to do part one today and we're going to pick up tomorrow, uh, with part two.

So part two, we are going to take literally from what we have today, what we, uh, create and develop as a, as a live community here.

And we are going to create, uh, probably some, uh, video assets and probably a website as well.

Uh, so hopefully today we're going to get some, some basic marketing copy, uh, some images, maybe even a logo.

If, if, if we can get through this fast enough and then, uh, tomorrow we are literally going to go over the course of two shows, go from an idea to in theory, a live website with images, with, with video, uh, with a lot of different creative and we're going to do it all live on my screen using generative AI, because people are always saying, Hey, Jordan, doesn't seem like generative AI can really do anything for me.

It's like, all right, let's put it to the test.

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Let's do it live.

Right.

I'm not spending 50 hours on this.

We're doing it live together.

All right.

So let's jump in.

Let's see if we have any other, uh, any other fun ideas here.

Tanya, thank you for joining us.

So she says a section structured for the trunk of my car to divide groceries and items.

Okay.

I kind of, I kind of like that one.

That one's very, uh, very specific.

Uh, Gabriel, thank you for joining us.

Uh, so Gabriel says rosemary hair growth, leave in scalp treatment.

All right.

So we have, uh, we have a couple ideas.

I wanted something that was kind of easy to visualize.

And I think if we go with some of these, uh, you know, hair products, we're going to get some, uh, some crazy things.

So, uh, I think for what we're going to do.

All right.

So we're going to do Yeti style mugs.

All right.

So I like this.

So let's work with this.

Y'all give me, give me some ideas, uh, but we're going to do this live.

So we're going to have some Yeti style mugs.

Yeah.

Maybe or maybe not.

They'll, they'll be for everyday AI.

Who knows?

Maybe they'll be great and we'll sell them.

Uh, but Yeti style mugs.

So let me start here.

You know, probably all of us.

Hey, even right here, this, this thing's huge.

If you ever hear me sipping on something, this is like a, this is not AI.

This thing is literally like 50,

like a 50 ounce huge Yeti style water bottle.

But maybe what would be better about a Yeti style mug?

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What are some things that maybe we should improve upon?
So as I asked those open ended questions, here's what we're going to do.

Here's what we're going to do y'all.

So, um, and, and if you are joining, if you are joining me live, uh, thank you for your patience because today's, today's going to be one of those where there's going to be, there's going to be a little typing.

All right.

There's going to be, you know, some, some delay as we wait.

Um, but I'm going to explain everything that we're doing.

Okay.

So right now, and please get yours.

Tell me everything right now.

Give me your ideas on a Yeti style mug.

And I'm going to actually, uh, I'm going to make my, uh, my head here a little smaller.

So again, if you're listening on the podcast, this is one, hopefully you can come back and have some fun with us.

So I'm going to go ahead and share my screen now.

So I am inside a chat GPT and sorry.

So I have some very basic prompts ready because I didn't want you to have to, uh, listen to me type these, uh, in full.

So, um, so now I'm going to say using, uh, actually, let me fill in these kind of a placeholders.

So this category is, um, I'm going to say Yeti style mug, uh, category.

Okay.

So let me go ahead and copy and paste this.

And as this goes, I'm going to explain what we're doing here.

Okay.

Hey, this is Jordan, the host of every day AI.

I've spent more than a thousand hours inside chat GPT and I'm sharing all of my secrets in our free prime prompt polish chat GPT course.

That's only available to loyal listeners like you.

Check out what Mike of freelance marketer said about the PPP course.

I just got out of Jordan's webinar.

It was incredible.

Huge value.

It's live.

So you get your questions answered.

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Um, pretty stoked on it.
It's an incredible resource.
Pretty much everything's free.
I would gladly pay for a lot of the stuff that Jordan's putting out.
So if you're wondering whether you should join the webinar, just make the time to do it.
It's totally worth it.
Everyone's prompting wrong.
And the PPP course fixes that.
If you want access, go to pod PPP.com.
Again, that's pod PPP.com.
Sign up for the free course and start putting chat GPT to work for you.
All right.
So here we go.
All right.
I just hit enter on a prompt.
I'm going to explain exactly what's going on.
And I'm kind of zooming in here on the screen.
So hopefully you all can see as well.
So I am using chat GPT.
All right.
So you also, for what we're doing, you need to have chat GPT plus, which is \$20 a month.
And it gives you access to plugins.
So I started a new chat with a couple of plugins already enabled.
Don't worry.
I'll, I'll leave, you know, in the show notes, we'll leave some links to previous episodes where we talk a lot about plugins.
So this isn't that.
So I have browser op plugin, which is one of my favorites.
I have a box script plugin in scholar AI.
Also, we did a show on the chat.
So I'm going to show you a little bit about that.
So here's my prompt.
I'm saying using, use the browser out plugin to research current naming conventions in the Yeti style mug category from 2023 based on the findings, generate three unique brand name suggestions for a Yeti style mug category.
I probably should have put brand in there.

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So I might have to change that.
And then I said,
additionally provide a brief backstory or rationale behind
each suggested name.
So here's my prompt.
I'm saying using,
using the browser out plugin to research current naming
conventions in the Yeti style mug category from 2023.
So here's my first suggested name.
Please also create simple brand identities for each of the
examples.
All right.
So now I'm getting results.
So as you'll see in,
in my kind of browser here,
and let me just walk you through it.
I use browser op for so many things.
And normally fyi,
normally I would not just start this chat like this.
I would go through the process.
I would prime it.
Right.
I would go through each prime prompt polish,
which is our free prompting much method,
which is literally amazing.
But I want to show you that even without going through this,
because I didn't want to do that live.
But if you want access to our free course,
just type PPP.
I'll send it to you.
So essentially browser op.
I can click and see exactly what it's doing and what is doing.
And this is why chat.
Jpt with plugins is so powerful for research,
ideation strategy.
It is doing what a human would probably be doing in these
scenarios.
I can click in its Googling.
This is exactly what we said in its reading different pages here.
So I'm scrolling through kind of the source code of,
of what it's seeing.
So now it's.
Okay.

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So now unfortunately what we're going to have to do is I'm going to have to modify this a little bit.

So this was just a poor prompt.

So I'm going to say, I'm going to follow it up with,

I'm going to say, please help us create.

A new brand based off this category.

All right.

So we're typing live, which is never my fun, a fun thing to do.

And I'm going to say, I'm going to copy this previously.

All right.

So I'm saying, please help us create a new brand based off this category.

Kind of some of my filling in copying and pasting didn't make that, didn't make that relevant enough.

All right.

So I'm going to take, I'm going to take a second here.

Get to a couple of questions and let's keep, let's keep this going.

Brian says, wow, this is fun.

Brian says, you should sell the mugs after maybe we'll see.

Love this mic.

Mike says, it needs to be spill proof.

I absolutely agree.

Jay says, is the browser out plugin just to search the internet or doing something else?

Yes.

Jay, thank you for this question.

The reason I use browser up.

Yes.

I'm a dork.

I've tested more than 20 internet connected chat, GBT plugins across four different criteria because not every single plugin until Peter, wherever Peter's at, Peter's been working on this.

He's actually waiting for me to reach out to him.

But so not all internet connected plugins are the same.

I like browser off because it can open and query, which means it can search the internet just like a human can based on a prompt, but it can also visit specific web pages and also read PDF.

So it's a very plex flexible plugin because when you're using plugins within chat, GPT, you can only have three at a time.

Okay.

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So in theory, I would be working in this chat and training it up around this new brand that we're creating live.

So I'd want to be very thoughtful and strategic on which plugins to use because again, chat GPT is great because it has a memory. You can go back and forth and train it and teach it and guide it. But at a certain point, it's going to, you know, after about 6400 words, it's going to start to lose some of the memory.

So that's why we're using plugins so we can access the web and not just have to copy and paste large chunks of text.

All right, Monica question.

Can you explain why you have each plugin enabled?

Yes.

So browser op, let me scroll to the top browser op is a very flexible plugin that, you know, does those internet things very well as well as PDF.

So I have another plugin called Vox script, which is very similar to browser op.

So the reason why I sometimes build plugin packs, this is what we teach in PPP and our free PPP course, both of those are free by the way, but I like to have some redundancy on the most important plugins, which is internet connectivity.

And so, but they are a little different because browser op, the plugin can read PDFs very well.

Vox script cannot.

Vox script can summarize YouTube videos fairly well.

Browser op cannot.

So we do have some redundancy in case there's a break in the plugin, but then you also have functionality across so many different ways to research, right?

So if we had more time, I could throw in YouTube videos about, you know, mugs, right?

Like mug reviews and go and see things that they like and don't like, right?

So what we're doing in chat, and why this is so powerful in building a brand is because you can literally go through 50 hours of research in a matter of minutes and pull away the most important details.

If you know what you're doing by building plugin packs, by using the right plugins within chat, GPT.

All right.

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Here we go.
Let's, let's keep it going.
Mike, I love.
Hey, Mike's Mike right now is getting the MVP.
So, so Mike Lamers, thank you for all your comments.
What else should this Yeti style mug do because we're going to be building it all live within chat GPT.
So let's get back to it.
So we have some ideas now.
I think let's, let's scroll down.
So.
So I'm going to go ahead.
I'm going to, I'm going to say these are great.
We have some suggestions.
Don't worry.
What else do we want our mug to do?
Our Yeti style mug.
I like Mike says it should have a large bottom.
It should be spill proof.
I like that.
This thing, the one I have, it's kind of top heavy.
So I get that.
I like that.
It's a little wider at the bottom.
So maybe it's short and stout spill proof.
What else?
Because I'm going to, I'm going to type these things in and see if we can ideate in brainstorm and get some great suggestions on new names.
So what else?
What else?
Okay.
Brian says it should be able to fit in cars and work bags.
This is great.
So I'm going to type in right now and I'm going to go ahead and hide these comments.
So I'm going to say these are great.
We also, we also, my gosh, we also want this mug to be spill proof wide at the bottom, able to go in a car and gym bag and not very heavy.
And let's just say we also want it to be eco friendly.
That shouldn't be the focus, but keep that in mind.
And then I'm going to say, now here's what I'm going to say.

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I'm going to say also, please use the browser app.

Plug in to research other brands and companies in a similar space.

And then I'm going to go ahead and I'm going to take what I said last time and say after this.

Hey, this is Jordan, the host of everyday AI.

I've spent more than a thousand hours inside chat GPT and I'm sharing all of my secrets in our free prime prompt polish chat GPT course that's only available to loyal listeners like you.

Listen to what Lewis, a business owner said about the PPP course.

I can tell you that when I went in, I understood a little bit about chat GPT.

I understood some of the stuff I was able to use some of the prompts, but what I discovered going through Jordan's webinar was that there is so much more.

I don't understand that chat GPT can do and I really should be using it.

And if anything, I got that from the webinar.

I would highly recommend this to anybody from beginner to advanced.

You will absolutely learn something from this experience.

Everyone's prompting wrong and the PPP course fixes that.

If you want access, go to podppp.com.

Again, that's podppp.com.

Sign up for the free course and start putting chat GPT to work for you.

Thank you.

After all of this, please give us five new name examples with brand identity basics.

Hopefully that's enough.

We're going to pick one and move on and keep going.

So what we're doing right now, again, if you're just joining us or as a recap, because this is, I know this is one of those we're going to be bouncing along with play.

So we're creating a brand with chat GPT.

So we took ideas live.

And next, what we're going to be doing is we're going to be identifying a brand's competitors and USP.

Okay.

So that's what we're going to do next.

Okay.

So I'm going to go ahead and copy and paste this in, but I want,

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I'm going to.

All right.

So here's, here's what it's doing.

This is why it's never good to be prompting live because what it's, what we actually did, which is fine, it said, based on the research, here are some notable brands and features in the eco-friendly spill proof travel mug category.

So this is good.

Don't worry.

This is good.

But we are now going to ask, okay, here we go.

So now it says considering the above trends and features and requirements, here are five unique brand name suggestions.

Okay.

So let me know which one you like.

Hey, whoever shouts out the most, this is the one that we're going to use.

Who knows?

Maybe we'll make and sell this thing.

So tell me which one you like.

We have eco voyage.

We have stable sip.

We have light lift.

We have bag buddy nature nest.

I'm not a huge fan of all of those.

I like, I like one of those.

I'm not going to say which one, but which one do you like?

I'm, and I'm actually going to say, please give me five more brand name ideas with less of a focus on the eco aspect.

So I did just put that in there, right?

Like, Hey, we want it to be eco-friendly just because right now in, in consumer product goods, e-commerce, like eco-friendly is, is huge.

So I do want to even keep that in mind because we're going to be developing a unique selling proposition and how we can differentiate ourselves from the other competitors from these other big names.

Okay.

What names do you like so far?

Y'all like what, what sounds good?

So, uh, get, uh, Gabrielle likes bag buddy, uh, stable sip.

Yeah.

We have a couple of stable sips.

Uh, all right.

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Monica with a question.

So do you have to tell chat you to use the browser outplugging or will it use it regardless?

Fantastic question.

You should always use that.

You should always use that.

Here's the thing.

And it's, it's, it's a kind of a long drawn out answer, but I'm going to keep it simple.

After a certain amount of time, chat is going to start to lose its memory.

So it's always easiest just to say, use the browser outplugging to do a B and C. All right.

So yes, we should.

Uh, oh, I love this.

Val says, can we add Wi-Fi connectivity to the mug?

So it reads what we drink.

That might be a little too much to, to, to do live out, but I love the idea.

All right.

All ready.

Stable SIP is the far winner.

And I'm glad that's, that's what I liked as well.

So we're going to call this the stable SIP.

Okay.

So here's what we're going to do out.

Have this up on, on the screen.

So I am saying back to chat GPT.

We're creating a competitive analysis for our new imaginary brand stable SIP.

And then I'm going to say, please use the browser outplugging to research.

I'm going to say the, I don't even know how you would describe a Yeti mug.

So I'm going to say, I'm going to say to, uh, research the, uh, mug.

Travel mug trends.

We're just going to say it's a travel mug, right?

Cause we said we want it to be stable.

We want it to be easy to, uh, to use.

Uh, so let me go ahead and put this in.

So in the travel mug niche, and then we have our stable SIP.

Sorry.

Bear with me as I copy and paste this.

Again, I'm not trying to do crazy, uh, crazy long prompts.

So here's, here's what I'm doing here, right?

So we, we decided, we decided, all right, we have the stable SIP, uh, and we're creating this from scratch.

So right now we're saying we're creating a competitive analysis for our new

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imaginary brand stable SIP.

So I need to tell it.

Here's what we chose.

And this is a new imaginary brand.

And then I said, please, yes, use your manners when working with chat GPT.

I'm saying, please use the browser out plugin to research the travel mug trends from 2023.

That's the other thing when you're, don't just say query this.

I want trends from 2023 because even on the internet, I don't want to pull up things from 2019.

If I'm actually building a brand from scratch, I want to use the most up to date in recent information out there.

Um, and normally I would give chat GPT very specific commands.

It would just take longer.

So normally what I would say in this scenario, just so you all know, but we're doing this live,

I would say research at least 10 different sources of information.

And then at the end, I would say something like this, uh, complete this task autonomously without human intervention.

So I would want in theory to say,

please look at at least 10 different sources of information,

15 different sources of information.

And I might even give categories.

I might say five in trends, five in product, five in e-commerce as an example, but we're doing this live.

We don't want it to take forever.

That prompt would probably take about four minutes to, um, to get through.

So I want to make this quick.

All right.

So here we go.

We have research already.

This is fantastic.

So it says based on the research, here are travel mug trends from 2023.

You see what we're doing already.

We are already starting to not only develop a product, but we're, uh, looking at current market conditions.

Okay.

And this is good because chat GPT knows all this.

So as we, as we continue to develop this brand, it already has it in its memory.

That's why we're keeping this light and short.

So we don't have to worry about chat GPT running out of memory after those 8,000 tokens, which is about 6,400 words.

All right.

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So it has top competitors.
And it's also saying here's, here's what customers expect.
They want to leak proof vacuum lid with a rubber seal.
They want double wall installation.
They want a slide lock or BPA free sippy lid.
Yeah.
Look at this.
Hey, that's kind of what I got right here.
I have a vacuum lid on my big mug.
I also have one with a straw.
I would want a short one maybe.
Right.
Like a short one fits in the car.
Yeah.
I like this.
Okay.
And also it says some mugs even offer a built in mesh strainer for tea leaves or a fruit and fuser.
Interesting.
I like this.
I like this.
Okay.
And then it says top competitors.
Here's some of our top competitors.
Okay.
And then it says given the above information here are five unique selling propositions for stable sip to help it stand out from its competitors.
Right.
So you see what we did just by giving it correct prompting information and telling it.
Study industry trends.
Look at all the different competitors.
Here's what our product is.
Here's what it stands for with that, with that little bit of information.
Right.
That very little bit of information.
It's already starting to help us carve out kind of some marketing angles or our unique selling proposition, our USP.
It's doing so much of the brainstorming, even like basic market research.
It's doing it all for us.
Are we getting yet the power of chat GPT with plugins with even some basic targeted prompting.
Right.

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Yeah.

This is good stuff.

All right.

So here's some of our USPs advanced spill tech, spill proof technology, ergonomic wide-based design, feather light build.

I love that.

Multi-purpose lives, sleek and stylish aesthetics.

I love this.

I love this.

All right.

So here's what we're going to do now.

And as this runs, I'm going to update this.

I'm going to tell you all what's going on.

I'm going to jump to your comments.

Let me know.

Are you all enjoying this?

Is this, is this good?

Cause I hope this is fun for you.

This is exciting for me because we're seeing live different use cases for chat GPT because everyone's always like, ah, chat GPT is not smart.

It hallucinates.

It makes things up.

Well, if you give it access to the right plugins, if you do proper prompting, if you give it examples of good and bad, which I'm not even doing all of that cause it's a lot to type live.

I hope you're seeing.

All right.

So here we go.

We are going with.

Let me scroll up here.

Sorry.

We have a lot going on.

I gotta get my, okay.

So now I'm saying based on the above results, please help us research potential clients or customers for stable sip.

Use the browser out plugin.

Let's see trends in the, uh, I'm going to say travel mug category.

All right.

And then this is stable sip.

All right.

So I'm going to go ahead and run this live and then let's talk about it.

And I'm going to get to your comments.

What do you want to know?

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Are you enjoying this so far?

What parts of the process are you seeing value of?

I want to know.

So here's what we're doing next.

Okay.

So we created a brand already.

We already identified our competitors and already started to develop a USP.

So now what we're doing is we're doing a little bit of market research.

Okay.

And we're identifying potential clients or customers.

So here's, here's the prompt, uh, that I just ran.

I said, based on the above results, so we're telling chat GBT, yes, keep this, keep this going.

I said, help us research potential clients or customers for stable sip using the browser out plugin to research consumer behavior trends and travel mug category from 2023 based on the findings, identify five specific target demographic examples for stable sip.

Please take your time, go step by step and complete this task autonomously without human intervention.

That's just a little tip because a lot of times chat GBT likes to be collaborative, which I like, but when I'm trying to do a live stream, a podcast, bring in your suggestions and type not always, not always the best. So, uh, let's see, are we enjoying this so far?

Uh, Tracy says, this is amazing.

Thanks for joining Tracy.

Brian says, this is fabulous.

Stable sip.

Yeah.

If you joined us live stable sip, we said.

We wanted a mug, maybe not like this.

I got this tall one.

Sometimes I knocked this thing over.

We wanted something a little more stable with a wide bottom, something that wasn't going to spill, something that can travel, something that's light.

Right.

Yes.

And this is coming.

This is Jay.

Jay, thank you.

Jay says, this is great as this is what we want to try and see what the expert results are.

Um, Mike says, interesting to see if Dolly three can draw a prototype based on these descriptions.

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You know, that's coming, Mike.

That's coming in part one.

If we can, if we can, uh, keep, keep this thing going here.

All right.

So here we go.

It says for our podcast audience.

And if you are listening on the podcast, thank y'all, but hey, go, go click the show.

No, you got to see these things happening live.

It's going to help you understand chat, GBT and how to use it, but I'm going to do my best to describe what's going on.

All right.

So it says chat, GBTC is based on the research.

Here are some insights and the consumer behavior trends in the travel mug category for 2023.

So we said shifts in consumer behavior, uh, growth in travel and tourism sector change in priorities.

I like this.

It says the consumer packet good.

The CPG industry has identified changes in consumer priorities, which could influence their purchasing decisions.

And then also because I'm using browser op and it's a feature of browser op. It has a source here.

So if I want to know more about this FYI, I can click to read the source or I can drill down on any of these things.

So chat, GBT, gave me responses numbered.

You know, one shifts in consumer behavior to growth in the travel and tourism sector, three change in PR priorities.

So I can go and chat, GBT and I can say, Hey, based on number three change in priorities, please tell me more about these recent changes and help me build this out into our product marketing as an example.

Right.

So we say emerging coffee industry trends.

Okay.

I like this.

There's wellness oriented coffee menus, um, and rotation and roasting.

So we're, we're, we're getting pretty deep here into our market research.

All right.

And then it says trending e-commerce products.

All right.

And then it says, given the above insights here, five specific target demographics to, uh, go after first, uh, stable sip.

All right.

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And here's where I want you all to chime in because I want us to identify maybe one of these, uh, that is, is going to be our best target demographic.

Okay.

So it gave us five different target demographics.

I'm not going to read all the details.

So eco conscious commuters, outdoor enthusiasts, office professionals, health and wellness advocates, or digital nomads and remote workers.

Which one of those is, is best y'all?

Uh, eco conscious commuters, outdoor enthusiasts, uh, office professionals, health and wellness advocates, digital nomads and remote workers.

And I'm asking because we are trying to get a focus on one.

Like as we create, uh, you know, some of our additional creative material, some of our marketing, when we go, when we dive into part two tomorrow and do a website, we're going to want to be, uh, appealing to this, uh, consumer based.

So which one, which one do you like?

Uh, let me know.

Tanya says this saves so much time in gathering this information.

Absolutely.

Uh, Tracy, there's value in all of the parts.

Agree.

All right.

So we have, we have some votes here, some for four and some for five.

So I think number four was health and wellness, but we have the most votes for number five.

So thank you for everyone, which number five is digital nomads and remote workers.

Okay.

So stable sip.

We are going to, uh, you know, kind of position it, uh, to go after digital nomad remote workers.

It's an on the, it's an on the go, uh, kind of product, you know, so people don't spill their drinks.

We want it to be stable and lightweight.

All right.

Here we go.

So here's what we're going to do now.

We're going to keep this going.

I know this is a longer episode, but I hope you see value in it.

So I'm saying, please using the information above, help us develop some basic marketing language, uh, for our new brand stable sip.

I'm going to say, I want to say here, please help us target our ideal, uh, demographic, which is digital nomads and remote workers.

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And then I'm going to say, keep in mind our preferred USPs mentioned above.

And I'm going to say specifically, um, the stability of the mug and the, um, portability that it provides to our target demo.

I'm sorry.

I have to type this live.

I had some of them ready to go.

Uh, but right after this, I know this is, you know, this, this isn't the most exciting thing to seem to see text on screen.

But again, we are demonstrating how valuable chat GPT can be.

We've only been doing this live now for about 17, 18 minutes.

Um, and we're already, uh, going through what would normally take.

If you were working with an internal team and outside agency, a consultancy group, again, we're not getting the same level of results because I would go much more in depth in the prompts.

I would go back and forth.

I would train this chat GPT.

I would create an expert chat.

That's what we teach in our prime, uh, in our free prime prompt polish course.

I would give it much more background information,

but I wanted to start from scratch to show you even without being a,

you know, an expert in chat GPT, even with some basic back and forth and plugins.

Uh, we can do some amazing things.

So we are asking for some basic marketing language.

Okay.

So let's see what we got.

So we're saying based on the research, here are some of the popular marketing, uh, phrases and trends.

So the rise of augmented reality.

Let's see, did I, did I paste the wrong one?

Let's see what I did here.

Hey, this is Jordan, the host of everyday AI.

I've spent more than a thousand hours inside chat GPT and I'm sharing all of my secrets in our free prime prompt polish chat GPT course.

That's only available to loyal listeners like you.

Here's what Lindy, who works as an educational consultant said about the PPP course.

I couldn't figure out why I wasn't getting the results from chat GPT that I needed and wanted.

And after taking the PPP course, I now realized that I was not priming correctly.

So I will be heading back into chat GPT right now to practice my priming, prompting and polishing.

Everyone's prompting wrong.

And the PPP course fixes that.

If you want access, go to podppp.com.

Again, that's podppp.com.

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Sign up for the free course and start putting chat GPT to work for you.

Okay.

Okay.

So what's, what's going on now?

It's, it's giving us some marketing trends that we asked for to better, to better market to our target audience.

So some of the things that says the rise of augmented reality, we're going to skip that personalized marketing.

I like that.

High demand for chatbots, influencer marketing, visual searches.

Okay.

So, and then it says giving the above trends in USPs of Stable SIP.

Here are five persuasive marketing messages or taglines targeting digital nomads and remote workers.

All right.

So here is some potential basics for, you know, some taglines and some basic marketing messages.

And then later we are going to turn these into a kind of tomorrow and part two.

We're going to turn these into some landing page copy and build out a landing page.

Right.

So let me know which one you like.

Number one, steady on the move.

Number two, your desk anywhere.

And we can tweak these and we can give some feedback to chat GPT because you always should write

that's what we teach when you polish in our prime prompt polish.

When you polish, you should be giving feedback and say, this is, you know, number one and two are pretty good.

Don't like number three, but four and five are great.

Okay.

So one, steady on the move to your desk anywhere.

Three, SIP with confidence.

Four, crafted for the digital journey.

Five beyond the desk, beyond spills.

Which one do you all like?

Which one do you all like?

Mike says they're all awesome.

Tanya says love SIP with confidence.

Tracy says it's amazing to see you talk through your thought process.

Yes, thank you.

This isn't the easiest thing if I'm being honest to go on, on two different screens,

trying to talk to our podcast audience as well, get comments in from you all, but I appreciate that.

So we're getting some feedback.

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It seems like most people like one in five, most people like one in five.

So here's what we're going to do.

I'm not satisfied yet.

Right.

Like, like the Hamilton musical.

Never, never satisfied.

I will not be satisfied.

Right.

Okay.

So here's what I'm going to do.

I'm going to say I like number one and five, but I'm not satisfied.

I'm going to say please give me 10 more that are similar to one and five, make some of them more general and make some of them more niche and creative.

So in this instance, I don't have to recall on browser app to re-research or anything like that.

It already has that research in its recent memory and I'm just talking back and forth.

So this is again, what you should always be doing if you're working inside chat GPT.

It's chat GPT has the ability to be next level Einstein, but it walks into the chat with zero knowledge, walks in with a ceiling to the heavens.

But it actually has a floor below the surface.

All right.

So keep that in mind.

You always, when working inside chat GPT, talk to it like a human.

You always want to be giving it constructive feedback and steering where it should go.

All right.

So we have, all right.

So let's, let's look at some more here.

Let's see how it took some of our feedback.

All right.

And let's, let's vote on our favorite because we're going to move on now and maybe we're going to create a logo and an image.

I know we're going long on this one, but I hope you're enjoying it.

So here we go.

Let's, let's choose here.

Number one, stay, stay steady, stay sipping.

Number two, every journey zero spills.

Ooh, I like that.

Number three for the nomad in you for sip secure wherever work takes you.

Ooh, I like that.

I don't know about you guys, but these are pretty good.

Five beyond boundaries, beyond links, beyond leaks.

Six, your adventure, spill free.

Seven, desk or destination always steady.

Eight, roam free, spill free.

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Nine, globetrot with confidence.

10, crafted for wanderers built for stability.

What do you all like?

I know that's a lot.

I'm going to zoom out here.

So maybe, maybe you can see, see them all on the screen.

A couple of these y'all, I really like some of these are really good.

What do you think?

And again, if you're joining us, if you're joining us midway through, let me give you a very quick update.

We are building a brand live with chat, GBT with feedback from our everyday audience.

Y'all are awesome.

So we created a brand, uh, uh, stable sip, uh, that is a, a travel coffee mug.

And we aimed it at digitalpreneurs.

So we identified brands, competitors in our USP.

We identified potential clients or customers.

And now we're going through some very basic marketing language and hang on for another,

I don't know, five to 12 minutes.

And we're going to jump into Dolly within chat, GBT, and we're going to start building,

uh, some imagery and maybe some logos as well.

All right.

So what do y'all like?

All right.

So I see a lot of, uh, Monica says every, every journey, every spill.

Uh, Jay says, thank you, Jay.

Are you paying attention to your token use at this point?

Jay, I am not, but thank you for that reminder.

So here's, here's what I'm going to do.

I have another episode on this.

I'm going to go ahead.

Uh, so, so forgive this little refresh here.

I'm going to go ahead and refresh and, uh, we're going to get a token count.

Thank you.

Thank you, Jay.

Um, so yeah, we're, we're still good on tokens.

It's weird.

I can count tokens in my head.

I've been doing this so long.

So I knew we still had plenty, but thank you for that, Jay, because at a certain point, chat, GBT.

So so far we are about 3,400 tokens in about 2,500 words.

So we are almost halfway to where chat, GBT is going to start to lose memory.

And that's the number.

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The two biggest mistakes people make in chat, GBT, number one, not giving.

Well, three.

Not using something like prime prompt polish.

I'll put that out there.

You got to be using something like that.

Number two, internet connected plugins and the right plugin packs.

Number three is memory token.

Right.

If you keep those three things in mind, uh, chat, GBT is going to be an amazing business building partner for you.

All right.

So we're good on tokens.

What do y'all like?

Okay.

I'm going, I'm going through.

I see some, uh, like, let's see six here, 10, four or 10, uh, four or seven, four, uh, every journey, zero spills.

Which one is that?

Every journey, zero spills.

That's two.

So I see two, I see a lot of two, four and 10, a lot.

Okay.

A lot of two, two, four and 10.

All right.

So what should we do?

Two.

Every journey, zero spills for sip secure, wherever works takes you or 10 crafted for wanderers built for stability.

I see a lot of votes.

I see a lot of vote for all these, uh, all these, all D.

Maybe we could sell this at Aldi.

I love Aldi.

Anyone else out there?

Love Aldi.

Uh, all right.

So I see a lot of four, a lot of 10.

Okay.

People are asking about the token counter.

I have a video for that.

Uh, I'll try to share this in here later, but it's a Chrome extension.

It counts tokens, uh, inside chat GBT.

All right.

So I see a lot of, oh, I don't know how to choose y'all.

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You're going to make me choose because I see a lot of two, a lot of 10 and a lot of four.
All right.
So we're going to go, I think I see mostly, I think I see mostly two because the people typed it out, every journey, zero spills.
They all did it for that one.
So we're going to go with two.
I'm sorry y'all.
We can't please everyone.
It's, it's a new audience.
So I'm going to say, okay, we're going with, please, uh, write some more copy around this.
Okay.
This is more or less just as a reminder to myself later when I jump in here, uh, what we're going with.
So for stable.
Don't worry about this.
That's just for me.
I'm just saying we're going with every journey, zero spills for stable sip.
Please write some more marketing copy.
Don't worry about that.
All right.
So here's what we're going to do now.
We're going to get visual.
Oh, you're all ready.
We're going to jump into chat GPT's doll E three.
All right.
Woo.
I got to take a stable sip here y'all.
I'm, I'm, I'm thirsty.
This is a lot of talking.
I love the feedback we're getting.
Again, podcasters, thank you for supporting us.
You know, out there on apple, uh, Spotify.
Did you all know this?
We're, we're a like a top 10 tech podcast on Spotify.
Thank you.
Thank you.
Spotify listeners, but hey, check the show notes.
Come in.
Watch the video for this.
I know this one's going to be a little difficult to follow, but hopefully we're getting it.
So, uh, all right, let's go ahead.
We're going to start a new chat.
Why are we starting a new chat?

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Well, doll E three is now available inside chat GPT.
However, it is its own mode.
I'm going to go ahead and plug in.
So I need to start.
I need to start a new, um, chat and actually no, I don't, I'm going to go back here.
Give me a second.
So I'm going to say I'm back in our, I'm back in our original.
So I'm going to say, please help write a, uh, I'm going to say a five.
Uh, no, I'm going to say a three sentence.
Three sentence description of stable sip.
Marketing.
Angle.
We want.
Apline and basics about.
Competitors, USP, et cetera.
I'm going to say also write a simple prompt.
We can use in doll E three to create an image.
Okay.
So now we got to get the basics of this information without you all having to see me struggling type.
We need to take, uh, the most important information about this and we need to transfer it to this new dolly chat because FYI, when we start a new chat in dolly, it doesn't have access to any of this information.
So when I start a new chat in dolly, I'm going to give it some basic information.
So I'm going to copy and paste from here before I even ask dolly, uh, three to create images for us.
So what we're going to do, and I know we're already 40 plus minutes in, I'm going to try very quickly to do a.
Basic logo.
We're going to start with a logo.
I don't know if we're going to get to images today.
Probably not, but that's okay.
That's why we got part two.
We're going to really get after in part two.
All right.
So I'm copying this basic information over and I'm starting that new chat in dolly three.
And I'm going to say, uh, here is some information for a company.
All stable sip that we.
Like a logo on.
So if I'm telling you the truth, I'm putting this in there.
Golly works much differently than a lot of other AI image generators.
I think what's going to happen is it's just going to go ahead, even though I didn't tell it to, I'm giving it background.
It is going to go ahead and shoot us over logos,

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even though it doesn't know anything about what we necessarily want.

So let me tell you real quick as we're loading here.

And are y'all, are y'all enjoying this?

You know what?

If you are enjoying this, please share this, right?

Even if you're on the podcast, please share this with a friend.

Go to your everyday AI.com.

Sign up for the free daily newsletter.

Repost this on, on social media.

Right.

Um, one of the biggest things that I'm trying to do with everyday AI is to create a community of AI enthusiasts.

That's inclusive, engaging.

And we're just building and learning together, not selling y'all a bunch of crap, uh, but actually showing you how to use and leverage AI.

So if this is helpful, please go ahead and, you know,

share this with your friends, um, tag them in the comments, you know, post, repost this, whatever.

All right.

So obviously it's, it's going to create some crazy logos.

Okay.

So I want to know from y'all, what type of logo should we do?

Should we do minimalist?

Should we do futuristic?

Obviously we want this to appeal, um, to, uh, digital nomads.

So here's, here's the great thing.

Let me know what you want to see in a logo.

We're going to do it live.

Um, but I'm going to show you one great thing that nobody's talking about.

The difference between mid journey and dolly.

Okay.

Mid journey does not have ongoing processing abilities.

What that means is if you copy and paste a prompt and put it in there,

and if you get something that's not quite great,

you need to copy and paste it and you need to tweak it.

Right.

The great thing about working in dolly is you can do, you know, kind of what's called NLP natural language processing.

So if it makes logos that I don't necessarily like, like these aren't logos, right?

These are just images.

So I'm going to say, okay, I'm going to say these are great.

Let's focus on logos.

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Only for now, please give us logo only options for stable sip and try and incorporate.

Um, the unique features.

Of stable sip.

So I'm going to say wide base.

Um, not spilling.

Etc.

Okay.

Let's just go ahead and do that while I get to your comments.

Mike.

Mike.

Thank you, Mike.

Mike says, this is why we invest our mornings here.

Um, and I'm sorry.

Maybe you're off to work.

Maybe you're not going to be able to finish, but don't worry.

You can always come back and check this later.

Jay says, I was literally just doing this this weekend.

Monica.

Monica says, I see when you using chat.

You don't always use proper grammar.

Does this matter?

No, it does not matter in chat.

So the same way that, you know, Google or anything else kind of does auto-correct, which is great.

Chat.

It is smart enough where, um, if you're not, um, if you're not getting all of everything correct, it doesn't matter.

Yeah.

So, um, it can, as long as it knows, right?

Like if you misspell something and it's close to like eight other words, you should probably be able to do that.

But basic grammar errors, you don't have to worry about it.

All right.

So let me know right now.

This is how we're going to wrap the show.

What do you want to see in a logo?

So right now I'm just having a natural conversation with Dolly three inside of chat.

And another great thing, which you can see is.

Y'all, can you see this?

I'm going to go ahead and describe this.

We're not going to use this, but this is pretty amazing.

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So if you misspell something and it's close to like eight other words, you should probably fix it, but basic grammar errors.

It's pretty amazing.

So it gave us, uh, a mug.

This isn't exactly what we wanted.

I don't think, but it even put the tagline.

Every journey, zero spills on the cup.

I don't think we would ever put that on there, but, uh, we have an image here, which this is amazing because it took the essence of what we wanted.

You know, we were kind of going after this, you know, kind of the, the digital nomad slash remote worker.

And right here, this is what it screams because in the background, you have this very picturesque, you know, mountains.

Um, and then on the, on the outside of the image, you have what looks like a city scape.

And in the middle kind of parting the city is this mug with the logo.

It actually looks pretty frigging fantastic if I'm being honest.

And Dolly is great right now with texts.

Not all AI image generators are.

So you can't always get that, you know, if you wanted to include a tagline in an image, in a poster, in a logo, it might not even work.

Uh, so the other good thing about Dolly three that I wanted to point out, it can take a very basic prompt and it builds on your prompt, which is something that mid journey and others do not do.

So that is a USP for mid journey.

So right over here, I can copy.

Uh, so it put this,

it said photo of a sleek travel mug with a distinctive wide base placed on a table.

I didn't tell it to place it on a table.

So, uh, Dolly three and chat GPT took my basic prompt.

Um, and it said, here are four variations of the prompt.

Here's the text and here is the image that it, uh, produces, which is amazing.

So we know if we like kind of where something is going, we can copy the text prompt.

It gives us and make some modifications to it.

Also, you don't have to speak prompt to get great images inside of Dolly three with chat.

It is really great at handling basic language.

All right.

So let's see.

What are we feeling now?

All right.

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So we have a couple images, logos that are pretty good.

So let's check.

And again, I'm spending a little bit of time on this because it's important.

So few AI image generators can get text.

Correct.

Uh, idiogram or ideogram is one of them.

Uh, we, we had a whole episode yesterday, uh, with, with, uh,

Leonard Rodman going over AI image generators.

I think Leonardo AI can, can, uh, do, um, text now,

but right now to be able to get text on a logo in,

in, in something like this is amazing.

So we have four different options.

Um, all of them have a cup, but not all of them look like a travel cup.

So we have four different kind of logo options.

So I'm going to use some basic language processing.

Um, and I'm going to say which one.

So I kind of, I don't know about you, about you all,

but I kind of like this one in the lower left hand corner.

So it says stable sip and actually got all the letters right,

which is good because sometimes you're going to have one or two letters that are wrong and you have to go through and correct it.

Um, for some reason it put the word log in at the bottom of one of our options.

So we didn't even give it colors.

So, you know, maybe tomorrow we'll get into color scheme and a little bit of that identity, right?

But which one do you all like?

So if we say this upper left hand corner is one, it kind of looks,

uh, I'd say this looks Starbucks, Starbucks ask.

Um, it has kind of like a, it looks like almost a reusable cup,

uh, stable sip on the right, uh, this upper right hand corner.

Uh, that one looks nice.

Uh, it looks, doesn't really look like a mug necessarily.

So I can even tell chat, give me some options without even showing a cup.

Uh, so, so we could even do that.

Um, so which one do you all like, which one do you all like?

Thank you, Arturo.

Arturo says so cool.

First live episode.

Love it, Jordan.

Uh, Mike says the first one's pretty, pretty good.

Okay.

People are liking number one.

Uh, Jay says the logo should be minimalistic and use other marketing.

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Okay.

Perfect.

Let's do this.

Great.

Jay.

So I'm going to say please give us some examples that are more minimalistic.

And focused less on the mug of stable sip.

And more on, um, branding elements like strong typography.

And then I'm going to say also try and include elements of stable sip without using a mug in the logo.

So we'll see.

Like as an example, maybe, maybe chat GBT will, uh, or Dolly would create a wide logo.

I would like that.

Cause if it's stable, right?

So I, I might even say that just for fun to see how it does.

Okay.

So I'm going to say, uh, okay.

Now maybe make that text.

Sorry.

And I know this isn't like fun to hear me speak as I type, but I want to make sure all of our thousands of friends listening on the podcast know what's going on.

So, uh, I'm going to say, okay,

now maybe make the text wider at the bottom for the logo to symbolize the USP for, um, stable sip.

Please make two options.

Very creative and make two options straight forward.

The great thing about using Dolly three inch at you, but you all like what I'm doing right now,

I'm having a conversation with a logo designer.

Do you see how great this is?

Do you see how great this is?

We're in mid-journey.

Other AI image generators.

You really have to speak in prompt in like prompt language, right?

So you'd say, oh, minimalistic logo, this style, this color.

I'm just having a conversation.

Right.

I'm just having, okay.

I like some of these.

Some of these are really good.

Some of these are really good y'all.

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Um, so I'm going to wait for it to be John generating.
I'm going to hit my next, uh, prompt and I'm going to go back
and we're going to look at these.
And then we're going to wrap this episode up.
All right.
We're going to wrap this episode up.
All right.
So here are, it looks like not all four of them rendered.
If I refresh actually this fourth one might render.
So, uh, it did.
Okay.
It did.
Okay.
So even though I told it not to really include, uh, the cup,
it did include the cup for one, but we have at least three new logos.
Uh, kind of like what, uh, what Jay was asking, uh, hey,
can we do something more focused on, um, you know,
kind of just branding elements.
Uh, yes.
And we can generate more options based on these.
Yes.
So we do have three new ones.
Uh, all of these, I don't know about y'all, but this one here,
it's like a cup logo, but it's like morphed into an S.
I don't know if there's two.
It's just one S.
And I actually kind of really liked that one.
It is kind of blending like a traditional short coffee mug,
uh, with an S built into there, which is pretty,
it looks pretty cool to me.
It looks pretty cool.
Yeah.
So Brian says lower left has great promise.
Uh, all right.
We have some people that like the first one.
Uh, all right.
So let's see, uh, let's see the new ones.
So I said, uh,
maybe make the next text wider at the bottom for the logo to
symbolize the usp.
Let's see what these did.
Oh, okay.
Okay.

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So it didn't get the words right.
So I did one more generation.
It didn't get the words right.
But what happened is, um,
so it says stable sip.
I love it.
Even put the registered, like, like the trademark,
like it's already registered.
I love that.
So we got some more creative ones because I asked for two creative
ones.
I asked for two, two basic ones.
So we have one that's very colorful, very futuristic.
Uh, right.
Uh, we have another one that, uh, looks kind of like a wordmark,
uh, kind of just like more like a wordmark logo.
Uh, we have another one in the lower left hand corner here.
It didn't get the, the words right, which is fine.
We can ask, uh, and, and run it again.
And then I kind of like this one on the lower right hand corner.
So it didn't get it right.
It just says stable it.
Uh, but it has that wide bottom of the logo, which I really like.
I really like.
Uh, okay.
So.
Woof.
Woof.
We are wrapping up part one.
So I think what we're going to do, I think we're going to do people
like this one here, uh, the stable sip.
I liked it too.
Almost everyone said lower left.
So again, dolly three, if you're listening on the podcast,
it gives you four options in a quadrant.
People like this one on the lower left.
It kind of blends.
So if you are just joining us, it blends like a cup outline with,
um, the stable sip.
It got all the words right.
Uh, I like this.
So we're going to run with this one.
So.

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Woof.

What do y'all think?

This was a fun episode, but let's wrap it up.

And it is, it is part one.

It is part one.

So don't worry.

Uh, all right.

So we have.

We created live to recap this because people always ask,

all right, Jordan is chat GBT any good?

How can it actually help me grow my brand?

We did everything from basic.

Again, this is basic.

This is scratching the surface.

We're doing this live.

Um, I didn't want to spend, you know, 15 minutes typing in front of my keyboard, but we built the brand live with AI.

And we did almost all of this.

Or we did all of this actually inside chat, GPT.

We did everything from browsing the internet, which is so important.

Again, you have to always be using plugins.

If you're using chat, GPT, and if you're not using an internet connected plugin, I did a whole episode on why you need internet connected plugins.

Okay.

To do because what, what we just saw there, what that gave us is that gave us brand building superpowers.

It allowed us to in seconds do what would normally take many hours of research, reading multiple articles, looking into all these different competitors, uh, you know, developing a USP, a unique selling prep proposition against other competitors in the space.

We did market research, looked at trends, uh, helped create some marketing language around where we found with our imaginary brand, where its strength was with its USP in the market.

My gosh.

This was a fun episode.

Y'all, I hope you enjoyed it.

And as a reminder, please, first of all, please join us tomorrow.

But second of all, please go to your everyday AI.com sign up for the free daily newsletter.

If this was helpful and I hope it was, I know this was a longer episode, please share this, please, you know, for the email to a friend, tag them, uh, in the comments here in social media, hit

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repost, send this to someone, sign up for the free daily newsletter.

We'll see you back for part two.

Can't wait.

And that's a wrap for today's edition of everyday AI.

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Go break some barriers and we'll see you next time.