Welcome to the OpenAI podcast, the podcast that opens up the world of AI in a quick and concise manner.

Tune in daily to hear the latest news and breakthroughs in the rapidly evolving world of artificial intelligence.

If you've been following the podcast for a while, you'll know that over the last six months I've been working on a stealth AI startup.

Of the hundreds of projects I've covered, this is the one that I believe has the greatest potential.

So today I'm excited to announce AIBOX.

AIBOX is a no-code AI app building platform paired with the App Store for AI that lets you monetize your AI tools.

The platform lets you build apps by linking together AI models like chatGPT, mid-journey and 11Labs, eventually will integrate with software like Gmail, Trello and Salesforce so you can use AI to automate every function in your organization.

To get notified when we launch and be one of the first to build on the platform, you can join the wait list at AIBOX.AI, the link is in the show notes.

We are currently raising a seed round of funding.

If you're an investor that is focused on disruptive tech, I'd love to tell you more about the platform.

You can reach out to me at jaden at AIBOX.AI, I'll leave that email in the show notes.

Welcome to the ChatGPT podcast.

I'm your host, Jayden Schaefer.

Today on the podcast, we are going to be talking about three big companies that have integrated chatGPT and AI, how you can integrate AI into your own company and what the future of all of these chatGPT AI integrations are going to look like.

Is this going to be enough for companies to stand out or is there going to be more?

So today on the podcast, we're going to dive into that really quickly before we start the podcast.

I wanted to tell you about self pause, which is an AI life coach.

You absolutely have to check out self pause.

It helps you improve your mindset and it has a really cool life coach chat feature on there that you can use 24 seven completely anonymous to help you focus on your goals and improve yourself.

So if you like to change your mindset and focus on goals, I highly recommend checking out the self pause AI life coach.

So diving into today's podcast, there's a couple announcements.

The first one is that Salesforce announced and officially launched their Einstein GPT.

And the second one is that Zillow has officially launched their GPT for plugin for Zillow.

The third one is just recently I was on the website Upwork, which allows you to hire different freelancers to do different jobs.

I'm working on a big software development project at the moment in AI.

And so I was hiring people and it had a really interesting feature where it has you go through

and select like a bunch of different things for your job listing when you're hiring someone.

So it's like, you know, I want someone that is fluent in English, they have, you know, advanced level of experience, here's like the five coding languages or different skill sets they need, yada, yada.

And so it gets kind of like this whole bunch of data for you.

And then for your job post, usually you go and would write the job post where you kind of outline everything more and give it more detail.

But I noticed what they had was a button that just said, allow AI to write this job post for me.

And so of course, you know, want to check that out as I'm hiring people to do work in an AI project.

So I clicked that and I was really impressed.

I mean, essentially, I know what the prompt would have been, it would have been literally just an API plugged into chat GPT that said, based off of all this data, and then it would have just given it like all of my stipulations in like, you know, on different lines, write me a job description for a freelancer that is working on a project like XYZ, right?

They already got all the, they already got all the information for me and it wrote out a really good job post.

Basically it stuck to exactly what I had said in all of my previous responses.

I think it elaborated a little bit more, which was fine.

And I'm sure in the prompt it was, you know, do not elaborate or embellish anything beyond these exact stipulations, whatever.

And it did a pretty good job.

And I was like, great, like honestly, anytime I have to sit there and like write a job description, well, first off, I'm going to go find a similar job description, just copy and paste it and post it.

Like I don't care about what plagiarizing job descriptions to hire someone, like obviously that doesn't matter to me.

So that's usually what I'd be inclined to do.

And now I don't have to, you know, copy and paste someone else's job description and customize it a little bit.

It's automatically perfectly customized.

So I thought this was an awesome use case.

And I think at the moment we're seeing all of these different companies, literally every company, AI is so hot, integrating different chat GPT natural language features into their products.

And I think it's important because with these big companies, if they don't do it, someone else will.

And the fact that it saved me perhaps two, five, 10 minutes that I would usually write a job description, writing it for me, if, you know, I was right, if I was hiring a lot of people and I noticed that on one platform and not on others, I'd probably do it on whatever the easiest platform was.

So I think it's really important integrating these features into our, into products, companies that are doing them right now are going to see some benefit, I believe.

But I do not think that this, you know, benefit they're receiving right now is going to last long.

So I'll get, I'll get to that in a little bit.

But I wanted to really quickly cover two other interesting companies that have integrated chat GPT into their company.

And then I want to talk about some ways that you could integrate chat GPT into your own career company or whatever projects you're currently pursuing.

So the second one is Salesforce.

So Einstein GPT obviously is a pretty big deal.

They tease this back in March and they finally have kind of rolled it out.

But essentially what it can do is it can create personalized content across every Salesforce cloud with generative AI making, well, they say every employee and customer and every product experience better, blah, blah, blah, right?

That's pretty blind.

Okay, this is what it actually does.

And actually, this is awesome.

So one of the features on here is that it can so Salesforce, if you don't know, is just a CRM, a customer, well, I can't even think of what the acronym means, but anyways, it's a system that has all of your customer data in it, someone, someone post in the comments on YouTube, what the, what that acronym means, I should look it up.

But anyways, okay, we'll get sidetracked.

Essentially it has all of your customer information on there, right?

So the date they became a customer, your last interaction with them, how long, or how big their company is, perhaps if they're not a customer yet, the fact that, or what company they're currently using, all the relevant information that a salesperson would need to try to convert a lead into a customer.

And once they become a customer to nurture that customer, right?

And continue to make them successful.

So that's kind of what this whole Salesforce and this whole thing does.

And what a really cool feature that they do right now is that they're able to draft prospect emails, cold outreach, warm outreach, whatever, prospect emails to your customers or to your clients or to your prospective customers based off of the data in the CRM about that customer.

So if, you know, you have the data in there that this person is in this industry, they've been in there for this many years, they have this type of revenue, they have this, these many employees, they have these kinds of needs.

All that information is usually in a CRM to kind of help the salespeople.

But now, instead of having to go and read there and think and write these emails, it's just like draft an email to this customer reminding them about us, letting them know that we, you know, I'm thinking about them and let them know whatever feature you think would be most applicable to them based off of their needs.

And boom, it just writes the whole email based off of all their data.
This is so powerful.
I recently did something like this where I essentially was reaching out to investors
for a software project I'm working on.
And I have a spreadsheet that a friend shared with me of 2,000 investors that invest in
software companies and tons of data points, maybe like 10 data points on each one, right?
Like how long they've been in business, how many investments they've made, how many exits
they've had, the different areas they focus on their geographic location, a whole bunch
of information about these investors.
And I went to chat.
GPT took a sell of, I took like a line of the data about one of these investors threw
it in there and said, based off of all the data about this investor, write them a personalized
email, including as much of this personalized data as you can, explaining why my startup
would be a perfect fit for them to invest in.
And I, you know, gave them the information about my startup, put it together and boom,
it wrote me an incredible email using so much personalized data and explaining why we would
be a perfect match.
So honestly, I was super impressed.
If I had more time, I would get chat GPT to individually write an email for all 2,000
of those people.
I might do some sort of variation of that in the future, perhaps I'll have a virtual
assistant help me to like do that and send them out.
But in any case, incredibly impressed.
And this is very, very powerful stuff.
And so this is what Salesforce has integrated right in there.
Like no one can tell me that's not going to make their CRMs and their salespeople be able
to be 10 times more effective.
Now that being said, will the, will the salespeople increase their sales because of it, perhaps
I believe there's got to be some sort of upside, even if it's maybe five, 10, 15, 20% more
sales closed because they're using these really personalized tools.
But I think more importantly, the salespeople that are not doing this, as this becomes,
you know, as this becomes normal, as there's going to be a lot less charm to getting a
really personalized email because you're going to know like, oh, they just use a sales thing
and now all of a sudden it's just like a sales email that you get 100 of them anyways.
And so I think the people that are not using it, it's going to be like super bad for them.
The people that are doing it, we'll see an initial boost right now and perhaps it's going
to level out eventually where it's just kind of normalized and you're going to have to
use these tools.
And anyways, I think that is going to be a trend in all industries and in all software
where like there's only so many sales you're going to make at some point.
And so while you can try to optimize and increase those, like at some point when everyone's
using the same AI tools to make you better than ever, then like there's the same amount

of sales that are going to be made.
So I think that is important to know like it's definitely technological advancement and it is going to be painful for the people that do not adapt.
The people that adapt will have some initial, will have an initial boost.
There's going to be a lot of people that feel the pain if they are not in like really on top of this whole AI thing.
And I think that there will be a bigger learning, like a bigger time between everyone being on this, like every sales person using that and not.
So like people that are on top of it, we'll see an initial boost, but yeah, anyways.
So the third company that is super cool, Zillow, everyone knows, obviously you go buy houses on there and look at houses, you stock your neighbors, the price that they've purchased their house for and you can imagine, you can think, man, why didn't I buy my house two years earlier because it would have been way cheaper or maybe in today's market when things are sliding a bit, you're happy that you bought it now instead of a year ago when it was at an all time high.
In any case, Zillow has rolled out a plugin on chat GPT now.
Originally when I heard this in my mind, I was like, oh, cool, whatever, Zillow just has like a little thing where you push a button and it writes the description kind of like I said with Upwork, like it's just going to write the description for your house.
Like that's got to be the most annoying thing for realtors.
You know, you got like 10 houses and you got to write descriptions for them all and like sometimes when you read the description for a house, it's like, enjoy this lavish home with breezy views and like, I don't know, they're just like funny, right?
They just try to embellish it and use all sorts of funny words.
But chat GPT, I was like, okay, that's just going to be what it does, going to do a great job, whatever.
No, it gets better and I believe they did a pretty tasteful product.
I don't know why it needed to be a plugin and not just incorporated on their website because apparently they've already incorporated this on their website, but essentially it's just a plugin where you in natural language, like you're talking to someone, you can put in all the things you want about a house and it will go find you one.
So it's just like, instead of, you know, like on Zillow, it's like, how many beds do you want?
How many baths do you want?
What's your budget?
What's your price range?
What areas are you looking in?
How many, what's the acreage?
Like you could just go in like there's like drop down menus and you can change all these settings and then click go in my area and it shows you a list.
So like that's one way to do it or you go to chat GPT on their plugin and say, hey, find me a house in, you know, Detroit that has in an area that has actually, okay, I take

it back.

There might be some things you can do that actually would be more beneficial to this.

If you could say like for housing, if you'd be like, find me a neighborhood with a low crime rate and it's near a school and things like that that you don't have settings for in Zillow, but maybe that chat GPT would know that information, that would be cool.

I don't actually think there's probably a ton of that right now, but maybe it'll get better in the future.

In any case, natural language, you tell it what you're looking for, it pulls up some houses that you can look through and buy.

So it's a cool plugin, right?

Some people are going to want to do that instead of having to go do all the drop down menus.

That being said, I never felt like it was that hard to do all the drop down menus, but maybe if I'm like voice to speech in their search bar, blah, blah, blah, these are other things I want and go and it finds them, yeah, maybe it'd be cool.

I mean, it's more cool of a feature than just a description writer or something super generic or basic like that.

So yeah, I think that's a cool feature.

There's an article on The Verge about this and everyone's like, Zillow rolls out new plugin and it's only newsworthy because it's chat GPT, which is in the news in a big deal right now.

I don't know, it's not that crazy, it's just like using chat GPT's API to help you get your initial bits of information and to find what you're looking for.

But that being said, if it can actually start to do some things that are not in normal search results, not normal settings, people are asking for like, I want it to be near a mountain or a lake or an ocean and I want it to have like, like if you can do things that aren't currently feasible or possible just on Zillow's website, then this actually could be super amazing.

And yeah, so I think it's left to be seen.

So that being said, what I mentioned a little bit earlier where how you can integrate these tools into your product, I think it's really important, there's a few waves of how I'm seeing this, these chat GPT and different AIs being integrated into Peel's products and I think these different waves are important and there's a third wave coming that is going to be really important.

So wave number one was gimmicky tool, right?

So it's like, I remember using anchor.fm, that's what I originally was posting this podcast on, it's been purchased, I mean, I knew they had a really big stake was purchased by Spotify like way back in the day and I believe they've either completely taken over the company or yeah, I believe they've completely taken over the company because anchor.fm no longer exists, now it's just called Spotify for podcasters.

So inevitably they, I think they had a third of the company before they probably just bought out the whole thing because all valuations are in all time low right now for, well, you know, startup companies aren't what they used to be valued at in like 2001, it's kind of

the high.

So in any case, I remember seeing on anchor.fm they had this like thing when you were like naming your podcast, it was like user podcast name generator and it was like, like a whole website for like the smallest thing I felt like, like you're like, okay, generate me a name and it was like the super epic AI sit down and I don't know, it's just like a bunch of different like random names.

I didn't feel like they're any of them were super useful, it was more like a fun little whimsical tool that they built it didn't really help me in my life that much like not really like maybe it would have saved me a little bit of time.

But I think that was the first wave the first wave was kind of like these one off tools maybe like features right like people had a little feature that they integrated honestly even Upwork like their description writer that's kind of just like a feature because it's not a super integrated part but yeah, I mean, it's a little bit more elaborate than just like, I don't know, a one liner like podcast generator business name generator, like, you know, there's some really simple things.

So that was kind of the first phase.

The second so that's something, you know, I think everyone should it's really easy to just get an API and get like, honestly, you can just go on Upwork and like hire a developer to go make you like a subdomain on your website, whatever your product is and build you one of those tools for like super cheap.

And you can market it put it on your website, whatever charge people for or just do it for free as a lead generation.

And that that's like the no brainer that was like, you know, like a couple months ago what you do.

Okay, then the next level was what Salesforce is doing like really kind of deep product integrations where you have some sort of your own data set or some sort of your own content and you're really integrating it even Zillow where they have their own data set of all these houses, right, and database of all these houses and now they're using kind of chat GPT to better search and query that data or to be like Salesforce and better create content around that.

So if you're trying to integrate chat GPT into your business, you know, you should be looking at or your product or your career looking at what are the outputs I generate for Zillow that's housing results for Salesforce, that's emails for Upwork, that's job listings for anchor.fm or for Riverside, I recently saw has also a podcast name generator Riverside is a website for recording podcasts, right, they're creating podcasts.

So for whatever, whatever business you have, whatever output you're generating, like how can you generate that with AI?

I have a meditation app.

And I am looking at using AI voices integrating them with 11 labs so that you could have you could pick like, I don't know 100 voices and have you could write your own meditation scripts and have any of those voices read it to you, right.

So like that's, you know, that's using it integrated into your own product.

And that that was kind of that's kind of the next phase.

That's what everyone's doing.

I think people have a little bit of time on this, right, like Salesforce and Zillow and all these guys are having these big rollouts saying, look at this cool new thing we've integrated with our staff.

Okay.

That was step that was wave two.

That's kind of what's happening now.

I give you six months, maybe like, maybe, yeah, you have a solid six months.

If you do something like that, you can get some traction.

It's pretty cool.

But the third wave that is inevitably going to come that I believe is critical, like none of this AI stuff, like an API to open AI, anyone can do it.

What's to stop me from like, I could, I could build exactly Salesforce's Einstein GPT.

There's a bunch of prompt engineering.

If I had a, if I had a CRM and my customers had all like the same data in there, like everyone else, like there's Einstein GPT has nothing special that I couldn't just do with a prompt and a direct API to chat GPT.

They literally said that it's just we're integrated with open AI is chat GPT, blah, blah, blah.

Okay.

So you're just an API and a prompt engineer.

Like you've, you figured out a prompt to do something cool, like anyone can do that.

So what's the problem with anyone can do that?

No barrier to competition.

There's not really a moat.

Anyone can do it.

So inevitably there's going to be a third wave and I think this is what's really important and that is you have to freaking harness your data and build something custom.

So if you have a chat bot for some specific thing on your website, right, like let's say you're a football coach trainer app, right?

And football players can go on your app and they can talk about, you know, their game and what they did and blah, blah, blah, blah, and it gives them like advice and helps give them, you know, become a better football player.

Like let's just say that's your thing.

What I would do if I were you is save all of your conversations and train an AI model off of them to be a better football coach or go try to license some data.

And train an AI model off of that.

Like essentially or get your own data that you have from all of, like let's say you, you have like a whole bunch of coaches that you've been doing one-on-one meetings with football players for the last like three years.

That's been your business.

And but you have all of the meetings recorded and saved to a database.
I would get all of those transcribed and I would get all of those put to text and train an AI model off of all of those conversations.
That's your own data that you own.
You paid someone to create it.
You own the rights to it, license something or, you know, your own data that you own and train something custom off of it.
That's going to be the third way.
That's going to be what inevitably has to happen.
And hopefully if you're more specialized and customized and using your own data that no one else has and it's exclusive, you can build something that no one else can easily like steal or replicate immediately.
And I think that's the third, that's like the third level, the third wave of these AI innovations and incorporating AI into your business.
You've got to figure out what your own data is.
Even if you're not doing that right now, I would start looking at it and start figuring out how you are going to train your own AI to generate content, generate things for you based off of your own data.
Data is king now and you can even license that data.
There's a lot of different things you can do with that data.
Essentially, you could probably train a model and host it on something like hugging faces and charge people royalty to use your model.
But in any case, you have to figure out your own data and generating something custom in-house that no one has.
These APIs to chat GPT and open AI are going to be so flooded, like nothing is going to be special about those in the very near future.
And so you seriously need to figure out what you are doing with your own data.
That's what I think is the next phase.
So thank you so much for joining me on today's podcast.
If you enjoyed it, rate it wherever you listen to your podcasts.
And I would love to hear from you in our Facebook community.
Make sure to join that.
Link in the comment.
Also, we have a weekly newsletter about everything AI.
If you want to stay up to date on everything that is happening in the AI space, make sure to subscribe.
Link in the comment.
It has been great.
And as always, I will see you next time.
If you are looking for an innovative and creative community of people using chat GPT, you need to join our chat GPT creators community.
I'll drop a link in the description to this podcast.

We'd love to see you there where we share tips and tricks of what is working in chat GPT.

It's a lot easier than a podcast as you can see screenshots, you can share and comment on things that are currently working.

So if this sounds interesting to you, check out the link in the comment.

We'd love to have you in the community.

Thanks for joining me on the open AI podcast.

It would mean the world to me if you would rate this podcast wherever you listen to your podcasts.

And I'll see you tomorrow.

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