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BUSINESS BOTCAMP

Make Your Business Fly








ARTIFICIAL INTELLIGENCE MAKE YOUR BUSINESS FLY WITH A.I



Which A.I model?



MODEL	✓ PROS	✗ CONS
 ChatGPT Open AI	<p>Many versions. High skill ceiling. Store prompts. New updates are pending. Enterprise options for data and privacy.</p>	<p>Not beginner friendly, high complexity, result can be subpar. Their business model rapidly tries to sync you into a subscription.</p>
 ChatGPT Mobile Open AI	<p>Great to convert audio to a prompt when you're on the go and get a quick answer.</p>	<p>Same</p>
 Bing Microsoft/ Open AI	<p>Top choice: Beginners, Great to have open whilst browsing. Queries internet for results not only the model, generates images and extracts text for free</p>	<p>Not as 'Pro' as ChatGPT, but as it uses the same model, it's the choice for beginners and those who want an easy AI assistant.</p>
 Claude Anthropic	<p>Top Choice: Beginners and best conversational AI with a good common sense, stores prompts</p>	<p>Almost none</p>
 Bard Google	<p>Generate images and extracts text for free, stores prompts</p>	<p>Mediocre everything</p>





CHEAT SHEET

FORMULA



[PERSONA]+[TASK] + [CONTEXT]+
[EXEMPLAR]+[FORMAT]+[TONE]

I'M THE BUSINESS OWNER OF BOTLIB.AI. WRITE A LINKEDIN POST ON THE PRO'S AND CON'S OF A.I TO EDUCATE SME'S WITH BALANCE, USE X AS AN EXAMPLE, KEEP THE TONE AS INFORMAL



ANDREW NG

“THE FUTURE IS AGENTIC”





A.I AGENTS CURRENTLY



- MULTIMODAL A.I
- IQ OF 100+
- TRAINED ON YOUR DATA
- INTEGRATED WITH I.T SYSTEMS
- PERFORMS MANY ACTIONS





A.I AGENTS SALES



- LEAD QUALIFICATION
- DEMOS, BOOKINGS, RESERVATIONS
- PRODUCT & SERVICE RECOMMENDATIONS
- TRANSACTIONS & PURCHASES
- KPI:CAC, VISITOR:LEADS, LEADS:DEALS.





A.I AGENTS CUSTOMER SERVICE

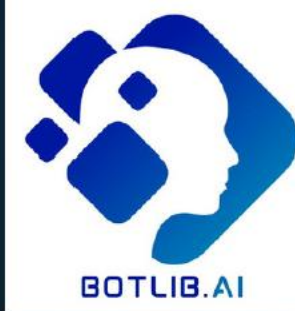


- FAQ'S CLIENT SUPPORT
- TRIAGE AND TRANSFER
- FEEDBACK AND REVIEWS
- MULTILINGUAL & OMNI CHANNEL
- KPI: CUSTOMER SATISFACTION,
RESPONSE TIMES AND REVIEWS





A.I AGENTS CASE STUDY



- SECURITY FAILURE
- TESTING



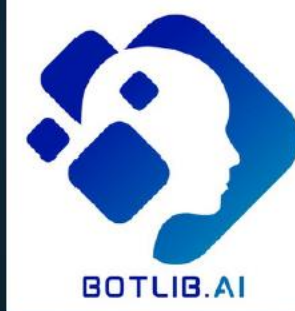
DPD error caused chatbot to swear at customer

The parcel delivery firm says the mistake was a result of a system update, which has been disabled.

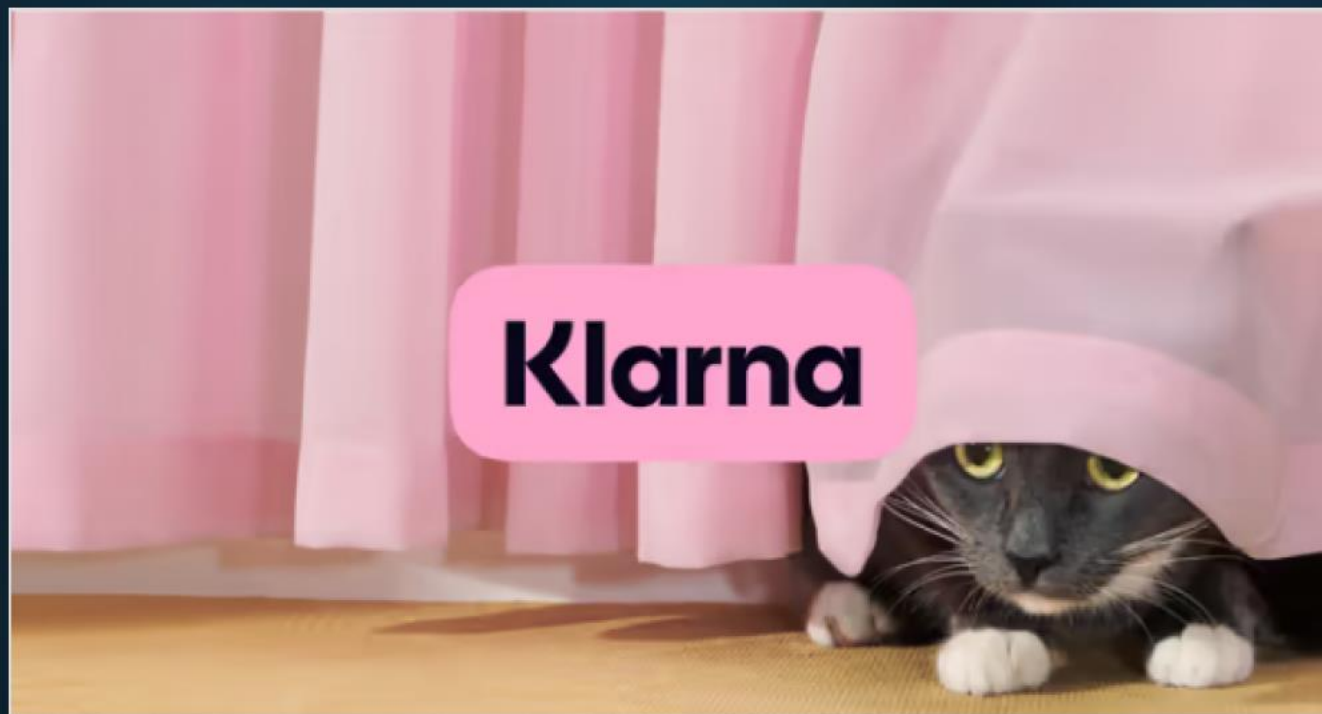
... BBC News / Jan 19



A.I AGENTS CASE STUDY



- =700 FULL TIME AGENTS
- +\$40MILLION PROFIT
- 2/3 OF WORK
- 11>2 MINUTES RESOLUTION



Klarna AI assistant handles two-thirds of customer service chats in its first month | Klarna International

Klarna AI assistant handles two-thirds of customer service chats in its first month

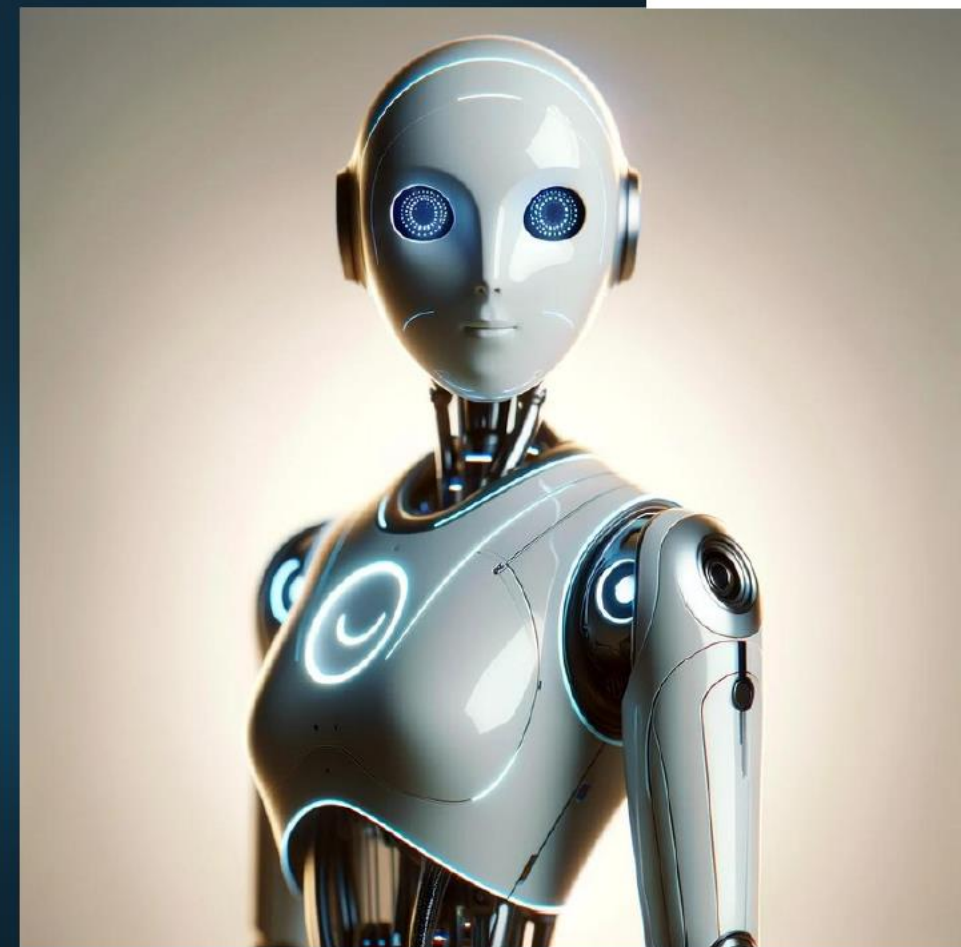


A.I AGENTS

VOICE A.I



- HANDLES OBJECTIONS
- 1/10 COST OF A HUMAN
- TRAINED ON ANY VOICE
- USED FOR INBOUND OR OUTBOUND SALES AND MARKETING PROCESSES






A.I AGENTS

CASE STUDY: VOICE A.I



PUB RESTAURANT

- 30% CALLS WERE MISSED
- 70% OF ALL CALLS AUTOMATED
- TAKES, EDITS AND CANCELS RESERVATIONS OVER THE PHONE



How a UK pub restaurant chain automates 70% of guest phone calls

Find out how this restaurant chain slashed call volume with a customer-led voice assistant.

PolyAI

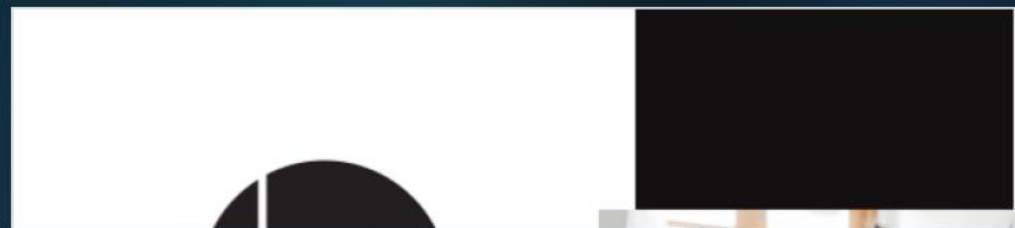


A.I AGENTS

CASE STUDY: VOICE A.I

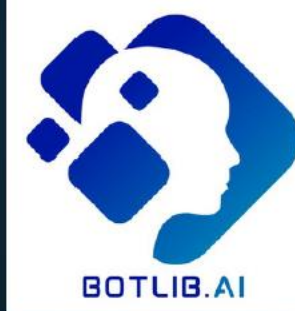


- REDUCTION FROM 5 DAYS TO 30 SECONDS
- SLU UNDERSTANDS ACCENTS
- TRAINED WITH A SCOTTISH VOICE ACTOR

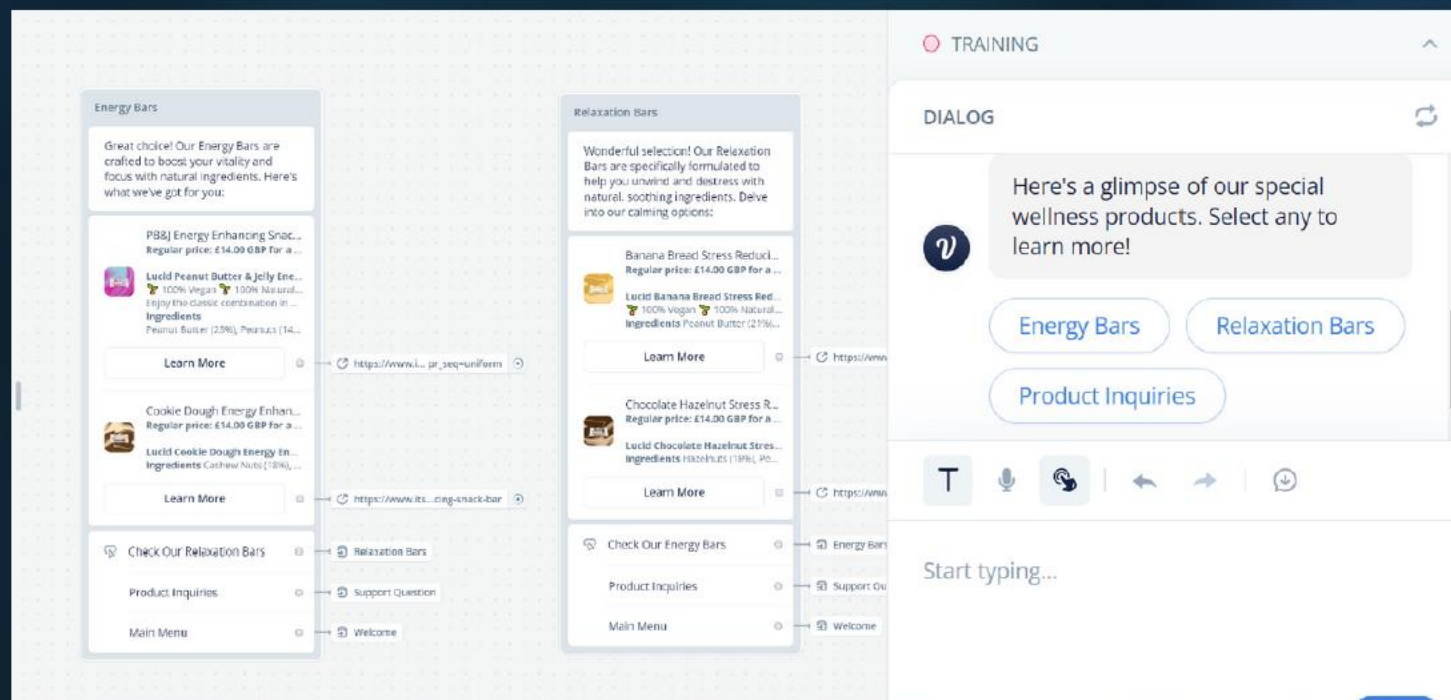




A.I AGENTS DESIGN PROCESS



- PROJECT SCOPE
- KNOWLEDGE BASE
- PROTOTYPE>TEST
- LAUNCH
- CONTINUOUS IMPROVEMENT



COMPETITIVE LANDSCAPE

MICROSOFT COPILOT

INTERNAL A.I

£355 PER
EMPLOYEE/YEAR

CRM SYSTEMS

LEAD CAPTURE
CHATBOT

£500-2.5K/MONTH

A.I AGENCIES

CUSTOM A.I

SME £250-1.5K/
MONTH
ENTERPRISE 2K-
5K/MONTH



A.I AGENTS WARNING



- 65% OF BUSINESSES FAIL WITHIN 10 YEARS.
- ACQUIRE STAKE IN A.I REVOLUTION.
- SECURITY**





Free A.I Audit & resources



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BUSINESS BOTCAMP

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ENTREPRENEURS
VIDEO MASTERCLASS



‘HOW TO TAKE YOUR VIDEO TO A HIGHER ALTITUDE’



“VIDEO MARKETING IS NOT JUST A TREND; IT'S A FUNDAMENTAL SHIFT IN HOW WE CONSUME AND SHARE CONTENT. BUSINESSES THAT IGNORE IT DO SO AT THEIR OWN PERIL.”

Mari Smith - Social Media Strategist



ENTREPRENEURS
VIDEO MASTERCLASS

ONLINE VIDEO CONSUMPTION

Online video consumption has grown exponentially

82%

of all internet traffic is now projected to come from video. (Cisco)

In the UK

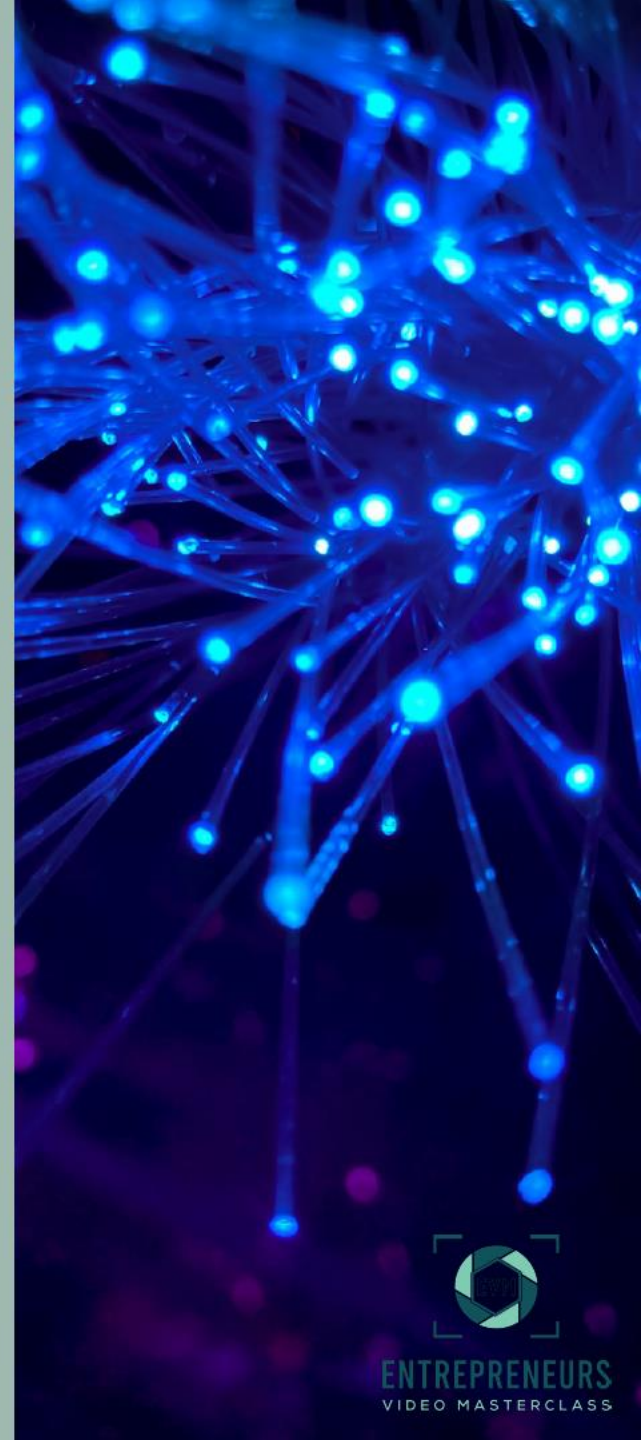
60%

people watch videos online daily (Google)

In the US

85%

of internet users watch video (Statista)



1 87% of marketers link video to direct sales impact (Hubspot, 2023)

2 90% of marketers say video helps generate leads (Lemonlight, 2023)

3 92% report positive ROI from video (Hubspot, 2023)

4 93% of consumers find video helpful post-purchase (Lemonlight, 2023)



3 KEYS TO DIGITAL MARKETING SUCCESS



KNOW



LIKE



TRUST





**“ YOU DON'T BUILD A BUSINESS,
YOU BUILD PEOPLE, AND THEN
THOSE PEOPLE BUILD THE
BUSINESS ”**

Zig Ziglar





1 - START WITH WHY + WHO

- Why create video content?
 - To educate? To entertain? To promote products?
 - Example: if you're cooking blog, your “why” might be to educate people on easy healthy cooking techniques
- Who is your target audience?
 - Age, gender, pain points, interests – psychographics
 - Example: targeting young parents? They might be interested in quick, healthy recipes





START WITH 'WHY' + 'WHO'

- What does success look like?
 - Define clear objectives that are measurable
 - Don't chase vanity metrics – make sure your objectives will move the needle for your business – start with the end in mind
 - Know while doing it
 - Example: 1000 video views, 10% increase in web traffic
- Which platform?
 - Where does your audience hang out?
 - Example: young parents often found on Instagram and Pinterest





2 - KNOW YOUR AUDIENCE

- **Whoever knows their audience best wins**
 - Invest time in creating a customer avatar + 'before & after' + buyer beliefs
 - List pain points / challenges / goals
 - Example: pain point – have no time to cook elaborate meals, but want my family to eat healthily
- **What content do they currently consume?**
 - Competitor analysis can offer insights
 - Example: they follow other cooking blogs, read parenting magazines
- **What language do they use?**
 - Speak in the language of your audience
 - How do they define their problems?
 - Tip: imagine overhearing a conversation in a coffee shop



CREATING A CUSTOMER AVATAR

BEFORE STATE	 AVATAR NAME	AFTER STATE
<p>What Do They Have? <input type="text"/></p> <p>How Do They Feel? <input type="text"/></p> <p>What Does Their Average Day Look Like? <input type="text"/></p> <p>What's Their Status? <input type="text"/></p> <p>Good vs Evil <input type="text"/></p>	<input type="text"/>	<p>What Do They Have? <input type="text"/></p> <p>How Do They Feel? <input type="text"/></p> <p>What Does Their Average Day Look Like? <input type="text"/></p> <p>What's Their Status? <input type="text"/></p> <p>Good vs Evil <input type="text"/></p>
GOALS & VALUES	DEMOGRAPHICS / INTERESTS	CHALLENGES & PAINPOINTS
<p>They want to ... Goals: 1. <input type="text"/> 2. <input type="text"/> 3. <input type="text"/></p> <p>They are committed to ... Values: 1. <input type="text"/> 2. <input type="text"/> 3. <input type="text"/></p>	<p>Age / Sex / Marital Status / Kids: <input type="text"/></p> <p>Location: <input type="text"/></p> <p>Education Level: <input type="text"/></p> <p>Quotes: <input type="text"/></p> <p>Occupation: <input type="text"/></p> <p>Job Title: <input type="text"/></p> <p>Annual Income: <input type="text"/></p>	<p>Challenges: 1. <input type="text"/> 2. <input type="text"/> 3. <input type="text"/></p> <p>Painpoints: 1. <input type="text"/> 2. <input type="text"/> 3. <input type="text"/></p>
OBJECTIONS & ROLE IN PURCHASE PROCESS		
<p>Objections To The Sale: 1. <input type="text"/> 2. <input type="text"/> 3. <input type="text"/></p> <p>Role In The Purchase Process: <input type="text"/></p>		
INFORMATION SOURCES		
<p>Books: <input type="text"/> Magazines: <input type="text"/></p> <p>Blogs / Websites: <input type="text"/> Conferences / Events: <input type="text"/></p> <p>Gurus: <input type="text"/> Platforms: <input type="text"/></p>		



3 - THE KIT

BASIC KIT LIST - CAMERAS



- Start with your phone
- Webcam > Logitech Brio 4k > from around £150 \$170
- V-logging cameras:
 - Sony ZV-1 > £620 (fixed lens)
 - Sony ZV-E10 > £670 (body only) £760 (kit)
 - Canon M50 > £700 (body) £810 (kit)
 - Panasonic Lumix GH6 > £1,900 (body) £2,600 (kit)





BASIC KIT LIST - SOUND

- Mics for your phone:
 - Lav mics (lavalier) - Rode > £45 (others from £20)
 - buy a wind gag / dead cat / fluffy
 - Gun mic - Rode VideoMic Me > £70
 - Great for interviewing on the hop
 - comes with a wind gag
- Radio Mics
 - Rode Go - £200 / set of 2 - £270



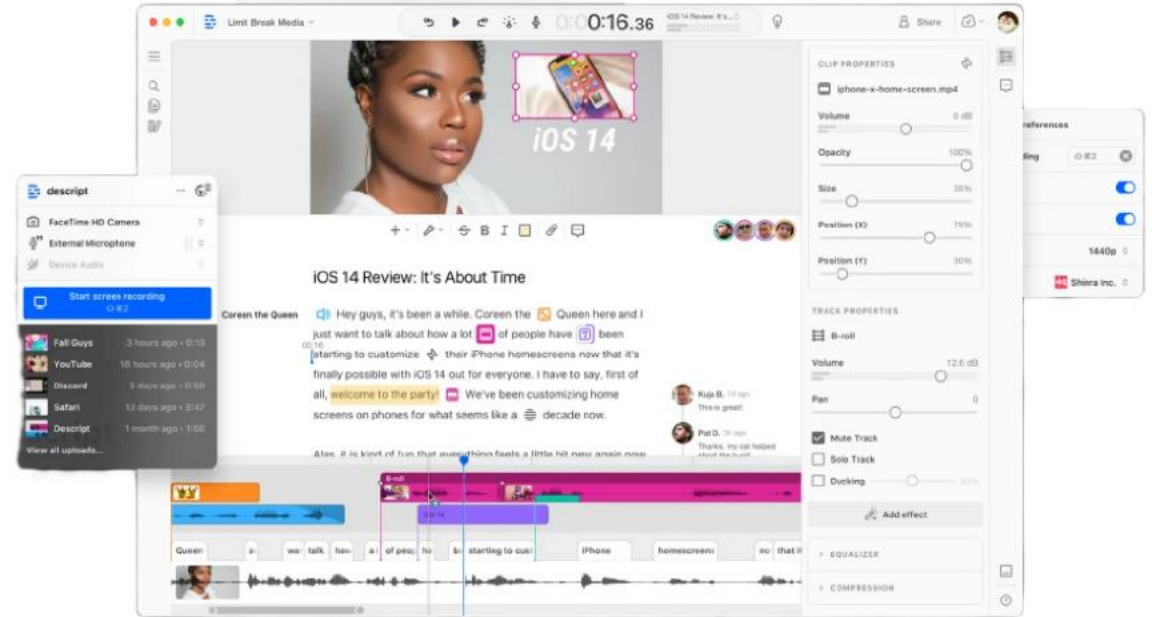
BASIC KIT LIST - EDITING

- Video Creating Platforms:

- wave.video > bit.ly/wave-video-mpvideo
- inVideo > bit.ly/MPV-invideo

- Editing Apps

- Descript > bit.ly/descript-edit
- Adobe Rush
- iMovie
- Filmora



CUSTOMER VALUE JOURNEY VIDEO IDEAS



Awareness

- **Explainer videos:** short videos explaining the problem is your products or services solve and the value you offer.
- **Educational videos:** informative and valuable videos that establish your expertise.

Consideration

- **Product demo videos:** how your products or services work and how they can make your audiences life better.
- **Comparison videos:** side by side comparisons between your products and services and your competitors.

Conversion

- **How Tos:** step-by-step guide on getting the best value from your product or service.
- **Testimonial videos:** stories from satisfy customers who had positive experiences with your products and services.

Excitement

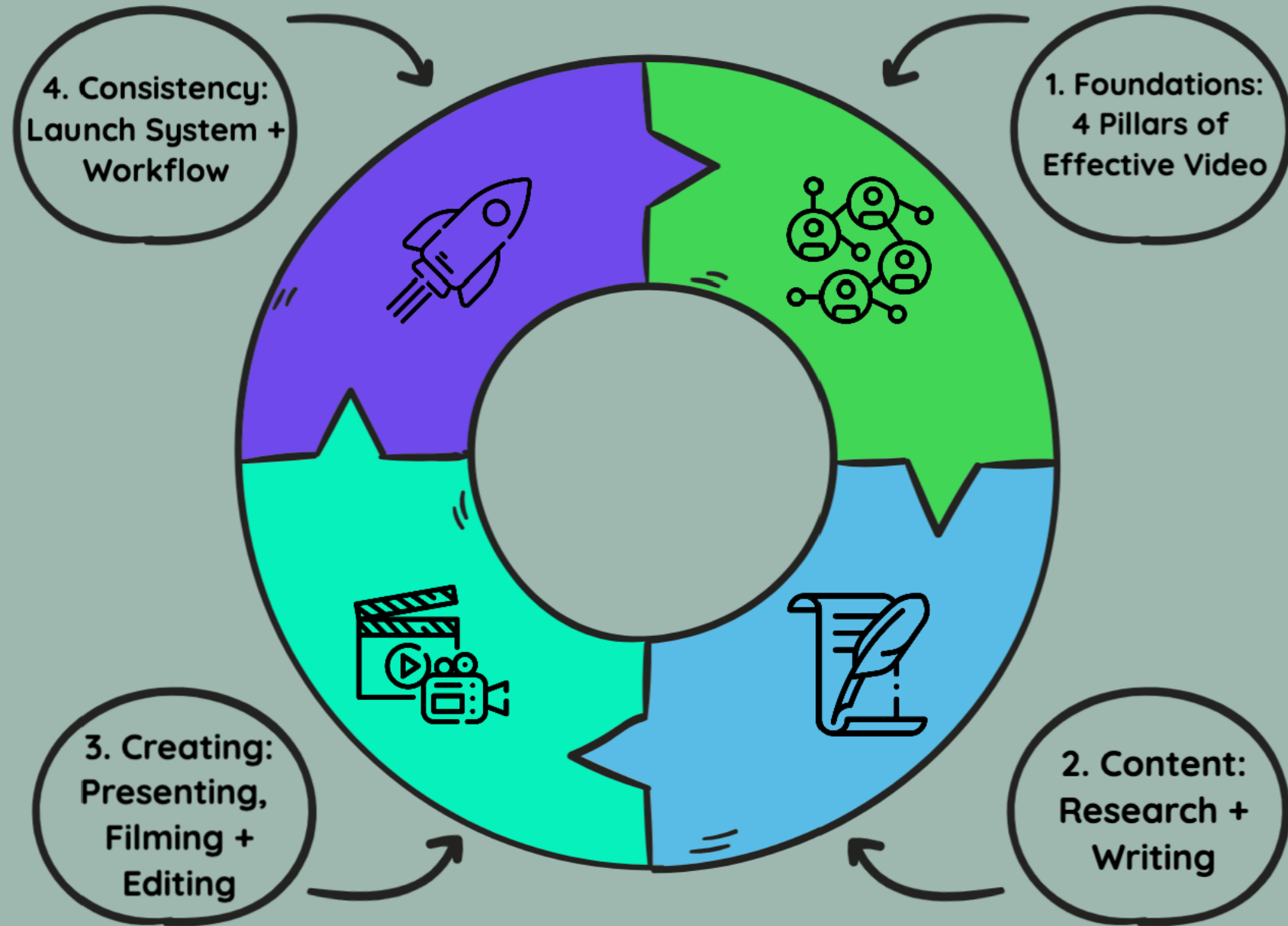
- **Behind-the-scenes videos:** humanising your business to build trust and create community.
- **Product updates:** keep existing customers informed about new features or updates

Advocacy

- **Thank you videos:** thank your loyal customers for their support. Making feel appreciated.
- **Customer spotlight videos:** build community by profiling your loyal customers. Introduce them to your community.



BUSINESS VIDEO SUCCESS SYSTEM





“ BE USEFUL. YOU'LL WIN ”

David Hieatt - Do Lectures



ENTREPRENEURS
VIDEO MASTERCLASS

RESOURCES ...

- **Upcoming Webinars**
bit.ly/video-webinars
- **YouTube Channel**
bit.ly/business-growth-with-video
- **1:1 Video Audit**
entrepreneursvideomasterclass.com/video-audit
- **6 Week Video Creation Course**
entrepreneursvideomasterclass.com
- **How We Can Help**
mpvideoproduction.co.uk



2 HOURS FREE VIDEO TRAINING

visit: bit.ly/FREE-Video-Marketing-Training



Actionable, practical advice on creating video for your business.

1. Visit - <https://bit.ly/FREE-Video-Marketing-Training>
2. Enter Your Details
3. We'll send you the video links





**BUSINESS VIDEO FACT:
"IT'S ALL FIGURE OUT-
ABLE"**

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Breaking the networking sound barrier

**How to get heard in the noisy world of
networking and social media**

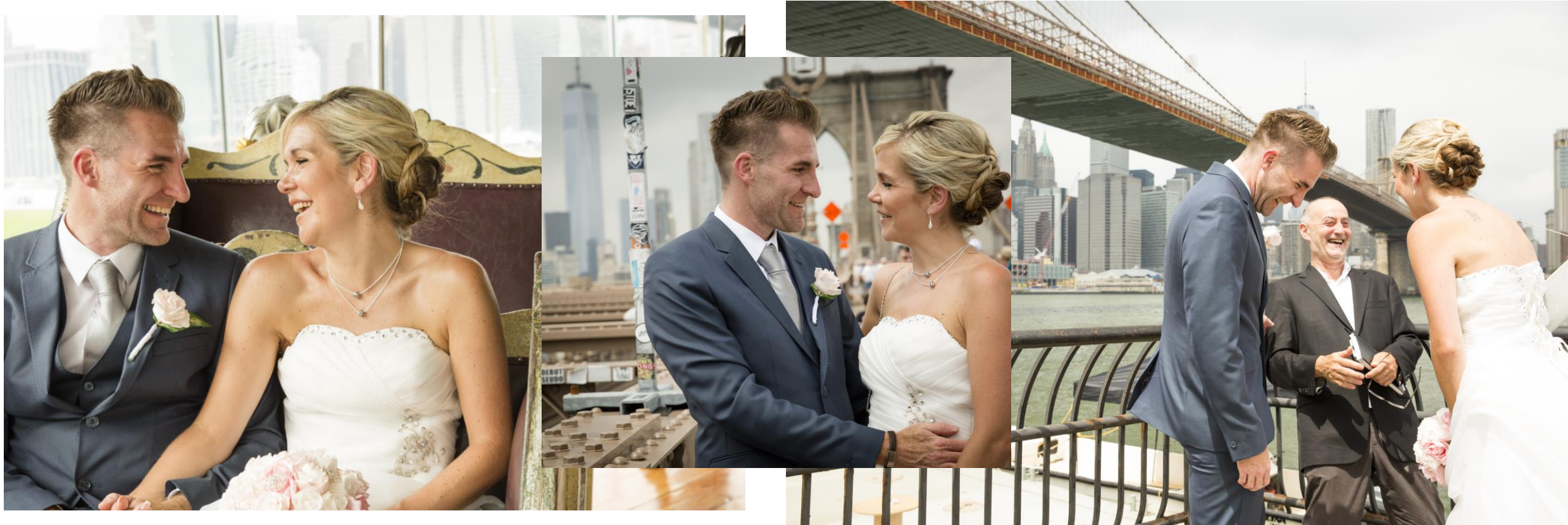
Kelly and James West,
co-founders
of ONLE Networking

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O·N·L·E

Our networking story



We also learnt why shouting doesn't work...

The rise of the
shouting strategy

“Shouting louder” is
not a sustainable or
effective marketing
strategy.

“I’d love to read your marketing messages please.’

“I don’t know you, but please sell at me.’

- Make your content ‘commentable’
- Listen more than you talk
- Become your toughest editor
- Curation, not information

Want engagement?

Then engage.

Have a networkers mentality

Business networking is the practice
of establishing
**mutually beneficial
relationships**
with other business people and
potential customers



Visit the online business network for people who like people: www.theonle.network



Get more from your networking by downloading the Networking Toolkit

1. Four resources to help you become an effective networker
2. Copy of today's slides
3. Complimentary visit to ONLE

www.theonle.network/fsb-onle-toolkit

Thanks for listening. Please connect with us:

[linkedin.com/in/kelly-west-onle-networking](https://www.linkedin.com/in/kelly-west-onle-networking)

[linkedin.com/in/jamesonlenetworking](https://www.linkedin.com/in/jamesonlenetworking)



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