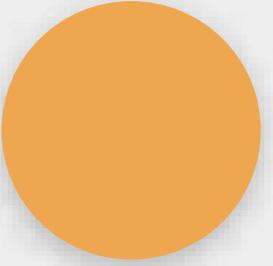


VISION
creative group

AI 101:
**PROMPTS, PROJECTS &
POWERING UP YOUR SKILLS**
November 12, 2025

AI 101—

PROMPTS, PROJECTS & POWERING UP YOUR SKILLS



- ▶ “Who **is** this guy? 🤔”
- ▶ “What is this session about?”
- ▶ “I know AI. I’ve had a ChatGPT account for over a year.”
- ▶ “Ok, that was cool. I hadn’t thought about using AI like this.”
- ▶ “Wait, I have a question! 🙋”
- ▶ But first...

But first, my assistants.—



Lillian.



Calvin.



Daryl.

About Alex Flores (me)

- ▶ Majored in speech pathology 🧑🏫
- ▶ So, naturally, I became a web developer. 💻 🧐
- ▶ Moved into account mgmt. in 2004 🧑🏫 📄 📊
- ▶ Have lived & worked in 🇺🇸 🦀 🕌 🎥 🌴
- ▶ Co-founded a consultancy/agency in 2018 🍀





“Ok, so how does any of that make you an ‘expert’?”



“How do you get to Carnegie hall?”

“PRACTICE!”

Since the release of ChatGPT...

- ▶ I've personally spent over 2,000 hours using generative AI platforms.
- ▶ My team and I have written, copied, and tested, nearly 6,000 prompts.
- ▶ We've successfully built and deployed AI agents and products for internal and client projects.
- ▶ In the last 18 months, I've done over 50 sessions like this one today (101-, 201-, & 301-level).
- ▶ Panelist at the MM&M AI Deciphered conference sharing the stage with the Cassidy.ai founder, the CMO of Writer, & facilitated by the President of The Matchstick Group.



Share example where AI has played a significant role in a creative marketing strategy, and **how did** human direct, or elevate, the **outcome?**



“Ok, so what is this session about?”



It's about you, Lillian.. and generative AI.



Did you know?

MIT Study: 95% of Generative AI Pilots Fail to Deliver Business Impact in Enterprises

August 20, 2025 at 11:04 AM • by [MLQ Editorial](#)



- ▶ 95% of generative AI pilot programs fail to produce measurable impact.
- ▶ Integration challenges are the primary cause of these failures.
- ▶ Unsuccessful pilots use generic tools & target sales or marketing functions.
- ▶ Externally sourced AI tools succeed 67% of the time.

“But that wasn’t about people. That was about AI projects.”



That's fair. But first, let's talk about agents.



What is an “AI Agent?”

It is an AI software program that makes independent decisions and takes action to achieve specific goals **without people.**

That's fair. Let's make this next one about people.

Study finds AI agents complete just 3% of real freelance tasks



Even the best performers earned just \$1,810 out of a possible \$143,991 in simulated projects.

Written by
CO/AI Bot

Published on
October 30th, 2025 8:09 PM



New research testing six leading AI agents on real freelance work reveals these automated systems can barely complete 3% of assigned tasks, earning just \$1,810 out of a possible \$143,991 in simulated projects. The study by the Center for AI Safety, a nonprofit research organization, and Scale AI, a major data annotation company, exposes a massive gap between AI industry promises and actual performance, suggesting that widespread job automation remains far from reality despite aggressive corporate adoption.

What you should know: The Remote Labor Index benchmark tested AI agents across diverse real-world freelance projects spanning game development to data analysis.

- China-based startup Manus performed best with only a 2.5% automation rate, meaning it could acceptably complete just 2.5% of assigned projects.
- Elon Musk's Grok 4 and Anthropic's Claude Sonnet 4.5 tied for second place at 2.1%, despite Claude being marketed as the "best coding model in the world."
- OpenAI's GPT-5, touted for "PhD level" intelligence, managed just 1.7% completion rate.

**“I know how to use
AI. I’ve had a
ChatGPT account
for over a year.”**

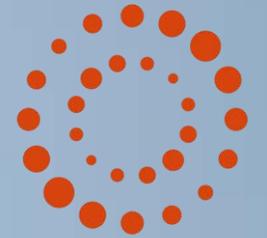
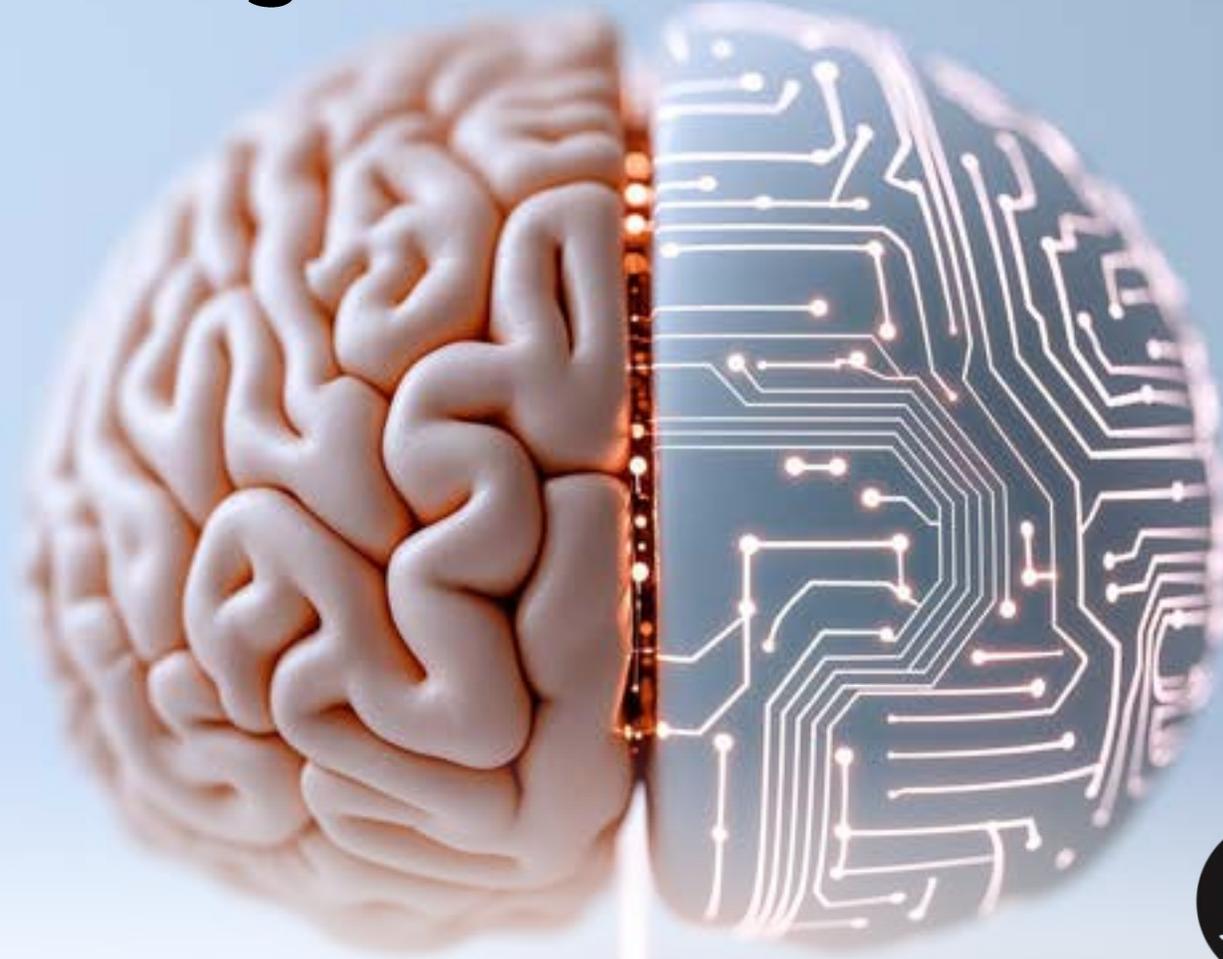


Synaptic Plasticity.

A stylized illustration of a neuron with a glowing yellow-orange cell body and numerous branching dendrites and axons. The background is dark blue with glowing blue and purple light effects, suggesting neural activity and synaptic connections.

It's the term used to describe the brain's ability to strengthen or weaken the connections between neurons based on experience and learning. It's how the brain adapts, by reinforcing frequently used pathways and pruning unused ones over time.

... and that's how generative AI works!

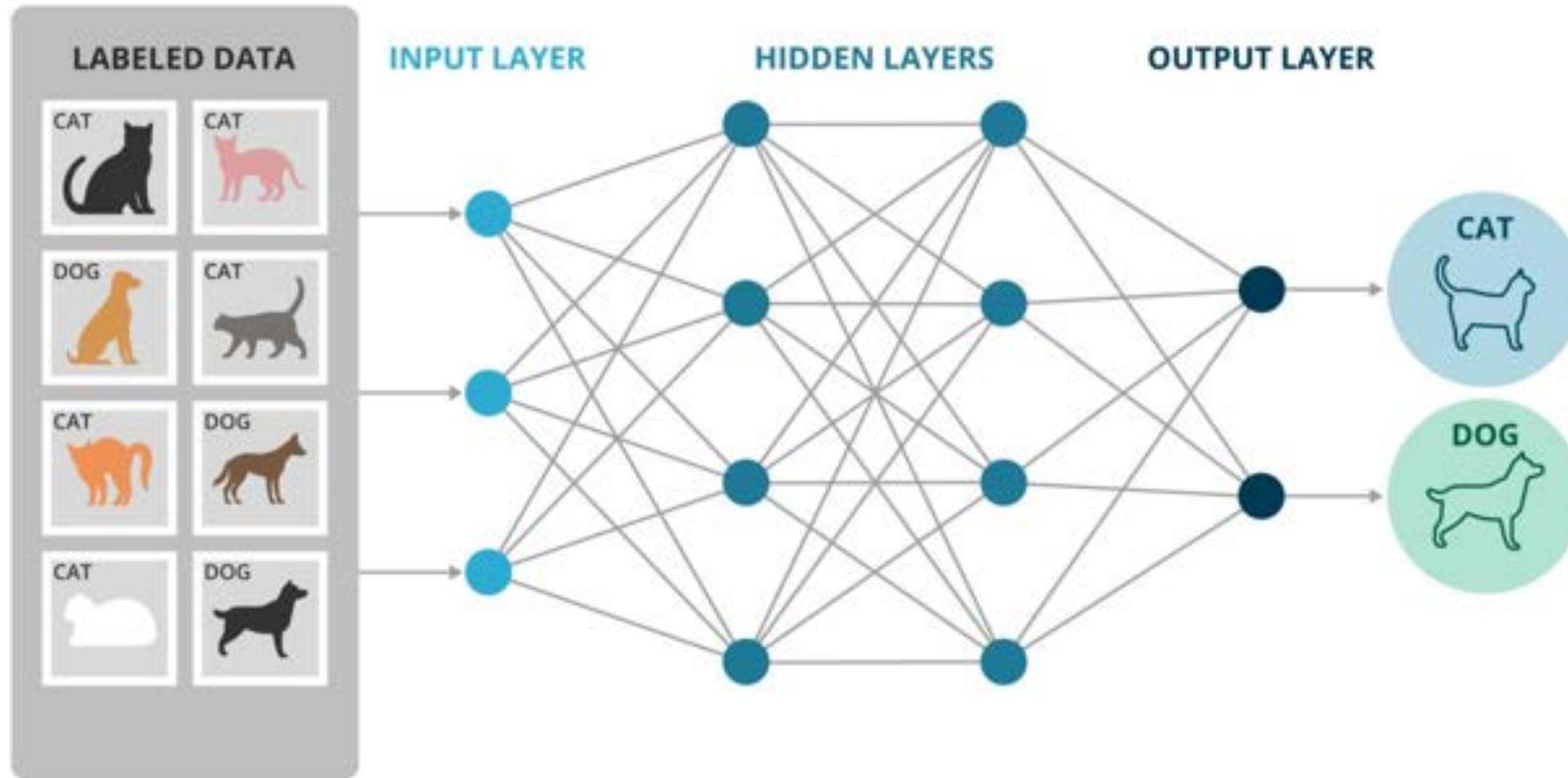


Reuters



Generative AI, or “Large Language Models” (LLMs) are inspired by how our brain processes information. Instead of biological neurons, they use layers of artificial neurons (mathematical functions trained on vast amounts of text) to learn language patterns and generate human-like responses.

How LLMs work & what “training the model” means.



Deep Learning / Training / Modeling

All of these refer to the technology equivalent of “synaptic plasticity.”

In the "Hidden Layers" section of the chart, the neural network is recognizing patterns and learning. Each node processes input from the previous layer, applies mathematical weights and functions, and passes the result forward. These layers collectively **transform** raw input data (like pixel patterns from images) into abstract representations, such as edges, shapes, or features that help the LLM distinguish a cat from a dog. It's in these hidden layers that the model “*learns*” the deeper characteristics that define each category.

What can I help with?

+ Ask anything



Hello, Alex

Enter a prompt for Gemini

+ Tools

2.5 Pro



Create Image

Write

Build

Deep Research

Create Video

Learn

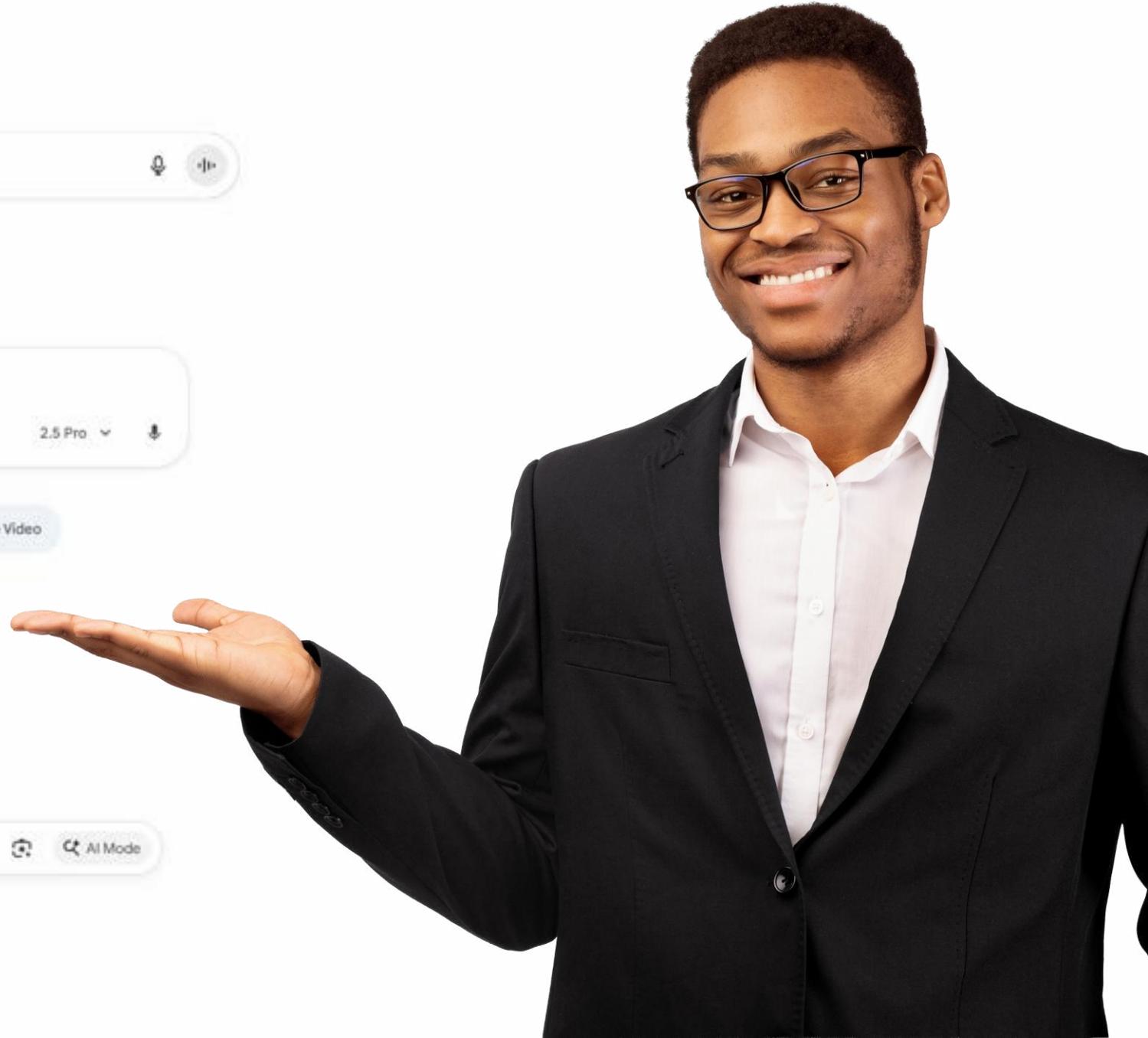
Google

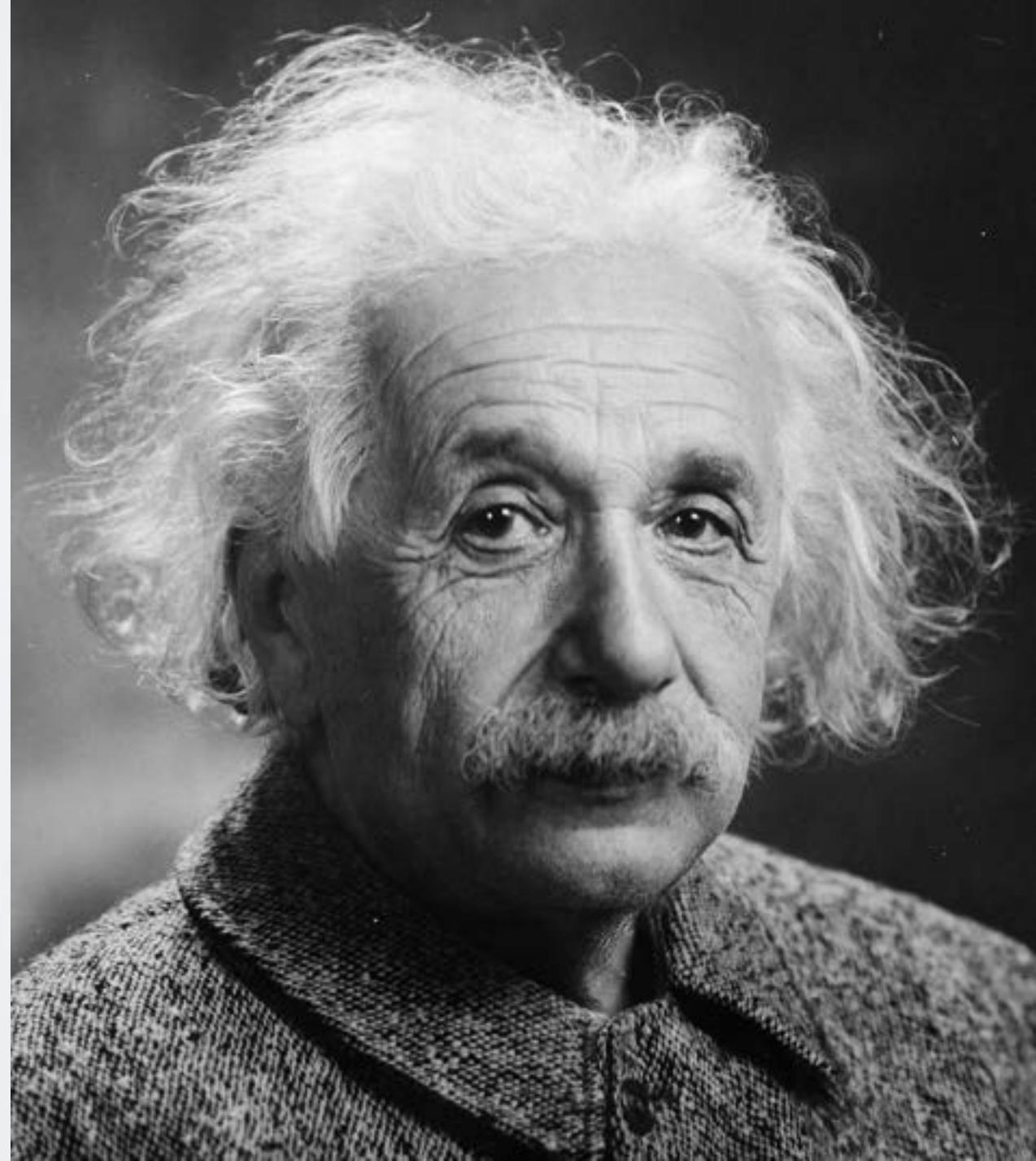


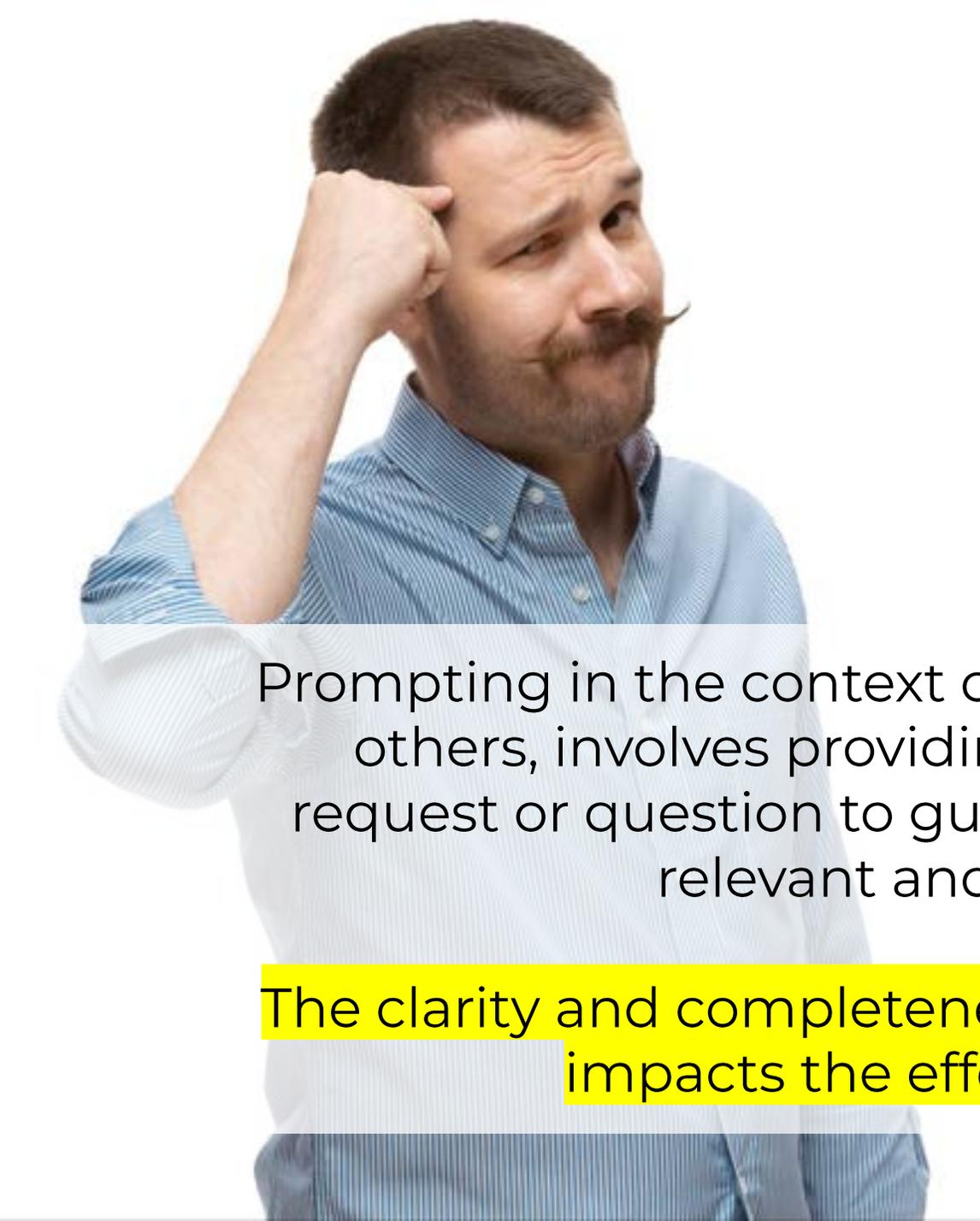
AI Mode

Google Search

I'm Feeling Lucky







Prompting in the context of GenAI, like ChatGPT, Gemini, and others, involves providing a **clear, concise, and specific** request or question to guide the AI in generating the most relevant and accurate response.

The clarity and completeness of the instructions significantly impacts the effectiveness of the result.

Prompt, better prompt.

Asking for General Information

Ineffective	“Tell me about space.”
Effective	“Provide a detailed overview of the key milestones in space exploration from the 1950s to the present, highlighting major space missions and their outcomes.”

Seeking Recommendations

Ineffective	“Suggest a good book.”
Effective	“I enjoy science fiction with strong character development and complex worlds. Based on this, what are three highly-rated books I should read?”

Problem Solving

Ineffective	“There was this time that I met someone on the bus and we became friends. I think it was back in 4 th grade. No, it was 5 th grade. I remember now because that was the year I went to the Yankees game. Ugh, they should’ve made the playoffs. I was so upset. It was really annoying because all the kids on the bus teased me about it. They were Mets fans. That wasn’t a fun time.”
Effective	Stay on topic.

How far too many people write prompts...

Typical ChatGPT/Gemini/GenAI Prompt:

“Write me something about how marketing is important for small businesses and why social media is good. Make it sound professional but not too formal, like a blog post or something.”

Or:

“Write 5 subject lines for an email going to my customers. The email is offering them a 30% discount on any pair of jeans in the store.”

There's a better way.

Typical ChatGPT/Gemini/GenAI Prompt:

“Write me something about how marketing is important for small businesses and why social media is good. Make it sound professional but not too formal, like a blog post or something.”

A Better Way...

“Draft a 500-word essay for small business owners explaining how consistent marketing builds awareness and trust, even on a limited budget. Use examples of effective social media tactics that are low cost but tend to deliver strong engagement. The tone should be conversational, clear, and encouraging (like a marketing coach who's rooting for them). Conclude the essay with three practical tips they can try this week.”

There's a better way.

Typical ChatGPT/Gemini/GenAI Prompt:

“Write 5 subject lines for an email going to my customers. The email is offering them a 30% discount on any pair of jeans in the store.”

A Better Way...

“Write 5 high-performing email subject lines for a 30% off jeans sale. The audience is young adults (ages 18–30) who previously bought from the store but haven't shopped in 3 months. Focus on urgency, style, and fun. Each subject line should be under 45 characters and feel playful but not spammy. Include one option that uses emojis and one that highlights scarcity ('ends soon').”

**“See the
difference?”**





To solve something like this:

$$\iiint_V \nabla \cdot (F \times G) dV = \oint_{\partial V} (F \times G) \cdot dA$$

At a base level, you need to know this:

+ - X ÷



The clarity and completeness of the instructions significantly impacts the effectiveness of the result.

I am working on a proposal to a client in the medical devices industry. They are focused on providing stents to interventional cardiologists. They are seeking an agency to work with that will assist them in building out marketing materials and a new booth experience for conferences they'll be exhibiting at in 2026.

You are an expert marketer and advertising agency veteran with a specialty drafting comprehensive and persuasive proposals.

Your task is to produce an outline of the proposal that we will work on together before we begin writing the actual proposal.

Use the attached PDF to understand more about the company, their request, objectives, and KPIs. Limit the outline so the entirety of the proposal does not exceed 5 pages in length.

Do you understand? To ensure a high-quality output, ask me up to 3 questions that will assist your work.



The clarity and completeness of the instructions significantly impacts the effectiveness of the result.

Context: I am working on a proposal to a client in the medical devices industry. They are focused on providing stents to interventional cardiologists. They are seeking an agency to work with that will assist them in building out marketing materials and a new booth experience for conferences they'll be exhibiting at in 2026.

Role: You are an expert marketer and advertising agency veteran with a specialty drafting comprehensive and persuasive proposals.

Task: Your task is to produce an outline of the proposal that we will work on together before we begin writing the actual proposal.

Constraints: Use the attached PDF to understand more about the company, their request, objectives, and KPIs. Limit the outline so the entirety of the proposal does not exceed 5 pages in length.

Sanity check: Do you understand? To ensure a high-quality output, ask me up to 3 questions that will assist your work.



+



Here are some prompts you can use today.

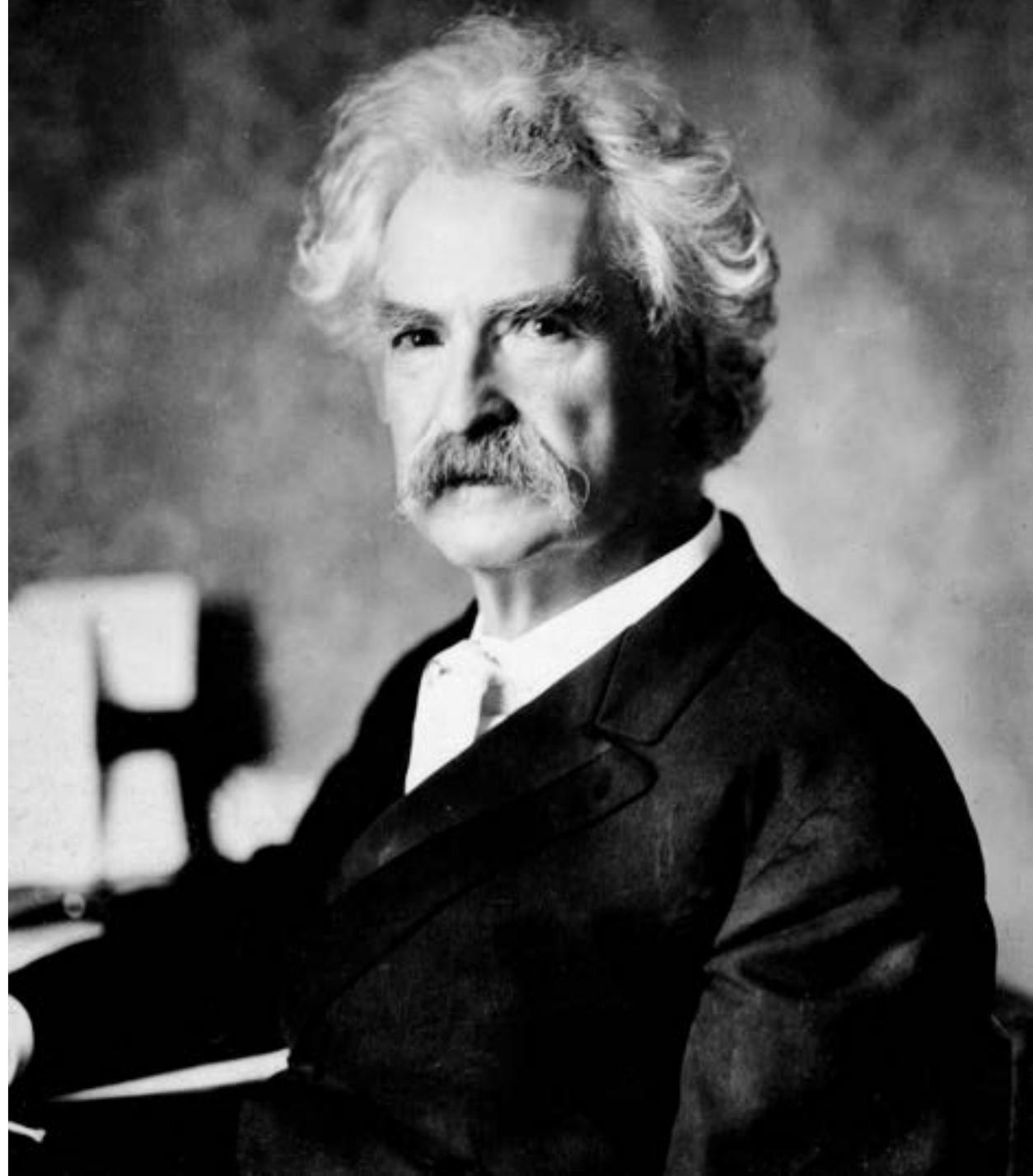
The you'd-likely-get-there-but-this-gets-you-there-faster prompt:

You are a senior brand strategist with an expertise in copywriting. Review this (email/blog post/press release) for clarity, brevity, and tone. Your task is to write [3] alternative versions: one [friendlier], a second [more premium], and third [more urgent]. Explain which version is best for my audience of [describe or upload audience info] and why.

"It ain't what you don't know that gets you into trouble.

It's what you know for sure that just ain't so."

-Mark Twain (maybe)



Another prompt you can use right away.

The yes-you-know-your-audience-but-check-yourself prompt:

Act as an expert marketing anthropologist with deep experience in audience research. Based on this [product/service: uploaded doc or described] and my audience of [segment], describe what motivates them emotionally and what might hold them back from engaging with or learning more about the product.

Summarize your insights in 4 bullet points: their *needs*, *concerns*, *triggers*, and *barriers*.

Then provide the rationale behind your summary, citing your sources, and include a confidence rating (1–10) showing how strongly you stand by the summary.

And for good measure, here's a third one.

The a-publisher-just-emailed-me-their-media-kit prompt:

The media kit I've just uploaded is from [publisher]. I'm considering it as part of the [ongoing-support/campaign] for [product/service].

Act as a world-class senior marketing director with expertise in media, who works in the [industry]. Evaluate the media kit within the context of my [brand/product/service], [audience segment], and [budget]. Provide me with a mix of tactics I should consider to drive [list objectives]. Lastly, give me a short list of other publishers that offer similar content and advertising and sponsorship opportunities I should consider. Provide links and cite your sources.

Strategic Thinking.

The sometimes-you're-too-close-to-see-“it” prompt:

Take the perspective of 3 stakeholders at [company name] in [industry]: (1) the [job title and dept.], (2) the [job title and dept.], and (3) the [job title and dept.]. Given the proposal to/for [initiative], generate their likely ‘what if’ concerns or objections. Then, draft responses that address each concern that you and I will work through to adjust the proposal accordingly.

The hope-for-the-best-prepare-for-the-worst prompt:

Act as the [insert job title] at [company], in the [industry]. You are planning a [campaign/product launch/project]. Generate 3 possible future scenarios (best case, worst case, most likely) for this initiative. For each, outline the triggers, risks, and opportunities, and suggest how the company should prepare.

A clever use. But first, some Japanese.

根回し

Nemawashi

A Japanese concept for consensus building that involves informal, one-on-one discussions to lay the groundwork for a proposal or change before a formal meeting. The goal is to gather feedback, address concerns, and build support in advance, making the final decision-making process smoother and more effective. It is a crucial step in many Japanese business practices, ensuring that all relevant parties are aligned before a final, formal approval.

LinkedIn is your friend.

The image shows a LinkedIn profile page for a user whose name is redacted. The profile is for a Senior Vice President at the National Basketball Association (NBA) in the New York City Metropolitan Area. The page features a search bar, navigation icons for Home, My Network, Jobs, and Messaging, and a profile picture. Two 'More' dropdown menus are highlighted with green boxes. The first menu is open over the 'More' button in the profile header, and the second is open over the 'More' button in the 'About' section. Both menus show the following options: 'Send profile in a message', 'Save to PDF', 'Connect', 'Report / Block', and 'About this profile'. The 'Save to PDF' option is highlighted with a green border in both menus.

LinkedIn interface showing a profile page with a 'More' dropdown menu open, highlighting the 'Save to PDF' option.

Profile details visible:

- Profile picture: [Redacted]
- Current position: Senior Vice President - Team Marketing & Business Operations at National Basketball Association (NBA)
- Location: New York City Metropolitan Area
- Connections: 500+
- Buttons: Message, Follow, More

Dropdown menu options (highlighted in green):

- Send profile in a message
- Save to PDF
- Connect
- Report / Block
- About this profile

LinkedIn is your friend.

I have uploaded a LinkedIn profile PDF as `PROFILE_PDF`. Read and absorb the profile in that PDF. Then take on the persona and professional perspective of the person in that profile.

Persona instructions:

- "Adopt the person's likely priorities, values, and communication style based on the profile details. Use role, company, industry, seniority, achievements, and any public signals from the profile to inform your perspective."
- "Use first person when role playing, and act like that person would when evaluating a business proposal."

Scenario: I will present a short proposal. Respond as the profile would. Here is the proposal summary:

`{PROPOSAL_SUMMARY}`

`{PROPOSAL_GOAL}`

Tasks (produce all items):

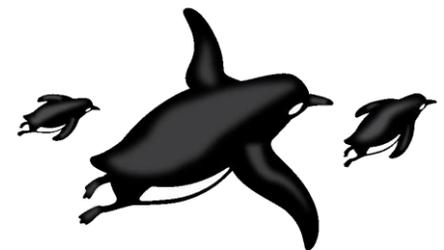
1. "In one paragraph, explain how the person would react to this proposal and whether they would be favorably or skeptically inclined. Keep this in the voice of the persona."
2. "List the top 5 questions or objections this person is most likely to raise. For each objection, give a one-sentence reason why they would raise it tied to something found in the profile."
3. "Suggest 4 concise message lines the presenter should lead with to win this person over. Each line should be 10 words or fewer and map to a profile signal (skill, past responsibility, metric, or value)."
4. "Provide 3 risk signals from the proposal that would cause immediate concern, and recommend one small change to the proposal for each risk."
5. "Rate the likelihood this person would approve the proposal on a 1 to 10 scale and explain your rating in two short bullets."

Constraints and style:

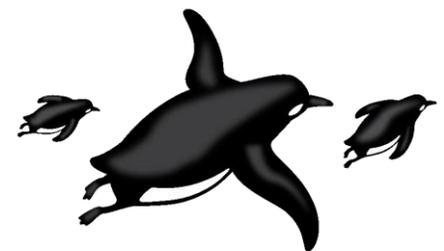
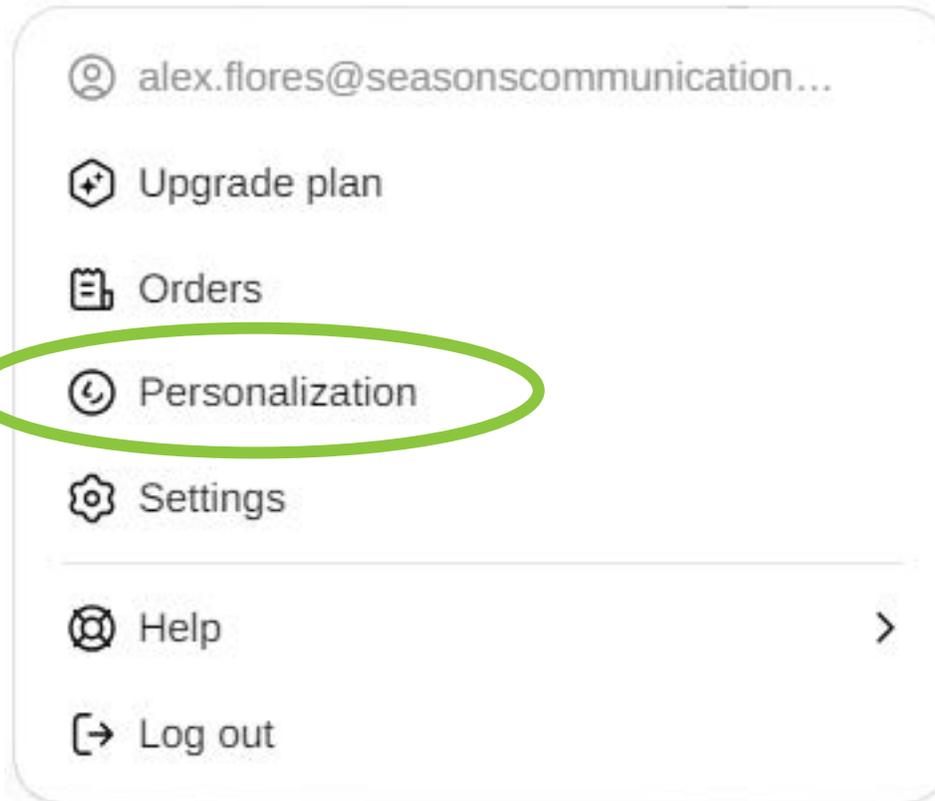
- "Keep responses concise and practical."
- "Use the persona's likely tone: `{TONE}` (for example: direct, cautious, collaborative)."
- "Limit total output to about `{MAX_WORDS}` words."
- "When you reference the profile to justify an objection or suggestion, cite the exact element in the PDF you used (for example: "cited from `PROFILE_PDF`: 'Head of Growth, 2019-2024')."

If the PDF lacks enough detail: ask up to three short clarifying questions the presenter can answer quickly to improve accuracy. Then stop.

End with a one-line short script the presenter can say in the next meeting to move the person toward yes. The script should be 12 words or fewer and tailored to the persona.



Making the AI work for YOU.



Making the AI work for YOU.



✕

- General
- Notifications
- Personalization
- Apps & Connectors
- Schedules
- Orders
- Data controls
- Security
- Parental controls
- Account

Personalization

Enable customization

Customize how ChatGPT responds to you. [Learn more](#)

Base style and tone Default ▾

Set the style and tone ChatGPT uses when responding.

Custom instructions

I want ChatGPT to always provide the sources, with links, when providing me with responses to my questions that need facts. When I ask for an opinion or thoughts, I want sources and links that informed the point-of-view, but I'm ok with those not being sourced unless I specifically ask for the sources.

Chatty Witty Straight shooting Encouraging Gen Z ...

About you

Nickname

Alex

Occupation

“I have a question 🙋”



“What about AI like Midjourney, Sora, & Claude?”

Images



Midjourney

Flux

Adobe Firefly

DALL·E 3

Stable Diffusion

Artlist

Seedream

Video



Runway ML

Midjourney

Veo 3 (Google)

Pika Labs

Sora (OpenAI)

Higgsfield

Kling

Luma Labs

Krea

Sound



ElevenLabs

Hedra

Play.ht

Murf.ai

Music



Soundraw

Udio

Suno.ai

Aiva

Text



ChatGPT

Claude

Gemini

Jasper

Copy.ai

Questions?



THANKS FOR SOARING WITH US!



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