

Cracking the AI Code: A Roadmap for Agencies and Freelancers

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AI Improves Employee Productivity by 66%



Jakob Nielsen

July 16, 2023

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Summary: Using generative AI (like ChatGPT) in business improves users' performance by 66%, averaged across 3 case studies. More complex tasks have bigger gains, and less-skilled workers benefit the most from AI use.

Source: <https://www.nngroup.com/articles/ai-tools-productivity-gains/>

These lawyers used ChatGPT to save time. They got fired and fined.

Artificial intelligence is changing how law is practiced, but not always for the better

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Source: <https://www.washingtonpost.com/technology/2023/11/16/chatgpt-lawyer-fired-ai/>

**AI tools still require
human involvement, but
already work *incredibly*
well with human input.**

(Thanks ChatGPT)



Hi, I'm Keanan.

- ~10 year history in WordPress working on everything from a horse vet's website to builds for Rolling Stone and NASA.
- Proud(ish) Cubs fan
- I help freelancers and agency owners adopt AI at FloorboardAI.com



<https://floorboardai.com/montclair>

The Four Stages of AI Adoption



Crawl



Walk



Run



Fly



The Four Stages of AI Adoption



Off-the-shelf
tools



Chatbots



Advanced LLM
techniques



Custom tools



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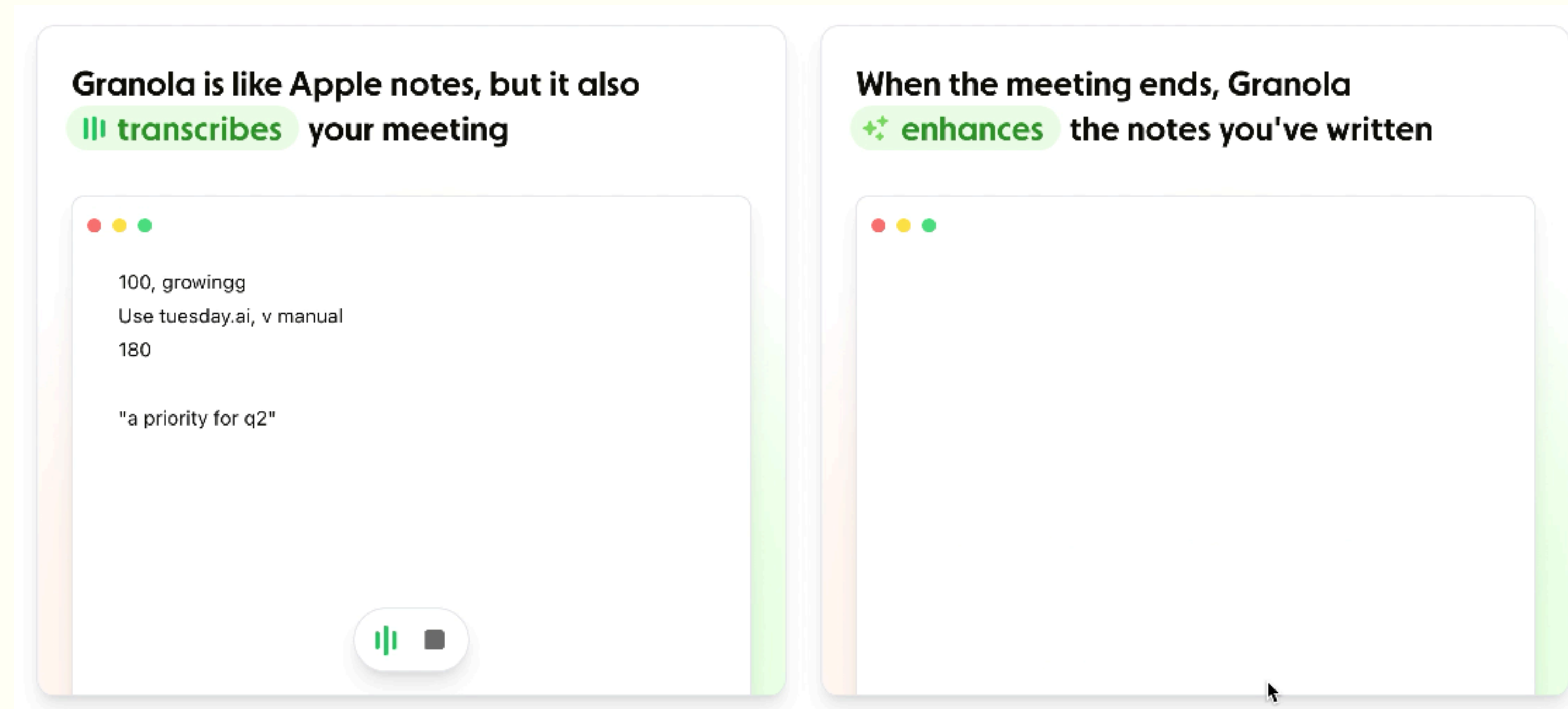
**Tons of great tools already
use AI under the hood**



Granola.ai

Meeting notes, but better

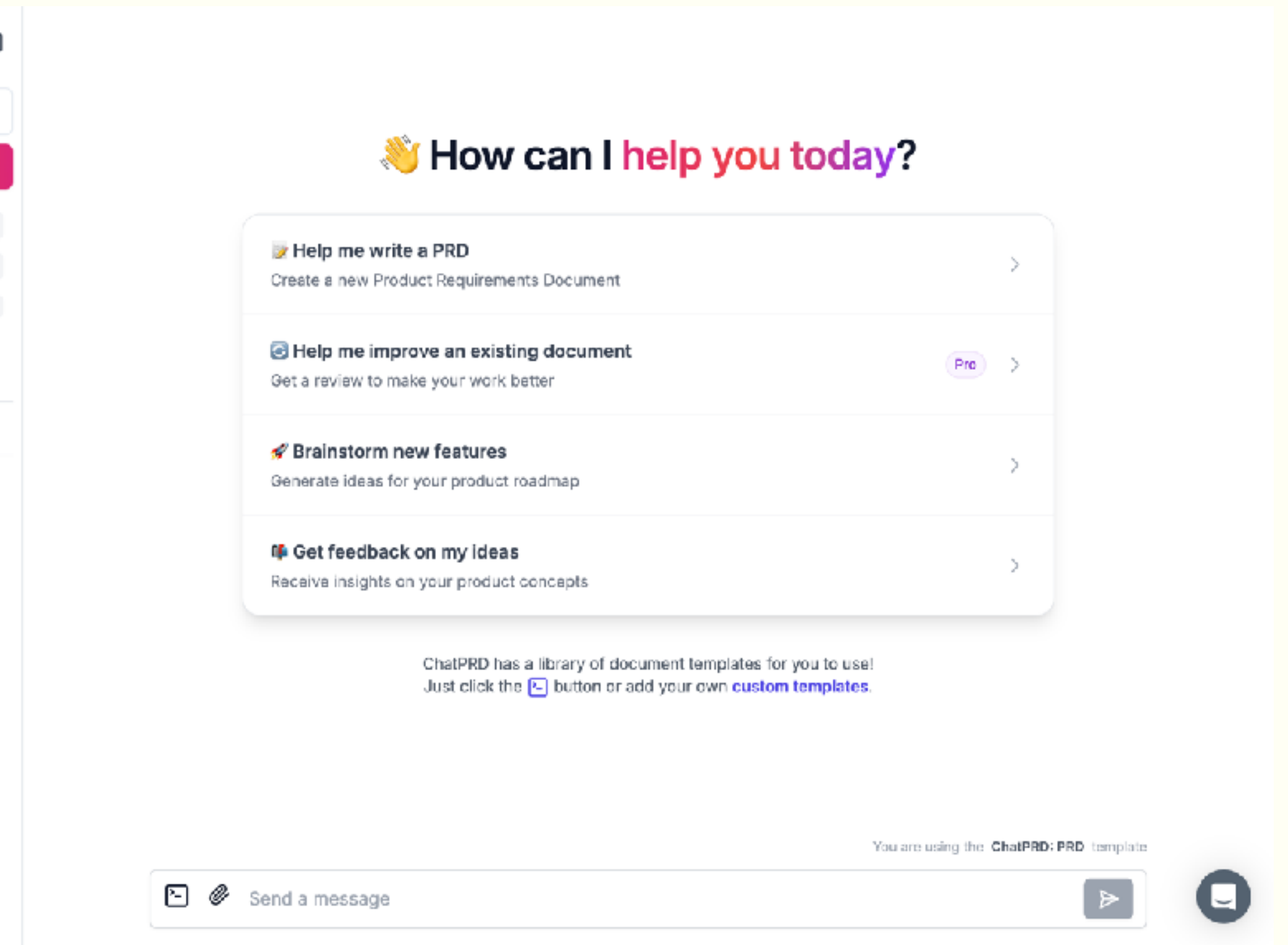
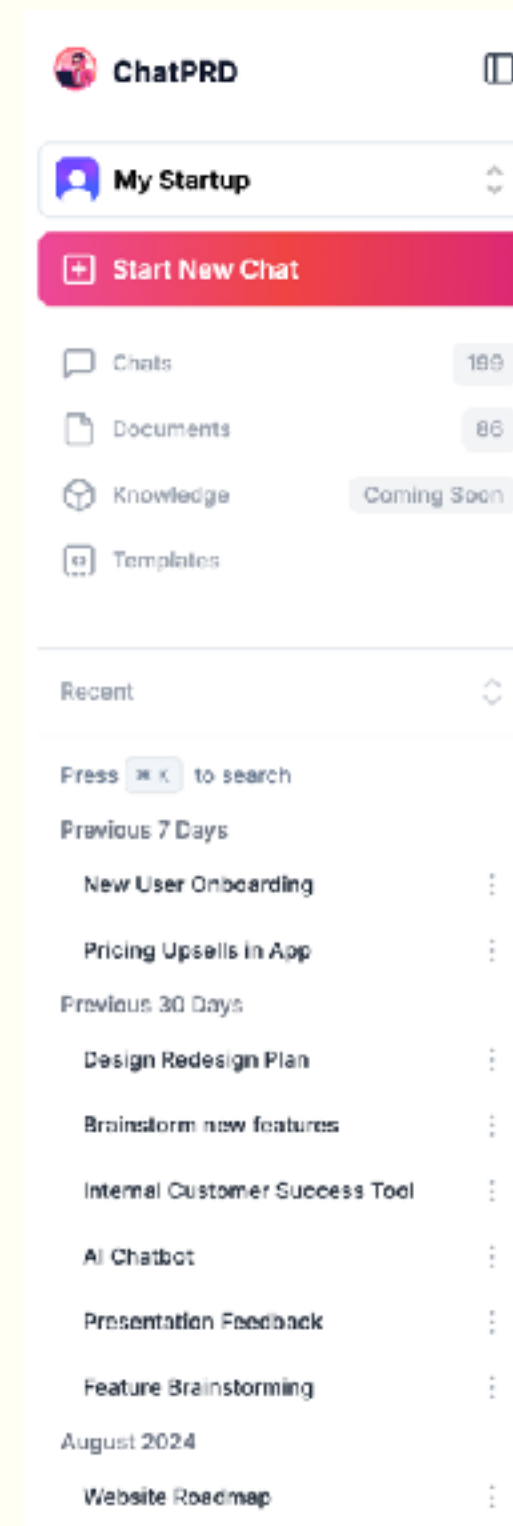
- Listens to Zoom (or any other) meeting and lets you take notes at the same time
- Enhances your notes with AI and provides an interactive notes doc + transcript + chat



ChatPRD.ai

AI copilot for product managers

- Document assistant specifically for generating product requirements documents (PRDs), tech specs, brainstorming new roadmap features
- Combine with another AI note-taking tool to go from client request to developer-ready doc



**Find an AI-fied version of a
tool you're already using**



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Custom tools



Chatbots

- ChatGPT (OpenAI)
 - Claude (Anthropic)
 - Gemini (Google)
-
- All have different capabilities and technical specs
 - All each contain different Large Language Models (LLMs)
 - Most are \$20/month (with a free tier option) and no configuration necessary



Demo: Claude.ai



Always use the frontier models

(GPT 4o, Claude 3.5 Sonnet, Gemini 1.5 Pro)*



Use documents to give context

(PDFs, images, text, markdown)



Use LLMs to help you write prompts

(Claude Console)



Demo: Claude console



**You need to develop your
“AI instinct”**



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**LLMs aren't blank slates.
They have memory.**



Demo: System instructions



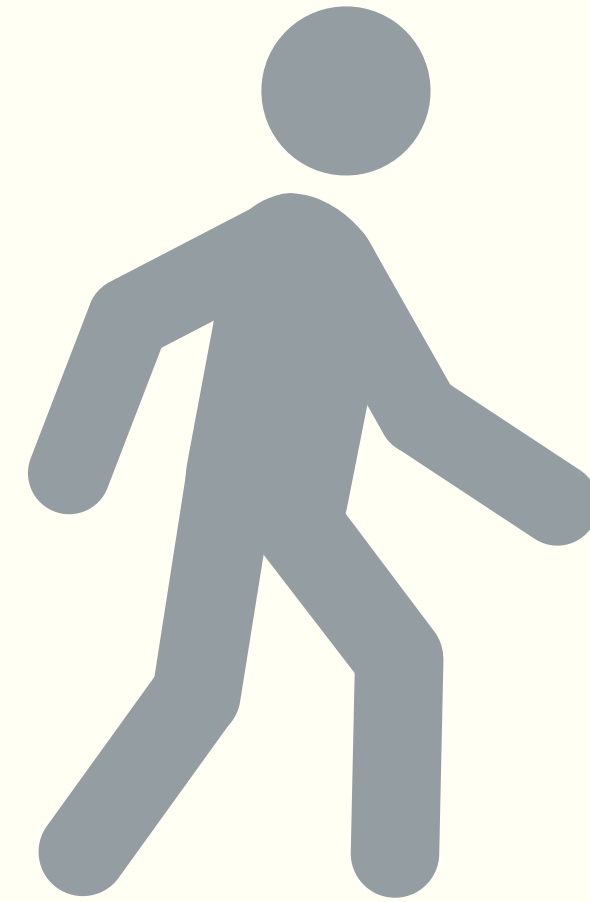
Demo: Claude Projects



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Off-the-shelf
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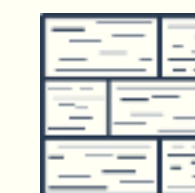
Chatbots



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You can build your own AI-enabled tools



Demo: Customer research workflow



**All* LLMs have well-
documented APIs**



Questions?

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