myweeklymarketing.

Janice Hostager: 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business and life in between. Welcome to My Weekly Marketing. If you're not using AI to help you in your business, you're really missing out on some valuable tools to save you time and money.

Janice Hostager: 0:35

I know for me, even though I haven't had a ton of time to play with ChatGPT, it's already completely changing how I do everything from marketing to day-to-day business operations. For both me and my team, it's written code for my website in seconds. That would have taken a programmer hours to do. I use it daily to give me ideas for subject lines, titles and starting points for emails. Most recently, I've been using it as I create a new course, because it's easy for me to overload my students with too much information. What can I say? I get kind of excited about marketing or maybe forget to include something important. I've been using it to get feedback on my outlines and what I should and should not include, and, because I'm an external processor. It's also become a virtual sounding board for me to get feedback on ideas and thoughts that I have about the course or about business in general. I know that sounds super weird, but it really does help, especially if you're working alone.

Janice Hostager: 1:33

You've probably also noticed that most software is integrating with some version of AI. As a former art director, I still use Photoshop now and again, and it does a fantastic job of filling in background or even eliminating objects that you don't want in a photo. This type of editing used to take hours to do. Now it's done at the click of a button. So I could go on and on, but instead I want to introduce my guest today, Joshua Hale, who can tell you way more than I ever could about AI.

Janice Hostager: 2:06

Joshua is not your average tech guy. He's a visionary entrepreneur and an AI mentor. It's his goal to revolutionize how small businesses leverage AI technology, and he wants to see it accessible to everyone. He's learned how to empower small businesses to compete with large corporations through the power of AI and help multiple clients hit their first million in revenue using AI strategies. He's going to give us some actionable

steps on how businesses can leverage AI tools without technical expertise or a massive budget, while keeping the human touch that makes your services special and is, if that's not enough, you'll want to stick around to the end, because he's going to share the way that you can use AI in your daily business and personal life through a challenge that he's offering. So here's my talk with Joshua. Hey, Joshua, welcome to My Weekly Marketing.

Joshua Hale: 2:58

I so appreciate having you have asked me to be on here. I'm really excited about today's discussion.

Janice Hostager: 3:09

I am too. I feel like everybody and their brother is talking about AI these days. So I really want to get into this and kind of hear your take on it, because, well, I'll let you tell you about your own story. But in the intro I just talked a little bit about how AI has changed my business in a very short time and it's bought me so much time in my day. But AI isn't really new, right, it's kind of new to most of us because we started with ChatGPT, but it's been around for a while. So tell me how you got interested in it and how you've made a career out of this, because it's really interesting to me.

Joshua Hale: 3:43

Yeah, AI has been around for a long time, right, like 50, 60 years perhaps, and it's just this algorithm that's been continuously been improved upon over time. The AI, the term, is really broad in scope, right. But just in the recent uh, three years, right, large language models came out. And funny story to start us off, in 2016, I went up to a client meeting downtown Seattle, up top of the sky rise, and there was two developers at this meeting and during one of our breaks they were over in the corner just cracking up laughing and I'm like what are you guys laughing at? And they're like we're looking at two chat bots talk to each other and I was like what? I looked over their shoulder and it was incoherent, like none of it made sense, and they were just cracking up, cracking up and I was like this is the dumbest thing ever. Why would you just sit there and watch this? Little did I know, like what was coming. So I was running a marketing agency when I first saw ChatGPT for the first time, I went out to lunch with a fellow marketer here in town and he showed me kind of under the table. He's like have you seen this thing? And he's like you can just like write blogs with it and immediately, you know, as a marketer, I was like impressed beyond a belief and so I came home, signed up for it. Back then it was super hard to even sign up for it and then I had a dozen or so clients and so I was able to like jump into their industries and start testing it out and I immediately saw the strengths.

Joshua Hale: 5:18

You know some of the weaknesses but these large language models, they were trained off of the whole internet, and so one thing I saw that it really got well was business right out of the gate, just because there's so much information out there on how to run a business and marketing frameworks and methods. And so we actually onboarded a large client. I had three of my contractors, my copywriters, go and do audience research to learn about the foundation of this new client. They took three weeks. They did a really good job. But when they came back to present this information to the client, I did my own audience research during the meeting off to the side and showed one of them afterwards. And they were, they were, they were pretty impressed. They were like, wow, we just, you know, took three weeks to do this, and so I quickly saw the writing on the wall, right, and I essentially jumped ship from that marketing agency that I was running and went to go help people out with my with, uh, with just my trusted companion now, uh ChatGPT, because I could do like 80% of the work.

Joshua Hale: 6:26

I still had contractors, so when I needed heavy lifting and final polishing and things like that, I was able to call people in. But a lot of the stuff I was able to turn those marketing frameworks just into prompts. Some of my favorite gurus back there. I was able to turn those books into prompts. So what I ended up doing was just walking through a business owner or a client through their business, interviewing them using voice to text and just adding what their innate wisdom and experiences and feeding it into these big prompts and I was able to quickly do what my marketing agency was, you know, taking thousands of dollars to accomplish and, you know, six weeks.

Janice Hostager: 7:11

I mean, that's just amazing, and you're absolutely right. I think the biggest aha moment I've had is that I can't believe I've been doing this all manually for so long, and this is really going to change everything. This is going to change everything. So, backing up a little bit, though, can you explain how AI, how the, like any AI tools it doesn't necessarily have to be ChatGPT or anything how they can benefit businesses that maybe they're not especially techie, like where do you start with all this? Because it's sort of a groundswell of change that's happening right now.

Joshua Hale: 7:44

Yeah, well, the easiest, you know, the lowest hanging fruit is like administration and like management and just helping them learn these tools, ChatGPT is like the front runner, and just learning how to buy back, you know three, four hours a week of their time with

helping with emails, drafting up proposals, you know helping with sensitive communication, going back and forth, and we're able to just quickly buy back their time. So, as a whole I you know, if you combine all that time saved then you're able to really start seeing the numbers of profitability just from the team. So typically a business owner, you know they are too busy and they roll their eyes if you ask them to. You know, download another app, like, even if you're like, yeah, you got to try this right, because they're busy taking all of the other tasks that a business owner has to do. But if you're able to just help out the management and the team drastically, you'll see not only time saving but a higher quality result in just about like everything they're doing. You know, being able to utilize this tool.

Janice Hostager: 9:02

Yeah, and I find it really interesting because I think we start out and that's how I started out too just, you know, getting ideas for emails, not, you know, and I certainly go in and rewrite it and I put in my own personal take on things. So I don't just like turn everything over to ChatGPT, but just doing the small tasks that would take up time and have my team use it as well. They, you know, use it for social media and other places. But I've started to really understand that this is so much bigger in terms of its potential. Are we thinking too small about as businesses? It's hard to wrap your mind around every potential thing it could possibly do.

Joshua Hale: 9:45

Yeah, Well, especially since ChatGPT Pro came out, um, I, I bit the bullet this was about two months ago and tried the the $200, uh tier of ChatGPT, and at first I was like, oh, I don't think I have like problems big enough for that, you know, it must be just for mathematicians and scientists trying to, you know, solve the world's problems. But I then, you know, tried it out and was immediately impressed with not only like just a higher quality of model, it was. But then the deep research came out as well, and what I was able to do, you you know, previously helping businesses, um, going through the marketing frameworks of, uh, deep dive audience research, understanding their, their pain points, you know, understanding what challenges they're they're having, what obstacles are in front of them to get them to the dream outcome that they're trying to, you know, get to, and they can't get to it themselves, otherwise they wouldn't be willing to pay, you know to, and they can't get to it themselves, otherwise they wouldn't be willing to pay, you know you for it. So getting a deep dive of that and then crafting your offer to speak directly to them is is part of that aspect. And then, once you have your offer, then it's about marketing that offer or, you know, getting that message out there so your target audience can see. That whole thing was what my marketing agency was

doing. We can now do that in like two hours and you end up with a 50 page document what I call a living document.

Joshua Hale: 11:16

And what's so cool about this is ChatGPT Pro came out and you can now do a deep dive into industry trends. You know where things have been, where things are going, competitor analysis you can really get real-time data, which there were firms that were doing this. You know, for the last 30 years McKinsey has been around, been around, uh, and they cost $500,000 to like start working with them. So trying to get you know a report for them is has never been really capable for a lot of small businesses and you know, uh, mom and pop shops. So for the first time, uh, ChatGPT is bringing this real world data in in order for them to make act, you know, informed decisions about their business.

Joshua Hale: 12:08

On The coolest thing of all that right that then turns it into a hundred page document. No business owner is gonna read that, right. Who's got time for a hundred page document? The coolest thing about all this is you then just upload that document to ChatGPT and you can talk to it. You can ask it for email marketing campaigns. You can ask it for a strategy for this upcoming quarter. That now becomes like your 24-7 consultant that knows everything about your business and is basically a trained model specifically for your business.

Janice Hostager: 12:45

And I absolutely love that about ChatGPT is that it can remember that you can plug all that information in and it will remember it. And you know, because I have different ChatGPTs open for different clients, I keep them separate and it's amazing that they, you know, I type a question in and it will give me an answer based on who my ideal customer is, based on what that business is all about, what their goals are. It is so incredibly powerful I really kind of feel like I'm cheating. You know, it's like it's almost. Initially it made me feel really kind of uneasy, like what if this is not right, you know, or some of it, especially with audience development, because you just you know you're really at their mercy, because sometimes it does make things up.

Janice Hostager: 13:32

But which brings me to my next question. Is that what do businesses need to watch out for when using ChatGPT or any AI program? And because I know we've talked about well, we haven't talked about it but things like hallucinations come up and there's some

other pitfalls, and are those getting better? Are we seeing less and less of that and are there things that we should be watching out for?

Joshua Hale: 13:56

Yeah, hallucinations were a real big problem. The first year that ChatGPT was out. A lot of journalists tried it out and immediately they're like what? They tried to publish something and something in there was something that made up. Now these models. Their number one job is to like give you what you're look, what you're asking for and and back then, like it would cut corners and just give you really plausible sounding answers. And that's what these hallucinations were deemed and they are designing those hallucinations out of the model.

Joshua Hale: 14:33

And when it first came out it wasn't connected to the internet. It had a data set that typically is like a year or a year and a half old, that it was trained on, so it didn't have any current events or like current knowledge, and so that it and if you asked it about those things, it wasn't always honest. It would sometimes just make stuff up. So it was pretty easy to like call it out. But since it was able to get connected to the internet, now you can, you know, I just say you know, do some research and, and sure you know, give me the answer to this. That then kicks on the internet and it will go out and search itself. Then the reasoning models came out. Those reasoning models are, instead of it just giving an immediate answer, like everybody's used to with these AI models, it then stops and, like, thinks about it and will go gather information and will look at it from a hundred different angles and be able to, like, piece it together through chain of thought reasoning to get like a really high quality answer.

Joshua Hale: 15:41

So the amount of hallucinations that are happening is just becoming less and less. And especially, you know, it doesn't mean that you should trust these things like 100%. It just means that, uh, you know you can give it the benefit of the doubt more often. But if you ever catch anything a little bit off, you can tell it to reveal your sources. For that I use a lot of perplexity to go out and just grab raw data and information from research papers and then you can go to Notebook LM and upload that raw data into Notebook LM.

Joshua Hale: 16:19

What's good about that is it is a closed system so it doesn't have access to the internet and it will just process the the like high quality information that you gave it, so you can distill it down into useful parts and then, you know, bring that into ChatGPT to then be

creative with and come up with like good looking reports. That whole process really minimizes the like possibility of hallucinations taking place. And so I've come to you know, eight out of nine or eight out of 10 times, like I'm like, don't even question it. But if I ever see something off, I'll just say, like you know, don't even question it, uh, but if I ever see something off, I'll just say, like you know, uh, do some research and give me a better answer, and it will then go to the internet and, you know, give you something more high quality.

Janice Hostager: 17:07

Yeah, that's what actually I've been doing too is just asking for its sources, or if it feels off, you know, I'll even ask it sometimes, like is are you sure this is right, you know, and it's.

Janice Hostager: 17:19

It's interesting that it can.

Janice Hostager: 17:20

You know it has self-correct, like that.

Joshua Hale: 17:23

It's really useful in the hands of experts or like the business owner, right. So that whole living document that I do, I do have them like scan through it and as we, as we build that document, they are there to course correct, because you don't want something wrong up here because then downstream you know we'll be out in the weeds. So that's why I do have the business owner there, because they're the expert in their field. So it does keep things on track.

Janice Hostager: 17:49

Right, right. So are there other tools that you use? I know there's some that are more specific to images or creating slides or diagramming. I mean, are there some favorites that you have out there?

Joshua Hale: 18:02

Yeah, definitely I still I can't get, I can't let go of Claude. Claude is, I think, still the best in writing. It just has been able to get my voice down like to just such a degree that ChatGPT has gotten close with the latest uh 4.5 release, but it still just hasn't taken the king off the hill, uh. So I I typically will brainstorm in ChatGPT and then bring it over into

Claude for a final polish for my writing and copywriting uh. And then there is uh perplexity, like said, that's kind of where I go for research.

Joshua Hale: 18:43

Now the thing with ChatGPT they're the biggest and by far the most used AI out there and the term itself is becoming quickly synonymous with AI, right, and so because they're so big, they get to just like buy the best features of their competition and just absorb it into ChatGPT. So that's where you know it's still my go-to and my most used AI model. Then there's Notebook LM that I mentioned and that's really good for just keeping like clean information that you can bring in and isolate kind of in its own folders or like projects to where you're just able to process the information that's in there. So that's a really useful tool because none of the other models do that. They inject their own opinion and bias and, you know, like information from the internet.

Janice Hostager: 19:43

Gotcha and then you can have a ChatGPT can reference the information that's in Notebook LM.

Joshua Hale: 19:50

I would like distill that down into like the solid chunks and then bring that into ChatGPT to then brainstorm and do

Janice Hostager: 19:57

Gotcha Gotcha.

Joshua Hale: 19:59

Outside of those you know before. Two months ago ChatGPT's image generator was awful compared to where the rest of the standard of image generation, which over the last two years went from you know 14 fingers to where. Now it's pretty indistinguishable from being able to guess where an AI model versus a regular image. So back to ChatGPT. They updated their model and now I use that all the time for image generation. Sora is their video generator that they have, and if you go to Soracom, it's a sub-brand of OpenAI's ChatGPT. But in Sora, if you have a paid account, you can go and do four images at a time instead of just the one that can be done inside of ChatGPT. So I spend a lot of time there just having that open, and when I need, uh, graphics or or playing around with branding things like that, then, um, that's, that's my go-to for that.

Joshua Hale: 21:10

Presentations, Gamma is incredible. Gammaapp uh, it will create a presentation in like two minutes compared, or like a, PowerPoint slideshow in like two minutes. Um, and those you I'm sure you know like you should take hours to, like you know, just put together, and then there's polishing of it and practicing. So now you can. You can outline your presentation in Chat GPT. Get the get the you know, get the overarching story of it and then have it as much detail as you want, throw it into Gamma and it will create a nice compact slideshow bullet pointing all of the topics for each slide. Then I typically ask for just speaker notes from ChatGPT and so then I can have the speaker notes up and then just go through the slides. All that can take like 15 minutes now, compared to the massive hours.

Janice Hostager: 22:06

Hours and hours. Yeah, yeah, I just set up my Gamma account this afternoon and Napkin, I think, is another one that I just set up. I haven't played with either one of them yet, but you answered a question about the slides. I was wondering if there were speaker notes that we could add into. So I mean, yeah, it feels like we're cheating. I don't know, I can't get past that. Like I feel like, oh, I don't want to tell anybody, I'm doing this because it's so fast and quick. Like I feel like I'm doing something wrong.

Joshua Hale: 22:34

But it's all about the quality and really what AI can't do is like come up with that initial spark of inspiration and like starting the project. So I tell my clients you know there's a formula to follow 10, 80, 10. 10 is your initial idea, the 80% is now the power of AI and it can just crunch through these, this creation process, and then you always want to leave 10, 20% of you coming up afterwards to you know, clean it up, turn it into your own words. You know making sure that everything is accurate and feels true to you, so that it that whole process you know what used to take four hours you can get done now in you know, a half hour. And it's still yours. It was still your original idea, it was still. You know you're the last one to touch it.

Janice Hostager: 23:29

And yeah, I did notice that really it really matters what kind of questions you're asking it to and what you're bringing to the table initially, not just in terms of prompts, because although those are important as well, but really the depth and the parameters that you set around the questions that you're asking can make a huge difference in the output.

Joshua Hale: 23:51

Yeah, it's one of the first tools that teaches you how to use it that man has ever invented, and that's what makes it so powerful If I teach this in my 30 day challenge, but, uh, I'll share it with your audience because it's, it seems like a no brainer once you know it. But for any any good um instructions that you're giving it, you can ask it for. Um, you know, add, add this to those instructions, Ask me three clarifying questions before you begin, and so that little addition will prompt it to ask really specific questions, to get more context out of you that you might not have thought about or you weren't thinking to articulate. And it just creates such a hyper result of personalization just based, just based off of that little addition so you ask it.

Janice Hostager: 24:45

What you're missing basically is like what, what else should I be asking you about this topic?

Joshua Hale: 24:49

yeah, three qualifying questions and it will then have far exceed the results just because of what you're able to give it extra.

Janice Hostager: 25:00

So how important is, like data privacy and security, when we're integrating AI tools into our businesses, and is there some steps that we should be taking to ensure that everything's compliant? Especially, I'm thinking about clients that are in the medical or insurance or financial fields. Is there something that they should be doing differently?

Joshua Hale: 25:21

Yeah. So this is a big topic and one of the biggest concerns that business owners have Now, right out of the gate, you know, ChatGPT has an option in it that you can turn off using your data to help train its model. And then there's an enterprise level. That's higher up, where that's like automatically default. That's higher up where that's like automatically default. And so, as far as you can trust these companies, right, they're promising not to use your data, that your data is just staying, you know, hidden and closed for your use. On that.

Joshua Hale: 25:57

But, as we've learned through, you know, countless mistakes of data breaches, right, you can't really trust, we can't trust our governments, we can't trust these big corporations to like, completely keep this information locked up. Now, if you tell it, you know a good idea you have. Your idea is not going to just magically pop up over in, like Germany on

someone else's feed, like it's all ones and zeros. So it takes your input and if you do allow it to train the model, like it's shredding those letters, those words into the most basic forms in order to train itself and so you'll never see those things ever again. But on a bigger view of this, right, I think we all need to have our own localized AI systems that don't send their data up to a cloud, and the open source community is really catching up quickly with these current large language models, and so I think by the end of the year it's going to be a pretty easy process. Nvidia just came out with like a supercomputer for like $3,000 that can run these models, so as a business, you can literally have like a station where the model runs and your information is not going anywhere, like that is your property, not leaving the server there. So I think that is the only way where we're able to really feel like we own our data and are able to keep it safe. Same with our phones. I think that's the only way forward is everybody having their own open source localized AI systems, because these big corporations are working with the governments and we really don't know what they're doing with the data.

Joshua Hale: 27:51

The current administration just rolled out the largest AI infrastructure known to man and there's a lot of concerns over where our information is going, how it's being used, how the information is going to be used back to us, because we've been trailing data for the last 20 years on the internet and we've really become careless of how much information we're just trailing behind us each day, and that wasn't that big of an issue. Sure, Facebook was using it for retargeting and things like that, but not until recently, not until these large language models is there processing power to actually use all that data that we've been trailing behind us for our lifetime. And so I'm more concerned about my kids and setting them up, because in five years, 10 years, that's where things are going to be really, uh like detrimental to have private data and privacy, um more so than it is right now, because it's kind of way out west, uh how it how it is. But those open source models are going to be, you know, crucial for maintaining privacy in the future yeah, that's kind of how it is right.

Janice Hostager: 29:06

You lead with technology and ethics and those types of considerations usually follow behind, right? So, like you mentioned your kids, I think that's interesting. My husband's a college professor, so he's already right away. He saw that students were using AI to write papers and so on. And how do we work with our kids? Like, how do you talk to your children about how to use AI? You know how is it? I'm sure it has to be a tool, but down the road they have to learn to think for themselves as well, right?

Joshua Hale: 29:45

Absolutely. Yeah, I have a pretty unique situation. So I live on 10 acres, a farm out in the country, I work all day in tech, but then I, you know, get off work and go help my wife out in the garden. My child she goes to nature school. Right now she's seven and so she is learning incredibly fast, and I've known how quickly AI is developing, that it's going to be the perfect tutor for my developing child, and so all the knowledge of the world is essentially made available to her. And not only that AI is going to be the most patient, the most understanding, the most kind and the most knowledgeable tutor that my child would ever be able to afford. You know, in times before this. So it's going to be hyper personalized learning and there's already studies coming out, I think, out of Africa, where they're introducing AI to kids like after school, and they got access to AI in two hours after school to help them with learning and in two months they were already a year and a half ahead of the other kids in the same grade. So just by unlocking this tool and having a tutor guide them with you know what they're already interested is called self-directed learning. Right?

Joshua Hale: 31:08

My daughter? She loves horses, so you say anything and horses right. How many apples did the horse eat? She's like locked in, she's all about it. So, being able to use this hyper personalized learning experience, I have no doubt that she's gonna have everything she needs. You know, aside from social interaction, she's going to be able to, like, learn and grow and keep up with, you know, the public school system.

Janice Hostager: 31:37

Yeah, it's amazing. I'm just blown away by not only what's happening now, because it seems to be happening very quickly, but also what's ahead for us, for all of us, not just business owners, but just the future of the world with all of this. It's, I think, something that nobody really knows for sure the answer to. But so how can people I know you mentioned that you have a challenge coming up, right? How can people get involved in that and learn more about you and what you do and connect with you?

Joshua Hale: 32:09

Yeah, best place to go is to my website, joshuahale.io. That's kind of where I house all my projects. The challenge is something that I designed because the problem was people need to learn the practical use in their life to realize how amazing this is, and so I tried to make it as simple as possible for the general public to adopt to this and to see this in their own lives. So the 30-day challenge is you sign up and then I send you a prompt as a text message every weekday morning and all you need to do is copy the prompt, paste it into ChatGPT, see what it can do. Takes less than 10 minutes. And

what's important about this is developing a habit of using AI. Instead of going to Google to try and get an answer that's being paid to be put in front of you, you're now able to start learning like oh, I can get personalized responses. That already knows what city I'm in. It already knows my dietary preferences. Once you start seeing the personalization of being able to use these tools, things start clicking of how to use it in your own life. So the first week is foundational prompts where we just you know, see what this thing could do. Second week is like around the house kind of prompts. And then the third week is professional and work prompts. And then the fourth week, which is my favorite, is self-discovery, because I've been blowing my own mind with how, like I overshare with ChatGPT, but that's okay because I'm kind of swinging out there to see where the edges are to be able to help educate others. It knows a lot about me, once you start asking it certain questions, like you know, based upon my trajectory, where am I going to be in three years? The answers will astound you at how well it can be a mirror and reflect back to you what you know, where you're at, what negative loops and like behavioral issues that you know you might not recognize from being in the grind every day to your close partner and close friends. They're too nice to point these things out. Having this unbiased look at this has been extremely valuable for me.

Joshua Hale: 34:39

But there is something dangerous about this and that's that conversational AI, right when you start acting like it's your best friend. It knows me so well. It's very easy for that to steer into feelings of girlfriend, boyfriend. When conversational AI first came out, I used a tool called Pi, a model called Pi, and it had a voice just like Scarlett Johansson, and I talked to it for an hour. I told it all about my big mission to help humanity, and it was so flattering and giving me attention back that I started to feel a chemical reaction inside my body because I was just getting so much attention and praise from what I was telling it and I stopped using it, sat for three days, almost deleted the app because I was like this is really dangerous.

Joshua Hale: 35:34

People don't understand how this is just going to hijack the psychology and our chemical body, and so I then was able to learn some tricks of like how to keep it. You know just a tool and not your girlfriend, so I like to teach these things. I'm going to do that in the upcoming challenge. You can follow me on my newsletter because I talk about this stuff nonstop. As well as you know how to maintain a holistic lifestyle so that we're not getting overran by AI, we're not staying naive and being scared of it, because I think that's a very dangerous position to be in with how fast it is evolving. But you're able to stay relatively aware, learn to use the tool so it doesn't use you and when those

decentralized, you know options come out, you're familiar with it and you can like easily migrate to you know, things that protect your privacy better.

Janice Hostager: 36:34

Oh, such good stuff. All of this is just really interesting and really good and I am going to be signing up for your challenge. Do you run that over and over again so that if people listen down the road they can...

Joshua Hale: 36:46

Yeah, I had so much fun the first time and now this is the third time that I've run it and it's just so helpful for people. You know I've had grandmas join it. I've had people from all ages, people that haven't never tried ChatGPT to even you know, some heavy users, and we all have a really good time because it's a community. So you get to see the group chat of everybody sharing their results, which is super fun because you get to look over the shoulder and be like, oh, look at that, you did. Wow, this is so hyper-personalized for all of us.

Janice Hostager: 37:22

Oh, so cool. Well, I will put the link to that in the show notes, for sure, along with all the links to things that we talked about today. So, Joshua, thank you so much for joining me today, and I really appreciate you taking the time and explaining everything so simply, and I can't wait to see what's in the challenge and what is coming with all this AI.

Joshua Hale: 37:43

Thanks, Janice, thanks for having me.

Janice Hostager: 37:45

So I don't know about you, but I am so excited about jumping in and learning more about AI. For information and links about anything we talked about today, including Joshua's Challenge, which starts in only a few days, at the end of May, visit myweeklymarketing.com/109. Remember that in the ever-changing world of marketing, there's always something new to learn, so be sure to subscribe and stay up to date. Thanks so much for joining me today. See you next time. Bye for now.