

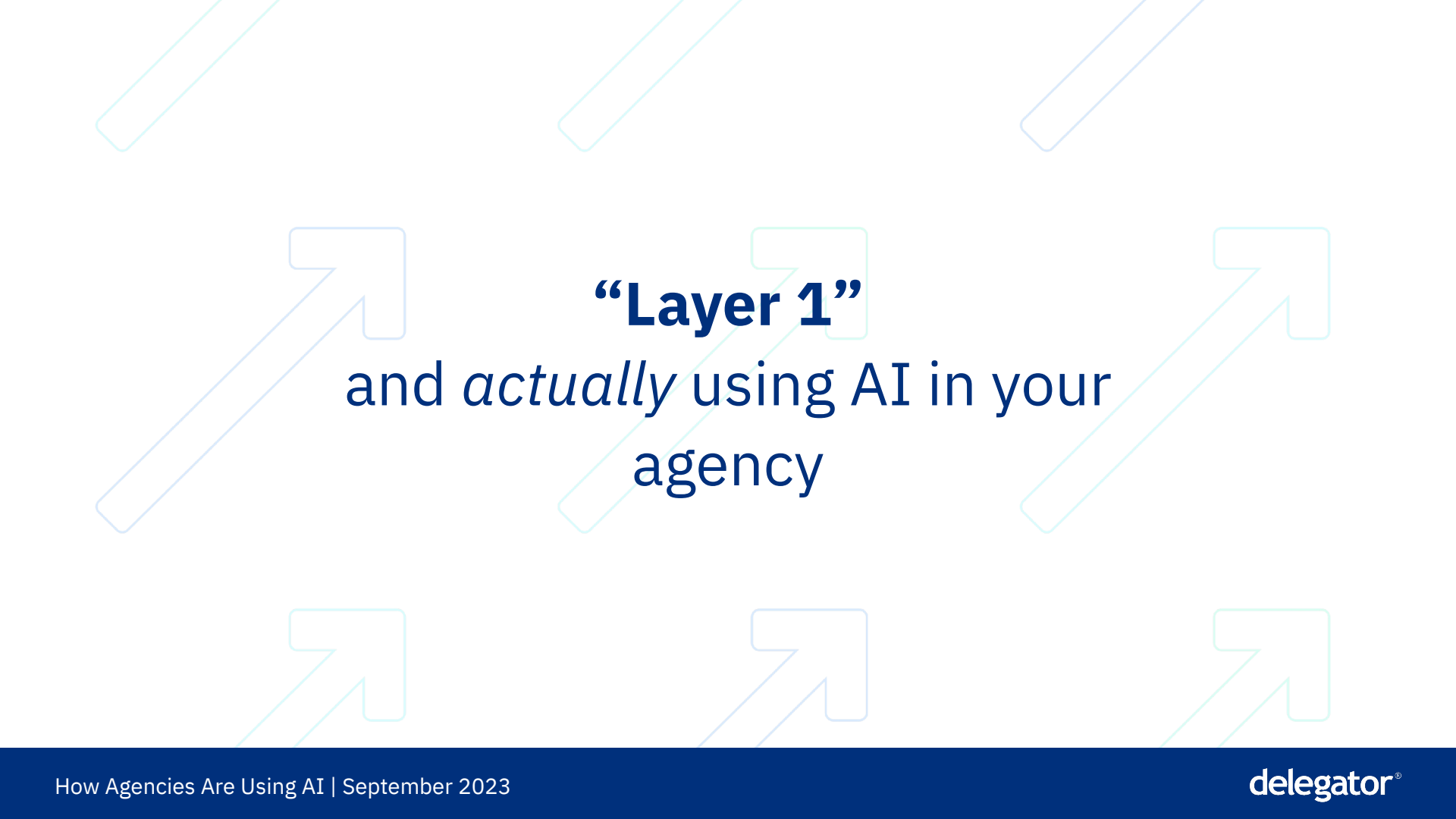


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How Agencies are Using AI

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delegator®



“Layer 1”
and *actually* using AI in your
agency



The prompt is KEY...

Prompt Engineering



Easy to Use

Built for beginners



Focus on What Matters

Spend less time for better LLM results



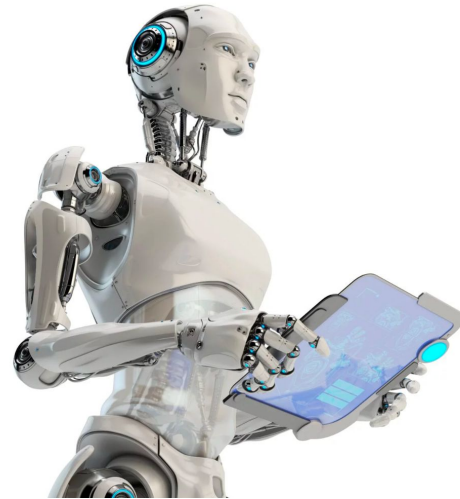
Shoot for the Moon

Learn advanced prompt engineering

learnprompting.org

Actually Using AI

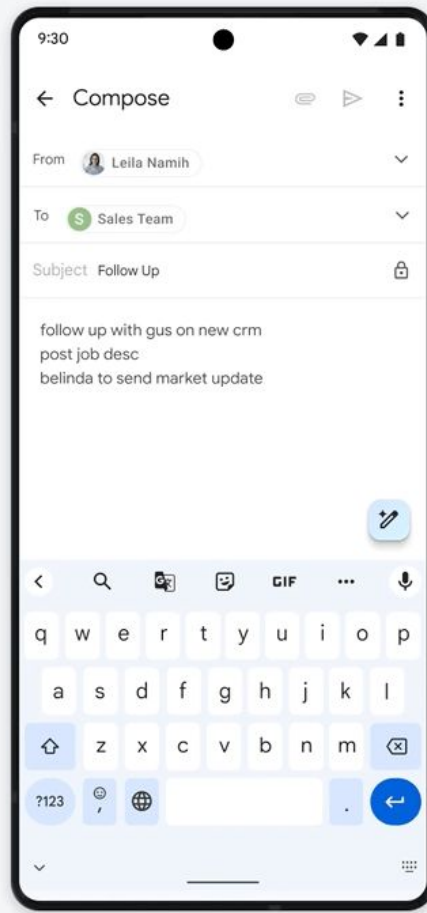
- Layer 1 emails
- Job Postings
- Ideation
 - e.g. Blog post titles/outlines
- Thank You notes
- *Simple* contract edits
- Employee Handbook updates
- Rewriting of anything
- Writer's block
 - E.g. website copy
- The "B" version of A/B tests
- tl;dr summaries
- ...



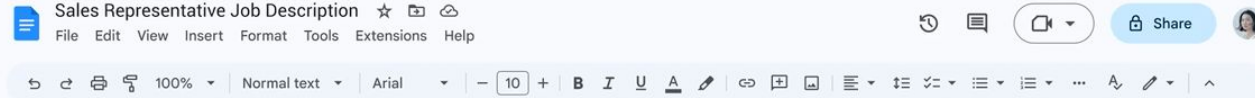


Google Duet

Gmail:



Google Docs: Help me Write



Commands to try:

- Tone
- Summarize
- Bulletize
- Elaborate
- Shorten
- Retry
- Custom

Proofreading Help:

- Conciseness
- Active voice
- Wording
- Sentence split

Google Sheets: Help me organize

The image shows a Google Sheets spreadsheet titled "Annual Sales Conference Planning". The interface includes a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help), a toolbar with various icons and settings (font size 10, bold, italic, text color, background color, grid lines), and a grid of cells. The grid has columns labeled A through I and rows numbered 1 through 28. A sidebar on the right is titled "Help me organize" and contains a text box with the example "e.g. a task tracker of projects with status updates and owners", a "Create" button, and a "Learn more" link. The bottom of the spreadsheet shows a sheet tab labeled "Sheet 1".

Google Slides: Help me visualize

The screenshot displays the Google Slides interface for a presentation titled "Spring Campaign". The top menu bar includes "File", "Edit", "View", "Insert", "Format", "Slide", "Arrange", "Tools", "Extensions", and "Help". A "Slideshow" button and a "Share" button are visible in the top right. The main slide area shows a slide titled "Inspiration". On the left, a slide navigation pane lists seven slides, with the third slide, "Inspiration", selected. On the right, a "Help me visualize" sidebar is open, featuring a text input field with the placeholder "e.g. an object in a location in color", a dropdown menu labeled "Add a style", a "Create" button, and a note: "Experiment with our AI to create and reimagine visuals for your presentations". The bottom of the slide area has a "Click to add speaker notes" prompt.

Thank you!

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