Built For You
AI Biz Dev Toolset

BZ GROUP CONSULTING

Using the AMI Business Development process, supercharged by AI, this guide shows how to leverage AI for laser-focused targeting, magnetic content creation, and industry-leading insights.

Discover the potential to generate right-fit clients more efficiently than ever before.

Using Large Language Models: A Three-Step Process

Large language models (LLMs) have revolutionized the way we generate and process text. However, to make the most of these powerful tools, it's essential to follow a structured approach. This guide outlines the three basic steps for using LLMs effectively: Source Material, Draft, and Editing.

Step 1: Source Material
Before diving into text generation, gather relevant source material to inform and guide the LLM. This step is crucial for ensuring the generated content is accurate, relevant, and aligned with your goals.
- Identify the topic, purpose, and target audience for your content
- Research and compile relevant information from reliable sources
- Organize the source material in a clear and structured manner
- Determine the desired tone, style, and format of the generated text

Step 2: Draft
With the source material prepared, it's time to generate the initial draft using the LLM. This step involves providing the model with the necessary context and prompts to generate text that meets your requirements.
- Prepare clear and specific prompts based on the source material
- Provide the LLM with relevant context, such as the topic, audience, and desired tone
- Generate multiple drafts to explore different approaches and perspectives
- Review the generated drafts for accuracy, coherence, and alignment with your goals

Step 3: Editing
The final step is to refine and polish the generated draft to create a high-quality, publish-ready piece of content. This step requires a critical eye and a focus on detail.
- Carefully review the generated draft for errors, inconsistencies, and areas for improvement
- Edit the content to enhance clarity, flow, and readability

- Verify the accuracy of information and ensure proper citation of sources
- Adapt the content to the specific requirements of the target platform or medium
- Proofread the final version to eliminate any remaining errors or typos

The Basics of Agency Business Development

This section outlines the three main components of agency business development: Micro (Cobblestone), Macro (Cornerstone), and Nano.

Micro (Cobblestone)

Micro content, also known as cobblestone content, consists of frequent, small-scale pieces that keep your audience engaged and informed. Examples of micro content include:
- Social media posts
- Blog articles
- Podcasts

Macro (Cornerstone)

Macro content, or cornerstone content, refers to less frequent but more substantial pieces that demonstrate your agency's expertise and thought leadership. Examples of macro content include:
- Reports
- Webinars
- Ebooks

Nano

Nano content focuses on your sales process and involves building a targeted list of approximately 25 ideal clients. The goal is to develop a deep understanding of these clients by gathering information about their needs, challenges, and preferences.
To effectively engage with your nano list:
- Conduct thorough research on each client
- Identify key decision-makers and influencers within their organizations
- Tailor your outreach and communication to their specific needs and interests
- Continuously work on creating opportunities to get in front of them, such as through personalized emails, targeted advertising, or industry events

Featured Large Language Models

This guide will showcase four prominent Large Language Models (LLMs), each with its own strengths and specialties. The models include ChatGPT 4, Anthropic Claude, Google's Gemini, and Perplexity.ai.

ChatGPT 4 - Best for Use of Custom GPTs
ChatGPT 4, developed by OpenAI, is a versatile language model that excels in the use of custom GPTs (Generative Pre-trained Transformers). With ChatGPT 4, you can fine-tune the model on specific domains or styles, making it adaptable to various use cases. This flexibility allows you to create highly specialized and tailored language models for your specific needs.

Anthropic Claude (Opus 3) - Best for Writing
Anthropic Claude is a language model that shines in the realm of writing. With its advanced understanding of language and context, Claude can generate high-quality, coherent, and engaging written content. Whether you need assistance with articles, stories, scripts, or any other form of written expression, Anthropic Claude is an excellent choice.

Google's Gemini - Best Overall Thinking, Most Intelligent
Google's Gemini is a powerhouse when it comes to overall thinking and intelligence. This model has been trained on a vast amount of data and has developed a deep understanding of various subjects and concepts. Gemini's ability to reason, analyze, and provide insights makes it the most intelligent choice for tasks that require critical thinking and problem-solving.

Perplexity.ai - Best for Doing Research
Perplexity.ai is the go-to model for conducting research. With its extensive knowledge base and ability to quickly process and synthesize information, Perplexity.ai can help you find relevant data, articles, and resources on a wide range of topics. Whether you're working on a research paper, investigating a specific subject, or simply seeking to expand your knowledge, Perplexity.ai is an invaluable tool.

Each of these Large Language Models has its own unique strengths and specialties. By understanding their capabilities and choosing the right model for your specific needs, you can unlock the full potential of LLMs and achieve outstanding results in your projects.

Micro (Cobblestone)
A Basic Process for LinkedIn or Short-Form Blogs

Prompt 1: Please generate 30 buzzwords or trending topics based on [your area of expertise].

Prompt 2: Please generate 30 buzzwords or trending topics based on [your ideal customer or industry]. Please omit anything already mentioned in the first list.

Prompt 3: Please create novel connections between these two lists; the more unique the ideas the better.

Prompt 4: Please create a rough draft of [# that most intrigues you]. Make sure that the post is in the first person.

NOTE: This is where you need to draw on your expertise and point of view. Take a few minutes to gather your thoughts on this topic, why did it jump out at you?

Prompt 5: Please rewrite this article from the following point of view. Please start with this sentence. [First Sentence], Point of View [Point of View].

Prompt 6: I would never use words like [Word 1] or [Word 2]. Please create another draft replacing these types of words with more conversational english.

Prompt 7: Please generate relevant hashtags for this piece.

(Alternate: Please optimize this post for the keyword "[Keyword]". This keyword should appear 4 - 5 times naturally.)

[CustomGPT](#)

Keystone Click
- [ChatGPT](#)

LPR
- [ChatGPT](#)
- [Claude](#)

Breaking Out of 5-Paragraph Essay Style

"Argue whether a strong brand identity is essential for small business success."
"Explore this topic with a structure that defies typical essay formats," or "Begin with a counterintuitive claim and build your argument from there."
Push for complexity: Use words like "paradox," "tension," or "contradiction" in your prompt. For example, "Discuss the paradoxical nature of viral marketing: its reliance on both control and unpredictability."

Example
Instead of: "Write an essay about the importance of leadership."
Try: "Analyze the tensions inherent in effective leadership. Employ sophisticated vocabulary and varied syntax. Begin with a counterintuitive claim about the unimportance of individual leaders and build your argument from there."

Types of Editing

There are many different aspects of editing the text to ensure clarity, coherence, accuracy, and overall quality. Here are the main types of editing:

1. Content Editing (Factual accuracy, citations, bias)
- Verify facts (in Perplexity.ai): "Double-check all statistics, dates, names, etc. Suggest reliable sources for cross-referencing."
- Check citation consistency: "Ensure citations are used correctly and formatted according to [Insert style guide]."
- Assess for bias: "Identify any language or phrasing that could be perceived as discriminatory, insensitive, or unfair. Suggest neutral alternatives."

2. Developmental Editing (Big picture changes, narrative flow, overall argument)
- Analyze overall coherence: "Does the introduction build effectively toward the central thesis? Are there unnecessary tangents or logical leaps? Suggest ways to improve the flow of ideas."
- Assess character and plot development: "Are the characters believable and consistent? If it's fiction, is the plot engaging and well-paced? Identify any areas that need more development."
- Gauge theme strength: "Are there overarching themes or ideas? Do they emerge organically, or should they be made more explicit?"

3. Structural Editing (Organization and large-scale sections)
- I have attached a chapter of a book I am working on. This chapter focuses on [brief description of chapter theme/plot point]. I would like to make sure that the sections of this chapter transition naturally from one to the other. Please follow the style example also

attached. For each transition point, suggest specific revisions to improve the flow between sections.
- Check for section clarity: "Could any chapters/sections be rearranged or combined for a better reading experience? Are transitions between sections smooth?"
- Evaluate paragraph effectiveness: "Are there any paragraphs that seem too long, too short, or out of place? Suggest changes for better organization."
- Transition strength: "Identify any jarring shifts between topics or viewpoints. Suggest smoother ways to transition between ideas."

4. Copy Editing (Grammar, mechanics, style, word choice)
- Identify common grammar errors: "Scan for subject-verb agreement problems, comma splices, run-on sentences, etc. Provide corrections according to [Insert preferred style guide]."
- Find consistency issues: "Check for correct usage of jargon, titles, and formatting. Make sure everything follows your chosen style guide."
- Suggest better word choices: "Identify clichés, overly used words, or words that might be too complex for the audience. Propose alternatives."

5. Line Editing (Sentence-level polish)
- Improve clarity: "Are there any sentences that are confusing or hard to follow? Suggest ways to rephrase them."
- Enhance flow: "Are some sentences choppy or awkward? Offer ways to make them more readable and fluent."
- Suggest stronger verbs: "Identify any weak or passive verbs. Can these sentences be made more dynamic and impactful?"

6. Proofreading (Catching final typos)
- Identify typos and basic errors: "Find any misspellings, incorrect punctuation, or minor grammatical issues." (Note: LLMs can be helpful, but it's still wise to have a final human proofread).

7. Technical Editing (Clarity and accuracy of specialized content)
- Explain complex concepts: "Are there technical terms that need clearer explanation? Where would additional examples help a non-specialist reader?"
- Accuracy for the field: "Are there any inaccuracies or misrepresentations regarding the technical subject matter? Provide corrections that align with industry standards."
- Consistency with terminology: "Ensure the correct and uniform use of domain-specific vocabulary."

Reducing Unintended Plagiarism

When working with Large Language Models (LLMs), it's essential to ensure that the generated content is original and free from plagiarism. Unintended plagiarism can occur when the model inadvertently reproduces phrases or passages from its training data. To mitigate this risk, you can use tools like Grammarly and Turnitin.

Grammarly

Grammarly is a popular writing assistant that not only helps with grammar, spelling, and punctuation but also offers a built-in plagiarism checker. By running your LLM-generated content through Grammarly, you can quickly identify any potential instances of plagiarism.

To use Grammarly's plagiarism checker:

1. Copy and paste your content into the Grammarly editor
2. Click on the "Plagiarism" tab
3. Review any flagged passages and make necessary adjustments

Grammarly will provide a percentage score indicating the originality of your content and highlight any sentences or passages that may be similar to existing sources.

Turnitin

Turnitin is another powerful tool for detecting plagiarism. It compares your content against a vast database of web pages, academic papers, and other published works. Turnitin provides detailed reports that highlight any matches found and their respective sources.

To use Turnitin:

1. Create an account or log in to your existing account
2. Upload your LLM-generated content
3. Wait for Turnitin to process your document and generate a report
4. Review the report and address any instances of potential plagiarism

By using Grammarly and Turnitin to check your LLM-generated content, you can ensure that your work is original and properly cite any sources that may have influenced the model's output. Incorporating these tools into your workflow will help maintain the integrity of your content and avoid any unintended plagiarism.

Repurpose Your Draft

- Podcast / Video Outlines, Newsletters, etc.
- Prompt: "Please create a detailed podcast outline suitable for a 30-minute episode from this blog post: [Blog Post]. The podcast should be aimed at [marketing professionals] and emphasize the main takeaways. Include potential discussion points to spark deeper analysis."

Campaign Approach

Research Prompt (In Perplexity.ai)
Please create a comprehensive list of Trade Publications, online platforms, forums, communities, social media sites, or other digital spaces that cater to VP of Franchise Development at Health and Wellness Franchise Brands.

Campaign Builder Sequence (in Claude)
Prompt 1: Here is the [International Franchise Association - 2024 Franchising Economic Outlook]. From this report, please generate a detailed outline of stats and sentiments that [VPs of Franchise Development] would be most interested in.

Prompt 2: From this information, please create the four main pillars or hubs of content that can form the foundation of a content marketing campaign targeted at VPs of Franchise Development.For each hub, please create an ebook idea along with 4 supporting blog article ideas.

Curious Jane
- [Perplexity](#)
- [Claude](#)

Macro (Cornerstone)

Prompt 1: Using the stats from the attached document, please create a detailed outline for an ebook called "Automating Franchise Customer Journeys to Keep Pace with 4.3% GDP Growth"

You: Iterate until satisfied using AI requests and manual edits. Repeat this after every step.

Prompt 2: Please move forward with drafting section I. A. using as many stats from the attached resource as possible.

Continue this way until you have the entire chapter completed. Then, upload the entire chapter into Claude and work on transitions and structure.

Prompt 3: Could any of these sections be rearranged or combined for a better reading experience?

Prompt 4: Please recommend ways to improve the transitions between these sections.

Work through entire book, then upload it in its entirety to Claude and work through prompts similar to these to ensure the book is structured and flows naturally.

Curious Jane
- [Claude](#)
- [Perplexity](#)

Notes on Book Length
- Business Bestsellers: Aim for approximately 50,000 words.
- eBooks: Aim for at least 10,000 words.
- Fiction: The average is around 90,000 words (roughly 300 pages).

Chapter Length
- Business Bestseller Chapters: Range from 1,000 words (short) to 3,000 words (long).
- Fiction: Chapters usually fall between 1,000 - 5,000 words.
    - Very short chapters (under 2,000 words) create a fast-paced feel (James Patterson)
    - Chapters of 2,000 - 4,000 words are considered the standard.
    - Very long chapters (4,000 - 5,000 words) suggest an epic narrative (J.R.R. Tolkien).

[Word Counter Tool](#)

Anthropic's Claude and Google Gemini should be able to hold an entire book in their memory (context window). Currently, ChatGPT can only hold about a chapter. Anthropic's Claude is highly recommended for this.

[Extended Guide](#) - [Video](#)

Source Material

Here's a breakdown of excellent ways to find source material for your content marketing campaigns powered by LLMs (Large Language Models):

Content Repurposing and Transformation
- Your Existing Content: Analyze your best blog posts, white papers, case studies, and webinars for successful themes and information to repurpose. LLMs can help summarize, generate different content formats, or create FAQ sections from this.
- Interviews and Expert Insights: Transcribe interviews with industry experts or customers. LLMs can pull crucial quotes, facts, and turn this material into insightful articles or social media posts.
- Competitor Analysis: Not for direct copying, but analyze competitor content to understand industry language, target keywords and uncover gaps you can fill with your unique take.

Social Listening and Audience-Generated Content
- Social Media Platforms: Monitor conversations on Twitter, LinkedIn, Reddit, etc., to gauge sentiment, trends, questions, and pain points in your industry. Tools like Brandwatch and Sprout Social can help with social media analysis.
- Forums and Communities: Niche forums and communities (like subreddits on Reddit) are treasure troves of real-world discussions, revealing the language and concerns of your potential customers.
- Reviews and Customer Feedback: Explore product or service reviews and customer feedback on websites or forums to tap into common themes, praise, and potential issues to address.

High-Quality, Trustworthy Sources
- Academic Publications and Research Papers: Sites like Google Scholar (https://scholar.google.com/), Semantic Scholar (https://www.semanticscholar.org/), and arXiv (https://arxiv.org/) offer cutting-edge research and in-depth analysis across various fields.
- Government and NGO Websites: These offer reliable data, reports, and statistics. Consider exploring data.gov (https://www.data.gov/), the websites of relevant government agencies, and NGO reports.
- Reputable News and Industry Publications: High-quality publications provide insights on current trends and perspectives. Look at sources like The New York Times, The Wall Street Journal, Forbes, and industry-specific publications.
- Library Resources: Don't overlook your local library! They have databases, journals, and books that can provide valuable information.

Nano Messaging

1. Source Material: Deep-Dive Research on Your Nano Target
- Objective: Build a comprehensive profile of your prospect
- Capture exact quotes - these are powerful for personalizing outreach.
- Use Perplexity to search:
    - Social Media
    - News Articles
    - Talks

2. Source Material: Gather and Organize Your Value Proposition
- Objective: Create a clear, focused summary of what you offer, why it matters, and how it aligns with your values.
- How-To:
    - What you do: Concisely describe your product/service and its core benefits.
    - Your Values/Mission: Articulate what drives your company (e.g., sustainability, innovation, customer-centricity).
    - Case Studies: Pull out 2-3 successful client projects that demonstrate your capabilities, especially those relevant to your target's industry or challenges.

3. Draft: AI-Assisted Hyper-Personalized Message Development
- Use a large language model (LLM) to craft messages that resonate deeply with the nano target, bridging their interests with yours.

Nano Identification

Process 1: Using Perplexity AI
- Steps:
    - Define Your Ideal Nano Prospect: Get as granular as you can about their:
        - Job Title (or role if title is nontraditional)
        - Company Size/Industry
        - Location (If regional focus matters)

    - Craft Perplexity Queries: Here's where you get creative, aiming for both precision and openness:
        - "List of [Job Title] at [Industry Type] companies in [location] who are discussing [challenge/topic]"
        - "Can you find people in [role] who frequently mention [keywords related to your solution] on social media?"
        - "Who are the thought leaders in the field of [area where your solution applies]?"

Process 2: Sheets GPT for Conference Attendee Analysis
- Objective: Quickly assess a large list of potential attendees, highlighting those most likely to align with your Nano prospect profile.
- Steps:
    - Prepare Your Attendee Sheet: Ideally, the sheet includes:
        - Name
        - Job Title
        - Company
        - Any extra fields provided by the conference (sometimes a brief bio)
    - Set Up Sheets GPT: Ensure the add-on is installed in your Google Sheets and you have the necessary API keys/permissions.
    - Rough Prompt: "Based on job title and company, flag anyone who might fit the following criteria: [Nano Criteria]"

My Custom GPT

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- [Perplexity](#)
- [ChatGPT](#)
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- [Perplexity](#)
- [ChatGPT](#)

Questions?
- Join a free "Discussion Circle" call with me
- Tuesdays at 2 pm EST
- For link/info
    - Contact Us: BZGroup.AI
    - Casey@EpicPresence.com

Resources
- Blazing Zebra on YouTube: https://youtube.com/@BlazingZebra
- Reach out: [BZGroup.AI](#)
- Email: Casey@EpicPresence.com
- LinkedIn: https://www.linkedin.com/in/caseymeehan