BZGROUP.AI

**AI FOR**

# AGENCY BUSINESS DEVELOPMENT

AMI Agency Management Institute

BZ BZ GROUP CONSULTING

# The Setup: Here's what I knew

3 Profiles
- What they do
- Who they serve
- A few from their "Nano" list

**CURIOUS JANE**®

keystone**CLICK**

lpr

# The Setup: Here's what I did

**The Process**

- Iterated through various content creation techniques
  - Micro - Weekly(ish) shorter content
  - Macro - Quarterly(ish) longer content
  - Nano - Prospect Identification and Hyperpersonalize messaging


- The goal is to share my thought process and results.


- You will also get access to a detailed guide.

# Content + LLMs:
# A Three-Step Process

**Step 1: Gather Source Material**

**Step 2: Draft**

**Step 3: Edit**

**Focus on each step in isolation.**

# Featured Large Language Models (LLMs)

**ChatGPT4 - Best for Use of Custom GPTs**

**Claude 3 Opus - Best for Writing**

**Perplexity.ai - Best for Doing Research**

**Google's Gemini - Best Overall Thinking**
- **Most Intelligent**

# Agency Business Development

## Micro (Cobblestone)
- Social media posts
- Blog articles
- Podcasts

## Macro (Cornerstone)
- Reports
- Webinars
- Ebooks

## Nano
- 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
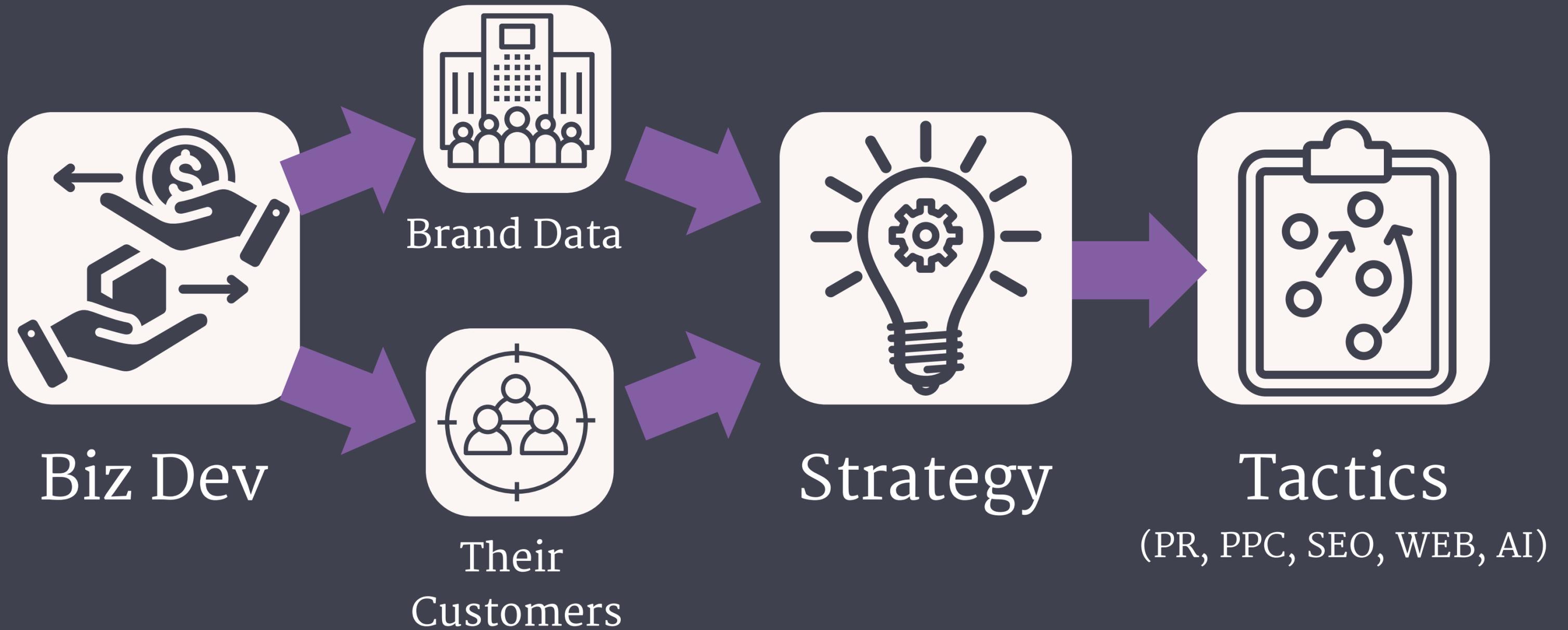- Continuously work on creating opportunities.

Let's dive into the doc!

# Questions?

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# Closing Thoughts

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# Operational Blueprint



Biz Dev

Brand Data

Their Customers

Strategy

Tactics
(PR, PPC, SEO, WEB, AI)

# Talent Blueprint

Talent

Agency Culture

Their Needs

Onboarding Training

Management

# More Resources: YouTube

- **Blazing Zebra on YouTube: https://youtube.com/@BlazingZebra**

# More Questions?  Ideas? Problems?

**BZ**

- Join a free "Discussion Circle" call with me

- Tuesdays at 2 pm EST

- For link/info
  - Contact Us: BZGroup.AI
  - Casey@EpicPresence.com