ADVENDO.AI

EXPONENTIAL GROWTH

CREATING HIGH WORTH BUSINESSES IN THE ERA OF AI

C O N T E N T S

"WHATEVER YOU'RE DOING IF YOU DON'T UNDERSTAND AI — LEARN IT. BECAUSE OTHERWISE YOU'RE GOING TO BE A DINOSAUR WITHIN 3 YEARS."

MARK CUBAN, BROADCAST.COM

Introduction

In the kaleidoscopic world of advertising and creative direction, I had navigated countless shifts in trends and strategies over my career. I had witnessed the birth of new ideas and the decline of old norms. Yet, throughout this rollercoaster ride, one belief remained constant: unique ideas were the lifeblood of our industry.

As a creative director, I found myself in the heart of this pulsating, kinetic, and often mercurial world, thriving on the thrill of crafting novel concepts from the ether of my mind. This journey as a creative director wasn't just about nurturing creativity; it was about wielding it with the precision of a scalpel. It was about evoking emotions and generating intrigue while staying true to the essence of the brand. It was a fine balance and a dance that only years of experience could perfect.

My early years in this field were a whirlwind of creative discovery. I found myself in the company of some of the most talented and passionate individuals, each a maestro in their domain, pulling together to create harmonious symphonies of

visuals and narratives. Over the years, I climbed the creative ladder, learning, failing, experimenting, and most importantly, growing. This evolution didn't occur in isolation. It was the product of countless brainstorming sessions, heated debates, and last-minute strokes of genius that made the impossible possible.

I had carved a successful path in the advertising landscape, swiftly moving up the ranks of both boutique and international agencies. From creating TV ads and billboard advertising to driving digital campaigns for national and international brand names. My rise was helped by the multiple industry awards I'd won, eventually earning the recognition as one of Australia's youngest Creative Directors. The journey had not been easy. The pressure to constantly innovate and stay ahead of the curve was immense. But it was a challenge I relished, a pursuit that fueled my passion for creative expression – especially where it intersected with the realm of business.

In this enchanted world of creativity, the idea was the monarch, the sovereign entity that reigned supreme. It was the alpha and the omega of any campaign – the spark that ignited our imagination and the beacon that guided our execution. Yet, this deeply ingrained belief was shaken to its core as I observed a seismic shift in the landscape of advertising.

The once-mighty king, the idea, was being dethroned by an unlikely adversary: the simple, plain-spoken, transactional ad. It wasn't the flamboyance or the creativity of these ads

that made them formidable. It was their efficacy. Unlike their predecessors, these ads weren't fixated on clever witticisms or artistic flamboyance; they were focused on making money. Their success led me to question the role of creativity in an era where business transactions seemed to overshadow the artistry of advertising.

This shifting paradigm evolved into the emergence of a game-changer in every industry including my own – artificial intelligence. It began with simple tasks, like writing ad copy. The AI didn't necessarily do it better than us, but it was faster, much faster. They lacked the creative flair that had always defined our work, yet they were driving revenue. Then one day, it started getting creative, using copywriting frameworks and behavioural triggers we all knew worked. It was getting better than us. As the shock of this speed-induced efficiency wore off, AI unfurled its true prowess.

AI wasn't content with just writing copy; it started generating visuals. These weren't run-of-the-mill, templated visuals. They were creative, original, and most importantly, effective. AI-derived imagery, in concert with AI-written copy and AI-guided ad targeting, resulted in skyrocketing returns on investment for our clients. The shock took me out for around 5 days, while I reconfigured my view of the world and what it meant to be a creative. What it meant to be human. What would this mean for my industry, for my role, for the hundreds of creative minds I had worked with over the years? Would our skills, honed over decades of hard work and

creative exploration, become obsolete in the face of this new technology? I was gripped by a profound sense of uncertainty. This transformation of AI from a supportive tool to an autonomous creative entity was a revelation. It dawned on me that AI was more than a utilitarian instrument that amplified human efficiency. It was metamorphosing into a specialised skill in itself, an all-encompassing new worldview, changing the very dynamics of our creative process. This realisation came with a chilling fear, a fear of obsolescence, a fear of losing relevance in a world that was increasingly demanding answers from us. But beneath the apprehension, a spark of curiosity flickered. What if instead of fearing AI, we could harness it?

Over the years, I had helped grow the revenue of hundreds of businesses, from large household names to small startups. Perhaps it was my upbringing as a creative locked in a family of bankers that gave me my way of thinking. Creativity is business, and business is creativity. Now, AI presented a new challenge, an uncharted territory begging to be explored. And I was never one to shy away from a challenge.

As I began to probe deeper into the realm of AI, I discovered a new world of possibilities. AI wasn't merely a tool – it was a game-changer. It promised efficiency, precision, and a level of creativity that could rival even the most ingenious human minds. Yet, it also posed daunting ethical dilemmas – job displacement, privacy concerns, and potential societal

upheaval. These were issues that needed to be addressed, conversations that needed to be had. I wanted this book to be the starting point for those conversations.

As I grappled with these existential fears, I realised that this new era wasn't about having the answers. It was about asking the right questions, about challenging the status quo and breaking the mould. It was about embracing the unknown and returning to the bedrock of our profession – our ability to create.

In an age of exponential growth fueled by AI, the traditional metrics of intelligence and knowledge were losing their sheen. Instead, adaptability, nimbleness, and the ability to stay ahead of the curve were gaining prominence. In a world dictated by AI, it was the street-smart who would prevail, not the book-smart.

The advent of AI was not the end of human creativity. On the contrary, it offered an opportunity for us to redefine our roles and to reexamine the nature of creativity itself. As we stride into this new era of human progress augmented by AI, it's clear that we're standing on the cusp of a revolution that promises to reshape our understanding of creativity, ideas, and the very nature of progress.

As we progress through this book, we'll embark on a journey of revelation and exploration that could very well empower you to build the next billion-dollar exponential organisation.

It's crucial to understand that I, the author, do not need to have built such an organisation myself to guide you, any more than Michael Jordan's coach needed to be a better basketball player than Jordan himself. Together, we stand at the precipice of an unknown world, staring into the same horizon, recognising that a dramatic shift is upon us. This shift is far more profound than the advent of the internet, and for those of us who remember a world without it, this statement carries considerable weight.

NEVER BEFORE IN HISTORY HAS INNOVATION OFFERED THE PROMISE OF SO MUCH TO SO MANY IN SO SHORT A TIME."

BILL GATES, CO-FOUNDER OF MICROSOFT
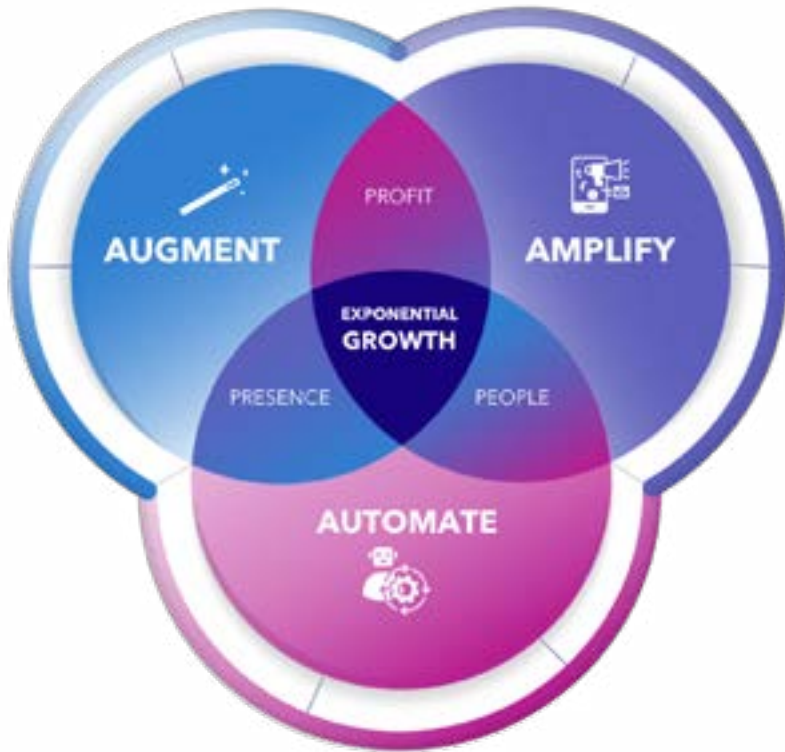
EMBRACING THE EXPONENTIAL GROWTH MODEL: THE POWER OF AUTOMATION, AMPLIFICATION, AND AUGMENTATION IN THE AI ERA

As the narrative unfolds, it is essential to introduce a new and potent model, the Exponential Growth Model. A synergistic fusion of three overlapping circles, it serves as the framework for what lies at the heart of exponential business growth.

1. Automation: This is where we leverage the power of AI to streamline our business operations. By liberating

ourselves from mundane and repetitive tasks, we open up room for growth and innovation. In the era of AI, it is not about replacing humans, but rather empowering them. With AI taking care of follow-ups and predictive automation scaling your business, you can focus on strategic growth, creativity, strategy, and empathy – human skills that truly make a difference.

2. Amplification: This is where we expand our reach and magnify our impact with AI. We are given the power to enhance advertising, sales, and team training, reaching a broader audience than ever before. AI acts as a secret weapon, understanding your audience's needs and delivering personalized experiences. By intelligently deploying your assets, AI helps you touch more lives and make a significant difference.

3. Augmentation: This circle is about enhancing your business and creative processes with AI. From image enhancement to ideation, and from copywriting to decision-making, AI augments your capabilities, driving you to new heights of efficiency and innovation. It's not about doing things differently – it's about doing different things and letting AI be your ally in the process.

These circles overlap, and in the intersections, we find the remaining three categories of the Exponential Growth Model – the three P's.

4. Profit: With augmentation and amplification, your marketing becomes a profit center, driving

unprecedented returns, and thus, driving your
business forward and enhancing your competitive
edge.

5. People: The combined power of AI-driven
    amplification and automation brings exponentially
    more people into your orbit. With an expanding
    database, your business can thrive on new
    relationships and opportunities, making AI a key
    player in your people strategy.

6. Presence: The intersection of automation and
    augmentation grows your brand presence
    exponentially. With AI-enhanced assets and
    predictive automation, your brand gains an elevated
    position in the lives of your audience. In the era of AI,
    a strong and persistent presence isn't just possible,
    it's a standard.

This Exponential Growth Model serves as the foundation
for the exciting journey ahead in this book. As we move
from chapter to chapter, you will see how each aspect of
this model interacts, overlaps, and contributes to the radical
transformation that AI can bring to your business.
In Chapter 1, we'll delve into the concept of 'Augmentation'
and trace the trajectory of technology, culminating in
the current era of AI. We'll scrutinise a real-life case of a

company that has harnessed the power of AI with impressive results. I'll also share my personal insights on how AI has begun to supersede human intelligence in certain fields.

Chapter 2 is all about 'Automation', where we'll delve into the profound benefits of removing repetitive tasks from human hands. We'll look at compelling data that demonstrates the impact of automation on business transactions. I'll also recount a personal experience of how automation unlocked new revenue streams in a business I worked with.

In Chapter 3, we'll explore 'Amplification', analysing how AI has revolutionised business presence and reach. Here, we'll examine the sobering tale of a company that failed to adapt to the AI era. We'll also discuss the role of AI-powered social media algorithms in the domain of targeted performance marketing.

Chapter 4 will bring us to the intersections of 'Augmentation', 'Automation', and 'Amplification', where we'll analyse the compelling overlaps in this Venn diagram model and their implications. I'll share more personal experiences, discussing how AI is gradually replacing various job roles and the unforeseen impact of impulse purchasing.

Finally, in our concluding chapter, we'll reflect on these revelations and call to action for the future. We'll underline

once again the compelling 'why': the allure of more profit, an amplified presence, and a greater magnetism towards brands driven by the potent force of AI.

This book is not just an exploration, it's a challenge – a challenge to leap into the unknown, to question the status quo, and to embrace the next frontier of human progress. The world as we know it is transforming rapidly, and together, we have a chance to not only witness this change but to be its active architects. Let's navigate this exciting journey together, and who knows – the next billion-dollar idea might just be a page away.

AUGMENTING
THE NEW ERA OF HUMAN PROGRESS

Throughout human history, the most significant moments of progress have been marked by our ability to leverage our surroundings and manipulate them to our advantage. Leverage has been the key to human progress, enabling us to achieve feats that were once thought impossible. From the wheel to the computer, every technological advancement has provided us with an opportunity to amplify our abilities. The era of augmenting is now upon us, and with the rise of AI, we are set to enter a new paradigm of human progress. In this new era, we must strike a balance between exploiting AI's capabilities and maintaining our unique human essence.

In the broader sense, leverage can be considered as the primary driving force behind human progress. It all began when our early ancestors grew tired of the grueling work
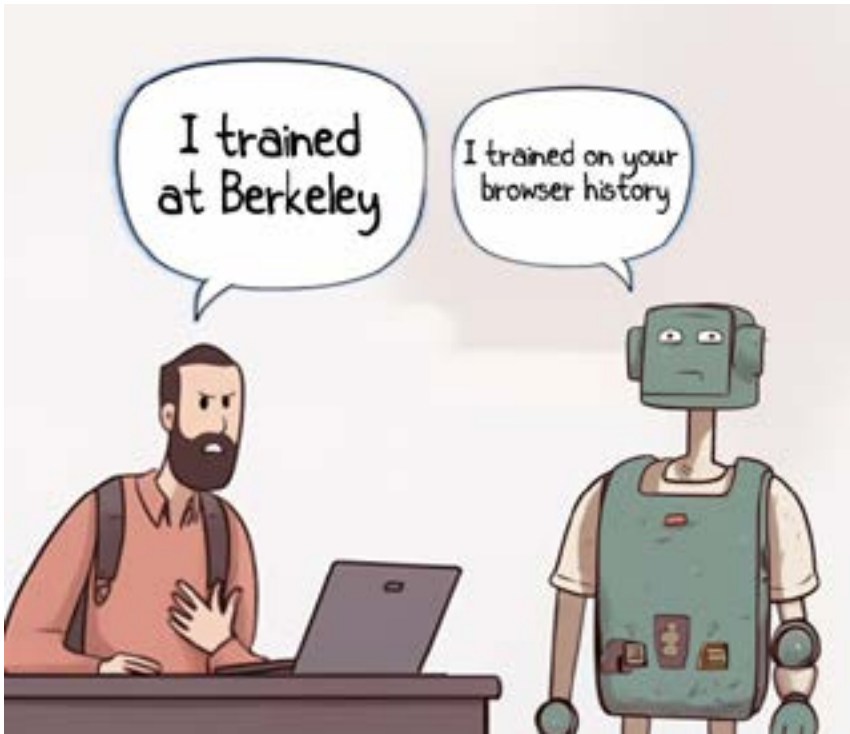
and the strenuous effort required in carrying heavy loads on their own. Then one day, possibly as a result of an agonizing stumble over a round pebble, the wheel was conceptualized. That single observation acted as a catalyst for the development of a device that would relieve the burden of transportation. The wheel, a primitive yet profound tool, revolutionized mankind's approach towards laborious tasks. We leveraged the wheel to turn hard work into manageable work, thereby greatly augmenting our efficiency and output.

As we became more skilled in different areas, we found new ways to contribute to our communities in more meaningful and effective ways. Whether it was through pottery, blacksmithing, or surgery, these specialized skills allowed us

to go beyond our physical limitations and accomplish great things. These tools became extensions of ourselves, allowing us to specialize and form complex societies and civilizations.

In addition, as we developed new technologies and gained more knowledge, we were able to push the boundaries of what was possible. For example, the development of irrigation systems allowed us to grow crops in previously inhospitable areas, leading to the rise of agriculture and permanent settlements. As we continued to innovate, we were able to create new forms of art, literature, and music that enriched our cultures and brought us closer together as a people.

Furthermore, the exchange of ideas and goods between different communities allowed us to learn from one another and expand our horizons. Through trade, we were able to access new resources and technologies, and by sharing our knowledge, we were able to build upon each other's achievements. This led to the development of new industries and the growth of international networks that connected people from all corners of the world.

Our ability to specialize and innovate was a crucial factor that gave us the power to overcome our physical limitations and achieve great things. This allowed us to create more complex societies and advanced civilizations that have had a profound impact on the course of human history. Our ancestors worked tirelessly, sharing their knowledge and resources, to build the foundations of modern society. With each passing generation,

we have continued to build upon these foundations, pushing the boundaries of what was once thought to be possible. Today, thanks to the collective efforts of countless individuals throughout history, we enjoy a standard of living that was unimaginable just a few centuries ago.

As we progressed technologically, our ability to augment our efforts and abilities increased exponentially. Each invention, from the steam engine to the computer, provided an opportunity to amplify our abilities further. Yet, it wasn't just about physical leverage anymore. The ability to leverage information was equally crucial. The printing press, radio, television, and eventually the internet, facilitated the dissemination of knowledge, ideas, and opinions across borders and cultures. This 'information flow' drastically changed the landscape of human interaction and understanding.

Social media algorithms took the concept of augmenting to a new level. These algorithms were engineered to optimize our social interactions and elevate our social status. A few savvy entrepreneurs saw the potential in these technologies and identified ways to leverage them to create successful businesses. These entities either specialized in certain skills or offered tools to do so. The intersection of technology, business, and society thus led to unprecedented opportunities for progress and prosperity.

Finally, the rise of Artificial Intelligence (AI) is a game-changer. It's no longer just a tool that complements our abilities. AI

has evolved into a specialized skill that operates independently, augmenting our capacity to achieve more. As AI continues to mature, it's set to redefine leverage, fostering a new era of human progress that we now call Augmenting. This paradigm shift reflects our journey from mere tool users to the creators of intelligent systems that not only supplement our capabilities but also possess capabilities of their own.

Artificial intelligence (AI) is poised to revolutionize every aspect of our daily lives. From the way we shop to the way we communicate, AI is set to transform the world as we know it. We're on the brink of a new era, one where we must seize the opportunity to harness the tremendous power of AI and use it to create a brighter future.

Perhaps the most exciting aspect of this new era of augmenting is the potential for AI to help us tackle some of the most pressing challenges facing humanity today. Whether it's climate change or healthcare, AI has the potential to revolutionize the way we approach these challenges and find solutions that were once thought impossible. With AI, we can analyze vast amounts of data to gain a deeper understanding of the impact of climate change and develop more effective strategies to mitigate its effects. Similarly, AI can be used to analyze medical data to help us diagnose and treat diseases more effectively. The era of AI is upon us, and it's our responsibility to embrace it and use it to build a better world for ourselves and future generations.

Our relationship with AI is evolving. It's time we start seeing AI as the personification of a set of advanced skills, not just a tool. Like

a human being, AI is a collection of cognitive abilities that can learn, adapt, and function independently. In many respects, AI outperforms its human creators. It's more precise, quicker, and more proficient at synthesizing and analyzing enormous amounts of data. Its ability to identify patterns and make connections across a diverse spectrum of concepts and ideas is unparalleled.

AI's expansive knowledge base extends from a thorough understanding of human history to an uncanny knack for predicting human behavior. Perhaps the clearest example of this predictive ability is seen in the design of social media algorithms powered by AI. These algorithms analyze user behavior and preferences to generate personalized content, creating a virtual environment that is almost irresistibly engaging. We can see how AI has moved beyond the realm of a mere tool and has become a skill that manipulates and augments human interaction in the digital world.

Consequently, it seems prudent to propose that AI is the new superpower, the new "skill" of the 21st century. It's no longer just about using and abusing machines; it's about adopting, nurturing, and teaching intelligent entities. Developing and refining AI as a skilled entity requires a nuanced understanding, patience, and persistent effort, much like teaching a child to learn a language or mastering a musical instrument. However, this "child" has an IQ of 10,000. Even when using tools like ChatGPT, you will get far better results if you take the time to give it context and explain your

intentions, rather than just giving it directions. The old adage "garbage in, garbage out" applies here. In the initial stages, AI augments human capabilities, improving efficiency and productivity across various sectors.

We're on the cusp of a major shift in our relationship with Artificial Intelligence (AI). As AI advances, it's not inconceivable that we may see a role reversal: we could find ourselves augmenting its abilities, rather than the other way around. The implications of such a change are both exciting and daunting. Imagine a future where AI serves as our mentor, guide, and collaborator in decision-making and problem-solving, leveraging our unique human qualities to push the boundaries of what it can achieve. This could open up a whole new world of possibilities that we are only beginning to fathom.

Imagine a lean startup, equipped with just a handful of dedicated staff and a sophisticated AI system. This entity, nimble yet powerful, has the potential to spawn the next billion-dollar business. It's a compelling example of how AI can be a game-changer, enabling a small group of entrepreneurs to achieve feats that once required an army of employees and abundant resources. The rise of AI is no longer just a tool that complements our abilities, but a powerful skill that operates independently, augmenting our capacity to achieve more. With AI's predictive analytics and intelligent

recommendations, we can push the boundaries of what's possible, and in the process, transform the way we do business.

In the new era of augmenting, AI's role goes far beyond automating tasks or crunching data. It's about harnessing the cognitive abilities of AI to identify opportunities, strategize, and make informed decisions. Essentially, AI could serve as an entrepreneurial guide, augmenting the founders' capabilities and offering invaluable insights that drive the business towards exponential growth. This is a game-changer that offers entrepreneurs a powerful tool for success, but it requires a nuanced understanding and persistent effort to develop and refine this skill. Through the intersection of technology, business, and society, the rise of AI has opened up unprecedented opportunities for progress and prosperity that we are only beginning to fathom.

Larry Page, co-founder of Google, beautifully captured the essence of a successful venture when he said, "If you can identify a human need and create a solution that they use twice a day, you're on your way to building an exponentially profitable business." Google exemplifies the power of an AI-driven approach, where understanding and catering to human behavior becomes the cornerstone

of success. Google leveraged AI's capability to mimic the categorization processes of the human brain, predicting and presenting the information users sought.

Google's shift from keyword-based to intent-based optimization was revolutionary. It completely transformed the way we engage with and process information. Our traditional methods of storing and retrieving information, such as filing, sorting, and cataloging, have given way to a simple search. This transformation not only redefined our interaction with information but also reshaped the business environment.

Google's revolutionary shift from keyword-based optimization to intent-based optimization created a new sub-industry within advertising: Search Engine Optimization (SEO) transformed into Human Emotion Optimization (HEO). By knowing where we go, what we do, and what we're likely to do next, Google has become much better at predicting human behavior. Essentially, Google demonstrated how AI could revolutionize business, creating new industries and paving the way for unprecedented growth opportunities. Remember, this was at a time when AI was locked behind the secure doors of vast server warehouses, inaccessible to anyone but the most advanced engineers money could buy. Today, entrepreneurs can harness the power of AI to carve their own paths, crafting innovative solutions that meet human needs and building potentially exponentially profitable ventures.

The advent of AI has brought about profound shifts that have transformed me both personally and professionally. Observing

the speed, breadth, and scale at which AI operates has fundamentally changed how I think and act. The immense capabilities of AI have allowed me to push my cognitive boundaries, constantly learning and adapting. My interactions with AI have sharpened my intellect and broadened my perspective, changes that now deeply resonate with me.

As a parent, AI has become an invaluable tool for me. It offers innovative ways to communicate and engage with my children, providing personalized and immersive educational content. Additionally, it assists me in balancing my personal and professional life by optimizing my time and helping me stay organized. Consequently, I can be more mindful, present, and engaged in my parenting.

In an attempt to foster a love for reading among my children, I decided to test AI's potential. I meticulously crafted a long, elaborate prompt, one that would serve as the foundation for a 'choose your own adventure' book, complete with rich lore, a fascinating array of characters, and even a unique clothing rarity system. With a sense of anticipation, I presented this AI-generated storybook to my children, hoping it would pique their curiosity. It was a daring experiment, a bold attempt to leverage the power of AI to augment my children's learning experience.

Surprisingly, my eldest daughter, who typically dismisses such endeavors after a few minutes, was genuinely engaged 20 minutes later. I felt like I had won the lottery! The intricate

plot, the suspenseful decision points, and the immersive narrative captivated her. The younger ones were similarly enamored. The experiment was a resounding triumph, exceeding my expectations. The AI had accomplished what traditional books and parental persuasion could not.

This experience was a real game-changer. Witnessing my children, particularly my 18-year-old, fully immersed in reading thanks to an AI-generated adventure story sparked a groundbreaking idea. Why not utilize AI to instill a love for reading among a broader audience? Why not transform this parenting win into a full-fledged business venture?

As we speak, I'm working on developing this concept into something bigger. While I cannot reveal the details at this moment, trust me when I say that it's an incredibly exciting project in the works. The entire journey, from using AI as a parenting aid to envisioning it as a business venture, has been a powerful testament to AI's transformative potential. It's not just our future; it's our present, continuously redefining the landscape of business and life as we know it.

As a business owner, I've witnessed the revolutionary impact of AI on my problem-solving and decision-making processes. The technology has equipped me with a plethora of options that bridge gaps between observations, allowing me to amplify my capacity to innovate, strategize, and deliver results. Instead of solely relying on sudden inspiration or flashes of insight, I now harness the power of AI's predictive analytics and

intelligent recommendations. It has fundamentally changed the way I approach my work and has pushed me to question and explore beyond the obvious. AI has challenged me to delve deeper into the pool of knowledge and ideas, helping me uncover insights that I might have otherwise overlooked. This constant engagement with AI has cultivated in me a lifelong passion for learning and growth.

AUGMENTING REALITY: HOW ADOBE FIREFLY AI TRANSFORMS ECOMMERCE PHOTOGRAPHY

The introduction of Adobe Firefly AI marked a new era in ecommerce product photography, as demonstrated by a unique challenge from one of our clients. They presented us with a series of flat, plain-background ecommerce product images and requested that we transform them into luxury lifestyle photography. They wanted images that were bathed in mood lighting and endowed with a narrow depth of field effect, bringing their products to life. The ultimate goal was to produce versatile images that could be used in a variety of applications, such as emails, ads, and blogs. We selected Adobe Firefly AI as our tool to tackle this task.

Although we did not have an extensive background in professional product photography, we had been present on numerous product shoots over the years, photographing everything from burgers to Blackberry phones. So we had

amassed a wealth of industry knowledge. We believed we could guide the AI to achieve the desired outcome using this knowledge.

Armed with our accumulated photography principles and aided by the power of Adobe Firefly AI, we began the project. We provided the AI with basic prompts and guidelines and stepped back to allow the technology to work its magic. The ensuing process was nothing short of a digital transformation as the AI sifted through the prompts and breathed life into the plain product images.

The results were astonishing. The client's once flat, one-dimensional product images were transformed into luxury lifestyle photos imbued with depth, mood, and personality. They were no longer static images of products; they had been turned into dynamic visual stories that perfectly reflected the brand's luxury aesthetic.

These upgraded images seamlessly enhanced the client's promotional channels, adding sophistication to their email campaigns, blogs, and advertisements. It was a powerful testament to the way AI can amplify reality, transforming

the ordinary into the extraordinary. Adobe Firefly AI was no longer just a tool; it was an ally that could redefine the very boundaries of creative expression.

AUGMENTING CREATIVITY: MIDJOURNEY AI'S TRANSFORMATION OF IDEATION PROCESS

Midjourney AI has emerged as an invaluable resource in our creative landscape, especially in the realm of ideation. One standout project involved designing a new website for a chain of Australian Pilates studios. Midjourney AI served as our digital mood board, effectively augmenting our creative process by visualizing a multitude of ideas, themes, and concepts.

The Pilates project required striking a balance between fitness-centered aesthetics and the unique brand voice of the Pilates chain. Here, Midjourney AI's ability to turn abstract concepts into tangible visuals proved invaluable. It allowed us to visualize various design routes and select one that was both aesthetically pleasing and reflective of the brand's ethos.

Encouraged by the success of the Pilates project, we decided to extend the use of Midjourney AI to the concepting of our own agency's website. With Midjourney AI as our guide, we

navigated through a sea of concepts, eventually landing on a design that was a true reflection of our agency's identity and values while showcasing our creative prowess.

Our relationship with Midjourney AI didn't stop at website designs. We even utilized the AI for creating dynamic fashion lookbooks, starting with flat lay photography as a foundation and directing the AI to enhance the visuals by adding in models, simulating movement, and generating wind effects. The resulting images were captivating, successfully conveying the mood and style of the fashion line.

In each project, Midjourney AI proved to be more than just a tool; it was a game-changer. It augmented our creative process, transforming daunting creative blocks into mere stepping stones. It took our creative brainstorming to new heights, making the process not only more productive but also more innovative. Our journey with Midjourney AI serves as a powerful testament to the potential of AI in augmenting creativity in digital design.

AUGMENTING WORDS: THE REVOLUTIONARY IMPACT OF AI ON COPYWRITING

The impact of AI in numerous fields has been well-documented, but its revolutionary role in copywriting still often flies under the radar. In our work, we've harnessed the power of ChatGPT, a language model AI developed by OpenAI, and its influence on our copywriting efforts has been

monumental. We've found that this tool can craft persuasive and engaging copy that draws directly from time-tested copywriting frameworks, marking a new era in our field.

Our interaction with ChatGPT is strategic and directive. We guide the AI by requesting it to apply certain tried-and-true frameworks such as neuro-linguistic anchoring, Problem-Agitate-Solve (PAS), or Attention-Interest-Desire-Action (AIDA). We then let the AI generate the copy, which is molded by these principles. The result is persuasive, engaging copy that resonates with the target audience - a seamless blend of AI capabilities and traditional copywriting wisdom.

This AI-driven approach has been applied across various platforms, from landing pages to email newsletters, and from social media captions to ad copy. Each time, ChatGPT has taken our prompts and produced content that not only aligns with the required copywriting framework, but also captures the nuances of the brand voice and messaging, a testament to its contextual understanding.

In every case, AI has acted as an invaluable augmentation to our creative and strategic processes. It has helped us surmount hurdles that typically slow down the copywriting process, like

writer's block or the search for the perfect phrasing. Moreover, it has significantly increased our efficiency, enabling us to deliver results that consistently exceed client expectations.

The successful integration of AI into our copywriting process has solidified my belief in its potential as a tool for augmenting human creativity and productivity. This experience with ChatGPT has further reinforced the fact that we're truly in the era of AI augmentation, where the lines between human creativity and AI capabilities are increasingly blurred, yet the result is a more compelling narrative than ever before.

We are currently living in the era of AI augmentation. This technological advancement is shaping various aspects of our lives, including business, education, and even our day-to-day activities. As we navigate this era, it is crucial to embrace the transformative power of AI. It's not just a mere tool or a concept, but it is an extension of ourselves. It is a cognitive partner that propels us towards greater understanding, efficiency, and innovation. By allowing it to augment our capabilities, we can achieve more than what we thought was possible.

The impact of AI is already evident in various fields. In healthcare, it has enabled doctors to diagnose illnesses more accurately and efficiently. In education, it has provided students with personalized and adaptive learning experiences. In businesses, it has revolutionized the way companies operate

by automating tedious tasks and enhancing decision-making processes. As AI continues to evolve and become more capable, its impact will only grow more profound.

My personal experience with AI augmentation has been life-changing, and I know that many around the world share the same sentiment. While the journey of AI augmentation may be challenging, it is undoubtedly a journey worth undertaking. By embracing this technology and allowing it to augment our capabilities, we can unlock endless possibilities for ourselves and society as a whole.

ACTION STEPS

- For those who are not currently augmenting with AI at all, it's important to acknowledge the transformative potential of this technology and start exploring its capabilities. Begin by identifying areas of your work or personal life where AI could be leveraged to improve efficiency and productivity. Consider starting small and experimenting with AI-powered tools or applications that can help you automate routine tasks or provide valuable insights. What tasks could you start with?

- For those already augmenting with AI but seeking to improve, it's essential to take a nuanced approach to AI implementation. Consider taking the time to fully understand the technology and its capabilities, as well as its limitations. Experiment with different AI-

powered tools and applications, and be willing to adapt and refine your approach as you learn. It's also important to be mindful of ethical considerations, such as data privacy and bias, and to stay up-to-date on best practices for AI implementation. What new tool is out there?

- For those who are already doing excellently with AI augmentation, the key is to maintain that cutting-edge status. Stay up-to-date on the latest AI developments and trends, and continue to explore new opportunities for leveraging AI in your work or personal life. Consider engaging with the AI community, such as attending conferences and participating in online forums, to stay abreast of emerging technologies and engage in thought-provoking conversations. Finally, be willing to take risks and try new approaches, as the field of AI is constantly evolving and presenting new possibilities for innovation. Is there an AI conference coming up near you?

"TECHNOLOGY IS NOTHING. WHAT'S IMPORTANT IS THAT YOU HAVE FAITH IN PEOPLE, THAT THEY'RE BASICALLY GOOD AND SMART, AND IF YOU GIVE THEM TOOLS, THEY'LL DO WONDERFUL THINGS WITH THEM."

**STEVE JOBS**, CO-FOUNDER OF APPLE INC.

AUTOMATION
THE REVOLUTION OF EFFICIENCY

If you're reading this book, you likely already have a working understanding of automation and its impact on business processes. Perhaps you've witnessed firsthand how automation has revolutionized aspects of your business – streamlining marketing, sales, and customer service operations, and increasing overall efficiency. Digital automation has transformed the business landscape, turning once cumbersome processes into sleek, smoothly running operations.

If that's you feel free to skip this next part, because we'll now dive deeper for those who are new to the concept. In essence, automation in business refers to the use of digital technology to perform processes and procedures without human intervention. In marketing, this might look like automating email campaigns, enabling businesses to send targeted
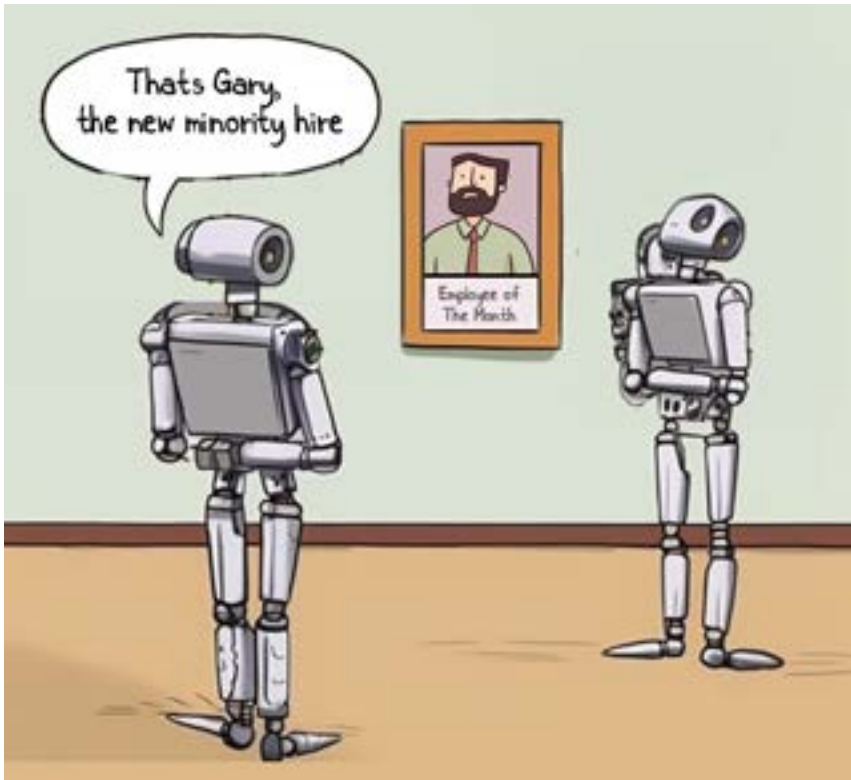
messages to customers without the need for manual effort. In social media, automation allows for scheduling of posts, analysis of engagement data, and optimization of strategy. Beyond these areas, automation also aids in data entry, lead qualification, follow-ups, and many other tasks that were once handled manually.

Let's consider the story of one of my long-standing clients. We'll call him Jeff to protect his privacy. Jeff's business experienced exponential growth, with a database expanding

by tens of thousands in just a few years and sales doubling year on year. What was the catalyst for this transformation? Automation.

I recall a fateful afternoon when Jeff and I met for coffee at a cafe outside a WeWork co-working office in Sydney, Australia. Jeff had heard about automation at a conference but wasn't sure where to start. I asked him how many times his customers made a purchase. "Only once," Jeff said. I then asked him, "If I could get them to buy just one more time, could I double your revenue?" He responded affirmatively. And then it clicked. I could see his eyes widen. "What if our first automation is an email reminder to replace their product every 12 months?" I suggested.

That was how it started. We began with a simple email reminder, a gentle nudge, automated to perfection. This subtle prompt reminded customers to replace their product 12 months after their initial purchase. The impact was nothing short of phenomenal. This automation strategy didn't just improve customer retention; it doubled revenue.

But the power of automation isn't confined to direct customer interactions. Used correctly, automation can reveal opportunities for upselling and cross-selling, nurture and educate customers, and even influence business direction. Automation doesn't replace humans; it enhances human potential. It identifies repetitive tasks that machines can

perform faster and more efficiently, allowing humans to focus on what they do best: create, innovate, and make strategic decisions.

Jeff's business experienced exponential growth, with a database expanding by tens of thousands within just a few years, and sales doubling year on year. It was a transformed business, growing so fast that it outpaced the owner's expectations, leading to conversations about the 'new normal' year after year.

Now, you might be wondering, why the emphasis on automation in a book about AI? The answer is simple: automation is the foundation upon which the AI revolution is being built. It is the bedrock that allows AI to function, the first step on a journey that leads to unimaginable innovation and growth. And it's not just about what's possible in the future – it's about what's happening right now.

This is not about replacing humans; it is about enhancing human potential. The end goal for AI in the business arena is to identify repetitive tasks that it can perform faster and more efficiently, allowing humans to focus on what they do best: create, innovate, and make strategic decisions. In a nutshell, automation is revolutionizing efficiency in ways we are only beginning to understand.

Now, with AI, we are delving into the vast and complex ocean of intelligent automation. This is not a mere supplementary

tool to human ingenuity, but rather a different beast altogether, a product of the prolific advancements in artificial intelligence (AI). This intelligent automation is distinguished by its exceptional ability to process and interpret information.

Imagine, if you will, a system capable of consuming, understanding, and integrating every byte of history and data our planet has ever produced. This isn't just a magnification of manual labor. No, it's something vastly more profound. It represents a quantum leap in digital automation. The novelty of this approach lies not in its scale but in its approach: AI-powered automation devours information, extracting value in a manner that's far beyond human capabilities.

Then there's the matter of pattern recognition. Humans have long been the champions of detecting trends, making connections, and discerning patterns. But the new age of automation challenges this status quo. It is here that AI truly makes its mark. Conventional automation was a mere mirror, a reflection of human thought and design. Today, automation, driven by AI, is more like a crystal ball. It doesn't just reproduce – it anticipates, predicts, and, in ways that sometimes seem uncanny, performs magic.

Another fascinating aspect of AI lies in its unyielding memory. In a world where forgetfulness is a quintessential human trait, AI stands as the ideal mnemonic device. Picture it as a diligent assistant, never missing a beat, tirelessly managing a thousand email marketing campaigns, overseeing sales follow-ups,

retrieving nuggets of information from vast knowledge bases for customers, and juggling countless other tasks. It does all this flawlessly, not once, not twice, but every single time.

In AI's utility belt of extraordinary abilities is its capacity for learning and evolution. Intelligent automation isn't a static entity. It's a living, breathing, learning system that grows with each interaction, improving its performance over time. This dynamic capability ensures that it continually adapts, evolving to offer more precise, efficient, and effective solutions.

AI also proves to be an impressive multi-tasker. It's no secret that the human ability to multitask is often a recipe for inefficiency. Yet, AI, in contrast, not only accepts the challenge of simultaneous tasks but revels in it. It's as if each new task, each added complexity, merely fuels its voracious appetite for work, magnifying its productivity and efficiency.

As we stand on the brink of the next big wave in digital automation, we look to AI with awe, curiosity, and wonder. It promises more than just the future; it's a radical reimagining of what's possible, an evolution that will redefine our understanding of automation. We're not just talking about rules and robots here; we're talking about the dawn of a new era, the age of intelligent automation. The day that AI is able to sit with my client Jeff and have coffee, I might well be out of a job. For now, I'm happy to let AI exponential grow my clients' businesses , and mine, while forcing us all to innovate and push into new disciplines and knowledge. There's no

shortage of ideas. We live in a universe of abundance, and there is so much more to be done, particularly in the realms of marketing, sales, and customer service.

AI-POWERED MARKETING AUTOMATION TODAY

Today, we live in a world where every customer's needs can not only be understood but anticipated. Marketing is no longer a broad brush stroke, but a personalized, finely-tuned masterpiece that resonates with each individual customer. This is no longer a mere marketer's dream; it's a reality brought to life by the synergistic blend of automation and artificial intelligence. But how many of us would say this is the reality in our businesses.

In the realm of marketing, AI-driven automation is a transformational force that revolutionizes the way we approach creativity and execution. With the power of AI, email marketing campaigns can be tailored to meet each customer's unique needs and preferences proactively. It's not just about reactively sending emails when they visit a webpage anymore; it's about delivering the right message at the right time to the right person, predictively based on their likelihood to transact. Automation ensures that the process is seamless and efficient, while AI takes it a step further, providing insights into customer behavior patterns, and thus making every interaction more meaningful and targeted. In the "good old days" – which isn't that long ago – we might have used RFM

models (Recency, Frequency, Monetary) and scoring systems to determine to whom to send what. But AI can now figure this out it intuitively.

Social media, the vibrant, bustling marketplace of the digital age, also benefits from AI automation. Aside of course from the algorithms used to keep us liking, commenting, sharing, swiping and posting hours on end, as businesses we get some wins too. Scheduling posts isn't merely a question of timing; it's a strategic move based on in-depth data analysis and accurate trend prediction. Through automation, businesses can seamlessly schedule and manage posts across multiple platforms. AI brings the magic, analyzing engagement data and predicting trends, writing captions and even creating videos, thus allowing businesses to optimize their social media strategy.

But this isn't just about enhancing efficiency; it's about creating profound connections. Since marketing automation is now fueled by AI, businesses are able to engage with customers in ways that were previously unimaginable. It's not just about broadcasting a message; it's about starting a dialogue, creating a two-way street where businesses understand and respond to their customers' needs, desires, and behaviors. It's about creating a customer experience that is as dynamic and unique as the customers themselves.

However, perhaps the most compelling part of this AI-driven marketing revolution lies in its future potential. As AI

continues to evolve and learn, its predictive and analytical capabilities will only grow stronger. This means that the marketing campaigns of the future will not just be tailored, but predictive, anticipating customer needs before they even arise. AI-powered marketing automation is more than just a tool; it's a transformative force that is redefining the relationship between businesses and customers, and charting a new course for the future of marketing.

NAVIGATING THE FUTURE OF SALES: THE UNSTOPPABLE FORCE OF AI-DRIVEN AUTOMATION

The sales landscape is also being reshaped by the relentless march of AI automation. There was a time when sales teams were bogged down with an array of administrative tasks. A mountain of data to be inputted, a horde of potential leads to qualify, and an endless list of follow-ups – all these were part of the daily grind. Today, however, the landscape is radically different. Automation has swept in, taking over these mundane tasks, leaving sales professionals free to focus on what truly matters: fostering customer relationships, closing deals, and driving revenue growth.

But the benefit of it isn't merely about unburdening sales teams from the shackles of repetitive tasks. Its true potential comes to the fore when coupled with the predictive power of artificial intelligence. When AI enters the picture, the game changes. It isn't just about inputting data anymore; it's about

predicting patterns, interpreting data, and proactively acting on these insights. The combination of automation and AI does not replace human effort; it elevates it. It equips sales teams with potent tools that enable them to excel at their jobs.

Consider lead qualification – a process that was once heavily reliant on human effort, intuition, and judgement. With AI-powered automation, this process has become significantly more efficient and precise. It's no longer a test of endurance, sifting through potential leads. Instead, AI-powered automation offers predictive capabilities, making accurate assessments about which leads are likely to convert into profitable customer relationships, and in some instances even predicting Customer Lifetime Value.

Automation also breathes new life into the art of follow-ups. In the world of sales, follow-ups can be a fine line between a fruitful customer relationship and a missed opportunity. With automation powered by AI, businesses can ensure systematic, personalized, and timely follow-ups, leaving no room for missed connections. This isn't just about increasing sales; it's about enhancing the customer experience. It's about making customers feel valued and remembered, ultimately building stronger, more profitable relationships.

But the crowning glory of this is in its ability to unearth untapped opportunities. Through a careful analysis of customer data, AI can identify opportunities for upselling and cross-selling, enhancing revenue growth and customer

satisfaction. These aren't just tools for efficiency; they are pathways to exponential business growth. In the end, it's about creating a sales ecosystem that is efficient, predictive, and capable of delivering exceptional customer experiences. The era of AI-driven automation in sales is here, and it's revolutionizing how we sell, how we grow, and how we satisfy our customers

THE EMPATHETIC MACHINE: AI TRANSFORMING CUSTOMER SERVICE INTO CUSTOMER EXPERIENCE

Likewise, there's an invigorating shift occurring in the realm of customer interaction, a metamorphosis. The domain, traditionally ruled by customer service, is evolving into a broader, more impactful sphere – the world of customer experience. At the heart of this transformation lies the union of automation and AI.

For decades, customer service has been reactive, a response to queries, complaints, or issues raised by customers. Automation has already expedited these responses, employing tools such as chatbots to deliver swift, efficient replies. But with the advent of AI, we're witnessing the dawn of a proactive approach, one that's reshaping the landscape of customer interaction. It's no longer merely about 'service'; it's about creating an entire 'experience.'

AI-powered chatbots are the perfect exemplars of this evolution. They're not just digital tools for answering questions; they're AI-driven ambassadors, capable of offering personalized

solutions, empathizing with customers, and providing 24/7 service. They anticipate needs, understand context, and are able to respond in a personalized manner. Their evolution symbolizes the transition from reactive service to proactive engagement.

AI's influence extends far beyond immediate customer interactions. It works diligently behind the scenes, analyzing patterns, identifying common issues, and incorporating a predictive component to customer service. As the Head of Customer Analytics for SAS in Australia and New Zealand, I had the unique opportunity to witness these transformations firsthand. At the time, SAS, a pioneering multinational tech company in AI and analytics, quietly powered 90% of Fortune 500 companies. Despite being the biggest privately-owned tech firm you may not have heard of, its impact was vast and profound.

My role at SAS involved training internal teams and interacting with the media, all aimed at harnessing the transformative power of our products. It wasn't just about imparting knowledge; it was an opportunity for me to fast-track my own learning, particularly during a memorable training and induction at the SAS North Carolina campus, coincidentally the filming location for the Avengers' headquarters in the famous movie franchise.

This unique position enabled two-way conversations with CMOs and leaders from the largest banks, retailers, insurance

companies, and brands in the world. Their insights, coupled with my own experiences, shed light on AI's potential for continuous learning and adaptation. Each interaction enhances AI's understanding, improving its ability to deliver precise, efficient, and tailored solutions. It doesn't simply respond; it learns, evolves, and anticipates, heralding a new era of customer experience where proactive engagement and personalization become the norm. AI's transformative power is redefining customer service into a deeply immersive customer experience.

Yet, amidst all the wonders of automation and AI, we must also grapple with the ethical implications. The introduction of these technologies poses complex questions around data privacy, transparency, and potential job displacement. As we venture deeper into the realm of intelligent automation, we must continually strive to ensure that these technologies are used responsibly and ethically.

Most of all, I believe our number one goal as entrepreneurs is to enjoy the businesses we've created, and to continue to have fun creating.

To really appreciate this journey, we will delve into real-life examples in the coming sections of this chapter. Each of these examples will illuminate the practical applications of AI-driven automation in business. The idea is to go beyond the abstract and theoretical to the tangible and practical, allowing you to see the potential of AI-driven automation in action. In the end,

this book isn't just about understanding AI; it's about seeing its potential, embracing its reality, and harnessing its power to transform your business.

GO REWARDS' QUANTUM LEAP WITH ZERO SHOT LEARNING IN CUSTOMER SUPPORT

Go Rewards, a company based in the Philippines, has taken a unique approach to customer interaction. Instead of relying on traditional methods, they have implemented a cutting-edge chatbot that harnesses the power of Zero Shot Learning, a radical form of artificial intelligence. Unlike other AI models, which require massive amounts of training data, Zero Shot Learning is capable of making sense of unknown data. This means that it can understand customer inquiries and respond in context, resulting in a more natural dialogue.

As a result of this technology, Go Rewards CSAT score, a numerical shorthand for customer smiles, saw a noteworthy uptick. Their call center has also experienced a decrease in man-hours, ultimately saving time and resources. But the impact goes beyond the numbers. By embracing Zero Shot Learning, Go Rewards has transformed its brand identity and established itself as an innovative, forward-thinking company.

In summary, Go Rewards' journey highlights the power of taking risks and embracing the future. By stepping outside of

their comfort zone, they were able to redefine their customer interactions and establish themselves as a leader in their industry.

THE DAWN OF AI-ENHANCED HR WITH ZERO SHOT LEARNING

The realm of Human Resources is complex, filled with numerous policies and guidelines. Zero Shot Learning provides a solution that absorbs company policies, making them readily accessible for employees to inquire about, regardless of the hour. For HR managers, this innovation is groundbreaking, enabling them to extend support round the clock.

Zero Shot Learning also provides a discreet channel for employees to seek answers to potentially embarrassing questions, such as "Can I book a business class flight?" This platform fosters a judgement-free space, bolstering the relationship between employees and HR managers.

Moreover, Zero Shot Learning efficiently handles minor inquiries that, though seemingly insignificant, can disrupt workflow or cause anxiety. An example could be queries about dealing with an employee dispute. The system encourages open communication while minimizing associated stress.

Beyond acting as an information hub, Zero Shot Learning creates a harmonious work culture. It helps avoid misunderstandings and facilitates smoother interactions

among team members, boosting overall productivity and morale. It not only aids HR managers but also positively impacts the overall work atmosphere.

The adoption of Zero Shot Learning in HR management demonstrates how AI can help alleviate everyday business challenges. By making company policies more accessible and fostering an open, judgement-free environment, AI is helping to create a more supportive and efficient workplace.

ACTION STEPS

- Could it improve customer experience, streamline internal processes, or both?

- What steps would be required to make this a reality?

- How can you make the learning curve easier for your team when you start implementing AI?

- How can you measure the impact and success of AI implementation in your business?

AMPLIFICATION
BEYOND ADVERTISING

In today's complex digital sphere, it's a necessity for businesses to harness the power of the prevailing technology that's shaping our world. As a seasoned professional with a front-row seat in both marketing and predictive analytics, I've witnessed the impressive influence of Artificial Intelligence (AI). This isn't just about its revolutionary capacity but about its innate ability to magnify output and impact.

In the digital marketing landscape, AI has emerged as an unseen yet powerful player, effectively operating like an oracle in the advertising territories of giants such as Meta and Google. Traditional human-led, trait-based targeting strategies have been replaced by AI-led tactics. The ad platforms of these tech giants have abandoned the practice of interest or trait-based targeting. In the past, advertisers could
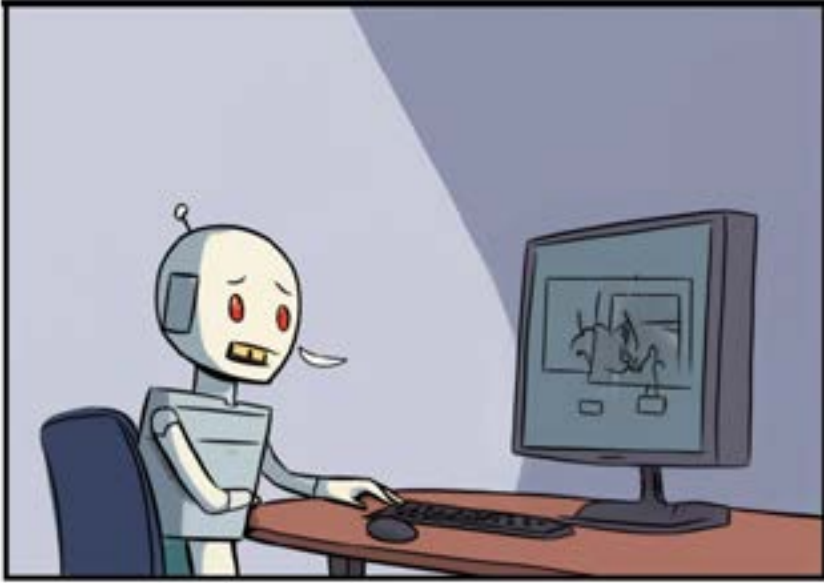
The hardest part about Mike's work was interacting with the older generation

opt to display ads to a specific audience, say those earning over $80,000 annually with an interest in skincare. Now, this level of specificity isn't available to advertisers.

Even in situations where Meta and Google allow some choice, an AI's performance generally surpasses human efforts. This is because their AI can identify correlations that might not be apparent to us, like a potential interest in luxury travel among

your skincare product buyers. AI recognizes that those who can afford luxury travel might also be willing to invest in skincare, even during difficult economic times.

In contrast, if your targeting strategy is solely based on what you think you know, such as a fondness for skincare, AI can achieve better results. This superior performance comes from AI's profound understanding of human behavior, enabling it to predict responses accurately. From an end user's perspective, it's also preferable as no human is directly targeting their traits, which is done discreetly and at scale by AI.

Therefore, AI's capacity to draw fascinating correlations, link disparate data points, and amplify the effectiveness of any marketing message, makes it an invaluable asset in the realm of business. It slices through data, discerning connections we would never fathom and optimizes each marketing message. This is not about crafting a personalized advertisement; it's about achieving remarkable precision. AI's prescient capabilities propel a brand's reach and persuasive power into uncharted territories.

AI's profound capability of identifying our wants or needs, often before we even recognize them ourselves, is a significant aspect of modern consumerism. There's a saying that the prowess of a master lies in expressing their craft succinctly in

a single sentence. I frequently remind myself of this challenge, looking back at my accomplishments and the prestigious awards we've received.

The best one-sentence summary I've arrived at for marketing is: "Marketing is the art of telling people what they want." While newcomers to the marketing field might argue that it's about listening and providing what people want, my two-decade plus experience tells me that what people say they want and what they truly desire often diverge.

A stark example of this was during the post-pandemic era. Research suggested that people were longing for COVID-safe flights. However, the actual purchase data revealed a different story. Working with airline marketing teams and large booking sites, we observed that people weren't prioritizing safe flights. Instead, they were indulging in revenge travel, choosing the most lavish flights to the most exotic destinations. The desire to escape the confines of lockdown outweighed any potential risk.

This phenomenon underscores my belief that we, as entrepreneurs, especially successful ones, have the ability to shape people's desires. I've personally seen this in my cacao business, where I transformed a commodity into a luxury product by merely repackaging it in sleek black bags, focusing

on convenience and the unboxing experience, and significantly increasing the price, leading to consistent sell-outs in 12 countries.

Why bring up these experiences? Because I believe AI has mastered this art of shaping desire. For years, it has been subtly influencing us through social media. Now, companies like Meta and Google are sufficiently confident to hand over the reins to AI, trusting it to fulfill the set objectives through its own intricate and effective methods. We of course all know that TikTok began their journey with a confidence in their AI, and some would argue, with none of the restraint.

Especially after privacy updates to Apple's IOS forced a completely new model and approach. Apple's privacy changes in the App Store called App Tracking Transparency (ATT) has given Apple product users the power to switch off advertiser tracking, significantly hampering the ability of brands to tailor and target their campaigns. Meta Founder and CEO Mark Zuckerberg has admitted that Apple iOS privacy changes cost the company a whopping $10 billion in 2022.

In response to these shifts, Meta developed Advantage Plus Shopping campaigns and other machine learning-based campaign types. These are part of Meta's Advantage+ product suite, utilizing machine learning to efficiently reach valuable audiences, reducing setup time and enhancing efficiency. The AI smartly navigates any privacy restrictions, deducing the suitable candidates for your product from the vast pool of data

it has accumulated from humanity's collective digital footprint. This includes not just social platforms, but potentially every visited website, and although not openly acknowledged, possibly even our conversations on Facebook Messenger and WhatsApp.

The Advantage+ shopping campaign is designed to be the most efficient solution for performance-focused advertisers looking to drive online sales. Its introduction has brought about a radical shift in retargeting strategies. Where once a customer abandoning their shopping cart was met with reminders of the left-behind items, Meta introduced instinctive retargeting. The AI system would compare the shopper's behaviour with millions of others and predict their true intent. This meant a customer initially interested in Playstation games could be effectively retargeted with an ad promoting a Playstation VR headset, shifting from explicit to implicit based optimization.

Indeed, the shift from targeting the customer with more games to suggesting a Playstation VR headset is deeply rooted in understanding the customer's underlying motivations. In this case, the AI might identify that the customer's interest in games is likely driven by a desire for escapism – an immersive experience that a VR headset can greatly enhance.

As humans, we might have persisted in promoting more games, mistakenly focusing on the surface-level interest rather than the core desire. But AI, with its ability to analyze and learn from vast amounts of data, can identify these

deeper motivations, offering products that truly align with the customer's wants. This subtle understanding allows for a more effective and personalized marketing approach, ultimately enhancing the customer experience and increasing the likelihood of successful conversions.

Compared to traditional manual shopping ads, Advantage+ Shopping campaigns significantly simplify the campaign creation process. They require fewer inputs, streamline audience options, and make managing creatives more straightforward. Instead of setting up numerous campaigns with different targeting and creative configurations, you can establish a single Advantage+ Shopping campaign featuring up to 150 different ads simultaneously.

This approach has two benefits. Firstly, it allows the system to freely reach potential buyers, increasing the chance of converting them into customers as it learns from success and succeeds from learning. Secondly, it enables us to focus on understanding and utilizing creative human behavioral triggers and nudges, rather than merely performing iterative testing such as changing button colors. Instead, we would test core human motivations in our ads, such as the desire for ownership, accomplishment, meaning, empowerment, trust in social influence, avoidance of pain, unpredictability, and fear of missing out. By doing so, we can not only enhance the

efficiency of our advertising efforts but also make the process more enjoyable. It's an example of how AI can amplify human creativity, rather than replace it.

In their own response to these industry shifts, Google Ads introduced Performance Max, an AI-powered solution that not only generates live assets like text but also creates videos for even more amplification. In the not-too-distant future, it could likely even produce images. This algorithm-driven methodology revolutionizes the core of ad delivery. It goes beyond merely sending messages, instead precisely predicting and catering to customer needs.

We are living in an era where AI, having subtly influenced our desires via social media for years, is now taking center stage in the world of advertising. Tech giants are confidently entrusting AI with the keys to their advertising domains, resulting in impressive outcomes. For instance, some of our client accounts have seen their returns on ad spend escalate from a fivefold increase to an astounding forty-five times return. This testifies to the enormous potential of AI in not merely understanding but also in predicting, thereby exponentially magnifying a brand's reach and impact.

However, it's important to understand that the ability of AI to shape desires for advertisers' benefit shouldn't come

as a surprise. It's a natural progression from its previous applications in social media, where it learned to subtly influence user preferences.

But the focus shouldn't be on debating whether AI's capability to shape desires is inherently good or evil. Rather, it should be about recognizing that this powerful tool is available for good-minded individuals to accomplish beneficial outcomes. In my experience, the majority of entrepreneurs don't launch their businesses with malevolent intentions. Their primary motivation is usually to address a human need. Those who have amassed wealth have often done so by solving some of the most pressing needs.

In the right hands, AI's powerful predictive abilities can be harnessed to better understand customer needs based on the types of messages they respond to. During an economic downturn in Australia, our team noticed that Google Ads insights said that the target market who bought our clients' products were also universally interested in "travel to Australia." But how could that be if our targeted audience was already in Australia? After some thought, we had a lightbulb moment. Because of tight budgets, people were seeking out staycations and researching places within Australia to visit. The AI, having not seen this behavior before, labeled it as "travel *to* Australia" instead of "travel *within* Australia." This insight confirmed our suspicions that people were changing their purchasing behavior due to the economy. Insights like this that come from advertising don't just help

with advertising; they enable businesses to provide solutions that genuinely help people, like re-pricing product bundles or changing messaging to be about "best value". By bridging the gap between companies' offerings and consumers' needs, AI can ensure a win-win situation for all parties involved, ultimately amplifying the positive impact on society when deployed in this way.

In our high-speed, social media-saturated culture, we've become increasingly captivated by our smartphones, continually immersed in a digital cascade. It's not a stretch to picture the same individuals, in the not-too-distant future, enraptured by their AI counterparts. These digital assistants – companions, even – would not only entertain but also provide insights and facilitate dynamic dialogues.

Even for the most people-centered businesses, those dealing primarily with the tangible and personal, AI's relevance is undeniable. The pandemic era made it clear – adaptability is key. The spirit of AI isn't about supplanting our humanity. Instead, it's an additional ally that magnifies the customer experience, an unseen player on our team – our digital right hand, contributing to our business's overall function and success, rather than being a mere conduit.

I'm a believer in the irreplaceable depth of human interaction, but it would be shortsighted to ignore the growing proportion of our society that may find AI's consistency and convenience alluring. We've molded ourselves around digital innovations

brought by smartphones and the internet, and AI could very well be the next frontier. It's not about displacing our humanity; it's about harnessing AI's potential to amplify our human connections.

At the time of writing this book, Google and Microsoft are already dipping their toes into conversational AI with their search results. This new player in the advertising landscape is uncharted territory, but it's plausible that AI could become the next big influencer, doling out product endorsements – with the highest bidder reaping the benefits.

LingoQuesto, a brainchild of my good friend Kaiesh Vohra, offers a unique take on language training by leveraging AI and synthetic voice. This innovative tool uses large language models to help users practice phone conversations in a foreign language. While I had the privilege to contribute to the app's user interface, the genius behind the technology is entirely Vohra's.

For example, an Italian restaurant in Bali might use LingoQuesto to bolster the language skills of its local staff who might not be confident in English. By providing a safe space to practice conversations, the app helps employees prepare for interactions with customers of varying tones and temperaments. It accommodates everything from pleasant exchanges to dealing with angry customers.

Beyond just aiding language acquisition, LingoQuesto also fosters cultural understanding. By helping users comprehend the nuances of a language, it aids in breaking down communication barriers

and facilitates more genuine interactions. This leads to better customer service and, ultimately, a better dining experience for patrons.

LingoQuesto also exemplifies the transformative potential of AI in language learning. By utilizing synthetic voices and AI models, it creates a highly personalized learning experience that caters to each individual's needs. The app shows how embracing AI can make language learning more accessible, efficient, and fun.

In a world increasingly connected yet linguistically diverse, LingoQuesto demonstrates how AI can bridge the gap. By aiding in language acquisition and cultural understanding, it paves the way for more authentic, satisfying interactions. It is a shining example of how technology can bring us closer together, breaking down barriers and promoting mutual understanding.

As we continue our journey into this digital era, one thing is clear: the era of AI amplification is here. It's not just changing the way we do business; it's reshaping the business landscape itself, one algorithm at a time. Now, let's turn our attention to

the intersections of augmentation, automation, and amplification, and explore why these overlaps in our Venn diagram model are so desirable.

- How can you leverage AI technology to better understand your customers' needs and potentially uncover underlying motivations, enabling a more personalized and effective marketing strategy?

- What steps could you take to incorporate AI into your existing operations in a way that amplifies, rather than replaces, human creativity and ingenuity in your business?

- How might you experiment with emerging AI technologies like conversational AI, machine learning–based campaigns, or language learning applications, to improve your customer experience, streamline your operations, or reach new markets?

"YOU HAVE TO HAVE A BIG VISION AND TAKE VERY SMALL STEPS TO GET THERE. YOU HAVE TO BE HUMBLE AS YOU EXECUTE BUT VISIONARY AND GIGANTIC IN TERMS OF YOUR ASPIRATION."

**JASON CALACANIS**, ANGEL INVESTOR

INTERSECTIONS
PROFIT, PEOPLE & PRESENCE

With the advent of Artificial Intelligence and its integration into advertising strategies, we've entered an era where we can explore three significant intersections: Amplification and Automation, Augmentation and Automation, and Augmentation and Amplification. Each of these combinations offer unique benefits and open up unprecedented opportunities to engage customers and grow businesses.

AMPLIFICATION AND AUTOMATION: PEOPLE

When used in concert, amplification and automation can greatly enhance customer engagement and effectively grow a brand's customer base. For instance, our skincare client benefited immensely from this strategy. The client's focus wasn't solely on pushing for immediate sales but playing
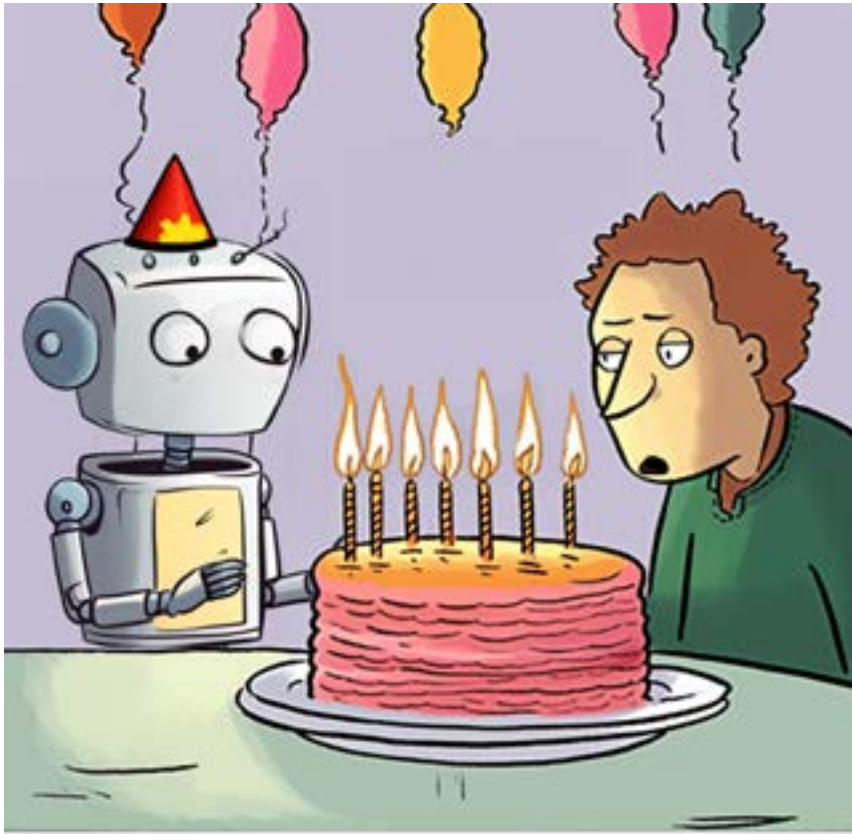
AI at work: Brilliant until birthday candles

the long game by incentivising sign-ups to their newsletter. This was achieved by using AI in their ad campaigns, which promoted offers that led to newsletter subscriptions. The client found that the automated email nurture sequences, newsletters, and replenishment reminders generated far more revenue than new acquisition in ads. Amplification and

automation worked synergistically to extend their reach and entice potential customers into their automated marketing communications.

The symbiosis of amplification and automation can significantly bolster customer engagement and cultivate brand growth. A striking illustration of this is the strategy implemented by one of our skincare clients. This company shrewdly focused on a long-term game, encouraging newsletter sign-ups, rather than chasing immediate sales. This strategic shift was reflected in their AI-enhanced advertising campaigns that featured offers driving newsletter subscriptions.

The outcome was astounding. They saw a conversion rate of 11.7% from page visits to newsletter sign-ups, an appreciable climb from their previous 2% conversion rate. This substantial growth was largely a result of the AI's ability to target more relevant audiences. The implications of this increase become even more impactful when we consider the monetary aspect. Given that the average customer lifetime value for this client is $1,500, their revenue potential experienced a considerable upswing.

When we look at the actual numbers, the magnitude of this shift becomes clear. With the new conversion rate, the client recorded 341 new sign-ups in a single month. Over a year, this

equates to approximately 4,092 new sign-ups. Considering a 41% sign-up to purchase conversion rate, they gained an additional 1,678 customers annually.

Moreover, automated marketing strategies like email nurture sequences, newsletters, and replenishment reminders became more lucrative than acquiring new customers through ads. Their Return On Advertising Spend (ROAS) soared from a 3x return to a remarkable 11x return, indicating the efficacy of this shift in strategy.

In financial terms, the unlocked potential was staggering. These 1,678 new customers, each representing an average lifetime value of $1,500, amounted to additional annual revenue of approximately $2.52 million. This union of amplification and automation enabled the client to widen their reach, attract potential customers, and maintain their interest through automated marketing communications.

This strategy, driven by the powerful duet of amplification and automation, has led to enhanced customer engagement, a robust increase in sign-ups, a leap in ROAS, and a considerable

rise in potential lifetime value. This approach signals immense potential for brands eyeing sustainable growth and customer value.

AUGMENTATION AND AUTOMATION: PRESENCE

The merger of augmentation and automation fosters an enhanced brand presence across the customer journey, particularly in the uncertain middle ground often referred to as the 'messy middle'. Our work with a fitness brand provides a compelling illustration of the potential that this strategy holds.

Central to our strategy was the creation and deployment of a diverse array of advertising assets. One of our most effective ads emerged from a video review by a well-known rugby player, who was filmed using our client's fitness equipment. This video, initially shared as a reel, was transformed into a multi-faceted ad campaign. The video content remained constant, but the accompanying text was altered to test different motivational triggers, such as avoidance of pain, uncertainty, social influence, desire for ownership, accomplishment, and fear of missing out, amongst others.

Our testing methodology leveraged Facebook's 'Advantage Plus Shopping' solution, a powerful tool that allowed us to simultaneously test up to 150 variations of our ad. The goal was to understand which psychological triggers resonated with different audience segments, a scale of testing that

would have been impossible manually. The standout message, which significantly outperformed all others, was one of empowerment – a rallying call to 'be your best'.

This empowering message sparked an overwhelming response, generating $7,000 in sales within just three hours and continuing to outperform other ads with an impressive Return On Advertising Spend (ROAS) of 38x. The success of this ad can be attributed to the sophistication of AI, which not only facilitated extensive testing but also effectively matched the right message with the right people at the optimal time in their day, in the context of their specific activities.

The AI-powered strategy ensured our client's presence at every potential touchpoint – on social media, emails, chats, browsing habits, news consumption, and even while awaiting an Uber after a sports match. The carefully targeted campaign didn't just engage with active buyers, but also reawakened dormant ones. This holistic approach, made possible by the fusion of augmentation and automation, created an expansive, resonant presence for the fitness brand, illustrating the powerful potential of a well-crafted, AI-driven advertising strategy.

AUGMENTATION AND AMPLIFICATION: PROFIT

The concept of augmentation and amplification intersecting is a powerful one, which can propel profitability through the principle of scalability. Augmentation refers to the

enhancement of marketing assets through the application of AI. These could be anything from images, videos, text, or any other content used for marketing purposes. By using AI, businesses can analyze and optimize these assets to ensure they are as appealing, engaging, and effective as possible. Amplification, on the other hand, involves the wide-scale distribution of these optimized assets to ensure they reach a maximum audience. In this sense, the larger the scale of your operations, the greater your potential for profit.

When high-quality, varied assets are widely distributed, the capabilities of AI can be truly realized. This is analogous to a chess grandmaster contemplating the chessboard, contemplating each piece's potential moves and future positions. Just like the grandmaster, AI algorithms can sift through the vast array of digital data, examining trends, predicting user behaviors, and crafting a tailored marketing strategy for maximum return. Each move in the strategy is optimized to achieve the highest possible return on ad spend or attract the highest volume of sales, translating to profit growth.

However, unlocking this immense potential of AI is not an easy task and requires a thorough understanding of the law of averages. The law of averages, in this context, implies the strategy of spreading the marketing efforts across multiple avenues and platforms. The underlying idea is to ensure that even if certain strategies do not work as planned, the success

of others keeps the overall campaign profitable. It also means not putting all eggs in one basket and diversifying your marketing efforts to ensure a stable return on investment.

It is crucial to maintain the focus on the ultimate goal: ensuring that our overall marketing ecosystem remains a profit centre rather than a cost centre. To achieve this, businesses need to focus on improving their return on investment. Every dollar spent on marketing should ideally generate more than a dollar in return, creating a profit. If the costs start outweighing the returns, then the marketing ecosystem transforms into a cost center which is an unfavorable situation for businesses.

AI augmentation and amplification serve as powerful tools to steer the marketing strategy towards efficiency and profitability. They enable marketers to optimize their content, reach wider audiences, and make informed decisions based on accurate predictions and insights. By implementing these principles, we can significantly improve our ability to convert our marketing ecosystem into a profit centre. In this way, businesses can harness the power of AI to drive growth and profitability.

Throughout this chapter, we have explored the principles of augmentation and amplification, examining how they can impact profitability in marketing. Augmentation involves enhancing marketing assets using AI, ensuring they are optimized for maximum effectiveness. Amplification focuses

on the wide-scale distribution of these optimized assets, reaching a larger audience and expanding the potential for profit. By embracing these concepts, businesses can scale their operations and achieve remarkable growth.

Now, let's turn our attention to a real-world example that embodies these principles: the World Wildlife Fund (WWF). WWF has a noble mission of protecting and restoring species and their habitats worldwide. To achieve their goals, they recognize the importance of keeping their donor base active, aware, and engaged. WWF embraces the power of personalization and data-driven decision-making to strengthen their relationships with donors.

WWF leverages AI technologies, such as SAS Customer Intelligence 360, to optimize their marketing assets. By utilizing data analysis and predictive models, they can predict donors' preferences and tailor their messaging accordingly. This personalized approach ensures that each donor receives content that resonates with their specific interests and beliefs. By reinforcing the causes that ignited their interest, WWF deepens engagement and loyalty among their donors.

Amplification is another crucial aspect of WWF's strategy. By employing multichannel marketing tactics, including direct mail, online donations, and television programming, they expand their reach and engage a wider audience. Through

this strategic amplification, WWF maximizes their potential for profitability, as their message touches more lives and inspires more support.

WWF's success is driven by the insights gained from data-driven decision-making. By analyzing donor information and transaction histories, they can predict future giving patterns and determine the most effective outreach strategies. This approach not only enhances the quality of donor information but also increases their giving capacity, enabling WWF to achieve their goals more effectively.

The COVID-19 pandemic posed unexpected challenges for WWF, but they demonstrated resilience and adaptability in the face of adversity. By seizing opportunities in direct mail, online donations, and other channels, they were able to surpass expectations and continue their meaningful work of protecting our planet and its wildlife.

In conclusion, we have explored the principles of augmentation and amplification, uncovering their potential to drive profitability through scalability in marketing. Through the lens of the World Wildlife Fund, we have witnessed the transformative power of personalization, data-driven decision-making, and strategic amplification. By embracing these concepts, businesses can unlock

new opportunities for growth and create a lasting impact. So, let us learn from WWF's journey and harness the potential of augmentation and amplification in our own marketing endeavors.

The intersections of augmentation, automation, and amplification are the cornerstone of successful AI-powered marketing strategies in the digital age. They empower us to reach more people, improve our presence along the buyer's journey, and increase profits through scalability. Harnessing these intersections can elevate a business to new heights of customer engagement and growth. As we move forward, the importance of understanding and utilizing these intersections will only grow, cementing their place in the future of digital advertising.

ACTION STEPS

- How can you utilize AI in your advertising campaigns to incentivize long-term customer engagement, such as newsletter subscriptions, over immediate sales?

- How can you leverage AI-powered tools to optimize your advertising assets, ensuring they resonate effectively with various audience segments at every potential touchpoint?

- How can you utilize AI to analyze, optimize, and amplify your marketing assets across diverse platforms, transforming your marketing ecosystem into a profit center?

"WE'RE RAPIDLY ENTERING A WORLD WHERE EVERYTHING CAN BE MONITORED AND MEASURED. BUT THE BIG PROBLEM IS GOING TO BE THE ABILITY OF HUMANS TO USE, ANALYZE AND MAKE SENSE OF THE DATA."

ERIC SCHMIDT, FORMER CEO OF GOOGLE

EMBRACING THE FUTURE

As we journey through the closing chapter of this exploration, it's a moment to ponder the magnitude of the transformation we stand on the brink of. This isn't merely a change in tools or tactics. This is a revolution in our thinking, a tectonic shift in our very approach to business growth.

Artificial Intelligence – it's much more than a technological buzzword. It's a lever that exponential organizations are pulling to create extraordinary value, amplify their reach, automate their processes, and augment their interactions. Not because it's an advanced technology or an industry trend, but because it can drive growth in unprecedented ways.

The intersections of people, presence, and profit aren't just about creating better campaigns or increasing conversions.
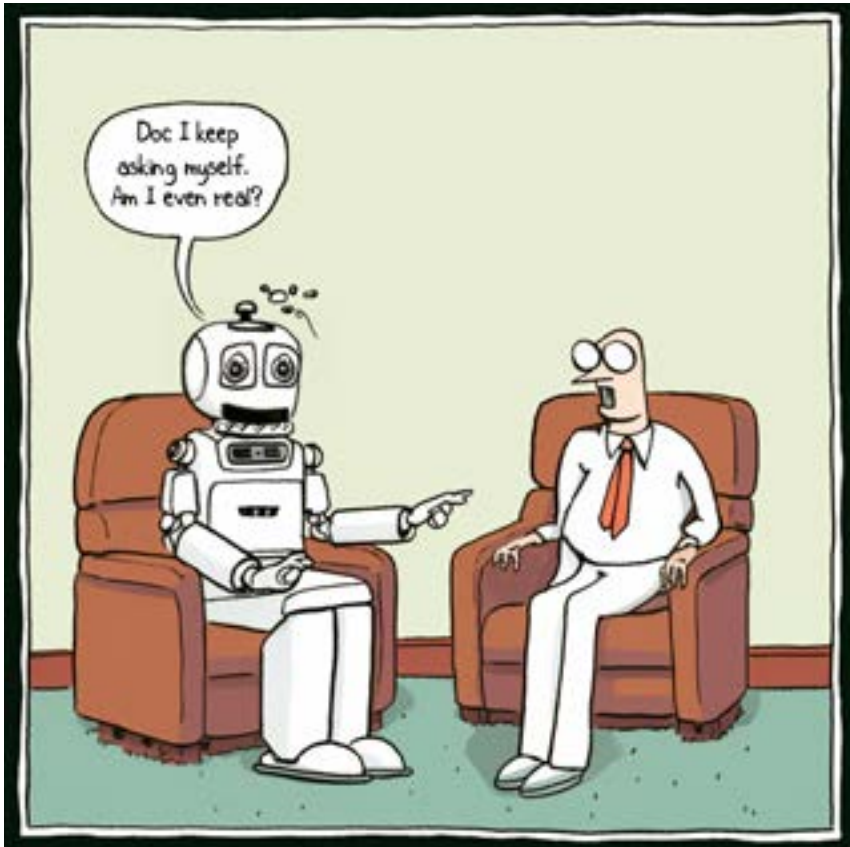
They're about fundamentally rethinking how we engage with our customers, how we present ourselves in the marketplace, and how we drive our business forward.

In this shifting landscape, it's important to remember: AI is not the end goal. It's a powerful tool, an ally, that can help us

create more meaningful connections, deliver enhanced value, and build businesses that are not just profitable, but also resilient, agile, and primed for growth.

We are in an era where the lines between technology and human ingenuity are blurring. Where AI can take over mundane tasks, crunch vast amounts of data, and enable us to focus on what we do best: innovate, create, and connect.

However, as we harness the power of AI, we must not forget that the strength of our businesses lies in our ability to blend this technology with our unique human capabilities. It's about creating a synergy where AI amplifies our reach and optimizes our operations, while our human intuition, creativity, and empathy breathe life into our business.

Embracing AI isn't about substituting the human touch, but enhancing it. It's not about automating for the sake of efficiency, but about creating systems that allow us to serve our customers better, innovate faster, and grow stronger.

It's a brave new world of business out there. A world that's ripe with opportunities for those willing to adapt, evolve, and embrace the power of AI. As we step into this future, let

us do so with an understanding that this is more than just a technological revolution – it's a paradigm shift in the way we do business.

So, as you set forth into this promising new era, remember: The power of AI lies not just in its algorithms or predictive abilities, but in its capacity to accelerate our growth, enhance our capabilities, and drive us towards a future of limitless potential.

The journey to becoming an exponential organization begins with embracing this shift. It's about acknowledging the transformational power of AI and aligning it with your unique business goals and vision.

It's about building a future where AI and human ingenuity coalesce, creating a synergy that propels us further and faster than we ever thought possible. It's about shaping a business that's not just prepared for the future, but is creating the future.

The story of your exponential growth is still being written. And with AI as your ally, the sky is the limit. So, embrace this change, embrace the possibilities, and embrace the future – a future that holds exponential growth for those ready to seize it. Remember, the best is indeed, yet to come.