

Alright, you made it. Let's dive right in. This one is called the artificial intelligence, PLR. This is an awesome training to be part of 'cause I'm gonna teach you how to transform your PLR into complete campaigns using ai. This is really, really cool 'cause you don't need a lot of fancy schmancy tools. You can do this with Chachi. But there's a lot of tools out there available to you, but I'm not just gonna explain to you what you can do. I'm gonna actually give you the prompt so that you can do it yourself. Let's talk first about why AI supercharges, PLR AI just literally speeds up the process. It just speeds up the content transformation, right? The whole purpose of private label rights material is to spin it into something new. And Alis perfect for customizing and deploying PLR Fast. You can upload parts of your PLR, you could literally copy and paste, not just upload.

Uploading is key. We're gonna talk about that in a minute. But you can just copy and paste parts of your PLR chapters of your PLR eBooks. You can, you, there, there's so much that you can do. But AI also helps repurpose one single PLR product into multiple assets. So you can take that content from that one piece of, you know, that one ebook, that one video, that one piece of PLR, and you can convert it into a fresh brand spanking new ebook. You can turn it into a set of ads for Facebook, for Instagram, for whatever. You can use it to create emails. You can literally tell the AI, Hey, take that chapter that I just uploaded and I want you to turn it into some amazing engaging emails. As a matter of fact, make it a three part email sequence with a strong call to action.

You can also create blog posts and, and you can make essentially just well-rounded campaigns wherever. And that, and by the way, that's exactly what a campaign is. It's not just one marketing effort, but a collection of marketing efforts that are all, you know, executed at the same time with the purpose of raising awareness for the same product or for sharing your same link. Alcan generate outlines, it can write copy, it can even plan your entire funnel flow. So you can have a conversation with the Althat you're using, like your chat pt, for example, and talk about what you wanna do. And I think that's a big part that people miss when it comes to dealing with ai. Artificial intelligence needs that engagement from you. It needs you to tell it what you're doing, what you want to accomplish, and, and, and to be very, very specific about the help that you need and what you want it to be like. And then it needs your praise when it does something good. And then it needs your correction when it does something that you don't like. Because this is how it learns. This is how it creates a profile about you knowing what you want, what you don't want. And, and this is how it's gonna reduce guesswork for you. And it's gonna give you a faster path from PLR to fully polished campaign ebook, ad emails.

The works you can start in, in any number of ways, right? So you can start with a PLR transcript. And this is what I like to do all the time. I'll take a PLR ebook. I'll just grab the plain text from the PLR. 'cause Usually a PLR will have a zip folder that contains plain text documents. It contains PDFs, images. I like using plain text. And I'll just copy a section of it, maybe one chapter of it. I'll grab that and I'll paste it directly into the chat GBT prompt there. And I'll tell it, Hey, I, I want you to take this content and I want you to

turn it into this, or I want you to turn it into an ad, or I want you to make an image out of it. Or I want you to, you know, there's so much that you can do there by just copying and pasting.

But another thing that you could do is work from a video. You can take your video. There's actually, you may not know this, but there's actually a service. It's really cool. We use it here. It's called temi. You can go to it@temi.com. I'm not affiliated, I'm not making money by recommending it. And it's one of many that are out there, right? But you can take a video, upload that video to temi, and now it's gonna give you a transcription. It's gonna give you a document and it's super fast. Like in minutes. Like you, you'll get a document that you can now take all of that text and put it into an ai. And now you can turn that into a full, like an amazing looking book. And that's what we're gonna talk about here. 'cause You can turn it into a book with a cover, with proper chapters properly formatted then, and then that book, you can use it as a lead magnet.

You can use it as a free gift, as a bonus offer. You can even use it as a product that you sell, right? If, if your transcript, and this is one of the problems that you have though, is when you have a transcript that's really, really long, like, let's say you, you've got a PA piece of PLR where you open the zip file, you go to look at the text document and there's like 60 pages of text. That's a lot. Like, you can't copy 60 pages at this time and, and just paste it into a prompt. It's gonna overwhelm the, the, you know, the, the Althe GPT and it's just going to burp it back out. It's like you just can't handle that much copied and paste data, but you can upload that file. So like, if you have a you know, a zip folder, you can unzip it and just upload the text document and now the GPT can read it all.

And if that g if, if that text document is segmented into sections, you can say, Hey, I want you to do something with the first section. I want you to do something with the second section. You could, you could do this chunk method that we're gonna talk about in a minute. But, you know, you could, you can work with, with chat GPT primarily. That's the one that I use. And again, I'm not saying that that's the only one. There's a lot of AIs that you can use out there, but I mean, chat GPT is amazing. I use it for everything. And when it comes to dealing with PLR man you're so much that you could do with it. You can quite literally take a piece of PLR material and turn it into an entire business, an entire funnel, an entire product, ads, emails, blog posts, social media posts, Twitter, Instagram, TikTok. You can create videos out of it. You can take, you know,

Take the videos and turn them into a book. There's so much that you can do. And it all comes down to your creativity and your prompting. I wanna talk to you about this chunk strategy because this is awesome. And, and I'm actually gonna give you the exact prompt that you can use, right? So as I mentioned earlier, even though chacha PT can't take a 50 page doc in one gulp and spit out a polished ebook, you can actually use a structured multi-step prompt workflow to actually get exactly what you need without shrinking the content. And that's another issue. You'll notice, like if you chat, GPT tends

to kind of shrink your content down. If you give it five pages of content and you say, and you just copy and paste that into the prompt and you say, Hey, take those five pages and rewrite them, spin them, it's gonna give you back like two pages.

And you say, yeah, here you go. Here's your new version. Like it condenses it. And, and a lot of times that's not what you want. Like, you want the transcript to just be changed so that it doesn't sound like a transcript. The problem with, with, with, you know, verbatim transcriptions is that they sound like spoken word and, and it doesn't read properly. It has all the ums and the ahs in there. It has the you know, it just, it just has a lot of unorganized thoughts. 'cause That's how we speak. There's strategic pauses that, you know, we break sentences in the middle and then pick up on another idea and it all comes across okay on video. But when you're trying to read something that's been transcribed from a video verbatim, it's hard to follow. So the pros are incorrect, and what you can actually do is get chat but to fix all that from you, right, from a video.

So you can literally take a PLR video, get it transcribed on, on Temi using Alon temi, and then now you can take that transcription, put it into chat GBT, and it's gonna turn it into a readable, fully edited, amazing book for you with a cover and everything. And the process for doing that is gonna be a workflow. So you need to upload and then use this kind of chunk strategy as I call it, right? So number one, you're gonna have to upload the entire transcript as a file. So the mistake that a lot of people do is they copy all of the texts and they try pasting it in. And that's not what you wanna do. You wanna take your entire file and, and depending on the GPT the, the Althat you're using, it might accept A PDF, it might accept a doc, it might accept a regular TXT file. You know, there's a lot of different formats. Some can even read Google Docs. But you wanna basically upload the entire transcript as a file. Then the important part here, and this is the, this is the part that, that, you know, it really is gonna take a little bit of your attention, right? You gotta split that transcript into logical sections or chapters.

Chatt PT can actually help segment it based on the timestamps in the video or the headings. And that's what I recommend is that you use headings. So I'll give you an example. What I like to do a lot is I like to create videos from slide presentations, just like the one that you're watching right now. This started as a slide presentation on Google Slides, and then I hit play and recorded it with my screen recording software. And that's how this video came to be. So I like to take videos like this, and then I like to get them transcribed. And then now I like taking that transcription and turning it into a book. And this process used to take days, weeks, and involve multiple people on my team. Now, it can be done in a matter of minutes using Altools. Now the challenge is taking that big giant like word salad of a transcription and putting in the dividers, so to speak, the sub headlines. And what I like to do is I like to insert the slide titles as my dividers or as my you know, what, what would you call it?

Chapters, I guess. So I would take my transcription, this would be a chapter. This chapter says, it's this one slide called the Chunk strategy. And I need to insert those in there. And the reason that I need to do that is because those dividers, those, those, you know, subheadings, so to speak, are what tells the AI where it can start and stop and

start doing different things, right? So you gotta split that transcript into logical sections or chapters that you know, the the, the, the GPT or the AI will understand right now. It can process each chunk individually, right? So using this consistent editing prompt, you're gonna be able to achieve this. And literally what I have here in the quotes is what you would tell chat GPT. So you would literally upload your file and then type this into chat GPT. You would say, please edit this transcription segment into clean book style prose.

Remove filler words, clean up spoken language, and organize thoughts clearly. But do not shorten or summarize, maintain the content length and tone as if, as if it were a published nonfiction ebook. By doing this, you are now instructing the chat GPT to turn that video, that transcription, essentially that video into a book, an actual readable book. Now, once you're all done, you can recombine the edited chunks at the end, and this way you avoid input limits and you keep the, the, the full length of the book and you maintain the structure and the flow. So you'd basically be doing this section by section, right? So if you've got five sections, you'd have to do it five times. And now when you're done, you can take each of these pieces and combine them into a brand new Google doc.

You've just taken a piece of content and you've completely created a brand new book out of it. And that's what's amazing. You can then in the process, ask it to change it, modify it, tweak this prompt to make it different, to, you know, spin it a different way to put your own perspective into it, to add to it, to remove from it. It's this phase right here where you can get creative and you can actually change the PLR. Now, what does every good book need to cover? So there are actually prompts that you can make so that your chat GPT will make you a full sized 2550 by 3,300 pixel cover. That is at 30 DPI that is actually the size of an eight and a half by 11 inch page. Okay? And it will create this for you. You just need to give it the exact information that it needs. And then you're gonna take this image and you're gonna place it as the cover or the first page of your Google Doc.

So you're gonna literally put this in as your prompt. You're gonna say, Hey, chat GPT create a 2550 by 3,300 pixel ebook cover image with the following details title. This is where you're gonna insert your title subtitle. This is where you're gonna insert your subtitle or slogan or whatever you have author name. This is where you're gonna insert your name if, if you wanna have a name in there, style or, or theme you, you've gotta now tell it kind of what you want it to look like. Give it the feel, modern business, minimalist, bold tech, spiritual retro color scheme, black with neon, blue or orange accents, graphic elements, matrix code, a robot face, a book icon, a computer chip, abstract shapes, anything that you want in there that essentially is, you're gonna gonna be your prompt. And then you're gonna end the prompt with this little instruction.

The layout should be clean and professional with a bold title at the top, subtitle beneath it, and author name at the bottom. Use typography and graphics that reflect the, and then here you're gonna put in a tone, futuristic, educational, fun, happy, casual, et cetera. That's gonna help in letting ChatGPT select a, an appropriate font and just color scheme, right? Do you want it to be playful or do you want it to be serious? Right?

The colors and the font styles are also gonna do that. So basically this entire thing from where I say create a 2550 by 3000 pixel ebook, all the way down to the bottom here where I say insert your tone is the prompt. You literally paste that in there with your information and it's gonna spit out a cover. I actually did it as a sample for this very presentation, and this is what I got. This was the prompt that I put in. Create a 2550 by 3,300 pixel ebook cover image with the following details. The title, artificial intelligence, PLR, the subtitle, transform your PLR into complete campaigns using AI. That was literally the subtitle on the, on the anchor slide of this, of this presentation. Author name, I didn't wanna put my name there so that you know this, this is something that you can take ownership with.

So I said for the author name, just put your name here, style or theme, modern business color scheme, futuristic blue with neon orange pop, graphic element, matrix code robot illustration. And if you get, it kind of has, if, if you notice the image on the right, you could see it kind of has like that dripping type of code look in the back. It's just a design element. And then I say, the layout should be clean and professional with a bold title at the top, subtitle beneath it, and the author name at the bottom, use typography and visuals that reflect a futuristic and tech savvy tone. That's basically the prompt that I just showed you on the prior slide with everything filled out with all the blanks filled out, it literally gave me that cover.

And now that cover is what I would go and put right into the first page of that Google Doc. So I compile my ebook using the chunk strategy after uploading a transcript file into chat. GPT the, the most. I think the most laborious part of this is creating the segments, right? So creating the the, the chunks, putting in those sub headlines into your transcript. If, if you don't already have that from Temi or from whatever transcript tool you're using. But now you've got a, you used a PLR video, you've got a book, you've got cover graphics, you can even take it to the next level and turn it into a, a complete funnel, right? You can use the AI now to extract lead magnet hooks, bullet points, headlines from your PLR. If you didn't already have the segment titles, you can ask the AI to create them for you, right?

You can generate an opt-in page copy, because now it knows the book, it knows what you're trying to do. And you can say to Chacha, bt, Hey, Chacha, but I'm creating an entire funnel with this book. I'm trying to get people to sign up to my list, so I'm gonna give it away as well. Actually, I wanna sell the book, but I want to give away part of it. Maybe a leak chapter or a checklist. A on, on the, on the squeeze page. So can you create an opt-in page, you know, copy for me and maybe create a, a shortened version or a, a checklist or a, a free report version of this book, because it's got all the content now it remembers everything you put in there, and now it can create for you the opt-in page copy, the call to action on that opt-in page, the the actual lead magnet that you're gonna extract from the bigger book. So maybe a lead chapter or a checklist or, or some kind of a smaller version of this, of this lead magnet. You can create a follow-up sequence that actually aligns with the lead magnet, and you can, you can create emails. So imagine an entire sequence of emails that perfectly coincides with the lead magnet that tells people about the the, the material and says, Hey, you know

Welcome to the list. And I'm so glad that you downloaded the ebook. Did you check out on page 13 how I, I showed this image, or I did this and I, and I talked about, and now it's gonna create a customized email sequence that has to do exactly with the book that it made for you. It can build the entire campaign for you around one PLR product. You can even prompt Chachi PT to now create social media posts. You can say, Hey, look, I want 30 days worth of social media content. I want you to create a social media marketing strategy for me with content and images for all based on this book, on this funnel that you've made for me. And I want all of those social media posts and ads to link to the squeeze page. And the squeeze page is offering a free lead magnet that was made from the book.

And then you can even have it create your download page for you or at least the copy of the download page. It's not gonna actually physically make the website for you, even though there are AI tools out there you could use for that. My point though is that you can turn a piece of PLR into an entire funnel by just using chat GPT and prompting it. You know, it can create ad copy for you. It can even make the images chat. GPT has gotten really, really good at creating images as long as you are good at creating the prompts, telling it what you want to do for you with that image. And there is also a much more advanced, just like, you know, you got like mid journey and SOA and all kinds of other image and video creating AI tools out there that you could use that are, that are much more advanced.

But again, I just wanna get you, you know, to wrap your head around the idea that, wow, I can use AI really powerfully and masterfully modify this one piece of PLR into a whole new book, a whole new video, a whole new presentation, a whole new ad campaign, a whole new squeeze page, a whole new lead magnet, a whole new download page, a whole new bonus offer, a whole new set of email swipes, a whole new set of ads, copy Facebook posts, Instagram reels. You could do all of that just using one piece of PLR. Here's some AI prompt ideas that you can get, right?

So you can tell it, Hey, summarize this PLR ebook into a five day email sequence that builds trust. You can say, Hey, rewrite this content for an opt-in page with a bold headline and clear benefits. Turn this one chapter into three Facebook ad variations targeting. And then you insert obviously your audience type, like targeting internet marketing newbies or targeting expert fishermen or whatever it is that you're, that you're trying to you know capture whatever attention you're trying to capture. You could say, create a funnel map using this PLR report as the lead magnet. There's, you know, again, you're only limited here by your own by your own creativity.

And here's the thing, I created this slide using Chat GPT, I said, Hey, chat GPT, can you give me some prompt ideas in order to modify PLR? So I actually said, chat GPT, tell me what the best prompts are that I can give you so that you can do a good job modifying my PLR. So again, it's just about how good of a manager are you? You know, the AI is your employee. How good are you at giving clear instructions and asking for feedback, actually asking Chat GPT what it needs to do a good job for you. That's a very big step in the majority of the prompting sequences that people miss when it

comes to ai. They're not interacting with the Aland saying, hi, Chachi, bt today I'm trying to do this, this, and this. Can you tell me what you need from me in order to accomplish that and make me happy?

And it's gonna say, oh, well, thanks for asking. I think in order to get this done, let me get this straight. You want this, this, and this. Well, if that's what you want, then give me this, gimme this, gimme this, gimme this. And by the way, do you want it like this? Or do you want, and now take those questions and answer them and, and add in whatever else you want to add in there. And now it's gonna give you a really, really good response as opposed to just putting one sentence in there and opening, hoping that miracles happen, right? You just gotta prompt it. And, and if, if you know, the, the better the prompt, the better the output. So here's some really good practices for Aland, and PLR success. Always, always edit the Aloutputs. You know, don't just take like the exact output and paste it as your final thing.

You're gonna wanna check it, you're gonna wanna check it. I would be doing you a huge disservice if I said to you, look, just tell the Alto write a book for you, and then don't even read it. Just sell it as is. No, don't do that. You always, always, always wanna look at everything that is gonna touch a customer. You don't want to trust Alto just get it right, because Alis only as good as its prompt and sometimes it messes up. It is not perfect, at least not yet. So you're gonna wanna check everything that the Aldo does for you before you actually implement it or put it into your business, insert it into a funnel, or start handing it out to the public. Use Alto enhance, but not replace your own creative thinking and brand perspective. So myself, when I was making this presentation on that last slide, I asked ai, I said, Hey, chat GPT, I'm, you know, I'm doing a presentation about how to use chat GPT essentially to modify PLR, and I'd like some ideas for some prompts. And I, I acknowledge that I, I basically told chat GPT, look, I can't come up with the prompts for myself. Why don't you gimme the prompts? And, and I used my creativity in order to create prompts using Also that I can become better at using ai. So again,

It just comes down to your own creativity. And remember, it's, it's garbage in garbage out. If you put bad stuff in and you just don't give it good instructions, you are not gonna, you know, you can't complain about getting a bad output if the input that you gave it wasn't good. Ultimately, this is just a guideline for you. This training is just to kind of broaden your vision as to what's possible. Because I, I think when, where, where a lot of people see that PLR is like, oh, you know, Alhas replaced PLRI, I don't see it that way. I see it as Alhas just supercharged your capabilities with PLR. It has sped up the ability to do everything. It has put so much more in the range of possibilities for you because now you can take those professionally written pieces of material.

And that's, again, that's, that really is the difference, right? So could you go to Chachi PT and just say, Hey, Chat GPT, write me a book about list building. Yeah, you could. And then it's gonna give you what it thinks you should have that isn't an expert internet marketer human being with 15, 20 years of experience that has actually grown a list that

is a curated AI model that is, has been taught and has been trained and is scraping the internet and could very possibly even give you some duplicate content that there, there is no replacement for that human experience that has been documented into a PLR material. But now you can take that human experience in PLR form and you can turn it into just a whole funnel and a whole set of creative assets that you can use in your business. And you can, you can just tweak it and, and you can make it better.

AI just makes iteration fast so that you can use it to find what performs best. And I want you to take everything that you've learned here in this entire training and, and apply it in a way that is going to enhance your ability to create funnels and create content that's gonna attract people. And that's just gonna help you build a list of, of just super, super engaged subscribers that are gonna turn into money for you. So I hope that you've taken all of this in and that you've absorbed this information, that you start applying this in your own business using the AI that you already have available at your fingertips and using the PLR material that you already have here. So I, I definitely recommend that you take charge and start creating some amazing assets in your business using PLR and AI today.

Thanks, and I hope to see you very, very soon. Take care.