120 - Practical AI Tools and Actual Use Cases with Joe Fier

Prologue 0:00
Chat GPT is just a plugin, you know, and you can plug in these large language models and build a tool of your own and start selling it or given away, which is great. And I think everyone should implement that in their business. It's like, figure out a proprietary tool that you can create or have someone create. That's like a very MVP tool. But think about like the power of that. Now you could say, 'Hey, I have my own AI power technology', as SEO Leverage does, and it's gonna help you, whatever you know, like, it could decipher like, what were your existing SEO is now and what's lacking, for instance, and you can have chat GPT help with some of that.

SEOLeverage Podcast Intro Music 0:41
Welcome to the SEOLeverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:51
Welcome back to Seo leverage.com, Gert Mellak here and I'm very pleased to have a special guest back on the show Joe Fier almost the regular here. Welcome, Joe.

Joe Fier 1:03
Thank you, Gert. It's good to be back here. Yeah, it does feel regular man and same with you on my podcast.

Gert Mellak 1:08
I definitely love chatting with you. I always make a lot of notes and then try the stuff that you suggest. Just for this show, I tried one, one heck of a little trick you recommended last time, I think where you said you can kind of use a Chat GPT app on the phone and dictate some thoughts and it kind of structures it and brings up some questions. I tried this four times today with different use cases and I'm completely convinced it was perfect. It wrote an outline, it wrote an outline for me, it made the bullet points for this podcast recording, it formulated some questions that come out of my thoughts. So I'm completely sold and definitely appreciated whenever you share some things like those videos.

Joe Fier 1:08
Right? Oh, man, do you want to walk through like what that is so you could share? Because I think it'd be something fun now that you've done it. And you can kind of or if you're open to it, maybe it sets the stage because I think others can try it out, you know, because it's so useful for so many.

Gert Mellak 2:04
No, absolutely, absolutely, pretty much what you're suggesting was pretty much installing this this Chat GPT app on my iPhone, and I just did, you open it up log in, hit record. And then I was pretty much just talking about 'Yeah, I'm going to have someone on the on the podcast and we're talking about AI tools today'. And this guy knows a lot about AI has a lot of experience, I always wonder when the, what the use cases could be and how we can actually have some practical examples. And I was probably talking for three minutes. And then I have this button where you stop recording. And it pretty much puts in the entire transcript into the prompt box. And then at the end what I said, now now use all, take all this and now give me bullet points and questions for the podcast episode. And that was it. And then I think 80% of what came out was perfect preparation for the podcast because it kind of framed the entire questions from, from what I think is important in this in this, in this case, or what I at least want to bring across. And I also did it for an outline when publishing an ebook on reputation soon on the website. And it just created this outline based on five minutes of what I think about online reputation management, what people should take into account. Now take all this and create an outline for my eBook, right? So, so now I just fill in the blanks and I still do the writing, but it's all my, my thoughts. And this is what I also told a client today who we work with SEO, I'm like, yeah, we always had a really hard time extracting information from our clients, too, that we can then use, actually and have a usable format. And this is now really, really easy. Because I just use their course material, their recorded podcast, whatever we put this in, we restructured information. So what I really most like about Chat GPT isn't, isn't so much creating the content, but it's the structuring of masses of content we could never work through. What are your use for this?

Joe Fier 3:57
Bingo, yeah, that nailed it, man. So there's, there's three of these large language model tools I use, but they have three different purposes. And like you just said, chat. GPT is this way where I can structure my thoughts and structure, just, almost like a messy, messy bunch of thoughts. I mean, it could be rambling, or it could be existing outlines or maybe some content I'm sitting on that I want to put into an outline or a presentation, or an episode like we're doing here where there's like a rundown, and structure. So check GPT, especially with the GPT4 tab because I think you need to have that as the paid user to also use the app. You need that but it has this just great reasoning of where it can apply our own voice and what we find is important to our ramblings, it picks up on all those things. And yeah, distills it into this flow where because I've outlined books as well, I've outlined my training course the session I'm doing today to my, my cohort at the program. I mean, it's a lot of what I do I always pass it through Chat GPT, because it's just gonna make it way easier to consume for other people, but also for me to deliver content that's still in my voice. Yeah, that's that's definitely the use case there. I've a couple others that

Gert Mellak 5:22
Yeah really, I was, I was going to tell the story, we had this, we had this, this client who's in an architect in California. And I'm very interested in architecture, but on a very low, experienced level. So I can, I can slightly relate to the content he's putting out. And it used to be, we worked with him a few years ago already. And then he did something else and now he came back. And it was really hard back then, for us. It was so hard because when we started researching and

we always drifted off. He would give us some bullet points, but then we did additional research. And now we just said, 'Okay, now we're going to do this in a very different way'. And he just puts us pointers to videos he likes and support and things are accurate. And he sends us his courses, he has a course and just send us this transcripts, raw transcripts, which is practicing and say, okay, prepare this, give me bullet points for an article, give me bullet points for a summary, let's, let's extract like context for a service page on for his website and stuff like that. So we just really have this feeling that you use this raw material and this is really his material. This doesn't require my research, it doesn't require my knowledge of what it should and shouldn't include in the research because it's all based on his experience and he knows what he's talking about. So for us as an SEO agency, 'done for you services' got much easier this way. And this is what I now like about it, it's actually finally, finally, I would say, a real use case, because so far, we have been playing a lo, but there was like for me, there was always a lack of real use cases where we have something that actually now works better than before.

Joe Fier 6:57
So what I would do in that scenario with, because I love it like, with what you just described is exactly what I've been doing for myself to package up what I do with my podcast, my marketing and media, and PR basically all the marketing. I do it through my podcast and I've done that for years, seven years, you know, we talked about that on Hustle and Flow Chart. And I can run all that through, Chat GPT is one of them. But my other the other tool I like to use now that has a bigger data set that you can load in is claud.ai, C L A U D E. And that will allow and that's anthropic, it's backed by Google. So it's a different large language model. This is a second of those three that I was mentioning, and Claude is great for what you're talking about is like, hey, let's let's get the raw data, the videos, if you don't have the transcripts, there's a lot of tools to transcribe things these days for very cheap and Chat GPT is just one of them, as you just saw. But there's more streamlined ways to take raw data, get transcripts, get like these, these things that you can extract that are actionable from those, in the wording of the original content. And, like calude.ai is a great one, too. You can you just put all that text in there, and essentially, you load it up. And what I like to do is, you know, whatever you're trying to get like, okay, what are the action points, like the takeaways from whatever you loaded up, you can categorize things, you know, like really get honed in and you could start writing about page, all these pages you mentioned for your website based off of content that's already been written in someone's voice. And yeah, it just shortcuts like you can, if you have a structure of what you want to produce, like it lights me up to and I'm happy to see in this and like, because now done for you can be scalable in a very big way. As long as you have a workflow of injecting their content, but then also piping it through something like Claude. Another one is Castmagic, which is we can go into that in a little bit. But you know, like, now you have these outputs, and you're like, wow, like, you can just spit them out in a matter of minutes as long as you have a workflow and you know what you want to get out of it.

Gert Mellak 9:12
Exactly. Man, an interesting point about all those tools, I think Castmagic, you mentioned it in on the past show and we also checked it out and I even recommended it to a client after, after you pointed out here, because it was just seemed like a perfect fit for them. An interesting one really

is how should a company these days actually deal with this flood of different tools? I mean, I know you work with clients and obviously match the requirements to the best AI tools you know of, but ywe also know that. I think since Chat GPT there they were like literally 1000s of AI tools coming out. So and we also all everybody having a team, we have about 30 people right here. We know it takes a while to get the team familiar with the tools make sure they use them and then they might just know how to use it. Now there is a different one that happened to us three times in the last few months with a writing tool we always reaching for the better, better option. And it's not a problem, we want to have the best tool and we want everybody to use it and leverage it for our clients, obviously. But it's kind of overwhelming. So I feel like a lot of people have stepped away a little bit from AI because they don't really see where to, where, how to do this, how to handle it, how to train the team, what to use, what not to use, how do you see this?

Joe Fier 10:24
Yeah, that's a good question, great question. Because this whole year has been a boom of new tools. And that's why, you know, my old partner, Matt Wolfe has FutureTools.io. That's a great place to stay connected. I always stay connected with my brother from another mother. Yeah. So he's, he's, it's great. Yeah, so that's where he's made his whole business on this boom, and rightly so someone needs to decipher, what are the tools that are great and what are the ones that are like rehashes from things that are already made? Or maybe they're like a feature that are already built into a bigger set of tools? Or maybe there's something free? This is the stuff I hear from him, I was just hanging out with him the other day. And he was like, yeah, there's just so many copycats, and there's so many tools now that came out this year, but are already defunct, because something else has that tool built or that feature built in, whatever it might be. It's, and I've heard predictions, it's like really up until maybe October, November this year, that's like going to be maybe the peak of the boom or more towards like, where it starts to slow down. Where things mature a little bit, because I think that's necessary for any market, but right now, it's been like, experiment after experiment, no code tools, like, basically, anyone can build a tool right now. And that's the issue. Like I wanted to just preface that it's like, there's so many ways that we can just pick up like bubble.io, or shoot like, there's, there's a few others that are escaping me right now. But Chat GPT is just a plug in, you know, and you can plug in these large language models and build a tool of your own and start selling it or given away, which is great. And I think everyone should implement that in their business. It's like figure out a proprietary tool that you can create or have someone create. That's like a very MVP tool, but think about like the power of that, now you could say, 'Hey, I have my own AI power technology, as SEO Leverage does, and it's going to help you, whatever. You know like, it could decipher, like what where your existing SEO is now and what's lacking, for instance, and you can have Chat GPT help with some of that. And, you know, it can be paid for for clients getting off point there, but you know, I get excited because there's great opportunity and tools. But when you're trying to train a team to solve a specific problem, I would start with like, what's the end game? Where are you trying to go with this, this whole thing? You know, it's SEO services like what you're doing? You've been doing it for a long time, you know what the end game is there. That probably doesn't change for your clients, you know, make more money, get more leads, obviously, ROI from the services that they're paying for you and all that and you have strategies to get there. So with that in mind, yeah, really started thinking about what are the key actions

that you want to automate, delegate, maybe kill? Like there's a whole process of like looking through during the journey? How can I optimize things? And I think saving prompts, things that work really well, you're like what you were experimenting with Chat GPT and different frameworks and almost like workflows,. If you can identify those along that customer journey, where your team's executing, and all these things. Figure out almost like broadly without the tool name in mind, but figure out like, what's that process kind of look like. So you can then start inserting a tool with prompts that, that help during that specific, you know, vertical or that part of the process. Does that kind of makes sense so far?

Gert Mellak 14:03
Absolutely. Absolutely. Absolutely. And it's exactly, I think one of the, one of the issues, and this is why I think the market is going to be cleaned up, I'm gonna think it's slowing down. But I think there's going to be a clean up because it's, I believe the tools have one issue that my personal opinion. They're too broad. Right now, everybody knows, you can do a lot of things with, imagine you have something that' Chat GPT that just does one thing, right? And it just does one thing really, really well, which is sort your thoughts, right? And you have an app that helps you structure your thoughts. And if you haven't a tool associated to one particular use case everybody can relate to this. I have so many ideas about this. I don't know where to start. I don't know how to start this book. I don't know how to write this play. I don't know where to start is this project for example. If there was a tool for a narrow use case, I think it would be easier for people to say okay, now I know I have this use case. This is one tool That's only doing this there's not nothing, not doing anything else. And it would be much easier to plug this into the team in teams structure or other company and say, hey, look, remember, we this is the task we usually do this way. Now we do it that way, because this exact use case, used to take us four hours. Now it's taking us five minutes. And now we can notice it a go to tool for this particular use case. But whatever AI tool you open up, be it for writing, be it for anything else does everything. And then we have plugins that does even more. So I feel like people are really overwhelmed, you wouldn't need to be so powerful to actually work.

Joe Fier 14:03
Yeah, you're right. And this is why it's so where I get excited now with how easy it is to build tools. And, and I wish I had, but I know bubble.io is one example of like a new code tool. And you because you're exactly right, everything has started kind of broad. And it's great. You know, they're almost like a bunch of use cases. And we now get to, you know, as smart business owners, entrepreneurs is, 'Oh cool, how do I maybe take some of this technology that's built already in these concepts that we know are pretty game changing? But yeah, they're confusing. They're, they're too wide, people get confused. So they don't know where it fits in with the workflow. That's what I'm noticing is same thing like, I speak about podcasting primarily, and how that's essentially it could be your marketing, when done right. With the right set of tools, workflows, and consistency. It's really with any business, of course, but yeah, it's people get hung up on the tools. And it's like, which tool and then like, how do I do this without spending all my time and money or my team's time andtheir, you know, hours, all that resources? So yeah, this is the issue, I think. So SEO should have a suite of tools, you know, that either you have

proprietary or are sold to SEO agencies, you know, and I don't know if that's like an Ahrefs, or something like that, does that probably. It'd be smart.

Gert Mellak 17:01
I mean, I'm interested in how much Ahrefs specifically is going to go down the AI route, because they would have the data to back it up and get some really good results. So I'm definitely curious about that one. I want to look into a little bit about into online marketing in general, and maybe some specific use cases that you're seeing where as I as hate this, this is now something that with AI works in a much different way. I mean, you already mentioned Castmagic and I don't know if you want to quickly, briefly summarize what this kind of use case this would be really good for, if somebody wants to look into it.

Joe Fier 17:34
Yeah. I will. Yeah, I'll start with Castmagic. I just interviewed the, the partnerships, the head of partnerships, and I've chatted with the founder and one of the co founders. And what they're doing is, is it's kind of what you're suggesting, there's but there's still broad, you know, it's still broad right now to cater to a bigger market. But so Castmagic in a nutshell is, you upload some kind of audio or video of whatever sort. So they started with podcasting, but you could do this as if you're a creator on YouTube, you know, YouTube videos, you can do this with coaching calls, webinars, meetings, live events, if you have all this, all this recorded footage, now you can load it into here. And what it does is it transcribes everything pretty instantly, like now it's like you can transcribe an hour in like, a minute or 30 seconds, it's wild, and it's cheap. So in Castmagic, you can try this for free, too. I think it's like one or two of these you can you can run your content, see how it works, I highly recommend it. And so after it's transcribed, you can mark the speakers really easily. So it identifies who's talking and you can load up this one person to like 10, 20, whatever. And essentially, it starts to create all these AI outputs. So it comes preset with things like the key takeaways of this piece of content, the description, the Tweets, or the X's, I don't know, whatever we're calling them now. You know, LinkedIn posts, reels, you know, it'll actually timestamp and pull out the quotes that you can use for quote cards, or maybe we repurpose reels. Then there's like almost like a Chat GPT chat, call it magic chat. So you can prompt it and say give me 10 titles, let's say that are engaging or click bating or whatever, you know. You can prompt it on anything and it's going to pull from the transcript that you just loaded up. And that's kind of in a nutshell, but just think like the use cases now as a podcaster, you have all this output on the post production side that, you know show notes for instance, like I've shared with you this prompt that I have, and this is where it's the power of prompts, like chat GPT prompts. I have loaded a custom prompt into cast magic that's based off of your structure Gert, of show notes pages and I've shared that with you. And it's still a work in progress because I'm putting I'm putting my own style to the SEO structure that I know, you know well, so why wouldn't I copy the structure? And then I'm layering in my own voice and stuff into it.

Gert Mellak 20:16
Awesome. Now this is amazing. And what about that? What about the audio version? Is there anything out there with AI already that helps with the audio optimization?

Joe Fier 20:27
So I've been finally obsessing over Decript again. So this is an app, it's been around for a while, but the AI elements within there were joking about how, you know, AI eventually will have you turn your head and stuff because that a different camera on? Well, it's like that tool will adjust your eyeballs to like, I'm looking at you right now in zoom on my screen, but it'll adjust up just slightly to the camera. If I or you threw this recording into Descript, it's going to transcribe it immediately and then there's like one selection, it goes eyeballs to camera. And it's it's kind of creepy, but the technology is there and that looks natural.

Gert Mellak 21:11
This is amazing.

Joe Fier 21:14
Descript I'll just, I'll just like quickly nerd out really fast because Descript, if you're doing any kind of recording, and now I think Squadcast, they just acquired them, so you can actually do interviews directly through there now. I think video and audio, but if you're just recording yourself, let's say a solo episode, audio video as well, screen capture, you can do it all right there in Descript and what it's going to do is transcribe as you're recording. And then immediately right after that, within the same app, you can start editing based off of your words. So you can you can visually see when you said uhm, or ah or something like you know, 'check check check mic come back for one, two' you know you can cut all that out just by click, 'Drag Delete'. And it's going to also gives you a timeline view, but who wants that when you can just look at the words and just cut, cut, cut out fillers. You have buttons to delete all this stuff. I mean, it's, it's pretty wild when it started. I'm like, why haven't I been using this, where I could just record directly, with a few clicks, I have a very clean sounding audio or video from setup for it. And in Yeah, and then you slap in all your show brandings, there's templates, you can export and reels and subtitle things. It templatizes the production process, I would say within that app that then integrates with other things, yeah.

Gert Mellak 22:42
But you still need to kind of look for those places and do the tweaking etc. There is nothing that like remove all the uhms and, and pauses and stuff like that, right? You kind of need

Joe Fier 22:53
Yeah, well, that's all with a couple of clicks.

Gert Mellak 22:55
Right, right, awesome, awesome. I do remember Descript, but I think we, we used it in one of its early versions probably a year ago or a little bit longer. The funny thing was really just to kind of remove a word from the text and then this audio part that was corresponding to this part of the transcript suddenly was gone. So it was definitely definitely the first time I saw something like that, but I haven't I haven't used it for quite a while. So I need to, I need to get back to it and see where it is.

Joe Fier 23:24
It's worth it man. Yeah and I, one more I would say for the recording. So if you're going to do some some guesting type interviews, I've now moved from Zoom to riverside.fm. I used to use Riverside years ago, when Matt and I co hosted the show. I've gone back now because it's, I feel like it's worked a lot of kinks out. And there's a couple of tools like Squadccast is one of them, but riverside.fm is essentially it's kind of set up like zoom, but it records from your side. So as the presenter or the guest, basically each side, it's going to upload simultaneously the best audio and video. So if there's any choppiness or any internet issues, that's not even if a fret anymore, it's not a worry. What it does, and this is where it gets kind of cool now is they're all rolling out these AI features so you can actually edit right there, right inside of Riverside and have kind of a decent video or even audio version, you can do minor editing right there. So you don't need a separate editor. You just wanted to do this quickly. You can edit by text now even in there, and you can create reel, so it actually with like one click it'll source like 10 different reels or these little segments from your content. Right after you finish your video, yeah, with the person that's immediately what I do is like make magic clips, then comes out with these. They're not perfect, but now you can click into one. It's sourced a part and now with the text, you can start to piece together like a 60-second, 90-second reel, that doesn't take more than maybe five minutes to do and you probably are kind of fresh, or you can send this to a team member and do it, right? And then now, you can go post that on Instagram, Twitter, you know, LinkedIn and immediately exposure from not that much work. So that's like a, an example workflow right there.

Gert Mellak 25:21
This is amazing. I mean, not everybody has the structure or infrastructure right now in place to like edit the podcast, maybe some people don't even start a podcast because they don't, they can't wrap their head around everything they should be doing with the reels and with the audio snippets, and editing and transcribing and all that stuff. We have been doing this for a long, not not as long as you obviously, but still, for a while with at least one, sometimes two people involved into the entire production process and, and then making those snippets and everything, maybe they will use Canva before, photos, snippets then for those quotes and, and had somebody then login to WordPress and copying and pasting the content in and tweaking it there, etc. So just just looking back at the history of where this was and where it is right now and this is one person who can do this probably decide rather than full time. It's definitely an a huge efficiency gains. So this is where we see definitely everything related to content seems to be huge right now in efficiency, and definitely a use case we can clearly see AI is helping. What about what about visuals and images? How, what's the status there? I read now we're recording this in September 2023, by the way, maybe in six months, nothing about this episode where it was, what's, what's the status, right now?

Joe Fier 26:39
Probably. Yeah, that's just the state of how we live these days. The status right now, I would say when it comes to visuals, I love Canva. I love Canva for the fact that you can do pretty much any visual thing that you can think of, all the way from a basic graphic to animation to full on video. And they just have everything in there as a suite that you can pull from. And I love that. I

mean, that's like the base of where we create all of our visual assets initially. And there's ways to you can even like, you can, you can populate so many of these, if you have templates, let's just say like, I always recommend, like start with your core templates, your episode titles, or whatever image you want to use for your blog post. Have that all in Canva at minimum, but then think of all the the split off assets that you can use, or you can do for that piece of content. So cool cards, you know, maybe a guest, if you have one, you can highlight them a little more. Animations, all that stuff can be done in Canva and there's ways to pre populate and crank out like 20 of these in one go. If you have, you know, like if you upload like a spreadsheet of content, then it can populate it into those those assets. That gets a little tricky, but doable. Headliner is one of them is a tool that I see visually, you know, it'll help with, especially the audio and video content. And I know that integrates with a lot of things, I think Descript integrates with it. So you could take your audio you produce in one spot, and now pipe it straight over to something like Headliner, which has been around for a while, like I used to use it years ago, but you know, audio grams, visuals, anything like that, that are more animated video-like, you can now have that tool essentially created for you. What else you have? On the visual side? I really do think that's where it's going to come up a lot more in the next couple months, few months because right now, like Castmagic, for instance, I think they have some stuff coming up that's going to be built in. Because right now a lot of these tools, Castmagic being a big one, is that it produces the post production assets, but they're not necessarily, it's like the copy of the asset. It's not necessarily the full thing you can post yet. So visually, I think, what I heard you know, things are coming with that tool. So I think a lot of these tools are going to just start integrating kind of like Riverside. Like now you can do the whole clips plus subtitles plus like, you know, the whole real design right there within the tool, though. Yeah, it kind of depends on what you're using and then you work back like, 'Okay, what's the workflow', like Descript has a lot of stuff built into it already, that you don't really need another tool. So which is kind of nice, there's like all-in-ones now, you don't have to bounce around so much.

Gert Mellak 29:40
I'm definitely looking forward to having like one tool for the entire process whereas I upload my audio file and now let me download all the assets and ideally send them to the to the guest directly and make sure the guest shared that audio. Maybe it takes another year or so. And then I'm always looking at libraries we have been using for 20 years, probably shutterstock.com. I'm really curious where those are going. Because it's so such an essential part of many, many agencies and advertising in general for such a long time.

Joe Fier 29:40
True.

Gert Mellak 30:11
I really wonder where they are going into terms of just start compiling images. I mean, there are more and more engines, I was playing with this was a study, I think I was playing with DALL·E from OpenAI

Joe Fier 30:23
Oh, yeah, DALL·E, yeah.

Gert Mellak 30:24
iteration and this was interesting. This was really interesting, I got some really valuable stuff out of there. I see more and more people, speakers, with their slides using AI imagery to have something original, and they have their own prompts to have their own style, etc. So definitely grateful for creativity. So everything around content creation, I guess, is is pretty much covered. What about other aspects of business? Where do you see, do you see any AI use cases that would not only relate to the creation of content? Yeah.

Joe Fier 30:56
Yeah. So I guess one more app that I've been starting to use, that probably is a little bit of content, but also business or marketing presentations, it's called gamma dot A P P, gamma.app. And, essentially, that is going to help you create not only slides or presentation decks, but I think it's also like, Docs, you know, that you, anything like brochure type things, but you can upload a whole outline. Yeah, let's say from Chat GPT, or something that you've voiced out, it's going to now build these slides for you. And they're, it's, they actually look pretty, pretty awesome. And I've started using them a little bit for some of these trainings I'm doing, just to kind of give me a roadmap and , honestly, you just like, you describe the the kind of theme or whatever you want to build, or have it build based off of your outline. And you can customize from there using AI. So you don't need to know design skills, it's going to make all these crazy graphs and, and then it's easy to present, too. That's actually how I presented some training is, didn't even download anything, I just hit the present thing and it looks slick. You can make this into videos, so it's easy to make presentations that way, you know, if you're showcasing your brand. There's really no reason like, Beautiful.ai is another alternative. I haven't used it in a while, but that's another one. That's AI driven slides and visuals. I definitely recommend those because you can kind of pack them up. Yeah, and then you can make them into you know, maybe something for your content too.

Gert Mellak 32:34
Exactly. I was going I was just thinking about lead magnets, right where you always try to be as specific to the topic as possible on a page and you have a content upgrade, people opt in for it. Sometimes, it used to be really tedious to have like a specific document that kind of this content plus a little bit more etc. You can really just piece this together and and get this designed with some, some standard quotes or templates, I guess. So this is where this gets like really manageable.

Joe Fier 33:02
It does and to your point about visuals, it has all the AI like, you can create AI generated images right within there. Canva has that option now, too. So it's like I think all these tools are just now starting the same with Stock Photos. Like they're just kind of integrating everything. Descript has a whole library of images, videos, audios and I don't know if AI generated stuffs in there yet, but I'm sure it's coming. So it's, all this stuff like you said, it's like the next couple of months. I think

that's where the integrations because every, all these companies they need moats like, that's the big thing I chat about with Matt. Future tools is like, it's like you can kind of make everything, anything right now. So it's like, how, what is, how does one tool stand out from another and like you said, I think a lot of them where we going to become all-in-one or very specialized for a different specific niche or outcome. I think that's the trend that we're gonna see.

Gert Mellak 33:59
I saw an interesting and interesting beta test right now from Voices.com which is the biggest voiceover site, if you search for voice over talent etc. where it comes as a good platform and what they do is they pretty much clone voice artists so they kind of still get like the naming, they're still named as like the source of the voice and etc and they get like paid for a portion of what they usually will get paid. But you can suddenly like have whatever voice artist you want pretty much who signs up for his program can have them say whatever you type in and just make sure they get the royalties or the payments etc and name them in the context of, of whatever you're putting out there. But I found it interesting because they have like this ethical approach to AI where they still preserve like something from, from the original, not like Chat GPT just putting out whatever they want. But really what this is, this is the source, everybody knows this is the source, the consumer knows, the person listening to this voice afterwards is going to know it by contract and need to name them. But definitely at a much better, better priced more efficiently and obviously more flexible. You could do this on at some point with an API dynamically maybe and have an API greet some, greet client when they when they join your program, for example, right? And they suddenly have had like a very known voice greeting you. So there's so many possibilities right now, but I found this one really interesting. I just saw this this morning.

Joe Fier 35:24
Oh, that's cool. I haven't done that. But I love the fact that they're still crediting actors, voice actors, you know, and because I know they have hired people on voices.com. They're not cheap. Like, voiceover people who are professional are pretty damn expensive. And I mean, they know what they're doing, but, but so I'm happy to see that they could still get paid off the AI and them using their likeness. And I think it's super clever. I mean, you're gonna see a lot more of that. And I like the tide of humanity still, it's not like cutting the humans out, you know. Gert I have one more tool.

Gert Mellak 36:01
I was gonna ask you about that, you definitely have more tools on your list.

Prologue 36:06
Yeah, I do. And there's one that like, for some reason, I don't know why I didn't put it on there. But it's the way that I made a chatbot around all my content. Not sure if I talked about it yet.

Gert Mellak 36:17
I think you have it if you head to at hustle and flow.com, right? Tell us about it.

Joe Fier 36:22
Yes it is. It's hustleandflowchart.com/bot, B O T, will get you straight to it totally free. I don't even think you need to opt in or if you do, it's still free. The whole concept basically is, so the tool that I use is called 'withdelphi', W I T H D E L P H I. And right now, I think it's a waiting list, so I got in early months ago, when they were still beta, no followers,I mean, still, they have like no followers, because the marketing hasn't happened. But I was able to I basically reached out to these guys and Dara, the co- founder, I've become friends with now, I'm helping them on some marketing stuff, partnerships, giving them some ideas on how to, how to market this thing, because they're tech bros. I mean, this is like, he is from Silicon Valley and all these you know. So they're focused on the product, rightly so, they just raised 2.7 million, like yesterday, they announced it, so it was pretty cool. I just released an episode with him. So it's like, he has Peter Thiel's Founders Fund behind these guys. Like they're backed by big-named, people and, but seeing all that, because there's a lot of these cloning type bots out there. Like we've seen chat bots, it's like clone your material, your PDFs, and all that. It's like, this is different. So I selected these guys based off of looking at like 10 or 15 of these companies months ago. And they were the only ones that, that not only can index like podcast episodes, YouTube videos, pretty much any content you can think of that you're sitting on, even like Slack channel messages, like within your team. So like internal stuff, Google Docs, and all these things, you can upload that content. What it's going to do is essentially, embed that content into their large language models, they use, like multiple, so it's better than just using Chat GPT or Claude by itself. And it creates this engaging interactive experience with your content. So like with the Hustle and Flow Chart podcast, I have over 500 episodes in there, from all the years, it's every single episode is in there. And now someone can have a engaging conversation with anyone they want from the podcast. And you can kind of start it off with like a problem that you're facing in your business, let's say. So it's like I'm looking for more, better SEO help, you know, I want to increase, increase my, my brand reputation online, and I'm sure it'll pull from you in one of our episodes together. And it's going to not only just spit out answers, it actually refines the person's question and makes it interactive and engaging and specific to what you're trying to solve. And that was the piece like it's using natural conversation and logic, rather than just telling you what it thinks you need to know

Gert Mellak 36:34
It's really fast.

Joe Fier 37:12
So that bot, yeah, I'm super stoked to, there's so many use cases, like just imagine how that can become a lead generation bot, a conversion tool for your company. It can also serve your clients and clone a GERT. So like when you're not available, now you have a GertBot, that's 24/7 SEO questions, whatever you want. It's all preloaded with your content and it going to figure it out, whenever.

Gert Mellak 39:45
I will pass some of my calls to the bot.

Joe Fier 39:49
Seriously, that's what I mean, yeah, coaching sessions, mean, it's, it's pretty wild. Like it even brings your mannerisms into it because it's listening to your voice or at least it transcribed and trained and yeah, it's fascinating.

Gert Mellak 40:04
Maybe we can tweak my accent a little bit?

Joe Fier 40:09
What's your point? It's, because it's all written right now, of course, but it's. I chatted with co founder and there's definitely like an integration to 11 labs, I believe. So to voice out and actually have a audio conversation, it's coming. It's coming very soon.

Gert Mellak 40:27
I'm very much looking forward to it, it's going to be great. One thing I was, I was playing lately with a little bit was this, this kind of, I think they call this like, Agent models or something like this, where you kind of have one agent, have like multiple AI interactions. I don't know how, if you have been playing with this AI. I tried essentially, it was interesting, because it kind of went out finding out how this works, and then had additional steps executing it. So I did like a Google, we tried to apply it for SEO, and I said, Hey, I need to improve this for SEO, and it went out, made a Google search, summarize like the top findings of the top 10 search results, for example, came back, did now apply this to the particular text, etc. Have you had any experience with these, with these agents so far?

Joe Fier 41:16
I've used it a little bit and never to the extent that I think it can do, but I think, so Auto GPT is, is I think one of those are like the first, yeah, iteration. And I know there's and I don't have it in front of me, but I know, yeah, there's different, now it's like the whole interface, essentially does that.

Gert Mellak 41:37
I was I was playing with one it was called Auto runner, I think. And this was, it was I think it was other runner or something like that. I can link it in the show notes. No, Agent runner, sorry, Agent runner. And this was, was a very simple interface. Actually too simple for me, could be a little bit more, I mean a little bit more detailed, but essentially what I what I liked about it was did you kind of create your, your different bots. And you can upload kind of information there. So I would have an SEO bot. And it would upload all my podcast episodes and interviews and, and a lot of my material most like chat, for example, and stuff like that into it. And it would process, use this as the main data source, and then maybe also go out research somewhere else. But where I see really the power is to have like, train those bots over time and say, 'Okay, I have my, my one bot, that's my image creation, and after a while is know how I want to have my images'. And I have this other one that knows how I want to write my text. And there's this other one that knows as much SEO as I have produced and put out there into the world. I think this is definitely what, what excites me the most. I haven't yet played with, with Auto GPTs, but I will, because it seems like into the into this direction.

Joe Fier 42:52
And this is yeah, there's a lot of these types of autonomous like, basically AI agents, yeah, you train them on a set of content, a library, that, that you wouldn't really be able to do it Chat GPT standalone, because you know, the amount of tokens and data. It does start forgetting what you were talking about. So yeah, and I'm actually in this point now, where I'm noticing, okay, I'm like really having these long conversations. I have, you know, it's, it's interesting, like, I've been taking all these different tools to the max, and it's been working. But it's like, if you have a repetitive process now with like content show notes, for instance, or, yeah, any deliverable you're trying to do, maybe for a client, it's like, we'll work on to your frameworks, work on to your best practices, like, have all that stuff set and trained, you know, where you can now run a process or a new scenario through and you essentially have an output that is structured to your IP, right then in there. And yeah, it's like 80% of the work is just done like that. So, Agent Runner looks, it looks super simple compared to some of these other ones I've used. But I would go to the future. This is like literally probably what I'm gonna do after this call, because I want to refine more of the agent thing, because this is, it's more of a technical way of looking at it. It's like, once you establish what and this goes back to your initial question, I think it was about like, all these different tools, like figure out what are the use cases or the things that you really want to accomplish, where you're going, what's the goal, and then have some of these prompts that you feel like you're getting you pretty close to an output that you want for each stage. So then you can take those prompts. It's almost like create your own library of prompts that you know you use often. And you can take them to something like Age Runner or agentrunner.ai, you know, and test them out there or any other tool that allows you to put a prompt in there.

Gert Mellak 44:51
It's fascinating.I think we could probably nerd out for another hour. I don't want to keep you too long here. Definitely. I mentioned you do this, this AI consulting also for clients. I mean, I imagine I know you, I know you do, yeah, best place to get a hold of you, apart from listening to the other shows and get some more experience from you.

Joe Fier 45:13
Yeah, appreciate it, Gert. And yes, AI can nerd out on this. And it's all very specialized. So I'm happy to chat with anyone who has a lightbulb moment during this conversation, doesn't have to just be around podcasting, because I teach a lot about podcasting, I mentioned that. Eeither way you can, two ways to get a hold of me is, go to hustleandflowchart.com/seoleverage. And that's a way to at least get a checklist plus a whole email series on what I, how I see podcasting, and really marketing and content, and leveraging tools like this and other frameworks. But if you're maybe the podcasting thing isn't the thing for you, just still opt in there to at least like see what I'm sharing because you'll get you'll, you'll see the Gert episodes we're sharing, but also reach out to me personally. So my email joe@hustleandflowchart.com, email me, tell me you listened and I'm happy to give to you a free session, we can hop on a call, and essentially walk through what your scenario looks like. And because I do have frameworks for all these things, so really establishing where are you at right now, what's working, where do you want to go and we could talk that through. And if you want to talk some podcast stuff and content, that's just

natural. I have a whole like six pillar framework thing that I can walk you through. And yeah, so reach out joe@hustleandflowchart.com.

Gert Mellak 46:34
Awesome, I definitely appreciate it. This is really genuine, generous, I definitely have been, have been seeing the value firsthand so far, and appreciate everything you're sharing, you've been sharing with me and, and also my team is already implementing some of this stuff. And I definitely see like this value, we have the flip on the flip side on of SEO, where you just you, if you're in there every single day, and you're testing the tools, and you're tweaking the processes, etc, there's just no way that somebody can get up to speed and really find the best tool for the case. And just working with somebody who can analyze the situation and has a good idea about what's out there in the market, what's trustworthy, what's maybe just a copycat of something else, etc. It's just so valuable. And this is where I'm sure somebody, people listening to this will reach out and say, 'Hey, we have this situation, podcasting or not podcasting, but is there anything that you can do based on your experience for us where we can work more efficiently, because ultimately, everybody hears about this AI?' But hardly anybody tells me, 'Hey, we are now doing this much faster than before, apart from maybe generating some emails' or something like this that you hear people say, but hardly anybody really talks about like specific use cases that are now much more efficient, there is definitely plenty of them.

Gert Mellak 47:49
So thank you very much, Joe, thank you so much for taking the time. I'm sure we will have another chat to nerd out a little bit. Apologies for everybody who, who got a little bit bored with all the technical stuff this time, but sometimes we just need to really nerd out a little bit as well. We are going to have all the notes and links to Joe's email and website, hustleandflowchart.com over at SEOLeverage.com/podcast. This is episode 1, 2, 0, one hundred and twenty, find it there. If you need anything in terms of SEO because you're covered with AI, reach out to SEOLeverage.com Thank you so much. Thanks to Joe.

Joe Fier 48:25
Thank you