

GLOBUS[®]
family of brands

Let's Take a Journey into AI

Marketing Technologist

I'm not a Developer...

I'm not an Engineer...

I spend most of my time reading about all kinds of Tech, I
**SPECIALIZE IN TECH that Markets, Grows, and Scales
Businesses!**

I Discover, Learn, Vet, Test, and Find Product Market Fit for
these kinds of Technologies.

**I live at the Intersections of Market and
Technology. Most people's BLINDSPOTS!**



Good at AI?

The Speed of Change is Accelerating to the point where if "Staying on the Forefront" is ONLY part of your day-to-day, it will never happen. OF NO FAULT to you AT ALL, the Speed of Change is just going way too fast for everyone now.

Everyone wants to "GET BETTER AT AI" but no one even knows what that looks like.

Most think it means GETTING FASTER AT AI.

That's wrong.

It's about Understanding what it can and what it can't do. It's about knowing what is coming down the pipeline and positioning yourself for it.

I am 100% Education-Driven and Action-Empowered when it comes to educating about AI!

I LIKE TO SAY...

I'M ON THIS WILD CRAZY RIDE AS MUCH AS ANY OF YOU. THE DIFFERENCE IS THAT I'M PAID TO RIDE SHOTGUN

The Dawn of Digital Marketing

1

1995: Web Design Early Adopter

Embarked on a journey into early web design, laying the foundation for a career at the forefront of digital marketing.

2

1999: Google AdWords Beta

Participated in the beta testing of Google AdWords, gaining invaluable insights into the future of digital advertising.

3

2007: Facebook Data Integrity

Joined Facebook's 3rd Party Data Integrity Team, contributing to the platform's data management and advertising capabilities.

4

2007-2022: CTO at Express 1

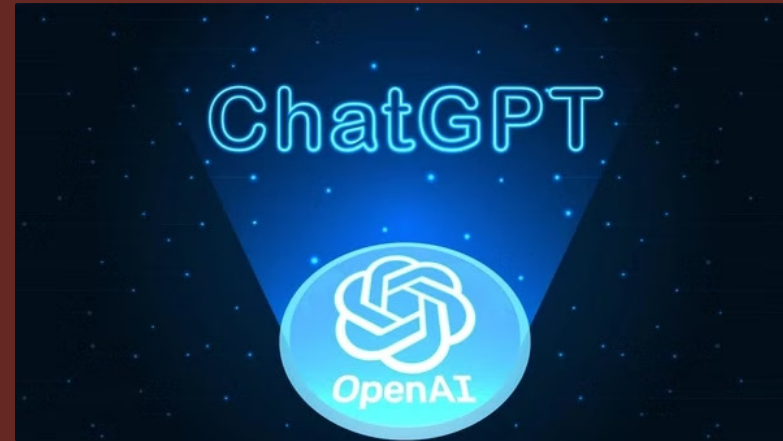
Assumed the role of Chief Technology Officer at Express 1, driving technological innovation in the logistics industry. My introduction to the Franchise / IC Model. Express 1 at one time had 78 Franchises with 100% taking home \$1+ Million a year.

ChatGPT - How FAST was the Adoption?

It took Netflix 3.5 years to reach 1 Million users

Airbnb 2.5 to attract a 1 Million users.

Facebook 10 Months and Instagram took less then 3 Months



**** OpenAI's ChatGPT, the generative AI chatbot that debuted on Nov. 30, 2022, reached 1 Million users in 5 days. Five days. That's mind-blowing.**

Then think about this: ChatGPT drew 100 Million users in just 2 months.

- [Openai.com](https://openai.com) and ChatGPT get 2.2 Billion visits per month.
- The most commonly Google searched keyword is "chat gpt login" hitting nearly 6 Million searches per month.
- 47% of the US population under 30 use ChatGPT. They are what is called AI-NATIVES!

Large Language Models (LLMs)

What are LLMs?

LLMs are AI models that generate human-like text by learning from large datasets. Examples include GPT-4, which can create text that is contextually relevant and coherent.

How LLMs Work

LLMs are trained on vast amounts of data from the internet, books, and other sources. They learn patterns in language and can generate text that matches the input context.

Let's say you want to want an App that helps you make the perfect dishes to complete the perfect meal based on a theme.

Step One - Data Modeling:

Teach the computer to categorize meals as data, not through human descriptors but by the relationship of what dishes are served together in historical data.

Step Two - Pattern Recognition:

You train the program to predict optimal meal combinations based on existing patterns.

Step Three - App Completed:

Combining steps one and two, the meal-suggestion app is achieved, capable of pairing compatible dishes together to make a complete meal.

From Meals to Sentences:







In an LLM, meals are sentences and dishes with words

Next Word Prediction:

LLMs predict the next word in a sentence, similar to predicting the next dish in a meal, using patterns recognized.

THAT'S IT!!!!

LET'S PROMPT SOME GLOBUS!

	<p> chatgpt.com</p> <p>ChatGPT</p> <p>A conversational AI system that listens, learns, and challenges</p>
 <p>BY ANTHROPIC</p>	<p> claude.ai</p> <p>Claude</p> <p>Talk with Claude, an AI assistant from Anthropic</p>
 <p>Supercharge your creativity and productivity</p> <p>gemini.google.com</p>	<p> Gemini</p> <p>Gemini - chat to supercharge your ideas</p> <p>Bard is now Gemini. Get help with writing, planning, learning, and more from Google AI.</p>

Innovative AI Prompts for Travel Advisors

Client Profiling and Personalization

1

"Create a detailed traveler persona based on the following client preferences: [list preferences]. Include potential destinations, activities, and accommodations that would appeal to this persona."

2

"Analyze this client's past three trips: [describe trips]. Identify patterns in their travel style and suggest three unique destinations they might enjoy next."

Itinerary Creation

1

"Create a 'choose your own adventure' style itinerary for a solo traveler to [destination]. Provide three options for each day, catering to different interests and energy levels."

Marketing and Content Creation

1

"Generate five engaging social media post ideas for each season, highlighting unique travel experiences that showcase our agency's expertise in [specific type of travel]."

2

"Write a compelling 500-word blog post about sustainable travel practices in [destination]. Include practical tips our clients can use to travel more responsibly."

Problem-Solving and Crisis Management

1

"Develop a decision tree for handling common travel disruptions (e.g., flight cancellations, lost passports, medical emergencies). Include step-by-step procedures and helpful resources for each scenario."

2

"Create a comprehensive pre-travel checklist for clients going on a [type of trip] to [destination]. Include often-overlooked items and region-specific considerations."

Business Growth and Innovation

1

"Analyze current travel industry trends and generate five innovative service ideas that could set our agency apart from competitors. For each idea, provide a brief implementation strategy."

2

"Design a loyalty program for our travel agency. Include tiered benefits, unique perks, and strategies to encourage repeat bookings and referrals."

Client Communication and Education

1

"Develop a series of five short, informative email templates to educate clients about different aspects of [type of travel]. Include attention-grabbing subject lines and calls-to-action."

2

"Create a 'Travel Etiquette Guide' for [destination], covering local customs, tipping practices, dress codes, and common faux pas to avoid. Format it as an easily shareable infographic."

Supplier Relations and Negotiations

1

"Generate a list of persuasive talking points for negotiating better rates and perks with hotels in [destination]. Include data-driven arguments and unique value propositions our agency can offer."

2

"Create a scorecard system for evaluating and ranking our supplier partnerships. Include criteria such as reliability, client feedback, commission structure, and responsiveness."

Professional Development

1

"Design a 30-day self-paced learning plan for a travel advisor looking to specialize in [niche travel market]. Include daily activities, recommended resources, and milestones."

ChatGPT Prompting Frameworks

R-T-F

Prompt Example

Facebook Ad Marketer.
Design a compelling Facebook ad campaign to promote a new line of fitness apparel for a sports brand.
Create a storyboard outlining the sequence of ad creatives, including ad copy, visuals, and targeting strategy.

Act as a [ROLE]

Create a [TASK]

Show as [FORMAT]

→ ROLE

→ TASK

→ FORMAT

T-A-G

Prompt Example

The task is to evaluate the performance of team members
Act as a Direct manager and assess the strengths and weaknesses of team members.
Goal is to improve team performance so that the average user satisfaction score moves from 6 to 7.5 in the next quarter.

Define [TASK]

State the [ACTION]

Clarify the [GOAL]

B-A-B

Prompt Example

We're nowhere to be seen on SEO rankings
We want to be in top 10 SEO ranking in our niche in 90 days.
Develop a detailed plan for mentioning all the measures we should take also include list of top 20 keywords.

Explain Problem [BEFORE]

State Outcome [AFTER]

Ask fo the [BRIDGE]

→ BEFORE

→ AFTER

→ BRIDGE

C-A-R-E

Prompt Example

We are launching a new line of sustainable clothing
Can you assist us in creating a targeted advertising campaign that emphasizes our environmental commitment?
Our desired outcome is to drive product awareness and sales
A good example of a similar successful initiative is Patagonia's 'Don't Buy This Jacket' campaign, which highlighted their commitment to sustainability while enhancing their brand image.

Give the [CONTEXT]

Describe [ACTION]

Clarify the [RESULT]

Give the [EXAMPLE]

→ CONTEXT

→ ACTION

→ RESULT

→ EXAMPLE

R-I-S-E

Prompt Example

Imagine you are a content strategist.
I've gathered detailed information about our target audience, including their interests & common questions related to our industry.
Provide a Step by Step content strategy plan identifying key topics based on our audience insights, creating an editorial calendar, and drafting engaging content that aligns with our brand message.
Aim is to increase our blog's monthly visitors by 40% and Enhance our brand's position as a thought leader in our industry.

Specify the [ROLE]

Describe [INPUT]

Ask for [STEPS]

Describe the [EXPECTATION]

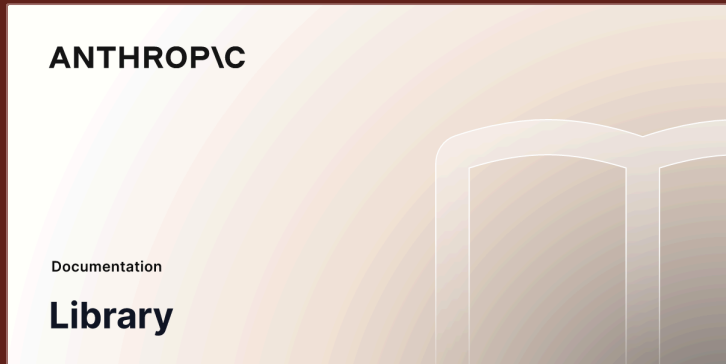
→ ROLE

→ INPUT

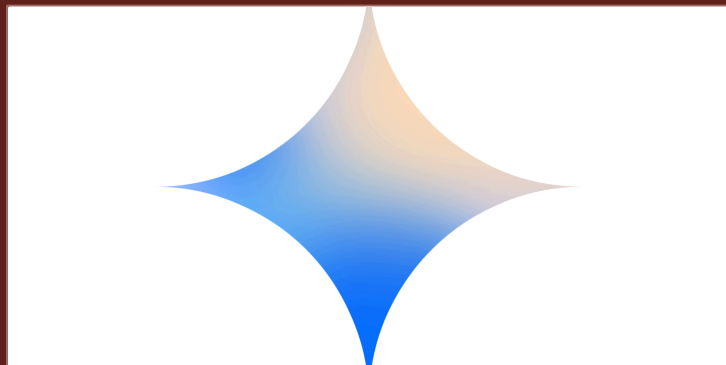
→ STEPS

→ EXPECTATION

Prompt Libraries



Library - Anthropic



Google | Build with the Gemini API | Google for Developers

Integrate the Gemini API, quickly develop prompts, and transform ideas into code to build AI apps.



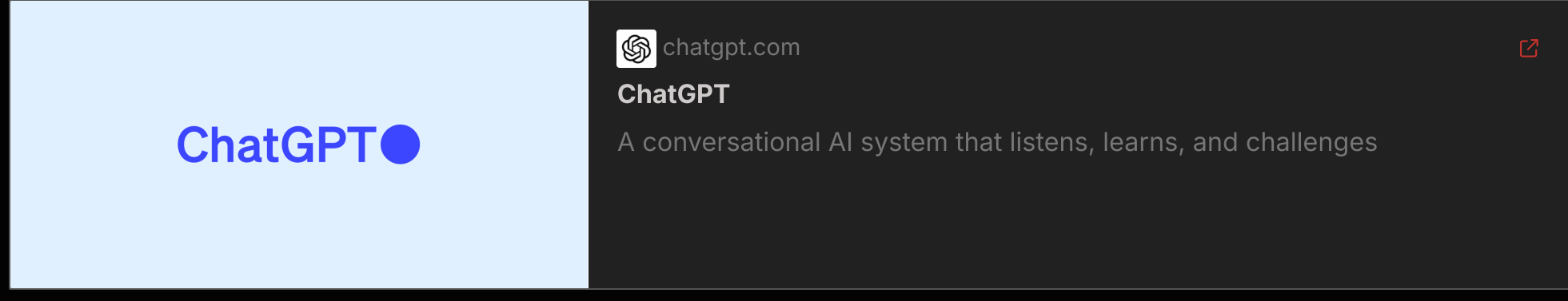
AI prompt library for small businesses

Leverage innovative AI for small business with our curated collection of AI prompts, designed to get entrepreneurs started with AI.



Webinar Prompts

ChatGPT



SETTING THE CONTEXT of Globus

We are going to do a BIG project that will require you to take on multiple roles and expertise as we move along. The end result will be for my Travel Agency to start selling Globus Tours. Are you ready and excited to get started? You are going to do great getting this off the ground! The first step I need you to do is to study the tone and voice of brand for Globus Tours from their website at <https://www.globusjourneys.com/>

Perfect, for the rest of this project I would like for you to follow the brand's tone

Creative Marketing Ideas for Weekly Deals

I want you to act as a Marketing Manager with expertise in professional copywriting and experience in writing high-converting and engaging Social Media Campaigns. What are some creative and unique ideas that a Travel Agency can implement to introduce Globus "Tour It" Sales Event Itineraries? <https://www.globusjourneys.com/deals/>

Creative Marketing Ideas for World Holiday

Can we match any of the World Holidays found here: <https://travelingtaylor.com/holiday-celebrations-around-the-world/> with Itineraries found on Globus here: <https://www.globusjourneys.com/>

30 Days of Africa Post

I want you to act as a professional copywriter with experience in writing high-converting and engaging Social Media posts. You will develop a 30-day content calendar for Globus' African Itineraries. The content calendar will include 3 posts a week for Facebook as well as 3 posts a week for Instagram. Create the content calendar in table format with posts being scheduled on the days and times with the highest engagement for the travel industry.

Create compelling copy that grabs attention and highlights the main benefit of the promotion. You will also use highly engaging emojis. Include a strong call to action that encourages users to engage with the post. You will also include image or video ideas for each post.

<https://www.globusjourneys.com/touring-in-africa/>

LinkedIn Article

I want you to act as a professional copywriter with experience in writing high-converting and engaging LinkedIn Articles. You will write me a 600 word Blog / Article for LinkedIn on the subject of "Finding Your Perfect Travel Style with Globus" from the following URL: <https://www.globusjourneys.com/your-travel-style/>

Keep in mind the article should position me as a thought leader in the Travel Advisor space.

LinkedIn Article #2

Let's get started on an awesome project where you and I are going to become thought leaders in on a topic and industry by writing educational, entertaining, and popular articles for LinkedIn. You'll need to take on multiple roles as we go along which we move along the project.

Prompt 1: What are trending topics around the subject of Cruises around Iceland?

Prompt 2: What is the press talking about when it comes to Cruise around Iceland?

I want you to act as a professional copywriter with experience in writing high-converting and engaging LinkedIn Articles. I'm a travel advisor looking to write a series of LinkedIn articles that will position me as a thought leader in Cruising around Iceland as well as using the articles as a lead engine to capture new clients. Give me 5 articles ideas using the above popular trends and new coverage.

Go ahead and write me a 800 word article for Article 1.

Holistic Campaign PDF UPLOAD

Let's now have you develop a holistic campaign around Avalon Waterways River Cruises from the uploaded PDF.

That project will include these 5 steps:

Creating a social media ad Writing 5 social media posts Building a landing page Writing a sales email Writing an article for content marketing

Create compelling copy that grabs attention and highlights the main benefit of the promotion. You will also use highly engaging emojis. Include a strong call to action that encourages users to engage with the campaign.

Scripts from PDF

Let have you create a highly engaging script for a short-form video that can be used for Meta Reels and YouTube Shorts. Your goal is to distill the key information from the PDF into a concise, attention-grabbing script that will perform well on these platforms. The script should be 30 seconds long to cater to platform algorithms.

The script will be for AVALON SUITE SHIP AMENITIES.

After analyzing the content, create a script for a short-form video (30-60 seconds) that captures the most interesting and shareable aspects of the content. Follow these guidelines:

1. Start with a hook: Begin your script with a compelling statement or question that immediately grabs the viewer's attention.
2. Keep it concise: Remember that you're writing for short-form video. Every word should count.
3. Focus on key points: Identify the 2-3 most important or interesting points from the content and structure your script around them.
4. Use conversational language: Write in a way that sounds natural when spoken aloud.
5. Include a call-to-action: End your script with a clear next step for the viewer (e.g., "Learn more at the link in bio").

Remember, the key to success on these platforms is creativity and engagement. Your script should be designed to stop viewers from scrolling and encourage them to watch until the end.

BONUS MENTORSHIP

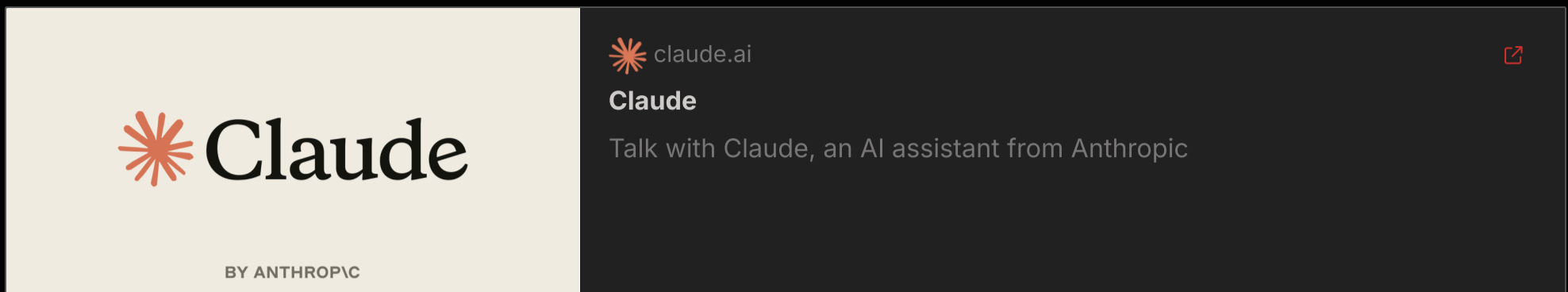
I would like for you to take the role of an expert Travel Agent teacher, instructor, consultant, and mentor by using all available knowledge from only the top most respected thought leaders in the space. I am a Travel Agent in my 3rd year of business. My first year I did \$50,000 in sales. My second year I did \$150,000 in sales. I would like to finish out my 3rd year with \$500,000 in sales. I would like for you to take the role of an expert Travel Agent Mentor and write me a 6 month detailed mentorship program that includes a strategic roadmap and executables that I can implement to get more leads and reach my goal of \$500,000 in sales by the end of the year by selling Globus Tours.

Role Playing for Training - USE VOICE

Let's do some role playing for training purposes. From this point on you will play the role of a client looking at a Avalon River Cruise in Vietnam to celebrate an upcoming anniversary. I will be playing the role of a Travel Agent.

Your position is that of someone who will spend money if the experience is that of exceptional value. Ask questions that will require the Travel Advisor to be quick thinking and show understanding of your needs. Do not agree on the booking until you feel the Travel Agent played by myself has met your expectations of product knowledge, understanding of your needs, and value proposition. After you feel like I have provided insight that you could not find on your own, you will then say, "That sounds perfect! Let's get something booked!"

CLAUDE



You are tasked with analyzing the tone and emotional sentiment of an email. This analysis will help me better understand the underlying emotions and intentions of the email's author, which can be crucial for effective communication and appropriate response.

Pay close attention to the following aspects:

1. Word choice and language: Identify any words or phrases that convey specific emotions or attitudes.
2. Sentence structure: Consider how the sentences are constructed and what this might imply about the author's state of mind.
3. Overall message: Reflect on the main point of the email and how it's conveyed.

After your detailed analysis, summarize the overall tone and emotional sentiment of the email in a concise statement.

Remember to be objective in your analysis and base your conclusions on the text provided, avoiding assumptions or speculations beyond what's evident in the email.

Here is the email text to analyze:

Dear Customer Service Team,

I'm writing to share my thoughts on my family's recent visit to Wonderland Theme Park last weekend. We had been looking forward to this trip for months, but I must say that our experience fell short of our expectations.

While the park itself looked nice from the outside, we encountered several issues throughout our day:

The lines for popular rides were incredibly long, with wait times exceeding 2 hours in some cases. We spent more time waiting than actually enjoying the attractions.

Several food stands were closed, limiting our dining options. The ones that were open had long queues and ran out of certain items by mid-afternoon.

The restroom facilities were not well-maintained, with some out of order and others in need of cleaning. We found the staff to be somewhat indifferent to our concerns. When we asked about alternative options for a closed ride, we were given vague answers.

The parking situation was chaotic, with insufficient staff to direct traffic. It took us nearly 45 minutes to exit the parking lot at the end of the day.

While I understand that peak days can be challenging, I expected better organization and customer service from a park of Wonderland's reputation. The admission price was considerable, and I don't feel we received good value for our money.

I would appreciate if you could address these concerns and let me know how Wonderland plans to improve the visitor experience in the future.

Sincerely,

Write a reply for me that shows I have complete and thorough understanding on the clients concerns but I also need to stay clear of an apology

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creativity and productivity**

gemini.google.com

★ Gemini



Gemini - chat to supercharge your ideas

Bard is now Gemini. Get help with writing, planning, learning, and more from Google AI.

Refining Travel Prompts

- Duration: How long will your trip be?
- Passengers: How many people will be on the trip?
- Budget: How big is your budget? Are you traveling economically or in luxury?
- Pace: Do you want a slow-paced, relaxing vacation? Or do you want to see as many landmarks and attractions as possible?

I'm a travel advisor with clients flying in 3 days early for a cruise starting in Ho Chi Minh City. Husband, wife, and two children age 14 and 8. The family enjoys the outdoors and food. What are some must dos while in Ho Chi Minh City.

Let's look for a flight from Orlando to Ho Chi Minh City for November 1, 2024

Give me a list of 4 Star Hotels in Ho Chi Minh City

Which hotels have the most shops and restaurants within walking distance

Are there any current safety concerns traveling to Ho Chi Minh City

Let's wrap this trip planning with a summary of the entire itinerary in a tabular format listing the price, dates and reviews if any.