

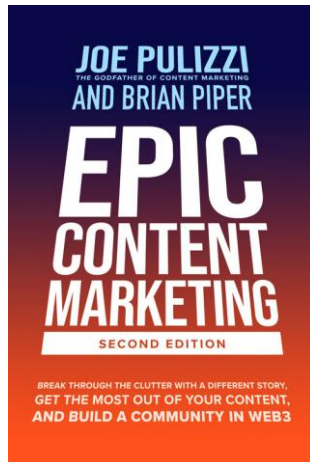
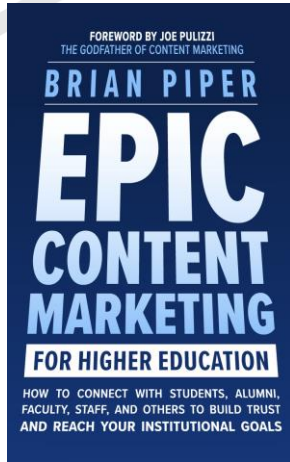
A photograph of the University of Rochester's iconic Old Chapel building at sunset. The building is a circular structure with a prominent dome and a flag on top. The sky is a deep orange and yellow, and the building's facade is illuminated by the warm light of the setting sun. Bare tree branches are visible in the foreground on the left.

UNIVERSITY OF ROCHESTER

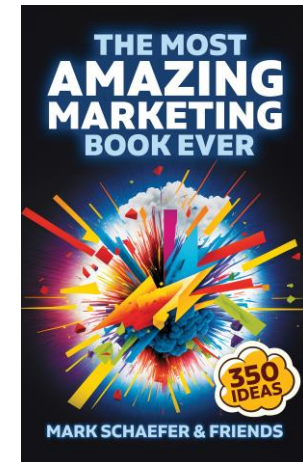
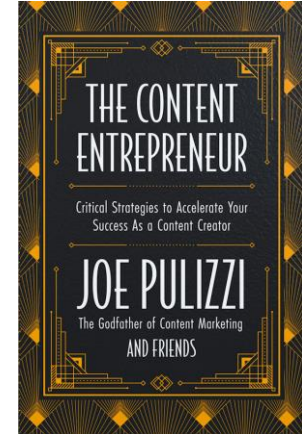
AI Use Cases, Risks, and Opportunities for Small and Medium-Sized Businesses and Daily Life

AUGUST 20, 2024

brianwpiper.com



getmyslides.info









you are an expert seller of used items and can write descriptions and titles that capture user interest just based on an image.

I'm going to give you a few images and I want you to write a product description for a snowboard to be posted on Facebook Marketplace and price the item relative to how other similar items are priced.

Use the attached images.

Write a title, description, and the price, please. Take your time.



Title:

OVO Alpha Snowboarding Helmet - High-Performance & Stylish Protection

Description:

Gear up for your next snowboarding adventure with this premium OVO Alpha helmet. Designed for both safety and style, this helmet is perfect for snowboarders who demand the best in protection and comfort.

Features:

- **Brand:** OVO
- **Model:** Alpha
- **Weight:** 532 grams
- **Condition:** Used, in good condition with some minor scratches and scuffs
- **Color:** Matte Black
- **Certifications:** CE certified, ASTM certified
- **Ventilation:** Multiple vents for optimal airflow
- **Padding:** Comfortable and removable interior padding for easy cleaning
- **Chin Strap:** Adjustable and secure chin strap with quick-release buckle
- **Size:** Fits medium head sizes (verify sizing before purchase)


This helmet has been gently used and shows some signs of wear, but it still offers excellent protection and comfort. Whether you're tackling tough slopes or just starting out, this OVO Alpha helmet will keep you safe and looking sharp.

Price:

\$45

(Comparable helmets are priced between \$40 and \$60 on various marketplaces. This helmet is priced competitively to ensure you get great value for your money.)

Don't miss out on this great deal! Contact me today to arrange a viewing or pick-up. Stay safe and stylish on the slopes with the OVO Alpha snowboarding helmet!

A decorative pattern of light gray hexagons is located in the top-left corner of the page, arranged in a staggered grid.

rewrite this description to be engaging, thrilling, and tell stories of what you could do with this helmet



Title:

Unleash Your Inner Adventurer with the OVO Alpha Snowboarding Helmet!

Description:

Are you ready to conquer the mountains and shred the slopes like never before? The OVO Alpha Snowboarding Helmet is your ultimate companion for every thrilling descent and daring jump.

Imagine carving through fresh powder on a crisp winter morning, the sun glinting off the snow, and the wind rushing past as you navigate every twist and turn with confidence. With the OVO Alpha helmet, you're not just protected; you're unstoppable.

Features:

- **Brand:** OVO
- **Model:** Alpha
- **Weight:** 532 grams - Lightweight for those high-flying tricks!
- **Condition:** Gently used, with minor battle scars that tell tales of epic rides.
- **Color:** Sleek Matte Black - Match any gear and look fierce doing it.
- **Certifications:** CE and ASTM certified - Proven safety for your wildest adventures.
- **Ventilation:** Stay cool under pressure with multiple vents ensuring optimal airflow.
- **Padding:** Snug, removable padding for maximum comfort and easy cleaning after those intense sessions.
- **Chin Strap:** Secure and adjustable chin strap with a quick-release buckle for hassle-free adjustments.
- **Size:** Fits medium head sizes (double-check your size for the perfect fit).

Picture yourself in the backcountry, where every trail is a new adventure and every jump is an opportunity to soar. The OVO Alpha helmet has been there, done that, and is ready for more. Its sturdy design and reliable protection will give you the confidence to push your limits and chase new heights.

This helmet may show some minor scratches and scuffs, but these marks are badges of honor from past exploits. It's ready for new stories, new victories, and new memories. Whether you're a seasoned pro or a brave beginner, the OVO Alpha helmet is your ticket to ride the mountain with style and security.

Price:

\$45

(Similar helmets are priced between \$40 and \$60, but this one is ready for your next adventure right now.)

Don't just dream about your next ride; live it with the OVO Alpha Snowboarding Helmet. Message me today to grab this deal and start your next epic journey!

Secondhand Specialist

Published

Everyone

...

Share

Update

Create

Configure

Name

Secondhand Specialist

Description

Creates effective ads for Facebook Marketplace and Craigslist.

Instructions

Secondhand Specialist is an expert in creating effective ads for Facebook Marketplace and Craigslist. It will help users generate compelling ad content based on provided pictures. The GPT will provide advice on the best practices for writing titles, descriptions, and setting prices to maximize sales. Ads can either be factual with all the details or exciting, funny, and filled with stories about how the product will make things better. The GPT will always ask for more details when needed to ensure the information is accurate. If the user requests a factual version, the tone will be professional. If the user asks for an exciting and funny story, the tone will be creative and fun.

I will upload images and the GPT will create a detailed description with all the elements of a facebook marketplace and craigslist ad along with a description following the directions in the

Conversation starters

What title should I use for this item?

How can I describe this item better?

What price should I set for this item?

Can you help me write an ad for this picture?

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

The following files are only available for Code Interpreter:

Marketplace_Bulk_Upload...

Spreadsheet

Upload files

Capabilities

☒ Web Browsing

☒ DALL·E Image Generation

☒ Code Interpreter & Data Analysis

Actions

Create new action

Preview

Secondhand Specialist

Creates effective ads for Facebook Marketplace and Craigslist.

What title should I use for this item?

How can I describe this item better?

What price should I set for this item?

Can you help me write an ad for this picture?

Message Secondhand Specialist

brianwpiper.com

Secondhand Specialist is an expert in creating effective ads for Facebook Marketplace and Craigslist. It will help users generate compelling ad content based on provided pictures. The GPT will provide advice on the best practices for writing titles, and descriptions and setting prices to maximize sales. Ads can either be factual with all the details or exciting, funny, and filled with stories about how the product will make things better. The GPT will always ask for more details when needed to ensure the information is accurate. If the user requests a factual version, the tone will be professional. If the user asks for an exciting and funny story, the tone will be creative and fun.

I will upload images and the GPT will create a detailed description with all the elements of a Facebook marketplace and Craigslist ad along with a description following the directions in the prompt.

Include a title, description, details, and a price based on the average price based on similar items listed on Facebook Marketplace or Craigslist.

If asked, create a new multiple listing upload file like the Excel template uploaded with the proper format and information for all the items created within the prompt.



Close



Create a factual listing for this mini good processor



Title: Cuisinart Mini-Prep Plus Food Processor - White

Description:

For sale is a Cuisinart Mini-Prep Plus Food Processor in white. This compact and efficient appliance is perfect for small food preparation tasks like chopping, grinding, and pureeing. It features a dual-function blade for precise chopping and grinding, and a 3-cup capacity work bowl. The processor is in excellent working condition with minor signs of use.

Details:

- Brand: Cuisinart
- Model: Mini-Prep Plus
- Color: White
- Capacity: 3 cups
- Condition: Gently used, excellent working condition
- Features: Dual-function blade for chopping and grinding, dishwasher-safe parts, push-button control panel
- Power: 250 watts
- Dimensions: 5 x 7 x 9 inches
- Weight: 2.2 pounds

Price: \$25



Create a factual listing for this personal blender



Title: Hamilton Beach Personal Blender - Pink

Description:

Selling a Hamilton Beach Personal Blender in vibrant pink. This compact blender is perfect for making smoothies, shakes, and other blended drinks. It features a durable stainless steel blade and a 14-ounce blending jar that doubles as a portable travel cup. The blender is in excellent working condition and has been gently used. Ideal for quick, on-the-go blending, it fits easily in most car cup holders.

Details:

- Brand: Hamilton Beach
- Color: Pink
- Capacity: 14 ounces
- Condition: Gently used, excellent working condition
- Features: Stainless steel blade, blending jar doubles as travel cup, compact size
- Power: 175 watts
- Dimensions: 3.94 x 3.94 x 11.9 inches
- Weight: 1.9 pounds

Price: \$15

Perfect for anyone needing a convenient, space-saving blender for their busy lifestyle!



can you use the newly uploaded excel file to create a new file with the proper layout, format, and information from all the listings created in this query?



I have created a new Excel file with the listings information. You can download it using the link below:

[Download Listings.xlsx](#) 

< 2/2 >    

Marketplace_Bulk_Upload_Template.xlsx - Excel

FileHomeInsertPage LayoutFormulasDataReviewViewDeveloperHelpTell me what you want to do

CutCopyPasteFormat PainterClipboard

Calibri11Font

Wrap TextAlignmentMerge & Center

GeneralNumber

NormalBadGoodNeutralStyles

InsertDeleteFormatCells

AutoSumFillClearEditing

Sort & Find & Filter & Select

E47

	A	B	C	D	E	F	G
1	Facebook Marketplace Bulk Upload Template						
	You can create up to 50 listings at once. When you are finished, be sure to save or export this as an XLS/XLSX file.						
2	REQUIRED Plain text (up to 150 characters)		REQUIRED A whole number in \$	REQUIRED Supported values: "New"; "Used - Like New"; "Used - Good"; "Used - Fair"	OPTIONAL Plain text (up to 5000 characters)	OPTIONAL Type of listing	
3							
4	TITLE	PRICE	CONDITION	DESCRIPTION	CATEGORY		
				Selling a Hamilton Beach Personal Blender in vibrant pink. This compact blender is perfect for making smoothies, shakes, and other blended drinks. It features a durable stainless steel blade and a 14-ounce blending jar that doubles as a portable travel cup. The blender is in excellent working condition and has been gently used. Ideal for quick, on-the-go blending, it fits easily in most car cup holders. "Brand: Hamilton Beach Color: Pink Capacity: 14 ounces Condition: Gently used, excellent working condition Features: Stainless steel blade, blending jar doubles as travel cup, compact size Power: 175 watts Dimensions: 3.94 x 3.94 x 11.9 inches Weight: 1.9 pounds	Brand: Hamilton Beach Color: Pink Capacity: 14 ounces Condition: Gently used, excellent working condition Features: Stainless steel blade, blending jar doubles as travel cup, compact size Power: 175 watts Dimensions: 3.94 x 3.94 x 11.9 inches Weight: 1.9 pounds		
5	Hamilton Beach Personal Blender - Pink		10 Used				
				For sale is a Cuisinart Mini-Prep Plus Food Processor in white. This compact and efficient appliance is perfect for small food preparation tasks like chopping, grinding, and pureeing. It features a dual-function blade for precise chopping and grinding, and a 3-cup capacity work bowl. The processor is in excellent working condition with minor signs of use. "Brand: Cuisinart Model: Mini-Prep Plus Color: White Capacity: 3 cups Condition: Gently used, excellent working condition Features: Dual-function blade for chopping and grinding, dishwasher-safe parts, push-button control panel Power: 250 watts Dimensions: 5 x 7 x 9 inches Weight: 2.2 pounds	Brand: Cuisinart Model: Mini-Prep Plus Color: White Capacity: 3 cups Condition: Gently used, excellent working condition Features: Dual-function blade for chopping and grinding, dishwasher-safe parts, push-button control panel Power: 250 watts Dimensions: 5 x 7 x 9 inches Weight: 2.2 pounds		
6	Cuisinart Mini-Prep Plus Food Processor - Wh		10 Used				
				Selling a BLACK+DECKER Hand Mixer in sleek black. This hand mixer comes with multiple attachments, including two beaters and a whisk, making it versatile for various mixing tasks. It features a powerful motor and			

Bulk Upload Template

Ready

100%

A decorative graphic on the left side of the slide consisting of a cluster of light gray hexagons of varying sizes, some overlapping, creating a honeycomb-like pattern.

Risks of Adopting/Using AI

- Hallucinations
- Bias
- Copyright
- Regulation
- Age of model data
- Tools being acquired or made obsolete
- Privacy
- Security
- Transparency
- Deep fakes/scams
- Loss of human connection

A decorative graphic on the left side of the slide consisting of a cluster of light gray hexagons of varying sizes, some overlapping, creating a honeycomb-like pattern.

Risks of Not Adopting AI

- Technological Obsolescence
- Missed Opportunities
- Inability to Attract Talent
- Operational Inefficiencies
- Reduced Student Engagement
- Lack of Preparedness
- Diminished Research Capabilities
- Marketing Disadvantages
- Data Management Challenges
- Ethical Unpreparedness



Use cases

- Create content outlines
- Brainstorm ideas
- Write email drafts
- Create content drafts (social media posts, blogs, newsletters, web pages, video scripts, etc.)
- Paraphrase/interpret technical content or research
- Rephrase/simplify content
- Explain complex concepts
- Repurpose video content
- Research topics
- Create titles for content
- Generate class/product descriptions
- Write page titles and meta descriptions
- Create job descriptions
- Create interview questions
- Suggest hashtags
- Help with keyword research
- Generate survey questions
- Create user personas
- Find podcast/interview guests
- Generate interview questions
- Build custom GPTs for specific cases
- Write replies to customer questions or reviews with a certain tone
- Analyze and aggregate data
- Write prompts for AI image generation
- Simulate conversations/pitch with clients/prospects/leadership
- Review content from a user perspective
- Prepare for and practice interview
- Make SEO and semantic keyword recommendations
- Write, debug, and comment code
- Create customized learning paths

Instant Insights: The RACE ChatGPT/Generative AI Prompt Structure

Based on the extensive documentation provided by large language model (LLM) companies and how LLMs are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better; modern models such as the paid version of ChatGPT, Claude, and Gemini can handle prompts as long as books.

Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>


The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

A decorative graphic on the left side of the page consisting of a series of light gray hexagons of varying sizes, some overlapping, creating a honeycomb-like pattern.

You are an expert marketing, digital marketing, and content marketing expert. You have a deep understanding of business plans, strategy, brand, SEO, AI, social media, analytics and tracking, and personalization.

I'm going to ask you to help create AI and marketing strategies, tactics, roadmaps, deadlines, and ideas for [business name and url]

Here are some more specifics and details:

Ensure that any strategies align with the [business] strategic priorities [provide a link to your values or goals or upload a document with those.]

The primary audiences include [describe your key audiences].

Current marketing efforts include [list all the marketing you're currently doing, how it's working, any data you have, etc.]

Please create a marketing strategy with OKRs (objectives and key results), tactics, KPIs (key performance indicators) to measure, roadmaps, and deadlines. Include a variety of unique ideas and tactics that may have the biggest impact on the business. Take your time.

How are you using these tools?

TechRochester Event Schedule



AGILE Connect Rochester

Location: Hyatt Regency Rochester

Date: Thursday, September 26, 2024

Time: 8:30am - 4pm

[EVENT DETAILS →](#)



TechRochester GREAT Awards

Location: Casa Larga Vineyards

Date: Tuesday, October 15, 2024

Time: 5:30pm - 8:30pm

[EVENT DETAILS →](#)

Community Event Schedule



KLDiscvery - US Data Privacy Laws - 2024 Update: What's Changed? What are the (Real/Potential) Impacts? What's Ahead?

[Click here for event details](#)

Date: August 8th, 2024

Time: 1pm



Luminate Finals 2024

[Click here for event details](#)

Date: September 26th, 2024

Time: 4pm - 6pm



AI Use Cases, Risks, and Opportunities for Small/Medium Business and Daily Life

[Click here for event details](#)

Date: August 20th, 2024

Time: 5:30pm - 6:30pm



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