

# Marketing, Media & Money

Magazine

AI 2025

*Crafting Stories with AI:*  
**Turning Conversations  
into Conversions**

**The AI-Powered  
Livestream System  
That Saves Time &  
Builds Reach**

*AI Meets Intuition:*  
**How I'm Using  
Custom GPTs  
to Power Brand  
Strategy**

*Why 99% of  
Outreach Fails*  
**and How Smart CEOs  
use AI to Stand Out**



**If You're Using AI for  
Copywriting,  
Read This First**

**The Secret to  
Selling High-Ticket  
in a Slow Economy**

**Are You Too Old  
to Learn AI?**

# A Special Message from the Publisher



Dear Readers,

Welcome to the AI Edition of Marketing, Media & Money—our special celebration of National AI Day! At Marketing, Media & Money, we've always made it our mission to keep you ahead of the curve, spotlighting what's new, what's now, and what's next in the world of marketing and media. And right now, nothing is more transformative than artificial intelligence.

That's why this issue is all about AI, not as a trend or buzzword but as a powerful tool that entrepreneurs and small business owners can use to grow, connect, and create in ways we've never seen before.

Inside, you'll hear from industry experts and thought leaders who are using AI to rethink storytelling, elevate branding, and streamline strategy and we're sharing it all with you.

Let's be clear: Technology will never replace human connections or build relationships. It's here to enhance what we already do best. Human connection, creativity, and strategy are still at the heart of great marketing and always will be. AI just helps us do more of it, more efficiently, and with deeper insight.

So, as we celebrate National AI Day, we invite you to explore what's possible. This special edition is your guide to navigating the evolving world of AI with curiosity, confidence, and a human touch.

My invitation to you is to step boldly into this next chapter of your business whether you're just beginning to explore AI or already embracing the powerful potential of AI in your business, this issue was created with you in mind.

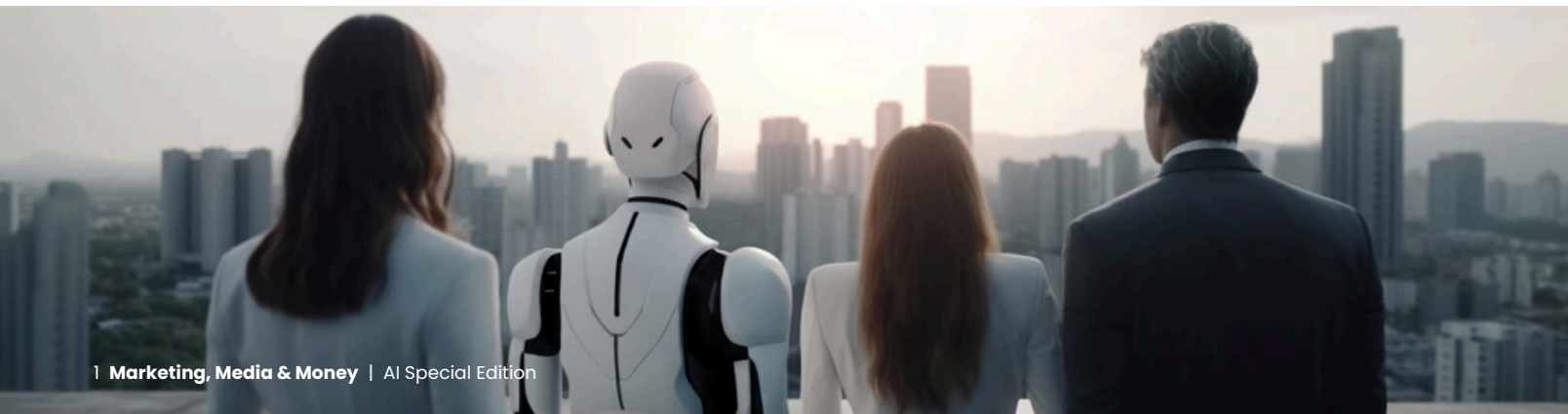
I'm honored to be part of your journey. My inbox is always open, and I personally read and respond to every email.

**Let's shape the future—together.**

With purpose and appreciation,

*patty farmer*

**Editor-in-Chief, Marketing, Media, & Money**  
**Founder/CEO, M3 Creative Marketing**





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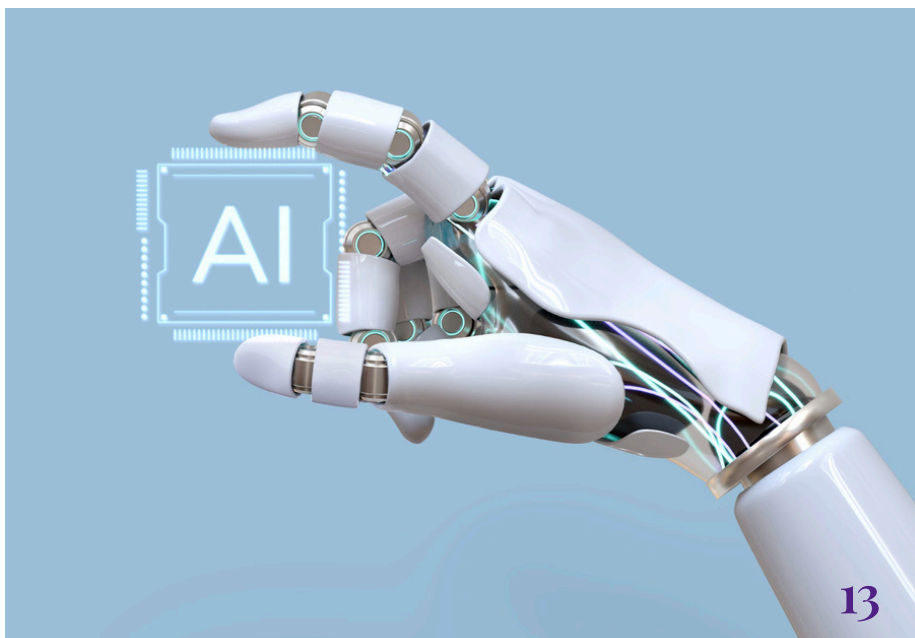
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# Unsure how to speak MARKETING AI?



*Click to fix that!*





# Crafting Stories with AI: Turning Conversations into Conversions

by patty farmer

In the world of marketing, relationships aren't just part of the strategy, they are the strategy. And in today's ever-evolving landscape, the way we build those relationships is shifting fast. Enter AI, not as a replacement for human connection, but as a powerful ally in telling stories that convert.

For coaches, consultants, speakers, and service-based entrepreneurs, storytelling is the heartbeat of your brand. It's how you connect, collaborate, and convert. But let's be real, crafting those stories, especially consistently and clearly, can be time-consuming, intimidating, and yes, even painful.

That's where AI steps in. AI doesn't replace your story; it refines your voice and amplifies your impact.

## Why Story Still Sells, Especially Now

Marketing, at its core, is about connection. And stories? They're the fastest way to the heart of your audience. According to *Harvard Business Review*, emotionally connected customers are more than twice as valuable as highly satisfied customers. This highlights the power of authentic storytelling in fostering deep emotional bonds that translate into lasting customer loyalty.

But in a market where content floods every platform, your story has to stand out and speak directly to the person you want to serve. AI can help you do that faster, smarter, and more profitably without sacrificing your soul.



## AI Isn't Here to Replace You, It's Here to Support You

Let's go ahead and clear the air: AI is not here to take your job, steal your voice, or replace your creativity.

What it's really here to do is to help you get back something far more valuable - **your time**.

We've all stared at a blank page, knowing what we want to say but struggling to get the words out. That moment where your message feels important but just out of reach. That's where AI becomes a game-changer.

Tools like ChatGPT or Claude are not meant to write for you. They're here to write with you. Think of AI as your on-demand marketing assistant. Someone who never sleeps, never needs coffee, and is always ready to brainstorm, draft, outline, or refine your ideas.

It's not about losing control. It's about taking back control of your content, your message, and your time.

When used intentionally, AI helps you move from "Where do I start?" to "Here's my first draft" in minutes. It's especially helpful when you're juggling a million tasks and just need a solid starting point to personalize and polish in your own voice.

Marketing should be profitable, not painful, and AI helps make that possible without burning out your creative energy.

## Here are a couple of prompts you can try today:

### Prompt #1: Speaker Bio

"Write a compelling speaker bio that positions me as a business strategist helping clients master, market, and monetize their message." Use this when you're submitting for events, podcasts, or media features. It helps AI understand how you want to be positioned and gives you a professional draft in seconds.

### Prompt #2: Client Story for a Sales Page

"Turn this client testimonial into a results-driven story that highlights the transformation and positions my offer as the solution." You can paste in a short testimonial, and AI will help you shape it into a mini case study which is perfect for a landing page or discovery call follow-up email.

## Storytelling with Strategy: Where AI Truly Shines

The real magic happens when you blend your story with strategy. AI doesn't just generate content, it helps you align your story with your audience, your offer, and your goals. It becomes easier to craft messaging that speaks to the right person at the right time, in the right way. You're not just telling stories for the sake of it; you're telling stories that move people to action.

With the right prompts, AI can help you clarify your message, highlight the transformation you offer, and structure your content so it connects emotionally while still supporting your business objectives. That's the sweet spot where visibility meets value, and connection becomes conversion.

You already have **the story.**

**AI** just helps you share it in the **places that matter,**  
with the **people who need to hear it most.**

~ patty farmer



## Here's how to use AI to clarify and elevate your message:

- **Create client avatars that speak your language.**

*Prompt:* "Describe my ideal client: a 45-55-year-old woman who is creative, bold, and ready to disrupt her industry but needs help converting her audience."

- **Transform testimonials into case studies.**

*Prompt:* "Turn this client testimonial into a results-driven case study that highlights transformation."

- **Develop story-driven sales copy.**

*Prompt:* "Write a story-based email promoting my new group program for women entrepreneurs over 40, emphasizing transformation and collaboration."

The result? Messaging that doesn't just inform, rather it inspires. Messaging that doesn't just connect but converts.

## Keep It Real: Your Voice, Your Vision

What makes my clients stand out isn't just what they do, it's the why behind it. AI can help you write your story, but only you can live it.

Remember: AI doesn't know your story about quitting that soul-sucking job, or what it felt like to host your first event, or how your client's eyes lit up after her first six-figure launch. That's your brilliance, and no bot can replicate that.

What AI can do is help you translate that story into marketing gold. Consistently. Efficiently. Authentically.

## From Words to Revenue: Where to Use AI in Your Business

Ready to turn storytelling into strategy? Here are smart ways to use AI in your business:

- **Media Bios & Speaker Sheets** – Position your credibility and charisma in minutes. Utilize AI to highlight your expertise, tailor your tone for

each audience, and stand out to event planners and podcast hosts.

- **Signature Talks & Podcast Intros** – Share your story with a message that sticks. Generate outlines, opening hooks, and calls-to-action that align with your audience and support your goals.
- **Social Media Content** – Stay consistent without the burnout. AI can help you brainstorm post ideas, write engaging captions, and repurpose your best content across platforms.
- **Lead Magnets** – Create high-value downloads that attract the right people. Use AI to outline, draft, and edit guides, checklists, or resources that build trust and grow your list.
- **Website Copy** – Communicate clearly and confidently from homepage to CTA. Clarify your message, streamline your offers, and guide visitors toward action with content that reflects your brand voice.

Each of these is more than just content, it's an asset that works for you 24/7, helping you connect, convert, and create meaningful growth.

## Don't Just Tell a Story – Start a Conversation

The foundation of every profitable business is contribution, collaboration, and connection. When you use AI to tell your story, you're not giving up control, you're gaining clarity.

The market doesn't need more noise. It needs your voice – clear, confident, and ready to serve. AI helps you bring that voice to the forefront, and importantly, make sure it's heard by the people who need it most.

### Next steps:

Choose one story you tell often. Plug it into AI. Ask for three new ways to frame it for your audience. Then, refine it, add your magic, and use it to open a conversation that turns into a client, a collaboration, or a life-changing connection.

Ready to elevate your marketing from “maybe later” to “making money”? Visit [M3DigitalMag.com](https://M3DigitalMag.com) to subscribe for *more tools, tips, and transformative insights that help you market and monetize your message – your way.* Let's keep the conversation going. I'll bring the coffee; you bring the brilliance.

YOU'VE GOT A  
**STORY**  
WORTH SHARING  
*let's make it  
easier to tell.*

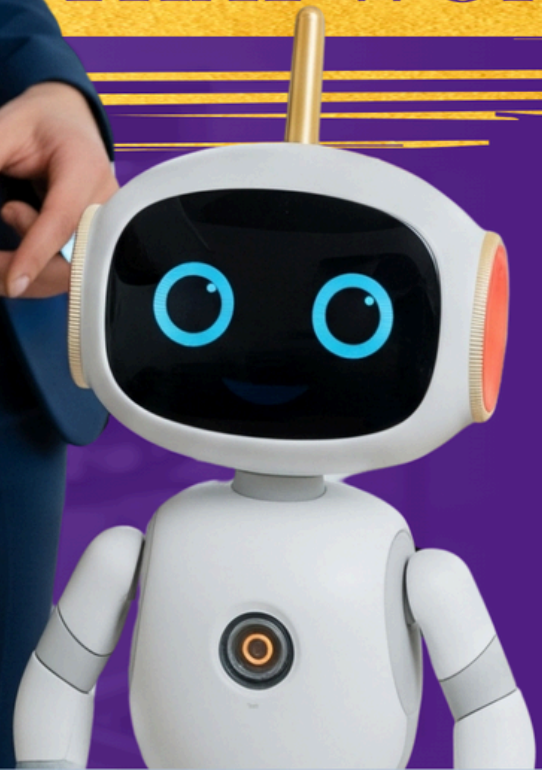


No fluff.

No formulas that make  
you sound like someone else.

**JUST PROMPTS  
THAT WORK.**

*Yes! I want the prompts.*





# AI Meets Intuition:

## How I'm Using Custom GPTs to Power Brand Strategy

As a creative and brand strategist, I've always led with intuition. My process has never been about trends or templates, it's about people, purpose, and designing brands that feel as good as they look. So, when AI started gaining traction, I wasn't immediately on board.

I'm not someone who likes shortcuts when it comes to storytelling or visual identity. But as I began exploring what was possible, I realized something powerful: when guided by a skilled strategist and designer, AI can be a tool for deeper clarity, faster execution, and even better outcomes.

That's the key, AI is only as effective as the person directing it. It still takes expertise, taste, and a sharp eye to turn data into meaningful design. And that's where my role remains essential.

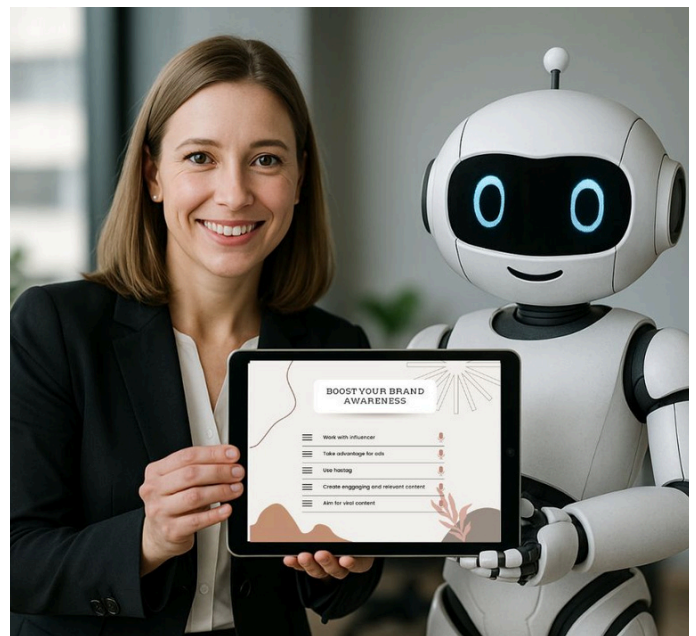
### The Brand Planner: Custom GPT Transformation

Every brand project at **On Brand Designs** starts with my in-depth brand planner (Grab your free copy on page 12). It's a layered intake process that captures both the personal and professional sides of the brand: values, voice, audience, goals, visual preferences, and more.

Once filled out, I now feed that information into a **custom GPT**; a private, AI-powered assistant trained on my branding framework, strategic language, and intuitive design process. This tool helps me extract deeper insights and generate:

- A clearly defined **tone of voice**
- **Visual direction** for mood boards and brand photography
- **Strategic messaging** guidance
- Creative **content prompts** tailored to the client's brand

It's still my eye and intuition leading the vision. AI just helps refine the structure so I can go deeper, faster.



### Beyond Strategy: Tools for My Clients

This system has become more than an internal tool, it's now something I can pass on to my clients.

Once we've defined their brand, I offer a customized GPT that serves as a creative assistant, one trained on their unique brand voice and strategy. This allows them to generate social captions, blog topics, homepage headlines, and more, all aligned with the core identity we created together.

It's not a shortcut; it's an empowering tool that helps them stay consistent and inspired as they grow.

## Design Tools with an AI Edge

My AI toolkit doesn't stop at strategy. In the design process, I use Photoshop's Generative Fill to expand backgrounds in brand photos, enhance compositions, or fix framing issues that would otherwise limit layout flexibility.

For inspiration and concept exploration, I use tools like Ideogram and Adobe Firefly, where I can feed in carefully crafted prompts (often created in collaboration with my custom GPT) to spark creative ideas for layout, mood, or even packaging design.

This is where intuition meets innovation: I guide the prompt, interpret the result, and refine the vision through a designer's lens. The outcome is always custom, always thoughtful, and always aligned with the client's brand.



## AI Is the Assistant—Not the Artist

Let's be clear: AI doesn't replace creative direction. It doesn't make brand decisions or craft emotional connection. That still comes from human insight, from understanding people, energy, values, and vision.

But what AI can do when used intentionally is accelerate the process, enhance the strategy, and support a more expansive, efficient experience for both designer and client.



At **On Brand Designs**, I've found the sweet spot where **intuition leads, and AI supports**. The result is branding that feels deeply personal and completely aligned, while being more scalable and streamlined than ever.

This isn't about working faster, it's about working smarter and deeper, and giving my clients' tools that empower them long after the design files are delivered.

And that's where the magic really happens.

## About the Author

Kim Russo is an award-winning Designer, branding expert, podcast and best-selling author passionate about helping entrepreneurs bring their ideas to life and elevate their professional presence. As the founder of On Brand Designs, a boutique studio in Charleston, SC, Kim specializes in creating high-impact brand strategies, websites, and designs that help clients stand out and thrive. Through her transformative course, *The Profitable Brand Designer*, she empowers creatives to transition from freelancing to building successful businesses. Beyond work, Kim enjoys crafting, painting pet portraits, and spending sunny days with family and friends.

[Learn more!](#)





# A few words from our Sponsor



Dear Readers,

When I first entered the branding world, I never imagined AI would become a part of my creative process, let alone play a role in building deeper connections. And yet, here we are, in an AI-themed issue of Marketing, Media & Money Magazine, and I couldn't be more excited to share how this technology has expanded both my work and my community.

One of those connections? **Patty Farmer herself.**

After initially connecting through The Dames, our paths continued to cross this time through an AI Pod. Patty reached out to me after seeing the branding and logo I created for The Laurens (check out there article), who were leading the pod. She was impressed by the clarity and personality of the visuals, and that conversation sparked what would become a creative collaboration rooted in trust and aligned vision.

Since then, AI has become more than a tool, it's been a bridge. It's allowed us to connect more deeply through shared innovation, and it's helped me support clients like Patty in ways that feel both elevated and empowering.

In this issue, I dive into how I use AI inside my studio, from building custom GPTs for each client based on their brand strategy to using Photoshop's generative tools and platforms like Firefly and Ideogram for design inspiration. And while I love tech, I always come back to this: **it's not AI that makes branding great, it's how you use it.**

It still takes a trained designer's eye, strategic thinking, and emotional insight to guide the process. AI simply makes it faster, deeper, and more personalized.

Sponsoring this issue is a full-circle moment, blending human connection, creative vision, and future-forward tools. I'm honored to be part of it and even more grateful for the people it's helped me meet and collaborate with along the way.

Stay On Brand!

*Kim Russo*

**CEO & Award-Winning Designer,  
On Brand Designs**



# From *Clarity* to *Creativity*: The Strategic Brand Planner



Start building a magnetic brand with purpose, personality, and powerful visuals.

- ✔ Gain direction. ✔ Define your style. ✔ Build a brand that speaks volumes.



GRAB THE PLANNER

Get clear on your brand's foundation and use it to guide your logo, website, or rebrand with ease and confidence.



*Hey, I'm Kim!*

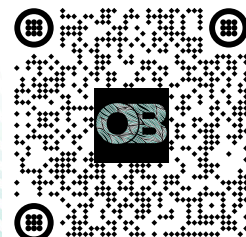
I am an award-winning brand designer, Best-selling author, online educator and coach. I create scroll-stopping designs for thriving female entrepreneurs that make you say out loud, **“ooo, I love that!”** My obsession is transforming ideas while keeping you ‘On Brand’!



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# If You're Using AI for Copywriting, Read This First

*The top 5 things you need to know before handing your messaging to a robot (from a copywriter who actually uses AI the smart way)*

Let's start with the good news: AI can absolutely save you time, streamline your process, and help you ideate faster.



But here's the truth no one's saying loud enough:

**AI is not a strategy.  
It's a tool.**

And if you don't know how to use it strategically, your message won't cut through the noise.

Worse?

You'll sound like everyone else.

Whether you're experimenting with ChatGPT, Gemini, or the next AI tool on the block, these are the 5 things you must know if you're using AI for your brand messaging or copywriting:

## 1. Your Prompt Is Only as Good as Your Plan

If you're asking AI to write a "great Instagram caption," you're already behind.

Why? Because AI can only go where you tell it- and it has no idea what your business goals are, what your audience needs to hear right now, or how to turn a piece of content into actual revenue.

**Before you write your prompt, ask yourself:**

- What am I trying to accomplish with this content?
- Where is my audience in their buyer's journey?
- What do I want them to do after reading this?

AI is not your strategist. You are.

And without a clear strategy behind it, you're just making more content... not smarter content.

### What to do now:

Before prompting AI, map out your core content goals for the month. Identify what each piece needs to accomplish, then craft prompts that reflect those intentions- not just topics. Better yet, build a prompt bank rooted in your marketing strategy.

## 2. Copy Alone Doesn't Convert

Let's say AI gives you the perfect sales page or landing page headline.

It's catchy. It's compelling.

But here's the kicker: Even the best words won't convert if you don't know where to put them, who to show them to, or when to use them.

Good messaging is about timing, placement, and context.

That's why business owners who rely too heavily on AI often end up with a pile of content they don't know how to use.

Want to make your AI-generated copy actually work?

You need a full funnel plan, not just a folder of drafts.

### What to do now:

Audit your existing content. For every piece of AI-generated copy, ask: *Where does this live? What action does it drive? How does it fit into the bigger picture?* If you don't have answers, it's time to bring in someone who can help map the path.

### 3. You're Not Saving Time If You're Saying the Same Thing as Everyone Else

Here's what happens when everyone starts using the same tools without a unique strategy: Everything starts to sound the same. The metaphors. The cadence. The word choices. The structure.

It's not just lazy.  
It's dangerous.

Because your audience is smart.  
They can tell when it was written by a robot- or worse, by someone phoning it in.

You don't need content that sounds good.  
You need content that sounds like you.  
And AI can't give you that unless you've already done the work to define what that even is.

#### **What to do now:**

Do a voice check: compare your latest AI-generated content to your competitors'. If it sounds interchangeable, stop. Revisit your brand voice guidelines- or create them from scratch- before hitting generate again.

### 4. Brand Voice Still Matters (Maybe More Than Ever)

The most successful businesses aren't just known for what they say.  
They're known for how they say it.

Think about your favorite brands- odds are, you could recognize their voice in a lineup. That's not an accident.  
That's messaging done right.

Before you let AI write a single word, you need to train it in your voice.  
Which means you need to know what that voice is- your tone, your syntax, your point of view, your quirks, your non-negotiables.

If you haven't documented that, AI won't just miss the mark- it'll dilute your brand in the process.

#### **What to do now:**

Start building a swipe file of your own content that *feels* most like you- emails, posts, captions that landed. Feed that to AI as training data and build a tone-of-voice document that becomes your brand's creative north star.





## 5. AI Can Be a Shortcut- But It's Not a Substitute

The best use of AI isn't to replace you.  
It's to support you.

Think of it like hiring a smart-but-green assistant. They can help generate ideas, organize your thoughts, and even draft something solid to get you started.

But they still need direction.  
They still need review.  
And they definitely don't have your intuition, experience, or understanding of what makes something resonate.

Bottom line?  
AI can speed things up.  
But if you want messaging that sticks, converts, and builds actual connection- you still need a human behind the wheel.

### What to do now:

Treat AI like a junior copywriter: give it a brief, review the draft, and edit with intention. Or bring in a pro to co-create with AI, so you're never sacrificing clarity, connection, or conversion for the sake of speed.

### The Takeaway

AI isn't magic. It's not strategy.  
And it's definitely not a replacement for a seasoned copywriter or brand strategist.

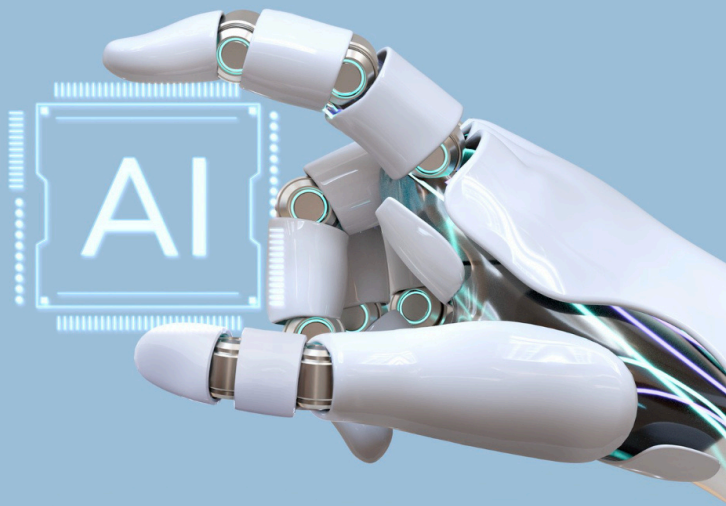
But when used intentionally, it can help you move faster, think bigger, and work smarter- as long as you know what you're doing *before* you open the chat window.

Want your AI tools to sound more like music and less like static?

**Start with your strategy.**

**Then bring in the bots.**

(Or better yet- bring in a strategist who knows how to make both sing.)



### About the Author

Erin Thomas is the internationally-recognized founder of Erin Thomas Communications. She partners with coaches, entrepreneurs, business leaders, and speakers worldwide to break through the noise and craft messaging that's anything but ordinary. Bold, unconventional, and always results-driven, Erin's unique creative approach helps clients not just get seen, but get remembered- and profitable. With a sharp eye for strategy and a love of storytelling, Erin doesn't just help folks find the right words- she helps them turn those words into marketing that stands out, sparks demand, and sharpens their edge. Because when it comes to your message, playing it safe is not an option.

[Learn more!](#)



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# Are You Too Old to Learn AI?

## The Surprising Truth That Will Transform Your Career



Imagine for a moment you're standing on the shore, staring at the vast, wild ocean of Artificial Intelligence. The waves seem intimidating, the technology daunting, and the vocabulary overwhelming. Perhaps you're thinking, "I'm too old to jump into this." The tech world has long been seen as a young person's arena — where agility, innovation, and a native fluency in digital culture dominate.

But what if that perception is entirely outdated? What if the very thing you believe to be a barrier, your age and years of experience is your greatest asset in this new era of AI?

I'm here to tell you: That's the wrong question. The right question is: How can I harness this power to redefine my professional trajectory? For years, the tech world felt like an exclusive club, accessible only to those fluent in lines of code and complex algorithms. But something fundamental has shifted. Today's AI is a game-changer, not because it's more complicated, but because it's more straightforward, more intuitive, and designed to work with your most valuable assets: your experience, your judgment, and your wisdom. This isn't about becoming a coder overnight; it's about empowering yourself with tools that speak your language, giving you control over your career path.

### The Technology Has Finally Caught Up to You

Unlike the earlier tech revolution that demanded years of coding and specialized knowledge, today's AI is designed for non-technical users. Modern AI tools, such as ChatGPT, Copilot, Claude, and Midjourney, thrive on natural language. You talk to them like you'd talk to a friend or colleague. Think of it as having an incredibly knowledgeable, tirelessly efficient assistant at your beck and call, ready to process your requests and deliver insights with unprecedented speed. And remember, there are numerous resources and workshops available to support your learning journey, so you're never alone in this.

You don't need to be a data scientist. You need to be curious. Your decades of work experience give you the very thing AI often lacks; context, judgment, nuance, and wisdom. AI is a powerful pattern-recognition engine, capable of sifting through massive datasets in seconds. But it lacks human touch, the lived experience that allows you to interpret those patterns, understand their implications, and apply them with strategic foresight.

As Microsoft's 2025 Work Trend Index aptly puts it: "Humans—uniquely capable of creativity, judgment, and connection-building were not meant just to answer emails all day." AI takes over the drudgery; you provide the insight. This isn't about replacing you; it's about freeing you to do what you do best, elevating your role from task manager to strategic leader. AI is not a threat to your job; it's a tool to make you more effective and valuable in your role.

### AI is a Career Accelerator — No Matter Your Age

The data tells a fascinating story, challenging the conventional wisdom that only younger generations benefit from new technologies. According to the same Microsoft report, 83% of global leaders believe AI will enable employees to take on more complex, strategic work earlier in their careers. And here's the exciting part: the same holds later in your career. AI becomes your amplifier, magnifying your existing skills and allowing you to achieve outcomes that were previously unimaginable.

Your ability to ask better questions, frame problems, and lead projects becomes your superpower—not your technical prowess. Think of AI as your tireless intern who works 24/7 and never needs coffee breaks. It handles repetitive tasks, allowing you to focus on high-level strategy, creative problem-solving, and impactful decision-making.

Imagine the hours you could reclaim from mundane tasks like drafting emails, summarizing reports, or generating initial drafts of presentations. These hours can then be reinvested into mentoring junior colleagues, developing new business strategies, or fostering critical client relationships. AI doesn't just enhance your professional value; it can also improve your work-life balance by reducing the time spent on routine tasks, allowing you to focus on more meaningful and impactful work.

### Your Wisdom is Irreplaceable (I cannot stress this ENOUGH)

AI struggles with one thing you have in abundance: experience. Your ability to navigate nuance, manage relationships, and interpret subtle shifts in business and human dynamics—these are skills no algorithm can fully replicate. While AI can analyze data to predict trends, it cannot feel the pulse of a team, understand the unspoken tension in a negotiation, or intuit the emotional drivers behind a client's decision. These are uniquely human capabilities, honed over years of triumphs and challenges.

Leading futurists suggest that AI's limits increase the demand for human judgment, empathy, ethics, and leadership.

As AI handles more of the analytical and data-crunching tasks, the unique human capabilities—creativity, emotional intelligence, and strategic foresight—become even more critical. You provide the essential human layer that AI cannot. This means that as AI becomes more pervasive, your nuanced understanding of people and complex situations becomes even more valuable. You become the indispensable bridge between raw data and meaningful action, and your role in the workplace is more integral than ever.



### The Learning Curve Has Never Been Shorter

In previous technological revolutions like the internet, mobile, or cloud—mastering new tools could take years. The barrier to entry was often a steep learning curve, requiring dedicated study and technical proficiency. AI is different. With a few weeks of focused learning, you can dramatically expand your capabilities and impact. Imagine being able to:

1. Generate comprehensive marketing plans in minutes, leveraging AI to research competitors and identify optimal channels.
2. Analyze complex data sets and extract actionable insights, even without a background in statistics, thanks to AI's ability to summarize and explain complex data.
3. Create compelling presentations that once took days to perfect, using AI to generate visuals, refine text, and even suggest narrative flows.
4. Build intricate business models and explore new revenue streams with ease, allowing you to prototype ideas and test scenarios with unprecedented speed.

AI democratizes expertise. It levels the playing field, making advanced capabilities accessible to everyone, regardless of their technical background. The playing field is wide open, and you can be a latecomer to the AI game and still lead the charge. Your age is not a barrier; it's an advantage that allows you to integrate new tools with a wealth of existing knowledge, creating a powerful synergy that younger, less experienced professionals cannot replicate.



## Age is an Asset, not a Liability

If you're 40, 50, 60, or beyond, you've already survived multiple waves of disruption—the personal computer, the internet, mobile technology, and social media. You possess a unique resilience and adaptability forged through navigating constant change. This is just another wave, but one you can finally partner with rather than compete against. Your seasoned perspective allows you to identify truly valuable applications of AI, rather than getting caught up in fleeting trends. You can leverage AI to solve real-world problems that you've encountered throughout your career, bringing a pragmatic approach that younger innovators might miss.

The 2025 Work Trend Index highlights the concept of "Agent Bosses"—humans managing teams of AI agents. This new paradigm of leadership isn't about doing all the work yourself; it's about orchestrating innovative tools and guiding them with your invaluable expertise. You become the conductor of a mighty orchestra, with AI as your instruments. This redefines leadership, shifting the focus from individual task execution to strategic direction and the intelligent deployment of advanced digital resources.

## The Most In-Demand Skill of 2025? AI Literacy.

LinkedIn's data shows that AI literacy is now the most in-demand skill globally. This isn't just a fleeting trend; it's a fundamental shift in the workplace. But "AI literacy" isn't about writing code or understanding the intricate algorithms behind machine learning. It's about knowing what AI can do, what it shouldn't do, and most importantly, how to use it wisely and effectively to solve problems and create value. It's about understanding its capabilities and limitations, its ethical implications, and its potential for strategic advantage.

No matter your industry or role, adding AI skills is like learning email 20 years ago: soon, it'll become so second nature that you'll wonder how you ever lived without it. It's not just a trend; it's a fundamental shift in how work gets done, and those who embrace it will be at the forefront of innovation and productivity. Learning AI literacy now is an investment in your long-term career viability and your ability to remain a vital, impactful contributor in a rapidly evolving professional landscape.

## I Teach This Every Day

In my keynotes and workshops, I help professionals of all ages, from high school teachers to C-suite executives—step confidently into the world of AI. Not with hype. Not with fear. However, with practical, hands-on skills that you can start using immediately to make a tangible difference in your work and career. I understand the apprehension many feel, the fear of being left behind or the belief that this technology is too complex to master at this stage of life. But I also see the incredible potential for individuals to unlock new levels of efficiency, creativity, and strategic impact. My programs are designed to demystify AI, providing clear, actionable steps that empower you to integrate these powerful tools into your daily routine, transforming how you approach tasks and challenges.

## Your Future Has Never Looked Brighter

If you're ready to stop asking "Am I too old for AI?" and start saying, "Watch me thrive with AI," then it's time to take action. Explore my speaking programs at [SusanFrewSpeaks.com](https://SusanFrewSpeaks.com). Embrace the mindset that your experience is not a hindrance, but a foundational strength upon which to build new capabilities.

Because the truth is: it's not about your age. It's about your attitude. And with the right mindset and the right tools, your future has never looked brighter. Are you ready to seize this opportunity and unlock the next chapter of your remarkable career? Let's GO!!!

## About the Author

Susan Frew is a dynamic AI keynote speaker, former Fortune 50 executive, and business innovator. She trains leaders to leverage AI without losing their humanity. Jersey-born, Colorado-rooted, thrift store hunter, and proud Step and dog mom, she tells it like it is – proving AI isn't coming for your job... unless your job is ignoring AI.

[Learn more!](#)





# #MarketingTip

**Use AI-driven tools like predictive analytics to personalize your marketing campaigns, enhancing customer engagement and boosting conversion rates.**

*~ patty farmer*



# The AI-Powered Livestream System *That Saves Time & Builds Reach*



by Tanya Smith

For coaches, consultants, and content entrepreneurs, livestreaming is still one of the most powerful tools for building trust, teaching in real time, and turning followers into clients. But behind every polished stream, there's usually a pile of prep, tech tasks, and repurposing that can easily lead to burnout.

That's where AI steps in—not to replace the creator's voice, but to support it. Whether you're livestreaming weekly or batching sessions in advance, the right tools can make it easier to plan, show up confidently, and extend the life of your content across platforms.

Smart entrepreneurs are using AI to create sustainable systems that don't just save time—their systems help them stay consistent, visible, and in control.

## Here's exactly how I do it.

### Reduce the Brain Drain: Plan Faster with AI

Most entrepreneurs don't struggle with ideas—they struggle with organizing those ideas. Sitting down to plan a livestream often turns into a guessing game. What does my audience care about this week? Is this topic going to connect? What should I say, and how long should I talk?

That's where AI becomes a powerful planning partner.

By using tools like ChatGPT or Castmagic, we can quickly put together outlines, draft bullet points, and brainstorm titles that align with our brand's tone and voice. Sometimes you can pull previously published content—blog posts, podcast notes, or previous livestreams—and feed that into AI to come up with new angles and ideas that feel fresh without starting from scratch.

**Try This:** Use an AI tool to summarize one of your best-performing livestreams and ask it to suggest 3 spinoff episode ideas. This is a super simple way to extend high-value content and serve your audience without reinventing the wheel.

### A Quality Livestream Starts Before You Ever Hit "Go Live"

When you have a clear structure before hitting the record button, you can show up more confidently and more consistently.

With a prebuilt show outline (or a script with space for real-time interaction), you can reduce prep time and improve delivery. Whether it's a branded livestream series or a casual Q&A session, structure saves energy and keeps you connected with your audience.

Automation also plays a role here. Templates for show notes, branded overlays, scheduled reminders, and post-show workflows reduce repetitive tasks and make the whole experience easier to manage, especially for solopreneurs or small teams.

**Tanya's Tip:** I use what I call the **HEART Script™** to guide each episode:

- **H**ook the audience with a strong intro
- **E**ngage with personal insights or a story
- **A**dvance knowledge by sharing your main teaching points
- **R**espond to questions or comments
- **T**ransform by leading them to an action step

This gives the stream a rhythm and makes repurposing much easier afterward.

### Post-Production? Let AI Do the Heavy Lifting

This is where the magic happens and where most entrepreneurs fall off.

After the livestream is over, the real work begins: writing captions, editing clips, turning episodes into newsletters, podcasts, blog posts, and more. But entrepreneurs using tools like Castmagic, Opus Clip, and Descript are cutting their post-production time in half—or more.

With tools like Castmagic and Alphana, for example, you can upload an audio or video file and receive:

- Transcripts
- Key takeaways
- Email newsletter drafts
- Social media captions
- Podcast-ready show notes
- Suggested titles and summaries

From one livestream, many entrepreneurs now generate five or more content pieces—without starting from zero each time.

Short-form video tools like Opus Clip or Pictory.ai can instantly turn your long-form video into 15–60 second highlight reels with captions, ideal for Instagram Reels, TikTok, YouTube Shorts, and LinkedIn.

**Bonus Strategy:** Batch your content creation day. Dedicate 90 minutes to your livestream and 90 minutes to your post-show AI-assisted workflow. You'll walk away with a full week's worth of content—prepped, polished, and ready to publish.





## Use Systems to Keep It All Organized

Once the content is created, it needs to be stored, tracked, and distributed. That's where having a content system (like a repurposing tracker in Airtable, Trello, or Notion) can help ensure nothing gets lost or duplicated.

Smart marketers are also tagging content by theme, format, or offer, making it easier to reuse in email campaigns, course materials, or future launches.

**Toolbox Tip:** I organize my livestream content in Airtable by episode number, title, date, replay link, repurpose status (blog, podcast, clips), and CTA used. This keeps everything in one place and easy to reuse.

## The Bottom Line: Consistency Comes from Clarity + Systems

AI isn't here to do the thinking for you—but it's incredibly powerful when used to support your voice, streamline your strategy, and free up your time. When you let livestreaming be the center of your content ecosystem, and you use smart tools to fill in the gaps, you stay consistent without feeling overwhelmed.

And in today's noisy digital space, clarity and consistency are what create real momentum.

**Toolbox:** AI for entrepreneurs who livestream  
Here are a few creator-friendly tools to explore:

- Castmagic – Converts livestreams into show notes, email drafts, summaries, and more
- Opus Clip – Pulls short clips with captions from long-form video
- ChatGPT – Outlines, brainstorm, and scripts in your voice
- Airtable – Keeps your content repurposing and publishing calendar organized

## About the Author

Tanya Smith is a livestream strategist, video podcast coach, and founder of Stream Like a Boss®. She helps service-based entrepreneurs and coaches simplify their content systems, build authentic visibility, and turn conversations into clients—without burning out. Through smart workflows and AI-powered tools, Tanya teaches her community how to create sustainable, platform-proof content that drives results.

[Learn more!](#)





# #MediaTip



Leverage  
AI-powered  
recommended  
content to  
tailor media  
experiences for  
your audience,  
increasing  
viewer retention  
and satisfaction.

~ patty farmer



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# The Secret to Selling High-Ticket in a Slow Economy

**The #1 Sales Call Killer Isn't Your Offer. It's How You Say Your Price.**

You can have the most life-changing, soul-aligned, brilliantly designed offer on the planet... and still lose the sale in 5 seconds flat.



by The Laurens

**Because the moment you say your price, your energy does all the talking.**

If you're projecting hesitation, fear, or even just that tiny flicker of "Will they think this is too much?" ... your prospect feels it. It's subtle, but powerful. The tone in your voice shifts. You pause a little too long. Your breath tightens. And even if the number is right, the *vibe* is off.

And in today's economy? That moment matters even more. Consumers are still buying. But they're not buying what feels like a luxury. They're buying what feels necessary. *Urgent. Personal. Trustworthy.*

**And nothing kills trust faster than shaky pricing energy.**

I know this because I've been there.

I remember one sales call in 2020. This was before we had the Clarity Playbooks and all the tools we use now. I had a lead on Zoom, camera on, super warm and excited.

She said, "This sounds amazing. What's the price?" I smiled confidently... and then I *froze*.

**My brain started spinning:** *Is this the right time to say it? Will she think it's too much? Should I justify it first?*

What came out of my mouth was a half-apologetic sentence that ended in an awkward laugh. She didn't say no right away. But I could feel her energy shift the second I said the number. We both knew what had just happened. I had unintentionally talked her out of it without even meaning to.

That was the moment I realized: pricing confidence isn't just a skill. It's a muscle. And most women entrepreneurs haven't been taught how to build it.

When I finally got confident about saying the price, my close rate doubled. Since then, I've taken over 2,000 sales calls and sold over \$5,000,000 in high ticket offers.

**What I want you to know...**

You don't need months of mindset work to get more confident on your sales calls.

You need clarity.

And you can get it in about 2 minutes... with AI.

**Here's the real issue:**

When we feel wobbly about our pricing, it's not usually because the price is "too high."

It's because we haven't taken the time to fully see the value ourselves. Not just the deliverables. But the emotional, relational, and energetic return on investment that your clients walk away with.

You're not selling a coaching package.

You're selling the moment they look in the mirror and *finally* feel proud of who they're becoming. You're not selling a business strategy.

You're selling clarity, direction, and the ability to sleep through the night without stressing about how to find their next client.

That's value. And that value has weight... *even in dollars.*



## A Simple Way to Find Your Pricing Confidence (In Under 2 Minutes)

Forget trying to piece it all together on your own.  
We built a custom AI tool just for this.

It's called the **Premium Pricing GPT**, and it's designed to help you see the full value of your offer... clearly, tangibly, and in dollars.

All you do is go to the link above and click the button in the middle of the screen that says **"Maximize My Value!"**

The GPT will guide you through a few short questions about your offer.  
Then? It does the magic for you.

In seconds, you'll see:

- Your **#1 most profitable transformation** (the one you should lead with)
- A full **pricing analysis** that quantifies every layer of your offer: financial, emotional, relational, energetic, and more.

Then read the list back to yourself **out loud**.

And notice how your energy shifts.

When you see your offer broken down with that much precision, detail, and depth... it's almost impossible not to believe in it. You remember just how much you're actually delivering. You stop trying to justify your price. You start owning it.

Because now you know.



## Why This Works (and Why It Matters Right Now)

Here's what most people don't realize: the energy of a sales call peaks right before the price. If your prospect is emotionally invested in your offer, they're already feeling nervous. They want to say yes. But their nervous system is bracing for impact.

That's why your job isn't just to say the number. It's to hold the energy of that number. And when you say it from a place of grounded, calm clarity, they feel safe saying yes. Not because you convinced them. But because you are so rooted in the value, they trust the value too.

## Sales in 2025 aren't about pressure. They're about presence.

The good news? You can build that presence. You can practice. You can get clearer. You can use AI to help you articulate what's always been true about your offer... that it changes lives.

So before your next call, try it. Let AI show you what your conscious brain keeps forgetting:

Your offer is worth every dollar.  
Your client already wants what you have.  
And your calm confidence is the close.  
Try the [Premium Pricing GPT](#) and let us know how it goes.

We'd love to hear what came up for you after using it. What surprised you, what shifted, and how it felt to finally see the true value of your offer in black and white. Tell us everything. Email us. We're listening.



## About the Authors

Lauren Shaw, a serial entrepreneur and high-ticket online business expert with 17+ years of experience and a track record of building multiple 6 & 7-figure businesses, while making them both profitable, fulfilling.

Lauren Capwell, an aerospace engineer and AI strategist with a background in building and launching rockets, brings a unique perspective and a passion for leveraging cutting-edge technology to drive business growth.

[Learn more!](#)





# Why 99% of Outreach Fails and How Smart CEOs Use AI to Stand Out



Most cold outreach dies in the first 3 seconds.

Why?

Because it reads like it was written for *everyone*, and therefore, it connects with no one.

But in a world where your next investor, client, or collaborator is one DM away, bland outreach is a liability.

Strategic networking today requires context, insight, and empathy at scale.

That's where AI comes in.

Not as a spam machine, but as a research and relevance engine.

And the most powerful tool for this? **ChatGPT**.

Here's how smart CEOs and founders are using it to start real conversations that drive growth.

## The Strategic Outreach with AI Method

### 1. Target with Intention

Skip the mass DMs. Instead, identify 10–20 high-quality people you would genuinely like to connect with based on shared values, aligned business models, or mutual connections.

→ **Quality > Quantity. You're not "networking."**

You're building your inner circle.

This shift alone reframes networking from a numbers game into a relationship-building strategy. You're now intentionally creating a "board of allies" rather than chasing connections for vanity metrics. Begin with people already engaging in your niche: commenters, group members, and authors of posts you admire. The right connection at the right time is a business multiplier.

### 2. Use ChatGPT for Context Research

Prompt ChatGPT with something like:

*"Summarize this person's professional focus, recent activity, and any conversation starters I could use. Here's their LinkedIn profile: [Insert link]"*

### ChatGPT will give you:

- A distilled overview of their work
- Conversation hooks (recent wins, podcasts, articles)
- Tone-of-voice cues

→ **What used to take 20 minutes now takes 60 seconds, and you sound like you did your homework.**

Even better, you can create reusable prompts that generate briefings for 10 plus people at a time. Feed it a list of URLs and use AI as your digital research assistant, giving you more time to engage meaningfully instead of clicking through profile tabs.



### 3. Craft a Personalized Message (That Doesn't Suck)

Now prompt:

*"Write a concise, 3-sentence DM I could send to [Name] to start a conversation, based on the info above. Make it casual, authentic, and non-salesy." ChatGPT will write an outreach that feels:*

- Human
- Relevant
- Easy to reply to

→ **This isn't mass automation. It's micro-personalization at scale.**

This is where many CEOs hesitate; they don't want to sound canned or awkward. The key? Reference something real and ask something human. AI helps you sound like you're paying attention because you are. Now you just have better tools to prove it.

### 4. Build Real Conversations

Once they respond, use ChatGPT to help guide your next message. Ask:

*"How can I follow up in a way that deepens the relationship without pitching?"*

AI becomes your conversation coach, helping you nurture rather than hard-sell.

You can also use it to track themes in your conversations, helping you refine your outreach strategy over time. Identify which questions get the most replies, which tone resonates best, and use AI to continually optimize your approach.

### The ROI of Relevance

When your outreach is relevant, strategic, and personalized, it cuts through the noise.

#### This method helps:

- Founders' land podcast interviews
- Consultants book client calls without selling
- CEOs build referral pipelines organically

And all it takes is 15 minutes a day plus the right prompts.

This isn't about "AI replacing you." It's about making you unignorable.

### Want the Prompts I Use?

#### Download my AI-Powered Outreach Toolkit:

"5 Prompts to Personalize Networking Messages with ChatGPT (Without Sounding Like a Robot)"

Includes:

- Templates for LinkedIn, email, and Twitter DMs
- A list of context-gather questions
- A Bonus: My "Hook plus Bridge" Framework for opening lines

Grab it here – [The AI-Powered Outreach Toolkit](#)

AI isn't replacing human connection.

It's removing the friction *between* connections.

Start conversations that count.

With words that actually get read.



### About the Author

With 34 years of executive experience, Tonya Gossage is a powerhouse connector, trusted growth advisor, and catalyst for entrepreneurs ready to lead at the next level. She's helped CEOs, business owners, and visionary leaders unlock millions in new business through high-impact introductions and ecosystem design.

Now, Tonya is on a mission: to connect purpose-driven entrepreneurs with the clients, partners, and platforms that fuel lasting growth.

[Learn more!](#)





# #MoneyTip



**Leverage AI tools to analyze customer lifetime value (CLTV) and implement dynamic pricing strategies, allowing you to optimize revenue based on customer behavior and market demand.**

*~ patty farmer*



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