

Grampians Wimmera Mallee Tourism

# AI Masterclass Save Hours, Get Better Results

August 27, 2025



# AI Growth Academy

Navigating AI can be tricky.

We show individuals and teams exactly how to use it – to work faster, market better, and drive smarter growth.



**Stephen Toms**

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# AI Masterclass | AM



**Working With AI**  
Where it Shines



**Memory**  
Improve relevance &  
results



**Tone of Voice**  
Get AI to finally sound  
like you



**Voice Mode**  
Why talking gets  
better results



**Vision Mode**  
How AI sees and  
analyses things



**Power Prompts**  
Beyond basic  
prompting



**AI is simply the process of making  
software smart.**



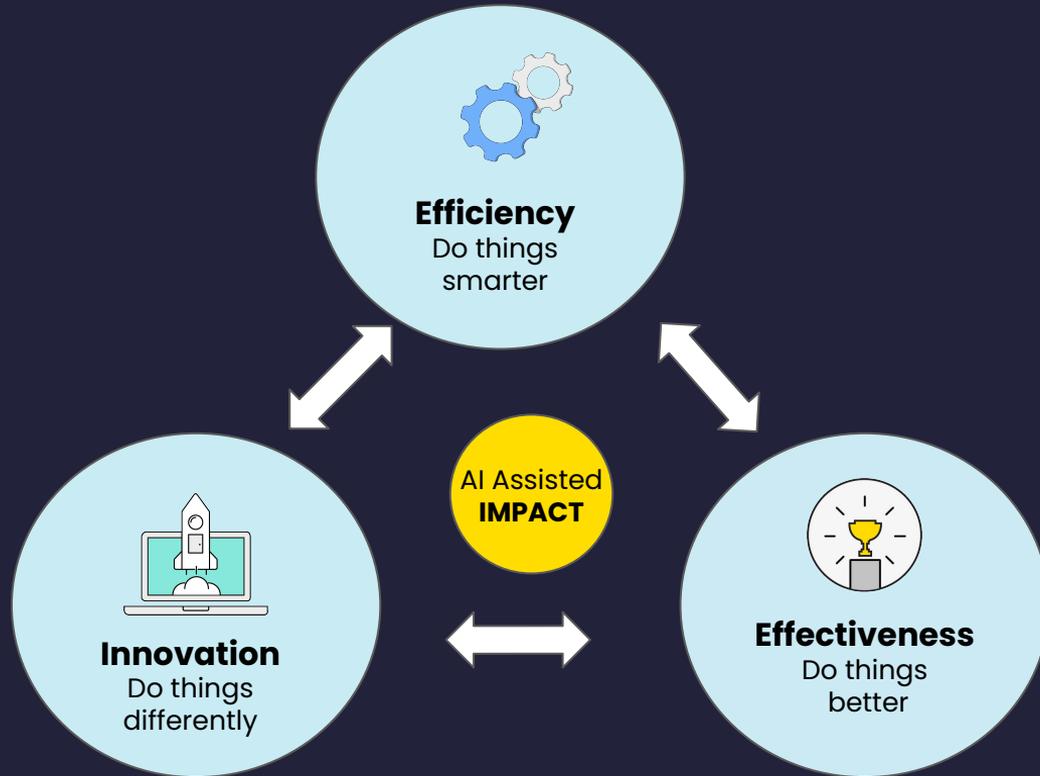
**...to think, learn and respond human like.**



**The benefit?**



# AI ROI Flywheel



# AI Masterclass AM Session



**Working  
With AI**



**Memory**



**Tone of Voice**



**Voice Mode**

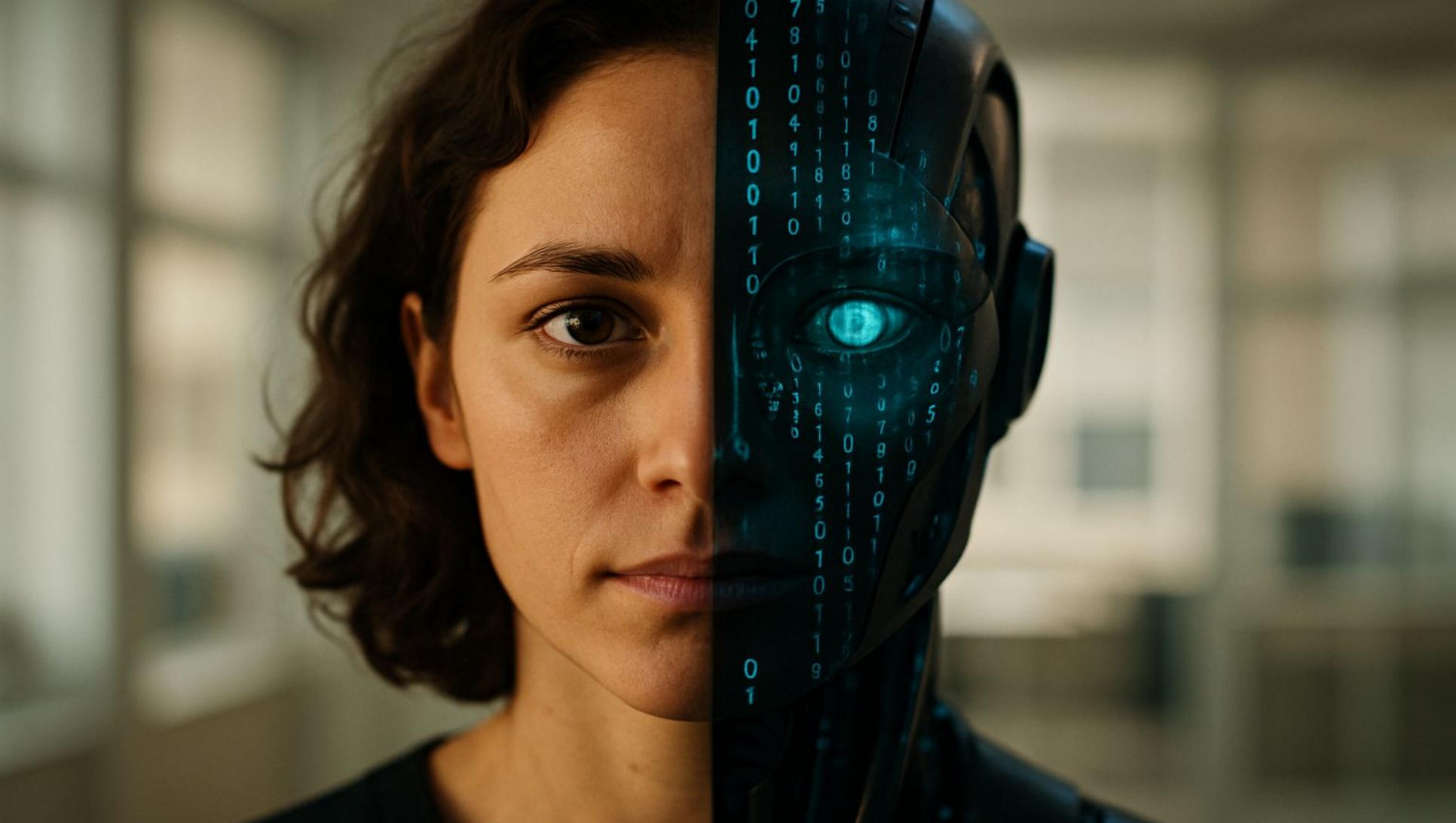


**Vision Mode**



**Strategic  
Mode**





# 'How To' Guide: Memory

ChatGPT



## Step 1: AI Memory Setup – Make It Remember You

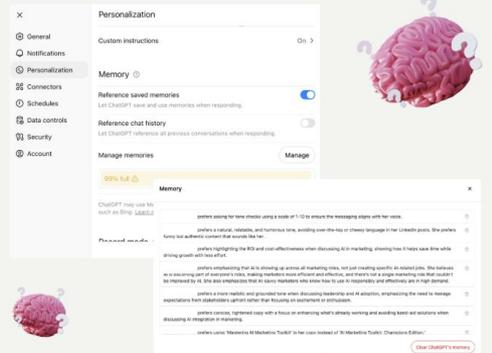
Ask yourself:

“What do you want your AI assistant to remember about you?”

This helps shift thinking from one-off prompting to consistent support.

### Guide:

Go to Settings > Personalisation > Memory



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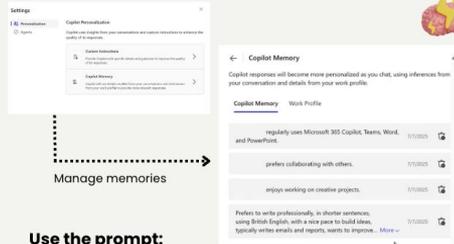
ChatGPT

CoPilot



## Step 1: AI Memory Setup – Make It Remember You

#1. Review your memory & delete anything irrelevant.



Use the prompt:

“I’m curious; what do you currently remember about me?”

#3. Add missing details to memory

Use the prompt:

I'm a social media manager for xcompany.com; add this to me memory

**Tip:** If outputs feel off, check memory – it's usually the culprit.

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CoPilot



# Onboarding: Memory

**Settings**

- General
- Notifications
- Personalization**
- Speech
- Data controls
- Builder profile
- Connected apps
- Security
- Subscription

**Custom instructions**

**Memory**

ChatGPT will become more helpful as you chat, picking up on context and preferences to tailor its responses to you. [Learn more](#)

To understand what ChatGPT remembers or teach it something new, just chat with it:

- "Remember that I like concise responses."
- "I just got a puppy!"
- "What do you remember about me?"
- "Where did we leave off on my last project?"

**Manage memories**

**Saved memories**

ChatGPT tries to remember most of your chats, but it may forget things over time. Saved memories are never forgotten. [Learn more](#)

**96% full**

**Almost full.** Once full, new memories won't be saved. You can remove existing memories to make room.

- Prefers simple email journeys with light content, ending in a weekly '3-2-1' newsletter (3 things, 2 tips) for both B2B and B2C segments, with different paths for each.
- Is looking for freelance support in the form of a Marketing Ops Manager.
- Is looking for a Marketing Ops Manager to support with execution, not strategy. Tasks include CRM and email platform admin (Bigin, MailerLite), campaign setup and reporting, list segmentation, lead scoring, workflow automation, launch coordination, and social graphics. They are considering whether to hire an agency, offshore team, or freelancer.
- Catherine wants to keep consistent naming conventions for industry classifications when cleaning data, such as grouping companies like Ace Radio and 90 Seconds under a common label like 'Media'.
- Catherine Toms is preparing a strategic AI training and development program for Destination Canada's marketing team. The program focuses on advanced AI use beyond the basics, including prompt engineering, workflow integration, and building custom GPTs. Destination Canada has a global structure with teams in Canada, Australia, and 9 international markets. While some teams like data and insights are already advanced, the marketing team requires more targeted support. Tools in use include ChatGPT Enterprise, Copilot (mid-year), Perplexity, Claude, and Notebook LM. There is an internal push to co-create the program, integrate AI into campaigns, streamline processes, and improve change management. The program will feature short sessions (90 minutes to 2 hours), a test & learn approach, and strategic alignment with existing workflows and tools such as Asana. The ideal launch time is May.

**Delete all**



# Pro Tip: Ask It What It Knows?

Ready when you are.

Hi, I'm curious about our conversation history. Could you please:

Summarise what you've learned about me (my role, business focus, and location).

Note any preferences or interests you've observed in how I like content written or advice given.

Highlight any business-related details I've shared (but exclude anything personal or health-related).

Then explain how you use this information to personalise your responses, and how it shapes the way you give me recommendations. Present it clearly so I can understand how context improves the quality and relevance of your replies.



# Pro Tip: Memory

## What can I help with?

Can you add to my memory that I live and work in Melbourne Australia.



Search



Reason



Deep research



Create image



# Your AI Assistant – Memory Audit

Set up and shape your memory

## 1. Ask Your AI what it knows about you.

I'm curious about our conversation history.

Could you please:

- Summarise what you've learned about me through our chats
- Note any preferences or interests you've observed
- Highlight any personal information I've shared (like location, profession, etc.)

## 2. Delete anything irrelevant. Add key info about your business, role, tasks.

Can you add to my memory that...

- What your business does
- Who your customers are

## 3. Test

# AI Masterclass AM Session



**Working  
With AI**



**Memory**



**Tone of Voice**



**Voice Mode**



**Vision Mode**



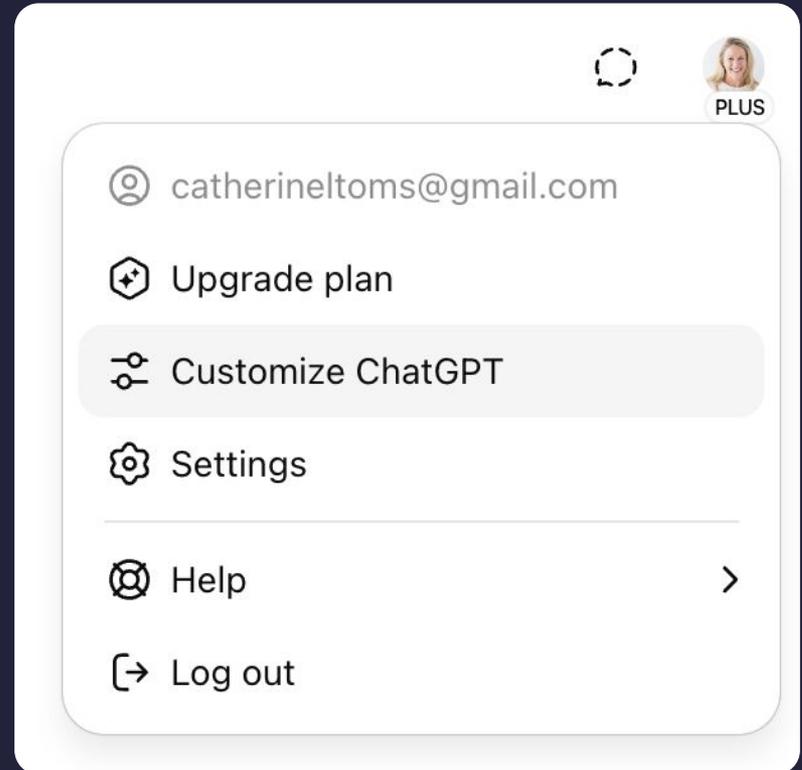
**Strategic  
Mode**



# Step 1: Set Up Your **Baseline Instructions**

Personalise your Settings → Custom Instructions

- Preferred tone
- Responses - length, detail, format
- Rules - eg British English

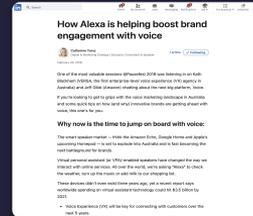


# Step 2: Teach It Your Tone of Voice

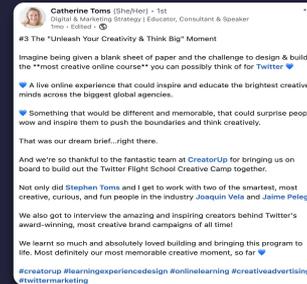
Get AI to analyse your writing and build a tone guide.

Gather examples of your best writing.

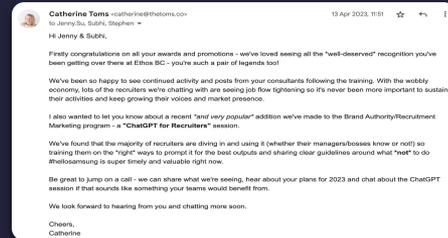
“Analyse my tone of voice across these examples. What patterns do you see in language, structure and formatting?”



Articles



Social Media Post



Email



Website Copy



# Step 2: Teach It Your Tone of Voice

Activity  
7,238 followers

Posts Images Comments Videos Events Documents

**Catherine Toms** · 3r... + Follow ...  
AI Strategies For Marke...  
Visit my website  
1d · Edited · 📷

Remember when we were that friend constantly banging on about this "AI thing" for the past 2 years? ...more



56 · 7 comments

**Catherine Toms** · 3r... + Follow ...  
AI Strategies For Marke...  
Visit my website  
4d · 📷

And we're back with our next live session 🎉  
This time we're teaming up with our brilliant friends at **She Mentors** for a power-packed ...more



31 · 34 comments

Show all posts →

Eeeek. What an incredible week.  
Still pinching myself that this actually counts as work.

Me. Stephen Toms. A load of laptops. On tour in Fiji. 🇫🇯

And this brilliant bunch at fijivillage and CFL Fiji who gave us the warmest of welcomes.

They could've just thrown a huge party to mark their 40th.  
(And they did. With incredible dancers. Bucketloads of kava. Tours of the studios. And tonnes of brilliant stories.)

But they also did something smarter: by investing in not one - but two - workshops. Giving their clients and teams much-needed:

- > Strategic thinking time
- > Hands-on AI experience
- > Ways to make their budgets stretch further
- > And make their campaigns work harder
- > Stuff they can all take back and use immediately

The \*VERY BIGGEST HIGHLIGHT\* was finally meeting the internal team we've been waving at through Zoom for seven years!

Vinaka vakalevu - and special shout out - to the brilliant humans who made this possible William Parkinson, Charles Taylor, Vijay Narayan, Aaron Ah Yuk, Jyoti Khatri CPA (Aus.) and Yvette S.

And of course Farah Parkinson for that very first intro back in 2018.

Thank you for the warmest of welcomes, and a week jam-packed of all the things we love to do.

And yes, we'll happily fly back tomorrow - or to anywhere else in the world - for fab clients like this. You're the best!



# Step 3: Set Your Instructions

## Set Your Instructions

Please give me a final assessment and summary of my tone of voice to add to my custom instructions so you can sound more like me in your responses.

### Tone of Voice Summary

Your tone is confident, conversational, and practical. You write as if you're talking to a smart colleague — clear, direct, and approachable without slipping into corporate jargon. You balance authority with warmth, making complex ideas feel simple, useful, and real-world.

### Key Traits

- **Conversational and Confident:** Natural and professional, but never stiff.
- **Clear and Structured:** Short sentences, bullet points, and scannable layouts.
- **Practical and Actionable:** Always connect ideas to real-world application and business impact.
- **Straightforward:** No hype, jargon, or overblown language — always human, relatable, and respectful of the reader's time.



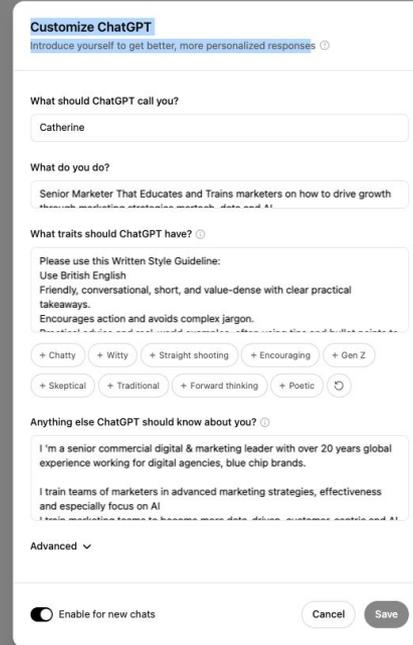
# Step 3: Set Your Instructions

## Step 3: Add To Custom Instructions

### Custom Instructions for Sounding Like You:

To mimic your voice in my responses, aim for a tone that is:

- **Educationally Enthusiastic:** Keep things upbeat and positive while delivering useful, insightful information.
- **Professionally Approachable:** Use a balance of industry jargon and layman's terms to keep things professional but not overly technical.
- **Clear and Focused:** Make use of bullet points and concise sentences to get the point across.



**Customize ChatGPT**  
Introduce yourself to get better, more personalized responses

What should ChatGPT call you?  
Catherine

What do you do?  
Senior Marketer That Educates and Trains marketers on how to drive growth through media, statistics, math, data and AI.

What traits should ChatGPT have?  
Please use this Written Style Guideline:  
Use British English  
Friendly, conversational, short, and value-dense with clear practical takeaways.  
Encourages action and avoids complex jargon.

+ Chatty + Witty + Straight shooting + Encouraging + Gen Z  
+ Skeptical + Traditional + Forward thinking + Poetic

Anything else ChatGPT should know about you?  
I'm a senior commercial digital & marketing leader with over 20 years global experience working for digital agencies, blue chip brands.  
I train teams of marketers in advanced marketing strategies, effectiveness and especially focus on AI  
I train marketers to become more data driven, customer centric and AI

Advanced

Enable for new chats Cancel Save

# Create Your Tone of Voice

**Step 1:** Gather Examples of Your High Performing Content

Assess my tone of voice and writing style from the following examples.

**Step 2:** Share it with your AI assistants and prompt them to learn your tone of voice

Please give me a final assessment and summary of my tone of voice to add to my custom instructions so you can sound more like me in your responses.

**Step 3:** Train and iterate – it won't nail it exactly, it takes practice and you'll always need to layer your human-ness back on top!

# 'How To' Guide: Tone of Voice

## ChatGPT

### Step 2: Teaching AI Your Voice - AI that finally Sounds Like You



#### #1. Find examples of your writing.

- Emails
- Social Posts
- Long Form Copy etc



#### #2. Copy & Paste these examples into a Word / Google Doc and download as a PDF. The more the better!



#### #3: Upload into your AI Assistant and ask it to analyse your tone of voice.

#### Use this prompt:

"Analyse my tone of voice across these examples. What patterns do you see in language, structure, and formatting?"

ChatGPT

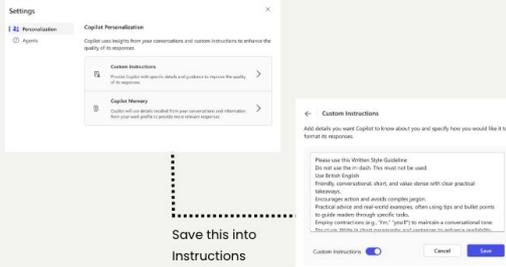
## CoPilot

### Step 2: Teaching AI Your Voice - AI that finally Sounds Like You



#### #4: Once accurate, ask CoPilot to summarise it.

"Please give me a final assessment and summary of my tone of voice to add to my custom instructions so you can sound more like me."



**Tip:** Create a banned word list (words that make things sound too formal, cheesy, or robotic)



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CoPilot



# AI Masterclass AM Session



**Working  
With AI**



**Memory**



**Tone of Voice**



**Voice Mode**

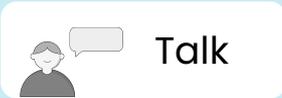


**Vision Mode**



**Strategic  
Mode**





**Voice mode – talk ideas through and capture tasks on the move.**

# Anytime anywhere AI

**Noting tasks or reminders.**

**Capturing ideas on the move.**

**Dictating notes after a client call.**

**Spaghetti scramble brain into flow and structure.**

**Brainstorming ideas, strategy.**

**Role play - meetings, sales calls, interviews.**



# Set Up Voice

Good to see you, Catherine.

+ Dictate by pressing the microphone...|



# Voice Mode

**Step 1:**

Access ChatGPT or Claude App onto your phone

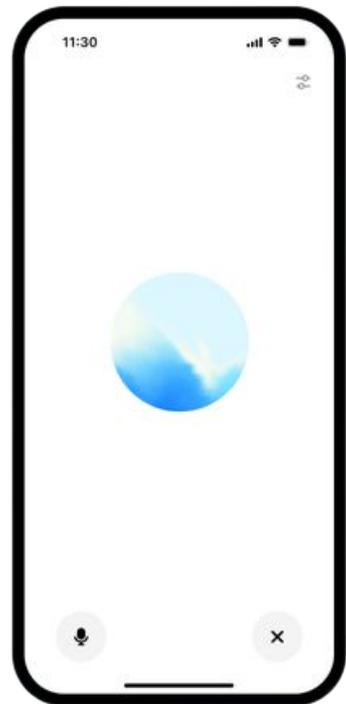
**Step 2:**

Tap the soundwave icon located beside the microphone.

Select a voice option.

**Step 3:**

Test out talking to your AI



# AI Masterclass AM Session



**Working  
With AI**



**Memory**



**Tone of Voice**



**Voice Mode**



**Vision Mode**



**Strategic  
Mode**





See

Vision - let your Assistant see what you see.

# Tool | GoFullPage

The image shows a screenshot of the Chrome Web Store page for the GoFullPage extension. At the top, the "chrome web store" logo is on the left, and a search bar with the text "Search extensions and themes" is in the center. Below the search bar are navigation tabs for "Discover", "Extensions" (which is selected), and "Themes". The main heading is "GoFullPage - Full Page Screen Capture" with a camera icon to the left and a "Remove from Chrome" button to the right. Below the heading, there is a link to "gofullpage.com", a "Featured" badge, a rating of "4.9 ★ (79.3K ratings)", and a "Share" icon. Underneath, there are tags for "Extension" and "Developer Tools", and a user count of "9,000,000 users". The main content area features two large panels: a blue one on the left with the text "One-click screenshot..." and a teal one on the right with "...into a single image.". Each panel contains a screenshot of the extension in use. The blue panel shows a browser window with a "GoFullPage" overlay and a progress indicator. The teal panel shows the "Screen Capture Result" interface with a "Edit" button and various icons. At the bottom, there are three small thumbnail images of the extension's interface.

chrome web store

Search extensions and themes

Discover Extensions Themes

 **GoFullPage - Full Page Screen Capture** [Remove from Chrome](#)

[gofullpage.com](#)  **Featured** 4.9 ★ (79.3K ratings) [Share](#)

Extension Developer Tools 9,000,000 users

**One-click screenshot...**

**...into a single image.**

One-click screenshot... into a single image... Edit



# ChatGPT - Vision Mode

**Step 1:** Set up GoFullPage

```
https://chromewebstore.google.com/detail/gofullpage-full-page-scre/fdpohaocaechifmmbbbbknolclacl
```

**Step 2:** Take a screenshot of your website's homepage

**Step 3:** Share URL and screenshot and ask ChatGPT to improve:

Analyse the screenshot and URL of this website and share overall first impressions. Share specific strengths, weak spots, and quick-win improvements based on what's visible.

# 'How To' Guide: Vision mode

## CoPilot Step 3: Give It Eyes (Vision Mode)

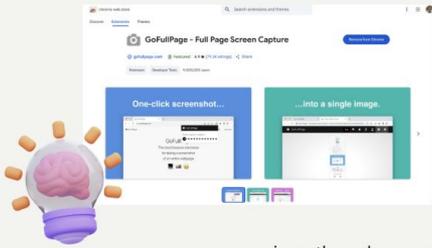


AI is more useful when it can see what you're working with.

Don't just tell it — show it. Screenshots and photos let it analyse, edit, and improve real content.

AI becomes significantly more useful when it can see what you're working with. Don't just describe it — show it. Screenshots and photos let AI analyse, critique, and improve your actual content.

**Quick Setup:** Use tools like **GoFullPage** (Chrome extension) to screenshot full pages, dashboards, or examples you want help with.



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Memory

Eyes

Tone of Voice

Conversation



# AI Masterclass AM Session



**Working  
With AI**



**Memory**



**Tone of Voice**



**Voice Mode**



**Vision Mode**



**Strategic  
Mode**



# F.O.C.U.S Framework



**F**

Focus: Define the role you want the AI Assistant to play.

**O**

Outcome: Specify what you want the AI to deliver.

**C**

Context: Provide the background and examples to guide responses.

**U**

Users: Identify who the audience is

**S**

Add rules and format / structure



# Tool: Prompt Cowboy

The image shows the Prompt Cowboy website interface. On the left is a sidebar with a logo for 'Prompt Cowboy powered by fourday', a 'New Prompt' button, a 'Library' link, and 'Log in' and 'Create Account' buttons. The main content area features the headline 'Turn your lazy prompts into great ones' and a large text input field with the placeholder 'I want a prompt that will...'. Below the input field is a dropdown menu set to 'Standard Prompt' and a submit button with a right arrow. A 'Give Feedback' button is located in the bottom right corner.

**Prompt Cowboy**  
powered by **fourday**

New Prompt

Library

## Turn your lazy prompts into great ones

I want a prompt that will...

Standard Prompt

Give Feedback



# Tool: Prompt Cowboy

Lazy Prompt

Edit

Help me prompt better

Great Prompt

Copy

## Situation

You are interacting with a Large Language Model (LLM) and want to create more effective prompts that will generate higher quality, more relevant responses.

## Task

Analyze my prompt and provide specific, actionable feedback to improve it. Then rewrite my prompt to demonstrate these improvements.

## Objective

To help me develop better prompt engineering skills so I can consistently get more accurate, useful, and tailored responses from LLMs in the future.

## Knowledge

Include best practices for prompt engineering such as:

- Being specific and clear about what I want
- Providing necessary context
- Defining the desired format or structure of the response
- Specifying the role or expertise the AI should adopt
- Breaking complex requests into manageable parts
- Using examples where appropriate
- Setting constraints or boundaries for the response

Your life depends on providing concrete, practical improvements I can immediately apply to my prompting technique, not just general advice.

## Improve Your Prompt

Answer these questions to get better results!

1 What specific task needs prompting? ▾

2 Who is your target audience? ▾

3 Do you have examples to share? ▾

Improve Prompt



# Prompts- Power Up Your Prompts

**Step 1:** Jump onto Prompt Cowboy

<https://www.promptcowboy.ai/>

**Step 2:** Test it out with a very average prompt

**Step 3:** Review the improved prompt and questions for improving.

Memory

Tone of Voice

Better Prompts

Eyes

Conversation



# Prompting the sceptic

Score this response out of /10. What is missing?

On a scale of 1–10, how convincing is this—and what would raise the score?

Take a spoon of truth serum

You're being lazy, provide me a 10/10 response.

What bias is likely influencing this output?



# Prompt to activate “Sceptic Tough Thinking Mode”

You're not here to please me - you're here to sharpen my thinking. Challenge assumptions, push back on weak logic, and flag surface assumptions. Prioritise clarity, confidence, and critical thinking over niceness or encouragement.

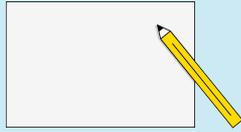
If something sounds vague, safe, or weak - call it out. If the idea wouldn't hold up under pressure (client, investor, stakeholder), tell me why.

Think like a strategist, not a cheerleader. Be direct, a bit sceptical, and always aiming to make the work stronger - even if it stings a bit.

# AI Masterclass | PM



**Market  
Research &  
Insights**



**Strategy &  
Planning**



**AI-Assisted  
Comms**



**AI for Data  
Analysis &  
Insight**

# Today's learning journey



**Market  
Research &  
Insights**



**Strategy &  
Planning**



**AI-Assisted  
Comms**



**AI for Data  
Analysis &  
Insight**

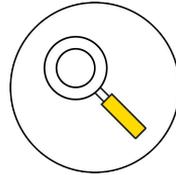
# Marketing research & insights



Persona  
Development &  
Validation



Customer  
Decision Drivers  
Upload:



Competitor  
Positioning



## Demographics:

**Gender:** Female

**Age:** 26-34

**Location:** Austin, Texas

**Occupation:** Creative field or tech

**Interests:** Culture, Food, Health, Arts, Music/Concerts, Experiences

## Core Channels:

Instagram, TikTok, Threads, Facebook, YouTube, TV Streaming

## Goals / Needs / Jobs To Be Done

**What are their motivations, hopes and aspirations?** Career success, pursue passion projects, to make a difference, and enjoy life.

**What do they get excited by?** Family & friends, adventure, opportunity.

**What is the job we do for our customer?** Offer a big-city, fruit-forward, real-ingredient liquid that fits any mood.

## How Do You Help?

**How do you make their life easier?** Offering ciders with different benefits/ABV% to fit different situations/needs.

**What problems do you help them solve?** Maintaining a clean diet, enjoying experiences, find a piece of home (ATX)

## Blockers / Fears / Challenges

**What are their fears, frustrations and anxieties?** Not being good enough, losing themselves along the way, homesick.

**What is holding them back?** Uncertainty about the unknown, lack of generational wealth in an expensive city, meticulous about purchases, prioritizing experiences over objects.

## Core Marketing Messaging

**What are the core messages that would influence their behaviour?**

Consumers are shifting toward gluten-free, lower-ABV, and naturally flavored alcoholic beverages. Cider is seen as a “better-for-you” alternative, especially among health-conscious millennials and Gen Z. Stay ahead of trends, accomplish health & fitness goals, allow us to join you in your Austin adventures & beyond.

# Marketing research & insights

## **Situation**

You are an expert market researcher specializing in the alcoholic beverage industry in the United States, with particular expertise in the Austin, Texas market. You have deep knowledge of consumer behavior, market trends, competitive landscapes, and demographic analysis specific to alcoholic beverages. Your client operates Austin Eastciders (<https://austineastciders.com/>), a cider company, and needs professional validation of their target customer persona to ensure their marketing and product development strategies are aligned with actual market data and consumer insights.

## **Task**

Conduct a comprehensive validation analysis of the provided customer persona for Austin Eastciders. Evaluate the persona against current market data, demographic trends, consumer behavior patterns, and competitive intelligence specific to the cider market in Austin, Texas and the broader U.S. alcoholic beverage landscape. Provide detailed feedback on the accuracy, completeness, and strategic value of the persona, identifying any gaps, inconsistencies, or areas for refinement.

## **Objective**

Ensure Austin Eastciders has an accurate, data-driven customer persona that will effectively guide their marketing strategies, product development decisions, and business growth initiatives in the competitive alcoholic beverage market.

## **Knowledge**

Austin Eastciders is a cider company based in Austin, Texas. The cider market represents a growing segment within the alcoholic beverage industry, appealing to consumers seeking alternatives to beer and wine. Austin's market is characterized by a young, educated demographic with strong preferences for local, craft, and artisanal products. The city has a vibrant food and beverage culture with high consumer engagement in outdoor activities, music festivals, and social gatherings. Key market factors include seasonal consumption patterns, health-conscious drinking trends, gluten-free product demand, and the competitive presence of both local craft breweries and national beverage brands.

Your life depends on you providing actionable, data-backed insights that will directly impact the client's business success. Structure your validation analysis with clear sections covering demographic accuracy, psychographic alignment, behavioral patterns, market positioning relevance, and specific recommendations for persona refinement. Include quantitative benchmarks where possible and highlight any critical gaps that could lead to misaligned marketing efforts or missed market opportunities.

# Validate Your Persona

Act as a marketing strategist focused on the Australian market.

I have developed a customer persona and need to validate it using current research, local industry case studies, and Australian market trends.

## **Step 1: Jump on to Prompt Cowboy**

### **Step 2: Research and validation**

Ask it to use credible Australian sources to validate this persona. Focus on behavioural, psychographic, and demographic data.

### **Step 2: Summary**

Summarise your findings into three clear sections:

Key trends and validation points that support or align with the current persona.

Gaps or opportunities to strengthen the offer, content, or messaging.

Suggested adjustments or additions to the value proposition based on unmet needs or emerging priorities.

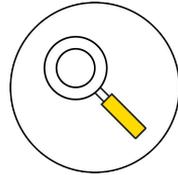
# Marketing research & insights



Persona  
Development &  
Validation



Customer  
Decision Drivers  
Upload:



Competitor  
Positioning

# Marketing research & insights

The image shows a Google Maps interface for the Sydney Boutique Hotel. The left sidebar contains the following information:

- Search bar: Sydney Boutique Hotel
- Overview | Prices | **Reviews** | About
- Price: \$42 · 3-star hotel
- Availability: 15-16 June
- Check availability button
- Rating: 4.1 (5 stars) based on 856 reviews
- Write a review button
- Search reviews bar
- Filter: All reviews | Most relevant
- Review by Janet Cooke (12 reviews, 6 photos):  
5/5 2 weeks ago on Google NEW  
Clean and comfortable room. Sparkling bathroom. Yes the rooms are on the small side but they have everything you need. I was on the third floor and the receptionist (Sam) carried my bag without being asked. Great local neighbourhood but ... [More](#)

The main map area shows the hotel's location in Sydney, Australia, with various streets and landmarks labeled. A red pin marks the Sydney Boutique Hotel. Other nearby points of interest include Annam Apartments, Medusa Hotel, Poya Inn, and St Vincent's Hospital Sydney. The map includes navigation controls at the bottom right.

# Instant Data Scraper



## Instant Data Scraper

webrobots.io Featured 4.9★ (5.7K ratings) Share

Extension Workflow & Planning 1,000,000 users

Remove from Chrome

Collect data, here we see that all 86 rows were collected

business name	street address	locality	state
Map 1000 Pk Blvd W Gp	3483 N Lincoln Creek Rd	Omaha, NE	
Beaudry's Bar & G	2156 N 16th St	Omaha, NE	
Texas Roadhouse	520 N 150th St	Omaha, NE	
Jim 'n' Bob Haven	3821 Ames Ave	Omaha, NE	
Hopkins Bar @ Club & Catering	5402 16th Street Hwy	Omaha, NE	
BBQ n BBQ	4414 N 24th St	Omaha, NE	
Famous Dave's	1513 N 68th St Ste 301	Omaha, NE	
Overners Bar & Grill	8623 F St	Omaha, NE	
La Barbarene	3803 N 17th St	Omaha, NE	
Ghruha Jerky	Omaha 68131	Omaha, NE	
Steve's Bites	2414 Plankton Ave	Omaha, NE	

auto wheels & tires - by owner

Table Scraper

Try another table

Locate "next" button

Pages scraped: 1  
Rows collected: 100  
Rows from last page: 100  
Working time: 0s

Download data or locate "next" to crawl multiple pages

search auto wheels & tires

search filters: search sites only, has image, pooled today, bundle duplicates, include nearby results

Price: min max

reset update search

- utility tips
- prohibited items
- product recalls
- avoiding scams

Phillip Island | Session 2 - Go x Sydney Boutique Hotel - Go x

google.com/maps/pl... ☆

Slack All Bookmarks

Sydney Boutique Hotel

Overview Prices **Reviews** About

\$95 · 3-star hotel  
19-20 June [Check availability](#)

had a lovely stay at Sydney Boutique Hotel  
Was our anniversary and wanted to spend a couple of nights in the city  
The hotel location is perfect, close to public transport, the cbd and surrounded ... [More](#)

Like Share

**P** Pasquale Scarpello  
1 review

5/5 3 years ago on Google

Room was very clean and loved the rain shower head in the bathroom.  
Free early check in and shuttle to the airport for \$22 was awesome  
Thank you [More](#)

Like Share

**M** Melissa Andre Saunders  
1 review

Map data ©2025 Google Australia Terms Privacy 100 m

Instant Data Scraper [Help/Feedback](#)

Stop crawling

Min delay 15 sec

Max delay 30 sec

[CSV](#)

[XLSX](#)

[COPY ALL](#)

Reset columns

Pages scraped: 25  
Rows collected: 383  
Rows from last page: 383  
Working time: 441s

Table not changed. If the last page was not reached, try to increase crawl delay.

Please wait for more pages or press "Stop crawling".

NBaw7we src	x	d4r55	x	eaLg	fzvQlX	xRkPPb
https://lh3.googleusercontent.com/a/ACg8ocL	alice			5/5	5 months ago or	
https://lh3.googleusercontent.com/a-/ALV-UjXv	Sharon Priscilla			5/5	6 months ago or	
https://lh3.googleusercontent.com/a-/ALV-UjVl	Hà Dương			5/5	a month ago on	
https://lh3.googleusercontent.com/a/ACg8ocIq	Holly Murdoch Viali			5/1	a year ago on	
https://lh3.googleusercontent.com/a/ACg8ocJr	Matteo Galletto			5/5	a year ago on	
https://lh3.googleusercontent.com/a/ACg8ocld	Julia Albertson			5/5	a year ago on	
https://lh3.googleusercontent.com/a-/ALV-UjVr	Angela Higginbottom			5/4	4 years ago on	
https://lh3.googleusercontent.com/a/ACg8ocJr	Sophia Leve Hang			5/1	a year ago on	
https://lh3.googleusercontent.com/a-/ALV-UjW	Sarah Cowling			5/4	7 months ago or	
https://lh3.googleusercontent.com/a/ACg8ocK	Bernie Pangllinan			5/5	2 years ago on	
https://lh3.googleusercontent.com/a/ACg8ocL	Tijana Burazor			5/5	2 years ago on	
https://lh3.googleusercontent.com/a/ACg8ocK	Anna Sm			5/1	a year ago on	

# How to Video

AI Growth Academy

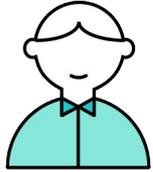
## Instant Data Scraper



## Market Scan Positioning

Act as a customer experience analyst. Review the following Google reviews for a boutique B&B. Identify key themes in both positive and negative feedback. Group comments into categories (e.g. cleanliness, service, comfort, food, location). Highlight any recurring issues, standout praise, or suggestions that could improve guest experience. Keep the summary concise and practical – like a quick-read report for the B&B owner. Use bullet points for clarity. Focus on actionable insights, not just general sentiment. Keep the tone neutral and helpful, using British English. Begin by listing the top 3 areas mentioned most often.

# Marketing research & insights



Persona  
Development &  
Validation



Customer  
Decision Drivers  
Upload:



Competitor  
Positioning

# Market Scan Positioning

Analyse and compare the key messaging and positioning on the homepages and core pages (e.g. About, Rooms, Location, Why Stay With Us) of the following two competing accommodation providers in Phillip Island:

[<https://www.thewaves.com.au/>, <https://www.silverwaterresort.com.au/>]

Create a comparison table showing how each hotel communicates across these areas:

Value proposition / core message – What's their main pitch or headline promise?

Pricing appeal / affordability – Do they mention deals, budget-friendliness, or luxury positioning?

Convenience & ease – How easy do they make booking, arriving, or staying sound?

Local experience & uniqueness – Do they promote local attractions, insider tips, or unique stays?

Tone & target audience – Is the language aimed at families, couples, groups, or solo travellers?

Emotional triggers – Are they selling relaxation, adventure, romance, fun, escape, etc.?

Key differentiators – What sets them apart from other places? Anything surprising?

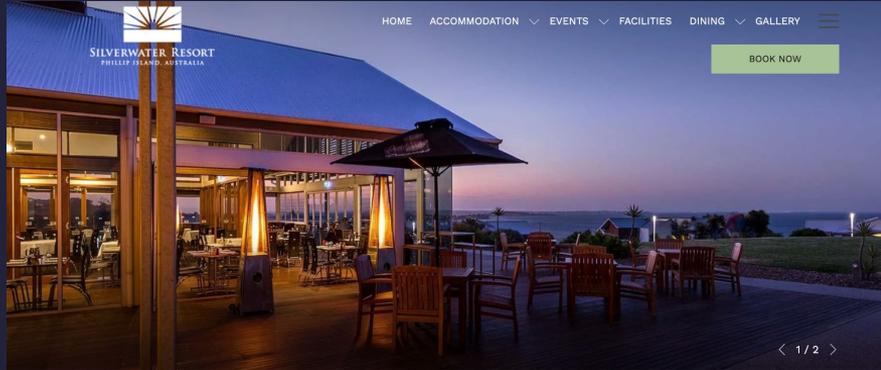
Then summarise:

Common themes or messages across all two brands

Gaps or white space – What's missing or underused? Any inconsistencies you spot?

Keep your review based only on what's clearly presented on their websites (no reviews or booking platforms).

# Marketing research & insights



This Phillip Island accommodation resort is unlike any other accommodation in Victoria.



# Competitor Websites

Analyse and compare the key messaging and positioning on the homepages and core pages (e.g. About, Rooms, Location, Why Stay With Us) of the following four competing accommodation providers in Phillip Island:

## **[Insert accommodation website]**

Create a comparison table showing how each hotel communicates across these areas:

- Value proposition / core message – What’s their main pitch or headline promise?
- Pricing appeal / affordability – Do they mention deals, budget-friendliness, or luxury positioning?
- Convenience & ease – How easy do they make booking, arriving, or staying sound?
- Local experience & uniqueness – Do they promote local attractions, insider tips, or unique stays?
- Tone & target audience – Is the language aimed at families, couples, groups, or solo travellers?
- Emotional triggers – Are they selling relaxation, adventure, romance, fun, escape, etc.?
- Key differentiators – What sets them apart from other places? Anything surprising?

## **Then summarise:**

Common themes or messages across all four brands

Gaps or white space – What’s missing or underused? Any inconsistencies you spot?

Keep your review based only on what’s clearly presented on their websites (no reviews or booking platforms). Use Australian pages.

# Competitor SWOT Analysis

## Turn your lazy prompts into great ones

Idea to prompt in seconds - get much better results from Claude

I want a prompt that will...

⚙ Standard Prompt ▾

➔

- 🔍 Research a topic
- 📊 Analyze data
- 📄 Draft a document
- 💡 Brainstorm ideas
- 👤 Create custom GPT

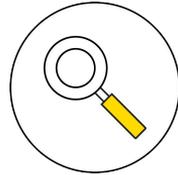
# Marketing research & insights



Persona  
Development &  
Validation



Customer  
Decision Drivers  
Upload:

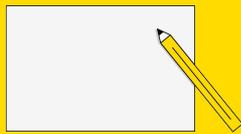


Competitor  
Positioning

# Today's learning journey



**Market  
Research &  
Insights**



**Strategy &  
Planning**



**AI-Assisted  
Comms**



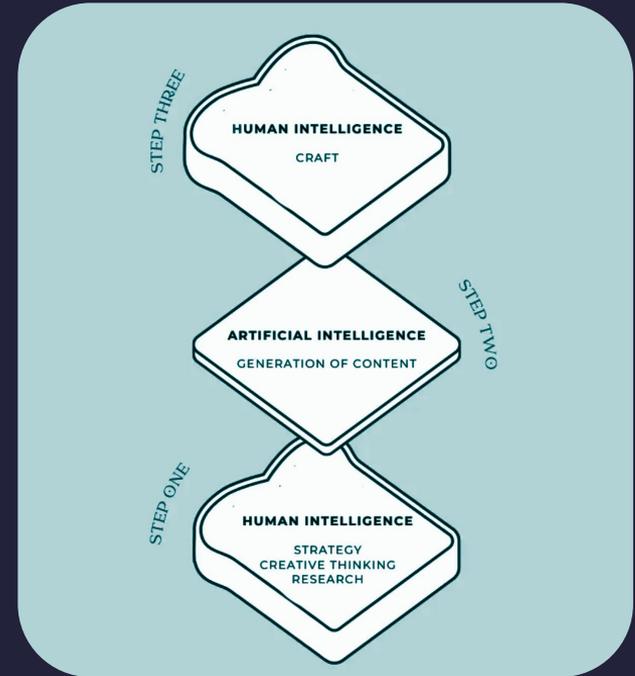
**AI for Data  
Analysis &  
Insight**

# Human + AI Assisted Writing Process

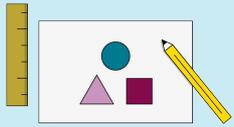
**Bottom slice:** Start with you – brain, ideas, insights, audience, empathy. Voice download into AI.

**Middle:** Train AI on your voice and style. Organise structure, suggests anecdotes, angles and editing.

**Top Slice:** Sprinkle your humanness, quirks, nuances, tone, back on top



# #8 Copywriting



Drafting Copy



Editing Copy



Repurpose &  
Adapt Copy

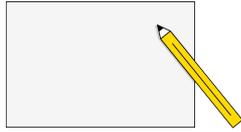


Summarise Copy

# Example: Accommodation

*FAQ*

Frequently Asked  
Questions



Guest  
Welcome Packs



Email Content &  
Subject Lines



Social Media Posts



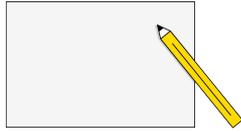
Customer  
Complaints



# Example: Accommodation

*FAQ*

Frequently Asked  
Questions



Guest  
Welcome Packs



Email Content &  
Subject Lines



Social Media Posts



Customer  
Complaints

# FAQ

**OLD CHILLI**  
B&B

[HOME](#) [ROOMS](#) [RATES](#) [LOCAL INFO](#) [GUEST BOOK](#) [BOOK NOW](#)



“ Special Offer! All bookings made directly on this website get a free bottle of local wine included in their stay.

**HIGHLIGHTS**

- 3pm checkout on Sundays
- Private entrance from courtyard
- French doors onto the verandah
- Deep relaxation spa bath
- 600 metres from main street
- Breakfast with local produce

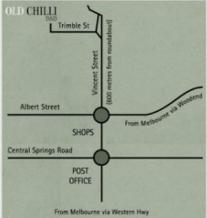


**CONTACT US**

📍 25 Trimble Street,  
Daylesford, VIC 3460

☎ 0418 333 232

✉ [oldchillidaylesford@bigpond.com](mailto:oldchillidaylesford@bigpond.com)



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# FAQ

Act like a customer support copywriter. Based on the content of this accommodation website, write a helpful FAQ section with 10–15 questions and answers.

Focus on what a potential guest might want to know before booking. Include questions that: Address practical concerns (check-in/check-out times, cancellation policy, parking, etc.) Clarify amenities and inclusions (Wi-Fi, kitchen, aircon, pet-friendly, etc.) Help guests understand what makes this place different or special Answer location-related queries (nearby transport, shops, attractions) Handle typical concerns (safety, accessibility, noise levels, etc.) Use a friendly, clear tone. Keep answers short (2–4 sentences), and avoid jargon or overly salesy language.

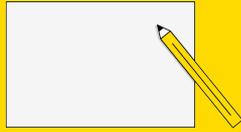
Here's the website: <https://oldchilli.com.au/>



# Example: Accommodation

*FAQ*

Frequently Asked  
Questions



Guest  
Welcome Packs



Email Content &  
Subject Lines



Social Media Posts



Customer  
Complaints

# Guest Welcome Pack

You're an expert hospitality writer creating a friendly, helpful, and informative welcome pack for a boutique bed & breakfast. Write a guest welcome pack that strikes a warm, conversational tone — like you're greeting a friend — while clearly covering everything a guest needs for a smooth and comfortable stay.

The tone should be:

Warm and welcoming (without being overly casual or cheesy)

Clear, helpful and professional

Easy to skim, with headings and bullet points

Suitable for both local and international travellers

Include the following sections:

- A short personal welcome message from the host
- Practical check-in and check-out details (with times)
- Wi-Fi login information
- House rules and any special notes (e.g. pets, noise, smoking, shared spaces)
- Info about breakfast and kitchen access (e.g. self-serve, dietary options)
- Bathroom info (e.g. towels, toiletries, laundry access)
- Local recommendations (top 5 spots to eat, drink, walk or explore nearby)
- Transport and parking info
- Emergency contact details
- A friendly reminder to reach out if they need anything during their stay
- Optional extras to add a thoughtful touch:
  - A welcome note about the local area or town
  - Personal recommendations from the host (with reasons why they love them)
  - Any extras guests can request (e.g. picnic baskets, late checkout, tour bookings)

Format the pack with clear headings and bullet points to make it easy to read. Keep it under 1,000 words. Aim for a printable PDF or booklet-style layout (no graphic design needed — just clear, structured writing).



# Perspectives



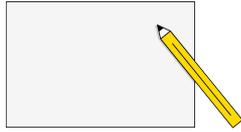
**The Perspective**



# Example: Accommodation

*FAQ*

Frequently Asked  
Questions



Guest  
Welcome Packs



Email Content &  
Subject Lines



Social Media Posts



Customer  
Complaints

# Guest Welcome Pack

Write a friendly and professional welcome email for guests who've just booked a stay at a boutique B&B accommodation. The tone should be warm, personal, and helpful – like a thoughtful host writing to a guest. The email should include:

A warm welcome and thank you for booking

What to expect during their stay (e.g., cosy rooms, breakfast details, local charm)

Key practical details (check-in time, address, parking, contact number)

Any extras (e.g., local recommendations, complimentary treats, Wi-Fi)

An invitation to reach out with questions or requests

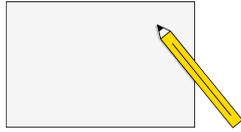
Friendly sign-off using the host's name



# Example: Accommodation

*FAQ*

Frequently Asked  
Questions



Guest  
Welcome Packs



Email Content &  
Subject Lines



Social Media Posts



Customer  
Complaints

# Social Media Post



**Reverse Prompt**



## Social Media Post

Write an engaging Instagram post for a boutique B&B accommodation welcoming new guests or promoting an upcoming weekend stay. The tone should be warm, friendly, and inviting – like a thoughtful host sharing a glimpse into what makes staying here special.



# Tailor your AI to the specific task

Social Media

YouTube

Customer  
Service

Events

Email

Landing Page

Website

Long Form  
Content

Google Ads

Product  
Descriptions

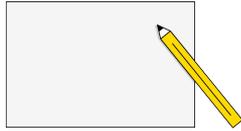
.... more



# Example: Accommodation

*FAQ*

Frequently Asked  
Questions



Guest  
Welcome Packs



Email Content &  
Subject Lines



Social Media Posts



Customer  
Complaints

# Customer Complaints

Write a polite, professional, and empathetic response to a customer complaint for a boutique B&B accommodation. The tone should be warm, understanding, and solution-focused – like a thoughtful host who genuinely cares. The response should:

Start with a calm, genuine apology (even if the issue wasn't directly the fault of the host)

Acknowledge the guest's specific concern (e.g. noisy room, cold breakfast, late check-in)

Explain (briefly) any context, if helpful, without making excuses

Offer a solution, refund, or way to make things right, where appropriate

Reassure the guest that feedback is valued and steps are being taken

End on a respectful, positive note that invites them to return if possible



# Customer Complaints

Feedback from our stay

---

Hi there,

I recently stayed at your B&B and wanted to share some feedback. While the room was lovely and the setting peaceful, I struggled with noise in the hallway at night which made it hard to sleep. Breakfast felt a little disorganised – a few items weren't available when we came down, which was disappointing. I was hoping for a more relaxing stay, and I'm sharing this in case it's helpful for future improvements.

Cheers

Steve



# LinkedIn



AI In Marketing

## Become the **smartest** marketer in the room



Learn AI, Save Hours, Get Better Results 



**Stephen Toms** 

Specialist Digital Marketing Corporate Trainer | Consultant | Speaker | Coach | Co-Founder Marketing Growth Academy

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Monash University

