



## Webinar Transcript

# AI Prompting 101

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## Welcome

What's up, everybody? My name is Blake Hudson. So excited to be working with you today. If you are looking for AI Prompting 101, you are in the right place. We're gonna help you build a better pipeline.

As you might know, Apollo is the end to end AI sales platform. AI is not magic. It's just the smartest teammate you'll hire this year. Right? And that's what we want to help you do, help you use AI like a teammate.

So let me give you a little agenda so you can now know what to expect.

First, we're going to talk about AI prompting just from a high level, introduce you to it, make sure that you have a good familiarity with everything going on.

Then we're gonna get into some live demos, which I think are gonna be really helpful for you because a lot of times, it's just AI as a conversation. It's just, like, high level. Let's watch it get done by an expert. Then we're gonna wrap up with some q and a.

Now I'm gonna give you a quick intro for myself. I am the global sales trainer here at Apollo. Let me introduce my friends. They are going to be joining Samuel and Tyler.

I will bring them up on stage.

Nice to meet you all. My name is, oh, guess we went to the next slide.

Go ahead. Go go ahead.

Tyler, I'm the AI product lead here at Apollo. I'm really excited today to have this email showcase the AI prompting, different the use cases in the product. Please send me any questions or frustrations that you have, and we'll hopefully fix them for you.

Love it. Love it. Thank you, Tyler. Go ahead. Introduce Sam.

Hello. I'm Samuel Thomas Elliott. I like to joke that I'm a recovering salesperson of ten years, but to be honest with you, I still miss sales every single day. But I ended up being recruited by Tyler because I was learning how to solve a bunch of my own sales challenges and with AI.

Tyler recognized the work that I was doing in the Apollo platform and, have been obsessed ever since. So really excited to dive through some actual examples and highlight some lessons for y'all today.

Alright. Let me stop sharing. There we go. The floor is yours, my friend.

Beautiful. Alright. Is everyone excited? I went to a Coldplay concert last night. So not even twelve hours ago, I had just the most amazing energy happening, and I hope I'm able to bring that energy to you all today.

So let me get the screen share going.

## **Intro to AI Prompting**

Intro to AI prompting. As we look at it, what is AI? What is prompting?

The biggest thing before we dive in is I really wanna highlight just how fast AI is moving forward.

AI is not just for developers.

AI is not just for creatives. AI can really be for everyone. It is such a dynamic tool. I often relate it to the early stages of the internet where only the really techy people were accessing the internet and found value out of it. And then it became more and more accessible. And that's what we're running into right now. So the biggest piece since we're so early and there's such a bright future with AI, I really wanna highlight to everyone.

You're already taking one of the best steps in learning because it really is learn now or you're going to fall behind.

Sam Altman said it six months ago.

Over a billion prompts are going through just the open AI platform today.

If you're really interested in getting philosophical about AI, really just curious, Sam Altman's an awesome person to listen to.

You go to YouTube, search Sam Altman speaks about AI.

And really, really fascinating, really sharp mind when it comes to AI, but it is being used widely across all different industries, many different use cases. It's not always just one tool. There's many, and we'll go into that here in a little bit.

The other piece that's so fascinating about AI as well is AI will never be worse than it is today.

Every single day it is getting better. The the capacity of these tools, you'll see the word model thrown around as it is on screen, continues to double time and time again. And if you're really curious and you wanna understand how fast it's moving, or if you all are familiar with Moore's law and computer processing, doubling year over year, AI is kinda having its own Moore's law moment right now as well.

So why does this matter?

Well, because I'm seeing what everyone's hoping that AI can help them work with online or, excuse me, in their job. And it can help all of us not only work faster, but also work smarter.

AI is a lot, but I hope that as we dive into some of these basics, I'm able to break down just some bite sized pieces that you can apply to just about any application you're trying to use AI for, and you can be able to prompt better and get the outputs that you're looking for. Alright. Let's jump into it.

## **Best Practices for AI Interaction**

The first thing when you approach using AI, treat it like a teammate. It's not an oracle. One of the biggest mistakes a lot of people make and a lot of frustrations come from is just expecting AI to be this all knowing being.

It's less of an intelligent all knowing being, and it's more of like a freshman in high school that is a know it all, where if you give it a task but don't get very good instructions, it's gonna get really excited to go do the task, and it might even, like, stray off the path and come back just to show you how much information it knows. And it's like, that's not exactly what I was looking for.

So AI is really fast, and it can be really consistent. But if you are looking for a specific output, you need to provide it those clear instructions.

The other piece too with clear instructions is no one's perfect in giving instructions.

So when treating it like a teammate, think of the best teammates you've worked with. They normally ask questions when you assign them a project.

The funny thing about AI is you need to tell it to ask you questions before going and working on the task. It's not just going to intuitively ask you questions.

There's some systems that will, but best practice that we'll jump into and I'll show you some actual prompts is tell it to ask you questions before going and working on the task.

So one term you're gonna be you're gonna see thrown around a lot is really prompting. Prompting is really just providing the input or your instructions to whatever AI system that you are using to get a specific response or action out of it. Different AI tools do different things.

For the focus of this talk, we're talking about really generative AI tools, like the chat GPTs or the Claudes or the Perplexities.

When you kinda search AI tools or large language models, that's what we're gonna be talking about here. And then we'll start talking about some specialized tools using Apollo as an example.

All of these tools take some sort of prompting or instructions. So it's really just the way that you're communicating with that AI model, that AI tool, guiding it towards the desired outcome that you're wanting.

And there's two types of prompting here. There's the interactive chat where if you log into ChatGPT, actually, you don't even need to log in anymore.

You can go back and forth, you know, like tennis.

And then you have the single shot prompting.

Single shot prompting is where you're just needing to provide a specific prompt, and it's gonna go and provide you that output.

Now interactive chat is really nice to have a conversation.

We talked about, you know, business therapy, brainstorming, interactive chat is really, really good for.

And then the single shot prompting is really good at running AI at scale. You wanna do a lot of research on companies to find the best companies. You want to you know, you have a list of contacts you wanna reach out to, and you wanna see if any of them appeared on a podcast recently. That's what single shot prompting, is really, really good at and designed for. And you see a lot in the Apollo platform.

So one thing that's really funny with single shot prompting though, and you see it with more of the back and forth prompting as well is if you give really bad instructions, you're gonna get a really bad output.

And if you hear anyone talking about how, oh, AI is awful, chances are they tried to give it a task, and it didn't do the task very well. How many people have seen this meme here on a teacher trying to instruct? It was elementary school students on how to make a peanut butter and jelly sandwich.

Pretty popular. I think it was a popular kind of video going around the internet recently. I still remember being elementary school and doing a similar task as this.

And the teacher had the students, hey. Instruct me how to make a peanut butter and jelly sandwich. And right away, people are like, oh, you just you go and you put the peanut butter on the bread. And you see right there in the first one, you know, the teacher put my headset wanted to die on me.

So with the peanut butter example, you see that they went and put it just right on the bread. You need to be clear in your instructions. First, take out the bread, then open up the peanut butter, Go and use a knife to scoop the peanut butter. The same thing goes with prompting.

AI is not gonna replace outbound best practices. So as we start to go into an example of how to leverage AI specifically in outbound and teach some of those prompting basics in outbound, is it won't replace the best practices.

## Dynamic Variables

The other piece too is while you use the AI, one thing that's important to be familiar with is dynamic variables. I will show these in the platform as well, but dynamic variables is essentially going to pull in the company name for all the companies that you have kind of on your list or the contact title. One thing you'll also see me use in this example is a little bit more, specialized syntax or just structuring with if, and then end if, and essentially that's just going and showing where if we go and have a contact title, we're gonna go and provide this full paragraph in there. And then if we didn't have the contact title, this paragraph isn't going to be in there.

So here's the example of what that actually looks like going through the AI of, we have the contact title and then we go and provide the personalization.

Not too important, but you'll see it in the demo when I just wanted to address it.

So as we jump into the Apollo platform, we really have easy access to three different models that are good for three different things.

We have OpenAI, which is really a strong data synthesizer of all the data within the Apollo platform.

We have Perplexity, which is really the web researcher that can go online to find information. You'll see me using that a lot. And then we have Claude, which is really a writing pro where we're gonna be having it write our emails and even subject line for us. And what's so fun is with the Apollo platform plus AI, we're taking all the data in Apollo about company description, company overview, being able to filter by companies, all the keywords, even information off the company's website, and then leveraging that to take it further, whether it's synthesizing that information, whether it's building a list and filtering by specific companies, even in the Apollo platform, being able to summarize your your call notes and

then write emails based on those call notes, getting really specific, you know, understanding someone's terms online on their website.

There's so much you can do pretty much any data that's in the Apollo platform or any data that is unstructured on the internet. We can end up pulling in the Apollo platform to help you with your outbound. In order to do this, you have to understand prompting.

## Frameworks for Effective Prompting

There's different frameworks for prompting, and I'm not going to go into individual specifics. Find one that works best for you. If you are on that beginner side of prompting, I'm going to be using the RISE, framework here, which is really just focusing that any prompt that you're writing, especially the zero shot prompts that you're giving the AI a role.

You're providing input and a lot of context on what you want it to do. You're giving it very clear steps again, coming back to the peanut butter and jelly example here, and then you're providing, an end output or at least instructions on what you're expecting from the AI.

So let's actually jump into that.

You know, given someone who likes using AI, I'm like, Hey AI, I got this webinar coming up. What's a fun example that we can use?

And I decided to come up with a burger concept.

So with this burger concept that we're going to be selling to individual restaurants, we're going to walk through the process of building the targeted list, Verifying that these restaurants are selling burgers today. Cause I can't sell this burger cooking machine to a restaurant that isn't cooking burgers yet. That just sounds hard. I'd rather have them already cooking burgers. Getting information about what that restaurant is all about. So getting really good research on who that restaurant is, what they care about. Doing a deep dive on their actual menu. So we understand what types of burgers are they selling, how do they talk about their burgers, and then pulling all that together in personalized messaging.



So let's actually jump into the platform and start building out the filters. So I have a quasi live demo here. Just wanted to have everything loaded for the sake of speed, but we have a burger company and I'll even show you how I use AI to highlight what the burger company was when you're prompting. Don't be worried about being perfect with everything that you're prompting says. I actually did voice to text here and I just made sure I covered each aspect of the RISE framework.

I'd already done some work on this Burger X company, but overall, it is a countertop burger machine that has a sous vide, a grill and a sear to essentially guarantee edge to edge doneness with a craveable crust of your burger. I thought, you know, whether you're vegetarian and had a good, veggie burger or beyond meat burger have a chicken burger like I did yesterday. You like the real thing, the meat burgers. I thought this is something everyone could relate to.

So if we're trying to sell a burger cooking machine, we're gonna wanna sell it to places that are restaurants that are already serving food. So in building that list here, I started and I filtered by restaurants, but then that gave me a ton of restaurants and I'm based here in Denver, Colorado. So I wanted to focus on states right around, Denver so I could potentially go and visit these restaurants. And I also didn't wanna focus on mom and pop shops that might not be focused on, making investments in their kitchen right now.

I really wanted to go and focus on restaurants that had five to twenty locations. I felt like that wasn't too small. I felt like it wasn't necessarily something that was too big for me to approach them. So I wanted them to focus on that five to twenty locations.

And I got a really good list here.

But the biggest question is like, okay. When I searched just by restaurants, I start seeing some hotels in here as well that have some restaurants. And I also want to confirm that they have burgers.

So this is where our first prompt or our first power up is going to come in. Now don't feel, I saw a comment in the chat. Don't feel that you have to be perfect at writing prompts by hand.

AI is really good at writing prompts for you. And I'm gonna share this full chat thread of what I created in chat GPT, write out the prompts. So the first thing I wanted to know is I wanted to

look up if an organization or company sells burgers, they must have some type of burger on their menu or the restaurant they owns menu.

You should be going to their website, clicking on any follow-up links and finding online menus to confirm they sell a burger today.

The output should be yes or no.

So I'm giving it a role.

I'm giving it the input, all the information that's gonna be helpful for it. I am saying what models being used specifically in the Apollo platform. We use Perplexity for our internet search, and then I'm kind of giving it its individual steps, but really just focusing on that input of look up the organization and confirm they sell a burger.

Be it going to their menu or restaurant, they owns menu. Since I know on this list, there were some ownership companies and then that E piece of the output should be yes or no. Now here's the kicker. And here's one thing that I know anyone who doesn't know this tip already, this is gonna upscale your prompting right away.

## **Have AI Ask You Questions**

Back to that piece of a good teammate I talked about earlier, but

always have AI ask you ten questions before writing out the prompt. And you'll be amazed at how good AI is at asking the questions for you. So go through the individual questions, answer them. This way, it's gonna catch anything I missed in that prompting framework or all the information I gave it up here.

It's a really nice way of using AI as a teammate rather than just barking instructions at AI and then AI trying to follow those instructions, whether they were good instructions or complete instructions or not. So as I go through, I answer it, and then it goes and outputs my prompt.

Here you see some of the dynamic variables from the Apollo platform.

And if I was to go in the way that I would essentially copy and paste this into the Apollo platform, Highlight in here, coming over. And then it's this research with AI button. Now in the Apollo platform, I jumped right into my company lists. So you'd come to a homepage. You see this left hand navigation for those who are new to the platform and and you come right in here to companies. So I'm just trying to figure out what companies do I want to focus on and target before I start focusing on the individual context that I want to target.

## **Run Custom AI Prompt in Apollo**

So we dive into the companies we'd go and we'd create run the custom AI prompt.

We have an assisted version, which is really good for some basic prompting since I'm getting really specific and want the AI to go to the individual websites and look at the menus. I'm gonna go into this full kind of prompt mode right here. Assisted. If you just write basic English, it'll help create just a natural prompt for you.

Full prompt mode is where you're gonna wanna go. If you have kind of a prompt that you're building in chat GPT, I can copy and paste it. Of course, before I copied and pasted this, I proofread this prompt. I went through and made sure that AI understood what I want because AI as powerful it is as it is, it shouldn't be trusted on its own.

You are the human, you know what you wanted it to do. So you should be really, really detailed in reading through what AI is doing for you and making sure that it all makes sense. Don't just trust AI blindly. That's how you end up being a lawyer that's in national news because you cited a hallucination of AI.

Make sure you are proofreading anything and anything that's supposed to be a very specific fact that you are putting your eyes on it and double checking the work of AI just as if you're working with a teammate on this, and you assign this task to someone else, but you're the one who's responsible for making sure it's done correctly.

## **Creating and Testing Prompts**

So I do already have the prompt created, but when you go and create a new prompt, you can hit this nice little preview button to be able to see what that output looks like. And it'll generate the preview on the list that you have up right here.

So I had a few already run.

You can always go back in and edit, provide the nice title here, and go and test out your prompt each time. You shouldn't expect your prompt to always be perfect. We're spending a lot of time on the front end of getting these things set up because it's gonna allow us to end up moving a lot faster.

Once we're able to prove this out with a few individual organizations and accounts.

And with this go in and do the manual work.

Before this, I went into the Fox restaurant concept. I looked at the different restaurants that they own. I made sure that those restaurants had burgers before I would ever go and trust this output.

If I noticed it was missing something, you just go back to chat GPT, which you actually see here. Hey, that original prompt didn't work. Can we have it scanned for company keywords in the Apollo platform as well?

## **Finding Company Details with AI (at Scale)**

Because the Apollo platform, we end up going and scraping these company websites to understand for those that have robust websites and menus, what types of food and offerings they have. This is for restaurants. This is for anything. So we see the locations we see, you know, this is, this has golf spa dining, everything. So I added in some more details to be able to get this more accurate, continue to test it.

Did an update working with the AI as a teammate saying, hey. That actually didn't work. Can we have it add this as well? Here's an example of where it didn't work.

And then the AI was able to go deeper and recognize where improvement is needed in the prompt. This is what I mean about using AI as a teammate. You don't have to have all the answers as a human. You just have to be really good at providing instructions and providing feedback to the AI, and it will naturally create prompts that are best suited for the individual AI tool that you're trying to use.

So it gave me the updated prompt. I copied and pasted it in, And then I wanted to make sure, is this as detailed as it can be? Or is there, are there additional details that you could do to make it better?

Remember this is to be run on Perplexity. So this is the benefit of that, that back and forth and the interaction with AI is I can continue to go back and forth while trying to repair a prompt for the single shot prompting in the Apollo platform.

So it made her a little bit stronger. We don't need to read through all the individual details here.

And then I was able to get a prompt where everyone that I manually tested everything was accurate. So now I understand for each one of these companies, here's one hundred and twenty nine, which ones are referencing burgers on the menu versus which ones are not.

Now. That's great. I only want to reach out to companies with burger on the menu.

## **AI Filters for Your List**

That's where our AI filters comes in.

So on the left hand side, here, we have all of our individual filters.

You can customize the order of these filters.

We have this AI filters button. If you don't see it in your own Apollo platform, click into the more filters and you'll see it sitting over here, but I'm going to go. And in AI filters, I'm going to search by this specific prompt, or we call them power ups and the Apollo platform to only go and filter by the yeses in this output.

So this was Burger X sells burgers.

It's going to pop up a filter here and I can just search by containing the word. Yes. Here. So we start with one hundred and twenty nine. The Apollo system's gonna go through this full list and this could be thousands. This could be tens of thousands.

As long as I ran the Power Up on tens of thousands of organizations, it can filter through all of them.

That could be more than pens of thousands.

So, yes, we went through from one forty nine to forty two confirming that they have burgers. I saw some, salad concepts on there that didn't have burgers.

Those were the nos that I was confirming. I saw some cafes that were on here that got caught in the restaurant filters, that didn't have filters. So all those are getting filtered out. We just have our yeses now.

And now this can be for anything. This example, I'm doing burgers. I've worked with people that wanted to identify food manufacturing companies that had nut butter ingredients.

Very similar thing. Go to chat. GPT, give it a role, give it the input and the context, give it the steps I wanted to take and then the expected output. And then I went from tens of thousands of food production companies to roughly ten percent of that, that specifically we're using nut butter ingredients.

As long as the information is online and available somewhere, and you could instruct a human with very little research experience, how to do it, you can instruct AI how to do this.

So coming back, if I was to break that out, how to really filter for that menu, I was telling the AI to internet researcher. I was given it the inputs, which included the restaurant's website. I said, locate the menu, return if there's more than one burger, and then that output should essentially be just a yes or a no.

So the framework is helpful when you're making sure you're providing the AI, all the information you can, but as you see, even from the prompt, the more information that you provide, the better.

## Using Dynamic Variables

So one thing to note on these dynamic variables, if this is new to you using AI within a system that is pulling in dynamic variables, (headset's back) in the Apollo platform and in many platforms, you'll see a dynamic variables button. So you can click on this and now we have all of the dynamic variables that we could use.

Here are the ones that I created custom.

If we wanted to have the address in here, we could be popping in the address of each one of these locations, if that was needed.

So that's where the dynamic variables come from. Whatever platform you're using, especially in this case of Apollo, all the dynamic variables are predefined, or they're the custom ones that we'd be creating, with each of the prompts.

So, like, the individual Burger X ones that I've created for this pop up here, and I can use that data in a future prompt. This is when you start doing some stacked prompting or some chain prompting, which is really important for the messaging. If That doesn't make sense to you right now. That is okay.

## Researching Individual Company Details

So we're able to filter by all the companies that sell burgers. Now I want to know as much as I can about that individual restaurant.

So we're, I'm going to create a second prompt And that second prompt, I just wanna know as much information as possible because I'm starting to think about how I would want to personalize my emails. Now, if I was to spend thirty minutes researching each restaurant,

going through their menus and crafting the most perfect email possible, I'm trying to think of what information would I want.

A part of that, I can just instruct the AI to go and find that information.

So as that generates a preview, I'll show in this chat thread in chat GPT, which I'll share with you guys afterwards. So you can actually see exactly how I put all this together, how I get feedback on each individual prompt.

## Creating and Refining Your Prompt

I'm asking AI to help me create a prompt that dives deep into the type of restaurant they are. Again, don't be worried about perfect spelling or perfect grammar when working with AI, especially when you're just given the original instructions.

On the actual zero shot prompt. You do want to make sure that you have good grammar and everything's clear, but when you're using it as a teammate like this, don't sweat the little things I wanted to highlight.

Since I've looked at my list myself is, Hey, there may be multiple restaurants owned by one group. So breakdown details for each restaurant, giving it more of its instructions of the individual steps.

Talking about the expected really like output or the example here.

And then really talking about the goal as well, because people work better. AI works better when you give it an end goal.

And then sure enough, ask me ten questions. This is the quickest way to level up your prompting ability when trying to create these zero shot prompts or even if you're having chat gpt or more of the the interactive generative AI tools, do big tasks for you. Before it goes and does that big task, have it ask you ten questions about the task that you're assigning it.

So, again, ask such good questions. AI is so good at coming up with questions to the point where it's like, wow. I can't believe I didn't provide it that information in the first place.



I answered the questions. A lot of them were yes or no questions or just short answer responses. And then I went and I got the output.

So again, this output may seem long. I do this day in and day out. So these outputs have become very familiar to me. If this output is scary to you, it's just a muscle that you need to work.

And it's just something that over time, you'll start to get really, really used to reading individual prompts and understanding the different sections of prompts. But if you look through it, you know, we went straight into a task. It doesn't look like it gave it specifically a role. Roles are helpful because it says a lot in a lot of words to where instead of trying to tell AI how it's the best practices of Internet researching, you can just say you are an expert Internet researcher or an expert food critic.

And the AI is gonna essentially look up, okay. What are all the things that a food critic or an Internet researcher is good at? What are the skills? And it will then apply that to the prompt.

That's why providing a role is helpful by no means. Is it always needed helpful to start?

AI is a very fluid tool. It's nice to have a framework from the start. And if you're struggling, try and come back to a framework. But instead of a role, it really just focused right on the task. We have the individual inputs.

We talk about the output at the top as well. Here are the individual steps and the individual instructions, more details on the output. And then even going and giving it a breakdown of here is how the output should be structured. And since this is a little bit more advanced and I provided it some rules, the zero shop prompt has rules in here as well.

And then this prompt, just one shot, answer the questions as you saw it provided me an output. That was absolutely perfect for what I needed.

So in a lot of things of AI, it's a lot of buildup. I know the beginning of the second, I was doing a lot of buildup. Even right now, I'm doing a lot of buildup and a lot of work to get to that perfect email. Because I wanna be able to put these companies and find the right context at these companies into an email sequence. And I want people responding and excited about burger

X, but it takes preparation and it takes some buildup of getting this information, going through the multiple different restaurants.

Cause I'm gonna end up feeding this into AI for the messaging as well.

I did a very similar process of understanding what types of burgers are listed. I won't go through all the details on this one, because I know you all are interested in seeing what the end result can look like with the messaging.

But with the messaging, I was picturing being able to personalize my pitch and selling this Burger X, you know, three in one burger cooking machine by talking about the specific burgers that are already cooking.

But in the company overview, I didn't ask for the specific burgers. So I'm gonna go and do that in its own prompt, knowing that some of these companies might have like a lot of specialty burgers. So So in this prompt, I essentially was saying go to the menu, look up the burgers, look up the concept of the restaurant to understanding how focused on burgers it is, or if it's focused on something else. And then break down the individual burgers on the menu, highlighting if any burgers have won awards.

And then talk about the ingredients of the burgers as well.

One really nice thing with the Apollo platform is we wanted to provide as many citations really as possible. And in your prompt, you can ask for citations, but we've built it into the platform as well where you can click in. You can see what, website things are coming from, where the information is being pulled from. Looks like we actually took a little bit of this off of their Uber Eats, storefront as well for True Food Kitchen, which is a part of well, I guess we're looking at True Food Kitchen specifically, but if it was a part of a restaurant group, that's where the research gets a little bit more difficult because the restaurant group has multiple restaurants a part of it.

## **Identifying Key Contacts for Outreach**

All right. So we have this great information on the organization.

Now, how do we go and find the contacts? Well, I used AI to say, Hey, who should I sell to in these organizations? If I just scroll down to that piece, figure out who at the company we're going to reach out to and what titles do you think work best?

AI is amazing at helping you build out your ideal customer profile and understand what personas you should be selling to and how you should be selling to them.

Because I can quick pull for the audience. Do you want your emails to look the exact same? If you're selling to an executive chef versus, you know, a director of procurement or an operations manager that cares most about turning over tables. They all care about different things.

And the Burger X machine has different benefits depending on what role you're in. So I wanted it to be broken out and sure enough, you know, I'm in the same chat thread. So the AI knows what I'm doing. It knows what burger X is already, so I don't need to explain it.

And I can just give it a very simple question of, you know, who at the company are we gonna reach out to and what titles do you think work best?

So much rich information, but I wanted it to go deeper because I want this information to help with an actual email.

So as we dive into this, you know, for each title, give me a problem solution style pitch for each title that relates specifically to that title and what they care about.

Making sure the AI knows. You know? I want this to go well into a cold email, and I don't want the pitch to be focused on us, BurgerX, trying to sell this awesome burger machine, and I want it to be focused on them.

Same thing. Ask questions, answer the questions, really good output.

And now I want to go look up these people of these titles. Cause I checked these titles. I used about eighty percent of them. Part of that human in the loop aspect, not one, a hundred percent of these titles look good to me. But what I can do is I can go and I can select all these companies I have filtered and I found right now, I can hit select all right here in this checkbox, and then I can click in and I can find people.

And this is now going to take me to filter by all these individual companies. I was just looking at into the people search, and then I can go and start searching by the individual job titles, which I've already done right here.

Boom.

Here are those job titles that AI helped me produce.

## Using AI for Contact Research

And I said, you know what? I don't just want to personalize this email to the company. I'm going to personalize it to the contact AI can do personal level research as well. If there's any public mention mentions of that contact.

So really what I say is I want any credible public mentions of the contact listed below. I want accurate quote level information that can be used used for outbound personalization, focus on articles, interviews, press releases, blogs, not LinkedIn or speculative sources. Why am I saying not LinkedIn? Because we use perplexity to do this, and LinkedIn doesn't allow perplexity, access to its page. There's certain websites that don't allow AI. And as we use Perplexity as a tool, you can say, go to LinkedIn and it's just not gonna repeat it. So I like to put it right there in the prompt, but don't even try and use LinkedIn.

So I can preview it. We can see not every single contact is gonna have media mentions, but where it's gold is when one does.

Because then we can start creating some chef's kiss messaging that pulls everything together, Something like this.

And let me pull up a bigger preview.

## Personalizing Emails Effectively

So you all tell me understanding all that work that went into just to creating a silly little email that might help me sell, you know, a ten thousand, dollars twenty thousand machine.

What do you think? Is this personalized?

So, so this almost in reverse where I am still instructed how to write this email.

AI is not good at understanding the best concepts of just a cold email. We're working on templates and really teaching AI how to do it better.

But I really instructed at the very beginning, I want it to be personalized on them. I wanted there to be an engaging question.

I wanted to highlight that, hey. We know who you are and relate that to how we might be able to help.

We're talking about cooking burgers here. Something as basic as that. Highlighted some, you know, actual measurable results or things that the individual contact would care about.

I did, the same call to action for each contact because cause I felt like it was a nice call to action. That was a little bit confident, but also a good one that should intrigue people. And then a PS that's gonna talk about something on their menu item.

And you can see that the AI is gonna follow this for every single one of these contacts, personalizing it based on their role and their persona, but also off of all the information that we pulled in.

Even this restaurant group here, this was a resort. That AI was able to research from what we looked at earlier to understand that their restaurant's called the Foundry Grill. We're not gonna say, hey, ever wondered how the Sundance Mountain Resort could serve its Black Angus? No. Let's talk about the actual restaurant within that resort.

Talking about a specific ingredient, this level of personalization is gonna be what is required to cut through the noise if you're only gonna play in the email channel. And it's not something that should just be done automatically. You saw the amount of thought that went into this. I was thinking of what type of quality email I want to be sending over.

And I instruct I've made sure to provide the AI, the email that you needed to do this. And then this was all generated really in under an hour.

And then I went and created a fun little, unique subject line that matched the email as well. So I know I ran a little bit long setting everything up, and I wanna make sure we save some time for questions here. But we will share this thread that contains not only all the prompts I used for this example, but how I worked with the AI to generate these prompts.

So we'll share this so that you're able to go through it. You're able to learn from it.

## Takeaways / Review

AI can seem intimidating at first, but I promise you as you dive into it, you're going to start to become more familiar and that little hack. If you're not having AI asking you questions is going to help increase and improve the accuracy when you're using AI. A framework like rise. There's dozens of them.

It's a great place to start. Make sure that you're being a good teammate and providing the AI, the information you need, but don't be picky. Stop beating yourself up with trying to make your prompts as perfect as possible. Use something like chat, you get to have it ask you questions.

Say, hey. Now can you help me create a Perplexity prompt to do this? Test the prompt, figure out what's working, what's not working, give it feedback, have it update the prompt, and just really start to gain an edge, not just in your prompting abilities of using tools like ChatGPT or Claude, but you're also gonna start to be able to use specialized tools like Apollo where we're gonna bring in all of our data plus the AI to help you run outbound a lot more efficiently, a lot more effectively with much better research. So you're landing in people's inboxes that are the right people, and you're sending them the right message.

And one thing for an advanced session we can maybe talk about in the future is making sure you're sending emails at the right time. AI is really good for researching those trigger events, but we'll save that for a future session.

And my audio, unfortunately, still doesn't work, so I can't hear my team. But I'm gonna stop sharing, and I'll let the team take it from here.

Man, Sam, that's a tough act to follow.

That was amazing. I myself took notes. I work here. I work with you. I have access to Sam, and I still took notes.

That's how great this was. Alright.

## Q&A

Did you see any in the q and a that looked good?

Or I'm trying to scroll scroll through right now.

The one on one training. We have a lot of templates in the Apollo platform right now that's gonna help you. We want you to look at those templates. We want you to understand kind of what those templates are for, and then gain inspiration off those templates.

AI is moving very, very fast, but if you connect with our sales team, they can really talk about how to apply AI, how to personalize it for you. And then we do have a specialized division called Apollo Labs that does really manage configuration. They are professional prompt writers like me where they can come in and write very advanced prompts and build advanced workflows, so that you can get a massive springboard in using the Apollo platform. So that is what kind of our one on one consulting looks like right now.

If you're curious, kind of you can just Google search Apollo Labs dot I O. They're the experts kind of in the prompt writing, but all of our sales team members, are familiar with our AI tools, and they can bring in the right resources if you're looking for a really kind of niche or expert kind of AI use case.

I'm looking for some cues for you to give some a's as well, Sam.

How can I effectively use Apollo to secure job interviews? And you're able to look up who would likely be the hiring manager or the, director, maybe your boss's boss at organizations that you're applying to. So Apollo is a great free version, really great for people applying to

jobs to be able to look up the company that they're trying to interview at. Go and cold call who you think the hiring manager is.

You'll leave an impression, and they'll be very, very impressed.

You can also use it for cover letters as well. I found it to be really helpful there.

Yeah.

I see one here about using personalized contacts, AI data for manual emails or automated emails. I think that can be really helpful.

Yeah.

Personalized contacts, AI data for manual emails.

Yeah. Ori, I see the question here.

If I'm not sure what you mean by personalized contacts. You can upload your own contacts into the Apollo platform, and as long as you have, their title, their first name, last name, and the company they work at, you can go and do Internet research on them and be able to do kind of that automated AI research on the contacts. And then just like you saw in the demo, apply that to a personalized email.

Step by step training.

Sorry.

I'm just trying to fire off quick here.

That's it. Look at the docs. We just published our most complete guide today of how to sell with AI. It's that new guide that you see there.

You'll see one of our our marketing professionals, go from zero understanding to creating a similar workflow as mine today, and she breaks it down step by step her learnings. It's really, really good guide to be looking at.



I was gonna say I got a question from Robin. She was asking what's the best way to source candidates and residents in the health care space. You're gonna use the industry filter. It's gonna be right there for you, probably pinned already, but use that filter to help narrow down health care folks.

And I'm gonna drop a link to our knowledge base article on industry filter options.

Good question.

## **Session Wrap-up**

Well, it looks like we're wrapping up here.

I just wanna thank everybody for coming, for your engagement. So it really makes the a better session for everybody when you're able to do that. So thank you. Alright. Hope you left here better than when you started. With that, we're gonna sign off. Sam, I'll let you say goodbye to the folks.

Thanks for bearing with me through the technical issues. I appreciate y'all's patience. I hope y'all learn something, and connect with me on LinkedIn. I'm happy to try and answer some basic questions on there as well. I know I'm open up Pandora's box, but I'm a nerd with this stuff. It's so powerful, and I just wanna share it with everyone. Have a good one.

Peace.