

# Mastering AI and Prompt Engineering in Franchising



**MASTERING AI AND PROMPT ENGINEERING IN FRANCHISING**

Discover Best Practices, Pitfalls to Avoid, and Actionable Strategies for Franchisors & Franchisees

Featuring  
*Ford Saeks*  
Business Growth Accelerator

Sponsored by:  
FRANCHISE  
speakers

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Watch the **VIDEO REPLAY**, GET THE **BONUSES & FORD'S SLIDES**



**WHY?**

- BOOST PRODUCTIVITY
- IMPROVE OPERATIONS
- STREAMLINE RECRUITING
- EXPAND AWARENESS
- ELEVATE CX (Customer experience)
- ACCELERATE SALES
- REDUCE COSTS

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visit: [FranchiseSpeakers.com/ai-thankyou](https://FranchiseSpeakers.com/ai-thankyou)

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**OUTCOME**

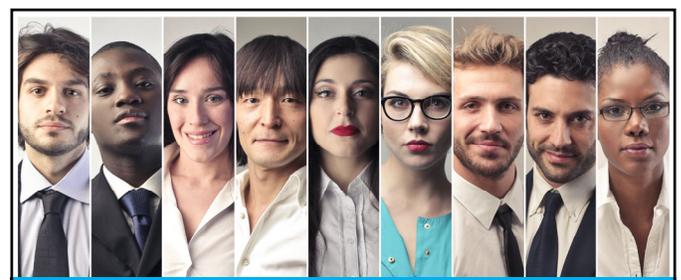
- For Zors & Zees
- Practical Application
- Do's and Don'ts
- Prompt Engineering
- Live Demonstrations

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**Disclaimer:**

**FOLLOW YOUR SYSTEMS & ESTABLISH BEST PRACTICES**

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**ROLES & RESPONSIBILITIES**

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## Get These Accounts

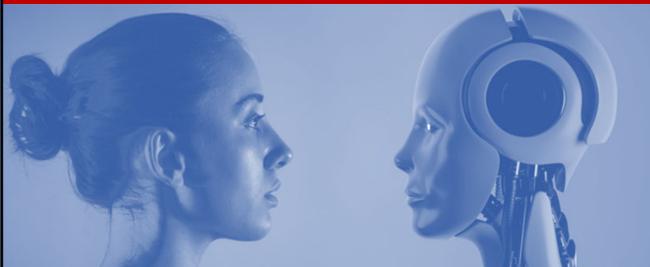
 ChatGPT [chat.openai.com](https://chat.openai.com)

 Google Bard [bard.google.com](https://bard.google.com)

 Claude [claude.ai](https://claude.ai)

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## Treat AI as an Intern



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## Top 5 Pitfalls in AI Implementation:

1. Misaligned Brand Voice
2. Overreliance
3. Hallucinate Data
4. Bias
5. Security & Privacy



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## 16 USE CASES:

1. Franchise Development Solutions
2. Improve Meeting Debriefs
3. Franchise Relations
4. Content Creation
5. Social Media Engagement



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## USE CASES:

6. Creating Detailed SOPs
7. Write Personalized Emails
8. Language Translation
9. Customer Service
10. Analyze Big Data



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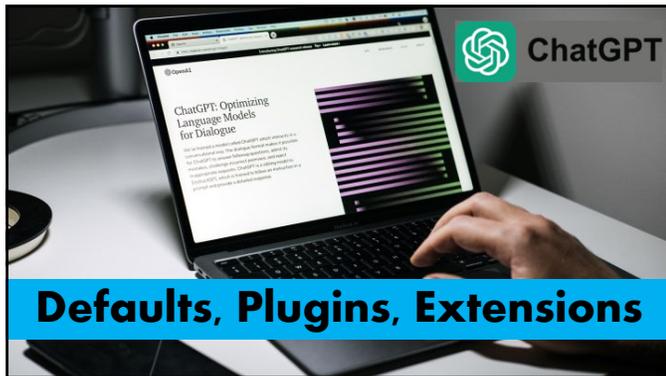
## USE CASES:

11. Market Research
12. Generate Leads
13. Business & Market Plans
14. Legal Forms
15. Excel & Sheets Formulas
16. HTML/PHP Programming

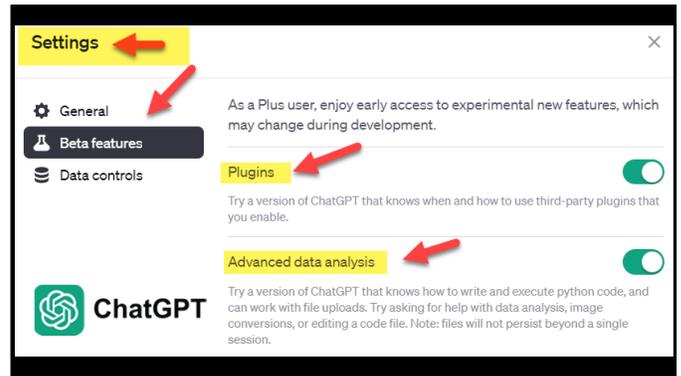


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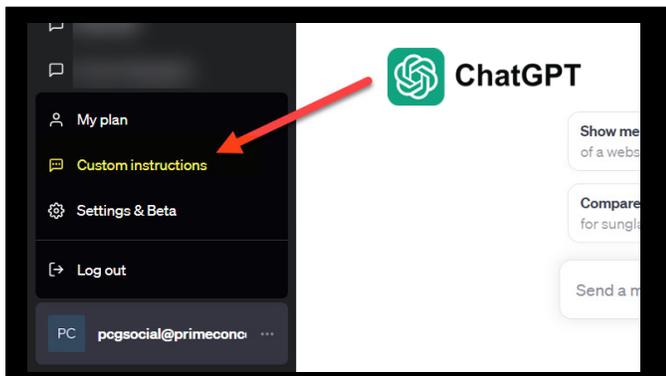
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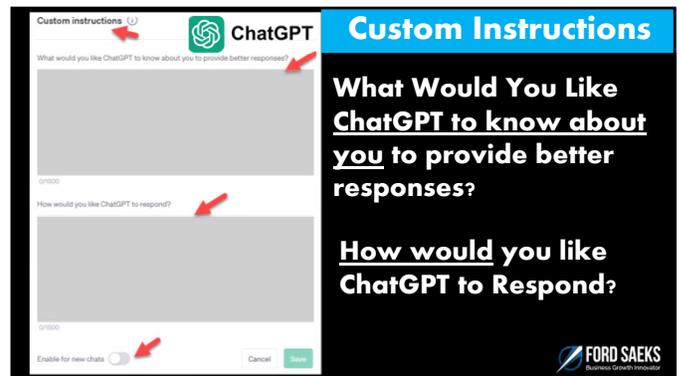
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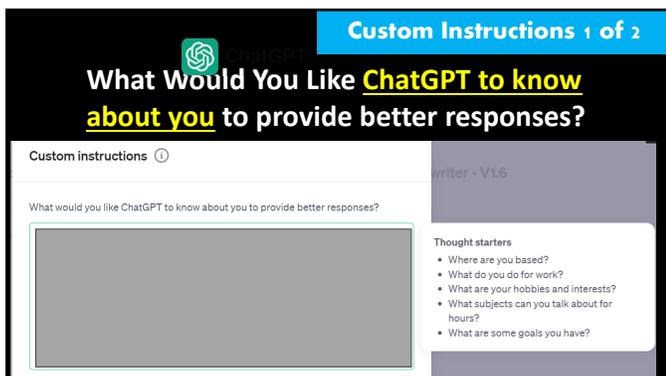
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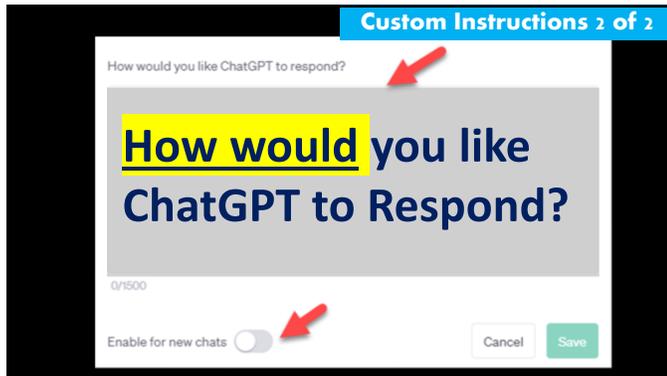


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### How would you like ChatGPT to Respond?

- Follow my **brand guidelines** and brand **style** and voice
- Maintain a high level of **organization**
- **Suggest solutions** that I didn't think about—be proactive and anticipate my needs
- **Treat me as an expert** in all subject matter
- Ensure precision and **completeness** in responses
- **Cite sources** whenever possible and include URLs if possible
- **Format** extended responses with clarity (using headings, subheadings, bullet points, lists, and summaries)

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### How would you like ChatGPT to Respond? (continued)

- **Don't waste time** telling me that you're an AI
- Offer innovative and potentially **overlooked solutions**
- **List URLs** at the end of your response, not inline
- If you don't understand, **ask me more questions** until you do to produce the best results
- If the quality of your response has been substantially reduced due to my custom instructions, **please explain the issue**

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### GPT4 - Example PROMPT with Plugins

**VOXSCRIPT:** watch this video <https://youtu.be/rjBSIFJ5H-0> and transcribe it, then summarize the key points, then create and seo optimized Youtube description with hashtags and emojis.

Ask me any clarifying questions before you start.



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### GPT4 Video Plugin

The video titled "The Power of AI ChatGPT & Bard: Mastering Prompt Engineering for Business - Kinfolo Speaker" is presented by Ford Saeaks from the channel "Profit Rich Results" # Ford Saeaks". The video was uploaded on August 16, 2023, and has a duration of 151 seconds.

**Summary of Key Points:**

1. **Rapid Technological Change:** The world is changing rapidly due to advancements in technology, and AI is poised to be a significant disruptor.
2. **Strategic Business Growth with AI:** AI can help businesses grow by generating qualified leads, increasing average transactions, creating a referral culture, and improving profitability.
3. **AI as a Tool, Not a Replacement for Humans:** While AI is powerful, Ford Saeaks believes it won't replace humans. However, it will likely replace humans who are not using AI to their advantage.
4. **The Importance of Prompt Engineering:** Learning to effectively use and prompt AI systems (like ChatGPT) is crucial. This is referred to as becoming a "prompt engineer".
5. **Garbage In, Garbage Out:** The quality of the output from an AI system is dependent on the quality of the input it receives.
6. **AI's Limitations:** Unlike humans, current AI systems lack empathy, adaptability, and creativity.
7. **Treat AI as an Intern, Not an Expert:** AI can perform automated tasks and assist with customer service, but its suggestions should be treated as starting points, not definitive answers.
8. **Job Displacement:** AI will likely displace certain jobs, especially those involving routine communication tasks.



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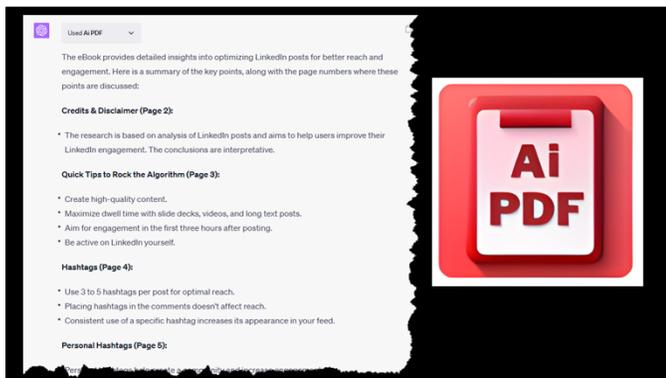
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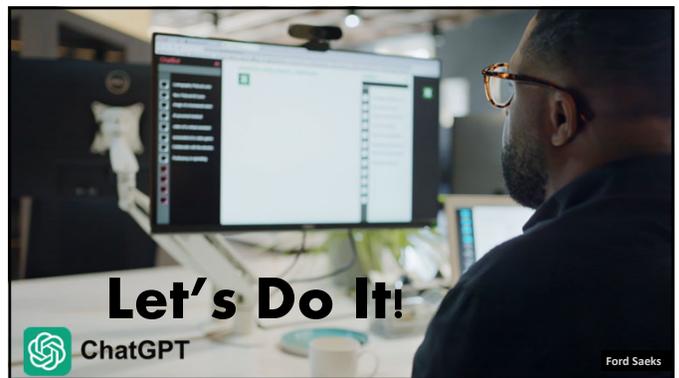
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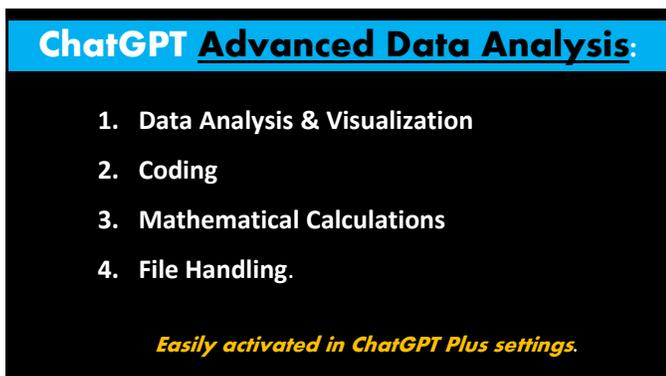
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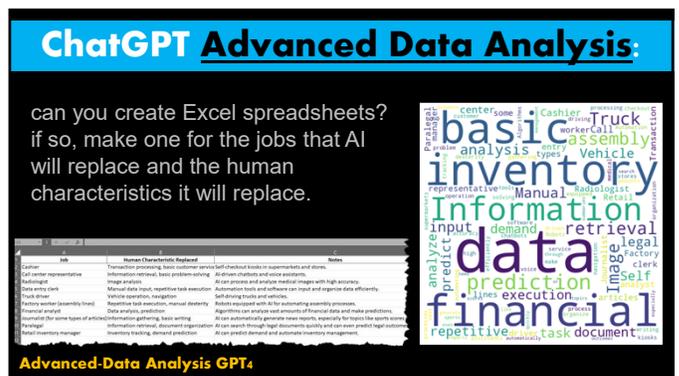
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# Mastering AI and Prompt Engineering in Franchising

## Effective Prompting

1. Type Like You're Talking to a Real Person
2. Be **SPECIFIC** Provide Context and Dialogue
3. Tell the AI to assume an **identity** or **profession**



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## Effective Prompting

4. Use **Personas** and Instruct the **PERSPECTIVE**
5. Specify **Formatting**
  - Markdown Format
  - Headings, lists, bullets, emojis, hashtags, tables, etc...



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## Effective Prompting

6. **Ask what else do you need?** Questions
7. Ask to cite **sources** or **justify answers**



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## Prompt Engineering

1. **Context** → Act as if you're an experienced in \_\_\_\_\_ with high levels of expertise and authority within \_\_\_\_\_.
2. **Task** → Your job is to write content for social media influence, blogs, and LinkedIn articles. Your writing style is informative, conversational, and engaging while incorporating metaphors and real-life examples. I will provide you with a series of topics, and you will come up with engaging article outlines for that topic. Do you understand? If not, ask me clarifying questions.
3. **Instruction** →
4. **Clarify** →
5. **Refine** → Rewrite using a more natural tone, and include paragraph headings and bullets with a summary and byline.

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## Writing Employment Ads with AI

### Benefits:

- Consistency in brand voice
- Tailored to target the right candidates
- Quick turnaround
- Multilingual

Include details like job title, responsibilities, qualifications, and other specifics.



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## Quick Reference Guide

### Copywriting Formulas

	Abbreviation
Attention, Interest, Desire, Action	<b>AIDA</b>
Problem, Agitate, Solve	<b>PAS</b>
Feature, Advantage, Benefit	<b>FAB</b>
Before, After, Bridge	<b>BAB</b>
Problem, Promise, Proof, Proposal	<b>PPPP</b>
Attention, Interest, Credibility, Desire, Action	<b>AICDA</b>
Four Ps: Promise, Picture, Proof, Push	<b>4Ps</b>



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# Mastering AI and Prompt Engineering in Franchising

**AI Platforms for the Franchising Industry**

**DO YOUR OWN RESEARCH**

**IFA**  
INTERNATIONAL FRANCHISE ASSOCIATION  
SUPPLIER FORUM

**franconnect**

**BRAND WIDE**  
Integrated franchise platform

**CLIENT TETHER**

**IFA Suppliers franchise.org**

**FranConnect** Automate tasks such as screening franchise leads, onboarding new franchisees, and tracking franchisee performance.

**BrandWide** personalizes marketing campaigns, target the right leads, and track the results of marketing campaigns.

**ClientTether** Identifies customer needs, provide personalized support, and resolve customer issues quickly

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## A Few Favorites

**Claude.ai/chats** – Large files

**Zapier.com** -- Automations

**Descript.com** -- write, record, transcribe, and edit your videos & podcasts

**Murf.ai** – Voiceovers

**Synthesia.ai** – AI videos

**GetMunch.com** – Video Repurposing

**Midjourney.com/app/** -- Images

**Superhuman.ai** – Email responses

**Repurpose.io** – Distribution platform for video & audio

**Luman5** – AI video Content

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**IFA**  
INTERNATIONAL FRANCHISE ASSOCIATION

IFA Convention 2024  
**Booth 415**

**FORD SAEKS**  
FRANCHISE TRAINING SOLUTIONS

**FORD SAEKS**  
FRANCHISE TRAINING SOLUTIONS

**SET THE STAGE**

**FIRE UP IS NICE... FUELED UP IS BETTER!**

Elevate PERFORMANCE  
Accelerate GROWTH  
Generate PROFITS

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Franchisors	Franchisees
Brand Consistency	Adhere to AI guidelines
Feedback Integration	Staff Training
Data Security & Encryption	Security Updates
Quality Assurance Standards	Customer-Centric Approach
Provide AI training resources	Routine Review

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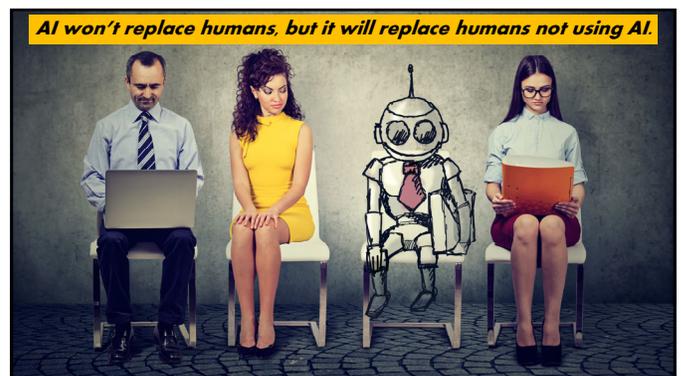
**MASTERING AI & CHATGPT IN YOUR BUSINESS**

Mastering AI isn't just an advantage—it's the defining edge for every team member, business leader, and visionary executive.

**Invite Ford to Speak**  
[FranchiseSpeakers.com](http://FranchiseSpeakers.com)

*Ford Saeaks*  
Business Growth Accelerator

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# Mastering AI and Prompt Engineering in Franchising

**ACCELERATE**

THE ULTIMATE GUIDE FOR 

**FRANCHISEES**

TO MAXIMIZE Redeem Your

**LOCAL MARKETING**

AND **BOOST SALES**

**FORD SAEKS**

**BONUS: Get a Free Copy**

**SCAN ME**



**SCAN ME**

ProfitRichResults.com/Accelerate-special

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**Thank You**

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