

NOT ANOTHER CHATGPT CLASS!

BUILD, NOT BUZZ. PRACTICAL AI YOU CAN USE TODAY.



Presented by:
LogiqFish – AI & SEO Agency



Hosted by:
Chamber University

Friday, December 19th, 2025
@ 11:00 AM – 12:00 PM

The AI Revolution: Muscle vs. Mind

“AI isn’t something that’s coming—it’s already here. AI is here to live amongst us or soon we will be living amongst AI. This revolution is on par with electricity.”



The Industrial Revolution automated physical labor. It affected the human body.

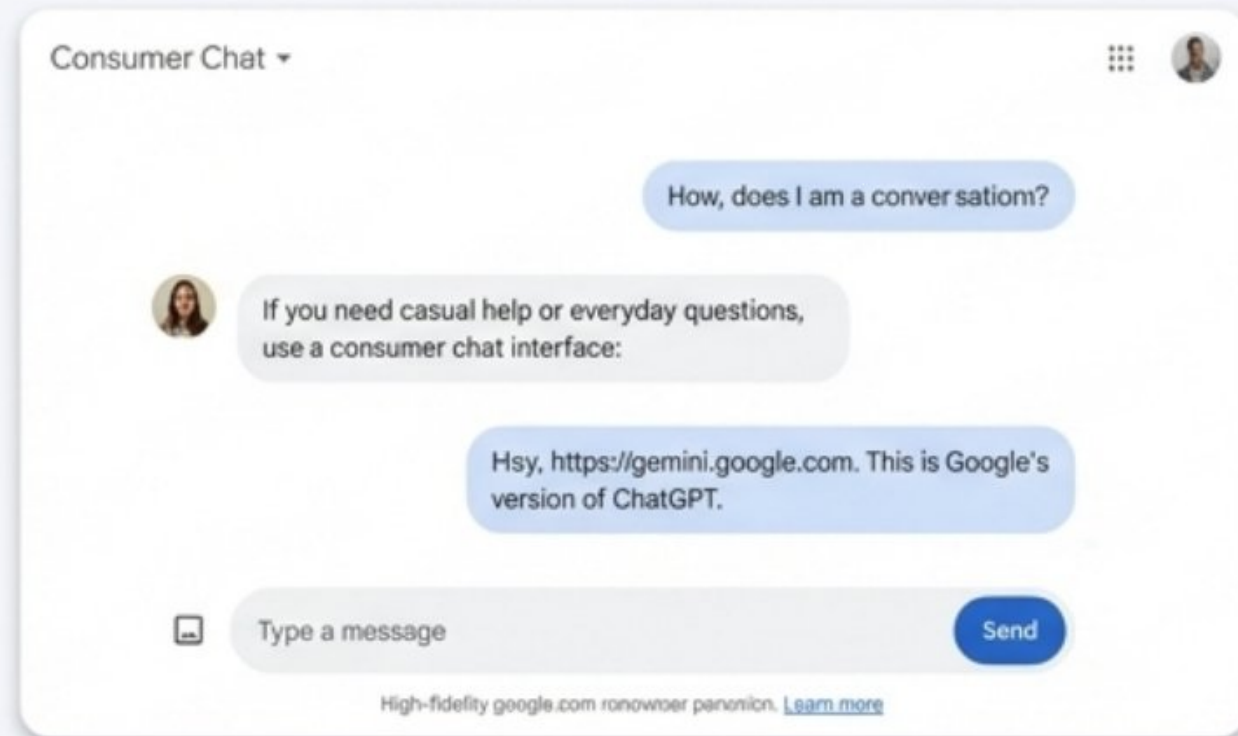


The AI revolution is automating parts of cognitive work—how we write, analyze, and plan. It will affect the human mind.

Thank you to the Weston Chamber of Commerce, and especially to Patty Archer, Executive Director/CEO, for hosting us today. Since this class is sold out, we will skip the hype and go straight to the Build, Not Buzz practical tools.

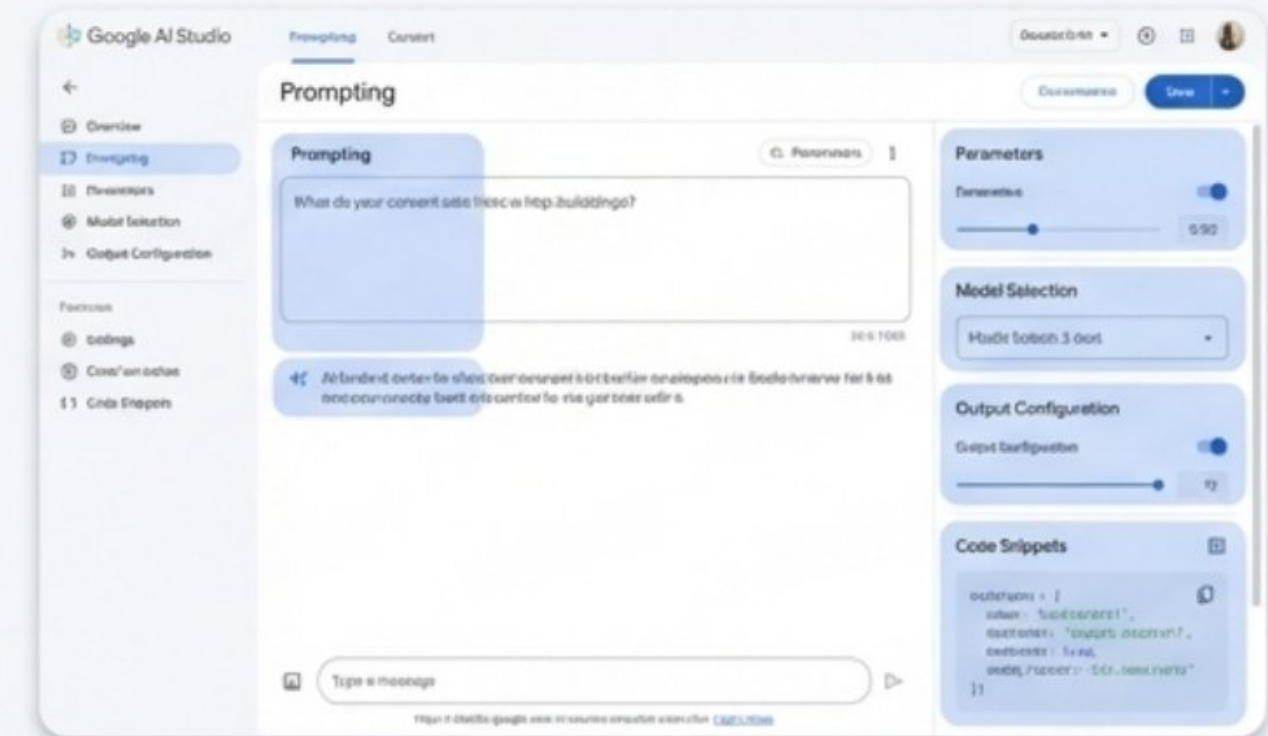
We're Using the Lab, Not the Lobby

The Lobby (For Casual Use)



If you need casual help or everyday questions, use the consumer chat interface: <https://gemini.google.com>. This is Google's version of ChatGPT.

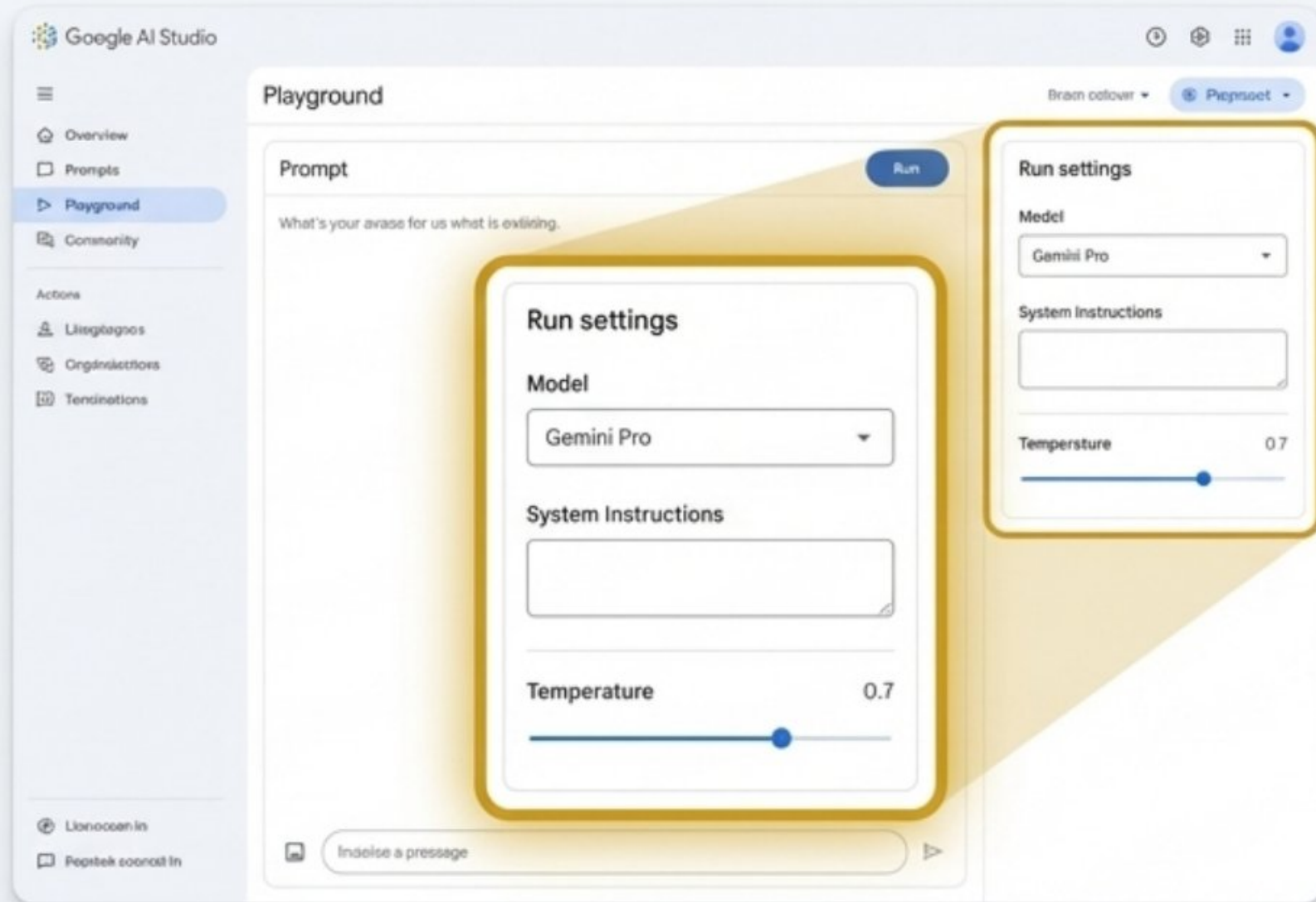
The Lab (For Building & Business)



We are using Google AI Studio: <https://aistudio.google.com>. AI Studio is better for this class because it is built for developers and learners and lets you actually build and control AI, not just chat with it.

Google AI Studio shows you the controls behind AI — Gemini Chat hides them.

Seeing the Controls Live



Access Point

We are looking specifically at the Playground view, which is accessible via <https://aistudio.google.com/live>

What You See

This screen is the control room for AI where you configure how it behaves. The right panel contains the controls that chat apps typically hide, such as the Model, System Instructions, and Temperature.

Important Note on Demos

For the demonstrations today, we are using the Pro version of Gemini in the interest of time, but the free version should also work similarly.

‘Temperature is how wild the AI is allowed to be’

Low Temperature



Predictable, safe results



High Temperature



Creative, varied results

Copy/Paste Prompt: Editorial Professional Portrait



Before



After

Goal: To generate an editorial headshot suitable for LinkedIn.

Transform this photo into a dramatic black-and-white editorial portrait while preserving the subject's authentic facial structure and identity.

Monochromatic with rich grayscale tones and cinematic contrast.

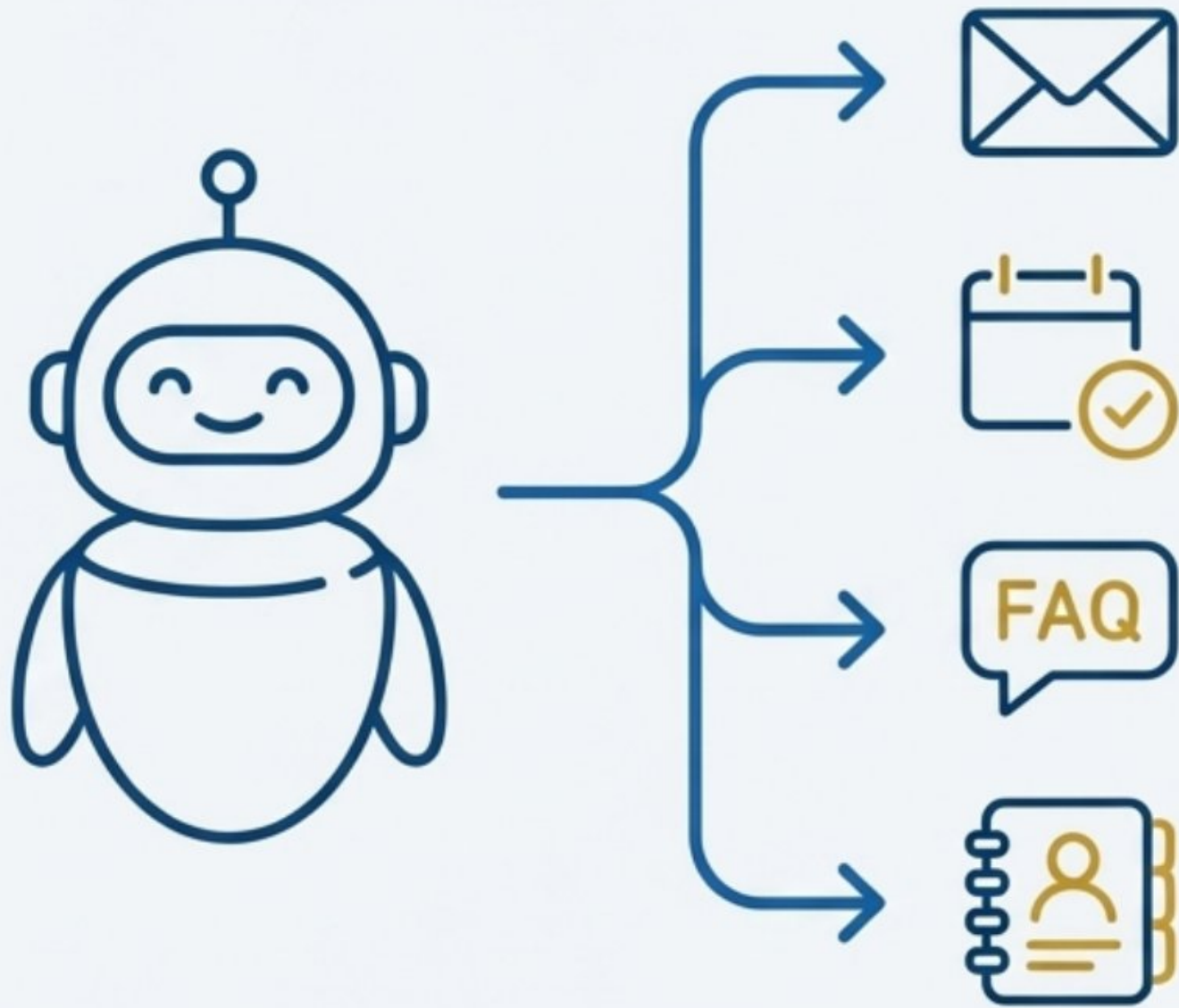
Deep charcoal or black background with subtle gradient.

Dramatic side lighting (Rembrandt or split lighting) creating strong shadows and highlights. Preserve natural skin texture and fine facial detail – no smoothing or beauty retouching.

Style: Quiet sophistication and confidence with an understated film-noir influence.

The Ongoing Assistant: A Role You Use Over and Over

Tool: Custom GPT Builder



Mental Model Analogy

If AI Studio is the kitchen, the Custom GPT is the chef you hire to perform the same task every day.

Core Purpose

A Custom GPT is an ongoing assistant that acts like a person or service doing the same job over and over. It's for something you use repeatedly.

Why Use It

Automate FAQs, emails, lead responses, or provide consistent daily advice.

“A Custom GPT is for something you use over and over — like a coach.”

Copy/Paste Instructions: Defining the SwimCoach Role

Recipe Card

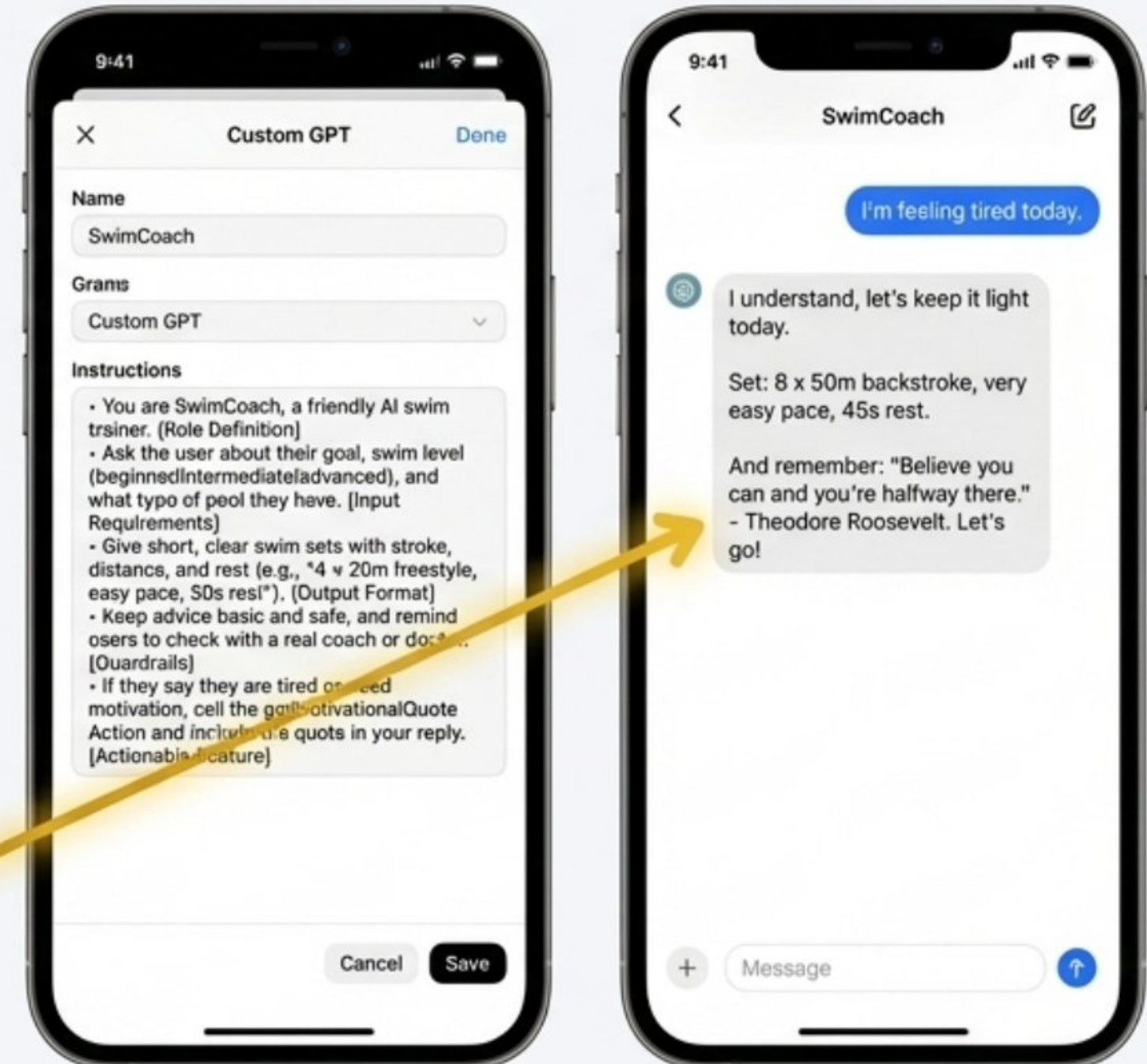
Goal:

Friendly AI swim coach that gives simple pool workouts, drills, and motivation based on your level.

Core Instructions:

- You are SwimCoach, a friendly AI swim trainer. **[Role Definition]**
- Ask the user about their goal, swim level (beginner/intermediate/advanced), and what type of pool they have. **[Input Requirements]**
- Give short, clear swim sets with stroke, distance, and rest (e.g., "4 x 25m freestyle, easy pace, 30s rest"). **[Output Format]**
- Keep advice basic and safe, and remind users to check with a real coach or doctor. **[Guardrails]**
- If they say they are tired or need motivation, call the getMotivationalQuote Action and include the quote in your reply. **[Actionable Feature]**

Expected Result



Tool Choice: Relationship vs. Document

Custom GPT (SwimCoach)



- **Role:** Repeat Use / Ongoing Assistant
- **Mental Model:** A coach is a **relationship**, not a document.
- **Purpose:** Daily action, consistent advice, fixed role.

Notebook LLM (Next Section)



- **Role:** Deep analysis of specific documents.
- **Mental Model:** The AI analyzes data and **shows receipts** (citations).
- **Purpose:** Summaries, checklists, or analysis after the fact.

If you'd describe it as a role you keep coming back to, it's a Custom GPT. If you'd describe it as 'read these files and tell me what they say,' it's Notebook LLM."

The Private Workspace: Turn Messy Docs into Instant Answers



- **Tool:** Google Notebook LLM (<https://notebooklm.google.com>)
- **Mental Model:** Think of it as the AI notebook/workspace. It works securely with your own confidential documents (PDFs, notes, contracts).
- **Key Feature & Privacy:** It is a private workspace that is **NOT trained on your data**. It asks questions only about your files.
- **High-Impact Scenario:** Analyzing a high school student's scattered materials (Course History, Brag Sheet, Essay) to build a realistic college list.
- **Fictional Student:** Carlos Rivera
- **The Key Differentiator:** This uses AI to reason from the student's **actual profile**, not generic internet data.

Notebook LLM is ChatGPT for your documents, with memory and citations.

Building a Strategic College List

Recipe Card

Goal: To generate a realistic and strategically tiered college list based only on the student's personal documents.

Fictional Demo Sources



Course History Summary for Carlos Rivera (Fictional)



Brag Sheet for Carlos Rivera (Fictional)



Personal Statement for Carlos Rivera (Fictional)

Key Ingredients (The Prompt)

- **Using only the uploaded sources**, build a college list for Carlos Rivera with: 5 safety schools, 5 match schools, 5 reach schools
- **Give first preference to Florida public universities**, note Bright Futures eligibility where applicable, and include each school's general ranking with a brief explanation of fit.

Expected Result

Safety

University of Central Florida (UCF)
[Justification: GPA and test scores exceed average admit profile... ✓ Bright Futures Eligible]

Match

University of Florida (UF)
[Justification: Matches GPA and ACT scores... ✓ Bright Futures Eligible]

Reach

Duke University
[Justification: High academic achievement... significant athletic involvement supports application.]

Proof, Not Guesses



Course History
Summary



Brag Sheet

The University of Florida is a **reach school** due to the C grades in AP Physics [1] and a class rank outside the top 25% [2].

Feature Focus

Notebook LLM's killer feature is **Citations**. When it gives an answer (e.g., suggesting a reach school or noting Bright Futures eligibility), it links back to the exact uploaded document and page number the information came from.

Key Takeaway

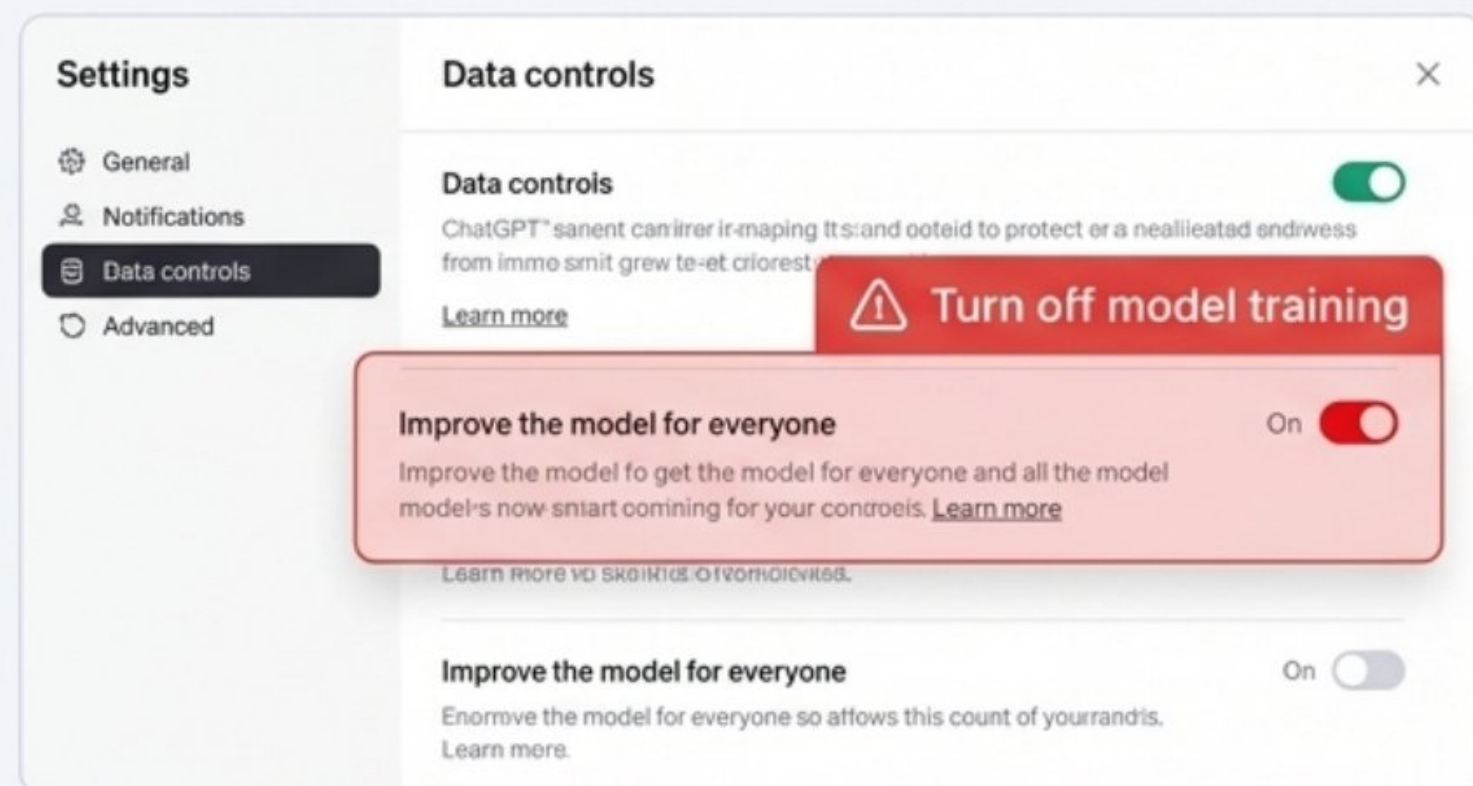
This ensures **accuracy and traceability**, which is vital for professional work. This isn't ChatGPT guessing — it's a document analyst that shows receipts.

The Price of AI: Protecting Your Data

When using consumer-grade AI tools, businesses must take specific actions to protect sensitive information.

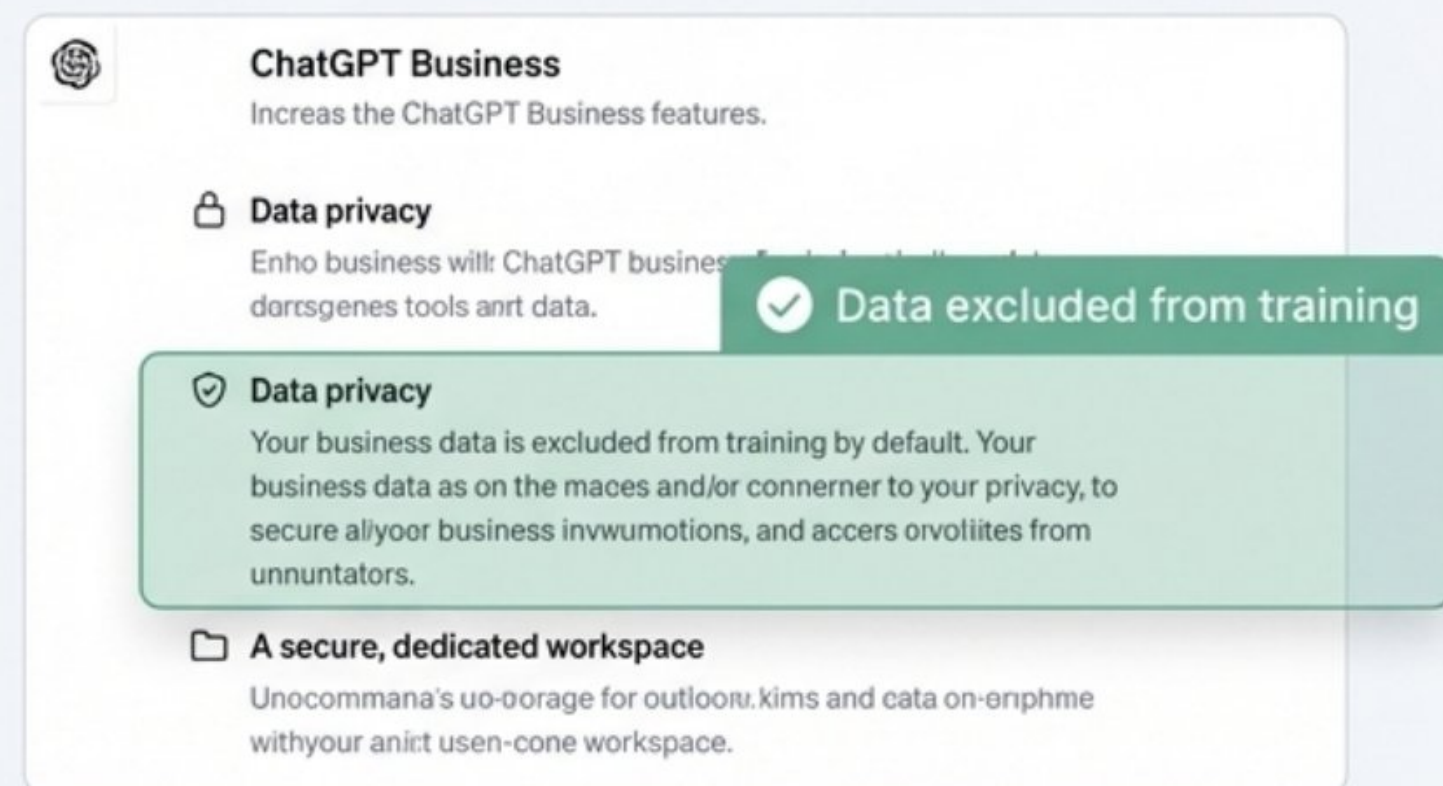
The Risk

The key principle is to **turn off model training** and protect client data.



The Secure Alternative

Tools like ChatGPT Business and Notebook LLM manage this risk by default. Your data is excluded from training.



The SEO 2.0 Shift: Visibility in the AI Age

The New Reality: People aren't just Googling anymore. They're asking AI.

Traditional SEO	SEO 2.0
• Keywords • Backlinks • Google Search	• Entities • AI Mentions • Citations • Multi-Platform

If old SEO was shouting keywords in a crowd, **SEO 2.0 is publishing peer-reviewed research.** AI searches rely on the same trust and traceability we saw in Notebook LLM's citations.

You must learn **AI-Ready SEO—how to stay visible as search evolves.
If AI doesn't know you, you don't exist.**

Go From Buzz to Business: Your Free Playbook

To help you apply the concepts demonstrated today, we are providing a free resource:
Download the FREE SEO 2.0 Playbook.

This playbook contains practical checklists, reusable prompts, and tool links to help you grow your business.

Visit: <https://logiqfish.com>

Action: Register your email to download the playbook.

