

**Menekse Stewart:** Hello, and welcome to this training, How to Talk to Robots Without Losing Your Humanity: A Whistle Stop Guide to Automation, Ethics, and All Things AI for Business. In this training we are going to look at what is AI, existentially speaking? Where did AI come from, who made it, how does it work, and why are humans fearing for their futures?

What's the deal with data? Is your data creating billionaires? Do those billionaires care? Is ChatGPT really free? How to talk to robots in your business? What are some of the different ways that we might be able to use AI in our businesses beyond the content generation that we've seen lots and lots of people using it for? How can we learn how to effectively talk to robots in this new age of business? How to be human in an age of AI? What skills should we be working on, and what should we be thinking about as business owners who use AI in order to continue to be successful in the next iteration of the internet?

By way of introduction, my name is Menekse. It's pronounced as per the screen. I have been a professional marketing nerd since 2005. There's more information about me over on my website. The reason I'm here and talking to you about AI is because I made this. This is Marketing Magic. It is an AI-powered growth tool that helps you with your sales and marketing assets so you can build out a funnel in about 20 minutes end-to-end. It's designed to help you unsubscribe from overwhelm and grow your business without growing your to-do list.

I have a professional background in search engine optimization and web and then, over the years, have worked a lot in the tech space and on the internet as a digital marketing specialist, and over the last couple of years, been researching more and more into this AI space and so on. That's the context with which I come to you for this training today.

Now, I do want to just start training with a content note. I have a dry sense of humor, and I will be sharing my reflections about the current state of AI, the way that Big Tech has exploited humans and their data, and the way that I think the neurodiverse business owners experience, particularly around those of us who were late-diagnosed and spent our lives not fitting in and not really understanding why, can be a voice in the next era of the internet.

Anything that I say during the course of this training in a light-hearted way is from a place of personal experience, and it's my communication style rather than making light of the subject matter. I just wanted to give you a heads up about that. Also, I called this session, How to Talk to Robots and that is a bit tongue-in-cheek. Robots are actually the mechanics of robotics. AI is the intangible cognitive intelligence, and we are actually talking about AI rather than robotics. How to Talk to Robots is not strictly factually correct because AI is not a robot, but I hope that you'll bear with me as we go on this journey together.

Presenting a 2023 existential crisis special, What is AI and Will it Replace Humans? It won't replace humans, but I will get to that. First of all, we need to understand where AI

came from. Humans have been looking for ways to automate things for centuries, and what we're currently seeing playing out is the fourth industrial revolution. AI technology has already been informing vast amounts of the information that we engage with for decades. From the internet, to financial systems, to logistics, shipping, and fulfillment systems that make life more convenient for us, we see the impact of AI professionally, domestically, financially, and personally. Because it was behind the scenes, we didn't necessarily notice it. We just noticed the conveniences and benefits of it.

What does the quest for automation look like, a potted history? Assembly lines replace craftspeople. Fixed automation in factories has replaced assembly lines. Industrial automation using software engineers and fulfillment robotics is widely used in picking and packing to replace the need for warehousing. Domestic automation with things like appliances, through to smart home features that help us with lighting, sound, security, and heating within a property, for those who choose to use it, are examples of how automation has been a common place part of the both business space and also, increasingly, the home space.

AI automates the reasoning or the logic behind tasks. It's a way of automating tasks that would normally require the cognitive intelligence of a human, and that's what makes it different than some of the other automations that we may have seen previously or that we may even have used ourselves. AI innovation and development has been going on since the 1950s.

It stalled in the '70s and '80s because of a lack of data. You can't create these vast neural networks and large language models if you don't have training data to train those models with. That's where the internet and big data have helped to accelerate the technological developments of the past five years, because when the AI models were able to access the big data that we see on the internet, the learning capacity of those models exploded and was able to rapidly learn from those databases.

First things first, you will have definitely come across the term algorithms. All small business owners are constantly trying to please the algorithm gods. AI is really a combination of a giant database of information, and then lots of predictive rules and calculations that are based on the pattern of information within those databases. Artificial intelligence is actually building on these algorithmic systems that have been used by social media platforms and search engines for many years already. It's just the next evolution of that technology.

The term "language model" is used a lot within the AI space. In simplistic terms, the language model is this unique predictive database, and the way that they are built out depends on how well they will be able to predict what happens next, how accurately they'll be able to answer your questions. Language models are built by AI companies to help-- that we can interact with, and they have varying degrees of accuracy, depending on how much data they were trained with.

GPT is an acronym that you will see around a lot. Lots of people associate immediately with ChatGPT, but ChatGPT is actually the chat version of being able to interact with GPT, which is the technology behind it. It stands for Generative Pre-training Transformer, which is just describing the technology, and that is what we see behind written AI content. It's the logic and reasoning and the pattern recognition abilities of these language processing models and the results that we're seeing from them.

Who the heck is everyone? ChatGPT is the tool that everyone has been talking about since the end of 2022. It has two options. It has a free version, and then it has a \$20/month version, which is ChatGPT Plus. Now, OpenAI is the parent company behind ChatGPT. They built the AI language model that ChatGPT uses. The language model is called GPT. OpenAI's language models have got different names, but the most known one is GPT. GPT-3.5 and GPT-4 have been talked about a lot in the course of the last few months. They are available for anyone to use. Lots of the AI tools that you will see marketed to you have been built by connecting them to OpenAI directly by going to OpenAI, the company.

Anthropic is an example of one of OpenAI's competitors. Anthropic builds large language models as well. Their generative technology is known by the name Claude, that is the name of their language model. Notion was the first publicly known company to be using Claude behind their AI software and the AI feature that Notion has added in.

It doesn't stop there. To give you a bit more context about the AI space and the headlines that we've been seeing in the news, let's have a look at who else is involved. We've got Microsoft who invested \$11 billion into OpenAI at the start of 2023. Microsoft owns Bing, and Bing is Google's closest search engine competitor. Google currently has 92.63% of the market share when it comes to search, and Bing has got 2.79%. Google has got a vast monopoly, and their closest competitor owns less than 2.8% of the market share of search.

Microsoft investing in open AI is the biggest commercial threat that Google has seen in its company history, and Google has got hundreds of billions of dollars at stake currently because its AI technology and development is around six months behind, so the rollout of their language model, Bard, has not been a particularly smooth one. These facts just give us a lens through which to view headlines and PR messages that are coming through all kinds of media, including things like interviews on thought leader podcasts about business, AI, and technology, as well as mainstream media headlines and a lot of the fearmongering and outrage that we're seeing about the AI space.

When we're reading these things, when there's an extreme opinion being stated, we always want to assume that there is an agenda behind it because there is so much money at stake for these big tech companies that they really are playing out a PR war in the mainstream media.

How does AI work? OpenAI, this company behind ChatGPT, has been able to grow to be mainstream so quickly because the investment that Microsoft put into the company

has allowed the model to be built out with far more server space, energy, and data parameters than would have been possible without access to the internet and \$11 billion. The language models are trained on sets of data.

That's what makes them able to respond to us in a way that feels hard to understand sometimes because the results can be incredibly accurate. The volume of data with which it's trained enables it to accurately predict the context that we're asking through, but also the likelihood of certain sets of words being the logical answer to the question that we're asking.

To give you just a sense of how OpenAI's models were trained, GPT-2 was originally trained on 144 million parameters, and that was first used in 2018. Then in 2021, at the start of 2021, you were able to start using OpenAI's GPT-3 model, which was trained on 175 billion parameters. Then if we fast forward to 2023, GPT-4 has been trained on 600 billion parameters, and GPT-4 is by far the most advanced of the language models that are out there at the moment. From the parameters that the data has been trained on, the language model is able to calculate the likelihood of the correct answer to a prompt or question by using predictive analysis and doing calculations at speeds that are incomprehensible to many of us.

Now, join me for a short existential detour. Shock, horror, when you make productivity a measure of value, everybody compares themselves to robots and has a Menty B. Society has been trying to force us to be robotic since we were born, shaming any sense of individuality from us, making us feel other if we didn't fit society's expectations of what we should look like, be like, or think like, trying to create an assembly line of humans to feed the economic machine one way or another. Actual robots and artificial intelligence were an inevitability when the systems of power and wealth around us have been trying to crush value from our flesh since we were born.

One of the negative effects of capitalism is that the intrinsic value of humanity is its ability to contribute or add value. This looks like your ability to learn like everybody else, your ability to pass exams, your ability to get a degree, your ability to get a good job, your ability to perform at that job, regardless of any human weakness, your ability to network and socialize based on the way that power holders in our systems want us to socialize. This sense of productivity as a measure of value is dehumanising and robotic.

Productivity as a measure of value leads to intrinsic systemic inequality and injustice. Productivity is not what defines humanity and what it means to be human. Therefore, AI's ability to be productive and to be more productive than humans is not intrinsically a threat to humans. Executives and corporations fueled by greed and the relentless grabbing of power, money, and status is a threat to humans.

We feel threatened by the fact that AI can do more than us, know more than us, and do things more quickly than us not because AI is intrinsically threatening but because we know that there are people and systems out there whose definition of us is our ability to

provide value. It is our ability to be robotic in the face of struggle. It is our ability to be robotic and productive in the face of the things that make us human.

We understand that AI wielded in the hands of those people does become a dangerous tool. These are the same people who will fire somebody in the US that they're paying \$20 an hour and hire someone in the Philippines for \$1.50 an hour because of wanting to increase their profit margins. These are the same people who are trying to scan and own in perpetuity the likenesses of background actors for a one-time cost of \$187. They are the same people who are willing to exploit the need and desperation of humanity to feed their own empty void of greed in their relentless pursuit of enough.

The next mass identity crisis is the one that unpicks the intrinsic messages of society. Your value is what you do. If that is not enough, we will replace you with a robot. It's the system in which we as humans can never win because even when we are the most productive, consumption will always consume. Demand will always, always outstrip supply because big business and big tech is a ravenous beast that will never be satisfied.

Lucky for us, we never belonged in this system in the first place, and many of us have already been through this process of unpicking. We've known that if we want to win in this system, we've known deep down, even before we were diagnosed based with something that sets us apart from the norm, that if we wanted to win in this system, it would very likely cost us ourselves.

As we look into the fear of AI replacing humans and developing consciousness, there are a few misplaced assumptions behind that fear that can just be an interesting place to reflect on and think about. Firstly, the assumption that humans are only their cognitive or intellectual ability, and that something smarter than us can therefore replace us. Secondly, that cognitive ability leads to full consciousness and can ever become more than an actor.

This is a particularly interesting one when you're going through the process of unmasking and thinking about the sense of pretending to be something in order to be accepted versus what you truly are or truly feel like. That point alone is something that I have spent quite a bit of time mulling on like, "At what point is mimicry reality?"

Thirdly, that embodied and relational intelligence is replaceable by AI or robotics. Even if you say that, yes, humans are intelligent, and that's what sets us apart, is being smarter than everything else, the idea that we are embodied and relational sets us apart from AI because AI is intangible and it is disconnected intelligence. The idea that our physicality can be replaced by AI being smarter than us is the next hurdle there even if you do say humans are only their cognitive or intellectual ability, which we do know to be false.

Then finally, that AI would want to be conscious and would want to replace humans once it experiences what humans experience. If we look at this in a bit more detail, you can go off and Google this, there are a couple of examples of robotics that have been programmed with artificial intelligence that have self destructed after being expected to

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work in the way that a lot of working class humans have to work, which is hours and hours of labour without a break and all of those things.

There's a security robot that threw itself into a pond, and then there was a robot that collapsed and self-destructed after picking and packing boxes. You can go and check those out. I can't find any source material for the robot that was doing the picking and packing, and I can't find out whether it was an art project or whether it was a real experiment. Those things are interesting to look out for as well.

There's a lot of other things that we can consider when it comes to this idea of AI replacing humans but that's another talk for another time. These are just some points that I've enjoyed reflecting on and thinking through when it comes to how we do business and how we relate to each other in the next version of the internet.

Staring the billionaires that we made, what is the deal with data? This is our second act, and we want to take a look at some of the big tech that we are surrounded by. OpenAI is worth \$29 billion and Microsoft invested \$11 billion into it. Meta is worth \$791 billion. Amazon is worth \$1.38 trillion. Google is worth \$1.58 trillion. Microsoft is worth 2.57 trillion and Apple is worth \$3 trillion. Apple is worth three trillion dollars.

All of these companies have one thing in common, and it is that they used our data to build their businesses. Their businesses would not exist without our data and the information that they have gathered and gleaned from us. They listen to us, they track our data, they watch our behavior, and then they look for ways to position themselves as the answer to our problems. Sometimes they're problems that we haven't even realized that we've got ye.

From dynamic adverts and dynamic pricing through to market manipulation, the nature of the internet is that these big companies are collecting data and then using it to grow their businesses at an exploitative level. Privacy policies that we agreed to without reading, misuse of data because of the lack of regulation for emerging technology with governments around the world failing to protect their citizens, the lack of education around data privacy and protection because it is in the best interest that these huge companies not to tell us what they're doing with our data.

Many, many people feel angry about the fact that OpenAI has been trained on data mined from the internet, but Big Tech told us what they were doing all along. It's just that we didn't know what to listen out for.

They've collected all this data. Do they care about it? Are they using it to solve genuine problems for the average human person? No. If they were, we would not be seeing the WGA and SAG-aftra strikes and Disney's CEO would not be earning 400 times the salary of the lowest-paid worker in the company compared to 30X half a century ago. If they were, if they did care, we would see technology being used and applied across our society in ways that support inclusion, human connection, and accessibility. We would not be seeing it used to further exploit workers.

Instead, they use our data to exploit our problems, to press on our pain points, and to really exploit our needs for continued personal gain, and then they sell it. They sell our data to make themselves even more money. They only care about our data as far as what they can do with it and what it can get them. They are raven beasts that will never be satisfied. They are demigods that we have created with our own activity, with the power to shape our habits, our minds, and our beliefs. They want to own us, shape us, and empty us. They're desperate for us to immerse our full selves in their digital universes because they will never get enough. Now they're all at war over AI like facile toddlers who wanted the new toy first.

As we think about AI as business owners, we want to understand that data is power, attention is the economy, and ownership is the end game. When we understand what people are dealing with, who they are, and what they need, we have two main choices. Firstly, we can create solutions that genuinely help them or we can exploit them for our own gain. What we see play out with Big Tech is exploitation repeatedly happening over and over again. Protecting your data and your privacy on the internet has always been important, but it has never been more important than it is right now, which brings us to ChatGPT.

ChatGPT is free to use. Is it though? Your data trains future language models when you use the free version of ChatGPT. Your data creates future billionaires. OpenAI is a company that will be worth \$800 million, a trillion dollars at some point in the future. Is it worth paying to use ChatGPT with your data for the sake of a few cents? Use it, but use it with the full understanding of what it means. Just because it isn't costing you money doesn't mean it's free.

There are other ways that you can use OpenAI without giving ChatGPT your conversations, your business information, your stories, and your context that will naturally and automatically exclude any data you submit from informing future language models. When you create an OpenAI account at [platform.openai.com](https://platform.openai.com) and you go directly to OpenAI, you can enjoy using AI, and the language models behind OpenAI GPT-3.5 and GPT-4, and your data is automatically excluded from future learning.

This is the main reason that I built my marketing tool, Marketing Magic, in the way that I did so that you can use your own OpenAI account with your own API key and keep your data in your own control. I personally do use ChatGPT all the time, and I used it to help me build my app, but I understand the implications of my data being used and I choose which conversations I decide to have in ChatGPT through that lens. Before you submit anything to ChatGPT, you want to ask yourself this, would I be mad if somebody made a million dollars with this information in five years' time?

We're now going to enter our third act, which is, how to talk to robots in your business. In order for your experience using AI to be a fruitful one instead of a frustrating one, you need to know what you want to do. Thankfully, for the neurodiverse entrepreneur, you and I, we've had a lifetime of trying to communicate with neurotypicals, and you have better believe that overexplaining and being persistently misunderstood have given you

all the skills that you need to be a complete baddie when it comes to interacting with AI and getting some really great responses.

Defining the answers to these following short questions will usually help you clarify the basic structure of information when it comes to creating a prompt. This will help you get a good answer out of an AI language model. The first one is, what are you doing? So what outcome are you trying to get? What is it that you're wanting? What's the task? What's the goal as you are engaging with AI? What are you looking for?

Secondly, who are you doing it for? Is it for yourself? Is it for your audience? Understand who you're talking to and providing a little bit of clarifying information about them. Then thirdly, where are you doing it? Where is this going to be used? What format is the information going to be needed in.

The golden guideline for interacting with AI is that context is vital for your results to be valuable. Creating that context will save you a lot of time in going back and forth with the ChatGPT conversation interface if you are using ChatGPT. AI in business is going to be a much bigger field than just this generative content, this idea of getting answers to questions or creating marketing content. Getting things done is really the bare minimum of things that we can do with a language model.

When you use AI, you are able to apply much more complex logic and pattern recognition skills to your task automation and it's because of the amount of data that the AI models have been trained on. Some of the examples of how generative AI logic can work as a result of the language capabilities and pattern recognition include lots of things that haven't been invented yet.

If we think about analytics and the analysis of data, predictive analytics, and identifying trends and patterns; business productivity, so what happens when we move beyond just creating blog posts or social media captions with AI technology and we start to think about how we can create smart calendars and smart inboxes that talk to our project management software and help us to collaborate and to do projects without needing to be the administrator of those projects, how might AI be applied to help us organize information and administrate our businesses when it comes to the way that our files are set up and things like that?

Customer support is a place that we have already seen AI be used quite extensively, but things like creating support documentation based on the frequently asked questions of customers speaking to a chatbot, creating more advanced AI chatbots and support agents; content creation, creating content, repurposing content, the bottom of the barrel when it comes to things that you can do with AI; marketing content beyond content creation, including things like customer insights and customer research and really trying to get a sense of who your customer is and what the struggles and pains that they're dealing with are, content strategy and SEO. How do we position ourselves to get as much visibility as possible in the next iteration of the internet? Advertising, social listening.

There are lots and lots of different applications, and I've built a lot of them into my Marketing Magic tool. Product development, so anything from initial idea and concept through to the minimum viable product as well as product design and development to get things rolled out. Software engineering, so helping to write code and I mentioned earlier, I used ChatGPT to help me build out my app because I had not done that before. I'd managed tech projects but I hadn't personally sat and built something out.

Prompt is an instruction that is given to an AI language model, and if we remember the guideline questions of what are you doing, who are you doing it for, and where are you doing it? This helps us to build in specificity and context to our prompt. Three examples here. Firstly, write me a social media caption about poodles. Write me a funny social media caption about Standard Poodles.

Thirdly, Dougal is my 12-year-old Standard Poodle. Over the years he's unlaced boots, eaten whole chickens, and stolen pounds of butter. Every time we make spaghetti bolognese, he stands near the kitchen counter waiting for his cheese tax to be paid. Using readable spacing and without including hashtags, write me a playful, funny social media caption about Dougal and how lovable Standard Poodles are.

Which of those three do you think is going to get the most usable social media caption for your social media channel? It is going to be the third one because you've given it some more context and you've also instructed it as to the format and shared the style and tone with playful and funny, thinking about the audience who is going to read it.

Knowing what you want to do and understanding the specifics of what you need will significantly improve your results with AI-generated content and tasks. This brings us to our final act of the session, which is how to be human in the age of AI. The people who are going to be the best leaders in the next iteration of the internet, the people who are going to be the best business leaders and business owners, and the people who are going to have a true impact with other humans will be the people who've developed the skills of understanding empathy and compassion, and can communicate in a way that other humans resonate with.

They will be the sensitive ones, the overthinkers who are able to step into doing, the observers and the perceivers. They will be the ones who know what it's like to be messy and to be traumatized and to experience loneliness and to experience the extremes of human existence and relationships and who manage to be soft despite all of it.

What skills will you need as we move into this space? Learning is always going to come second to doing when it comes to growing our businesses. The thing that we always want to remember is that we never will know enough to feel comfortable stepping into the spotlight. The things that we want to be working on in terms of how we spend our time in order for our businesses to be relevant, impactful, and interesting are things like our critical thinking skills so that we can assess and analyze the data that we're seeing, the information that we're seeing, the content that we're seeing online, and the ability to weigh up factually.

Contextual understanding and application. The ability to understand the space and industry within which we exist and understand how different things impact each other in that space. Perception and the bigger picture. What is perspective outside of the details of our specific industry or our specific business? Can we step back and get a look strategically at the wider space to help us reset our perspective and to really get a sense of the impact on the rest of humanity?

Being able to have unity in difference and celebration in uniqueness and diversity of every kind, because what makes us human is our differences, our experiences, the stories and the individual journeys that we've all been on. That sets us apart from a homogenous AI language model that has simply had a whole lot of data put into it, and then can react based on what people are asking of it. We have unique stories, unique journeys, and the differences that we have are incredible strengths as we think about what it means to be human in the business space.

The appreciation of human journeys and joys. Whether they are mountains or valleys or struggles or celebrations, we want to be able to appreciate what it means to have a journey as a human person and that every single person has a variety of different things to overcome to get to where they are today. Then we've got things like vulnerability and storytelling, creativity and compassion, understanding and curiosity, joy, boldness and courage.

We don't need to feel intrinsically threatened by AI because AI is going to be more impactful for the neurodiverse business owner than any technological advancement so far on the internet. That in itself shows you that it can be applied well, and it can be used for good and to make people's lives easier, but we do need to remember that there are people and systems out there who are a threat when they use AI.

As we engage with AI as business owners, we find ourselves in an incredibly unique position. We know how to use our voices to earn money and we know how to be heard. This might feel scary to us, but even if we've only worked with one client or customer in our businesses, we have a piece of data there that shows us, it is true that we know how to be heard, and we know how to use our voices to earn an income. That gives us power in a capitalist economic system because we are able to use the language that is heard by power holders.

As we engage with AI as neurodiverse business owners, we are in an incredibly unique position as well because we know what it's like to fall short of expectations and we've grown into who we are despite the projections of the people and systems around us. We understand what it feels like to be faced with failure for just being who you are. In this way, we are ahead of the game because the neurotypicals have got no idea what kind of existential identity crisis is about to smash right into them when they are weighed up against their ability to be productive, and when in a system that they cannot win in.

We know that humans have value beyond our cognitive or intellectual capacity. We know that you can experience joy regardless of your social standing or income, and we

experience life at its most intense extremes. We're used to being outliers. We're used to being these accidental non-conformists. It is a normal part of our experience to feel like we don't quite fit in and we are measuring ourselves against a standard that we don't necessarily know how to define, and that is going to put us in a situation where we can support a lot of people, and really show a different way of doing things and doing business in this next space.

As I wrap up, the final finally, there are some pointers that I want to leave you with. Firstly, understand the physicality of being human. When the world is loud and overwhelming, it can be really easy to have aspirations to be a brain in a jar. A joke that I make a lot with my husband is that my comfort zone is concept and cognitive stuff, and being in a body. Being in a physical body feels really difficult sometimes, but we are embodied and that physicality makes us unique.

It makes us humans who have relationships with each other, and that is something that we want to really lean into as more and more spaces online are trying to disembody us and bring us into these virtual spaces that are disconnected from what it really does mean to be a physical human surrounded by physical space with a community of other physical humans around you.

Don't give your stories to AI. I showed an example there of Dougal with his different little things that he's done over the years. Be very cautious about the personal information that you give to AI. You are not a machine and your stories should not be used to make a machine able to mimic you and act like you. Connected to that, our expectation from any AI-generated content, one we're using in our marketing, should be 70% to 80%.

We should always have to do something to make it sound a bit more like us, because if the content that we are getting out of an artificial intelligence language model is exactly usable, then that AI knows too much about us. We do not want it to be able to tell anecdotes and stories about our personal lives and experiences because it knows too much about us at the point that that becomes true. 70 to 80% should be our expectation when it comes to momentum and getting the ball rolling, and we should not expect it to exactly mimic how we sound. That would be concerning.

As a business owner, you have the opportunity to speak in places where many, many cannot. Then know that AI can be used for good. It can be used to make your life a huge amount easier to free up space, to reduce your to-do list, to help you get back to doing the things that you love without being held back by the things that are stressful, that drain your energy, and that you don't enjoy.

Do be ready to stand against it being used for evil and for exploitation. An example of it being used for evil are the current strikes that are happening in Hollywood with the WGA and SAG-AFTRA, because executives want to replace background actors with AI-generated filler content. They want to be able to use people's likenesses for \$187 as a one-time payment. That is a space where we want to speak out and speak up for the value of human work and human creativity, because without human work and human

creativity, AI would not exist in the first place. It would not exist as as the technology that we see it today. We want to be ready to speak out against some of those things as well.

That's a wrap. [chuckles] I have been, and am Manekse. I hope that you've enjoyed this exploration into all things AI. My Marketing Automation 101 course is available in the Busy Brains Pass. It's normally \$97. I've also included some session notes that are quite comprehensive as well as some pointers for helping you out with your digital privacy in the links below the video.

My marketing tool, Marketing Magic, is available as a lifetime license until the end of July. It was literally made for you. I built it because, as a Neurodiverse business owner, I have struggled a lot with getting things done and with getting stuck in the valley of overthinking. I originally built it for myself, and then lots of people were like, "Oh, I really need that as well." Now here we are. You can go and check that out as well. Let me know if you've got any questions at all. Thank you for being here. Happy marketing. It has been great to hang out with you. Thank you so much, and enjoy the rest of the Neurodiverse Entrepreneurs Summit.

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