It's my honor privilege to announce Mr. Michael Grimm, create a strategic marketing professional, lot, license auctioneer with expertise in data driven strategies, market research, audience an audience insights. He currently holds the AMM designation, the BAS designation, and has recently graduated and holds the CAI designation. His successfully skilled businesses, launch products, and pioneered community platforms across various industriesries. As a thought leader in business grows in development, Michael has been educating auctioneers effectively and to integrating AI drive growth and efficiency for the last several years. He additionally has shared his insights on business development, growth marketing on both local and national stages over the last 15 years. Michael lives in Virginia and is married to the president. Is she still the president? No, that's an old one. Married to the former President of the Virginia Auction Association, Wendy Grimm. And as of last weekend, he is now the Virginia state auctioneer champion, Michael Grimm.. And if you have your laptops, get them out. This is a very intense, awesome course for AI, you want to integraterate with him, work with him, and let him show you and guide you through the way. Thank you, thank you. All all right. Let's get started. Today we're talking about AI based workflow automation, leveraging AI to. basically, we're going to talk about better computers and do your work for you. No fancy talk, we're just going to talk about how to make computers do your work for you, but there's something we want to touch on first. There's an old story that came out of the Industrial Revolution about the sourceorcerer's apprentice. Disney made a movie about it called Fantasia. Now, just to be the quick version. Basically, what happened is there was a kid that wanted to the a sorcerers, so he went to the sorcerer's and town and said, "Hey, can I get a job?" And the guy said, yeah, I't you a job." Kid was excited, went to start doing matches with a sorcerer, and he said, "No, no, no, no, no. Here's a lot. You can clean the floors." And the kid was like, "Oh, man, this is a barn." But he did the work. He was a artworking young man, so day in, day out, weekend, weekend, he mopped the floors, and mopped the floors,op the flo fine. Finally, one minute sorcerer leaves early. He says, I'm going out to lunch with some friends. Kid locks the door behind him, goeses over, looks at the book, picks out one of the enchantments and says, I'm still going to be responsible. I'm still gonna get my work done. So I'm going to make this in, do my work for me. And so he casts it and all of a sudden this mop starts mopping the the floor for it. He's like, all right, that was pretty easy. I'm excited about this. And a bucket of water comes in, pours out on the floor, mock coans are right up. That was easy. feels pretty good. But then another bucket comes in, and then another bucket and another bucket, and pretty soon, the shock is fl because he was messing around with something he didn't understand. And there's beer coming out of the industrial Revolution was that we were going to build these machines to replace human workers that we didn't really understand. And now today, the concern is the guardificial intelligelligence, it kind of feels like imag, but most people don't really understand how it works. So it's important to understand that AI works probably different than you in it. It's not a genius. It does not know everything. It does not have everything to memorizeed. It was trained on everything. It's kind of like a genius, like it's kind of like a parent who's read every book in the library... So, in work, we've got this idea. There's a man Peter Drucker, kind of the father of a program activity efficiency in the workplace, and he's got that neat quote about nothing is more useless than doing the wrong thing really well. It's pretty easy to do the wrong thing in your business and focus on the wrong tasks when there are more productive, more efficient things. Really, how easy use it to drive down the road and talk to your friends or go to see a young the

feed store and just talk shop instead of whatever's going to be more profitable down the road or sets you up for growth? And so we want to kind of leverage productivity with AI to get more done and less time, more profitably. A lot of people focus on the wrong tasks. I'm guilty of it, too. It feels really good to put on fires. It feels really good to be Johnny on the spot, and every time something comes up, I I gotta I'll handle it. Or maybe you have someone on your teeth like that. They don't wanna let somebody else do the work because it's got to be done their way. They've got to be dealing with it. And they're not the task they should be doing, right? They're doing the $20 an hour taxes instead a $200 hour task. They're not thinking about the business. They're not going out as sourcing new deals, they're not sourcing the deals sources, and so we want to use AI for that. This is just back to that example.. In the long version of this presentation, I'll tell you all about the difference between what you think about AI and how AI actually works. Fast ling it, basically, AI is kind of like a parrot that's red than look at the black p. It's kind of like a smart engineer, right? It doesn't really, it knows a lot of stuff that it doesn't doesn't really get it. It doesn't really understand what it is, it doesn't really understand what it's telling you. It's just par it back when it's seen over and over and over again. Now, in our businesses, most of our businesses look like this. It's just kind of all over. We don't have systems, we don't have processes, or maybe we built some systems and processes five years ago, but nobody uses them anymore, because something changed or someone new came on. What we want to do is we want to we want to destroy all the chaos on our business and prove that so that we focus on what's profitable, and as we do that, we use technology to help us. So we're flow automation. Has anybody done this workshop with a whiteboard in post it notes? It's pretty effective. I thought it was pretty neat the first time I did it because I'm a tech guy, and I wanted to open my laptop and get into my computer to start doing stuff. And over and over, I kept getting told, no, you know, before you even touch your computer, we got to do the posted notes on the whiteboard. And we spent like half the day, all these different colored posted notes, different directions, you know, if it's turned up as a diamond, it's a decision point. and we're mapping the processes, right? So technology is really neat, but it's a tool tool that will flood the shop and put us in a situation where we can have liability for ourselves for our clients. So before we play with this tech, we want to make sure we know exactly what our processes are, exactly what those systems in the business are going to be. When somebody calls into the business, it if you're not the one answering your phone, who is answering the phone and what do they say? Exactly what do they say? And if it's an existing customer with a problem, what actually actions do they take? If it's a prospective new client, what actions do dictate? Right? So think of AI as the engine and automation are the tracks. Once you've built the tracks, we're're going to put the engine on it to drive your business forward. Workflow automation kind of works like this, trigger, logic, and action. Basically, the trigger is when something happens, like a lead calls in, or somebody goes to your website and fills out to the apartment and says, subscribe me to your email list. And that's probably the easiest kind of automation to think of, if you haven't played with workflow automation before. When someone subscribes to your email list, the trigger is when the they submit that form. Then that action of the logic is going to say, is this person already in myase? So the computer's going to go, look at your CRN system, or you're scratching whatever your email is to. It's constant contact or mail for any of your option management software platforms. Wherever that is, the logic is going to go and say, is this already one of my people, or is this a new person? And if it's a new person, then we're going to add them to the

way. If it's not a new person, then we're going to disregard this. Does that make sense? That's kind of automation, what I want a real basic canful. Would you say then that a CR system that we're using, like a hbope or a Hub sp? Is that a form of AI? Of automation, yes. So, HU spot is a giant marketing automation platform. If you're using UpSPot, you're using marketing automation, or you're paying someone to do your automation for you, your workflowation, your processes, if you have somebody who has usually when you do, I don't know about honeybut Hub spot, you'll have a partner who on boards you and takes it through like a six month process getting you set up and start. Who is using the CRI right now? Two, three, four, five. Okay. Okay, so that. All right. Who doesn't know what's CRM is? That's okay, too. Good, thank you, thank you. Cool. Okay. So, basically, it's a digital Rolodeex. You've got your planner. your contacts, flip it open, you got your address cl, all your people. And when somebody's going to sell, you might tag them as a seller, or if they die, you cross them out, right? Or say, hey, follow up with family. A digital version of that, that you can put all of your websites, your email, your marketing, your Facebook ads, and like everything in your. That's kind of general idea for what it's. Okay, so this is another very, very, very simple workflow to set the picture. I want everybody to understand what it is we're talking about before we dive too deep. When someone calls in, right, that's a trigger. If they submit the web form, trigger. Has anybody talked with an AI chapterpop before on a website or seen that, that little bubble? Yeah, you know what I love and this is the little app. I just recently got it and I was trying to come up with, like, names for a mountain house, and you can anything in there. My names with Jay with alliteration, and it just comes out and keeps going. I know I'm maybe behind the time, but I just started with it and I love it. Which app is that? It's just Chat? It's a. Okay. uses it write. Who is Is everybody using Ci PT already? Everybody? Okay. Okay. Because if not, we have another presentation we can switch to that we'll go through the beginning of the basics and then all the. That's fantastic. CT is an amazing tool, and you can do a ton of really neat stuff with it. I'm giving you one example for work flow automation. for your industry, keeping up to able with industry news, do you subscribe to an industry newsletter or something that just keeps you abreast of what's going on in the industry? So imagine it's something like that, but exactly customome to your needs wants desires for you and your business, and your specific audience industry. So somebody threw out, what specific area and asset class are you in? F Fund raising in what area?. What are you, what, nonprofits in in Colorado? Okay. So, and you have a particular size, right? I'm fine. you got that right.s here to kind of writing. Okay. So what I would do is I go to Jackson the D and I can show you how it is on the break. You can set up an automation so that every Monday morning, or every Friday night, or the first day of the month, you know, whatever time period you want, whatever frequency, whatever it camements, you can have a CPT give you all the news and information about events, personal interests. If you have a lot of directors or executives, if I fundrais, you usually talk to you, it's at the executive director for the president. Okay, so elicit those and any news on them and updates, and it will give you a personal table feed to that every single, whatever time you set. And you can do that for anything. You could do that for ad, you could do that for equipment. You can do that for classic cars. You could do that for any subject and any area at any specific time. On the break. I will help you. So we're going to sit down and demo how to do that exactly. If anybody wants to see, we'll have a whole table, we'll want through exactly how to do that. Good? All right. This is a really simple example. For automation, there are a lot of digital tools to help you do it. Digital tools can be overwhelming, they can be

complicated, they can be frustrating, and it's not easy to always do all the technical setup for automation. For example. This is a workflow for generating TikTok videos because I don't use TikTok. I don't edit videos anymore. I used to be a video edit. That was one of my first jobs. But I know that some of my customers and some of our asset classes are on TikTok all the time. And so, you build out this very technical automation that goes through and produces marketing videos based on trends based on their interests and automatically publishes them to TikTok. feed. So I don't have to do it, right? There's a tool for that. It's a complicated tool, and it might take minutes to learn. If you are very technical and you want to, you can go that path. If you are not, and you want to keep it simple. I'm not connected to the Internet. Then you can use tools that are built for you, light invideo.io. That's URL. And what that does is creates videos for you without having to build a custom work well, right? This is an example. All I did was go to the NAA website. This was built live at a presentation. We were online, we pulled up the NAA website. First thing on the site was Day on the Hill Promotion, and this was from 2024, right? Bore the event, because they were still promoting it. AI's gotten a lot better since then, but all I did was copy the URL to the website and pay paste it in the tool and then generate this promo video for me in seconds. What happened was the tool automatically went to the website. It said, "What's this about? The AI read the website, The AI grabbed the NAA's logo, looked at what colors it was, and used those colors for the graphics and the video.. took the information to read on the site and used that to write a script for the promo video and then put it in there, and you can't hear the audio, but there's audio for that too that goes on the window. and you can customize everything. If your load goes wrong, you can tweak it, you can add any new text you want, and you don't have to build a custom workflow yourself. I just want to put that out there. So as we're talking about automation, automation exists for people at every technical level. If you're really technical and you want to go into tools like NAN, you can get really not that's with them to build super targeted workflows, like those nodes I showed you. If you're not technical or don't have someone on your team who is, you can use tools like that in a video and say, "Hey, look, do it for me. Here's the website. If you're doing a real estate auction and you have the listing page up, you just copy that URL. paste it in the tool, and it's going to go, it's going to say,Hey, just like everything you put in the MLS, it's gonna grab all that data, and it's gonna grab all those photos that you got at the house, and it's going to create a promo video for you. You don't have to do a thing. Stop it for you. There are different levels of building your automations, your work clothes? Step one is always just designing it, right? Most people in this room have been doing the business long enough that you know exactly how to do everything you do by money. muscle memory. You don't even think about it, you just go through the steps, and you probably have a few people on your team who work the same way. So it can be difficult sometimes to go through and do all those post it notes on the whiteboard. There was someone someone a year or two ago who made a Facebook post and they were sharing they were going through that process. Do you remember what auction company that was? McCurdy did it. It was McCurry? Okay. And it's very detailed, right? If someone answers the phone, we're going to pick it up. We're going to say, "Hell, this is however you say today, right? And it's every step of the process. So step one is always mapping it out, designing it. You can't get where you're going if you don't have a map at a plan. After that, you want to create a checklist. Checklists are like basic automations, right? It's the easiest form of doing an SOP. Who has an SOP binder of all their systems and processes in the office that no one has touched for five, ten years? It's just

got tests on it? Yeah. When I was a resort consultant, I rebuilt all the SOVs for the company. I didn't know I was rebuilding at the time. I thought I was just building them. It took months, I worked with the leadership, we had meetings about it. None of them mentioned, oh, yeah, we have to. They've had them so long ago, they forgot they had them. I finished them up, went to the fire rooms, went to put them on the shelf, and there were all of their SFPs already, because nobody uses them, right right? Checklists, one paper. Es, right? Checklists are so simple. And they worked so well. There was a study with a really new story we don't have have time for. Harvard doctors were able to increase the amount of lives they saved by 20%, by using the checklists. Searches, some of the best trained surgeons in the world, all they did was have a point in called checklist. washed my hands, got my gloves, put my mask on. Things that they knew by muscle memoryory, they were doing it every day any anyway. Even though they were doing it, life fitses away, right? You get a phone call right before you go in and you miss a step, you stop your toe, maybe, right? And so doing checklists, there's a book called the checklist Manifesto. If you were a reader, it is say a fantastic book, and it walks through that. So checklists are like level one workflow automomations. It's an analog automation. You're using a person to autom. After that, you're going to start going through and automating that checklist, right? You turn that checklist into a template, and then you automate that with that. I want to show you what that looks like, I can't get my mind. Anybody do real estate auctions? I don't know if it's gonna connect or not. That's all right. I can just show you this and explain the process essentially. Got it All right, I don't know how well you can see it. What this is is a spreadsheet. No expensive tools, no complicated nodes, just Google sheets, which is an online version of Microsoftcera. Okay? So it's as simple as it gets, it's as easy as it gets. All I did was I took this paper checklist and I put it in a digital form. And then I did do a technical thing. I wrote a little snippet of code, I didn't write it. I asked Chat UPT to write it for me, that every time we get a new client, we have a folder system in Google Drive so that every time we get a new client, we just duplicate our master folder system and everything is in there, right? Here're in the contract,, here's inventory, here's the checklist, here's everything that we have to go through. And part of that final system is this folders so that when we get to be real real estate auction, we automatically have that checklist there, and you can go through and assign a user. All right, so it won't connect to the internet. Basically, we have the task. And that column is telling, what are we supposed to do? If it's online, there's a link to it, and then there's a column where you assign people on your team, who is responsible for what? Where are they in the process? When is it due? When is it completed? And any notes. You have the auction start date, the auction end date, and it automatically, all you do is you change that those two dates and it automatically refactors all those. So you don't have to go through. I think we have six, we have four. Four sheets, right? There's the planning process, the marketing process, the day of auction process, and then the closing process. and you within that, we assign everything based on the due date of a team member, and I don't have to change a thousand days. I just change one date, and they all automatically update for for me. Now, the really neat thing is that column where you assign it to people, we all use Google on our team. We all have Gmail accounts. And so when I assign it to a person, that date, that task automatically adds to their Google calendar on that date. So I pull up my Google calendar or our team auction calendar, and I can see all of the tasks do when they're due based on this spreadsheet. And all I did was make, I duplicated the folder system in Google Drive. I just copied it based the folder. And so this digital checklist is

automated a little bit. That was level three. You get more complicated than that. Level four, that's when you get those nodes. That's when you get really complicated. You say, all right, that's neat. I want word of spreadsheet. I want to have real automation. And that looks kind of like this. Each of those task templates, just like before.. I can't connect to the internet, so I can't show you. Are you thelers meeting?. You. Isers that have a S 21 Cap. Sorry,S. All right, while that's loading, I'll just talk you through it. So, in this, it's the same idea. Anybody who's Monday.com. Anybody heard of Monday.com? Cool. Basically, it's a task management system. It's a fancy app version of that checklist. Okay? What was it? Thanks. negative Nope. That's okay. That's okay. It's just the next level of automation, right? So it's a little bit fancier version. And it sayss notifications to each of our team members. It works the same way. Everything is a sign for a person. It just it looks prettier and it's a little easier to use. Anybody use a company called Infusion Soft a long time ago? That was the first marketing automation platform I used infusion Soft. They call it Keep Now with a K, and now there are 100 other competitors, but it was, I don't know, 15, 16,, 17, 18 years ago, and we were building automation. So when somebody signed up on a website, how that would look like to us today when someone submits their information to register for an auction, you set up your workflow to tag them as a bidder. Once they're tagged as a bidder in their profile, when you pull them up, like looking in your contact book, right, you would see, "Hey, this is a bidder." And then, once they actually buy something in an auction, that tag it's updated to buyer, because you're going to market to your theaters differently than you're going to market to your buyers. Right. What's a good way to waste money with marketing? Just throw everything it ever. The more you segment your marketing, the more you target your marketing, the better results you're going to get, the more profitable it's going to be. So you start the onboarding process and keep it going after that. Every technology is different, and everyone works a different way, and it's really dry to walk through through any of them. So trying to show you what it looks like isn't helpful because it's probably not your software that you use. how it works is the important part. And if you understand in the process, you can apply it to whatever software that you're using, right? this is another automation that we did. This is an example to get started if you want to do that technical node deb automation, where you you're doing a little bit more to just a spreadsheet or a software platform. What we did was we wanted to offload some of our marketing and we wanted to just start and say, "Hey, what would that look like if we did that with AI? And we decided to do a promotional Facebook marketing automation. Basically, what we did was we followed the news for any time anything really cool was sold at auction. Anytime there's a new story about something being sold at auction online, the automation goes and says, "Hey, is that a good story or a bad story? Because what about's the drug lords mansion that's being action about? That happened. I built this automation, and then that happened, and I saw it and thought, oh, we shouldn't publish that. That's probably what we got it. So we added a filter to the automation. We added in a note that AI goes and says, heyey, is this actually good news or is this something maybe we don't want to associate with our friend? And then if it is something good that we want to associate with, and it's a positive story, then I want you to go ahead and summarize the story. I want you to generate an image based on that summary, and then I want you to check and make sure we haven't published this story before, because when something cool is sold, like a piece of the Titanic was brought up and auctioned off, that's going to be on multiple different news websites, right? A lot of people are going to publish that story, and so the AII agent is going to get a lot of opinions like, oh, hey, hey,

hey, here's another one, here's another one. It's going to filter itself and say, oh, we already did that. And it's not going to bother me. But if we haven't done it yet, then it's going to put all of that together and send a notification to my phone and say, "Hey, I found a story that we haven't talked about it yet, that it does align with our brand," and I took the liberty of drafting a Facebook post and image for it. What do you think? All I have to do is approve or deny and if I look approve, it will publish it for me. Practically, it looks like this. There was a news story of a Taylor Swift guitar signed by Taylor and Miley Cyrus that went up for auction for a charity at some nonprofit events, and there was a story published to about. The AI said, "A, I found one. It's good news, aligns with our brand. We haven't talked about it yet, and it generated evidence for me.. It put the hashtagI ask for, ashtag auctions where you can put your business name, whatever. Sold. I dated out of the front instructions and the price, also part of the front instructions. Even the style, I mean, you can prompt it to do whatever you want, right? If you have a brand style, you can prompt it to mir your brand style. And so all I had to do was look at my phone and say, oh, I didn't even know about that. Good job, that's AI Plished. And it was done. I wasn't gonna walk you through the workflow, but I wanted to show it to you because it looks pretty neat with all the nodes. It's basically another version of this. Just a lot of if then statements, if if this, then that publish a story. Is that something that could work for you? It takes the marketing off your plate, and you can do that for anything. It can publish a Facebook, it can publish an inst Instagram Instagram, it doesn't have to be marketed. It can be weather events. Hey, there's going to be a storm. It's going to be an auction. We are automated that, too. We said, "Hey, it doesn't take us very long. It only takes maybe five minutes to publish to Facebook anytime we can put an auction on our website. But since we're putting the same content in there, right it's the same headline, it's the same description, it's the same image. Why don't we have AI just take what we put on the website and go ahead and put it on Facebook for a student. And so just like this automation, we built an even simpler one. It did it for us. And if you want to play with the tools like that, there are a few that will recommend at the end, I've got a list of tools, but this presentation was built by my AI system, and it did not include one of the tools that I do like to use, which is called active pieces. So if you want to play with that, I would write that down because it is not in this here. Active pieces. One word in the logo is purple. It's like a triangle purple A, so you'll know when you see it. Since we can't, the internet doesn't work, we can't connect to that. I'll just tell you about this one. But a simpler way, I like to do a demonstration where we go around the room, just pick five, ten items, and I turn on my camera, I press record on video, and I go around and say, heyey, L one projector, L two, six chairs chairs, Lot three, black table and or a table and black tablecloth, right? And go around and identify different items. I can call out any condition, I can call out colors, I can call out anything like, you know, this Itern is not actually cherry wood or a mahogany. It's a veneer a laminate, and then just upload it to Gemini or pick your favorite AI and say, "Hey, go ahead and process this video for me. Here's a sample of our auction catal on with our CSP spreadsheet, so you know where everything goes, and publish this into an auction catalog for me. And it works. Before that, we were doing with photos. And before that, we used AI to build an app to catalog the items for.. Now, the whole thing of that is just demonstrative to show what it can't do, I wouldn't recommend it, because you have so many edge faces when you catalog that it doesn't make sense to use a self made AI platform to do that. Right now, the best way to doing. cataloging? I'm sorry. Keep talking.m. to work with a company that provides a solution

specifically for them, right? Because they've worked out all the cases. They worked out the case. It's just so you know if you can do it with AI, it's getting closer and better every single day. I think we're getting towards the internet. Looks like you got it. Cool. Thank you. You're the best. I appreciate you. All right, so this is active pieces. This is that software that can help you build the node based automation if you want to go that route and get complicated like that. This is where it walks through and just checks to see if this is that story that we've done before. And then the website's Facebook post. I want to show you how simple it can be, right? Automation doesn't have to have a thousand different codes and blocks that you can connect to and put together, and it could be as easy as this. Three single pieces of trigger. There is a new post on our website. The logic, hey, what's this about? And then the action, the results, Facebook post. Three simple steps, as easy as an automation could be. When we post an auction to our website, then it's published on Facebook. And that is something that anyone here could do today, if you wanted to. Right? It's three pieces. The company active pieces, they have great tutorials that walk you through stuff by stuff how to do stuff. And it's a pretty good tool. So Does anybody use any automations that you've, like, actively developed? That's okay. Okay. The easiest way to start with automation is for lead generation. Did you know that the first person to respond to a lead is 30% more likely than anyone else who gets that lead to get a business? So, if someone in your area needs an auctioneer for your specialty, and they go to Google and type your specialty type of opter. And they click on the first five to go to each website and submit their information. The first person to call them is the most likely the person to get their business. It's that simple. So speed to action is the most important thing you can do to keep your business and make your life easier, right? So you don't have to think about it because you can have AI go ahead and handle that for you. You can have three different ways that's managed on your website. You can have a phone number that goes to an AI agent. Instead of hiring a person to answer your phone for you today, you can you can hire an AI to answer your phone for you today. There are auction companies using that right now today. And that can process leads for you, it can qualify a lead, and it can book a lead on your calendar to have a conversation. If you keep a digital calendar, like Google Calendar or Apple Calendar, all you do is add that to your AI and say, hey, here's my calendar so you know my availability. I generally only take meetings, these days of the week between these time records. You give it rules and guardrails, and then it will go, qualify the client based on the criteria you give it, and make a decision whether or not to offer a meeting to that client. If the client accepts, it will go ahead and schedule it to your calendar. You can do that with a phone number on your website. You can do that with a form on your website if they submit a form, or you can do that with a chatp on your website if you want to do it that way. Why would you want to do a three different different ways? Because different people like to communicate in different ways. I like to submit forms. I don't want to talk to an AI Chot, and I certainly don't like talking to AI folks. I know most people don't, but also, especially certain generations, don't like to ever dial on the phone. They don't ever want to make a phone call, right? They want a child.. They don't want a phone. They want something like that. So if you do all three, you can have that set up so that AI will go through and manage that for you. Let's go Just an example, somebody registers for an auction, they get tagged in your system as a bidder. When that happens, they get an email sequence trigger. An email sequence is a series of emails that are going to go out to them in a specific order designated times. So when somebody registers a bit of our option, our option software might work a little bit differently on

the auction software they've used before. And so I want to teach them how to bid with us so that they have a good experience in bidding with us. Thank you buying with us, right? So I'm able to let them know, you have to create register your credit card for this option before you get started. I'm not going to pick up the phone and call them. I'm going to set up an email to automatically go out out to them when they register on our website as a bidter to go out and say, "Hey, welcome. We're happy to have you. You should know, you need to click this link to go to the site and register your credit card so that you're good to bid at the auction. Happens in the background, I don't have to think about it and it keeps that keeps that on track for me. Then, same thing. When they win at the auction, when they win an item, they can switch from a bidder to a buyer, and they automatically have their invoice generated and sent to them. I think most people do that. Does anybody manually send that in voices? All right. That's automation to work for you right now. This is just extending about it. So when someone buys, they automatically have their invoice generated, send out to them, or preferably, the way we do, we just build a card, right? That automatically happens. We don't send it away from them to come to us. We skip that stuff, but they get the receipt, they get all that information, they get the scheduling information, is automatically sent to them. We don't have to go back and forth. We' going to play that game, like, when is pickup, what time, when you can I be there? That's all automatic. It's all automated. So the system knows this person b bombed. And so it sends them a link to say, here's where you register for pickup for your appointment slot. And then use it for attention, too. What's the best way to get more auctions? Do more auctions, right? That's good. The more auctions you do, the more people you're going to interact with, the more people are going to have a good or bad experience. When I do business with you, I know that you're good. When I recommend you to a friend, they have no idea. So I said, " yeah, you got to go with the best. They're going to say, "Okay, cool, thanks. They're going to go home and what's the first thing they're gonna give. They're going to look you up on Google. They're going to search it and say, "Who is this person? What are they all about about? And how are they going to decide whether you're any good? Reviews, right? They're going to see what everybody else has to say about you. Do they have a two star review? Do they have a five star review? Do they have two reviews? Do they have a thousand reviews, a hundred reviews? What is it? This phase, retention right here, this automation series, that sequence, after they did, after they buy, after they pick it up, they have a good experience, then they get sent a request to please leave a review with the link to your review platforms. That can be really complicated or that can be really simple. 18 years ago, I did it with business cards. I printed that we had anybody used QR go out long ago. We used two QR go to different review sites, and had a phone number on there to a director from the company, and it said, if you had a great experience, please leave us a review, scan this vote, go to this site. If you had a bad experience, call me and not make it right. So after they had a good experience, that automatically went out with their order, they got it in the mail, and then if they had a good experience, they left a review. If they didn't, they left the, or they called to say, "Hey, I'm going to leave a pepper, you eclipses. Companies that are actively working to improve their reviews and their review scores typically, do about 24% better than their competitors. That's a big number just from focusing on reviews, I've been doing marketing a long time. I skipped my intro. It's a short presentation, but that's the majority of my professional background with marketing in just about every type of marketing. And there are a thousand different things you can do, and spend money on marketing, but one of the most impactful and least expensive, is

building up your reviews. It's going to have a highest sp eye of almost anything you could do or talk more about it in the growth marketing, freeiction right up to it, so it won't belabor that point. But you can automate that with physical things like that or digitally with emails and text messages. and then automating your marketing. Nobody likes boring. That's the biggest sin in marketing is to be boring. That's why I jumped out of an airplane before conference in the show. That's why I didn't tell my wife that I signed up toete the IAC. I just showed up. it's interesting, it's not boring, right? Nobody wants to be boring. So with marketing, you can have something go through when you finish your download for an auction. You've done all the work, you have all the information, you don't want to touch it again, because that's a way waste of labor. That's a waste of time. You can have AI automatically, give your catalog, you upload your catalog to AIs, and have it create your Facebook posts, your emails that are going to get sent out, your text messages that are going get sent out. And if you want to get really advanced automation, like all those nodes we saw before, you can have it then taken that Facebook post. Send it to a human to review. If approved published it for you. Same with the e and all the other content. John Schultz is in the middle of this process. He's got the first half done, and he's working on the second hand. He's got it set up already so that when an auction catalog is done, it automatically creates all the marketing and advertising that are going to be done. He would use it, and then he manually puts it in each place. It can't be completely automated, and then you can automate the reporting on the back side of that. So instead of just having it out there and not knowing whether they work on, we go pretty pretty deep on our audiences. I think understanding your audience is the most important thing in marketing, and we want to make sure that marketing is resonating with those people. So check in, the metrics afterwards. Doing reporting, reporting isn't usually that long, maybe two hours per auction, depending on how many platforms you use and how many times you've done it right. But it doesn't have to take any time at all. It can be done in the seconds by AI and automation. Hey, Michael. Chief on the automating the Facebook post from that catalog can it then analyze what you're selling and then automatically boo and target the audience with the post. Not yet. Not without getting in trouble with Facebook yet. Yeah, short answer. Techically, there is a way it's not a good idea, because Facebook might give you the boot. This is just an example of a process that I automated to give you another idea of automation. I built a Foyer request system, the for a municipality, so that any time a foyer request gets through, there's all this compliance that comes with foyer request, right, the Freedom Information Act. And so there has to be an audit trail, right? There has to be notification set out, everything is scheduled, everything's on a timeline. Everything is very exactive and specific, so that, you know, get in trouble and get fined and eventually have an investigation if you have too many reports. And so we built this entire automation for that that went through and took a process that was costing them an entire staff member, like that was her whole job was doing that. And we basically eliminated that entire. You know, we didn't eliminate her position. She wasn't fighter. She kept her job. They just changed her responsibilities so she could focus on more productive things. Right? So we eliminated an entire person's work working of that job. It was a really fulfilling way to use automation. Practical examples for real estate, your listing packet, autogenerate the agreements and disclosures from your CRM data. Right? You don't have to copy paste everything. I built a software company a while back that was four resorts kind of along the same idea, where they had so many touch points, right? When someone called in, one person wrote under information. When they booked an appointment,

they had't touch points out, somebody else took them down their information. When they actually arrived, somebody else took down their information. When they bought membership, somebody else wrote out their information, the reservation, et cetera, et cetera, et cet. There were a dozen different instances of this same person's information, and it was a huge mess, and so I built a software that was single point data entry. One point, you mentioned the information one time, and every single interactionaction gets added or subtracted at you front of that, right, with automation. Same thing with real estate. There are a whole lot of things that's copy past here, that form, that form, automation, is good for it. And I know there are a lot of real tools for that. You don't have to do it yourself with all those crazy nodes. You can sign up for a tool that works for you with your business that handles a lot of that for you. E signatures, that's another example, qualifying closing, lead scoring, I think that's probably doesn't apply too much to most of us. Estate auctions and benefit auctions, using AI to automatically catalog items. That's a really cool, easy way to use AI today, is using one of these great apps that will catalog for you, you just take the pictures, and then it handles all that. It saves a lot of time and it makes more money. When we switched over, we had We had a very specific auction. We don't do retail returns in our business directly, but we had a client who did retail returns and they had a warehouse fullold. And it was going to be about a year to go through everything. And the first auction we did, we did it just like we did do together auction, and it did okay, right? It wasn't great, it did okay. It took us a lot of time and it didn't make as much as we hoped to avoid. We signed up with many FastG. There are a lot of different great companies, many FASC, Listernaut, function writer, but we specifically use many FASCs for exact application because for retail returns, they automatically, from the barcode go and pull the retail images to retail description, and use that to write the description for us. The next auction we did cut our time, not quite a half, maybe 25, 30 percent, but it doubled what we brought in. right? So it saved us a good amount of time, and it doubled what we made. And we don't use any more because it's not practical for us, because we finish that, they're great for retailerney. All the other cataloging apps are also great. Some have different strengths than others, and I heard to you to try all of them out and see what works best for you and your company. Logistics, donor relations. There's the biggest way to use AI for benefit officials is helping decline with their organization, right? Helping the client do better. There's not a lot you use, use it to write your scripts, right? But doing an analysis, AI is a great data analyst, doing an analysis of the donal, of the attendist for that event. And crossing that with the IM packages you not available at the vendors that you work with to figure out which is going to be to the best combation of items to use, from which sources for that benefit auction to bring the most money. Tools to use. Remember, AI is kind of like a digital intern. Some great tools. One of them we did talk about was a stabina. Has anybody used stabina? Has anybody use Zoom meetings or Google meetings with fles? If you you do, f is a musk, it's an absolute must. Does a video an audio recording of your meeting, it transcribes it, It will let you know if you're talking too much. It will give you tips on changing the content, and it will give you a summary after the leaving with action items assigned to whatever person those specific things or whoever is possible for those. It's like having a personal assistant sitting on every single meeting, for use that does a whole work of taking meeting notes, right? And you can use it for board meetings, right? You don't have to be on an online meeting. You can open up for an in-person meeting and just record and do it that way, too. What I do, when I have a video call with a client, I will take those automatic notes from Fine, and I put them them into my

AI project. I have a custom AI project for each big climbing, big project that we're working on, and it has all the information about our business already in there, and I've already been background of the clin, and I have that in there.. and then I'll take the fath notes after the meeting and drop those in there and say, heyey, will you write a follow up email for me? Just send it the front. And so the meeting ends, and within two minutes, they get a very good followup email from you, and they think that I'm just, you know, that they're the only ones in my life and I've got a whole team working on them. It really makes them feel good, it really helps with our work poor, and it works really well. Notebook LM is a fantastic tool for research and analysis. It's the best way to learn anything, I think. You can take all of this information that we talked about, Google any keyword, like workflow automation. Put that in NoelM and say, "Tach me about it. And it will have a podcast generated for you, just like a radio talk show with two hosts, right? And they'll talk about that subject to teach you about it. It's not real. The people don't exist. It's just automatically built for you by Google for free. The tool doesn't cost anything, and it will teach you all about it. I'm stalling because I'm waiting for the single load and play. If it turns out I'll to listen in. But it's just one of my favorite AI tools. There are other ones like Chat GPT. You've got Claude and Gemini, Gemini is by Google. It is great for data analysis. Claw is by a company called Anthropic, and it is more privacy focused and data sensitive. So if you're worried about putting your information into ChatGPT and you're a little hesitant, you can feel more comfortable working with Claude. And then perplexity, if you ever have to do any research on any subject or any business, if you're working on a big proposal, if you're pursuing a big client or have a big deal coming up, perplexity is the first thing I go to. I want to start with a specific image today. It's from Disney, actually. You remember the movie Fantationia? The one with all the classical music? Right. But specific... The tool. Yeah. And the detector came back 100% confident that the text was written by AI. P. Sorry. any subject you put in there, notebook LM will generate a podcast and teach you about it. Right there, they were talking about AI detectors. That's from the other presentation, but basically, because AI is not actually smart, right? It just pretends to be smart, AI detectors are used to check whether something written was written with AI, and somebody put the book of Genesis into an AI detector to say, "Hey, is this day? Is this written by AI, or is this real? And the AI detector came back with 100% certainty you that the Book of Genesis was written by AI. Right? I hope that's not true. Because that happened because AI isn't actually smart. The way that AI works, it looks smart, it pretends to be smart, but it's not smart. So, that was noum. I was in the middle of perplexity, perplexity. If you have research on a client or a board, the example we just did was for the Elk Foundation. We pulled their annual report, went to perplexity and said, do a deep research on this, and it's like having a professional research assistant. We part time for you for two weeks. It does that much work in about four or five minutes. And because it does a lot of work, it's going to be a lot of data to go through, so we can put all that data into Noble GM with the annual report from that organization and had Noble G Adam generated podcast board to give us, hey, here's a 10 10 minute synopsis, just fast track to get up to speed on that company. And so when we go into the conversation with them, we know that one of their big things is connecting dollars to directirt. I never heard that phrase before, I never would have used that phrase. But it was it was tucked away in that research, and if I were to get on a call with them and use that phaserase, I would have more rapport with that prospect, right? Lets you know what's important to them. Some of the easier tools to use are zapier and make. If you really just like getting started, step one, the

easiest to use is make. The most expensive to use is make. I'll just leave that there. If you want to get really complicated, NAN can pretty much automate anything in the world that you can imagine, you can automate with that. It might break. I think we talked about that in a second here. Safety protocols for automation. If you empower AI to make decisions for you, are you responsible for the decisions advance? Yes. IBM was wrestling with that back in, like, '78 or something. AI's been around for a long time. We know it today because it's real popular, with these ChatGBT apps that's doing large language models. AI and other forms have been around for a while. But a recent example of a company being responsible for the actions of their AI was a Ford dealership. They put an AI chop file on their website and said, heyey, go ahead and interface with our customers and book appointments and get people to come in. Somebody said, "I'm going to see what I can make this thing do" And they did something called Prent Engineering, where they tried to get the AI to do what they wanted, and they eventually got the AI to sell them a brand new truck for a dog. Contract and everything. They took it into the dealership and said, I want a truck. What they say, right? Absolutely not course. So the guy went to court and won. because an agent of that company made a decision. If a sallishman had done the same thing, he'd be responsible, the company would still be responsible. And there'd be a conversation problem with termination in that case, right? You have to have bart rails when you're using AI. They appeal, and I don't know how the appeal process worked out. I didn't keep following the taste, but I'm sure they'll probably get out of it. When AII does work for you, you don't want to have to just automatically do it. You have to have it's called human in the loop, right? A touch point where a person inspects the work before it goes out. Like, remember AI is a smart engine intern? Think about it that way. You can give an intern work to do, but you're going to check out work before you send it to a client. You're going to look over it first, make sure they did a good job, make sure everything's right. You also want to look for breakpoint, because AI is built in a certain way that it looks for things, and it's not exactly perfect all the time. And technology changes all the time. Facebook updates their algorith. The websites change their user interface. Anytime a change is made on any library that supports any of the tech that makes your websit's work, there's a chance for something to work. And so when you build these, you have to make sure to set up alerts, set up onit trails, tracking what was done when it wasn't doing what it was supposed to, you get a notification. and then I just say start tomorrow, right? This was kind of a lot, and could be really technical and overwhelming if you let it, but it could also be really simple simple to start. Just back to the posting notes, right? Step one is just go on Amazon and get some posted notes for four bucks. and sit down with your team in front of a white quarter or a wall, and just say, what's step one, right? Identify a few processes, identify one process. map it out and then automate it. Build the logic. Start with a tool, right? Don't try to do the first one the crazy way. The first one you do use one of these tools that'll do it for you, and then step into a tool like make and then step into a tool like a tapier, and then if you want, you can go to active pieces and NA ed just get more complicated with it if you want to. Right, with a posting. Start with one posting. it easy, on day one task a month. You don't need to do it all today. and I should save you some time. So the slides are at this website. I also have all of the AI tools that are useful for me listed on that website. You don't you can either scan if you are good or use the URL right there. Michael. slashCado. If you have any questions, I mean it. If you're trying to explain this to you your team or someone else, or you can't remember something, or you just want to figure some of this out, give me a call. I also recorded this, and

that that's going to be up on the website after this evening, because we're going to do one more presentation, and we're going to put the transcripts out there too, and an AI summary from the notebook L, just so you can see how it works also, because notebook LM is going to take this whole hour and press it into 15 minutes. and those two podcaster radio host voices are going to do a way better job explaining this tonight. It's going to be a little less dry. It's going to be a little faster, more ity. It's going to cut out all the fluff. I can say that because I listen to the ones that I do. Like, I've been presenting on AI for three years now. and I listen to those recordings every time because it helps me get a little bit better every time. And weirdly, I've learned something. Those podcasters would say, oh, and he said this and talked about that, I was like, oh, my gosh, I said that? I was like, I didn't say those words, but that sounds much better. That's pretty smart. Just to say, if you want to share this with I want on your team, the Nobook Del podcast version of this presentation won't be up there, and that's what I would recommend having listen to, it's gonna give them the good, quick easy someone. Thank you, that’s all I’ve got.