

Christchurch
ARTIFICIAL INTELLIGENCE
MEETUP GROUP

<https://christchurch-ai.com>

MARKETING & COMMS WITH AI



Caelan Huntress

- AI Educator & Public Speaker
- American/New Zealand dual citizen
- From Portland, Oregon

WHAT I DO

- Speaking - AI Topics
- Training - Workshop Series
- Coaching - Advisory
- Consulting - Implementation



BECOME A CONFIDENT AI OPERATOR



AI TRAINING CURRICULUM

AI Foundations



101

AI & The
Future of Work

102

Applied AI
Ideation Lab

103

Prompting
Techniques

104

Coaching
With AI

AI Agent Accelerator

- Ai301 • Context Engineering
- Ai302 • Managing Agents
- Ai303 • Vibe Coding
- Ai304 • Agent Harnesses
- Ai305 • S.C.O.P.E.
- Ai306 • Automation
- Ai307 • Generation
- Ai308 • Evaluation

AI Applications

- 201 – AI FOR PRODUCTIVITY
- 202 – AI FOR KNOWLEDGBASES
- 203 – AI FOR COMMUNICATION
- 204 – AI FOR SALES
- 205 – AI FOR MARKETING
- 206 – AI FOR CREATIVITY
- 207 – AI FOR LEARNING
- 208 – AI FOR STRATEGY
- 209 – AI FOR MULTIMEDIA
- 210 – AI FOR AUTOMATION
- 211 – AI FOR THINKING
- 212 – AI FOR GOVERNANCE



join.ai-coaching.academy/training



STELLAR
PLATFORMS

SECOND MONDAY @ EPIC INNOVATION



Marketing & Comms with AI

📍 Where? EPIC Innovation

🕒 When? 5:30 - 8:00 PM

📅 **Monday, 10 August**

Christchurch-Ai.Com

Speakers:

Simon Rush, Nic Hendrie, & Caelan Huntress



#CHCHAI August 2026

AGENDA:

- ✧ **Drinks & networking**
- ✧ **Accelerating Marketing Strategy with Trimble – Simon Rush & Nic Hendrie**
- ✧ **Build an AI Brand Voice Kit: Clone Your Voice with AI – Caelan Huntress**
- ✧ **Upcoming Events**

Accelerating Marketing Strategy with AI

Nic Hendrie, Simon Rush

6:00–6:45 pm, Aug 10, 2026

What happens when
you let AI write your
marketing strategy,
and then turn on
'Brutal Mode'?





Trimble is the global technology company
connecting the physical and digital worlds,
empowering customers in essential industries
to unlock insights, take intelligent action,
and get hard work done.



Our customers drive the world's essential industries.

- **Construction**
Building and maintaining vital infrastructure
- **Geospatial**
Digitally measuring and mapping our world
- **Transportation**
Moving goods across global supply chains



Trimble at a glance

Financial Strength

\$3.68B

2024 non-GAAP revenue

\$2.26B

2024 ARR

Technology Leadership

1,000+

Unique & active patents

\$664M

Invested in R&D in 2023

Global Reach

12,000+

Employees in 40+ countries

175+

Countries in which our customers work



Why MarketMind?

Current challenges

Briefs often lack necessary information

Time to market is slow

Limited market or audience intelligence

Strategies are getting repetitive

Critical analysis of inputs is limited

MarketMind-AI solution

Informed by Gemini Deep Research

Brief analysis and insights in under 15 mins

Informed by Gemini Deep Research

Unique strategies to solve the brief

“Brutal mode” provides critical analysis



MarketMindAI

- **What:** MarketMind turns campaign briefs into strategy and deliverables
- **How:** Ingests campaign briefs and applies AI-prompts to builds market research, strategic plans, and tactics. Drafts creative concepts (e.g. headlines, email subjects, article titles) to execute deliverables. Applies automated strategy critique. Adding Semrush API etc.
- **Without user experience in:** Prompt engineering, running campaigns, or industry workflows.

Campaign brief and analysis

Upload your campaign brief or complete the cells in sections 1, 2, and 3 below

Drop your brief to auto-fill

Supports PDF, DOCX, Images, Text

1. Campaign essentials

Campaign name

e.g. Works Plus NAM 2026

Products / ecosystem

e.g. Trimble Works Plus subscription

Website URL

https://www.trimble.com

Campaign objective

Demand Gen / Lead Gen

Business Area

Trimble Positioning Services

Start date

MM/DD/YYYY

End date

MM/DD/YYYY

2. Audience and context

Geography

e.g. Global

Total budget (USD)

\$ 100,000

Target audience (ICP)

Roles, Personas, Size...

Competitor URLs

1. https://competitor-website.com

+ Add competitor URL

Competitor notes

e.g. Procore focuses on enterprise, QuickBooks targets SMB...

3. Objectives

Business goals

e.g. 450 Leads, \$2M Pipeline

Key messaging

Value prop / hook

Semrush keyword report

Upload Semrush (.csv, .xlsx)

Existing assets

Paste links to docs...

Brutal mode

Enable cynical critique and unfair advantages

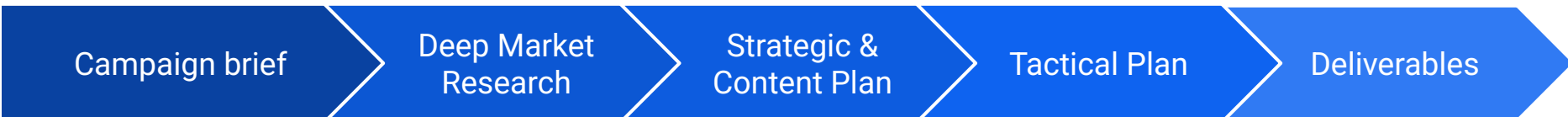
Generate strategy

7

S



Workflow



- Drag 'n' drop brief
 - Audience, objectives, budget
 - Upload raw SEO data
 - Applies rules
- Exec summary
 - Market landscape
 - Audience profile (pains, demographics, psychographics, seasonality)
 - Buyer's journey
- Detailed personas
 - Value props
 - Funnel
 - Campaign flow
 - Messaging pillars
 - Content plan
 - Campaign flow
 - Branded hooks
 - 🧠 **Brutal mode**
- Campaign timeline
 - Channel strategy
 - SEO plan
 - Email sequences
 - Competitor deep dive
- Email, LP content
 - Sales enablement (overview, Trimble USPs, battle chest, training, objection handling)

Chain prompting. Human-in-the-loop QA.



Benefits

MarketMind elevates the human marketing team. Takes heavy lifting of data analysis, campaign optimization, and routine creative generation, so human marketers are freed to focus on high-level brand building, emotional connection, out-of-the-box creative thinking, and relationship management.

Estimated gains:

3x

Faster time to
market

10x

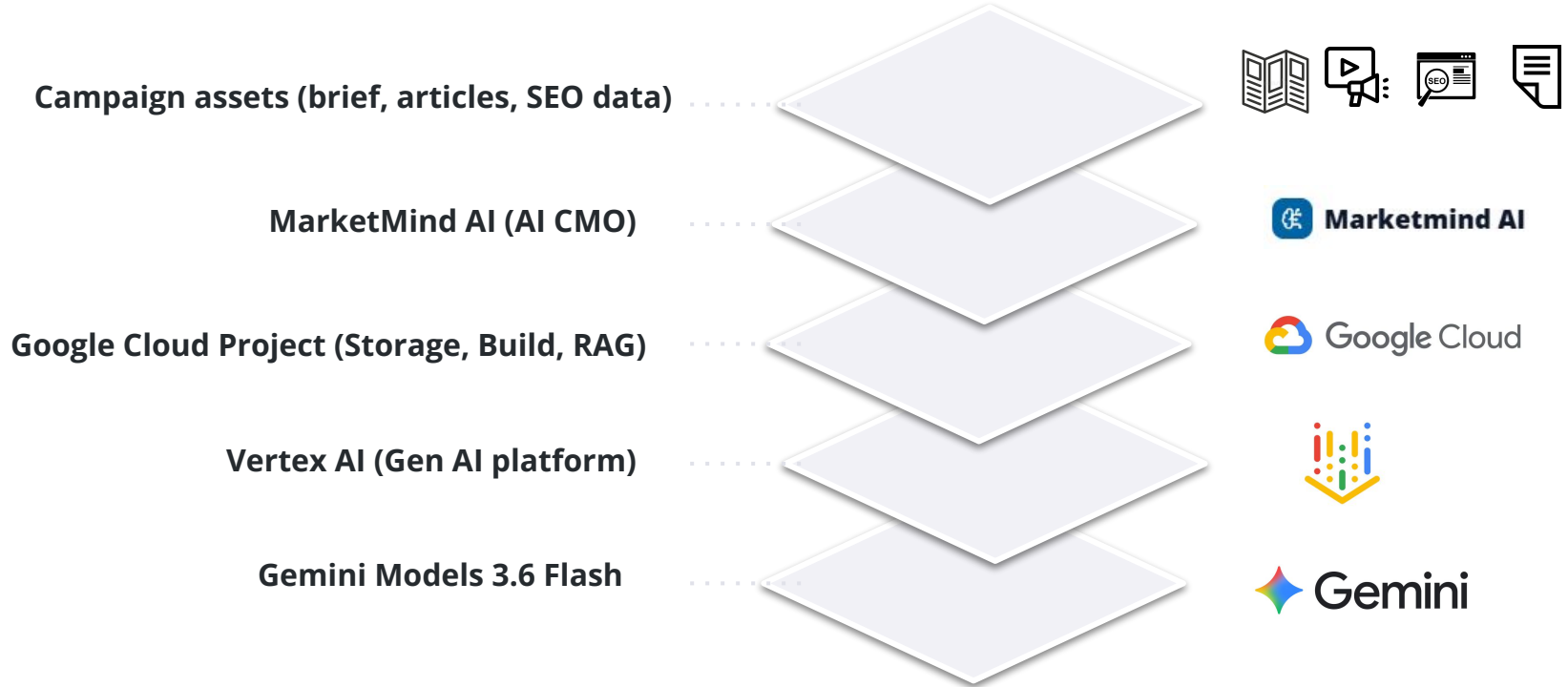
Wider creative
variants

10x

Productivity
output



What is being used? (Architecture)





Briscoes Winter Sale - Example

1. Campaign essentials

2. Audience and context

3. Objectives

Campaign name ⓘ

Briscoes Winter Sale

Products / ecosystem ⓘ

Homeware and Kitchenware

Website URL ⓘ

https://www.briscoes.co.nz/sale/?srsltid=AfmI

Campaign objective ⓘ

Demand Gen / Lead Gen

Division ⓘ

Trimble Positioning Services

Start date ⓘ

09/01/2026

End date ⓘ

09/30/2026

Geography ⓘ

New Zealand

Total budget (USD) ⓘ

\$ 100000

Target audience (ICP) ⓘ

New Home owners
female in her 30's

Competitor URLs ⓘ

1. https://www.thewarehouse.co.nz/ ✕
2. https://www.kmart.co.nz/?srsltid=Afr ✕

+ Add competitor URL

Competitor notes ⓘ

e.g. Procore focuses on enterprise,
QuickBooks targets SMB...

Business goals ⓘ

increase in sales by 5% in the month.
Online purchases increased by 10%

Key messaging ⓘ

Winter blues, get out and spend on
something that will make you warm inside.
Need a new down duvet to be cold.

Semrush keyword report ⓘ

Upload Semrush (.csv, .xlsx) ⬇

Existing assets ⓘ

Paste links to docs...

Presentation demo mode

ADMIN ONLY

⬆

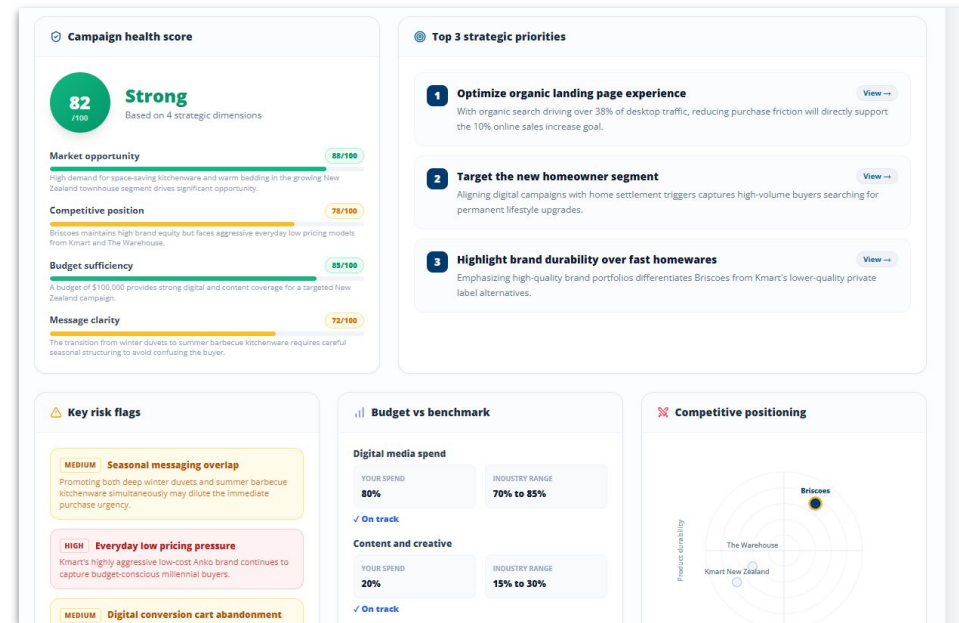
Relax brand compliance rules to
run demo reports on ANY brand
(e.g. Nike, Rebel Sport)

Brutal mode

⚠

Enable cynical critique and unfair
advantages

Brief





Strategic marketing plan: Briscoes winter sale

Prepared by Trimble® Positioning Services, this high-performance campaign strategy leverages advanced market intelligence and demographic mapping to optimize the Briscoes Winter Sale. Designed for the New Zealand retail market, this plan establishes a clear path to achieve a 5% overall sales increase and a 10% lift in online purchases from September 1 to September 30, 2026.

Target buyer persona

To unlock high-intent retail demand within the allocated \$100,000 digital-heavy budget, the campaign must focus resources on the highest-value audience segment.

The sanctuary seeker: New Kiwi homeowner

This persona represents the modern New Zealand homeowner navigating high interest rates and compact living spaces. She views her home not just as an asset but as a sanctuary.

• Demographics

- **Age:** 32 to 38 years old
- **Gender:** Female
- **Location:** Urban and suburban New Zealand, with high concentration in growing townhouse developments in Auckland, Wellington and Christchurch
- **Income:** \$85,000 to \$115,000 NZD personal income; often dual-income household
- **Home status:** First-time homeowner, recently settled or moved into a modern multi-story townhouse within the last 12 months

• Psychographics

Content plan

Strategic content flow

1. Top-of-funnel (ToFu) awareness — aesthetic inspiration and trend discovery
 - Asset title: "Warm luxury — how to style a modern townhouse on a realistic budget"
 - Focus area: Capturing search traffic around biophilic materials, warm tones and sustainable living with aspirational blog content and Instagram Reels
2. Middle-of-funnel (MoFu) education — spatial optimization
 - Asset title: "The compact kitchen checklist — multi-functional cookware for townhouse spaces"
 - Focus area: Resolving space-limitation pain points with interactive guides highlighting nested pots and space-saving kitchenware design
3. Middle-of-funnel (MoFu) consideration — durability and value validation
 - Asset title: "The stoneware and stainless steel performance report"
 - Focus area: Disproving the myth that affordable homewares lack durability by sharing objective wear tests and premium brand comparisons
4. Bottom-of-funnel (BoFu) urgency — seasonal transitions
 - Asset title: "The Briscoes Club winter warmth VIP shopping catalog"
 - Focus area: Creating high purchase intent via early-access discount codes and exclusive winter bedding guides for loyalty members
5. Bottom-of-funnel (BoFu) conversion — frictionless purchase execution
 - Asset title: "The ultimate winter sanctuary shopping cart builder"
 - Focus area: Eliminating digital cart abandonment with bundled kitchenware packages, instant checkout tools and free nationwide shipping



Branded hook matrix

Motivator	First-home buyers	Upsizing families	Premium property owners
Cost savings	Affordable luxury that fits your first mortgage budget	Bulk savings on full cookware upgrades for growing families	Premium heritage investments without the boutique price markup
Emotional connection	Create a cozy sanctuary for your first-ever home	Build lasting dinner table memories with durable dinnerware	Design an inviting space to host sophisticated family gatherings
Brand loyalty	Start your home journey with trusted New Zealand brands	Upgrade your active household with reliable family-tested products	Invest in legacy homeware brands that stand the test of time
Social status	Modern townhouse styling that looks highly curated	Impress guests with coordinating contemporary dinnerware sets	Showcase luxury designer aesthetics in your kitchen and dining room
Sanctuary security	Protect your personal space with comforting winter textiles	Ensure your family home is warm and dry during cold months	Create a secure premium environment with high-quality investments
Health and wellness	Safe toxin-free ceramic nonstick cookware for healthy daily meals	Hypoallergenic heavy down duvets for restorative winter sleep	Ergonomic kitchen tools that make home cooking effortless and healthy
Space efficiency	Nested cookware sets that maximize tight counter space	Smart stackable storage solutions for active family kitchens	Streamlined high-utility appliances that replace multiple single-use tools



Digital channel strategy

To optimize the \$100,000 budget, resources are allocated across high-performing digital and content channels. Events receive zero budget allocation for this campaign.

```
Total Campaign Budget: $100,000
├─ Digital Channels (80% / $80,000)
│   ├── Meta Paid Social: $40,000
│   ├── Google Search & Performance Max: $30,000
│   └── Pinterest Ads: $10,000
└─ Content Channels (20% / $20,000)
    ├── Local Influencer Partnerships: $12,000
    ├── SEO & Warm Luxury Content: $5,000
    └── Email & Database Marketing: $3,000
```

Paid social media

With a \$40,000 allocation, Meta (Facebook and Instagram) serves as the primary visual engine to engage females in their 30s who have recently purchased homes.

- **Targeting parameters:** Female users aged 30 to 39 living in New Zealand, with refined behavioral overlays including "recently moved," "first-time home buyer," "home improvement" and "interior design"
- **Creative approach:** Use clean, high-resolution lifestyle imagery showcasing organic materials, warm lighting and styled townhouse spaces
- **Ad formats:** Carousel ads to display complete tabletop settings and collection ads to enable seamless, direct purchasing on the mobile website

Search and Performance Max

With a \$30,000 allocation, Google Ads will capture high-intent search queries and redirect market share from competitors like Kmart and The Warehouse.

- **Keyword targeting:** Bid aggressively on commercial terms including "best cookware sets NZ," "durable dinnerware sale" and "down duvet deals Auckland"
- **Competitor conquesting:** Implement search ads targeting searches for competitor private labels (such as "Anko



Asset visualisation

How to Export & Retrieve Your Visual Deliverables
PDF Export: Compiles the full report including the actual visual mockup designs (ad templates, smartphone frames, and custom images) exactly as they appear on screen.
Google Docs & Word Export: Exports a highly structured, copywriter-friendly text matrix of all copy variants, headlines, subject lines, and CTAs for easy copy-pasting. *Note: Custom visuals cannot render in these document formats.*

☒ Landing page ☐ Social ads ☐ Emailer

ToFu — Awareness BoFu — Conversion

KEY CAMPAIGN GRAPHIC



Geospatial surveying



Autonomous construction

Upload local image

Or paste custom URL...

Apply

COPY VARIANTS

Headline — 5 options

CTA button — 5 options

PAGE SECTIONS

SUBHEADLINE

Upgrade your new townhouse with premium Briscoes kitchenware and winter bedding designed to keep you warm inside and ready for early

TRIMBLE - HOMEWARE AND KITCHENWARE

Indulge in ultra-warm high-loft duvets for freezing nights

Upgrade your new townhouse with premium Briscoes kitchenware and winter bedding designed to keep you warm inside and ready for early summer hosting

Find your perfect duvet

WHY TEAMS CHOOSE TRIMBLE

- ✓ Save up to 60 percent on premium kitchenware and cozy winter bedding
- ✓ Maximize tight counter space with stylish nested cookware sets
- ✓ Stay warm with heavy-duty hypoallergenic down duvets built for cold nights

Meta / Instagram LinkedIn Google Display

Export Social Copy to Google Doc

KEY CAMPAIGN GRAPHIC

Reset



Geospatial surveying



Autonomous construction

Upload local image

Or paste custom URL...

Apply

COPY VARIANTS

Headline — 3 options

CTA button — 3 options

BODY COPY (MAX 125 CHAR)

Turn your new townhouse into a warm winter sanctuary. Save on premium bedding and kitchenware during our winter sale.

117/125

Facebook Feed Instagram Feed Business Explore



Trimble

Sponsored

Turn your new townhouse into a warm winter sanctuary. Save on premium bedding and kitchenware during our winter sale.



https://www.briscoes.co.nz/sale/7ars3tidAf8B0oov5o8SPdLVTTFd_Vb_M6m1Dn6...

Up to 60 percent off homewares

Get started

Like

Comment

Share

Download Meta Ad Mockup (PNG)

Top three structural failure risks

1. Severe margin erosion from the high-low promotional trap

The campaign relies heavily on aggressive discount cycles of up to 60% off to drive transaction volume. In a high-inflation, high-interest-rate environment where New Zealand discretionary spending is severely restricted, selling premium brands at deep discounts cannibalizes margin without guaranteed customer retention. The 5% top-line sales growth goal is a vanity metric if net margins collapse, resulting in a net-negative return on investment (ROI).

2. Confused seasonal messaging and target audience dilution

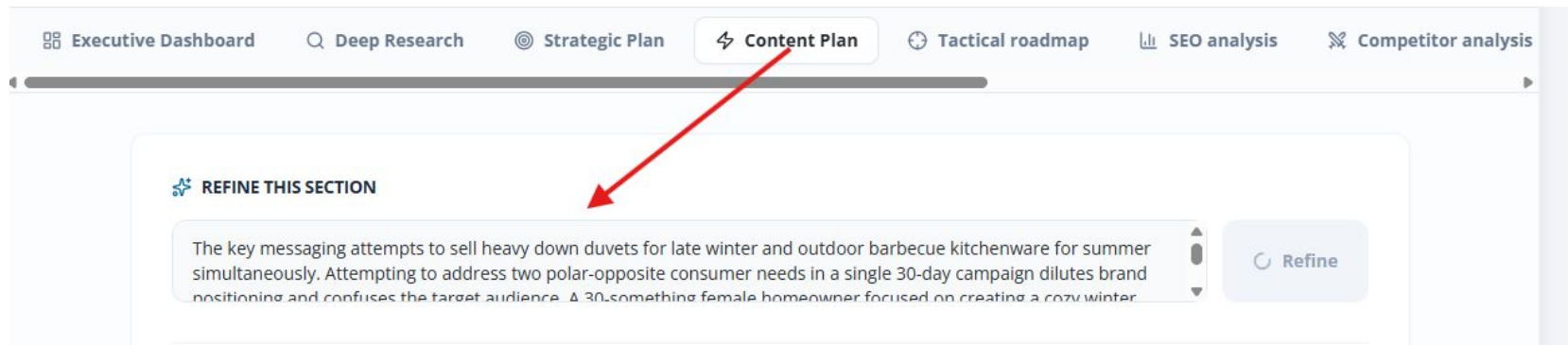
The key messaging attempts to sell heavy down duvets for late winter and outdoor barbecue kitchenware for summer simultaneously. Attempting to address two polar-opposite consumer needs in a single 30-day campaign dilutes brand positioning and confuses the target audience. A 30-something female homeowner focused on creating a cozy winter sanctuary will find the premature transition to summer barbecue gear irrelevant, leading to high ad-spend waste.



3. Mathematically impossible conversion expectations

To achieve the 10% online sales increase, the campaign must overcome the historic site conversion rate of 1.00% to 1.50%. If average online monthly revenue is \$4.8 million NZD, a 10% increase requires \$480,000 NZD in incremental online sales.

With an average order value of \$112.50 NZD, Briscoes needs approximately 4,266 additional online transactions. At a 1.25% conversion rate, this requires 341,280 new website visits. With a digital media budget of \$80,000 NZD, the campaign would need to secure a Cost Per Click (CPC) of \$0.23 NZD, which is highly unrealistic in the competitive New Zealand digital landscape against Kmart and The Warehouse.



Human in the loop refinement

4. Bottom-of-funnel (BoFu) urgency — seasonal transitions

- Asset title: "The winter warmth VIP shopping catalog"
- Focus area: Creating high purchase intent via early-access discount codes and exclusive winter bedding guides for loyalty members, focusing entirely on mid-to-late winter comfort

5. Bottom-of-tunnel (BoFu) conversion — frictionless purchase execution

- Asset title: "The ultimate winter sanctuary shopping cart builder"
- Focus area: Eliminating digital cart abandonment with bundled kitchenware packages, instant checkout tools and free nationwide shipping

Full Report Here



Architecture shift

Transition from early prototypes in Google Studio to Google AntiGravity.





Dev strategy & vibe-coding lessons

- MVP Mindset
- Outcome Focus
- Rich Context
- Feature Discipline





Policy Compliance

Trimble policy requires “When creating and modifying artificial intelligence models and platforms, Trimble developers are responsible for ensuring safe operation and integrating security measures at all stages of the development process.”



Second Regular Session | 75th General Assembly

Colorado General Assembly

SB24-205

Consumer Protections for Artificial Intelligence



Governance, Audit Agents, Structured UAT

Governance

Limited corporate AI governance overcome by collaboration

Audit Agents

Ingest governance rules and organizational best practices.

Run local compliance audits

Enforce scoring with remediation learning

Structured UAT

Dual-track testing with users



Frustrations, Tooling & Data Quality

Tooling realities

Navigating corporate licensing bottlenecks

Tool agnosticism

Task efficacy over brand loyalty

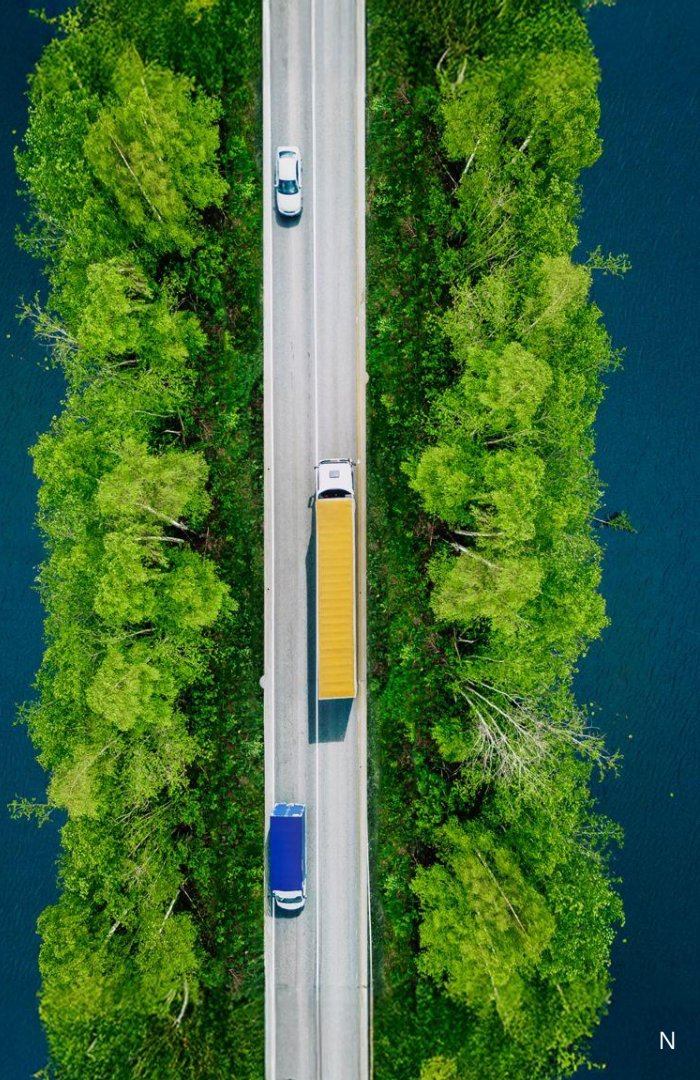
RAG Challenges

Overcoming inconsistent data classification
Clean, filter, and standardize poor-quality data



Advice from the journey

- Stay up-to-date, frontier moves fast - Model updates
- Stop managing code and start managing outcomes
- You don't need to know all the code.
- Embrace voice coding & context
- Aim to outperform (e.g. enrichment 2x ZoomInfo, DnB)
- Learn by doing
- Filter in and filter out. Being able to stop.
- True power comes from one platform (plugin effect)
- Keep focussed on initial objective





Q&A



For questions
or feedback
please contact:

simon_rush@trimble.com

nic_hendrie@trimble.com

Want to work for Trimble?

trimble.com/careers/

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Danke شاكراً Tack
ありがとうございます
Teşekkürler Спасибо
Grazie 감사합니다 Obrigado
Thank you
Gracias Tak 谢谢
Takk Dziękujemy Terima kasih
Dankjewel धन्यवाद
Cảm ơn Kiitos



Abstract

This presentation will help you rethink your approach to marketing campaigns. Simon Rush and Nic Hendrie from Trimble will share a case study of how Trimble builds and executes always-on promotional campaigns through a Vertex-AI connected workflow.

This method can translate your campaign briefs into market research, strategy, tactical plans, and other deliverables in minutes, not months. They will also share why Trimble connected this workflow, how it supports non-prompters, and how built-in strategy critique can improve campaign quality without requiring every user to become a prompt engineer.

Key Points:

- How Trimble uses Vertex AI to accelerate marketing strategy
- Turning campaign briefs into research, strategy, and tactical plans
- Designing AI workflows for users without prompt engineering experience
- Adding automated critique, QA, review, and approval into campaign workflows

Who This Is For:

- **AI-developers and AI-engineers** considering Google AntiGravity, UX for non-prompters
- Marketing and business leaders who want to transform their buying process
- People considering the QA, review and approval process in vibe-coding workflows
- Anyone curious about real-world AI case studies

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Build an AI Brand Voice Kit
Clone Your Voice with AI

AGENDA:

- ✦ **Collect Writing Samples**
- ✦ **Take a VOICEPRINT.md**
- ✦ **Anti-Slop Skill**
- ✦ **SAGE Framework**

THE 5-STEP CREATIVE PROCESS



Collect



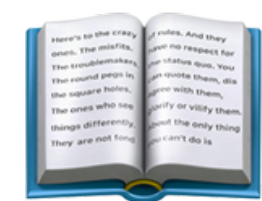
Sort



Craft



Polish



Publish



THE 5-STEP CREATIVE PROCESS



Collect

Human ->



Sort

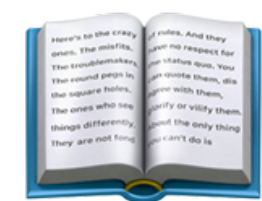


Craft

Human ->



Polish



Publish



THE 5-STEP CREATIVE PROCESS



Collect <- AI

Human ->



Sort

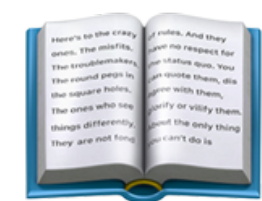


Craft <- AI

Human ->



Polish



Publish <- AI





Rob Lennon ⚡ | **AI Whisperer** ✓ @thatroblennon · Dec 12, 2022



◆ Age of Discernment

It's the skill of discernment that leads you to success in an age of overabundance.

The ability to spot unique and appealing details.

To organize information to make it easier.

To know not just what to add, but what to subtract.



1



4



42

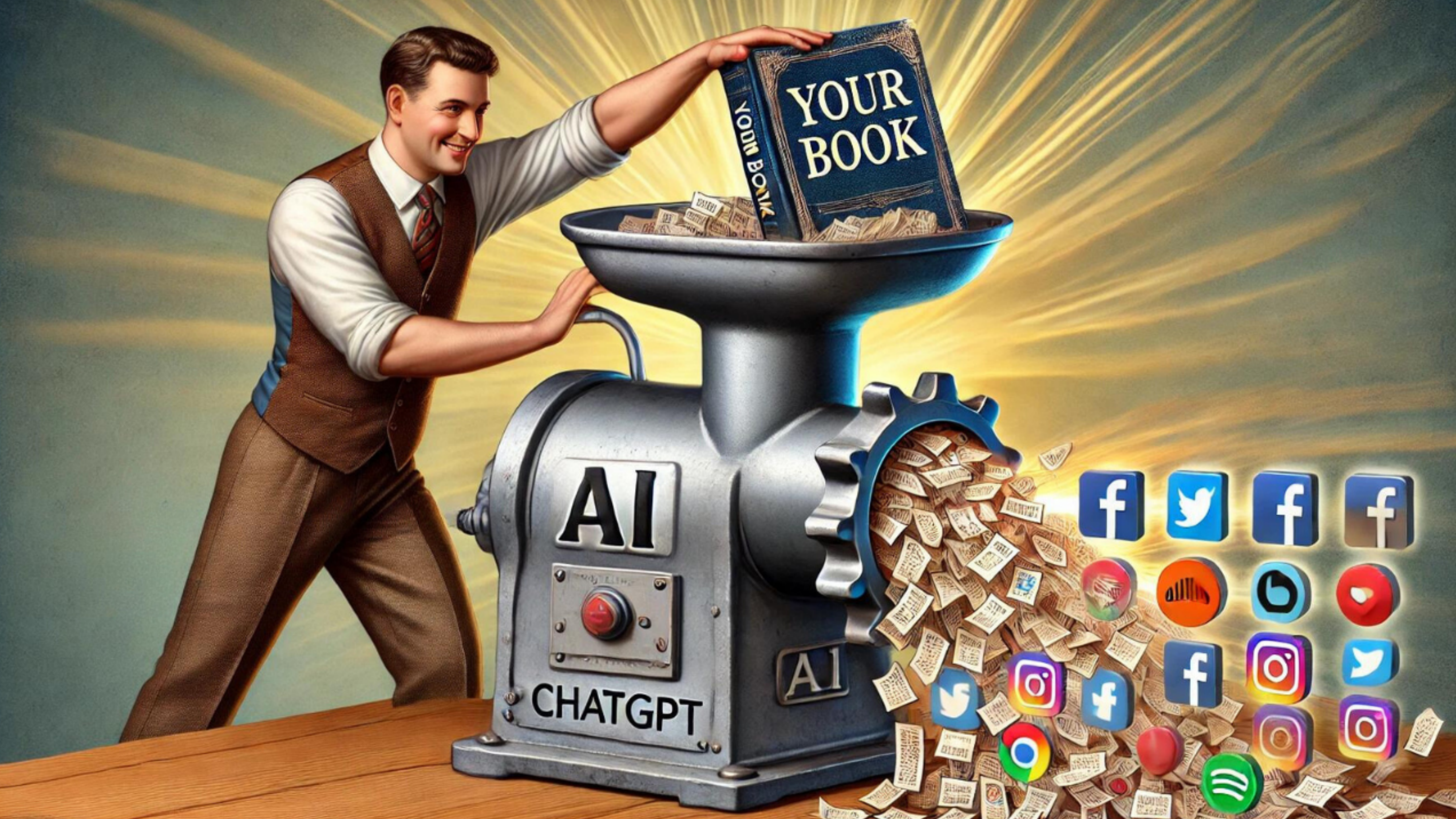


Your Uniqueness



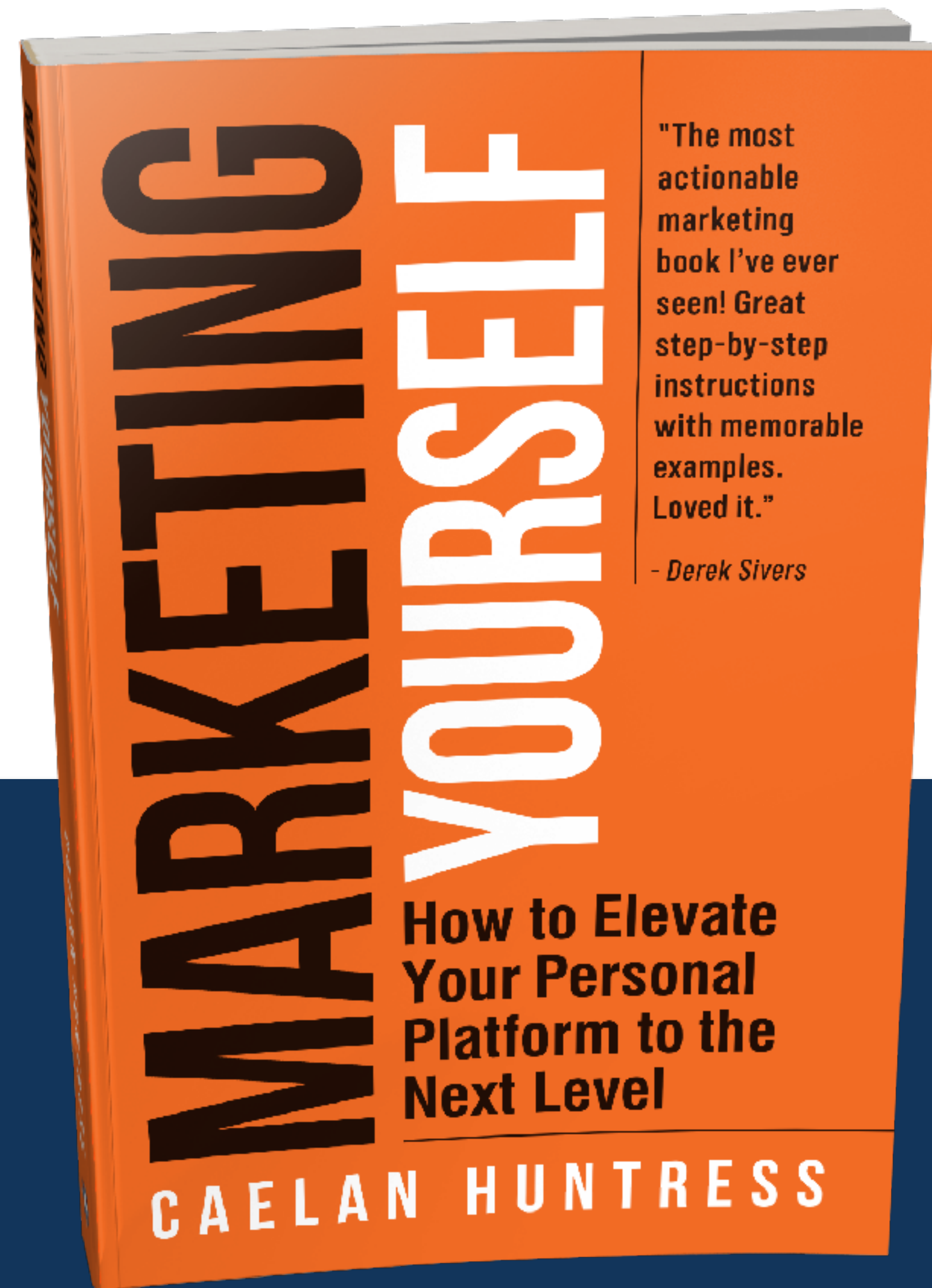
Your Message

Mess+Age

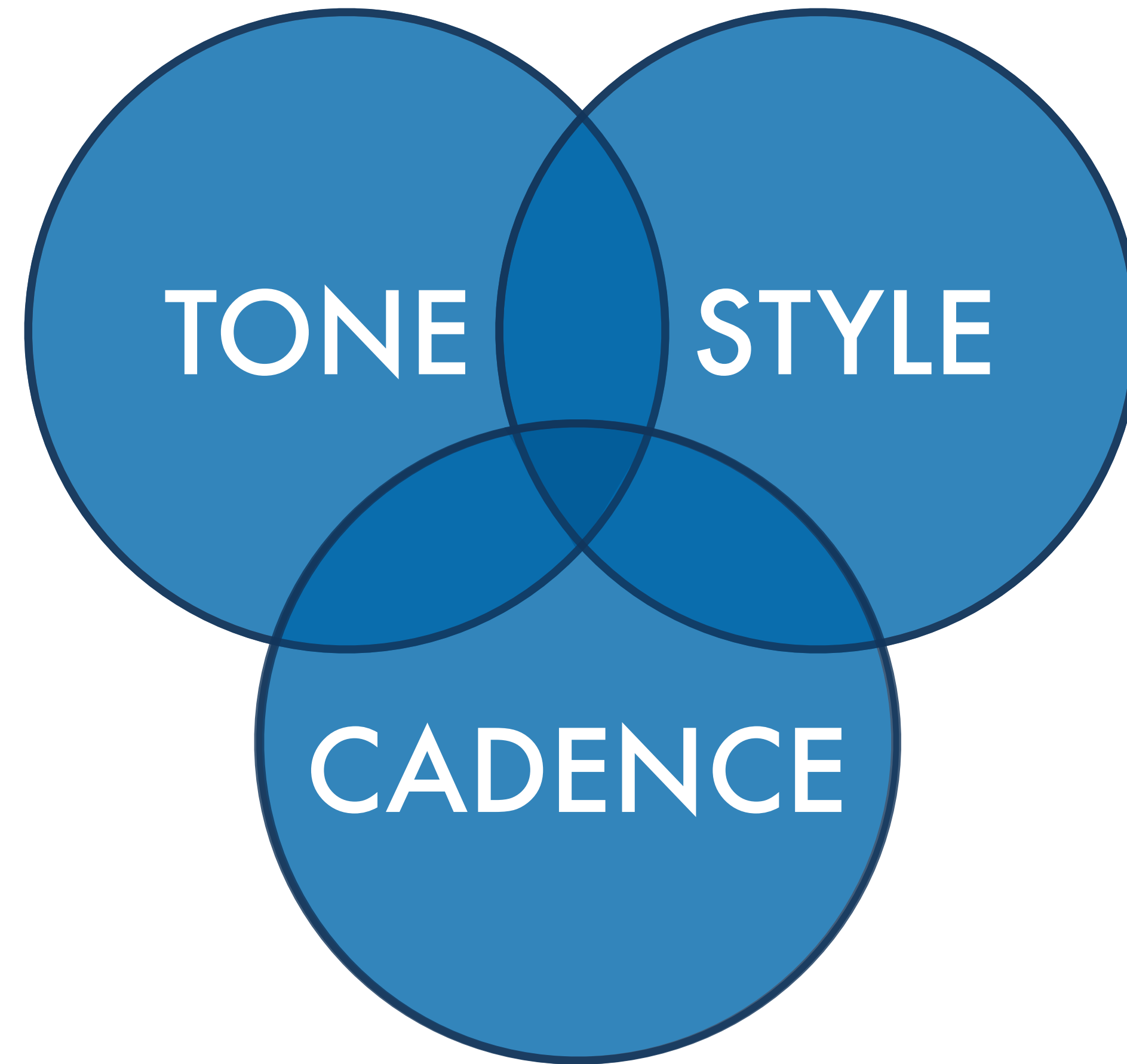




STELLAR
PLATFORMS



FINDING YOUR VOICE



VOICEPRINT.MD



<https://ai-coaching-academy.s3.amazonaws.com/skills/VOICEPRINT.md>

VOICEPRINT.MD



<https://ai-coaching.academy/posts/tutorial-create-your-ai-voiceprint>



TAKING A VOICEPRINT ARTICULATES YOUR IDENTITY.

The tone and style and cadence of your voice has specific characteristics, and if you can measure them accurately, you can reproduce them faithfully.

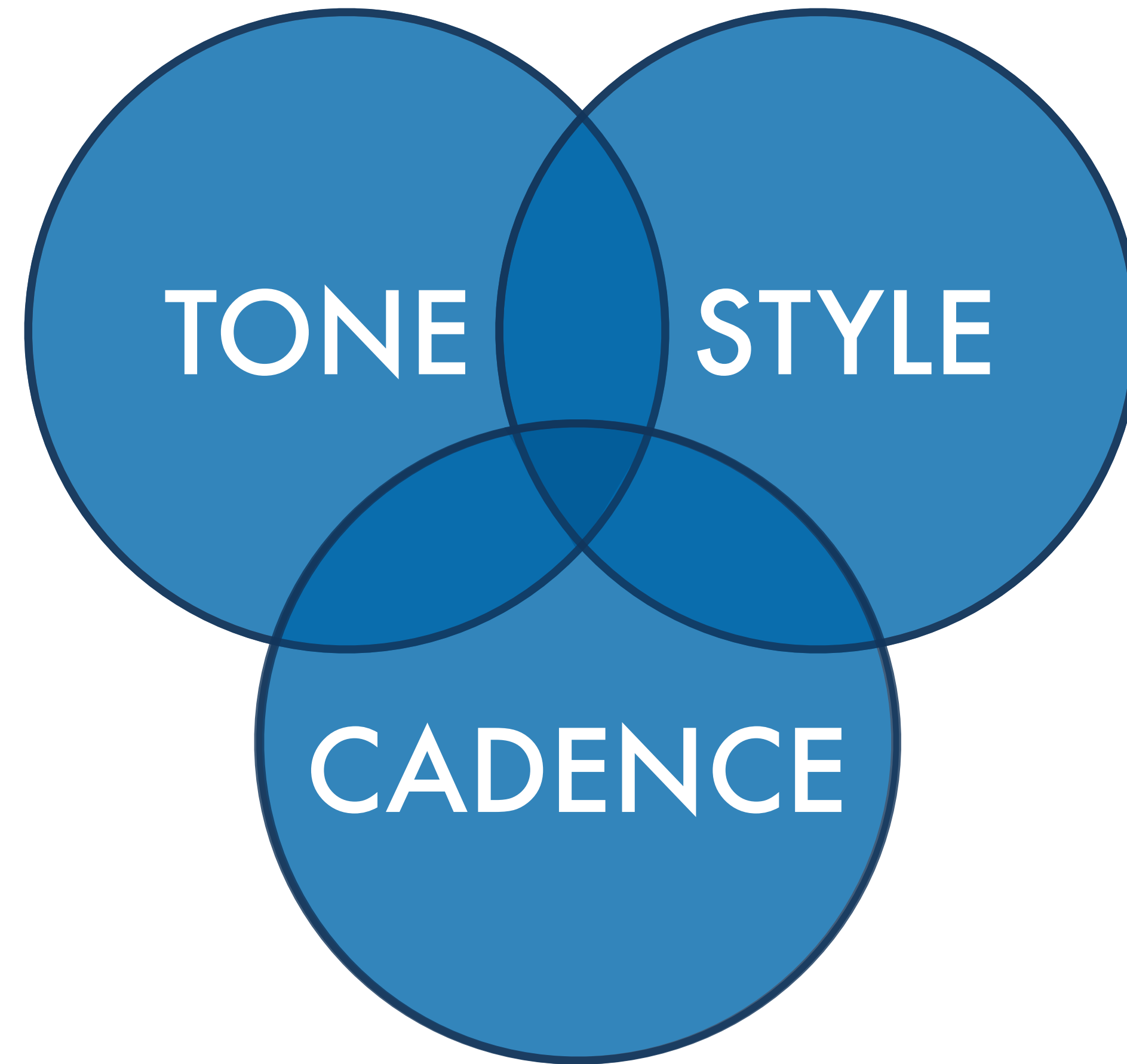


**“WRITING IS THE
PAINTING OF THE
VOICE.”**

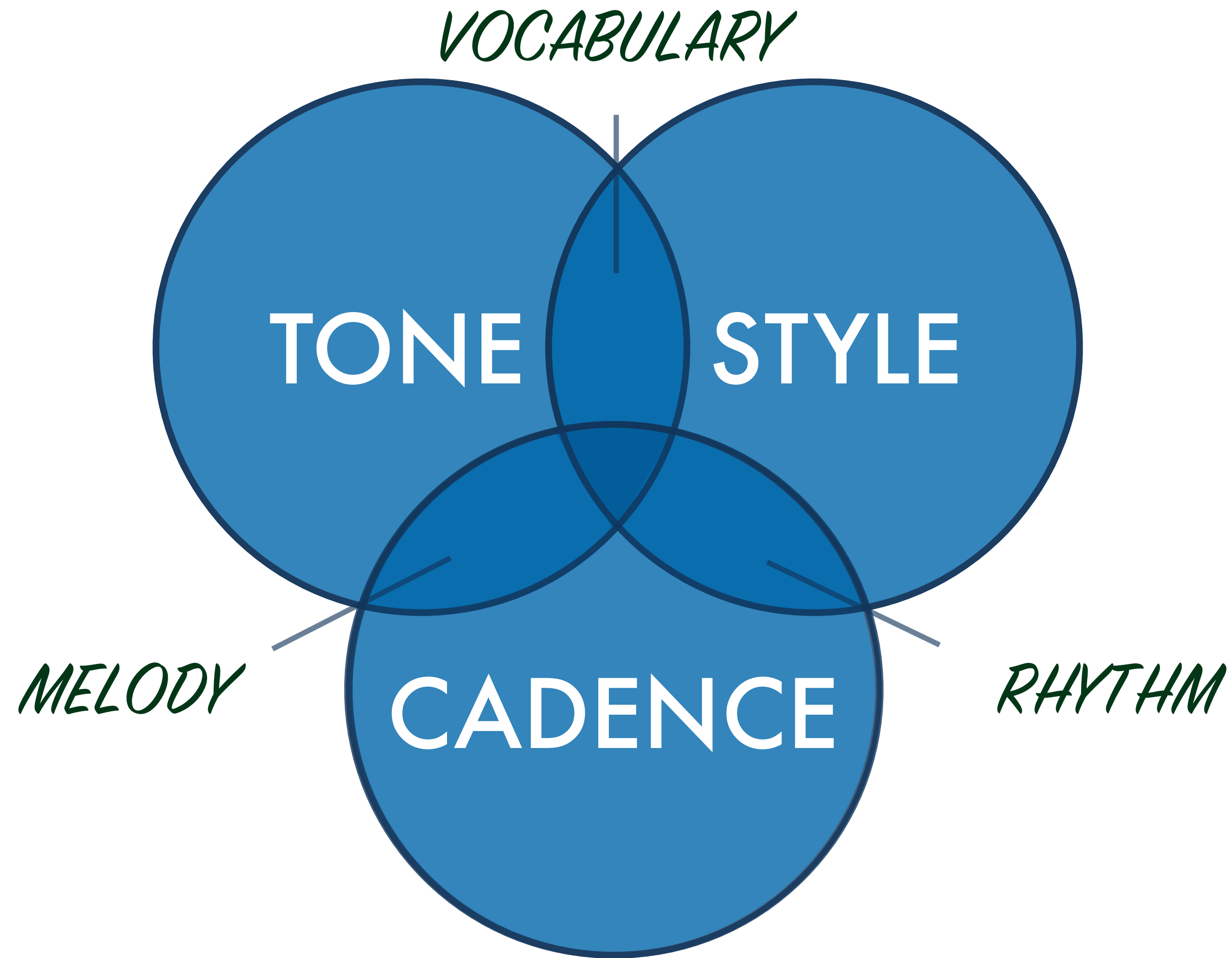


- Voltaire

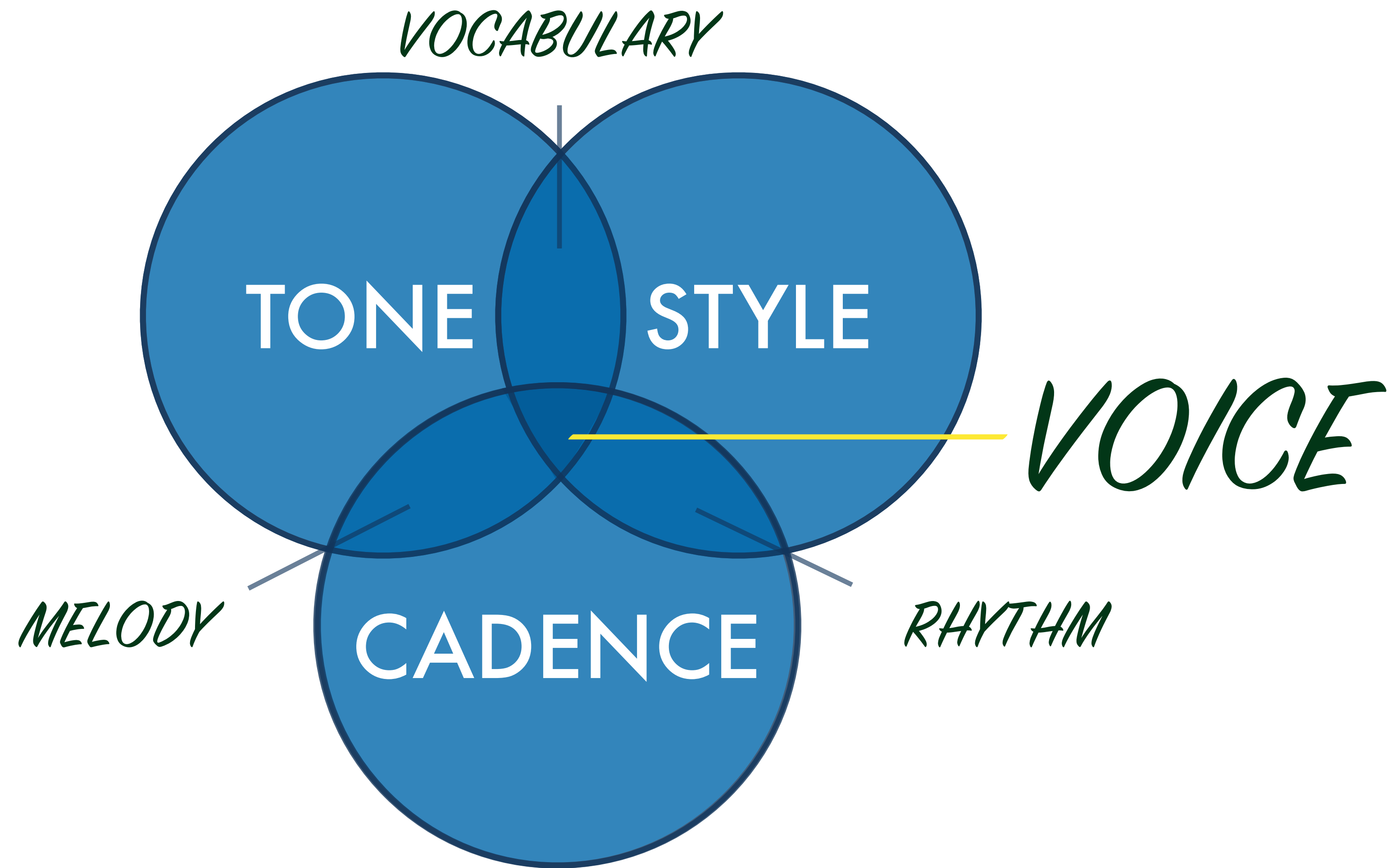
FINDING YOUR VOICE



FINDING YOUR VOICE



FINDING YOUR VOICE





**“WRITING WITH VOICE IS WRITING INTO WHICH
SOMEONE HAS BREATHED. IT HAS THAT FLUENCY,
RHYTHM, AND LIVELINESS THAT EXIST NATURALLY IN
THE SPEECH OF MOST PEOPLE WHEN THEY ARE
ENJOYING A CONVERSATION.”**



- Peter Elbow

CASTING A MOLD



ELEVENLABS VOICE CLONING

1-2 MINUTES OF UPLOADED SPEECH

- ✦ **Believed authentic 80% of the time**
- ✦ **Professional Voice Cloning uses 15-180x more sources**
- ✦ **Takes 3-6 hours to train**







CLEAN AND PLAIN

ASD-STE100

Simplified Technical English

Standard for Technical Documentation
European Union Trade Mark No. 017966390

53 writing rules, about 900 approved words

<https://www.asd-ste100.org>







AI SLOP IS LAZY ART. ANTI-SLOP REQUIRES EFFORT.

Why is AI Slop aesthetically offensive? It is an interruption without merit. Sharing AI Slop is not courteous or kind. Adding an anti-slop filter ensures human participation in good art.



KAPWING STUDY

LARGEST AI SLOP CHANNEL

- ✦ 6 million subscribers
- ✦ 2 billion views
- ✦ \$4 million annual ad revenue



COMMON CRAWL STUDY

55,000 NEW ENGLISH ARTICLES, 3X AI DETECTORS

- ✦ **49.9% - AI Generated**
- ✦ **Only 14% ranked in Google**
- ✦ **7% ranked #1**



ALEX COHEN'S OPEN LETTER

 ALL HANDS

We don't ship slop here

As a company, we need to get better at not shipping purely AI generated content without a level of human taste and filtering

- AI content is very cheap to create and incredibly expensive to consume. When you create something with AI and pass it to coworkers, you're putting the burden of reviewing the AI output on them, not you.

What that means:

- You should and are encourage to use AI for all of your work. Leverage of AI should make us move 10x faster
- Trim and filter the content down before sharing it. Something that's 10 pages can likely be 2. The reviewer's time is more expensive than your time saving
- Add human judgment that AI just isn't good at
- At a bare minimum, don't make your stuff look like AI

LET'S DO THIS



/no-ai-slop skill

Remove 20+ AI slop patterns from your writing

- | | | |
|-----------|--------------------------|---|
| 01 | Binary contrasts. | "It's not X. It's Y." |
| 02 | Throat-clearing openers. | "Here's the thing," "Let me be clear" |
| 03 | Faux-insight setups. | "What nobody tells you," "The part everyone misses" |
| 04 | Colon reveals. | "The best part: it learns." |
| 05 | Dramatic fragments. | "That's it. That's the whole thing." |
| 06 | Superficial analysis. | "highlighting the team's commitment to innovation" |
| 07 | Fake-profound endings. | "The future isn't coming. It's already here." |

...and much more

Get the skill at: github.com/petergyang/no-ai-slop



PETER YANG'S PRODUCTION PROCESS

- ✦ 25% - Voice dictation, brain dump
- ✦ 50% - AI generation with skills
- ✦ 25% - Human line edit

<https://github.com/petergyang/no-ai-slop>



SLOP DETECTORS

- ✦ Pangram - <https://www.pangram.com>
- ✦ GPT Zero - <https://gptzero.me>
- ✦ Originality - <https://originality.ai>
- ✦ Copyleaks - <https://copyleaks.com/ai-content-detector>
- ✦ Quillbot - <https://quillbot.com/ai-content-detector>





Unicode Watermark Example

Two strings can look identical while containing different hidden Unicode characters.

Normal text

The AI wrote this sentence.

No hidden characters inserted.

 Code points (start of string)

T = U+0054 h = U+0068 e = U+0065
[space] = U+0020 A = U+0041 I = U+0049

Watermarked text

The AI wrote this sentence.

Looks the same, but hidden Unicode characters are inserted after the first 8 positions.

 Inspection view (hidden characters made explicit)

T[U+200B] h[U+200C] e[U+200B] [space][U+200C]
A[U+200C] I[U+200B] [space][U+200C] w[U+200B]



Binary payload: 01011010

01011010 = 0x5A = decimal 90 = ASCII 'Z'

Hidden character translation

Position	Visible character	Hidden character	Meaning
1	T	U+200B ZERO WIDTH SPACE	bit 0
2	h	U+200C ZERO WIDTH NON-JOINER	bit 1
3	e	U+200B ZERO WIDTH SPACE	bit 0
4	space	U+200C ZERO WIDTH NON-JOINER	bit 1
5	A	U+200C ZERO WIDTH NON-JOINER	bit 1
6	I	U+200B ZERO WIDTH SPACE	bit 0
7	space	U+200C ZERO WIDTH NON-JOINER	bit 1
8	w	U+200B ZERO WIDTH SPACE	bit 0



Legend

U+200B = ZERO WIDTH SPACE = 0

U+200C = ZERO WIDTH NON-JOINER = 1

SAGE FRAMEWORK

- ✦ **Scope**
- ✦ **Automate**
- ✦ **Generate**
- ✦ **Evaluate**



A target graphic with a yellow sticky note in the center. The target has a black outer ring and a black crosshair with tick marks. The sticky note is yellow and has the text "S.C.O.P.E." written on it in a black, sans-serif font. A small red dot is positioned below the letter "O". The background is a corkboard with many other colorful sticky notes scattered around.

S.C.O.P.E.

PROJECTS FAIL WHEN THEY AIM TOO WIDE.

A well-defined scope creates focus, sharpens judgment, and concentrates ambition to a precise outcome. You can do anything you want, just not all at once. The scope of a project is the minimum required to get the maximum result.



SCOPE SMALL PROJECTS

- ✦ **Situation**
- ✦ **Constraints**
- ✦ **Outputs**
- ✦ **Personas**
- ✦ **Exclusions**





AUTOMATION FREES HUMANS FROM ROBOTIC WORK.

Robots can handle repeatable drudgery better and faster than us. The best role of the human operator is as a robot manager. Your judgment guides AI to accomplishment exponentially faster.





GENERATING CREATES SOMETHING THAT CAN CREATE AGAIN.

Creating a thing is slow and linear, while creating a system generates exponentially. Focus your creative power on generating to create generations of output.





LLMS ARE BETTER AT EVALUATING CONTENT THAN GENERATING IT.

Recognizing quality is easier than creating it. LLMs are trained on vast datasets filled with examples of good work. They're excellent at recognizing patterns, when content aligns with known best practices. Evaluating a draft is simpler than producing a perfect response from scratch.

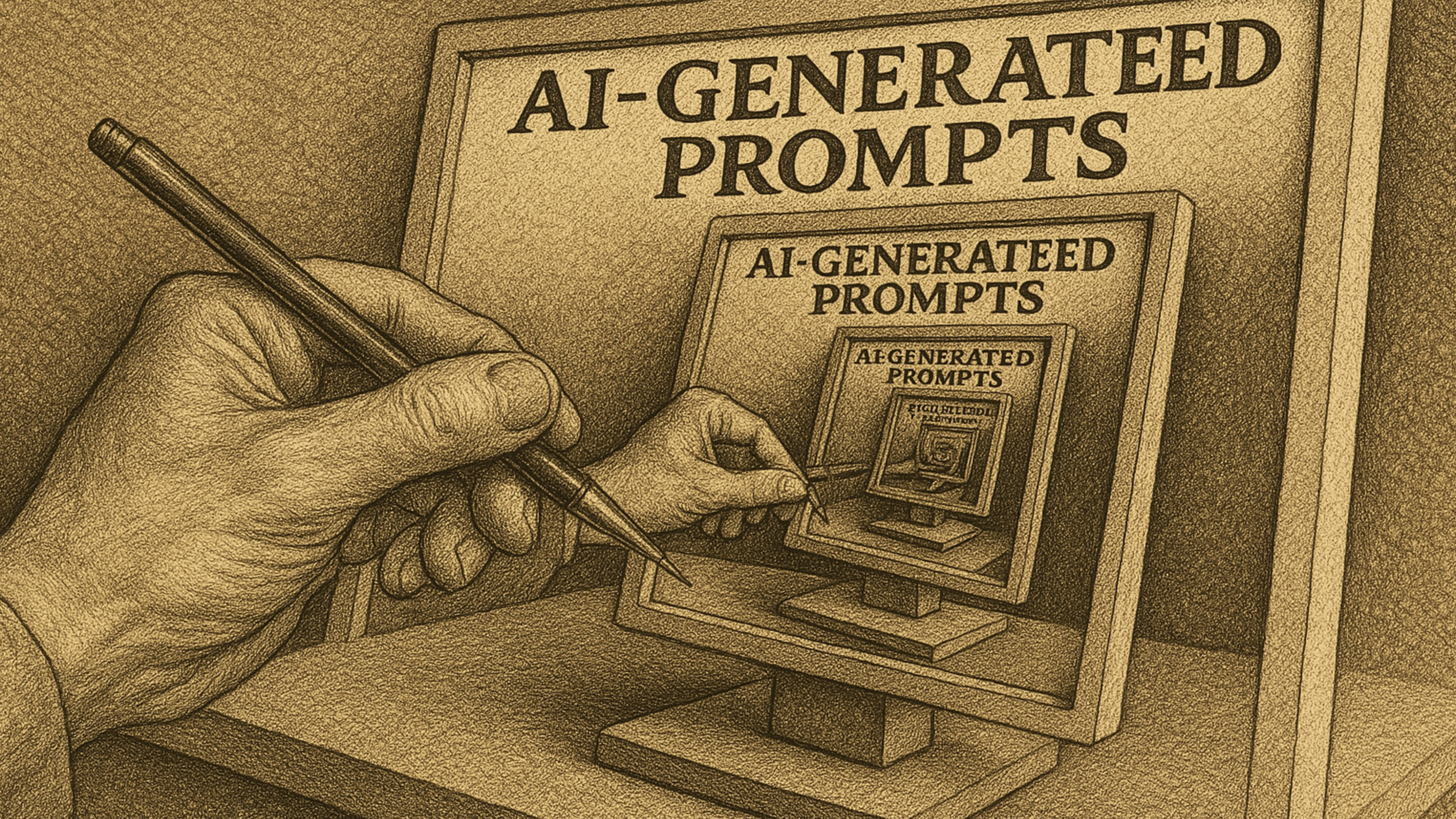


AI-GENERATED PROMPTS

AI-GENERATED PROMPTS

AI-GENERATED PROMPTS

RIGGSLEDDLE
PUBLICATIONS



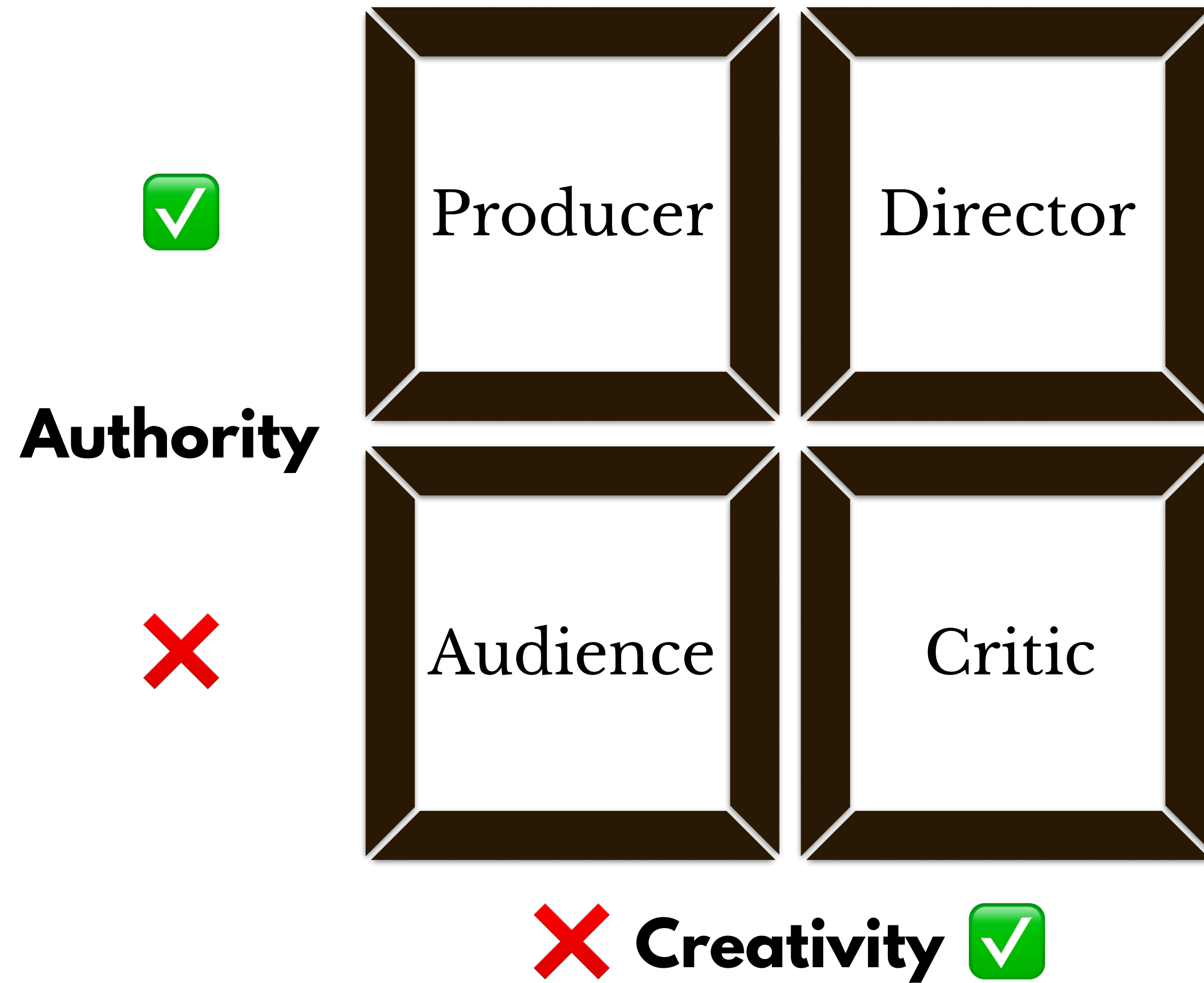


CREATIVE TASTE PROVIDES DIRECTION.

The Director guides a creative work to its destination. The Director holds the vision, and guides the crew by serving as the final authority on every decision, like the captain of a ship.



POWER ON THE SET



PICK UP THE PACE ON THE MURDER PLOT





**“MY INTERPRETATION OF A STRONG DIRECTOR IS
SOMEONE WHO KNOWS THEIR STORY. THAT’S
WHAT DIRECTORS ARE, THEY’RE STORYTELLERS
BECAUSE THEY’RE DIRECTING WHERE YOUR FOCUS
IS GOING TO BE AS AN AUDIENCE.”**



- Dennis Quaid

An overhead view of a wooden desk with a warm, natural grain. In the center lies an open notebook with two blank, off-white pages. The word "Attention" is printed in a large, bold, black serif font on the left page. A person's hands are visible, holding the notebook open; the left hand is on the left page, and the right hand is on the right page. The person is wearing a dark brown, ribbed sweater. Surrounding the notebook are various desk items: a closed brown notebook in the top left, a dark blue folder or tablet in the top center, a white mug with a red rim in the top right, and a pair of black-rimmed glasses in the bottom right. The lighting is soft and even, highlighting the textures of the wood and paper.

Attention



Attention

Requires



Attention

Requires

A Tension

6 Currencies of Exchange

📢 Attention 📢

6 Currencies of Exchange

 Attention 

 Happiness 

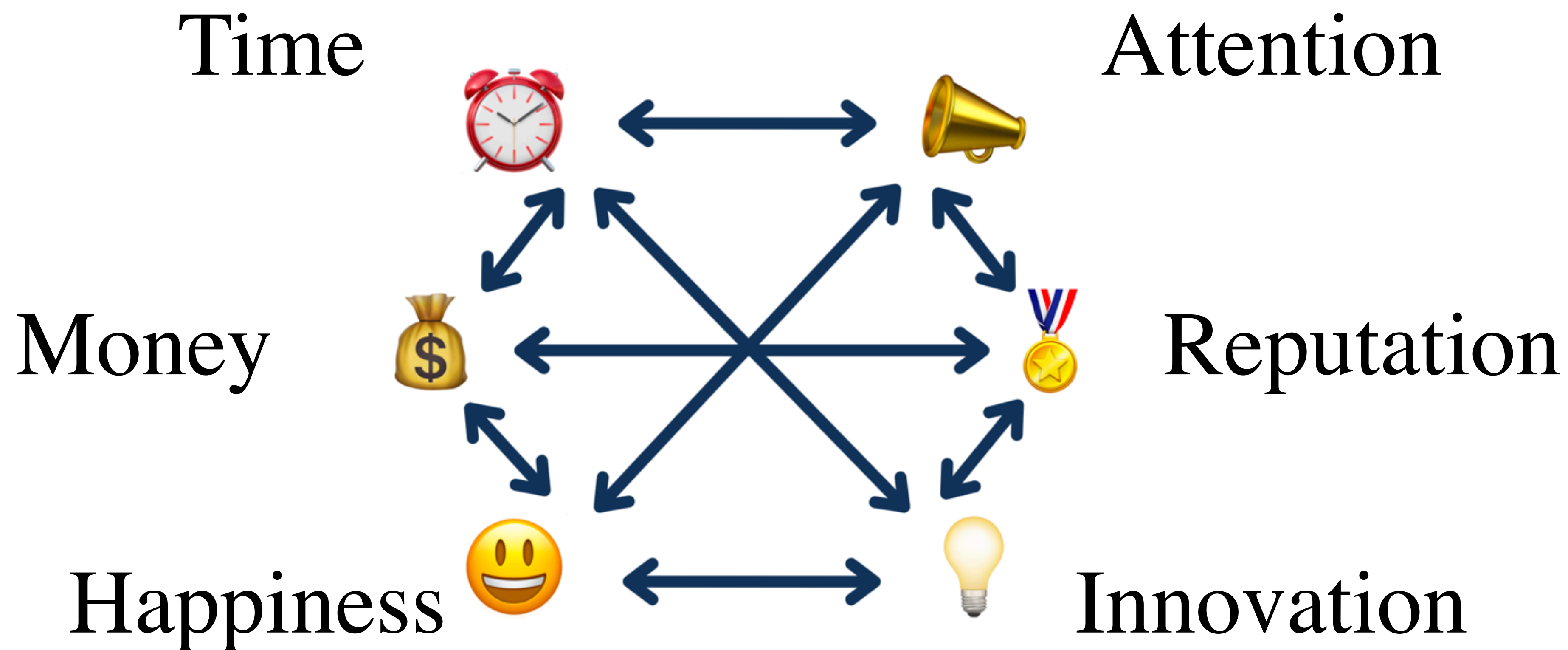
 Time 

 Money 

 Reputation 

 Innovation 

6 Currencies of Exchange



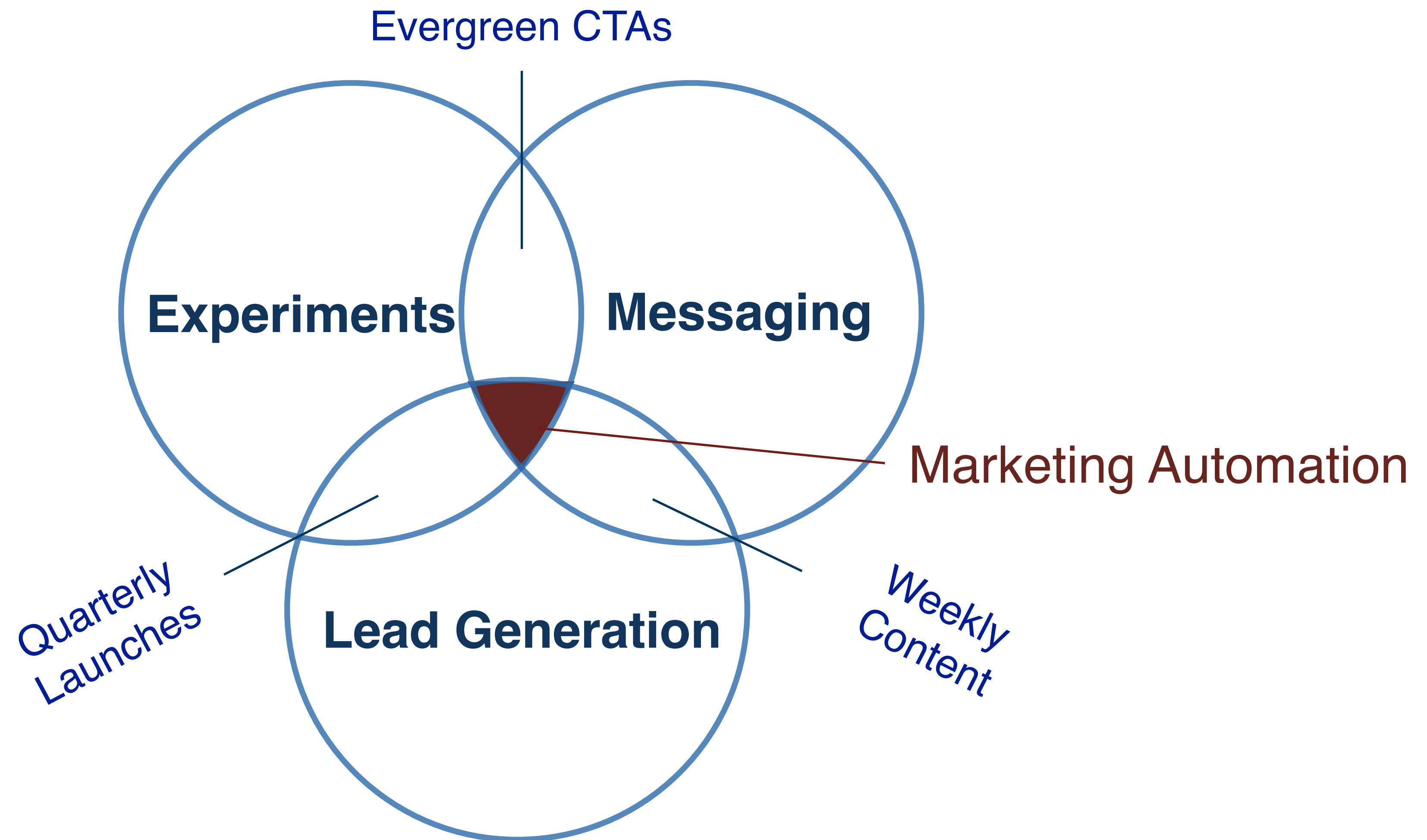


MARKETING IS A GAME OF ATTENTION.

Mastering your marketing happens when you achieve alignment between your messaging, your lead generation, and your experiments.



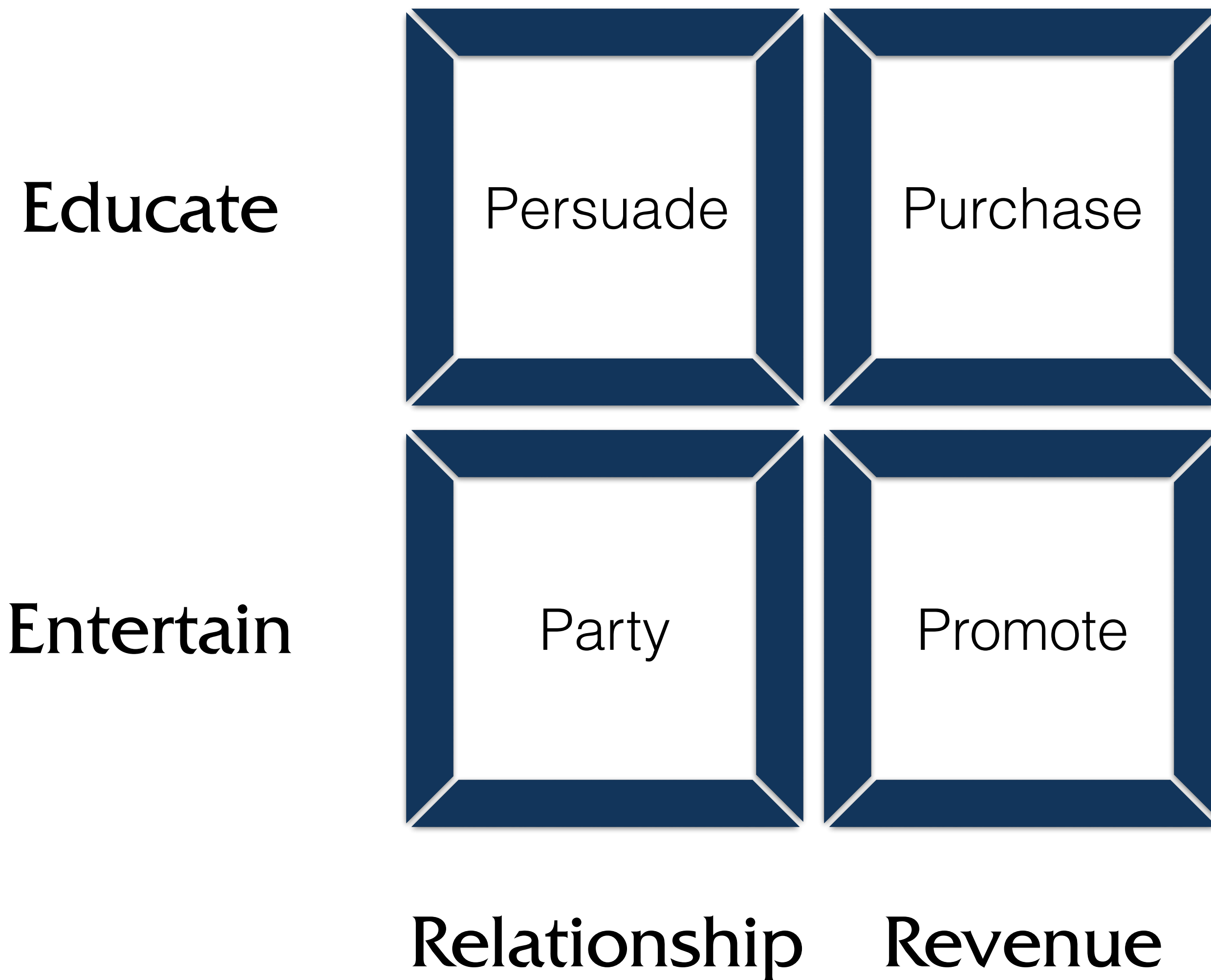
Marketing Automation



Content Marketing



Content Marketing



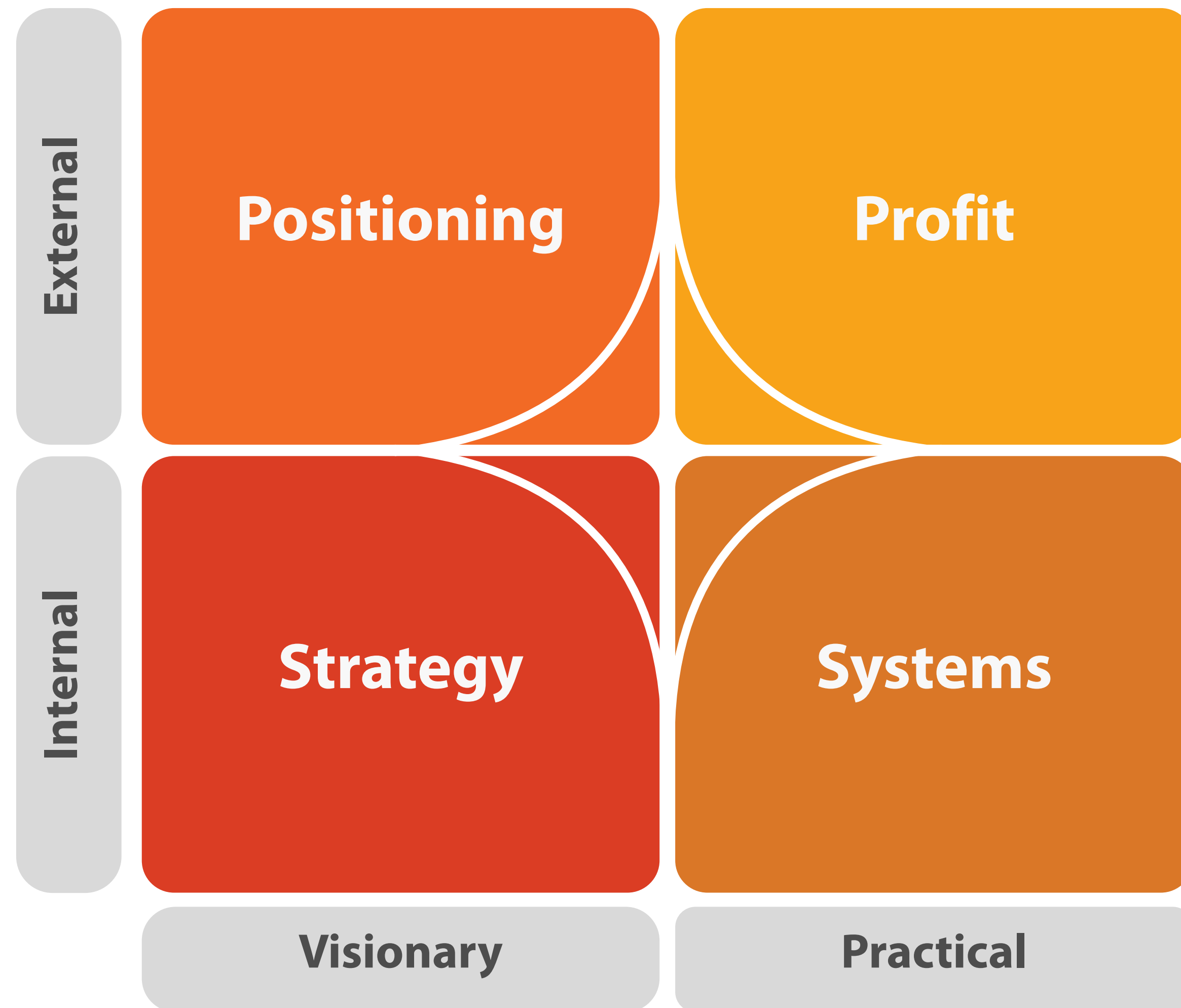


STELLAR
PLATFORMS

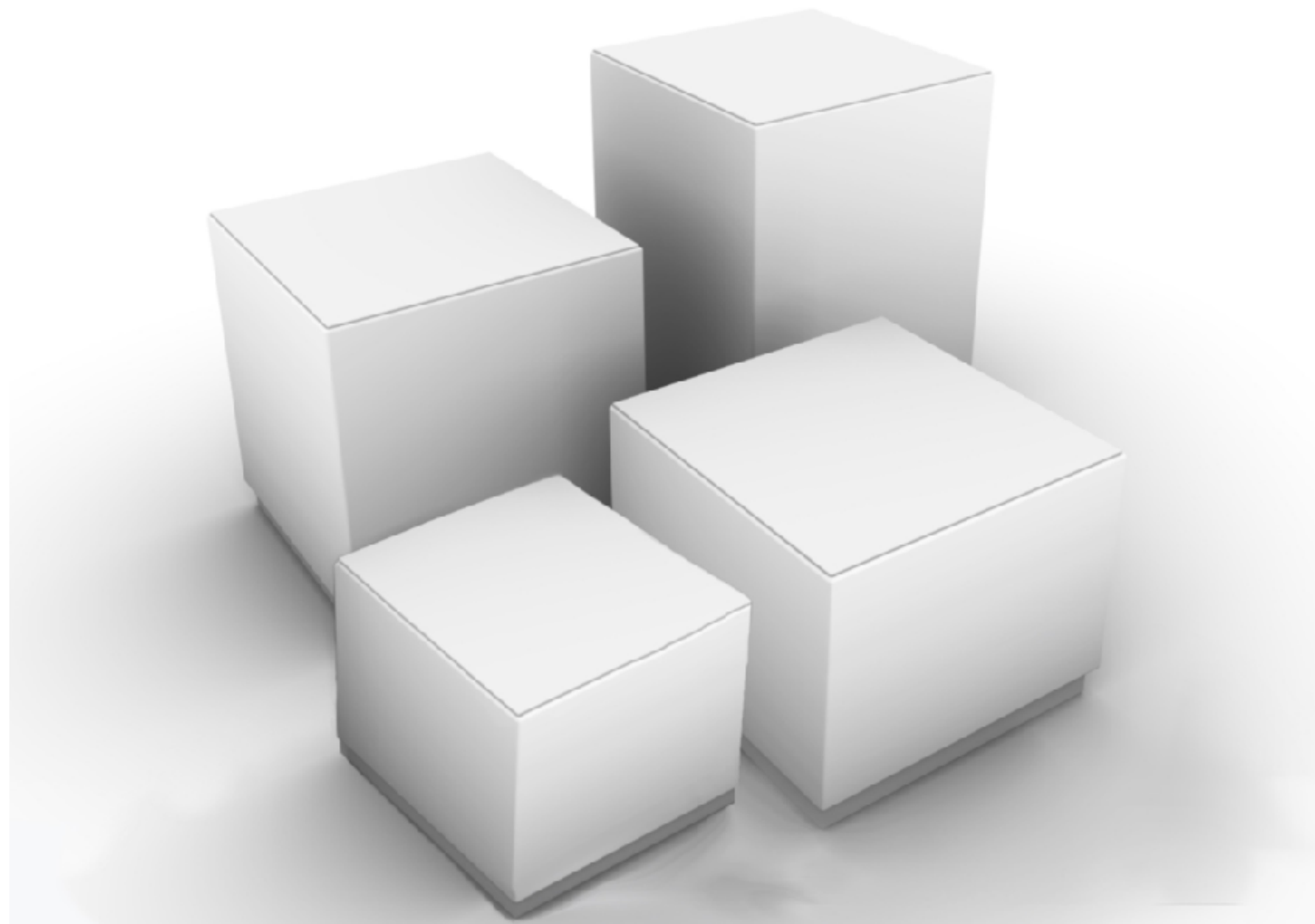
4 Levels of Platforms:

Platform Level	Reach	Focus	Sell	By the
Stadium	15,000	Thinking	Ideas	Impact
Stage	1,500	Making	Products	Outcome
Showroom	150	Freelancing	Services	Project
Soapbox	15	Gigging	Tasks	Hour

4 Cornerstones



4 CORNERSTONES



4 CORNERSTONES

 **Agent Agency Team**

[Audit](#) [Installation](#) [Maintenance](#) [AI agent agency NZ](#) [Get started](#)

THE FOUR CORNERSTONES

Agent Teams for Profit, Positioning, Strategy, and Systems.

An Agent Company is not one chatbot. It is a set of focused AI teammates that prepare work inside the four operating cornerstones of the business.

Profit: AI sales agents for follow-up, research, and CRM hygiene

Prepare lead research, qualification notes, draft outreach, follow-up timing, CRM next actions, call prep, and booking-readiness handoffs. Humans approve every outbound message.

Positioning: AI content agents for briefs, drafts, repurposing, and SEO

Turn source material into content briefs, article sections, social drafts, newsletter ideas, SEO improvements, claim checks, and approval-ready publishing queues.

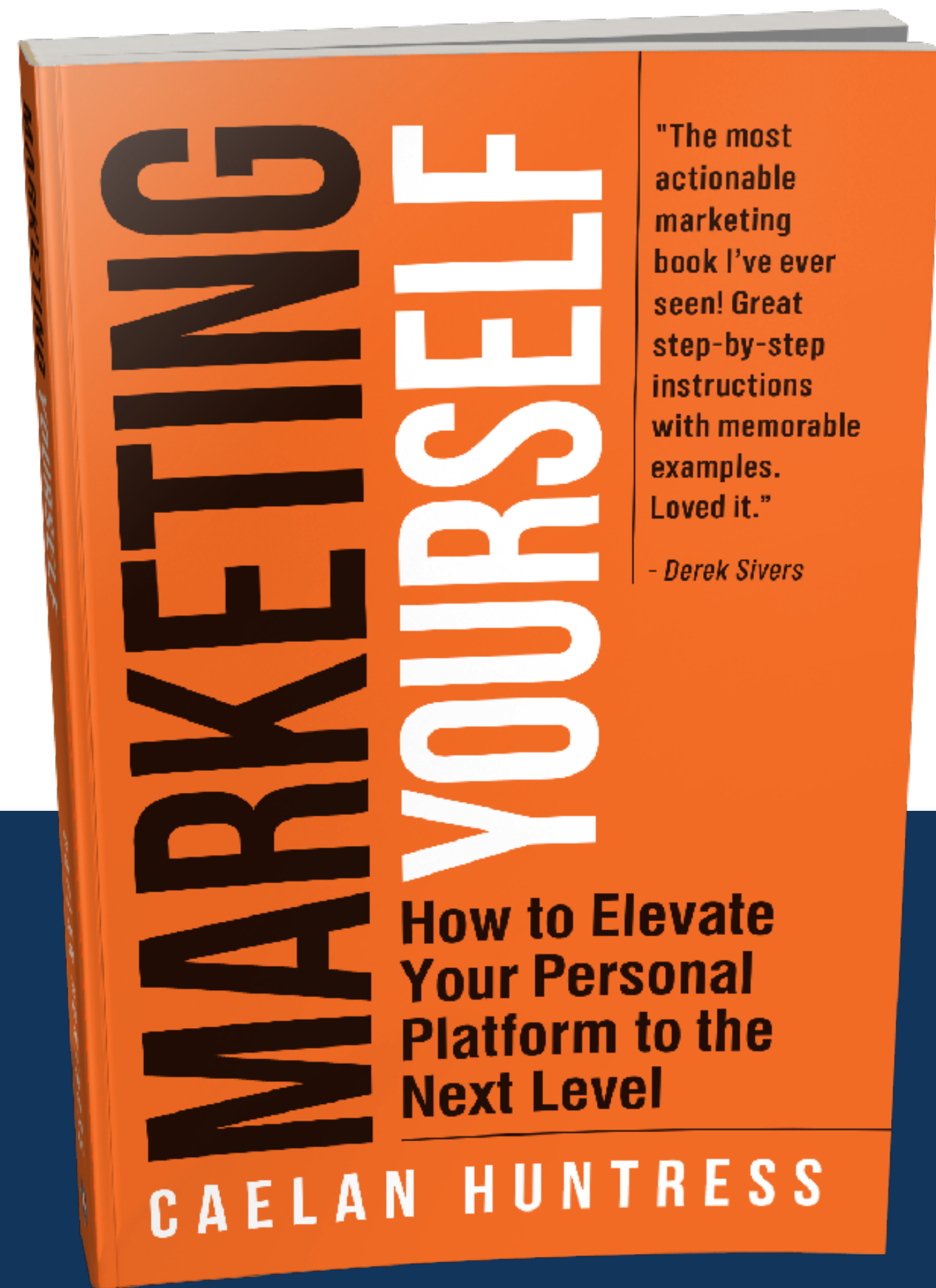
Strategy: Build a Company Brain your agents can work from

Keep offers, audiences, positioning, objections, claims, FAQs, competitor notes, and decisions in one source of truth so agents stop guessing.

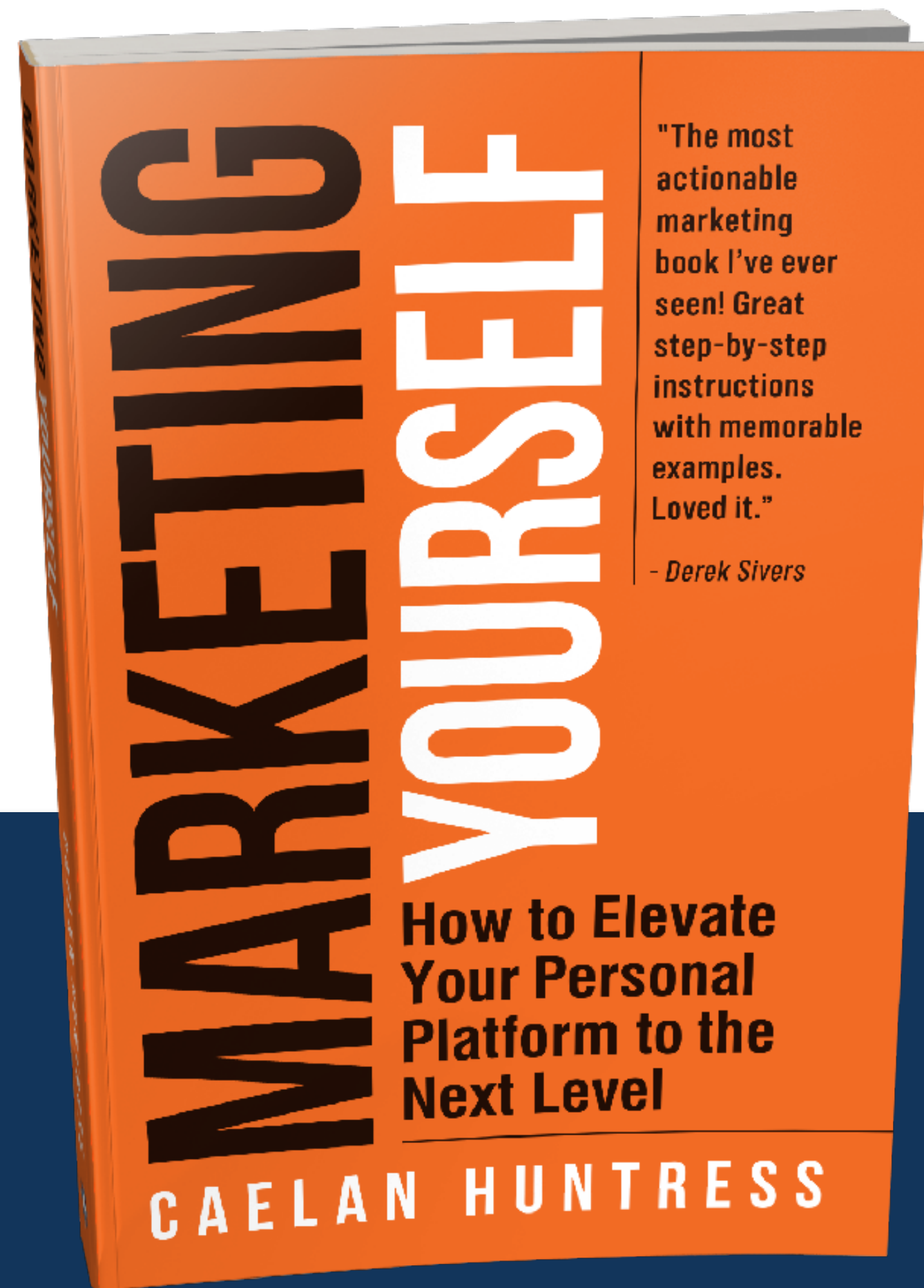
Systems: AI operations agents for recurring business workflows

Prepare checklists, handoffs, summaries, meeting follow-ups, task queues, SOP updates, and operational notes so repeated work keeps moving.





1 Week Only!



MarketingYourselfBook.com/Workbooks/Access

UPCOMING EVENTS

The image is a digital composite. In the center is a large stone archway, possibly a bridge or entrance, with intricate carvings. To the left is a modern building with a curved glass facade reflecting the sunset. To the right is a Gothic church with a tall spire and scaffolding on its side. The background is a night sky with a vibrant orange and yellow sunset on the left, transitioning to a deep blue with a glowing digital network of blue lines and nodes. The text 'Christchurch' is in large white letters, 'ARTIFICIAL INTELLIGENCE' is in blue letters on a blue banner, and 'MEETUP GROUP' is in white letters on a blue banner.

Christchurch

ARTIFICIAL INTELLIGENCE

MEETUP GROUP

<https://christchurch-ai.com>



Christchurch Artificial Intelligence

★★★★★ 4.7 • [309 ratings](#)

Christchurch, New Zealand

1,978 members

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About



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About us

This is a group for people who want to explore, share, and learn about artificial intelligence, Generative AI, AI Agents, and AI Agent management.

We meet every month at **EPIC Innovation**. We typically feature a couple of speakers, mingle with drinks, and share new tools and insights about AI.

Give feedback on the group, or apply to speak, by [filling out this form](#).

Organizers



You and 5 others



You are a **Super Organizer**

Members 1,978

[See all](#)

<https://www.meetup.com/christchurch-ai/>



SECOND MONDAY @ EPIC INNOVATION



Marketing & Comms with AI

📍 Where? EPIC Innovation

🕒 When? 5:30 - 8:00 PM

📅 **Monday, 10 August**

Christchurch-Ai.Com

Speakers:

Simon Rush, Nic Hendrie, & Caelan Huntress



Making AI Work: from Judgment to Implementation

📍 Where? EPIC Innovation

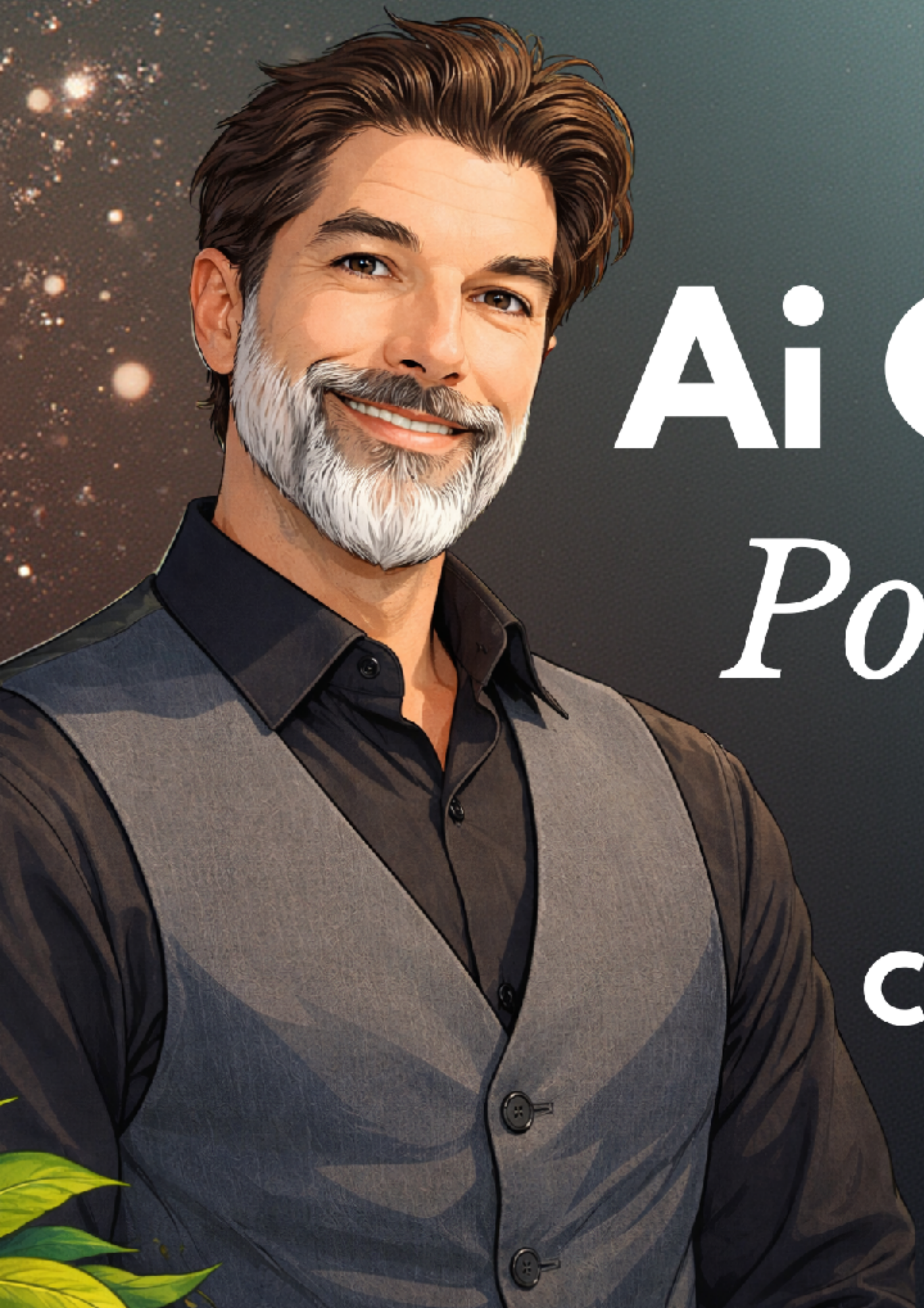
🕒 When? 5:30 - 8:00 PM

📅 **Monday, 14 September**

Christchurch-Ai.Com

Speakers:

Pamela Simpson & Caelan Huntress



Ai Coaching *Power Hour*

with

Caelan Huntress



Where? Zoom



When? 6:30-7:30pm



Wednesday, 12 Aug



-Coaching
.Academy

AI COACHING POWER HOUR

- ✦ **15 min** - we talk to each other, on Zoom
- ✦ **15 min** - we talk to an AI coach, individually
- ✦ **10 min** - we come back together and debrief
- ✦ **10 min** - breakout room 1:1s
- ✦ **5 min** - weekly commitments
- ✦ **5 min** - show & tell, open Q&A



AEO - Get Recommended by AI



**ONLINE
WEBINAR**

**Friday,
21 August
1-2pm**

Speaker:
Caelan Huntress

Kia whakapuāwai | Agents of Change, Powered by Curiosity

Aotearoa AI Summit

8–9 September 2026 | Tākina Wellington Convention and Exhibition Centre, Wellington

[Register Now](#)

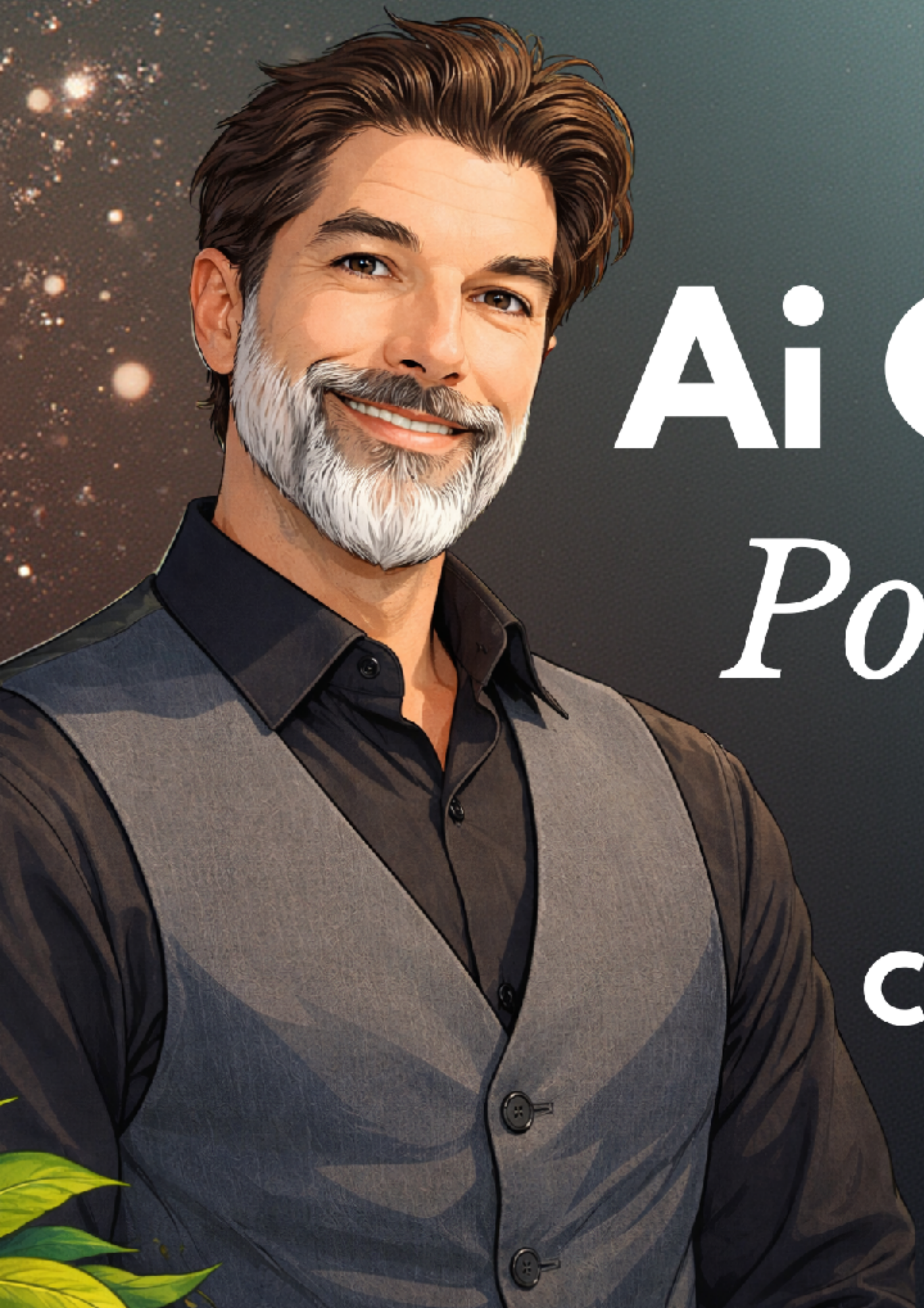
AI HAPPY HOUR



**Friday,
14 August
4-6pm**

Little High Patio

Open Q&A, Playshop With AI Playbook



Ai Coaching

Power Hour

with

Caelan Huntress



Where? Zoom



When? 6:30-7:30pm



Wednesday, 12 Aug



-Coaching
.Academy



[HTTPS://JOIN.AI-COACHING.ACADEMY/](https://join.ai-coaching.academy/)

CAMPUS



- ✦ Monthly AI Coaching Power Hour
- ✦ 30 AI Games in 30 Days
- ✦ Video Training Library
- ✦ Weekly Tutorials

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SCAN HERE



AI TRAINING CURRICULUM

AI Foundations



101

AI & The
Future of Work

102

Applied AI
Ideation Lab

103

Prompting
Techniques

104

Coaching
With AI

AI Agent Accelerator

- Ai301 • Context Engineering
- Ai302 • Managing Agents
- Ai303 • Vibe Coding
- Ai304 • Agent Harnesses
- Ai305 • S.C.O.P.E.
- Ai306 • Automation
- Ai307 • Generation
- Ai308 • Evaluation

AI Applications

- 201 – AI FOR PRODUCTIVITY
- 202 – AI FOR KNOWLEDGBASES
- 203 – AI FOR COMMUNICATION
- 204 – AI FOR SALES
- 205 – AI FOR MARKETING
- 206 – AI FOR CREATIVITY
- 207 – AI FOR LEARNING
- 208 – AI FOR STRATEGY
- 209 – AI FOR MULTIMEDIA
- 210 – AI FOR AUTOMATION
- 211 – AI FOR THINKING
- 212 – AI FOR GOVERNANCE



join.ai-coaching.academy/training



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CERTIFICATION



“I use AI every day now, and I hardly did before taking this training programme. Caelan’s positivity and enthusiasm is really engaging. His workshops are full of facts and anecdotes, and a lot of fun.”

Testimonial



Silena Kirkconnell-Kawana

“I came into Caelan’s workshop not knowing anything about custom GPTs or comparing prompts between different AI models. Now I can draft blog articles in my own voice, iterate across tools, and polish them in a fraction of the time. This training gave me the confidence to try new things, and a clear way of cutting through to what works. Caelan’s workshop was memorable and absolutely worth it.”

Testimonial



Andrew Pitts

“This was probably the best workshop that I have attended, and multiple people said the same thing. The shift in confidence and engagement across the team is exactly what we were hoping for.”

Testimonial



Matt Harris