

ATTENTION:

Business Owners and Entrepreneurs

This is NOT a Drill!

This new 'AI' thing is not going away.

*** DO NOT SKIM OR IGNORE THIS LETTER ***
It absolutely does apply to you!

**AI Will Either Significantly Weaken Your
Business *or* Make You VERY Rich...
IN THE NEXT 12 MONTHS...**

Which will it be?

Dear Fellow Entrepreneur,

ChatGPT is just the beginning.

Be under no illusion, the power, speed and **THREAT** that AI and robots pose to your business is real. **But so is the opportunity!**

Here's the cold hard truth:

AI is about to change everything.

I believe that the impact of AI on our world will be way bigger than social media was/has been.

THIS INVENTION MAY BE AS IMPACTFUL AS THE PRINTING PRESS
– just think about those two statements for a second!!

At the very least it's as significant as the arrival of computers and the internet itself.

And there is no 'undo' button. No reversing time. No going back.

A hundred years ago electricity freed society from back-breaking labour and brought warmth and light into homes. In the same way, AI will change virtually every part of our lives in the decade ahead.

AI has already discovered a new antibiotic and as it becomes easier for robots to write great copy, generate ideas, manage your campaigns – AND run significant parts of your business!! - many things are about to take a quantum leap forward.

None of this is science fiction.

It's here. Now.

And the name of the game for business owners is **harnessing AI**

Make the AI work FOR you, not against you.

Be its boss - not its slave.

Pay close attention, because **most people are going to miss the true significance of ChatGPT and all the other related technologies.** Don't be one of them. Please.

ChatGPT is just the tip of the iceberg of an automation tsunami that is coming quick, fast and in a hurry...

For the smart ones amongst us who grasp these technologies and keep our eyes on the horizon for what is next, this is THE most exciting time ever to be an entrepreneur.

Because **an avalanche of wealth is on the way** – just like it was in the late nineties for those smart enough to see the potential and opportunities of the world wide web.

Alternatively, fear and ignorance will likely lead to poverty for those who think they can ignore this.

Many economists believe that in the next five years, artificial intelligence robots and software could replace upto 50% of jobs.

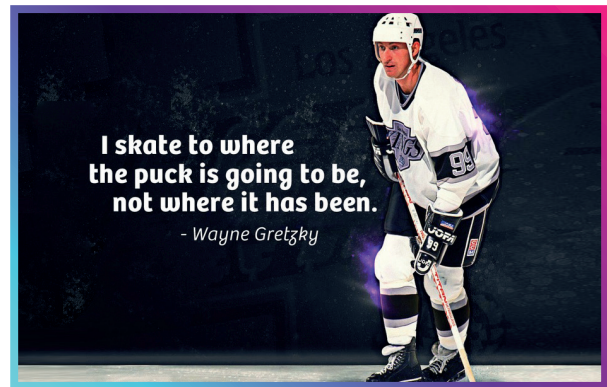
In the same way that the farmer with a plough and an ox can't compete with his neighbour on his John Deere tractor and combine harvester, no matter how hard he works, so business owners smart enough to use the tools will catapult themselves ahead.

That's all there is to it.

These new – and rapidly developing - AI tools make us stronger and weaken our competitors. **Providing we use 'em!**

You Are ALREADY Behind. Stop Chasing. Go To Where The Puck is Going To Be...

The legendary ice hockey player Wayne Gretzky was once asked by a reporter why he was such an exceptional player. He said:



*“I don’t chase the puck like everyone else,
I go where the puck is going to be...”*

AI is where the puck is going to be.

Your brain will melt when you realise all the options and opportunities that are available.

The biggest mistake that business owners will make this year is thinking that AI doesn’t apply to them.

Don’t be that guy!

I promise you it absolutely DOES apply to you and your business.

No industry or sector will escape its clutches – and that’s good news for those smart enough to get involved and exploit it.

Listen, these tools are not human, but they require humans to run.

But not ‘techy’ humans – AI is NOT a techy challenge, I promise. It’s actually better – and easier – to exploit AI if you’re not a coder or developer. This is about seeing the opportunities – not writing the code!



Hi, I’m Nigel Botterill. I’ve been marketing online for more than 20 years and my team and I have built TEN separate million pound + businesses of our own in that time – as well as helping tens of thousands of entrepreneurs to significantly grow their businesses through Entrepreneurs Circle.

We’ve always stayed on top of the technology – which is not an easy task – and last year we began paying proper attention to the plethora of AI tools emerging onto the market.

There Are Now Over 300 Generative AI Tools Available - Most Of Which You’ve Never Heard Of...

Trial and error has taught us how to stack these technologies for the best ROI, how to communicate with them to get unique, specific and useful results.

And on **Sunday 14th May...**

...I will teach you everything you need to know to exploit AI in your business at a ground-breaking LIVE event that we're calling:



If you don't know anything about AI right now – then this event is for you.

If you know a bit about AI right now – then this event is for you.

This one day event will open your mind to hitherto unimaginable opportunities and teach you how to exploit them.

For instance, you'll discover:

- The critical skill every business owner must cultivate in the age of AI (*without this, you'll waste months 'polishing turds' and optimising for the wrong things*).
- How ChatGPT is changing marketing and copywriting, forever – and three pre-emptive moves you MUST make THIS YEAR to not get left behind.
- How to outline, draft, and write ad and landing page variants in minutes (*instead of days or weeks*).
- What you should NEVER ask or expect from ChatGPT... not now, nor any time in the immediate future.
- How to leverage AI for scalable results in your marketing.
- And a lot, lot, more...

The first thing we'll do is **cover the three biggest technology ground-breakers of today.**

#1 AI - Artificial Intelligence

AI is about way more than ChatGPT but, thanks to its arrival, everyone knows what artificial intelligence is.

GPT3 the engine that runs ChatGPT, has consumed over 175 million points of data. (GPT3 stands for Generative Pre-trained Transformer 3 – it's the third version of the tool to be released. In short, this means that it generates text using algorithms that are pre-trained – they've already been fed all of the data they need to carry out their task.)

It has read every book in existence, every blog post, transcribed every YouTube video, basically if it's anywhere on the web ChatGPT has it.

On top of that it's taking the information that it's gathered from all those sources and learned from it. GPT3 is making itself smarter every day and GPT4 will be out anytime now with an estimated billion parameters.

It's just waiting for computing power to catch up.

People are writing books in 3 days, creating engaging stories and even writing songs, although ChatGPT has never heard one.

What will happen when it has 1,000X more knowledge and power?

#2 RPA - Robotic Process Automation

Number two is robotic process automation, or RPA. These are not physical robots, but rather 'soft robots' that can do anything a human can do only a thousand times faster on a computer - and almost without error.

It's the technology that puts artificial intelligence's decisions into action. It has already been proven that one RPA robot can replace 1,000 workers in some companies.

#3 No-Code & Low Code Software

The third leg on the stool is no-code software development. There are certain no-code platforms that make building software as easy as laying out a landing page where software development has become commoditized.

I know this is a lot to absorb, but I will break it down and give it to you in bite-size chunks at the event – all from a 100% P-R-A-C-T-I-C-A-L perspective that you'll be able to relate easily to your business and your circumstance.

Imagine producing the work of a hundred people all by yourself.

It's no longer a dream.

*** The Unfair Advantage Is REAL! ***

All of this new technology does create an unfair advantage for anybody minded to use it. But it creates an even greater advantage for us.

Because as entrepreneurs and business owners we understand human nature and most people don't.

I'm so grateful to have had the 'learned-from-experience' education that I've acquired over the last twenty years so that I can utilise these new tools at a far higher level than most - and I'll bet you can too.

This Erases ALL Of Our Weaknesses

As a marketer, AI can make you UNSTOPPABLE.

Even if you don't know how to write copy, design web pages, create graphics, or conduct deep research, AI tools and robotics tools can now handle it all for you.

There is nothing left to hold you back – and you don't need to be a techy to make it work for you. In fact, as I said a moment ago, it's actually an advantage NOT to have technical knowledge.

Success with AI is about knowing
HOW TO USE IT – not how it works!

**You'll Run Rings Around Your Competitors,
Accumulating More Wealth WITHOUT More Work,
More Staff or More HOURS... GUARANTEED!**

How the Event Will Work:

I could have taught this stuff in a number of ways, but I've chosen to do it in a LIVE, in-person setting here in Birmingham, UK, for THREE main reasons...

#1. This is B-I-G stuff.

Arguably the most significant development in the business landscape in any of our lifetimes and when you eliminate distractions, extract yourself from your usual environment, and plant yourself in a room full of entrepreneurs all focused on the same thing... magic erupts.

Magic that does not, and cannot, happen in your office on your laptop – especially not on a Sunday afternoon!!

When you're in the room you learn deeply. You get brilliant ideas. Your brain sparks in a way that it never does when you're sat at home on a computer.

#2. I want to make sure you get it.

This isn't about a few simple tactics. This is complex and it requires you to T-H-I-N-K.

It's about how you make the AI work FOR you, not against you.

By holding this event in person I can see if you're glassy-eyed when you're sitting in the room and I can engage and clarify.

Video training makes it much harder for you to ask questions or get help, whereas when we're all in the same room, focused, we can get properly interactive - you know, like humans do!

#3. I enjoy teaching live.

This might sound like a selfish reason, but it's true! I'm at my best on stage in a room full of people and you deserve my best with a topic of this magnitude. Plus, it's fun and entertaining for me, and I hope it is for you as well.

Anyone who has attended any of our events will tell you they are packed with practical, executable information - and there are no sales pitches so you can leave your wallet at home.

Livestream

Having said that, I recognise that getting to Birmingham on a Sunday in May just won't be possible for some, and so **we WILL be live-streaming the event.**

BUT – and this is important - this is NOT something you can have on in the background while you prepare the Sunday lunch. This event, more than any we have ever run, **will require your 100% focus and concentration** and those in the room with me will undoubtedly be best placed to take the most from the teachings and opportunities that emerge.

You should definitely come to the live event in Birmingham if at all possible – but if you can't make it you can join us on the livestream.

Livestream tickets will be the exact same price as 'in-person' tickets. But again, please think carefully before selecting the livestream option.

Recordings

YES – the event will be recorded. But only those who have a ticket, whether in person or via livestream, will get access to them.

Here's How The Event Will Stack Up

The day will be broken into four parts:

1. Understand how the tools work together
- and where the B-I-G opportunities are;
2. Which of the 300+ tools you really need and which ones are rubbish;
3. How to 'prompt' and program the tools for best results.
This is where the advantages really lie!!
4. The best uses for automations in your business

It is probable that you will get an insight that will pay for your ticket ten times over during the very first hour of the event.

On the next page is a fuller
breakdown of what you can expect:



Session 1:

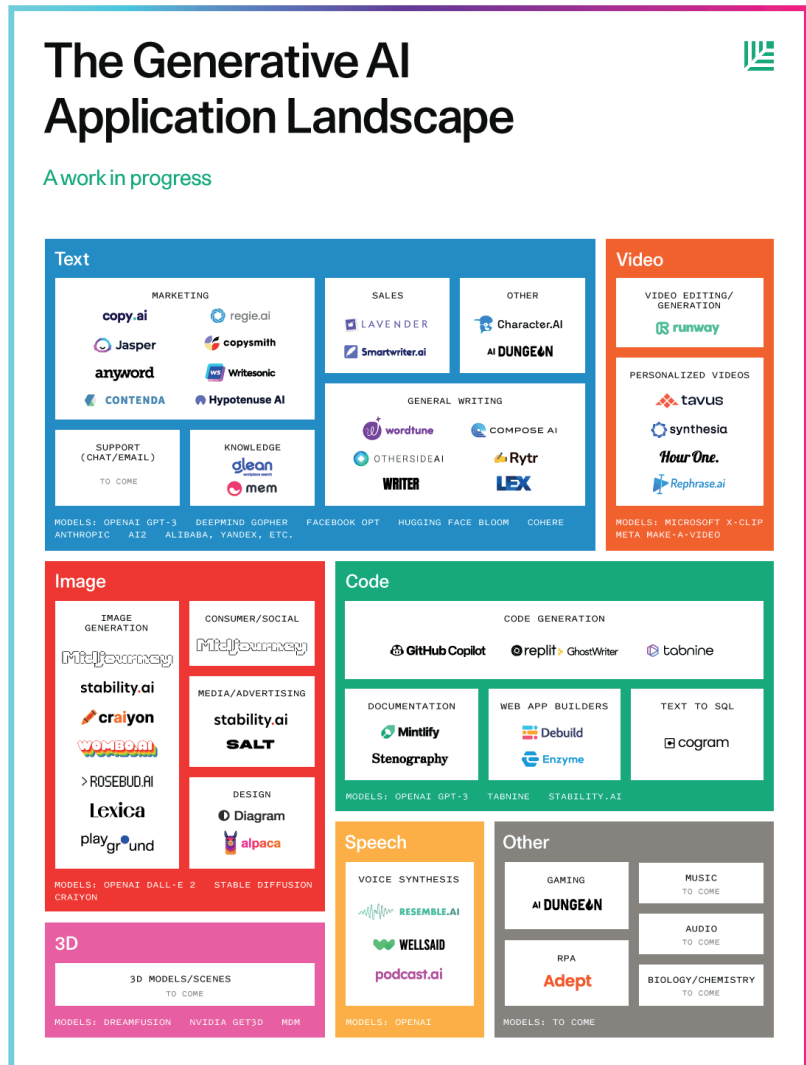
Getting Smart About The AI Landscape, So You're Confident & Can Spot The Big Opportunities...

Our first session will cover the major technologies in broad strokes. This is about way more than ChatGPT!!

You'll learn what they are and how to use them in concert to produce the results that you want. There'll be lots of examples and case studies.

Appearing to have a human touch is the secret with AI - not only can you get amazing results and high ROI's but it's practically impossible to tell that you're using any AI or bot technology when you do it right.

I mean does this letter sound like it was written by a robot?



Session 2:

Which Tools Are AMAZING & Which Are Rubbish - So You Don't Get Ripped-Off And Feel Dumb

Next, we'll talk tools.

My team and I have vetted dozens and dozens of automation tools and wasted thousands in software subscriptions so you don't have to.

Truth is, some of the cheapest tools serve us best. We use ZERO expensive enterprise tools so everything you discover will be affordable and accessible to you.

Session 3:

Learn How To Talk To Robots So They Can Do EXACTLY What You Want!

You'll learn the skills you'll need to use these tools.

As with most technologies, the skill level of the operator dictates a huge proportion of the outcome. As the saying goes: *'Garbage in, garbage out'*

Don't worry, anyone with average intelligence can do it and it's getting easier every day but there are techniques and principles that you need to know in order to 'prompt' the AI effectively and you'll discover them at this event.

You'll learn how to prompt the AI tools, how to train them to your voice and writing style, how to carry on conversations with the robots that you create to hone in on exactly what you want.

PLUS: You'll be given a **Swipe File of prompts to use for FREE.**

Some of these took us months to create and this Swipe File on its own is worth the cost of a ticket.

Session 4:

Automate Your Business With Your Own AI, RPA Software & Tools In MINUTES!

Using new NO-CODE software platforms you'll learn to create powerful applications, often in as little as 15 or 20 minutes, which can automate big chunks of your business.

The Business Uses Are Endless

The following are just a few of the use cases that will be discussed and shared at the event.

You really are only limited by your imagination.

- By **using AI to chat with customers**, you can reduce customer service costs and provide quicker (instant!) answers for a better customer experience
- **Create personalised marketing and sales messages** for literally every individual person on your list.
- **Properly compare CVs of applicants** using AI tools and even chat with potential employees, probing them and interviewing them without ever being present.
- **Create unlimited content** for your website and social media accounts. Just three days ago, I wrote a 4,000 word article in 15 minutes and it scored 98% human created.

- You can **have your work translated into as many languages as you want** - thus opening up genuinely global markets for many businesses.
- **Automate all of your FAQ and product videos.** There are now tools that allow you to build the videos, write the text, and it will even read them aloud for you.

This will forever change the way instructions and training are delivered. For everyone!

- **Develop and deploy cold outreach and lead generation campaigns** that don't need people to run.
- **Analyze your data**, slice it, dice it, and get to the core - instantly.
The Facebook ad buying reporting that used to take an outsourcer 2 hours a day to do in our business now takes less than 2 minutes.

It's impossible to believe some of this stuff.

- **Automate all of your email responses.** Imagine how your sender scores will skyrocket when you ask people to reply to your emails and they then get a reply back straight away that references what they said and makes them feel like they're in a real conversation.

You have to see how good this stuff is – it's amazing...

- **Create 100% original images** without any design or artistic skills and without having to subscribe to any photo services or worry about being sued for copyright breaches.

Again, it's worth attending the event just for this tool.

- **Analyse surveys and feedback reports** to improve your products and make the customer experience better
- **Track all your shipments and packaging** and keep track of packages that don't arrive on time so that you can alert customers before they complain.

E-commerce companies will love this!

In addition to the uses in your own business you can also **create brand new businesses** with these new technologies – we had one emerge in Mastermind just last week that could easily become more profitable than the (*already very successful*) core business within twelve months.

These new ventures can be started as brand new businesses or bolted on to your existing one and at the event we'll dissect some of the best business opportunities created with AI including...

1. AI Powered Done for You Services

It's always been relatively easy to sell done-for-you services, but hard to deliver them. With these tools, delivery becomes easy too.

2. Digital Publishing

Creating social content, media sites, Kindle books, audible books, YouTube channels, anything that used to take time, can now be done with tools, and it's not just good, it's better than what humans did!!

However, you do need to add a little bit of human touch and I'll show you how to do that at the event...

3. Design Services

AI tools really shine in this area. It's easy to create amazing imagery even if you can't draw a stickman. The push of a button creates beautiful logos and brand books and edits videos just as quickly.

As a minimum you'll save a fortune on design costs once you know what you're doing – and you'll learn how on Sunday 14th May.

4. Social Media Management and Distribution

Imagine a tool that takes a video and creates hundreds of videos from it, all of which are distributed to various platforms with cool looking captions. It already exists and we use it.

It's a great tool to use for your own benefit, but imagine how much you could charge for taking one piece of content and creating 70 pieces from it – just like Gary V. does.

Remember, even if people know about the tools, they won't know how to use them.

You're getting it now, aren't you?

5. Writing Services

AI applications can already write pretty good copy, amazing emails, SMS messages, press releases, video scripts. You're only limited by your imagination.

Believe me you will not have any problem finding ways to make money with this technology once you learn it.

There Has Never Been Anything Like This... EVER!

AI can be the solution to all those frustrations you've carried for so many years.

I mean, **'So much to do and so little time'** no longer applies once you deploy AI

As entrepreneurs it's the closest we'll ever get to a silver bullet.

All you've got to do is get your head around how to exploit it best in your business – which is what this unique event is all about.

Imagine creating amazing marketing machines that run on their own.

Using these tools to 10X the profits of your business or starting a new one to disrupt any industry can be just days away for you :)

Consider all the things you have to do that can now be replaced by automation.

I'm telling you, the opportunities are limitless.

The Numbers Don't Lie...
100 MILLION Users In 60 Days ↗

ChatGPT grew to 100 million users in less than 60 days, making it the fastest growing software application ever.

And that's just ONE tool!

What's certain is that automation is here to stay, and either you'll grab hold of it and ride it to the moon, or it will roll over you like a steamroller!

The good news is: **you get to choose.**

The fact is that there aren't many people who understand all this yet – but this event will give you a H-U-G-E leg up.

You'll get a major, major, major advantage.

The changes coming our way – and the opportunities presented – are probably going to be more significant and impactful than even the creation of the internet.

Yes, it really is that big.

And no matter how comfortable (or ignorant!) you might feel right now, you won't be comfortable for long. Comfort is the enemy of progress.

So join me for one day in May.

Come to Birmingham. Or, if you really can't get there, get on the livestream.

Follow Up Help For Everyone Who Attends

I will ALWAYS help people who help themselves – and, to help ensure you make the most of what you discover and learn in May, we'll have three 'online only' follow up events during the second half of the year where you'll be able to get input from me and my team to help you execute and implement.

These will be VERY interactive events – and yes, they will be recorded.

Can Elon, Bezos, Gates & Buffett All Be Wrong?

The world's smartest people are betting their futures on these new technologies.

In addition to **Elon Musk** and Sam Altman starting OpenAI, **Sergey Brin & Larry Page** have BOTH returned to build Google's new artificial intelligence platform.

Bill Gates and Microsoft have invested \$10 billion in AI and they're just getting started. You can bet **Jeff Bezos** is on board as well.

You can bury your head in the sand if you want to and ignore the most progressive minds of our time, or you can latch on to this rocket and ride it...

I guess really at this point, there are three options in front of you:

Option One:

You can pretend you never read this letter and keep doing what you've been doing. We both know that'll bring you the same results you've been getting – for now. Until someone in your market cottons on and eats your lunch. And your breakfast. And your dinner...

Option Two:

You can dig through all this stuff yourself and learn it like we've done. Just be prepared to spend months going down rabbit holes filled with trial and error and dead-ends...

OR

Option Three:

Take advantage of the opportunity to join us on the **14th May** and strike while the iron is hot.

How To Secure Your Seat At The Table

Here's what you need to do to get started.

Book your ticket now by going to: **ECAI.UK**

There is no doubt in my mind that we will sell out.

If you dilly-dally, you may lose your spot on this hottest-of-hot-topic special events and miss out on all this great information.

Go to **ECAI.UK** get started

Not For Techies!

I can't emphasise enough how this event is NOT a technical event, AND that it's perfect for total AI beginners.

You don't need any AI knowledge or experience to benefit hugely from this.

Exploiting the enormous opportunities presented by AI is NOT a technical challenge.

It's a THINKING challenge.

Techy people can't help you. You can't outsource this. You just need to understand it. And the good news is...

...you'll get everything you need on Sunday 14th May.

In fact...

...I'll Guarantee That You Get It!

I will happily refund the full price of your ticket on the spot if you decide by lunchtime on 14th May that it wasn't worth your money and time. Just speak with one of my team before the end of lunch and they will sort you.

100%
MONEY-BACK

★ GUARANTEE ★

NOTICE: Every day you don't utilise the best tools at your disposal, you are losing money - whether you realise it or not.

While others are moving forward, you are going backwards.

Your Investment

I make no apology for calling this an investment – because that's exactly what it is.

Your payback on the knowledge, information and insights you gain from this one day event should be extraordinary. This is huge. Massive.

Tickets are just £499+VAT.

However, members of Entrepreneurs Circle get a **50% discount** on their ticket.

Non-EC Member Ticket: £499+VAT

 **EC Member Ticket: £249+VAT (SAVE £250!)**

Instalments:

Providing you buy your ticket **BEFORE 5:00pm on Friday 24th** March you will be able to pay in three instalments:

Non-EC Member Instalment Ticket: 3 x payments of £179+VAT

 **EC Member Instalment Ticket: 3 x payments of £89+VAT**

For Instalment Tickets the first payment will be due at time of purchase and subsequent payments will be paid on or around 4th April and 4th May.

All three payments must have been made no later than 8th May in order to attend the event.

- Ticket prices are the **same** whether you attend in person or attend via livestream.
- You will have to choose **EITHER** an in-person ticket OR a livestream ticket at check-out.
- All ticket holders will get access to the event **recordings** which we expect to make available before the end of May.
- Members of Entrepreneurs Circle can bring employed team members or bone fide business partners at the EC member discounted rate.
- All tickets include access to **three 90 minute online only follow up events** to be held during the second half of 2023. These follow up events are to keep you upto date with developments in the AI space and to help you with your execution and implementation.

I expect these will be VERY interactive sessions and they will be recorded!

* You Now Have Permission To WIN! *

Don't wait any longer.

This invitation gives you permission to move forward in the 22nd century.

Get your ticket now by going to:

ECAI.UK

I'll be teaching this eyeball-to-eyeball with you.

And remember that your satisfaction is **guaranteed**; if the event is not everything that I say it is and everything that you want it to be, you get your money back at lunchtime - no questions asked.

So this is truly a win-win situation for you.

As Richard Branson would say, **"Screw it, let's do it..."**.

Book your ticket now.

GO TO: ECAI.UK

I hope to see you in Birmingham on Sunday 14th May.



P.T.O for
FAQs



Here's Some Frequently Asked Questions About The Event:

Q. Is this a sales event or a learning event?

A. It is 100% learning. There will be no selling at this event at all. No exhibitors, nothing.

Q. Where is the event being held?

A. You'll get full details of the venue immediately after you purchase your ticket, but I can tell you that it is close to the NEC in Birmingham.

Q. What are the timings of the event?

A. We'll be starting at 9.30am – because there's soooooo much to cover - and we expect to finish by around 5.30pm.

Q. Will the event be streamed live?

A. Yes - Livestream tickets cost exactly the same as in-person tickets but, more than any event we've ever run, you'll definitely get waaaaaaaaay more from the day if you're in the room with us in person.

(And the traffic to and from Birmingham is way better on a Sunday!)

Q. Is it possible to purchase the event recordings later?

A. No. I know that some may think 'I do not have time to attend live' but this is the most important thing that your business will experience in the coming decade – so you'll need to have a ticket in order to access the recordings. They won't be available to buy afterwards and nor will they be made available to anyone who didn't have a ticket.

To be in the know you need to
be with us on Sunday 14th May.

So go to **ECAI.UK** to get your tickets today!