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*Amy Yamada*

EXPERT ON CHATGPT FOR  
ONLINE ENTREPRENEURS

SPEAKER KIT

## AMY YAMADA IS AN EXPERT ON CHATGPT FOR ONLINE ENTREPRENEURS

Amy Yamada is an expert and pioneer in the adoption of emerging AI technology, specifically ChatGPT, the revolutionary technology rapidly spreading throughout the consciousness of business owners and professionals everywhere. Amy is an accomplished speaker and is currently booking speaking engagements.



Amy has spoken on stages in front of 20 – 1,000 people and is known for creating a deeply connected experience with the audience. She is highly charismatic and authentic and can empower audiences to take committed and inspired action towards their bigger dreams and goals.

“

Not only was Amy captivating and a powerful speaker, but she gave such real content that the audience just absolutely loved her. Without a doubt, I would have Amy back to add value to our future events.”

– **Shanda Sumpter, Business Success Coach, Founder of HeartCore Business**

## WHY IS CHATGPT IMPORTANT?



AI is poised to be a powerful disruptor in 2023 for businesses globally, with the potential to drastically alter business models and marketing strategies across various industries and sizes. The introduction of ChatGPT, a language model released in beta on November 30, 2022, has positioned itself as a leading force in the AI revolution.

Understanding and harnessing the breadth of its capabilities and how to implement them will almost certainly play a crucial role in businesses committed to scaling in 2023. In its earliest adoption, most professionals see this tool as a powerful tool to help streamline copywriting and communication, but the extent of power it offers and possibilities it creates are far more expansive, and will be increasingly critical to implement. This implementation looks to precipitate the biggest shift in business and marketing systems since the adoption of the smartphone.

“Massive, huge, insanely grateful shout out to Amy Yamada who came into our live mastermind yesterday and blew the room up. Masterful, smart, completely heart centred and incredibly generous, Amy thank you

– Jacqueline Nagle



# Speaking topics

## PRODUCING AUTHENTIC MESSAGING THROUGH CHATGPT



ChatGPT is an incredibly versatile, efficient, and user-friendly tool that has the power to revolutionize the way businesses create copy and marketing materials. Its capabilities are so advanced that it almost seems like something straight out of science fiction. However, now that this technology has become a reality, one of the biggest pain points that users have with it is that the language generated by ChatGPT, which closely mimics human speech patterns, may not accurately convey the personality and tone of the sender, resulting in a tradeoff between efficiency and authenticity.

Amy has developed a system to use ChatGPT that retains its efficiency, and trains it to speak in the user's unique and authentic voice, using their raw, authentic, powerful, and passionate message to inspire the creation of copy for any communication platform or format. Her method turns the bot around, asking questions about who they are, what they do, and what they offer. It analyzes their writing style and then reintroduces it to mimic the author's voice, instead of the generic defaults of the inputs that it was trained on.

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Amy's energy was phenomenal - such a blast!  
Mega breakthroughs, total vulnerability and next level experiences. Wow!

– Ryan Bowles

Once these parameters of communication are established, Amy helps teach the user how to channel their deepest, most sincere convictions to the bot, who can process the user's "Heart Speech" into useful, honest, and compelling copy, with an understanding of the desired outcome for the communication, using the same tone that user would if they wrote it themselves.

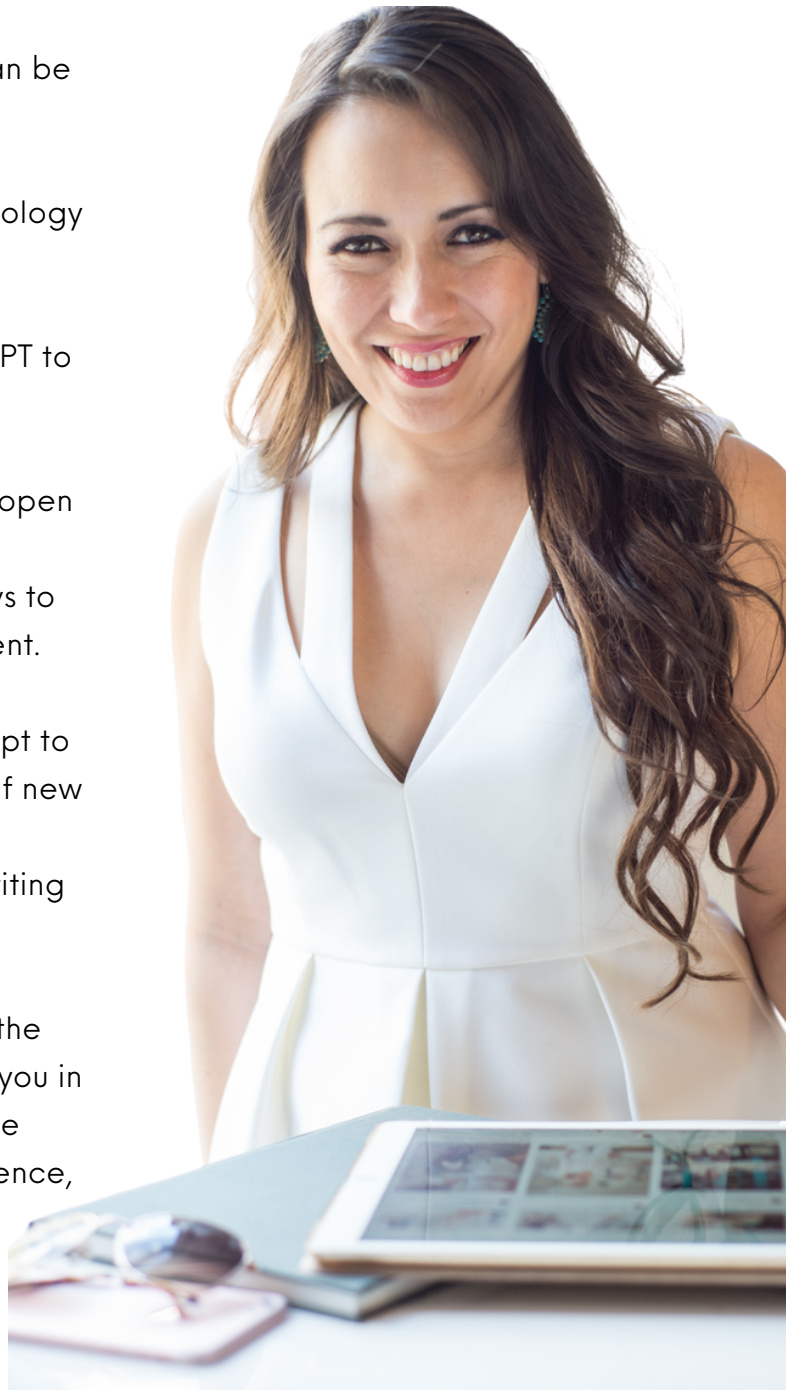
# Speaking topics

## HOW COPYWRITERS CAN EMBRACE THE ADOPTION OF CHATGPT

Amy talks about the future of copywriting, in the face of ChatGPT, which many believe to be a threat to their entire industry. She uses the examples of Kodak and Xerox, Mega corporations that saw the advent of digital imaging and documentation virtually destroy their industries, which were wholly dependent on the production of physical media.

As a copywriter, there are several lessons that can be learned from the stories of Kodak and Xerox:

- Be proactive in adapting to changes in technology and consumer behavior. Stay up-to-date on industry tools and trends and be willing to experiment with new technologies like ChatGPT to stay relevant and competitive.
- Be open to change and experimentation. Be open to new ideas, tools, and ways of working. Experiment with ChatGPT to find the best ways to use it to create engaging and effective content.
- Be willing to pivot your business strategy. Adapt to changes in the industry and the introduction of new technologies like ChatGPT. This could include offering new services such as chatbot copywriting or AI-generated content.
- Embrace automation and AI but don't forget the human touch. Use ChatGPT as a tool to assist you in the process, not to replace you. Remember the importance of understanding the target audience, writing compelling headlines and crafting emotional copy.



# About Amy

Amy Yamada is a seasoned business coach and expert in the cutting-edge technology of ChatGPT. Amy empowers established coaches to grow their businesses in a way that is fully aligned with their authenticity and desired lifestyle, through deep connection in messaging, sales conversations, and transformational experiences such as VIP Days and high ticket retreats.

Amy has organized successful three-day events and was featured as a speaker alongside industry leaders such as Shanda Sumpter, Pete Vargas, and Taki Moore. She is known for discussing the power of deep connection in business and personal life, and emphasizes the importance of authenticity as the foundation of trust, to foster healthy relationships in life and business.



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## BOOKING

To request Amy for your event or to speak to your community online, please fill out the form below.

**SPEAKING  
REQUEST FORM**



## LINKS:

Website: [amyyamada.com](http://amyyamada.com)

Facebook Business Page: [www.facebook.com/amyyamadaonline](https://www.facebook.com/amyyamadaonline)

IG Handle: @amyyamada

The Ultimate Guide to ChatGPT for Online Coaches:

[amyyamada.com/chatgpt](http://amyyamada.com/chatgpt)

The Ultimate Guide to ChatGPT for Online Coaches Mock Ups

Authentic Marketing with AI: <https://amyyamada.com/ai>

How to Make ChatGPT Actually Sound Like You (workshop):

[amyyamada.com/authenticai](http://amyyamada.com/authenticai)

Headshots

