



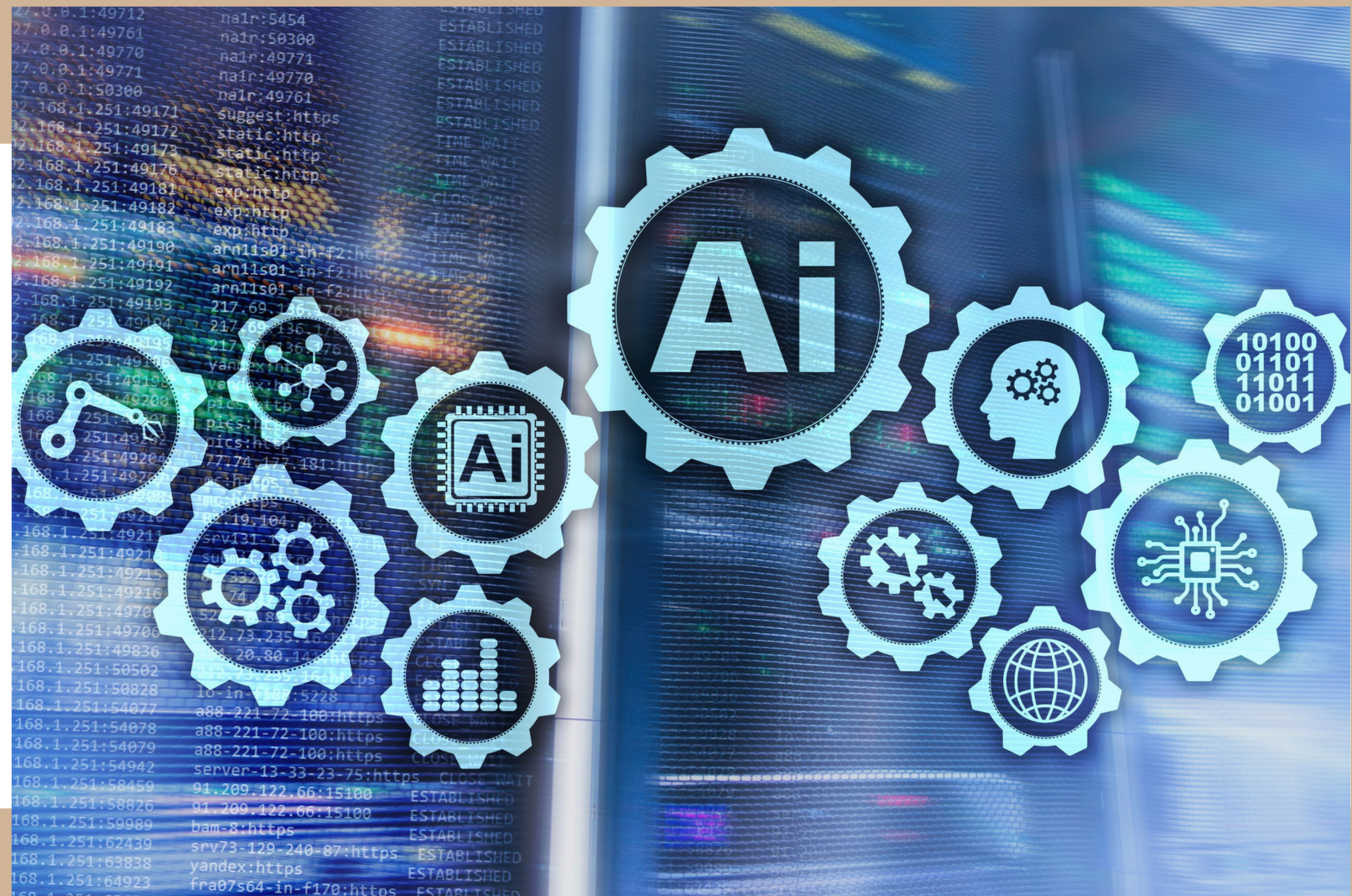
BY KELLY PRIMEAU

MARKETING TOOLS & MASTERMIND OVERVIEW



KNOW
SUMMIT 2025

FAVORITE TOOLS FOR SUCCESS



CUSTOM GPT:

FOR YOUR MARKETING STRATEGY



My GPTs



Create a GPT Beta

Customize a version of ChatGPT for a specific purpose

Features

Personalized Content Creation

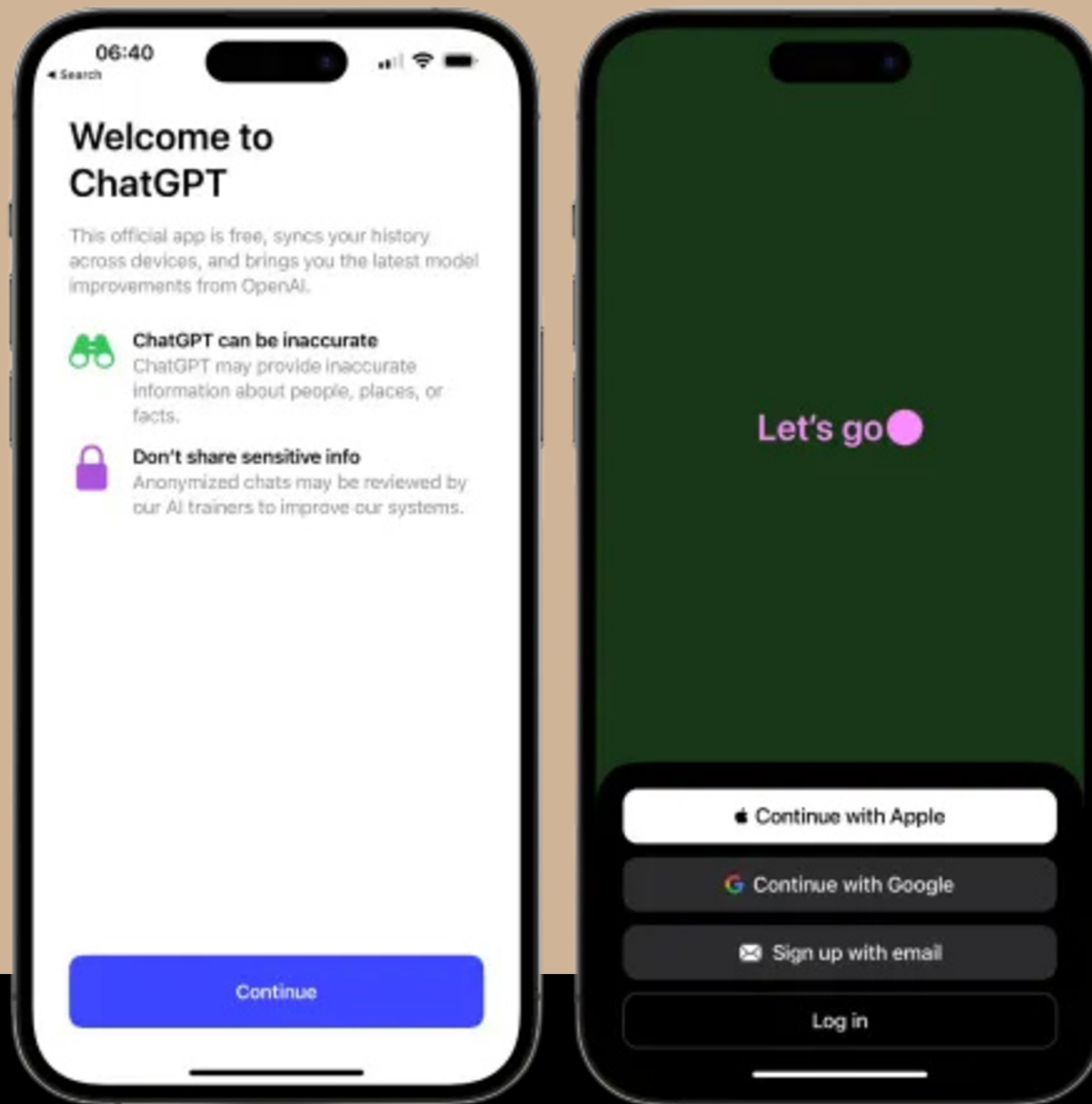
Enhanced Customer Engagement

Efficient Workflow Automation

Data-Driven Insights

Scalability and Adaptability

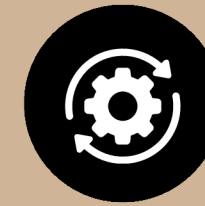
CHATGPT MOBILE ASSISTANT:



Efficiency & Productivity



Instant Responses *Anywhere, Anytime*



Task Automation



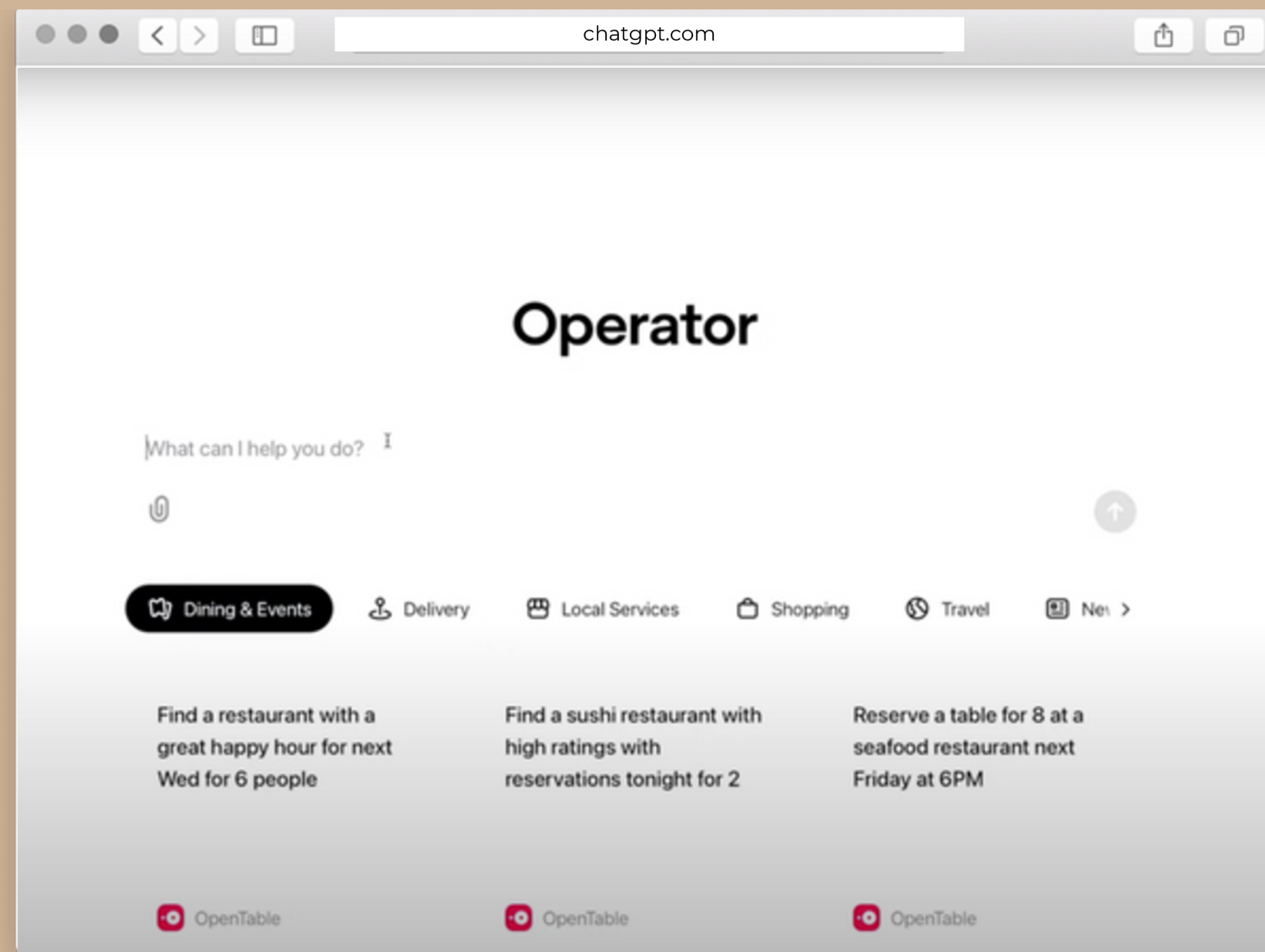
24 / 7 Customer Assistance



Personalized Customer Interactions

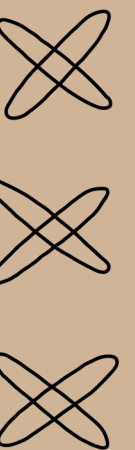
INTRODUCTION TO OPERATOR & AGENTS

Operators & Agents refer to AI-driven or human-assisted systems that manage customer interactions, automate responses, and support business operations. These tools streamline communication, improve efficiency, and enhance customer satisfaction.



HOW OPERATORS & AGENTS HELP BUSINESSES

- Automate Customer Support
- Improve Lead Generation & Qualification
- Enhance Sales & Conversion Rates
- 24/7 Availability
- Seamless Human Handoff
- Increase Productivity
- Multichannel Support
- Cost Reduction
- Data Collection & Insights
- Personalized Customer Experience



CHATGPT - DEEP RESEARCH

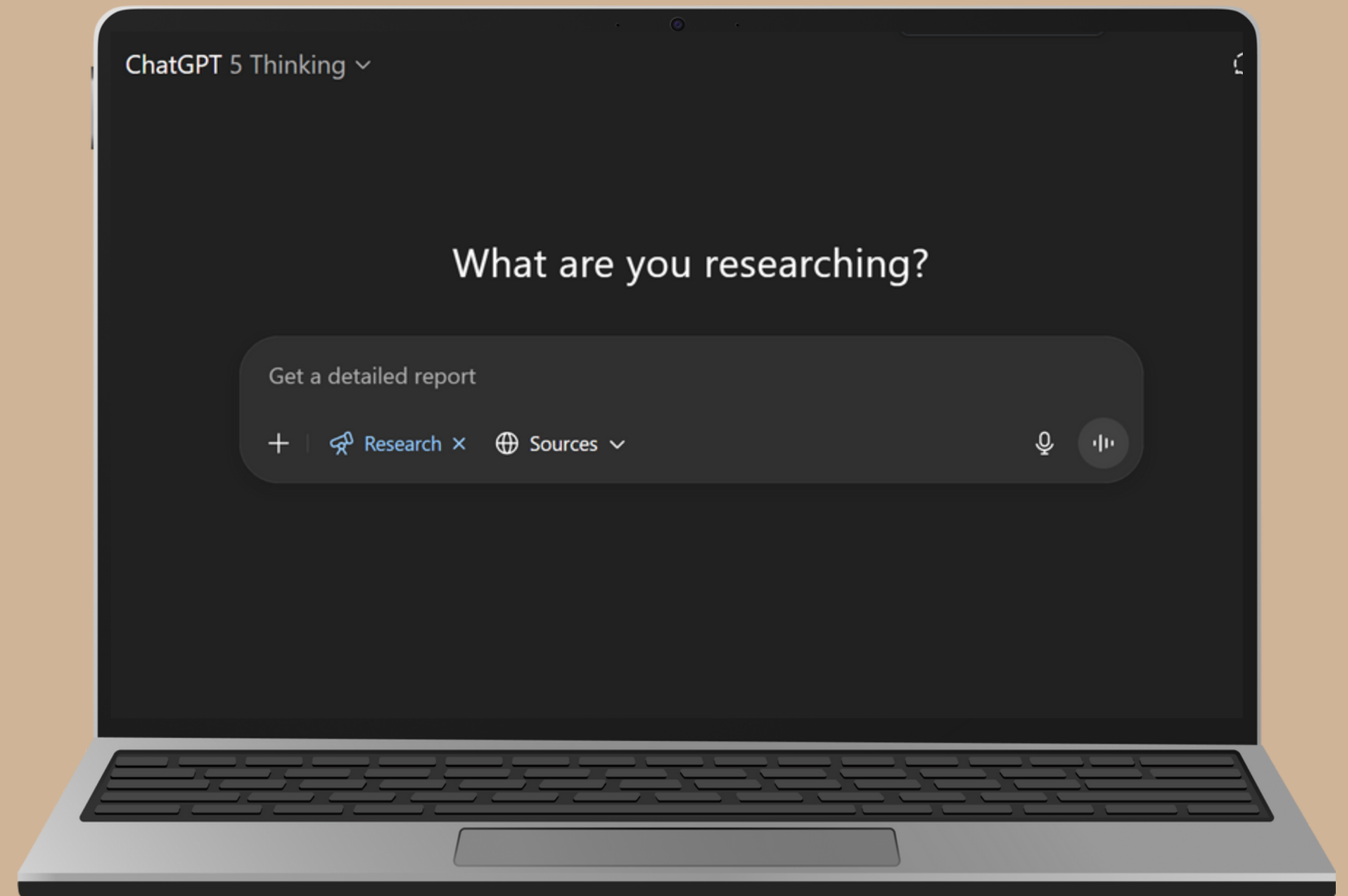
Research Assistant

Features

- Plans multi-step research; aggregates and cites credible sources.
- Evaluates quality, compares findings in tables/briefs.
- Accepts scope controls (timeframe, geo, competitors, constraints).
- Exports structured summaries you can drop into slides or docs.

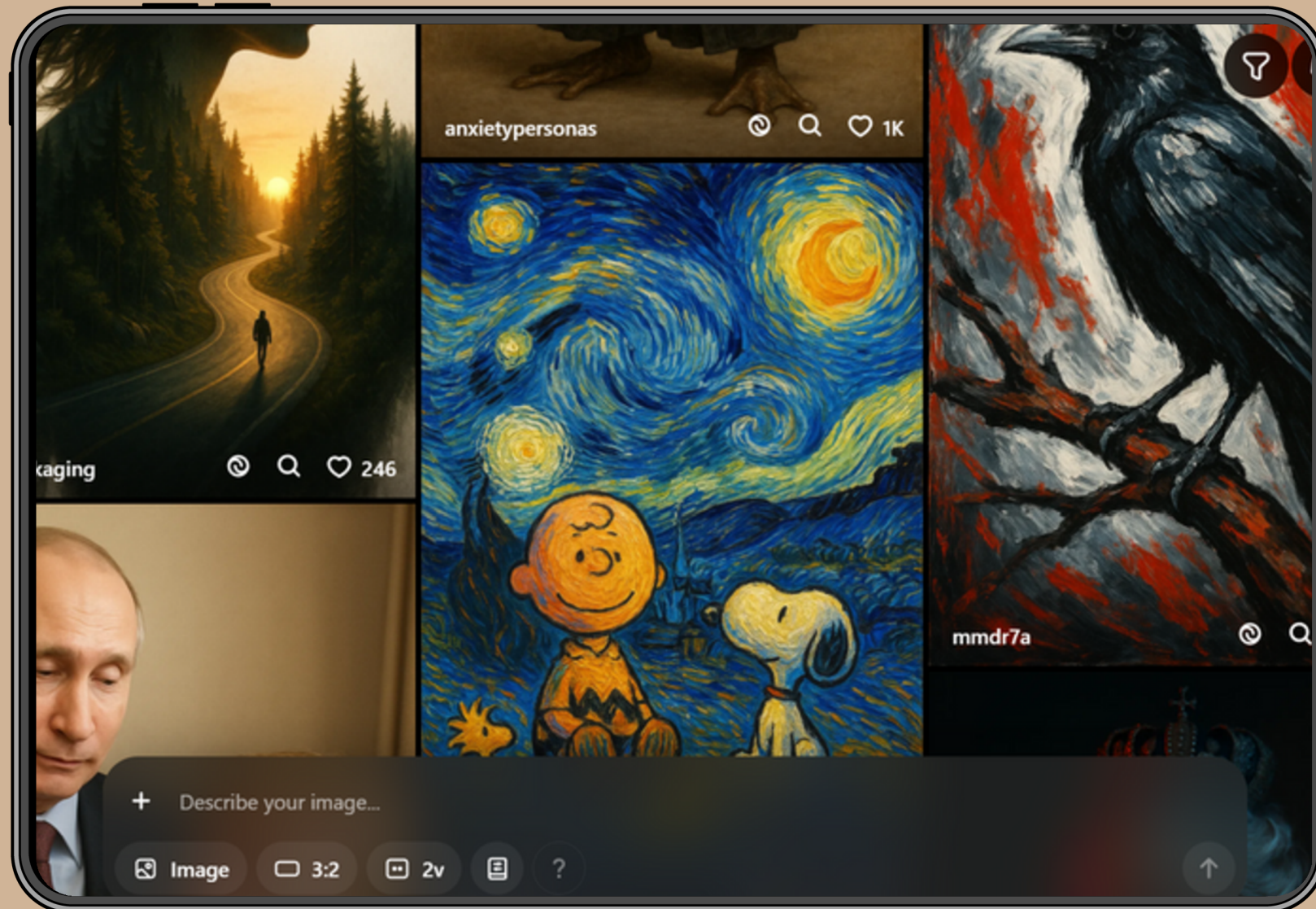
Benefits

- Faster, defensible answers for stakeholders.
- Less manual digging and context-switching.
- Repeatable research workflow your team can reuse.



CHATGPT - IMAGE GENERATION

Creative Assistant



Features

- Create images from prompts directly inside ChatGPT.
- Generate multiple variations and refine with natural language.
- Edit/regenerate to match brand style and layout.
- Export common sizes/aspects for ads, thumbnails, and hero art.

Benefits

- Rapid concepting without a design backlog.
- Consistent on-brand visuals across channels.
- Lower cost for simple creative and A/B tests.

CHATGPT - AGENT MODE

Orchestration & Automation

Introducing ChatGPT agent: bridging research and action

ChatGPT now thinks and acts, proactively choosing from a toolbox of agentic skills to complete tasks for you using its own computer.

Try on ChatGPT ↗

🗂 Creating presentation layout

Features

- Breaks goals into steps and executes with your permission.
- Researches, drafts, and assembles deliverables end-to-end.
- Live progress you can pause, edit, or take over.
- Captures sources and decisions for easy review.

Benefits

- Fewer tools to juggle for complex projects.
- Higher-quality outputs with traceable steps.
- Significant time savings on planning and coordination.

HIGHLEVEL CRM

HighLevel CRM + AI – automate conversations, content, and workflows

Features

- AI Sales Agent (voice & chat): answers calls/chats 24/7, qualifies leads, books appointments, and hands off to humans.
- Conversation AI: omnichannel bot for site chat, SMS, and social DMs that uses your knowledge base for accurate answers.
- Reviews AI: auto-drafts or auto-sends brand-safe replies to Google/Facebook reviews with sentiment awareness.
- Content AI: generates emails, texts, posts, and page copy—built right into the CRM.
- Workflow AI Assistant: suggests and builds automations; step-by-step guidance as you set them up.
- Funnel & Website AI: helps create funnels/pages and wiring.
- AI Insights: AI-powered workflows for lead scoring and segmentation to trigger next-best actions.



Power Up Your Business:
Elevate Your Marketing and Sales
with HighLevel's
All-in-One Platform!

14 DAY FREE TRIAL
TAKE YOUR MARKETING TO THE NEXT LEVEL

HIGHLEVEL CRM

HighLevel CRM + AI – automate conversations, content, and workflows



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14 DAY FREE TRIAL

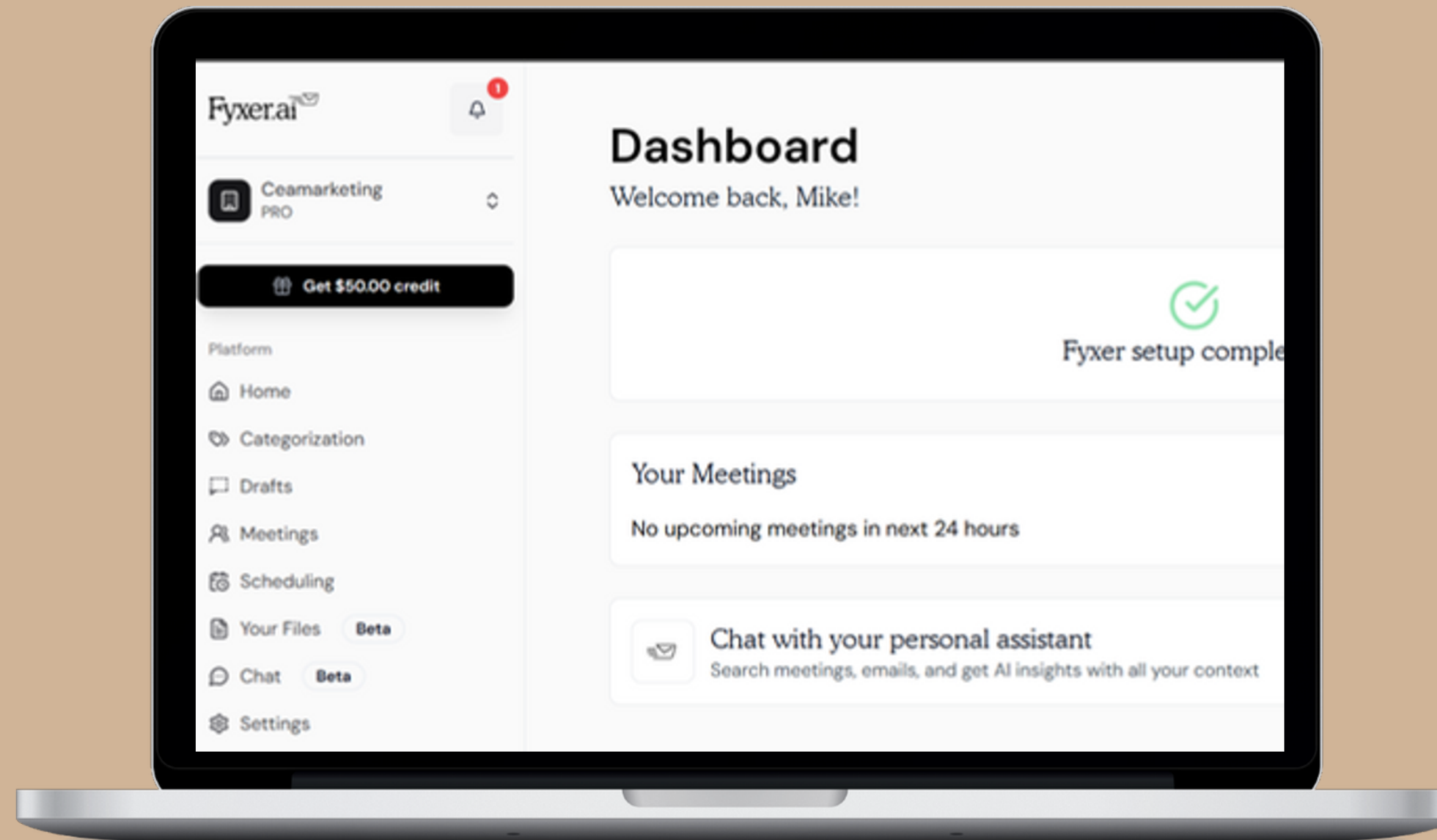
TAKE YOUR MARKETING TO THE NEXT LEVE

Benefits

- Responds instantly and books more calls—day or night.
- Deflects common questions; routes complex ones to staff.
- Saves hours on content and review replies.
- Personalizes outreach to lift conversions.
- Builds/optimizes workflows in minutes.
- Keeps answers on-brand with editable sources.

FYXER AI

Inbox & Meetings Assistant



Features

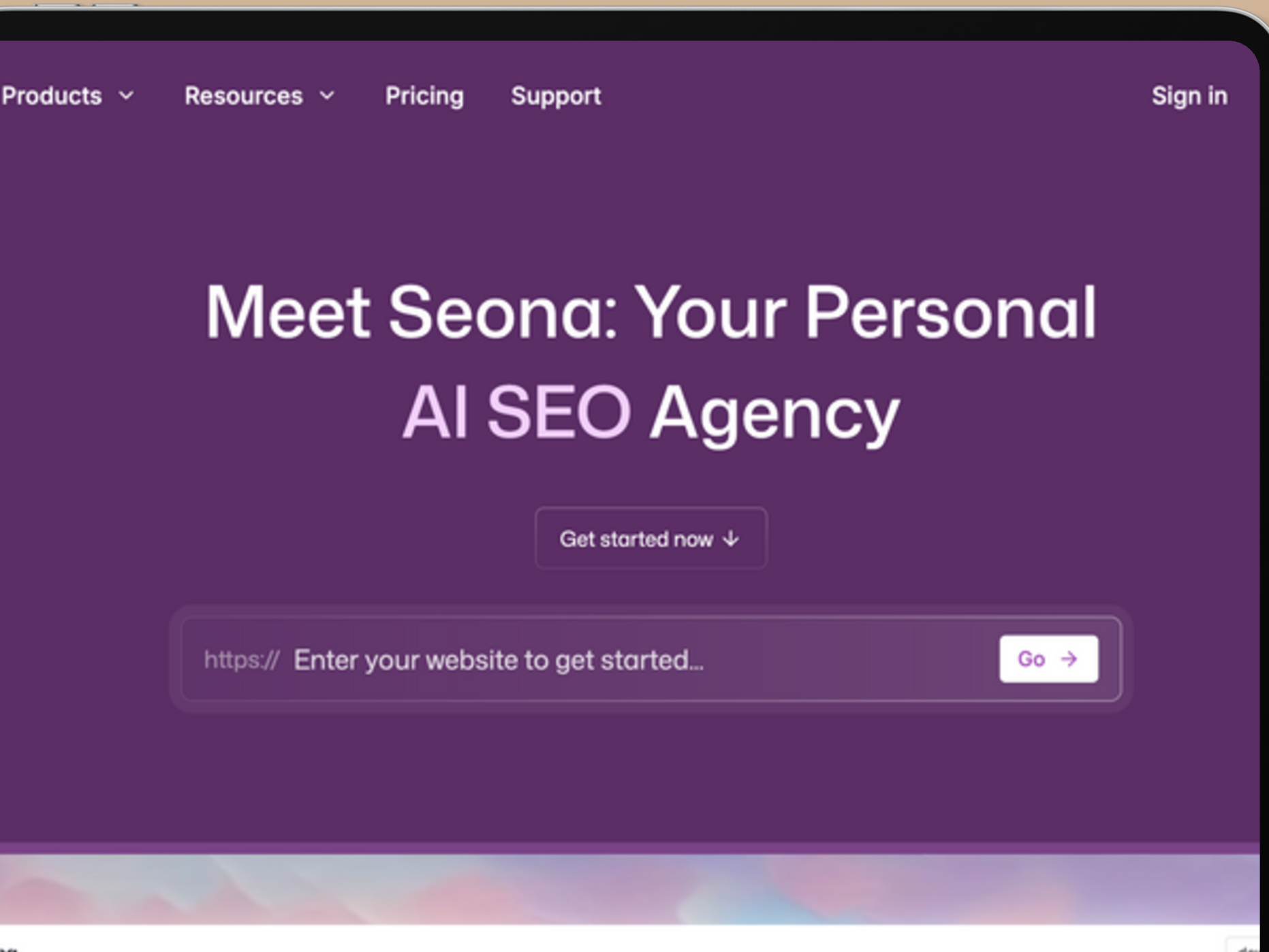
- Triage emails and draft tone-matched replies in Gmail/Outlook.
- Joins meetings to capture notes, action items, and summaries.
- Suggests scheduling and coordinates calendars.
- (Optional) Logs follow-ups to CRM or task tools.

Benefits

- Faster lead responses and cleaner handoffs.
- Organized inbox with reliable follow-through.
- More focus time; less context switching.

SEONA.AI

AI-Driven SEO Insights



Features

- AI-powered SEO tool that provides keyword recommendations and optimization tips.
- Detailed SEO audits for website performance.
- Helps with content creation and optimization based on search engine trends.
- Backlink analysis and competitor tracking.

Benefits

- AI-Enhanced Insights: Leverage artificial intelligence to automate and refine your SEO strategies.
- Simplified SEO Process: Get easy-to-understand recommendations for improving website rankings.
- Data-Driven Strategy: Receive continuous data to adjust and improve your SEO strategy in real-time.

Features

- Generate strategic insights and recommendations for marketing campaigns.
- Analyze trends and customer behavior to refine strategies.
- Automate content generation (social media posts, blog outlines).
- Natural language processing for improving marketing messaging.

Benefits

- Faster Strategy Development: Get actionable marketing insights in minutes.
- Improved Content Creation: Use Claude AI for writing optimized content that resonates with your audience.
- Data-Driven Decisions: Use AI to interpret data and improve your marketing strategies continuously.

CLAUDE.AI

AI Strategy Development



Your ideas,
amplified

Privacy-first AI that helps you create in confidence.

 Continue with Google

OR

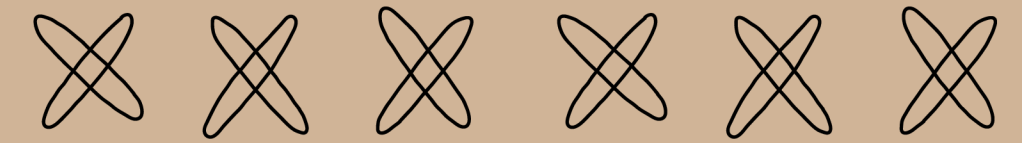
Enter your personal or work email

Continue with email



PERPLEXITY.AI

Research Assistant

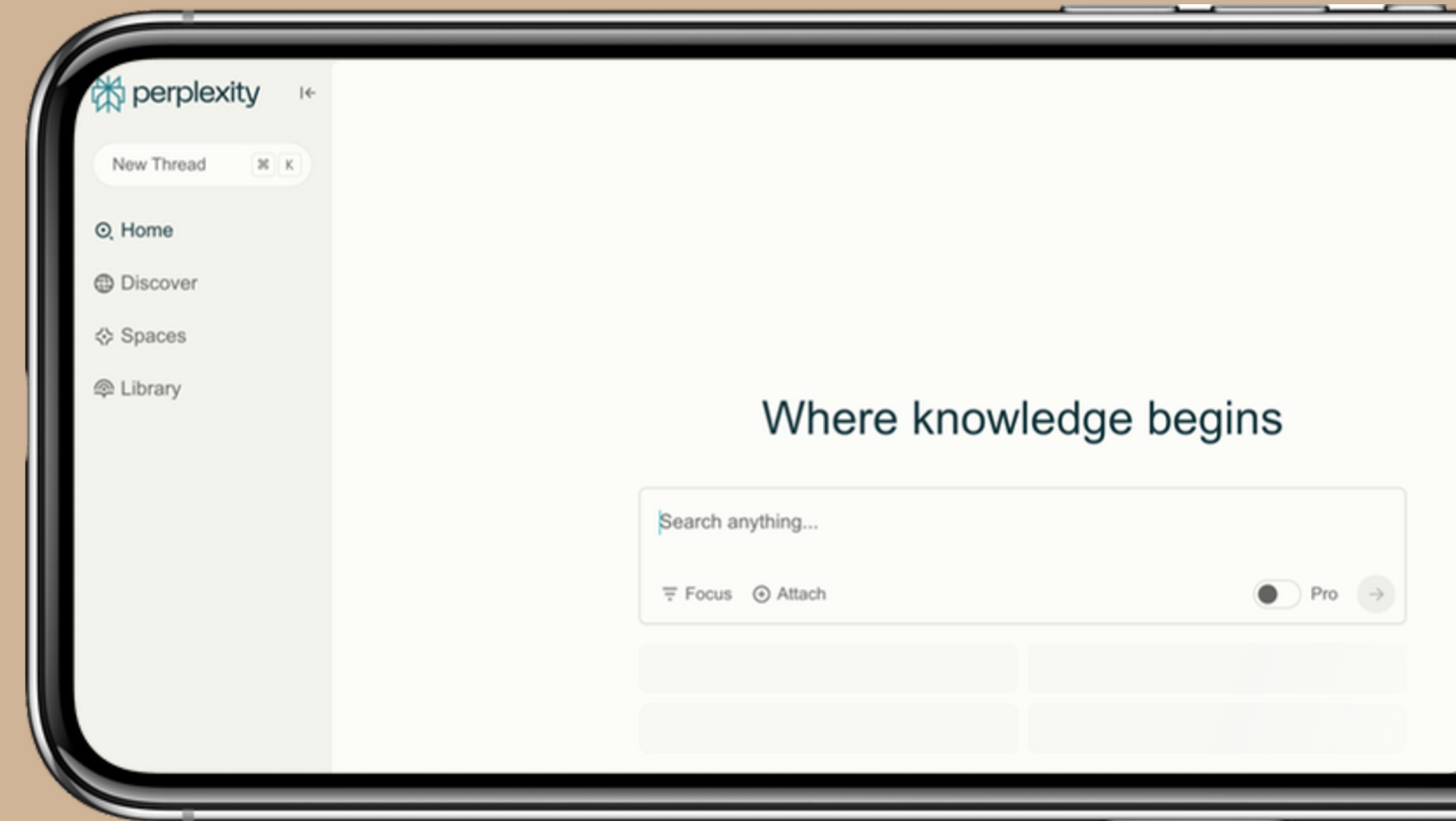


Features

- Aggregate and summarize information from multiple sources.
- Perform market and competitor research quickly.
- Provides actionable insights and answers to marketing-related questions.
- Helps optimize content based on research findings.

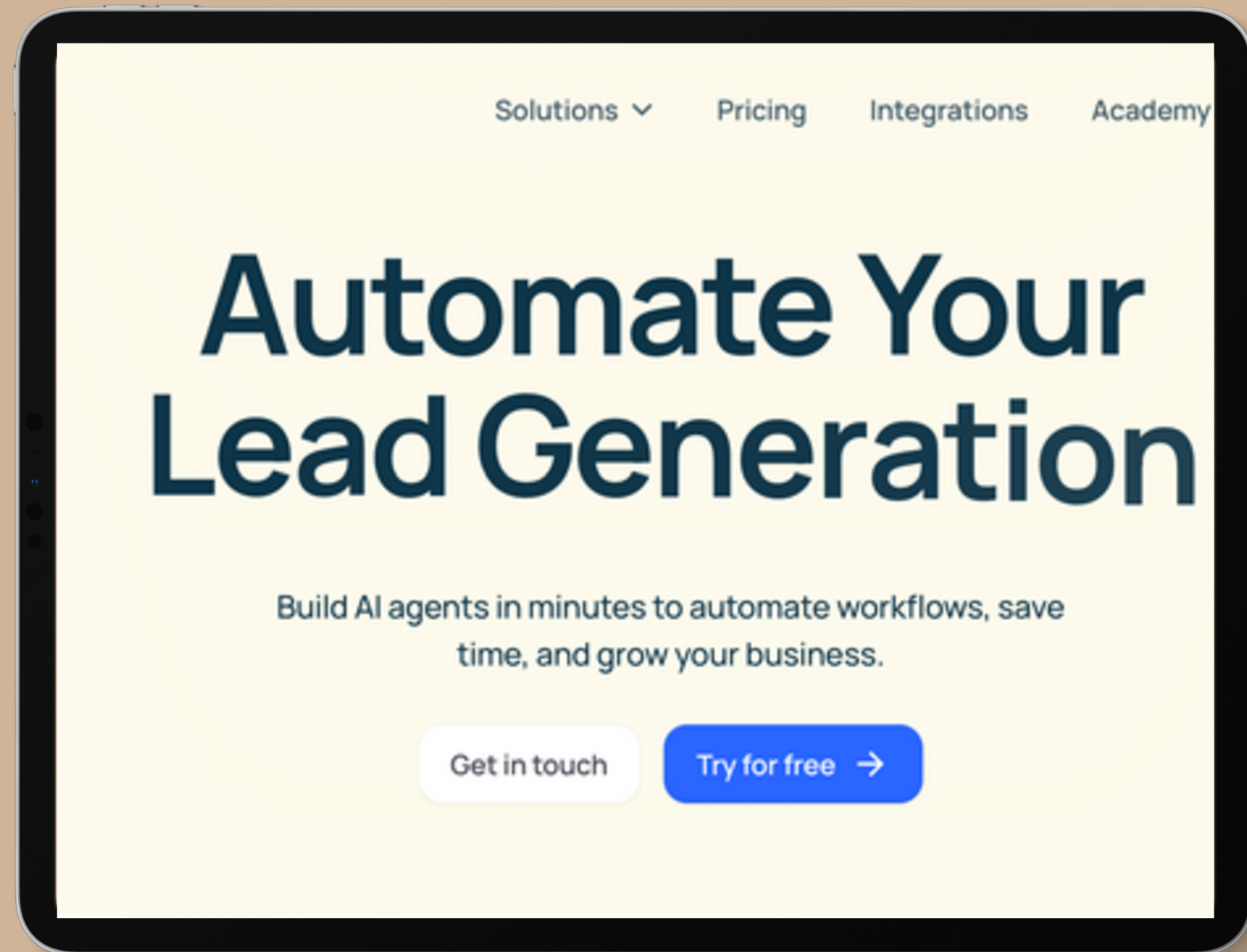
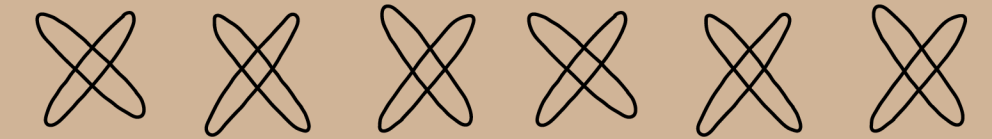
Benefits

- Efficient Research: Get quick, AI-powered answers to marketing and industry questions.
- Content Strategy Support: Use research insights to create more targeted and effective content.
- Time-Saving: Skip the time-consuming manual research process with Perplexity AI.



LINDY AI

Automation Mastermind



Benefits

- Enhanced Lead Generation: Ensures a steady influx of high-quality leads.
- Improved Engagement: Personalized communication increases lead responsiveness.
- Efficient Process Management: Reduces scheduling delays and ensures accurate record-keeping.
- Improved Sales Performance: On-the-spot coaching and insights help refine sales tactics.
- Increased Productivity: Frees up time for sales teams to focus on high-value activities.
- Streamlined Operations: Simplifies complex workflows and integrates with key tools to boost efficiency.

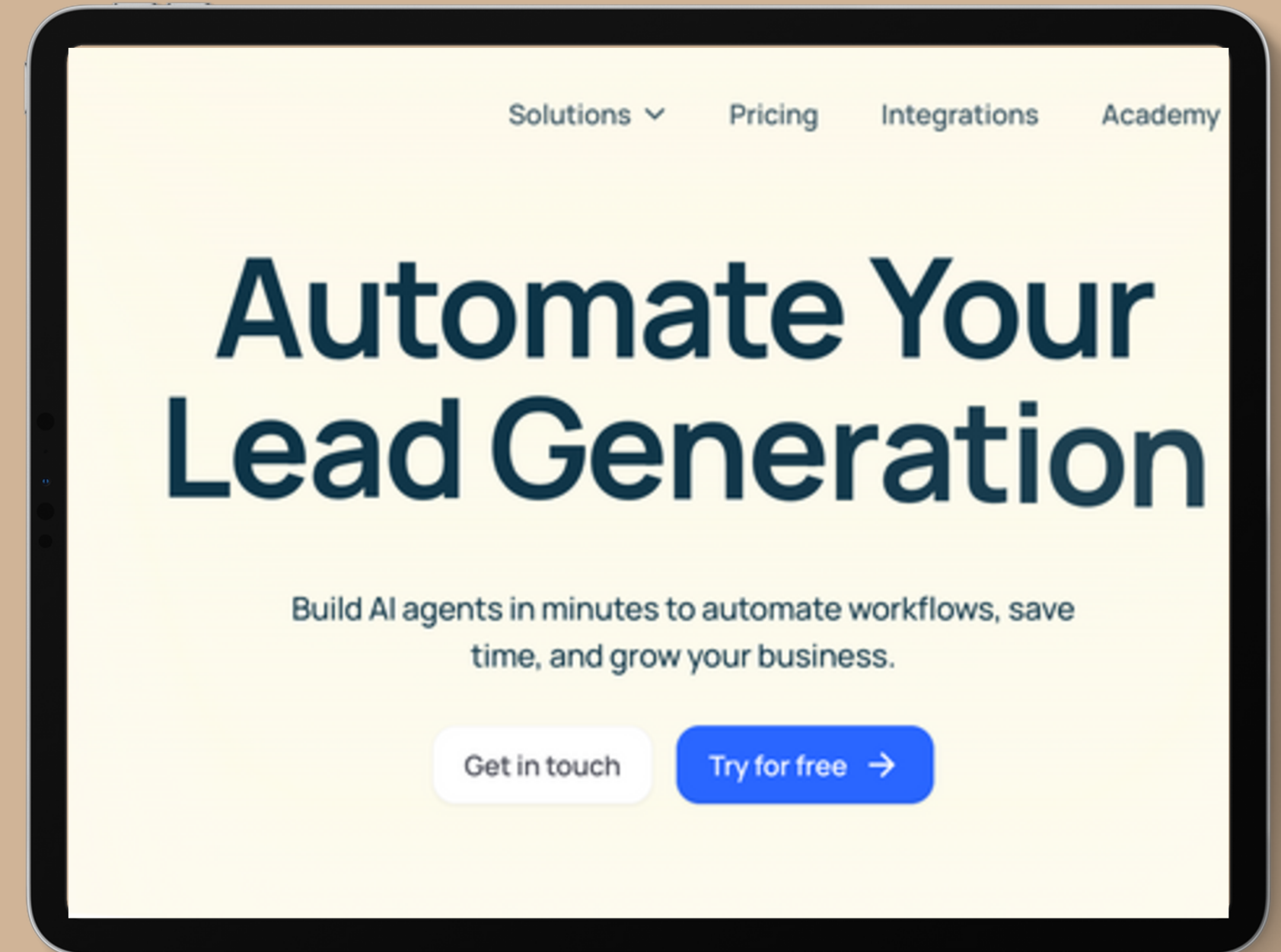
Features

- Automated Lead Sourcing: Compiles targeted lead lists from over 200 sources.
- Lead Enrichment & Qualification: Provides detailed profiles and prioritization based on conversion potential.
- Custom Outreach Campaigns: Crafts and sends personalized emails.
- Automated Follow-Ups: Maintains lead interest with consistent messaging.
- Seamless Scheduling: Coordinates schedules and proposes meeting times.
- CRM Integration: Automatically logs meeting details in CRM systems.
- Real-Time Sales Coaching: Offers live feedback during sales calls.
- Actionable Insights: Analyzes interactions to improve strategies.
- Task Automation: Automates data entry, follow-ups, and report generation.
- Integration with 3000+ Tools: Connects seamlessly with existing applications.



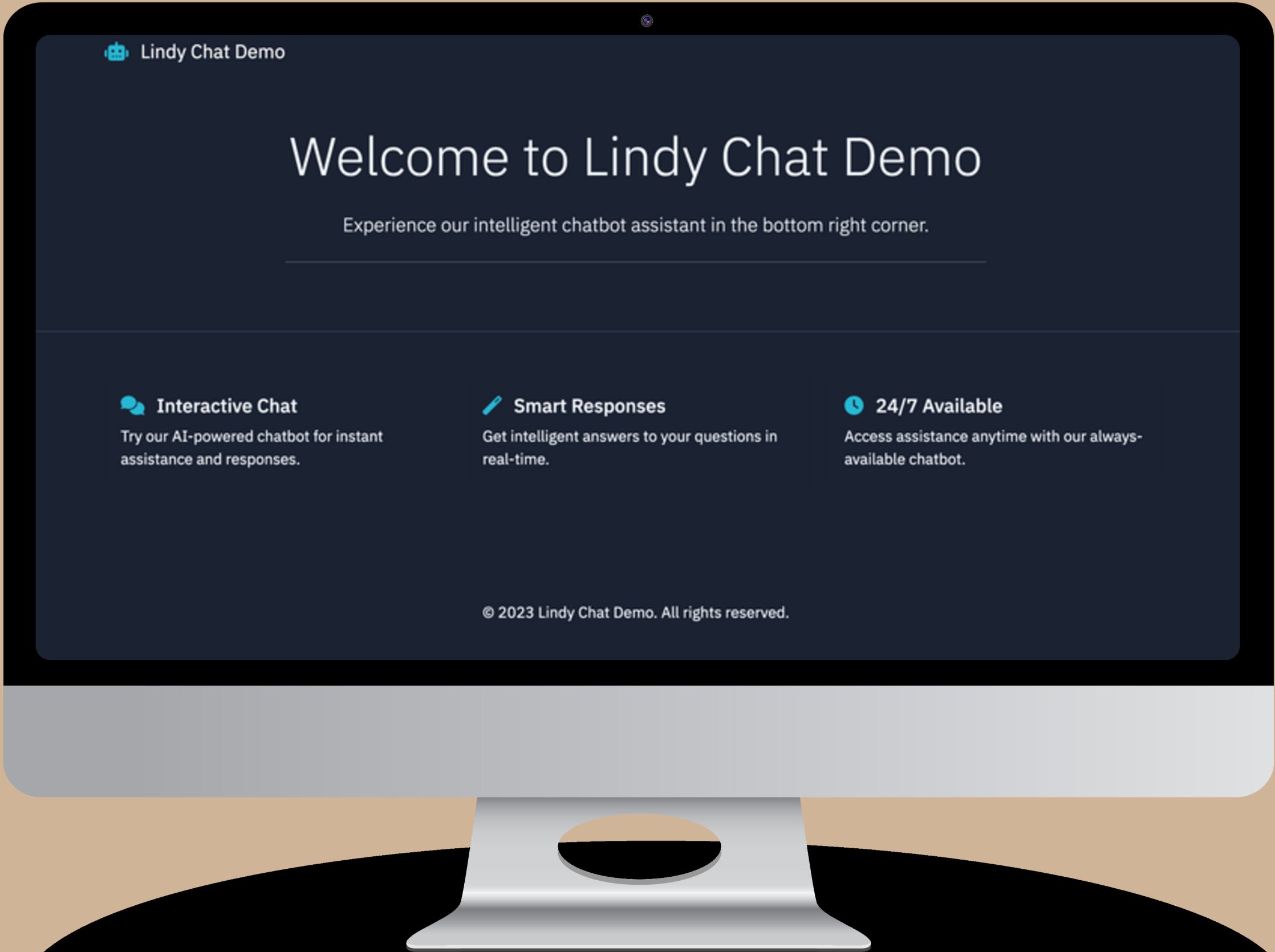
LINDY AI

Automation Mastermind



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WELCOME TO LINDY CHAT DEMO

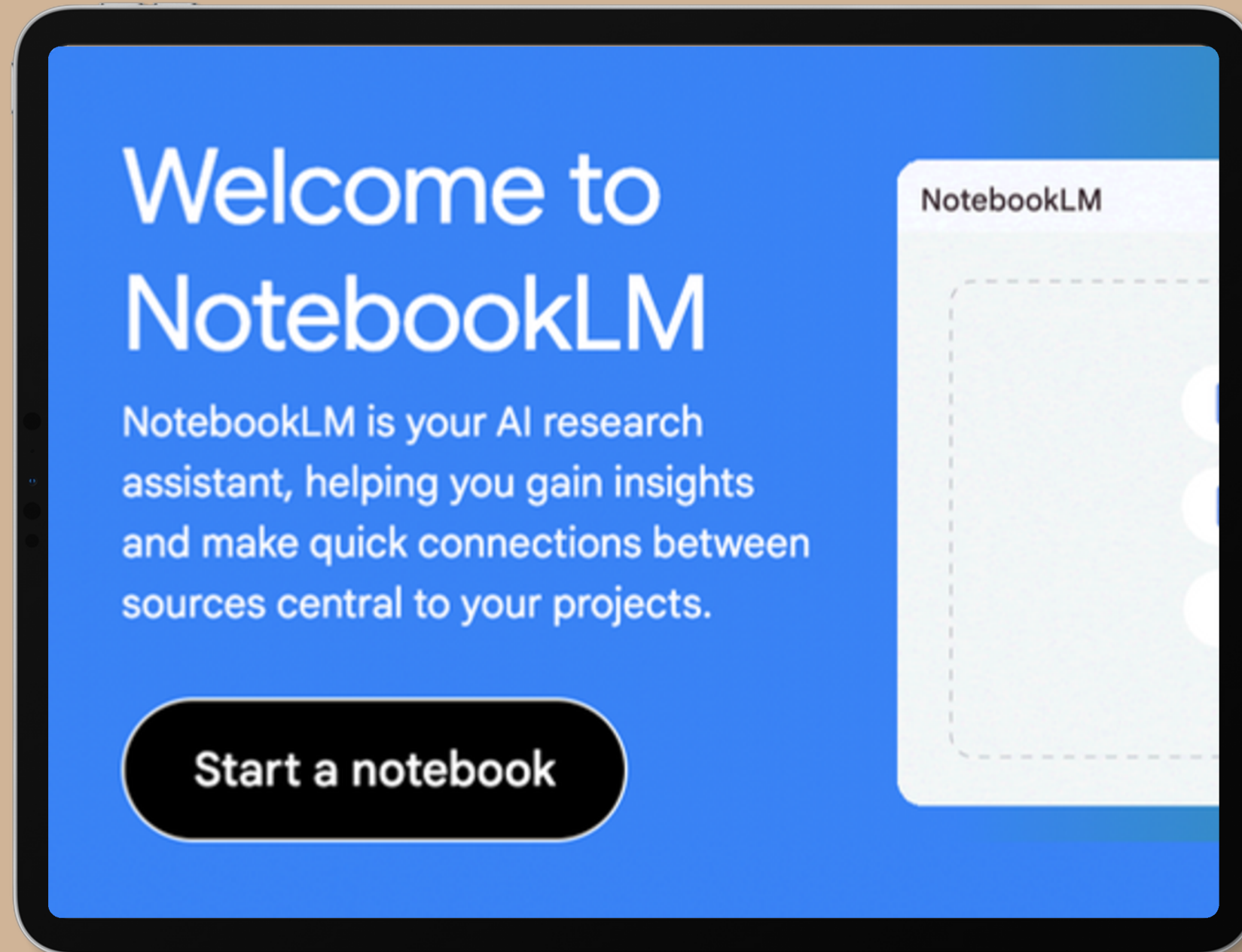


Experience our intelligent chatbot assistant in the bottom right corner.



NOTEBOOKLM

Manage Complex Information

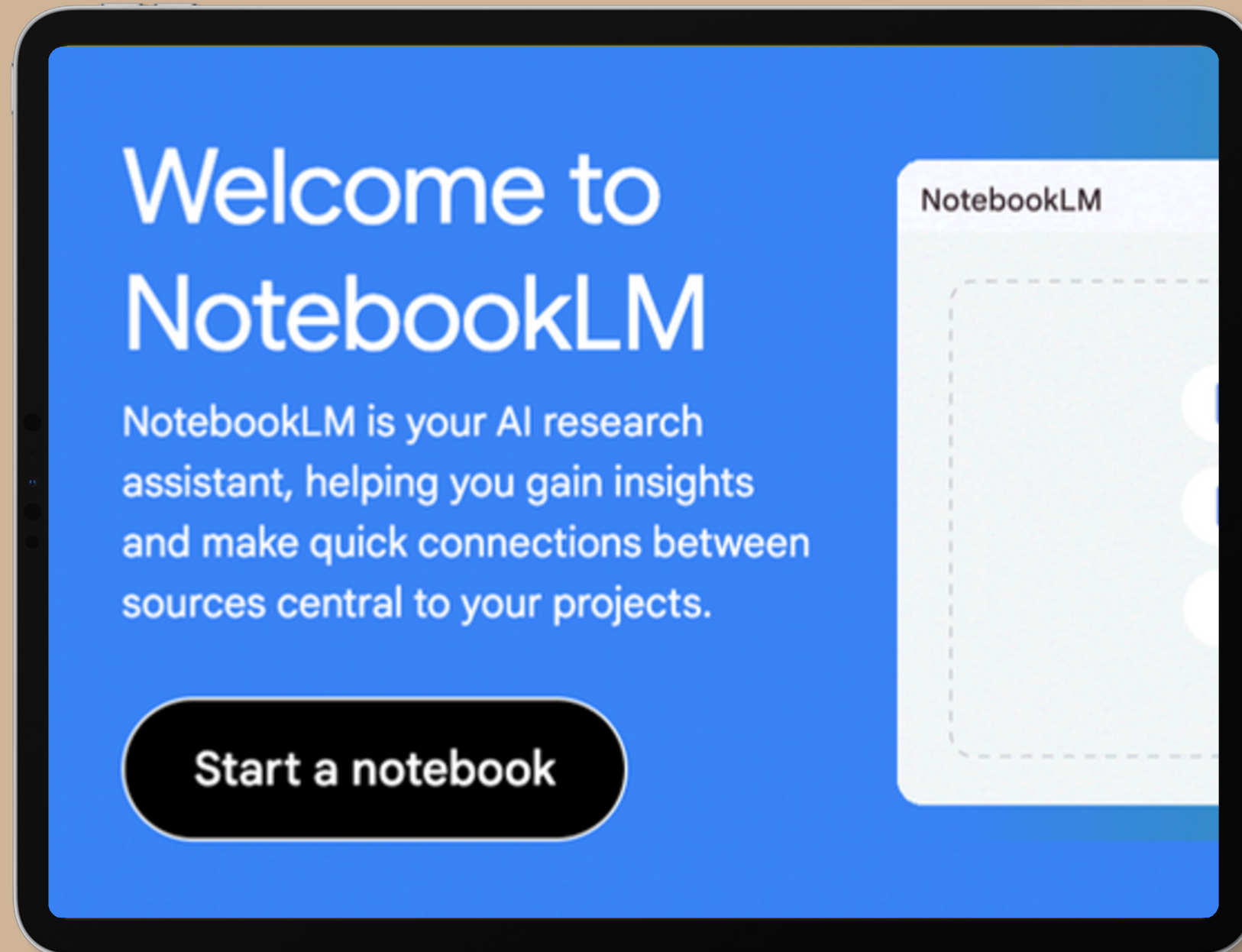


Features

- Fast summarization of uploaded documents
- Question-based interaction with content
- Podcast-style audio summaries
- AI-generated insights
- Multidocument analysis
- Personalized AI assistance
- Smart content generation
- Collaboration and sharing capabilities
- Source-grounding in specific Google Docs
- Automatic document guide generation
- Citation management

NOTEBOOKLM

Manage Complex Information



Benefits

- Time efficiency in processing large volumes of information
- Enhanced productivity for various tasks
- Better information retention through digestible summaries
- Personalized learning experience
- Streamlined research process
- Improved organization of complex information
- Faster access to key points in extensive documentation
- Reduced manual effort in note-taking and summarization
- Encourages critical thinking and deeper inquiry
- Makes studying more engaging and interactive
- Assists in brainstorming and generating new ideas
- Facilitates fact-checking with easy access to original sources

NOTEBOOKLM

Manage Complex Information



Welcome to NotebookLM

NotebookLM is your AI research assistant, helping you gain insights and make quick connections between sources central to your projects.

Start a notebook

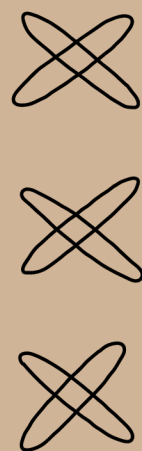
NotebookLM

PDF



What can you do with it?

- Email Marketing Analysis
- Sales Call Analysis
- Personal AI Coach
- Newsletter Curation
- Course to Podcast Conversion
- Sales Page Analysis
- Podcast Analysis
- Meta Ads Analysis
- Customer Feedback Analysis





Done-With-You Amazon Storefronts

How to create passive income



AI GENERATED



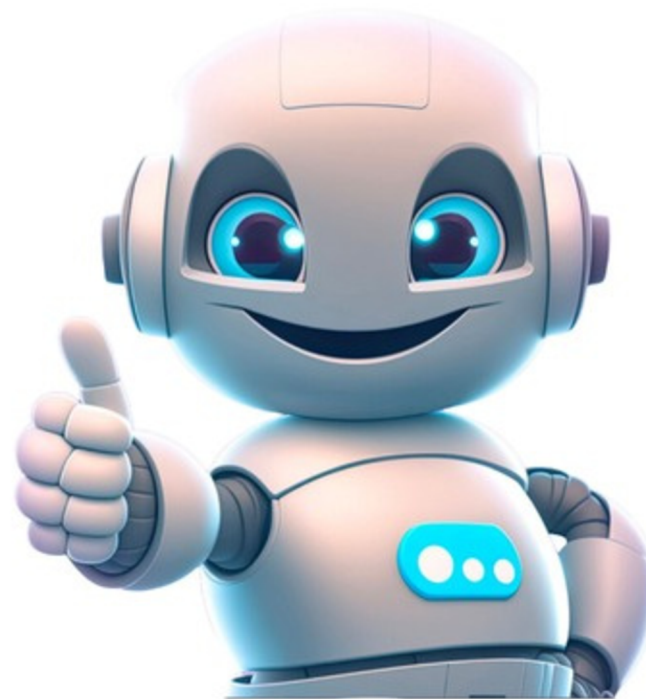
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AI BOTS

Why AI Bots are Important for Business

- 24/7 Availability
- Instant Customer Engagement
- Personalized Customer Experience
- Bridging Marketing and Sales
- Scalability
- Cost-Effective Customer Support
- Lead Qualification and Nurturing
- Seamless Integration

AI
MAGIC

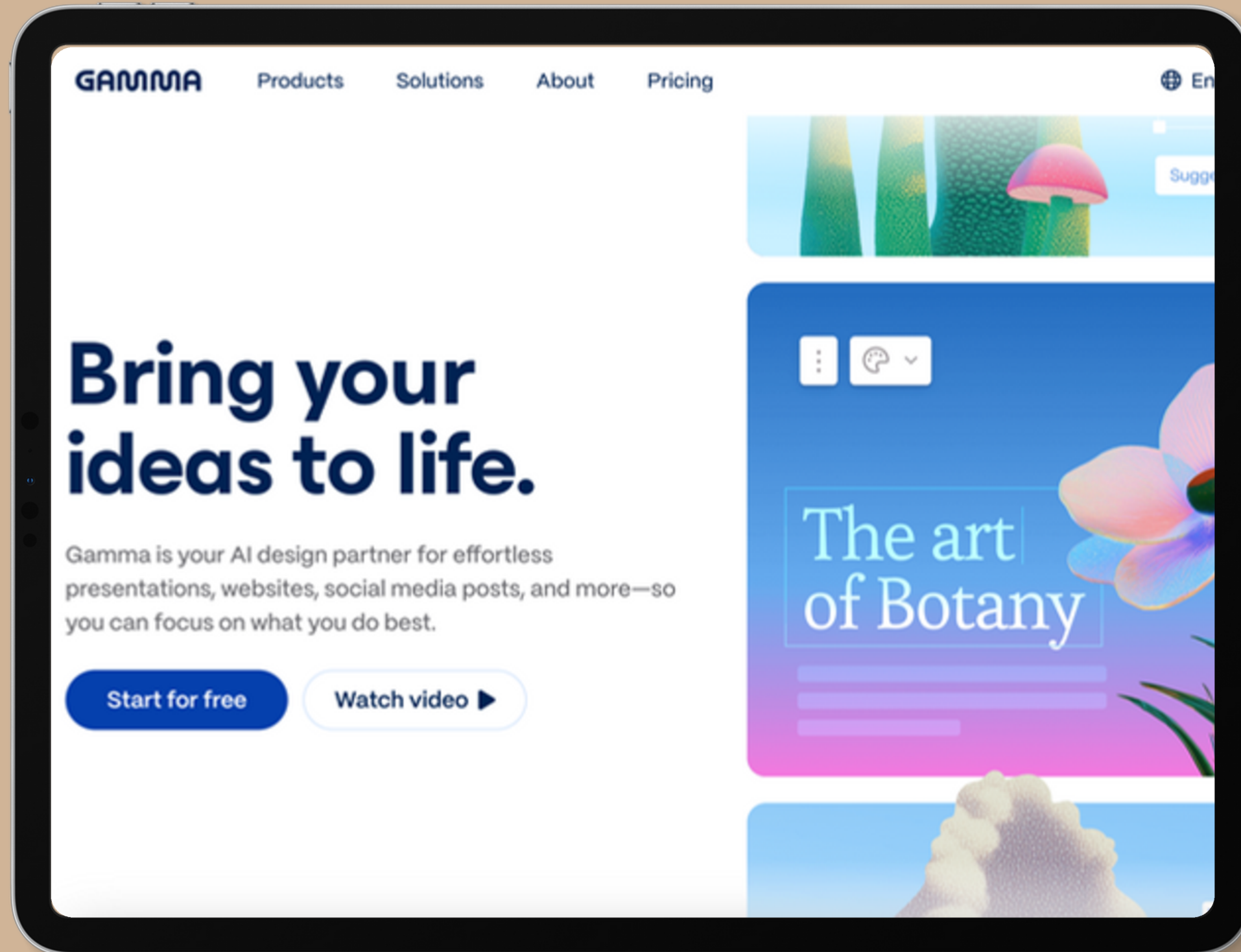


How AI Bots Help Businesses

- Improving Lead Generation
- Increasing Sales and Conversions
- Enhancing Customer Support
- Reducing Response Time
- Automating Repetitive Tasks
- Boosting Customer Retention
- Providing Actionable Insights
- Enhancing Online Shopping Experience
- Supporting Business Growth
- Optimizing Marketing Campaigns

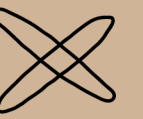
GAMMA AI

AI-Powered Content Generation



Benefits

- Time Efficiency
- Enhanced Collaboration
- Accessibility and Flexibility
- Data-Driven Insights



Features

- AI-Powered Content Generation
- Customizable Templates and Themes
- Built-In Analytics
- Multilingual Support
- Multiple Export Options





COPILOT AI

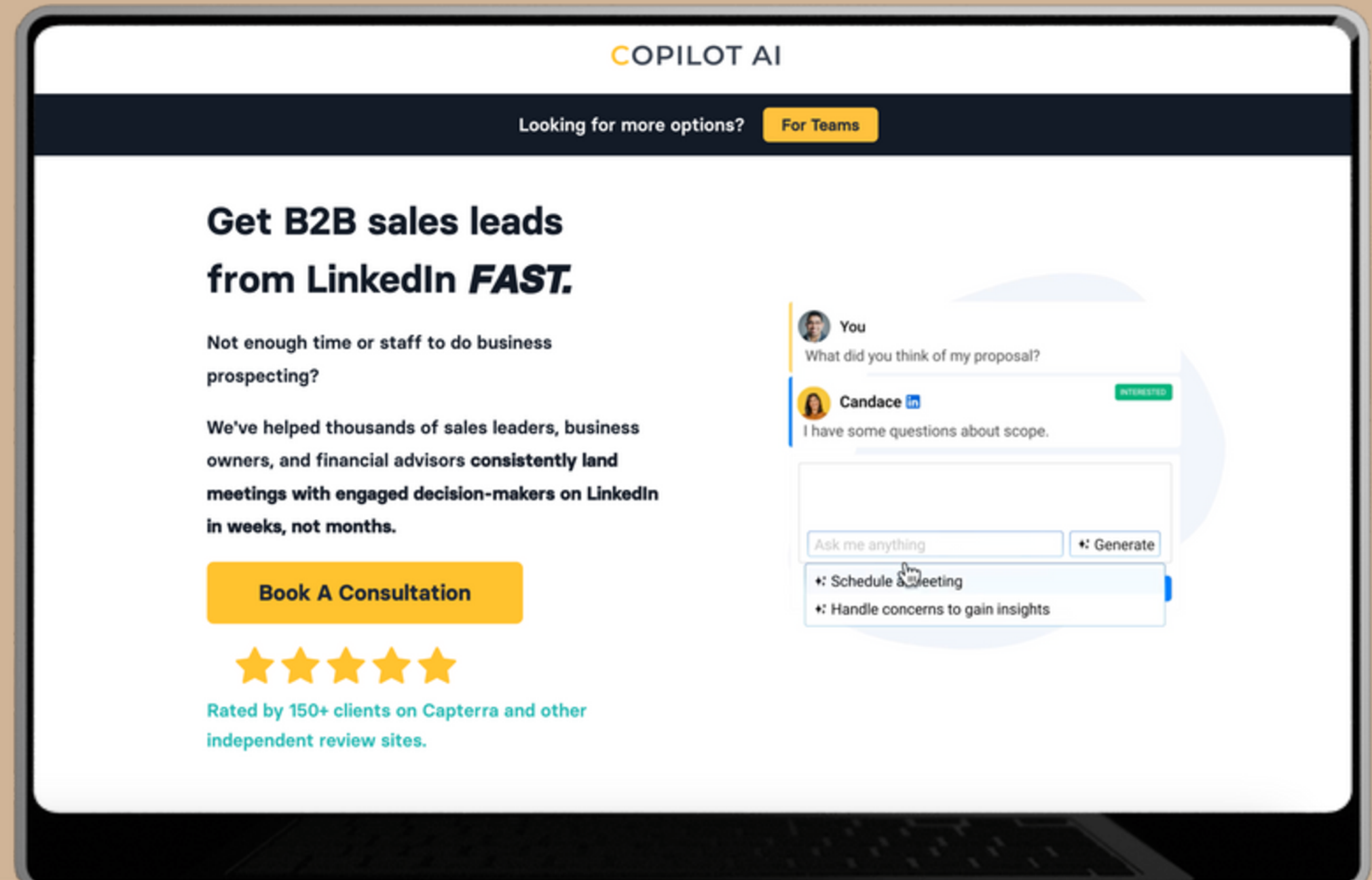
Automated Lead Generation

Features

- AI-Powered Lead Targeting
- Smart Reply Generation
- Automated Outreach Sequences
- Team Collaboration Tools

Benefits

- Scalable Lead Generation
- Time Efficiency
- Improved Team Productivity



DONOR IMPACT AI TOOL



Integration with CRM Systems

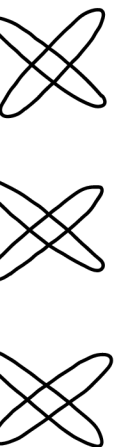
Features

- Predictive Donor Modeling
- Generative Content Creation
- Real-Time Portfolio Analysis
- Integration with CRM Systems

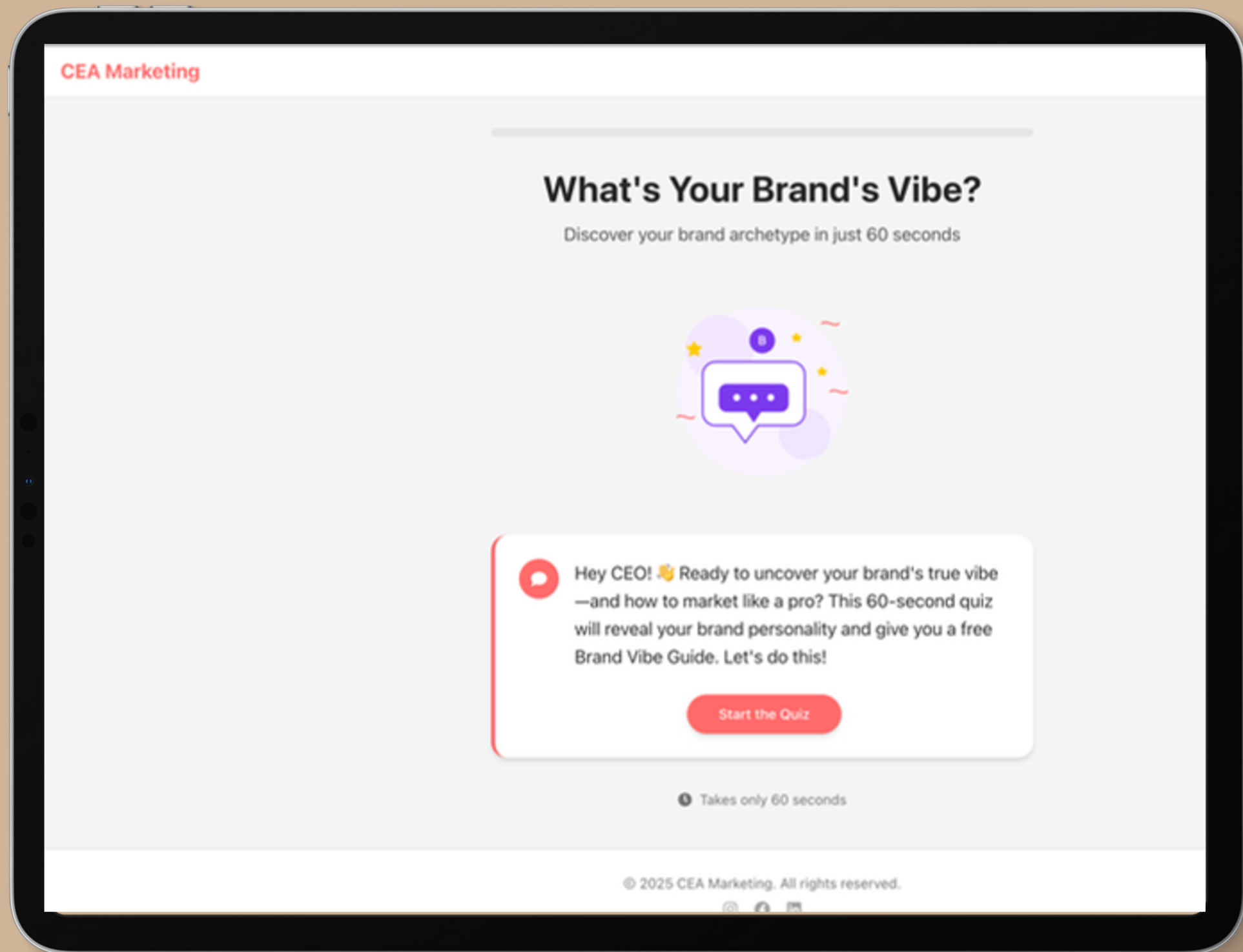
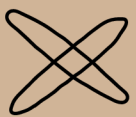
Benefits

- Enhanced Fundraising Efficiency
- Data-Driven Decision Making
- Scalable Outreach

The screenshot shows a login interface for 'IMPACT WRAPPED'. At the top is the logo, which consists of a blue gift box icon with a heart inside, followed by the text 'IMPACT WRAPPED'. Below the logo, the text 'Visualize Your Food Bank's Impact' and 'Login to your food bank account' is displayed. The login form includes two input fields: 'Username' with the placeholder text 'Enter your username' and 'Password' with the placeholder text 'Enter your password'. A blue 'Sign In' button is positioned below the password field. At the bottom of the form, there is a link that says 'Don't have an account? [Register](#)'. A copyright notice at the very bottom reads '© 2025 Impact Wrapped for Food Banks. All rights reserved.'

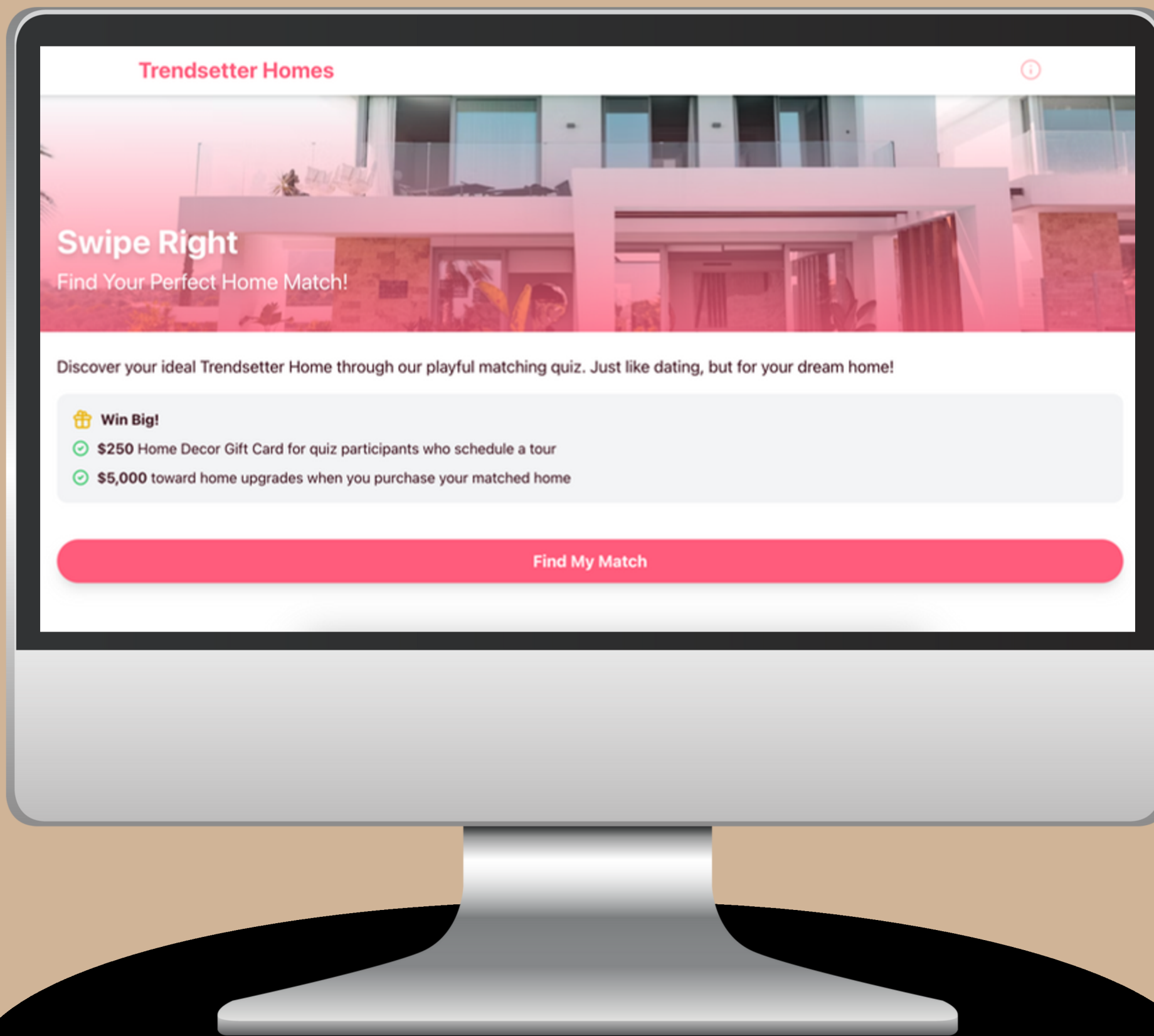


WHAT'S YOUR BRAND'S VIBE?

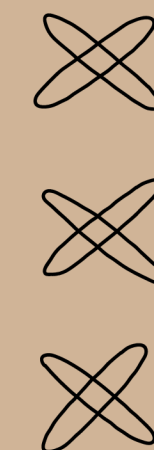


Hey CEO! 🙌 Ready to uncover your brand's true vibe—and how to market like a pro? This 60-second quiz will reveal your brand personality and give you a free Brand Vibe Guide. Let's do this!



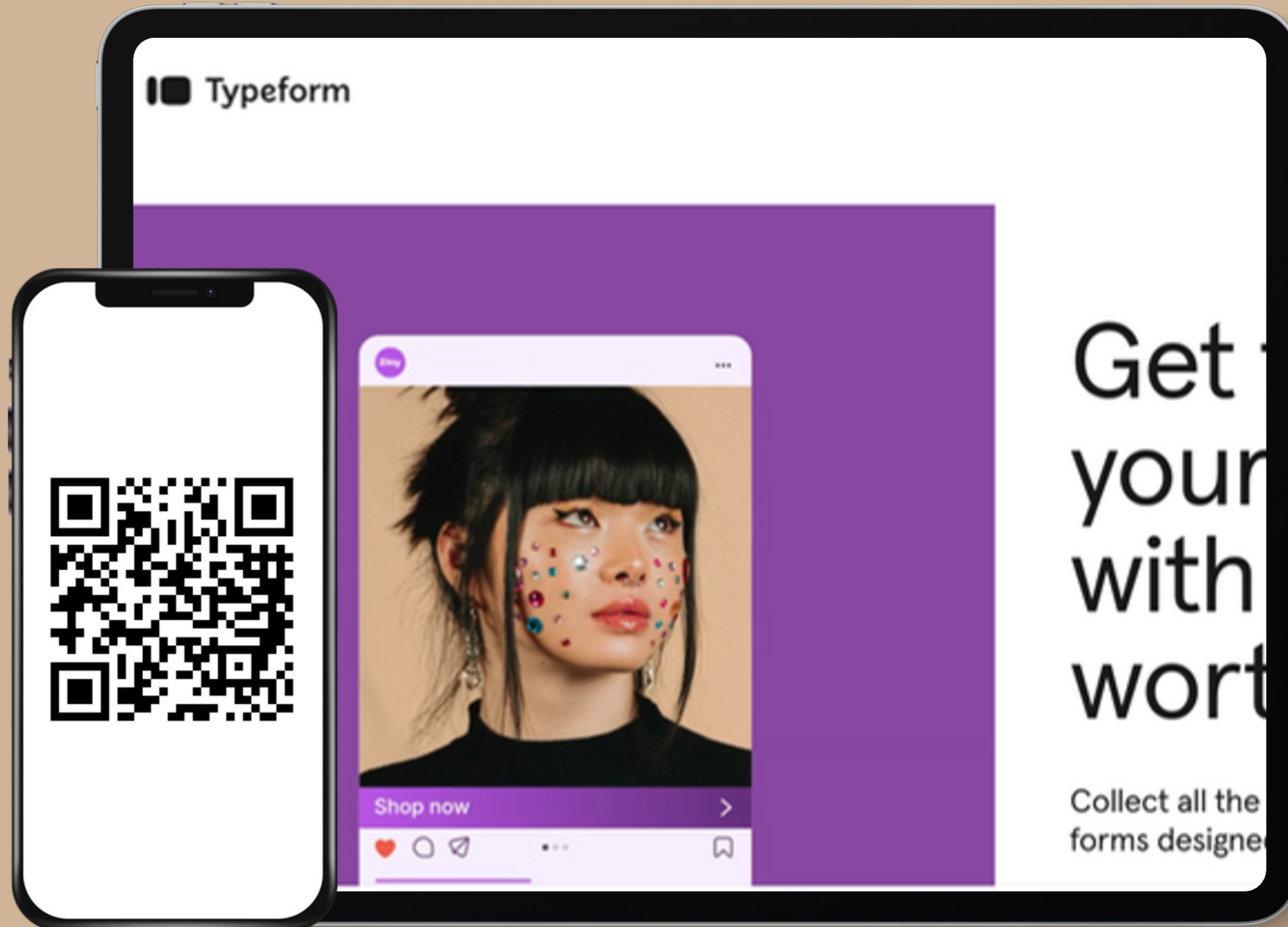


Discover your ideal
Trendsetter Home through our
playful matching quiz.
Just like dating, but for your
dream home!



TYPEFORM

Lead Generation & Surveys



Features

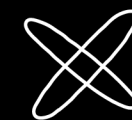
- Increased Engagement: Interactive forms lead to higher response rates.
- Better Data Collection: Gather qualitative and quantitative data to refine marketing strategies.
- Seamless Integration: Easily integrates with tools like Zapier, Mailchimp, and Google Sheets.

Benefits

- Increased Engagement: Interactive forms lead to higher response rates.
- Better Data Collection: Gather qualitative and quantitative data to refine marketing strategies.
- Seamless Integration: Easily integrates with tools like Zapier, Mailchimp, and Google Sheets.



STRUGGLING TO GET YOUR BUSINESS NOTICED?



Are you working hard, but your marketing feels scattered, ineffective, or just plain overwhelming?

Sound familiar?

- You're spending hours creating content that barely gets noticed.
- You've tried "all the things" but aren't seeing consistent results.
- You know you need a plan, but you have no idea where to start.
- You feel stuck, frustrated, and like marketing is just another full-time job.

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**IT'S NOT YOUR FAULT—MARKETING CAN
FEEL IMPOSSIBLE WHEN YOU'RE TRYING
TO JUGGLE EVERYTHING ALONE.**

BUT HERE'S THE GOOD NEWS:

**YOU DON'T NEED TO FIGURE
IT ALL OUT BY YOURSELF.**



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**KELLY
PRIMEAU**

UNLOCK YOUR AI ADVANTAGE

CONTACT INFO



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kellyprimeauconsulting.com



secondsolstudios.com

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Thank you

