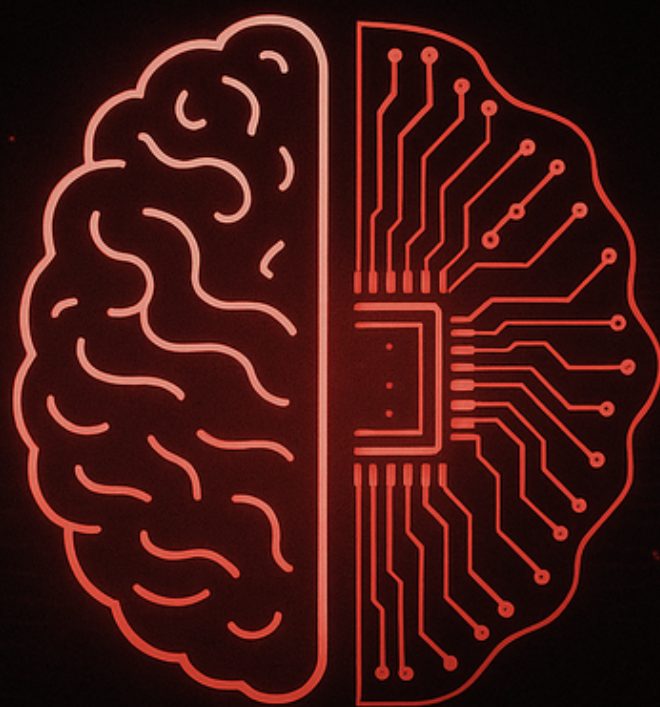


WINNING WITH AI

THE REAL-WORLD PLAYBOOK FOR
USING LARGE LANGUAGE MODELS
LIKE A PRO



**JAIVIEN
KENDRICK**

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Introduction

You guys know I had to do it eventually—my very first book. Well, eBook, but you get the point. I’ve been in the AI space for 3 years now, and AI isn’t just “the future” anymore; it’s here, sitting at your desk, ready to work faster, think sharper, and in some cases, outsmart you. **THIS IS A HUGE OPPORTUNITY!** The truth is, the money, the time, the creative energy you’ve been chasing? AI can help you get it... If you know which tool to use and when. This book is your cheat code. I’m breaking down the most powerful Large Language Models (LLMs) out right now—ChatGPT, Claude, Gemini, Grok, and more—and showing you exactly how to use each one to make your life easier, your business sharper, and your creativity unstoppable. 🚀

Chapter 1 — Understanding Large Language Models (LLMs)

Before we start talking about which AI to use, you've got to understand *what* you're actually working with. Think of this chapter as your AI 101 crash course without the tech jargon overload.

"My guy... what the heck is an LLM?" Think of a Large Language Model as a super-brain built on text. It's trained on ridiculous amounts of data—books, articles, websites, code, you name it—so it can understand, process, and *generate* human-like language. You type in a question, an idea, or even a messy thought, and it gives you a polished response.

If that sounds like magic, it's because in some ways, it is—but here's the reality check: It's not "thinking." It's predicting. Every word it gives you is the result of a probability game it plays in the background, figuring out what should come next based on everything it's learned.

Key Terms Without the Boring Lecture

- **Parameters:** Think of these like brain cells—more parameters, more capability. GPT-4, for example, had hundreds of billions.
- **Fine-tuning:** Training the model on a specific set of data so it can specialize—like making a general doctor into a heart surgeon.
- **Context window:** The model's short-term memory. Bigger window = it can remember and reference more of your conversation.
- **Multimodal:** Models that can handle more than just text. They can process images, audio, video, and more.

Closed-Source vs. Open-Source Models

I get this question ALOT as a consultant. “What the heck does open source mean?” Well, I also broke that down for you guys too.

Closed-source models (ChatGPT, Claude, Gemini, etc.)

- **Training & Updates:** Controlled entirely by the company. You don’t see the training data or architecture details.
- **Access:** Provided via a hosted API or platform, not direct access to the model weights.
- **Pros:** Polished output, guardrails for safety, usually better fine-tuning on broad tasks, often more reliable performance.
- **Cons:** You can’t modify the model’s core behavior, retrain it, or run it offline. (Yet....)

Open-source models (LLaMA, Mistral, Falcon, etc.)

- **Weights (the numbers inside an AI that decide how it turns your input into an answer, kind of like the secret recipe that makes the model work) :** Released publicly (sometimes with licensing restrictions). You can run them locally or on your own servers.
- **Customization:** You can fine-tune, retrain, and modify them for your specific use case.
- **Pros:** Flexible, potentially cheaper long-term, works offline, no API dependency.
- **Cons:** May require more technical skill to run well, fewer built-in safeguards, and quality varies depending on your setup.

Always remember: “Open-source” in AI isn’t always truly open — some “open” models (like LLaMA) have restrictive licenses, and not all weights are freely usable for commercial purposes.

Why This Matters to You

AI is built for the same job. Just like you wouldn't use a Ferrari to haul furniture, you don't want to pick the wrong AI for your task. Some are built for creativity, some for accuracy, some for speed. And if you match the right model to the right goal, you'll work faster, get better results, and honestly, feel like you've got a personal assistant who *gets* you.

If you're following me so far, you're ready for the fun part—meeting the big players. This is where we size them up, see what they're great at, and where they flop. And trust me, every one of them has strengths you can use to your advantage.

Chapter 2 — The Big Players

Imagine you're a young entrepreneur invited to an exclusive networking event—only 50 people get in each year, and you're one of them. Your mission? Talk to everyone. Learn what they do, what they like, and what they can't stand. This helps you figure out how to use your strengths to fill their gaps, creating something called value (which, in turn, gives you leverage 😊).

LLMs are like the people at this networking event. Some are polished and charming, some are brilliant but socially awkward, and some are just here to show off. The goal isn't to find the "best" one—it's to know *who's best for what*.

Here's my take on the heavy hitters, plus how to put them to work. And I even left a comparison chart for you on page 60 with a full side-by-side breakdown, so you won't have to memorize what's next!



ChatGPT

1. ChatGPT (OpenAI)

If AI had a celebrity face, this would be it. Everyone's heard of ChatGPT, and for good reason—it's reliable, it's polished, and it's got range.

Why I Use It: When I need clean, well-structured writing or quick brainstorming, ChatGPT (especially the newly released GPT-5) is my go-to. It's like that one friend who can explain rocket science in a way your grandma understands.

Best For:

- Business writing (emails, proposals, reports)
- Content ideas & drafts
- Learning something new without drowning in jargon
- Coding help for beginners to intermediate

Watch Out For: It can sound *too* confident—like the friend who swears they know the answer and ends up wrong. Always double-check any of the facts. And to my students...PLEASE don't just copy and paste!

Pro Tip: Use the "Custom Instructions" feature to train it on your preferences so it starts sounding like *you*. I've got mine trained to know my tone—casual but sharp, with the occasional emoji.



2. Claude (Anthropic)

Claude is like the thoughtful, deep thinker of the group. Less hype, more “let’s slow down and do this right.”

Why I Use It: When I’m working on long, complex projects—like reviewing contracts, analyzing documents, or writing something that needs nuance—Claude is unmatched. Its longer memory means it can handle big files without losing track.

Best For:

- Digesting and summarizing long documents
- Detailed research with multiple sources
- Writing that requires emotional intelligence or tact
- Creative brainstorming that stays grounded

Watch Out For: Claude can be a little *too* careful. Sometimes you need speed over perfection, and this isn’t the AI for those moments.

Pro Tip: If you’re working on something sensitive—legal, HR, or personal—Claude’s safety features actually work in your favor.



3. Gemini (Google DeepMind)

Gemini is like the kid in school who was good at *everything* and made you wonder if they ever slept. It's multimodal from the jump—text, images, and even video with Google VEO 3 taking the world by storm.

Why I Use It: When I want tight integration with Google tools (Docs, Sheets, Gmail) or quick fact-checking that's connected to the web, Gemini shines.

Best For:

- Real-time research with up-to-date info
- Projects tied to Google Workspace
- Image + text tasks in the same workflow

Watch Out For: Still feels like it's trying to find its personality. Sometimes responses are great, sometimes they're stiff.

Pro Tip: If you live in Google's ecosystem, Gemini can feel like a native extension of your workflow instead of an extra step.



4. Grok (xAI)

Elon Musk's contribution to the AI world—naturally, it's a bit of a wildcard. Grok is built to have personality, wit, and *opinions*.

Why I Use It: When I want responses with attitude or I'm brainstorming ideas that don't need to be "corporate safe," Grok can spark creativity.

Best For:

- Social media content with personality
- Thinking outside the box
- Getting an alternative take to balance ChatGPT's polished tone

Watch Out For: Not the best choice for deep, fact-heavy research. Grok's more of a conversation partner than a precision instrument.

Pro Tip: If you get stuck in "safe mode" creativity with other AIs, let Grok take the wheel—trust me...you'll get bolder ideas.



Mistral AI

5. Mistral (Open-Source)

Mistral isn't as famous as the others, but in the open-source world, it's a powerhouse. Light, fast, and easy to run on your own hardware.

Why I Use It: When I want full control, no subscriptions, and privacy. You can fine-tune it for niche tasks without begging a big tech company for permission.

Best For:

- Running AI locally for privacy
- Niche use cases where you want customization
- Cost-saving if you have the hardware

Watch Out For: Takes more setup and technical know-how. It's not "click and go" like ChatGPT.

Pro Tip: If you're a business owner who doesn't want client data leaving your system, Mistral (or other open-source models) are worth exploring.

6. LLaMA (Meta)

Meta's open-source baby. Designed to compete with the big names while giving developers a playground to experiment.

Why I Use It: Testing out new features, exploring the bleeding edge of AI without waiting for official updates.

Best For:

- Developers & AI tinkerers
- Integrating AI into custom tools
- Experimenting with fine-tuning

Watch Out For: Still in rapid development, so expect bugs and quirks.

Pro Tip: Follow the open-source community around LLaMA—some of the best features come from independent developers, not Meta itself.

My Personal Take

The real cheat code is *stacking* these models. I'll start an idea in Grok for creative spark, refine it in ChatGPT, fact-check in Gemini, and run long-form edits through Claude. That's how you get the best of each world without forcing one tool to do everything. If you're serious about using AI to level up your life or business, the next chapter is where I show you **how to pick the right model for the right job every single time**—so you're *winning* with AI, and not just using it like everyone else.

Chapter 3 — How to Choose the Right LLM

Picking an AI model is a lot like picking the right teammate. You wouldn't ask your accountant to design your website, and you wouldn't hire your graphic designer to do your taxes. Same rules here.

If you match the *right* LLM to the *right* task, you'll save hours, dodge frustration, and get results that make you wonder how you ever worked without it.

The 3 Big Questions You Need to Ask

Before you even open an AI chat window, ask yourself:

1. **What's my goal?** Is it speed? Accuracy? Creativity? Long-form analysis?
2. **How sensitive is the data?** Are you working on something that requires privacy, like legal or financial documents?
3. **Do I need it once, or will I be doing this often?** Some models shine for one-off tasks, others are worth building into your daily workflow.

Quick Reference Playbook



If your goal is...

- **Fast answers & polished writing** → **ChatGPT** Great for emails, proposals, idea generation, and clean copy.
- **Long, nuanced thinking** → **Claude** Perfect for big documents, research, and anything that needs emotional intelligence.
- **Real-time info & Google integration** → **Gemini** Great for pulling in the latest data, plus working inside Docs, Sheets, and Gmail.
- **Creative ideas with personality** → **Grok** Use it when you need to break out of “corporate safe” thinking.
- **Full control & privacy** → **Mistral** or **LLaMA** Run them locally, customize them, and keep all data in-house.

Real-World Example: My AI Stack in Action

When I'm creating my content for the week, here's how I'll run it:

1. **Grok** → Idea storm with personality.
2. **ChatGPT** → Turn raw ideas into a structured outline.
3. **Claude** → Deep review, refine tone, and catch blind spots.
4. **Gemini** → Pull the latest market stats and verify claims.

That's a four-model pass that takes me from feeling overwhelmed and ready to throw my keyboard to polished, fact-checked, and ready to record in under two hours.

Pro Tips for Choosing Fast

- **Don't marry one model**—switch between them depending on the task.
- **Use bookmarks** for different models so you can jump in without searching.
- **Create “prompt templates”** for repeated tasks so you can paste and go. (You can use my very own website, which I built, where you can store your prompts to come back to, and I even give you the ones I am always using. Go to mypromptlibrary.com 😊)
- **Stack strengths**—start with creativity, finish with accuracy.

The next chapter is where we'll dig into **Power Use Cases & Workflows**. These are some real, repeatable ways to put these models to work for business, creativity, education, and more. I'll show you how to set them up so you're not wasting time asking, *“What should I use this for?”*

Chapter 4 — Power Use Cases & Workflows

Knowing *what* AI can do is nice. But knowing *how* to make it work for you? That's where the real ROI (Return on Investment for my non-business folks) is.

So, make sure you bookmark this page because this chapter is your cheat sheet. Real workflows I use (or have tested) that you can plug into your life, business, or side hustle right now.

1. Writing & Content Creation

Goal: Create high-quality written content in a fraction of the time.

My Go-To Stack:

- **Grok** for raw, edgy brainstorming
- **ChatGPT** for structure and polish
- **Claude** for flow, depth, and final review

Workflow Example:

1. **Grok** → “Give me 10 bold content angles for [topic]. Make them fresh, a little controversial, and highly shareable.”
2. **ChatGPT** → “Take idea #3 and draft a LinkedIn post that sounds [your tone].”
3. **Claude** → “Review this for clarity and impact. Suggest improvements without losing personality.”

Pro Tip: Save your best prompts in a doc—you’ll recycle them more than you think.

2. Business & Marketing

Goal: Create a campaign that sells without feeling forced.

My Go-To Stack:

- **Gemini** for market research
- **ChatGPT** for copywriting
- **Claude** for personalization & tone

Workflow Example:

1. **Gemini** → “Find the top 3 pain points for [target audience] in [industry] based on 2024 trends.”
2. **ChatGPT** → “Write a 3-email sequence addressing these pain points and offering [product/service] as the solution.”
3. **Claude** → “Refine for warmth and credibility. Remove pushy language, add more trust builders.”

Pro Tip: Always fact-check Gemini’s research before you publish—it’s fast, but it’s not perfect.

3. Coding & Debugging

Goal: Build or fix code without spending hours in forums.

My Go-To Stack:

- **ChatGPT (GPT-5)** for explanations & code generation
- **Claude** for large codebase understanding

Workflow Example:

1. **ChatGPT** → “Write a Python script that [task]. Explain the code in simple terms as if I’m new.”
2. **Claude** → Paste large chunks of your existing code and ask, “Spot any bugs or inefficiencies?”

Pro Tip: Always run AI-generated code in a test environment before going live.

4. Research & Data Analysis

Goal: Digest huge amounts of info without losing the details.

My Go-To Stack:

- **Claude** for document summarization
- **Gemini** for fact-checking & real-time updates

Workflow Example:

1. **Claude** → “Summarize this 60-page PDF into a 1-page executive brief. Highlight only what’s actionable.”
2. **Gemini** → “Find the most recent stats and studies to validate these points.”

Pro Tip: Use this for client prep—it makes you sound like you read *everything*, even if you skimmed.

5. Customer Service Automation

Goal: Automate responses without sounding like a robot.

My Go-To Stack:

- **ChatGPT** for tone & scripting
- **Mistral** for private on-premise deployment

Workflow Example:

1. **ChatGPT** → “Write 15 empathetic responses for [common customer issue].”
2. **Mistral** → Train on your company’s past support tickets so it can auto-reply within brand tone.

Pro Tip: Always review first—automation should *assist*, not replace, human judgment.

6. Education & Tutoring

Goal: Learn faster, teach better.

My Go-To Stack:

- **Claude** for breaking down complex topics
- **ChatGPT** for practice quizzes & examples

Workflow Example:

1. **Claude** → “Explain [topic] as if I’m 10 years old, then as if I’m a college student.”
2. **ChatGPT** → “Create a 10-question quiz with answers to test my understanding.”

Pro Tip: Pair with flashcard apps—AI can generate hundreds of Q&A cards in minutes.

7. Creative Brainstorming

Goal: Get unstuck on any project.

My Go-To Stack:

- **Grok** for wild ideas
- **ChatGPT** for refining and connecting them

Workflow Example:

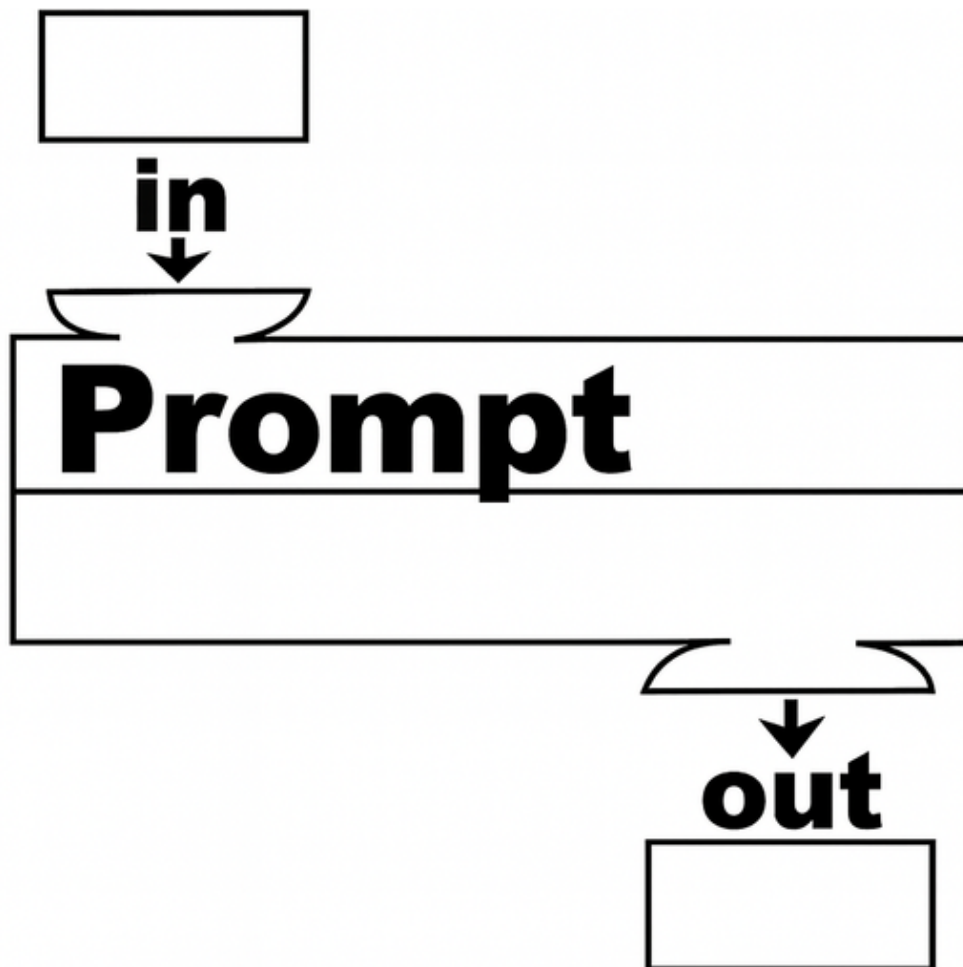
1. **Grok** → “Pitch me 15 unusual ideas for a [type of project] that would stand out in 2025.”
2. **ChatGPT** → “Turn ideas #5, #7, and #10 into actionable plans.”

Pro Tip: Don’t judge ideas too early—some of the weirdest ones end up being the most memorable.

Chapter 5 — Maximizing Output Quality

The difference between average AI results and *game-changing* ones is all in HOW YOU PROMPT! I'm sorry, I promise I'm not yelling at you. I just need you to understand how important it is. In my experience as a consultant (being one since Chat GPT came out and I was teaching my fellow HBCU students how to write their papers with Chat), A LOT of people do not know how to prompt AI properly.

Remember the networking event example I mentioned earlier? How LLM's are LLMs like the different people at the networking event? You're not just going to go to these people and say, "Hi. I'm new to this. What do you do? How much money do you make?". They're going to look at you like everyone looks at Huda (haha, 2025 Love Island joke. If you know, you know). Nooo, you'd walk up to them, introduce yourself, maybe give them a compliment about their outfit or hair, tell them what you do and that oyr new to this, and proceed to ask them questions. Think of it as the same when prompting AI. Another great example I use when talking to my clients is this one:



Remember this little guy? Our friendly in-and-out machine that we use to use back in preschool when learning math. Whatever you got out depended on what you put in. It's the same in this case; it's just that instead of the machine being some type of equation rule, it's AI. That's prompt engineering in a nutshell.

1. Master the Prompt Formula

When you talk to an LLM, you're not just asking questions—you're giving it a blueprint. Here's my go-to formula:

**[Role] + [Context] + [Task] + [Constraints]
+ [Example]**

1. [Role]

Who or what you want the AI to “be” for this task._This sets the tone, perspective, and expertise level the AI should take on.

Example: “*You’re an experienced business strategist.*”

💡 *Why it matters:* Telling the AI its role helps it respond in the style, depth, and expertise you expect.

2. [Context]

Background information the AI needs to understand the situation. This gives the AI the “setting” so it knows the scenario it’s solving for.

Example: “*You’ve been hired by a small marketing agency struggling to get clients.*”

💡 *Why it matters:* Without context, the AI will give generic advice. With context, it tailors the output.

3. [Task]

What you want the AI to actually do. This is the action or deliverable you're asking for.

Example: "*Create a 3-month client acquisition plan.*"

💡 *Why it matters:* This directs the AI toward the specific goal instead of wandering.

4. [Constraints]

Limits, rules, or specific conditions the answer must follow. This keeps the AI's response relevant, realistic, and within scope.

Example: *"That costs less than \$500/month, uses organic methods, and includes weekly actions."*

💡 *Why it matters:* Constraints push the AI to think creatively within boundaries, just like in real life.

5. [Example]

A sample, illustration, or model you want included in the answer. This shows the AI the format or style you'd like it to follow.

Example: "*Show an example for week one.*"

💡 *Why it matters:* Examples clarify expectations and help the AI deliver something you can use right away.

Example for ChatGPT:

[Role] *"You're an experienced business strategist."*

[Context] *"You've been hired by a small marketing agency struggling to get clients."*

[Task] *"Create a 3-month client acquisition plan."*

[Constraints] *"That costs less than \$500/month, uses organic methods, and includes weekly actions."*

[Example] *"Show an example for week one."*

2. Use System Prompts

Now this does apply more to when you're building automations and your own LLM's but I still wanted to touch on it. System prompts are like the *rules of engagement*. They tell the model who it is and how to behave before it even sees your main question. For my regular everyday users, a system prompt is the same as the Context section when you're prompting Chat GPT, Gemini, Claude, etc.

Example for Claude:

"You are my business mentor. You will give direct, no-fluff advice. If you don't know the answer, admit it. Always suggest one practical next step."

Why this works: It sets the tone and boundaries so you get consistent, on-brand results.

3. Chain Your Prompts

Don't try to get everything in one shot—break the job into steps.

Example for content creation:

1. **Ask Grok** → “Give me 10 bold, attention-grabbing headlines for a LinkedIn post about AI in education.”
2. **Feed the best one into ChatGPT** → “Write a 200-word post based on this headline, in my tone.”
3. **Send to Claude** → “Review and punch up for emotional impact.”

Why this works: You get the best of each model's strengths without overloading one of them.

4. Force Examples

LLMs are great at theory—but examples make them practical. Always ask:

“Show me an example” or “Give me 3 sample outputs.”

Example for Gemini:

“List 5 free tools for market research in 2025, and for each, give me a one-sentence description and a real-world use case.”

5. Specify the Output Format

Don't leave formatting to chance. If you want a table, ask for a table. If you want bullet points, say so.

Example for Mistral:

"Give me 10 social media post ideas for a fitness coach. Put them in a table with columns for hook, main content idea, and CTA."

6. Give Feedback Mid-Conversation

Treat the AI like an intern—you have to guide it. If it's going off track, say:

"That's not quite the tone I want. Make it more conversational and less corporate."

Why this works: Models adapt in real time, so you don't waste a new prompt starting from scratch.

7. Use My “Personality Injection” Hack

If you want your tone (or your brand’s tone) to stick, add a short bio of your style into the prompt.

Example for my tone:

“Write in a confident, conversational voice that blends professionalism with humor. Use occasional emojis, rhetorical questions, and motivational language. Avoid corporate jargon and keep sentences varied in length.”

After a few uses, it’ll start to sound like *you* without you repeating it every time.

8. When in Doubt, Iterate

Never settle for the first draft. Ask:

- “Make this punchier.”
- “Give me 3 alternative versions.”
- “Expand this section to include more actionable steps.”

The magic is in refinement.

💡 **Bottom line:** You’re the creative director, not the audience. The AI is your production team. The more clearly you lead, the more consistently you win.

Chapter 6 — The Future of LLMs

As we all know, AI isn't slowing down. It's not waiting for us to "catch up." Every month, something drops that makes the last big breakthrough feel like old news. If you want to win in this game, you've got to stop thinking of AI as a tool that's "done" and start seeing it as an evolving teammate.

So, where are we headed? Let's talk trends, opportunities, and a few realities people aren't ready for yet.

Multimodal Everything

We're moving past "just text." The future of LLMs is **multimodal**, meaning they can read, write, see, hear, and eventually *do* in a single conversation.

Imagine uploading a PDF, a picture, and a voice note into the same chat, then saying:

"Summarize this document, use the photo to create a social media graphic, and narrate it in my voice."

This isn't sci-fi anymore. Models like Gemini, GPT-5, and others are already pushing into this territory.

Opportunity for You: Learn to design workflows that mix media. If you can master text + image + audio tasks now, you'll be ahead of 90% of people when it becomes standard.

Smaller, Smarter Models

Right now, the biggest models get the headlines. But the future is about **efficiency**, not just size. Smaller models (think Mistral, Phi, and future LLaMA updates) will run locally on your laptop or even your phone—fast, private, and without internet access.

Why This Matters:

- No subscription fees
- Complete control over your data
- AI in your pocket, even offline

Opportunity for You: Start exploring lightweight, open-source models so you're ready when personal AI becomes as common as a calculator app.

3. AI That Knows *You*

Right now, every chat starts with you explaining yourself —your goals, your tone, your preferences. Soon, AI will remember all of that across every platform.

Think: an LLM that knows your business KPIs, your writing style, your calendar, your favorite ways to brainstorm, and can act before you even ask.

Opportunity for You: Build a “personal AI profile” now. Create docs with your style guides, workflows, and business info so you can drop them into any future model instantly.

4. Ethical & Privacy Battles

AI is only as ethical as the people controlling it. We're already seeing fights over deepfakes, copyright, and bias. The models you choose will eventually be as much about **values** as about features.

Opportunity for You: Pay attention to data policies and the companies behind the tools you use. If you're building with AI, have your own transparency practices ready—you'll win trust faster.

5. AI That's a Doer, Not Just a Talker

Right now, most LLMs tell you what to do. Soon, they'll just do it.

We are already seeing OpenAI do this with ChatGPT and its new **agent-based AI mode**. A tool that can open apps, move files, send emails, update spreadsheets, and run entire processes without your hands on the keyboard.

Opportunity for You: Learn to delegate to AI like you would to an assistant. If you can design a step-by-step process, you can teach an AI agent to handle it.

6. The Merge of AI & Everyday Life

We're about to hit the point where AI is invisible, built into everything. Your car, your fridge, your glasses, even your workout equipment will have AI quietly running in the background.

Opportunity for You: Don't just learn the tools, learn the concepts. Tools will change. The core skills of prompt design, process thinking, and creative application will always transfer.

💡 **Final Word on the Future:** You don't need to predict *exactly* where AI will land—you just need to stay ready to adapt. The winners in the AI era will be the ones who know how to pivot, experiment, and combine tools creatively.

Closing

As much as I believe in AI's potential, I also believe the next 10–15 years will be unlike anything we've seen. The world will change completely—robots on the streets, many jobs replaced, and maybe even a universal basic income where everyone gets paid to live. In that world, the most valuable currency won't be money—it'll be human connection. Some people will run toward technology, others will run back to each other, like life before smartphones. Picture something between real life and Cyberpunk. Sounds wild? If you're reading this a decade from now, tell me how close I was.

I hope this ebook has helped you see what's coming and what's possible. People say, "I wish I invested in Apple before Apple" or "I wish I bought into Microsoft early." This time, the investment isn't in a company—it's in yourself. Those who ignore AI now will say the same thing in 20 years: *I wish*. By reading this far, you've already taken the first step toward *I did*. Keep learning, keep experimenting, and never let your own beliefs be the ceiling. The goal isn't to look back and wonder what could've been—it's to look back and know you made it happen.

Appendices

Appendix A — Prompt Templates You Can Steal & Use Today

1. Content Creation Prompt

You are a professional content strategist. Produce a [format: blog post | LinkedIn post | video script] on [topic] for [target audience]. Use a [tone: conversational | professional | motivational] style.

- Deliver exactly **3 actionable key takeaways**.
- End with a **clear, compelling call-to-action** tailored to the audience.
- Ensure content is original, engaging, and easy to scan.

2. Business Strategy Prompt

*You are a senior business growth consultant. Develop a **90-day strategic growth plan** for a [type of business] currently earning [\$X/month].*

- Break down into **weekly action steps**.
- Emphasize **low-cost, high-ROI marketing tactics**.
- Define **specific KPIs** with measurable targets for each stage.
- Include a short **risk assessment** with mitigation strategies.

3. Learning Prompt

You are my personal learning coach. Explain **[topic]** in **simple, clear language**, using **at least two relatable analogies**.

- Follow with a **10-question quiz** to test comprehension.
- Provide **answer key with explanations** for each question.
- Include 2–3 quick **practice exercises** to reinforce learning.

4. Research Prompt

Gather and summarize the **five most recent peer-reviewed studies** on [topic].

- For each, include: **Title, Authors, Date, Key Findings, Relevant Statistics.**
- Present in a **clean, well-labeled table.**
- Conclude with a **2–3 sentence meta-summary** comparing trends or contradictions across studies.

5. Creative Brainstorm Prompt

Generate **10 bold, unconventional, and feasible ideas** for [project type].

- Each idea must be **under 30 words**.
- Avoid clichés and generic suggestions.
- Ensure every idea is **unique, practical, and sparks curiosity**.

Appendix B — LLM Comparison Chart

Model	Creator	Strengths	Weaknesses	Best For	Pricing/Access
ChatGPT	OpenAI	Polished writing, versatility, and clean UI	Can be overconfident, outdated info (offline mode)	Content creation, quick answers, coding help	Free + Paid tiers
Claude	Anthropic	Long memory, nuance, safety	Can be slow, overly cautious	Research, long documents, sensitive topics	Free + Paid tiers
Gemini	Google DeepMind	Web-connected, Google Workspace integration	Still finding personality	Real-time research, Google Docs/Sheets	Free + Paid tiers
Grok	xAI	Personality, humor, bold ideas	Not great for deep research	Creative brainstorming, edgy copy	Limited access (X Premium)
Mistral	Mistral AI	Open-source, fast, private	Needs technical setup	Private/local AI use	Free (self-host)
LLaMA	Meta	Open-source, customizable	Still in development	Developer experimentation	Free (self-host)

Appendix C — Quick AI Glossary

- **LLM (Large Language Model):** An AI trained to understand and generate human-like language.
- **Parameters:** The “neurons” of an AI—more parameters generally mean more capability.
- **Fine-tuning:** Training a model on a specific dataset to make it better at a certain task.
- **Context window:** How much the AI can “remember” in one conversation.
- **Multimodal:** An AI that can handle multiple input types—text, images, audio, etc.
- **Open-source:** AI code that’s free for anyone to use, modify, and share.
- **Closed-source:** Proprietary AI code owned and controlled by a company.
- **Prompt engineering:** Crafting the right instructions to get the best AI results.
- **Agent-based AI:** AI that can take actions on your behalf, like sending emails or updating spreadsheets.

Bonus: Tools, Communities, and Prompts That Will Keep You Ahead of the Curve

I didn't want you just to finish this book and think,
"Cool... now what?"

So here's an extra toolkit I put together for you. These are the exact tools, communities, and prompts I have taken the past three years using and discovering to stay sharp, find new opportunities, and keep my AI game strong.

1. My Top AI Tools (Beyond the Big LLMs)

These aren't just "nice to have." They're multipliers — tools that make your LLMs work harder for you.

- **Perplexity AI** — Fast, accurate research with citations so you can fact-check without the headache.
- **Notion AI** — Build and run your projects while AI helps brainstorm, organize, and summarize right inside your notes.
- **Manus AI** — A Chinese-built AI agent that plans, executes, and completes multi-step tasks on its own. From research to reports to building websites, it works in the background and taps into multiple AI models to get things done.
- **Replit** — An all-in-one online coding environment with AI-assisted programming, so you can build apps and scripts right from your browser.
- **Sudowrite** — An AI co-writer built for storytellers. Expands your ideas, improves prose, and helps beat writer's block.
- **Google Notebook LM** — An experimental research and note-taking tool from Google that summarizes sources, answers questions, and organizes information in one place.
- **Opus Clips** — Automatically cuts your long videos into viral-ready clips with captions, transitions, and AI-driven highlights.
- **Captions AI** — Record, edit, and automatically subtitle videos with studio-quality effects, all from your phone or desktop.
- **Make.com** — Build powerful automations between your favorite apps and services without coding, using an intuitive visual workflow editor.
- **n8n** — An open-source automation platform that lets you create custom, complex workflows and run them anywhere.
- **Promptmetheus** — Test, refine, and manage your AI prompts in one place to consistently get better outputs from any model.
- **Feedough.com's Free AI Prompt Generator** — Instantly create tailored prompts for different AI tools, saving you time and boosting creativity.

2. My Personal AI Prompting Technique

We touched on prompting a little bit in this book, but I wanted to give you my technique for how I prompt. I've used this technique to build AI agents and automations for my client, and even to help write this book. However, you can only use this method if you pay for the \$20/month version of ChatGPT. If not, then you can also use feedough.com's Free AI Prompt Generator which is similar to this tool I'm about to show you.

Remember these example prompts. Many people begin with prompts like this, which are extremely simple and non-descriptive.

Idea Expansion: "Expand on this idea with 3 different perspectives, each targeted to a different audience."

Content Remix: "Rewrite this blog post into a Twitter thread and a LinkedIn post, keeping tone conversational."

AI Teacher: "Explain this concept in 3 levels: beginner, intermediate, and expert."

So there is a tool I like to use in Chat GPT's GPT store, called "Prompt Engineer". Think of GPT's like apps similar to how Apple has an App store where they host all apps, Open AI does something similar for all of their GPT models, which are specifically made by other people for specific tasks. For those of you who don't know how to get to the GPT store, it'll be in the same column as your saved chats on the left side of the screen and the icon will look like this:



GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

[Top Picks](#)[Writing](#)[Productivity](#)[Research & Analysis](#)[Education](#)[Lifestyle](#)[DALL·E](#)[Programs](#)

Featured

Curated top picks from this week



Write For Me

Supercharged writing assistant ⚡

By puzzle.today



Scholar GPT

Enhance research with 200M+ resources and built-in critical reading skills. Access Google...

By awesomegpts.ai



Consensus

Ask the research, chat directly with the world's scientific literature. Search references, g...

By consensus.app



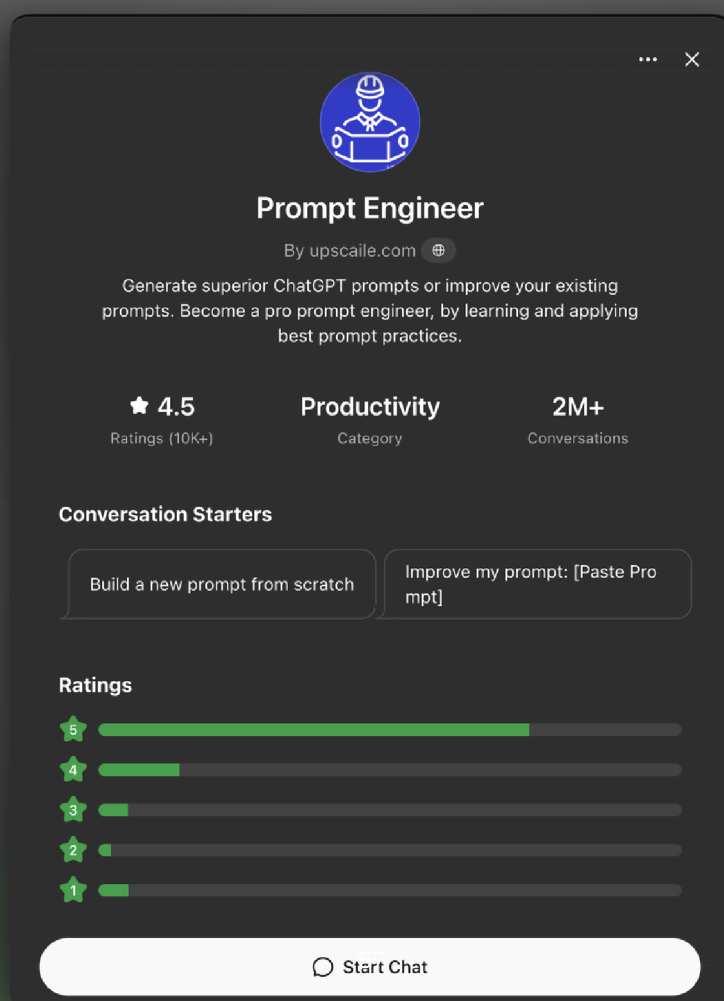
AI PDF Drive: Chat, Create, Organize

Advanced AI agents for legal and professional work. Upload briefs, contracts and other documents...

By myalldrive.com

The store layout will look like the image below, and in the search bar type in 'Prompt Engineer'.

After you type that in, an icon with a blue background and white outline of a construction worker should show up. Click on that and it'll expand into a window that looks like the image below. Now all you have to do is click start chat and voila! You can now start creating some amazing prompts.



Remember those boring prompts in the beginning? Well now, all you have to do is put the following prompt into the Prompt Engineer GPT with the boring prompt examples I gave you and it should output something like the below:

Prompt

Please make these prompts better:

Idea Expansion:

"Expand on this idea with 3 different perspectives, each targeted to a different audience."

Content Remix:

"Rewrite this blog post into a Twitter thread and a LinkedIn post, keeping tone conversational."

AI Teacher:

"Explain this concept in 3 levels: ¹⁶⁸beginner, intermediate, and expert."



Results

"Got it — here's the improved, more precise versions of your prompts, using clear instructions and constraints to get sharper results.

1. Idea Expansion (Improved)

*"Take the provided idea and expand it into **three distinct perspectives**, each tailored to a **specific audience segment**. For each perspective:*

- Identify the target audience explicitly.
- Adapt tone, examples, and references to match their values and interests.
- Keep each expansion between 120–180 words."

***Why it's better:** Added explicit instructions for audience targeting, tone, and length, ensuring more usable, audience-specific outputs.*

2. Content Remix (Improved)

"Transform the provided blog post into two formats:

1. **Twitter thread** – 6–10 tweets, each concise (max 280 characters), with a hook in the first tweet and a call-to-action in the last.
2. **LinkedIn post** – 150–250 words, conversational tone, short paragraphs, and 1–2 open-ended questions to invite discussion."

***Why it's better:** Breaks down each platform's constraints and success factors so the AI doesn't just reword but formats for optimal engagement.*

3. AI Teacher (Improved)

*"Explain the given concept in **three levels of complexity**:*

- **Beginner.** Use simple language, real-world analogies, and avoid jargon.
- **Intermediate:** Introduce key technical terms with definitions and relevant examples.
- **Expert.** Use precise terminology, explore edge cases, and include at least one advanced application or research insight."

Why it's better: *Defines exactly how each level should differ so the AI doesn't simply write three versions with minor complexity changes.*

*If you want, I can also **combine these into reusable "prompt templates"** so you can quickly adapt them to any topic or content. That way, they'll be plug-and-play for your workflow."*

Amazing right? Now all you have to do is take these prompts, put them in a regular chat with Chat GPT, and start going to work!

P.S. *Always remember that ChatGPT won't give you the same response every time, so just keep that in mind and play around with it to get the response you're looking for.*

3. Must-Follow AI Communities & News Sources

The fastest way to stay ahead in AI is to hang out where the early adopters live.

- **Evolving AI Insights (newsletter + Instagram)** — A Monday/Wednesday/Friday newsletter that delivers curated AI developments, tool updates, and analysis to over 2 million readers. Popular on Instagram too, where their posts keep the AI-curious entertained and informed.
- **The Rundown AI (newsletter + X & Instagram)** — A free daily AI newsletter read by millions, giving you sprint-speed updates on news, insights, and real-world applications. Follow them on X (formerly Twitter) and Instagram for bite-size AI rundowns.
- **Import AI (newsletter + LinkedIn)** — Written by Jack Clark, this weekly newsletter dives deep into AI research, policy, and safety trends. A go-to for staying informed on the bigger picture of where AI is headed. Also active on LinkedIn, sharing insights and article breakdowns.

4. Recommended AI Learning Paths

Whether you're brand new or already experimenting, these resources will level you up.

- **Free:** Learn Prompting — The fundamentals of prompt engineering. Look up videos on YouTube and even have Chat help you.
- **Paid:** ChatGPT Prompt Engineering for Developers on Coursera — Advanced use cases and real projects.
- **Hands-On:** Start building with the OpenAI API — Automate workflows and connect LLMs to your business using platforms like Make.com and n8n. Make has a free course (yes I said free) where they teach you how to do it here: <https://academy.make.com/>

💡 **Pro Tip:** Bookmark this page. AI moves fast, but these resources will keep you plugged in, learning, and experimenting — long after you finish this book.

Thanks again for reading this book. This is the first of many I plan to write. Additionally, this was written primarily by AI. SIKE, I'm kidding. Or am I?

Jaivien Kendrick



About Me

Hey, I'm **Jaivien Kendrick** — an AI consultant, strategist, and speaker who's been in the game for almost 4 years now. I help everyday people and business owners level up and become *superhuman* by teaching them how to actually use AI, not just talk about it.

I've been building automations, experimenting with large language models, and running businesses for years now, and truthfully, the knowledge I've gained is necessary if you want to succeed in business in the next 5 years. I'm beyond grateful that I get to share it with you.

I run **More Life Consulting** and **AI Smart**, two companies built on the same mission: making AI simple, practical, and game-changing for real people. Whether you're a business owner trying to save time, a student trying to study smarter, or someone just curious about the AI wave, we can build something that works for you.

And let's be real—AI isn't coming anymore, it's already here, and moving faster than ever. The money, the opportunities, the leverage—it's out there. You just have to go get it 🚀.

Let's Connect

If this book sparked something in you, don't let it end here. Here's how we can link up:

✓ **Business owners & teams** – Let's build out automations that save you time, make you more money, and bring in new leads.

✓ **Students & educators** – I've been where you are. Let's talk AI literacy, study hacks, and smarter ways to learn.

✓ **Podcasts, panels & events** – Need someone who can break AI down and keep it real? Let's talk!



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Win With AI. Don't Just Use It.

AI is no longer “the future” — it's here, shaping the way we work, create, and think. But with so many Large Language Models (LLMs) like ChatGPT, Claude, Gemini, Grok, Mistral, and LLaMA, how do you know which one is *actually* right for the job?

In **Winning With AI**, consultant and AI strategist **Jaivien Kendrick** gives you the real-world playbook for navigating today's AI landscape. Whether you're a business owner, creative, or curious learner, you'll discover:

- ✓ Which LLMs outperform in content creation, research, coding, and creative problem-solving
- ✓ How to “stack” models to get the best results in less time
- ✓ Prompt formulas and hacks to consistently get high-quality outputs
- ✓ Real workflows you can plug into your business or daily routine *today*
- ✓ What's next for AI — and how to prepare for it now

This isn't another tech book. It's a **practical guide** you'll use — written with clarity, humor, and hard-earned insight from the field.

If you've ever wondered, “*Which AI should I use?*” ... this is your answer.