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Using ChatGPT For **Massive** Business Growth

Small Business Owners rely on the success of their small businesses to feed their families, support their employees and communities, and for their own personal significance. They *must* keep their businesses growing in order to meet their needs... And now, they have to do this in the era of A.I.

This keynote + workshop will give business owners *exactly* what they need to capitalize on ChatGPT and make **massive gains for their small business.** For example, our customers have achieved up to 90% reductions in customer service costs and 2,000% boosts in marketing content creation.

Learning Objectives »

- 1) Learn why now is a unique time for small businesses having gained access to AI for the first time.
- 2) See how businesses are reducing customer service costs by 90% and boosting marketing by 2,000%.
- 3) Understand “AI Hallucinations,” the ChatGPT death spiral, and other common risks to avoid.
- 4) (workshop) Learn basic and advanced prompting techniques for modest, reliable productivity gains.
- 5) (workshop) Learn how to build a Custom GPT and make massive gains (1,000%, 2,000%, etc).



Stefan Bozik

EO Tampa

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Costa’s ChatGPT workshop EO Tampa was a hit! The **house was packed**, there were tons of questions, engagement, and laughter. It was truly valuable to the community. Highly recommended!



Clayton Turner

Serial Entrepreneur

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As an entrepreneur with a multimillion-dollar exit, Costa's ChatGPT **keynote was epic.** He got everyone to grasp the gravity of the situation with AI, and showed them how to leverage this opportunity to grow their businesses.