

## Simple Content

Season 1 | Episode 4 | Helen Perry

Ann (00:00)

You are listening to Simple Content, the podcast for entrepreneurs, creatives, and anyone who dreams of making money whilst doing what they love. I'm your host Ann Martin, a copywriter, author, and content expert. In this podcast, I'll be sharing my own experiences, plus having conversations with some of the world's most inspiring content creators and industry experts. This is your one-stop shop for practical PR marketing, business and self-development advice. Put the kettle on, settle in and get ready to listen, learn and feel inspired.

Ann (00:30)

Hello Helen, and welcome to the Simple Content podcast. It's really lovely to have you here. Thank you so much for being with us today.

Helen (0:45)

Ann, thank you for inviting me. It's lovely. I always like to chat.

Ann (0:52)

Well that's good because we're recording a podcast. That's perfect. Now Helen is really well known for making marketing easy, and since this podcast is all about simple content, I thought she would be the perfect guest to have with us today. Today we're going to talk about how Helen has built her online community and we're going to be discussing Chat GPT. Helen has been trying and testing the various capabilities of Chat GPT and has discovered some really clever ways to make it work for your business. So she's going to share some tips around that today. But we're going to get started in the normal way.

Ann (1:24)

Helen is going to introduce yourself. So Helen, for people haven't met you before. Can you tell everyone listening a bit about yourself and your business?

Helen (1:31)

So my name is Helen Perry and I run a business called Helen Perry. I haven't thought of a better thing to call it, where I teach people basically what I have learned about marketing

a small creative business over the past seven years. I used to be a journalist and then I took seven or eight years out to be a full time mum. And then I found my way back into work by educating myself first of all on how to use Instagram as a marketing platform, which I did for a few years and I started teaching people about Instagram and found there was a real appetite for people having to do marketing for themselves for the first time. People running craft businesses, artists, coaches, physiotherapists, people who are running their own business and are suddenly like I can go on the internet and find clients and customers, but I'm not exactly sure how to do it. I'm not exactly sure how to sell myself or how to become comfortable with marketing myself online. So those are the kinds of people I genuinely try to help to get over this fear of putting yourself out there, talk confidently and directly about your product. And what it offers and how it helps people and hopefully make more money as a result. I teach courses and workshops is the short answer.

Ann (2:50)

That's so interesting though, because I also come from a journalism background as you know, and I see so many people online who have that background in the media or in journalism. Do you think that's quite a common theme for journalists to turn more into the online space and into the social media world and almost become teachers in that space? Is that quite a common thing you've seen?

Helen (3:13)

Yes as journalists you learn a lot of the skills that you need, I mean, journalism is content creation. We didn't call it content creation when I used to do it. We called it news reporting or lifestyle reporting, or whatever it was, but it's content creating. It is generating a story, words, images, videos, pictures, carousels, graphics - whatever it is that speaks to a particular kind of audience. You've got an audience that you've identified, which is like a customer base and a business. So you've learned how to talk to those people directly and how to tell them stories that show them why they should be interested in something and that's a lot of what marketing is. It's like, I've got this thing that you might want to buy, this is why you should be particularly interested in it. This is how it will help you, the particular kind of person with a particular kind of interests. You learn that as a journalist, that's what you learn how to do and it's kind of the same thing on the internet when you're marketing your work.

Ann (4:07)

That makes so much sense and actually people who were in, what I like to call the old school newsrooms, that I've worked in and I know that you've worked in, our jobs changed so much. We moved from being straight reporters into, you know, social media managers, we were having to produce video content. So many of those skills were already in our jobs as moved into the online space. So it's quite a natural evolution I think. And one of the things I've noticed about you that I think is really interesting from your journalism background, is that you're very confident talking to the camera. You know, you post a lot of video content on your social media. You're very natural with it. Speaking on video feels like something that comes fairly easily to you. Now, I don't know if that's an accurate description and how you feel about it. But was there a point when you thought I'm actually quite good at this and I really enjoy talking to camera and it feels natural for me?

Helen (4:56)

Yes, I guess so. I was a radio reporter. So I used to do this, speak into a microphone and people weren't looking at you, but I really enjoyed that part of the work. I enjoyed making radio recording sound, editing it together. I enjoyed the buzz of being live on the radio. It's sort of a little bit of a performance. So I think I just quite enjoy that aspect of being on camera or being on microphone, and talking to people, explaining things to them. In my training as a journalist, I learned a few little tips that helped make broadcasting, which is what you're doing when you're on video, or on social media, easier. So that's talking to just one person when you're talking into your phone or down a microphone. You're just explaining something to one person sitting on the other end of their phone or on their laptop, listening to what it is that you've got to say. That's actually a Terry Wogan bit of advice I think. Terry Wogan always used to say I'm just talking to one person when I'm doing the Radio 2 breakfast show and I don't know how many, 20 million people were listening back in the day. He's only ever having a chat with one person and that makes being online and being seen a lot easier if you just can think of it that way. You'll be much better, you'll be much more like yourself, and also the most important thing that you can ever get hold of, if you're feeling gross about being on video and talking about what you do, is that it's not about you. Nobody cares what you look like. Nobody cares how old you are. Nobody cares whether you washed your hair yesterday or today. You don't need to get onto your Instagram stories and start apologising for that. It's all about what somebody can get out of listening to you talk. What do they get out of it? Are they going

to be amused? Are they going to feel seen and less alone? Are they going to learn something they didn't know before? That is all you need to worry about. And if you can kind of forget all the other stuff about like what you look like, or is a mum from school going to see this. If you can get over all of that and just focus on what you're offering to your customer, whoever it is, then that makes it a lot easier and then just practice it a bit. How do you feel about it?

Ann (7:05)

I feel fairly confident speaking to the camera because I have worked a lot on it and I think I have moved out of that mindset of thinking about like you said, what other people think, who is going to be watching it. I do something that I probably shouldn't do because I know you're made to stay on Instagram for a while after you post, but I just post it and basically run.

Helen (7:28)

I think that's an old bit of advice that kind of stay and engage with your people, I think just get it up there. Yeah, like you say, if you then need to go and dive under the sofa and just like have a moment of deep contemplation, then that's fine, but I mean, you're so right, it gets so much easier. I can't even really remember feeling awkward about putting things online, but I definitely used to and you just you get over it. You get over it, I promise.

Ann (7:53)

And one of the things that I appreciate most about your content, I think is it sort of feels really genuine. It has that genuine feeling. You know, you talk about things like you've been to the supermarket or you've been to a coffee shop because you wanted that human interaction or you talk about loneliness in business. And you talk about what's been going on in your business or what's going well, and I think that's really refreshing in this social media world where everything can be quite polished. Has that been an intentional approach for you to keep your content as relatable as possible do you think?

Helen (8:23)

I've never really had a business plan. My only plan was that I wanted to create work for myself and at the time with little kids at home, that needed to be something I could do from home or you know, I needed to build a network back up after being out of the game for so long. I didn't realise it was going to end up with me teaching people marketing. I

didn't know that when I started it. But I was 40 and I think I just decided to myself that there was really no point in being anything other than myself. You know, I was too old to try and pretend to be someone else. That's not to say I haven't made any missteps or that I wouldn't look back at any of my content and think it's a bit gross, but I mostly felt okay about not being perfect. It's really obvious to me from the people that I work with that they don't want the world's greatest living expert to help them. They want somebody who knows what they need in order to be able to achieve things realistically, given the time constraints they're under, given the budget constraints they're under. And you know, I'd say that to anybody.

People choose to work with you Ann because they see something in you that makes them feel like she's going to get what I want and what I need out of this. And that's what people always see with us, and they don't expect you to know everything about everything. But sometimes you might need to say I'm actually not an expert in that, I'm going to have to go look up an answer for you. Or I'm going to need to speak to someone else but I'll get there with you that's fine, but you know, people don't need it all. That's a massive thing about marketing you don't need to know everything about marketing to do some marketing. You just really, really don't. And most of us can't know everything about everything. No business runs perfectly, but you do know enough to start talking about your business so that people know more about it. And that's really all you're doing online.

Ann (10:08)

It's that connection between yourself and that person isn't it, as you know, we call it personal branding. No, but it's really just being authentically you and cliché, but people do buy from people. If they like you, if they get on with you, they're much more likely to send an inquiry or want to work with you because they've seen your videos on social media and they think actually, this is a real person. It's not a big company. I'm like you, I'm a one-man-band business owner. So are you, and I think people connect with that because they're sitting themselves at home on their own and they maybe just need guidance from one other person, they don't need to work with a big company. They want that connection with you directly.

10:45

Yeah, because having stepped back a bit over the summer, I've been having a think about terms like personal branding and niche all of those marketing terms and I think they can

actually be a real barrier to just getting on with it. Like, do you need to create a 10 step personal brand or do you just need to go online talk a bit about what you do, explain what you're up too, show the behind the scenes in your business and do it consistently enough that people get to know you over time? And that is essentially what it is. And I think this is what I do. People think I've got to build a personal brand. I've got to understand what a personal brand is and I've got to do it properly. And I've got to be like Steven Bartlett, who by the way, has a team of people creating content for him and strategising and all of that stuff. I think I just I don't know whether these phrases are actually particularly helpful. It helps to understand the concepts of personal branding and then almost kind of close that book and go right what does that actually mean for me? What's comfortable for me? What can I talk about? What do I feel expert-ish in enough to go online and talk about it? I wish I had a better way of saying be yourself, but if you can get as close as you possibly can to being yourself, you'll attract the people who you'll actually enjoy working with.

Ann (11:56)

Yeah, that makes so much sense. And I think I found that when I've been too a few of your workshops. We spoke about this before we came on the call today that I've been along to a few of Helen's workshops and really noticed that feeling of community and you know, everybody seems to know each other, connect with each other and people were talking in the chat box and helping each other out and it seems to me that you're attracting like-minded people. I wondered if you could talk to us a bit about how you've grown your community around you, and the sort of marketing steps you've taken to build that group of people?

Helen (12:25)

Yeah, I'm really fortunate in that way that I think to myself, when I'm sort of having a moment of self doubt. You know, I'm definitely doing enough right because I do attract the right kind of customers. They get on with each other. They seem to have the right expectations around what I can offer them. We have a great time together. It's like a meeting of, I hope it's like a meeting of equals when we're working together. You know, sometimes I'll have people on my courses who will know more about certain aspects of what we're talking about than I do, but still want the support with other aspects of it. And I think the main thing about that is just time. You know, I have been sharing content online now for going on seven years. And I've been pretty consistent about that. I send out a weekly email newsletter. I've been doing that for the past four years. I've been on

Instagram for all of that seven years. I have a website, I have a podcast now which has really helped me connect on a deeper level with the people who are most interested in what I do. And I think those relationships, you just have to have a bit patience around how long they're going to take to develop. And if you can consistently be in that conversation with the people that are most likely to want your work if you can be patient about how long it might take to build the right kind of relationships, not be in a rush to sort of get everybody to buy things straight away. It might not happen straight away. It might take a few years as loads of people who come to my courses will say oh, gosh, I've been following you for five years and have only booked on a course now.

It takes time sometimes for people to get to know you and feel comfortable with you. And if you can have a consistent approach in the way that you write to people, in the way that you speak to people, in you know the values that you show and what you write about, what you talk about. You will gradually over time build a community of people who trust you and who are likely to get on with one another, and that's the ideal customer base, whatever your business is. Are you attracting people who have similar values who want similar things? People who want to pay a certain price who have the same expectations around what they're going to get out of that product, whether it's a coaching session, an online course, a smelly candle or whatever it might be. You're trying to attract people who are going to be happy with what they buy. I suppose what I'm trying to sell to people, which I'm really comfortable selling to people, but I do try and explain to them what they're going to get so that if this isn't right for you, don't worry if this isn't the right time. Because you don't want unhappy customers.

Ann (14:54)

How do you feel about the world that we live in online where there are so many crazy crazy sales tactics going on? Oh my goodness, it makes me cringe.

Helen (15:05)

Again I mean, there's so much to ignore. And I know that I'm part of the online advice or online teaching community, but sales is something I was never comfortable with. I've become far more comfortable with selling my products I have to be otherwise I wouldn't work. I wouldn't be able to pay my bills. I won't be able to support my business and I've become comfortable with selling. I just call it telling. I'm telling people what I'm offering. This is how you can get it. This is what's included. What's not included. This is how much

it costs. But I don't know what would make you want to trick people into buying something they don't want. Why do you try and rush people into buying things they don't need yet or I don't know, it's not relatable to me. Sales should be around being of service to your customer base. I've got a great product. I stand by it. I know it's great. So I can talk to you about it. Are you a good salesperson Ann?

Ann (16:01)

I think that I have approached it differently probably in the last year or so where I now see it as sort of like an invitation, I'm inviting you to join me on a course or workshop, whatever. And if it's not right for you now, totally fine, come back to me in time if it is. If not no worries, you can stay in my world, and I think I've definitely improved my sales approach by looking at it in that way. I think before when I first sort of started in business, I had this feeling that I had to be doing everything at once. There had to be some complex system behind the scenes with a million emails and you know this whole funnel thing and whilst that can be useful. I do think that you don't need to be bombarding potential customers with lots and lots and lots and lots of messaging.

If they are going to buy from you, they will buy from you. You don't want to sort of twist their arm behind their back to make them do it because ultimately they're going to join something that then maybe they won't take action on. Maybe they won't be satisfied. It won't leave them with a good impression of you as a person. So yeah, I think definitely in the last year I've approached it with a very gentle sales outlook and I think that has really helped me with the mindset of selling because I am, well I used to be somebody who would never talk about what I was selling and you know, it would be tacked on to the end of things and wouldn't properly give people the information. So now I see it as an invitation, want to join me, great, if not totally fine.

Helen (17:41)

It's so hard right? Because you want people to buy your thing, and you need people to buy your thing quite often. It's not just about wanting them too, you can't rush it like you say. What is the point in people buying something they're not happy with? They're not going to talk nicely about you to their colleagues and friends and you know, the girls at a book club or whatever it is. I recently unsubscribed really quickly from a mailing list because I just instantly got trapped in some kind of sales funnel where I had just signed up for something in fact, I had actually bought something so I was already a customer



and just the act of buying it seemed to trigger off what you described as a sales funnel of multiple emails. It was an email every single day about something I wasn't interested in buying. And in the end, I sent them quite a nice email. I was like guys, this is not for me right now. Like I don't really know why I'm stuck in this email hurricane. You know, who wants that? Nobody as far as I'm concerned.

I'd say a gentle approach to content marketing. I see it as something that is going to be a long term part of your business if that is how you intend to attract new clients and customers. It's a long term game. It takes a while for people to get to know you. You need to choose the different ways in which you're going to reach your people. Try and find the best ones whether that's Tik Tok or LinkedIn or via email marketing or Instagram or whatever it's going to be and really focus on trying to put some decent stuff out there across the next few years and then when you have got something to sell, sell it directly. Clearly. Don't be shy about it. Be confident. If you can't stand next to what you're selling How can you expect people to buy into it?

Ann (19:13)

Absolutely, completely agree with you. And I think one of the best things that I have done is my email newsletter that goes out every Friday and I know you've got one that goes out on a Thursday. Doing that every week without fail has actually initiated some sales conversations that wouldn't have happened if I wasn't sending out that newsletter. Like you said, it's a long game as well. There's been times when I've thought oh, that's not doing anything, why am I doing it but actually, I kept going and now I'm starting to see traction from it so it has taken time but it works.

Helen (19:43)

It does. Keep going, keep going, keep going. Somebody said something along the lines of maybe it was just a meme I saw on Instagram the other day, keep going you deserve to see the results of your hard work. And email marketing is mostly what I teach these days because I do find it solidly delivers results in terms of you know people see emails and it doesn't miss them because of some algorithm. They read them believe it or not, they can reply to them really easily and you can be in a conversation with them. People who get your emails are most likely to be very interested in what you're doing already. They're easy to do, fairly cheap to create, you know in all kinds of ways. You know, writing a weekly email newsletter, it's just been one of the best marketing decisions I've made. And

it's very, I produce it very consistently. It's not a sales message. I do sometimes talk about my products in there, but largely I'm just chatting with people who are interested in online marketing like I am and it serves me really well but that consistency that showing up and just hanging in there for a bit longer. That's when you know, you'll start seeing the money flow into your bank account.

Ann (20:50)

Yeah, that's right. And I think as you know, from a journalist's background, the writing part probably comes fairly easy for both of us, but for a lot of people the writing part is probably the biggest part where people get stuck and I think that's where Chat GPT can come in. Obviously I know you're someone who completely appreciates the art of writing. So it was fascinating when I saw online that you were testing Chat GPT and you were trying to figure out how it would work best for people in business.

For me, when Chat GPT first came out, I'm in all these sort of writing communities and there was this panic and fear that you know, it was going to take our jobs and the classic the robots are taking over conversations were happening and I was definitely buying into that mindset until I tried it for myself. And I realised Chat GPT does not replace the skills and expertise of a writer however, it can complement those skills. As writers we know how to create content but we also know how to edit and fine tune content that already exists. In terms of Chat GPT I'd love to know what made you buy into it in the first place?

Helen (21:55)

Well it was a bit like panic and fear actually. Chat GPT first became widely available for use in November last year, if I'm not wrong, and for a few months I obviously was reading about it in the papers that the adoption rate was incredibly fast. People were using it and talking about it and I was just thought, whatever something in the background. I'm not renowned for being one of life's early adopters. I like for a few people to give something a go before I'll jump in. Also, as you say, I'm fine with writing. It's not one of the jobs that I find painful in content creating although I know lots of people do. Then maybe after five or six months I just started to get this rising feeling of this technology is actually going to replace what I do, what I offer, is it going to make large parts of what I teach on my courses obsolete. So I think I really better download it and have a look at what this is about, and I started to muck around with it. I started to use it a little bit and I was like, okay, this is really, really amazing. First of all, if you've not used it, I mean just go in and

start asking a few questions. It's remarkable in terms of how quickly it can generate results for you.

But what I could instantly see is how helpful it was going to be even as somebody who doesn't mind writing, in terms of doing jobs that suck like updating website copy, writing about me pages, subject lines for email newsletters, which everybody hates writing, headlines for blog posts, all of that kind of thing, repurposing content ideas, just checking your copy. You can just copy something that you've written into it and go 'can this be more readable'? Could this sell more? Could this have a better call to action on it?

It's like having another set of eyes when you work alone. What we miss so much is that you have somebody to check what you're doing and just make it better, get stuff done quicker, do jobs you hate doing. It's really, really useful. And like I'm not really here to sell Chat GPT, there are a lot of moral and ethical question marks around its use. I think the robots probably are coming for us, we need to have a healthy amount of mortal dread around it. However, for people who create marketing content or any kind of content for their business, there's no doubt it's really helpful, really cost effective, if not free, depending on what type of chat you use. And it's out there. It's not going to be uninvented, you really might as well use it, in my opinion.

Ann (24:33)

So you've just listed off lots and lots and lots of ways that it can help people and their business. So for somebody listening who has never used it before, you know, they've downloaded the app on their phone perhaps or they're using it on their desktop, where should they start? What should we do to get going onto some of the things that you mentioned there?

Helen (24:50)

Okay. I mean, I suppose it starts with maybe what do you struggle to get done? Do you not like writing Instagram captions? You could either copy and paste an Instagram caption that you've written in your phone and go 'could this read any better' or 'I would really like people to click on the link in my bio how would you word it better'? Or you can say 'can you suggest three different ways of writing an Instagram caption' about this topic? About I don't know, the horse show that I went to last weekend, or this new product that I'm launching or whatever it might be. Or you can put in some copy from a

blog post that's been really successful for you and say 'can you suggest five different blog posts I could write around this idea'? And it will come up with different ways of writing about the same thing. And you could do that for any kind of content that has worked quite well for you across your business.

Then all of a sudden, you're creating more content that is more engaging by spending less time working on it. Yeah, I really needed to update my LinkedIn bio which is something I've probably been putting off for about two and a half years and it just made that possible. I was just like, this is my bio for my LinkedIn. Can you make it more interesting with more of a focus on email marketing, and it needs to be conversational yet professional, because it's going on LinkedIn. And it just made doing that job that I was finding hard, doable, but it took the barrier away. And you know, I've been using it across the summer to update website copy. Just write headlines for things. Can you make this shorter? Can you make this punchier? Can you lose some words from this? Can you suggest five ways of writing it?

There's all different ways in which it can help you with content creation and marketing. It can come up with strategies, like 'I need to sell more one on one spaces for my therapy business can you suggest a content marketing strategy for me for the next month'? And it will come up with post ideas and how often to send them, you know, just helps you get unstuck with things that you might be finding tricky, but that will be different for everybody. How have you been using it?

Ann (26:59)

Well, I think one of the best ways that you touched upon just there, it's very useful for writing about yourself because now you know, regardless of how good a writer you are, I think all of us find writing about ourselves really hard. Writing about yourself in the third person, all of that can feel a bit gross. So it's actually useful I find for about pages, bios, that sort of thing where you want to write about yourself in a way that is professional, but also retains your sort of sense of your own voice. And I think it's quite useful for that. Also, like you said, if you're having a day where you're scheduling some of your social media content, and you're just like, my brain is not working today. You know, it's quite useful for captions, for generating ideas. Also you don't need to copy word for word what it tells you. It can just be used as that sort of nugget of an idea that you can then go away and expand on your own and I quite like it for that.

Helen (27:59)

Exactly what I was going to say next, I very rarely copy and paste chunks of copy from Chat GPT. I'll use it to get me unstuck with something. I've just got a new Chat GPT prompt sheet, this free download thing I'm uploading onto my website, and I needed to create just a headline for the front page of the website. So I was suggesting, you know five different headlines and it came up with the line 'transform the way you create content'. So I just copied and pasted that little bit of text. I'll put some text on the front of it and just using it to refine my work rather than do my work for me. Is that how you would say that you're using it, as a helper?

Ann (28:39)

Yes, yes, as a helper. It's almost like having a VA, an assistant beside you that's helping you with your content, but you're sort of giving them the basics and then you're taking it away and editing it yourself. But the one thing that does slightly worry me about it is that people who are not experienced writers or editors may be unsure, people potentially listening, about how to edit the outputs that Chat GPT is giving them. So when somebody gets something from it, it spits out the content. How do we go about making it more human? More like their own voice, would you say?

Helen (29:16)

If you put bland prompts into Chat GPT you will get bland, generic content back. So when you're prompting your Chat GPT you give it as much detail as possible about what you want it to give you. It's not a mind reader. It is a robot computer chatbot. So you know, I'm Helen these are the customers I serve. This is the product I make. I like my content to be chatty, conversational, relaxed, like I'm talking to a friend. I would like 100 words on X, Y and Z and I'd like the main point of this is to get people to comment on this post or to click on the link in my bio or reply to my email. So give it a lot of context before you get that first result back then if you're not happy add changes. I was talking to my designer this morning, who loves Chat GPT but he was saying it can be very over enthusiastic and very jazz hands sometimes in the content that it gives you, and you're like whoa, Chat GPT, tone it down a little bit. It gives you a result and then you can go back to it and go oh no it needs to be much, much more conversational and much less formal or more formal, depending on what it is that you're trying to create. So you can then push back against the first set of results you get and challenge it to produce something that's closer

to what you want. And then you can just copy and paste the chunk of what is closest to what you're hoping for and then fiddle around with it.

Take out words that make you cringe a little bit, change the writing so that it's more first personally, just have a little muck about with it. You can take out one sentence and just use that within the rest of your writing. You don't have to use the whole thing and use it as a jumping off point. Don't accept the first answer as being the best you're going to get out of it. Keep prompting it so that it can do better for you and you'll get closer to something that is in the style that you hope for.

Sometimes I'll copy and paste a bit of writing that I've done and say I wanted it to be like this, but kind of get to the point more quickly can it be more persuasive but keep the style and tone the same. So it's got a bit of your writing. It knows the way you write and the kind of words that you use. So it sticks more closely to that in terms of getting the results. You have to put in a bit of work with Chat GPT. It's not just like write a blog post for me about herbal tea and it comes back with this perfect, brilliant, funny 200 word blog post. It's a bit trickier than than but you've got to keep pushing it. Don't copy and paste massive chunks of text without you know having a bit of play with it. And seeing if you can make it sound a bit more like you.

Ann (31:51)

Have you noticed the difference between the free and the paid versions because I don't currently pay for it?

Helen (31:56)

I pay for it and I don't think I used the free version long enough to really be able to make a fair comparison. But certainly, I mean, if you're just trying it out and want to know whether or not it's going to be something you're going to use more regularly. I mean, I just have it open most days now on my desktop and I'm using it all the time. So it was a bit of a no brainer that I would pay for the upgrade, which is about 15 quid a month, which I think for what I get out of it is pretty reasonable, you know, it's only a few coffees, but I'm not sure if I can make a fair comparison. I know that by paying I get access to Chat GPT 4 which is a bit quicker. I think the free version sometimes, if it's very busy, you have to wait longer for results or it can sometimes even stop taking input during busy times. And that doesn't happen when you're using the paid for version but man the free version will give you a

complete impression of what it's like to use it if you want to try it out. Don't go in and pay for it straight away for sure.

Ann (32:56)

Yeah, just give it a shot and like you say just play around with it and just get a feel for it and the different ways in your business you think it can make a difference because there are so many little content tasks that that stay on our to do list for so long. All of us have them so yeah, it's definitely worth giving it a try. And I think we've sort of accepted now that AI is here to stay. Hopefully they won't take our jobs. But it's here to stay. Where do you see AI going in the future? What do you think the future holds for things like Chat GPT?

Helen (33.26)

This is all a bit above my pay-grade not having my crystal ball with me but if you are quite interested in AI and keeping abreast of what is going on with it. I get a, I think it's an almost daily email, called AI tool report, which is basically a newsletter about the developments in AI technology that you might want to be across. And I was reading it this morning. And you know, it's talking about how many schools and colleges are now incorporating the use of chat technology into the curriculum, using it for image creation and it's going to transform the way people work and the way they study. I think ignoring it is not a strategy.

Helen (34:11)

It's going to write books. It's going to write novels. It's going to take jobs. If you work in an industry where you think it's going to affect your job or you're worried that it could take your job, you need to make yourself familiar with this technology so that you can use it you can adapt it and you can remain useful within the context of what you do. I don't think Chat GPT at the moment is going to do me out of a job but talking about Chat GPT was not a career move on my part. I wasn't like oh my gosh, I've got to get across this so I can start selling Chat GPT learning products to people but people have been really really interested to talk to me about it because they want to understand how they can use it for their work. And it's a really straightforward thing to just get familiar with. Don't ignore it. I mean, if you're a copywriter, if you're a social media professional, if you're a content creator, or any kind of marketer, you need to learn how it works. You need to understand how people are going to be using it and you need to understand how you can work with it

and work with them in order to you know, produce more results better results faster. It doesn't mean that there's no work for you to do. But you can't, you can't ignore it.

Ann (35:25)

Yeah, ignore it at your peril.

Helen (35:27)

I mean, you know, if you're a copywriter who sells writing blog posts, I mean, I can't tell you how easy it would be to write a blog post in Chat GPT. It might not be as good as the one that you write. It might not be as personable, it might not be the most unique creative voice that you've got. But the fact that it can be done so cheaply and so quickly, is going to be appealing to a lot of people and you need to work out how you can stay relevant within that new landscape.

Ann (35:54)

That makes a lot of sense. So tell us just to round up what's in store for you for your business for the rest of the year. What have you got going on?

Helen (36:04)

Well, I've just got a couple more courses to run really. I run a course called Lists Club, which is an email marketing course which will now include how to use Chat GPT in your email marketing, and that's going to be the sort of first big thing I'll get into in September, towards the end of September. And then I'll do a few one of workshops before the end of the year. It's surprising how little you can do in the last three or four months of the year, right? That's something I've really learned over the last few years is to be more realistic about what I can produce and what I can make and what I can teach over the course of a few months, which is a nice place to be and I feel very, very calm about it. But it's been lovely to chat to you about all this stuff today. It helps me limber up for the autumn sales ahead, get my brain working. Thank you.

Ann (36:43)

Yes and it is definitely getting your energy, preserving your energy or ramping your energy up for that time when you're selling something. It's an energy roller coaster. So you're ready to sort of preserve what you've got and make sure you're not doing too much with the lead up to the end of the year because some people feel that there needs to be a race



towards December and launch as many things as possible. So it sounds like you've got a good balance there. Where can everyone listening find out more about you? Give us some more info about where they can find you.

Helen (37:10)

Oh you can find me on Instagram. Helen Perry. I think if you put Helen Perry in my Instagram handle would come up. I have a podcast called The Just Bloody Post It podcast and you can find that if you Google Helen Perry podcast in all the usual places like Apple and Spotify. And you can come to my website Helen hyphen Perry .co.uk and sign up for my weekly newsletter The Switch which is a very useful email for people who are marketing their work online.

Ann (37:38)

Lovely. Thank you so much Helen. Great to speak to you.

Helen (37:41)

Ah thank you Ann, it's been fab.

Ann (29:11)

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