



BenefitLab.ai

Where benefits knowledge meets practical AI.

Leverage for Insurance Agents

Part 3

Amplifying with AI



Lesson 23: Understanding LLMs Through Practical Use



Knowledge



Strategy



Growth

What **This** Is About



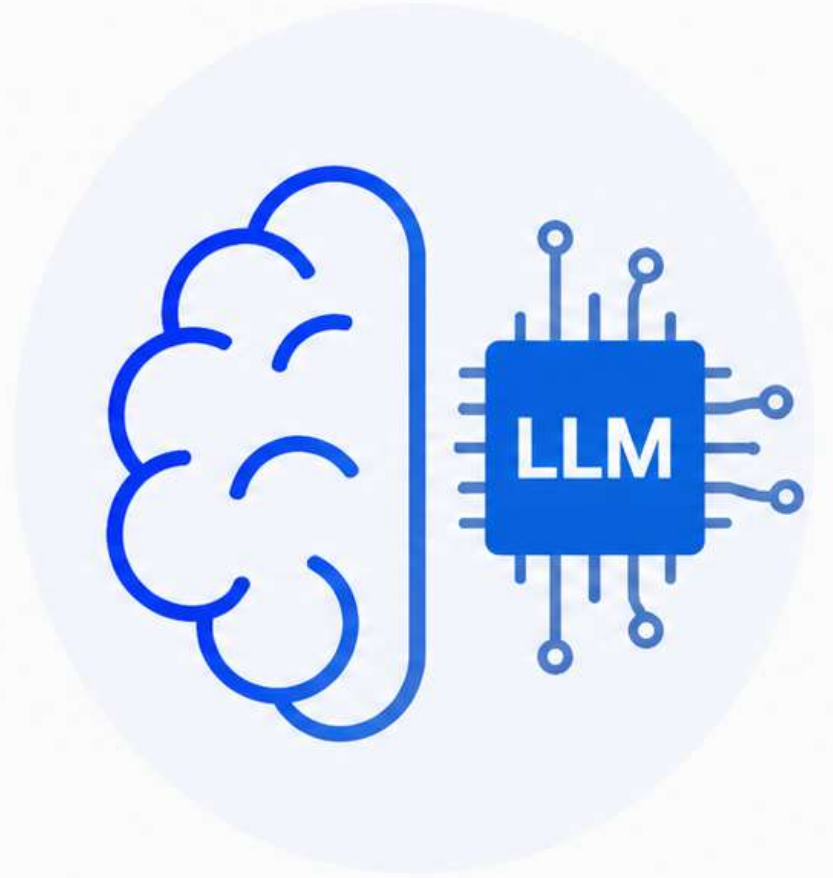
This is not about tricks.



**It's about workflows that
can change how you work.**



**The goal is practical use,
not theory.**



If you're still wondering how all of this is possible



Shift the Focus



- Instead of focusing on how these models are built...



- focus on how they can be used in your day-to-day work.

Live Demo: Creating Content from Scratch

- Let's start with something simple: Generating FAQs on a topic
- This is something agents are already doing manually.
- The difference is speed and structure.
- You can create a strong starting point almost instantly.

Live Demo: Repurposing Content

- Now let's take that same content and reuse it.
 - Turn FAQs into an article
 - Turn that into a newsletter
- This reinforces what we talked about earlier.
- Do it once, use it everywhere.



This is asset creation in **real time**.



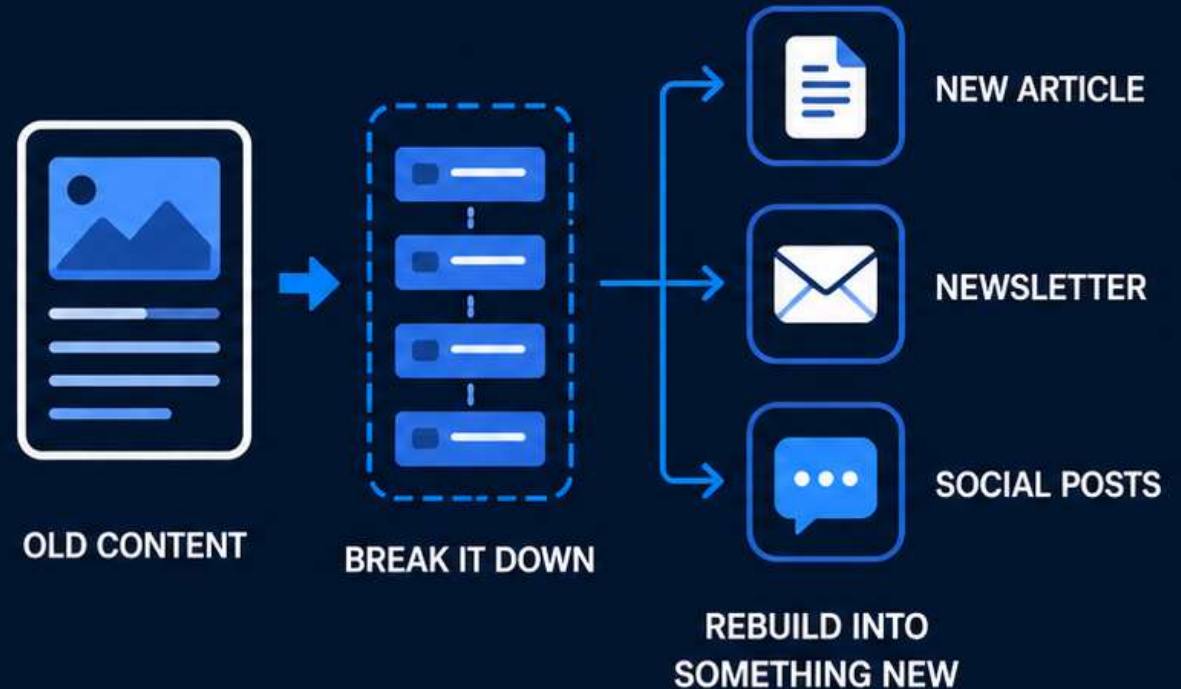
You're not starting over.



You're building on what already exists.

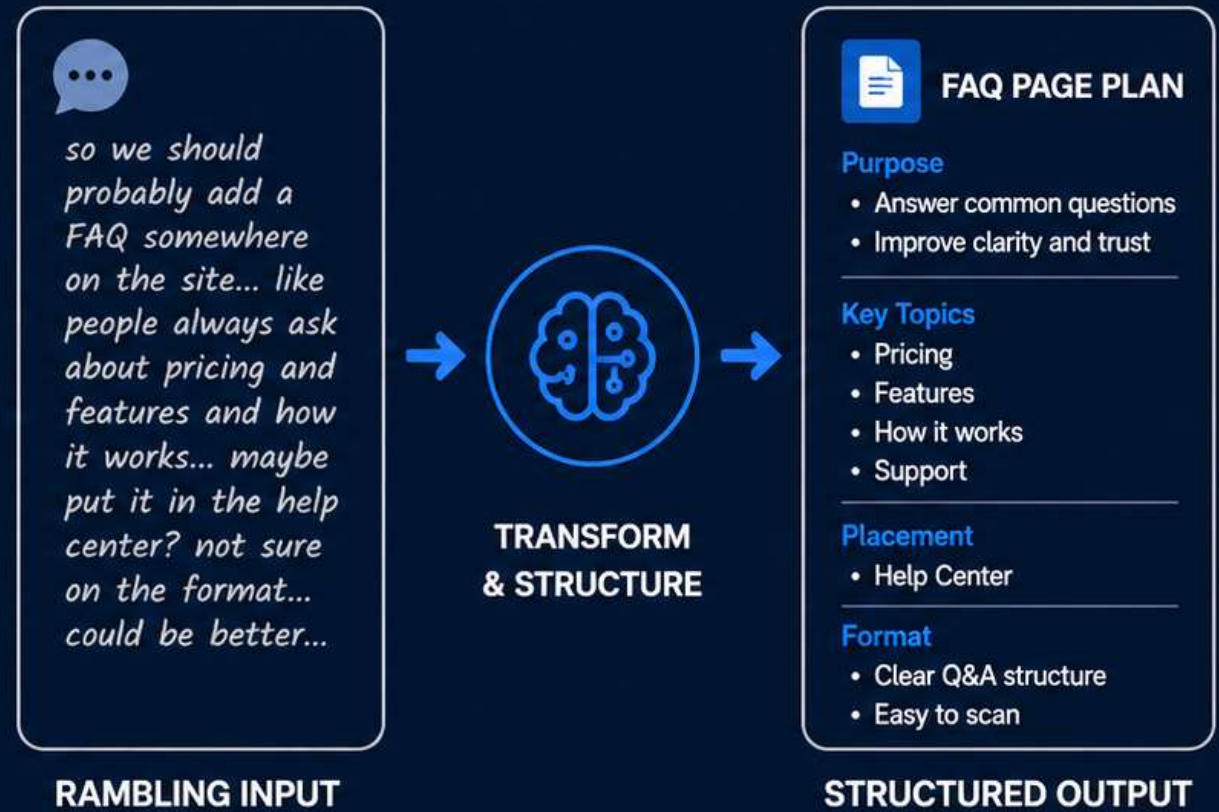
Live Demo: Turning Old Work into New Assets

- Now let's take something that already exists.
- Paste in an old article or piece of content.
 - Break into atomic chunks
 - Rebuild into something new
- Now existing work becomes new output.



Live Demo: From Rambling to Structured

- This is another powerful use case.
- You can take messy, unstructured input...
- and turn it into something clear and usable.
 - Rambling input → structured output
- This saves a lot of time.



Capture the Value

- One important rule:
 - **Do not** leave value inside ChatGPT.
- If you create something useful, capture it.
- Store it.
- Use it again.
- Otherwise, it disappears.



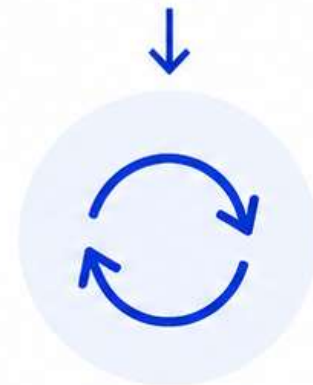
Otherwise, it disappears.



CAPTURE IT
Grab the value
while it's fresh.



STORE IT
Save it in a system
you can trust.



USE IT AGAIN
Reuse it to save time
and create more.

Live Demo: Targeted Marketing

- You can also use this for outreach.

- Create industry-specific content
- Generate supporting emails

- This allows you to create targeted marketing quickly.



What You Should Notice

- As you're watching this, a few things should stand out.
- You're working with it, not commanding it.



The first answer is not the final answer

It's a starting point, not the finish line.



You refine through iteration

Each round gets you closer to the best result.



It's conversational, not rigid

Ask, respond, adjust.
It's a dialogue.



You're working with it, not commanding it.

Collaboration leads to better outcomes.

How to Interact with AI



You don't need perfect prompts.



You can talk naturally.



You can even ramble.



More context usually leads to better output.

AI Amplifies Thinking



This is not about **replacing** your thinking.



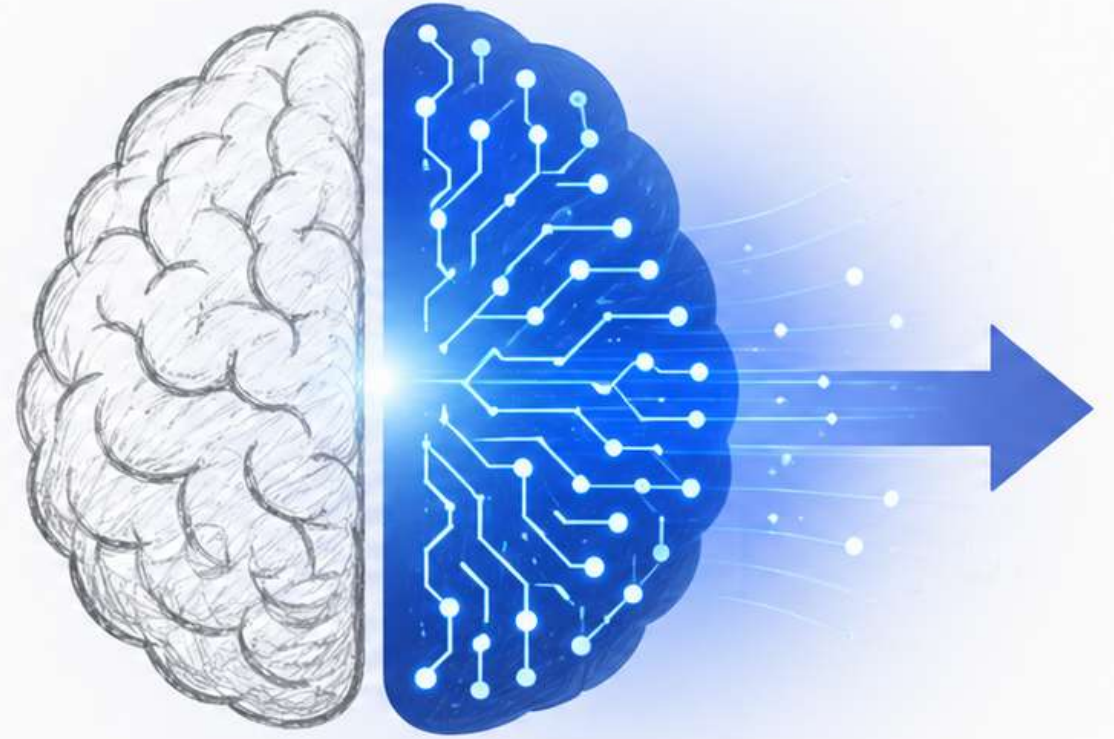
It's about **amplifying** it.



If your thinking is **clear**, the output **improves**.



If your thinking is **unclear**, the output **suffers**.



So now you've seen what **this** can do.



- The next question is:
 - Which tool should you actually be using?