



BenefitLab.ai

Where benefits knowledge meets practical AI.

Leverage for Insurance Agents

Part 3

Amplifying with AI



Lesson 24: Why I Use ChatGPT



Knowledge



Strategy



Growth



Why ChatGPT

- ✓ There are a lot of different LLMs out there.
- ✓ And **new ones** are coming out all the time.
- ✓ But the one I use consistently is **ChatGPT**.



It Gets Better Over Time

- One reason is that it has **memory**.
 - Learns your preferences
 - Adapts to how you work
- It becomes **more useful** the more you use it.
- It's not just a one-time tool.
- It becomes something you build a **working relationship** with.



It Carries Context

- Another big advantage is **context**.
 - Builds on **prior conversations**
 - Supports **ongoing projects**

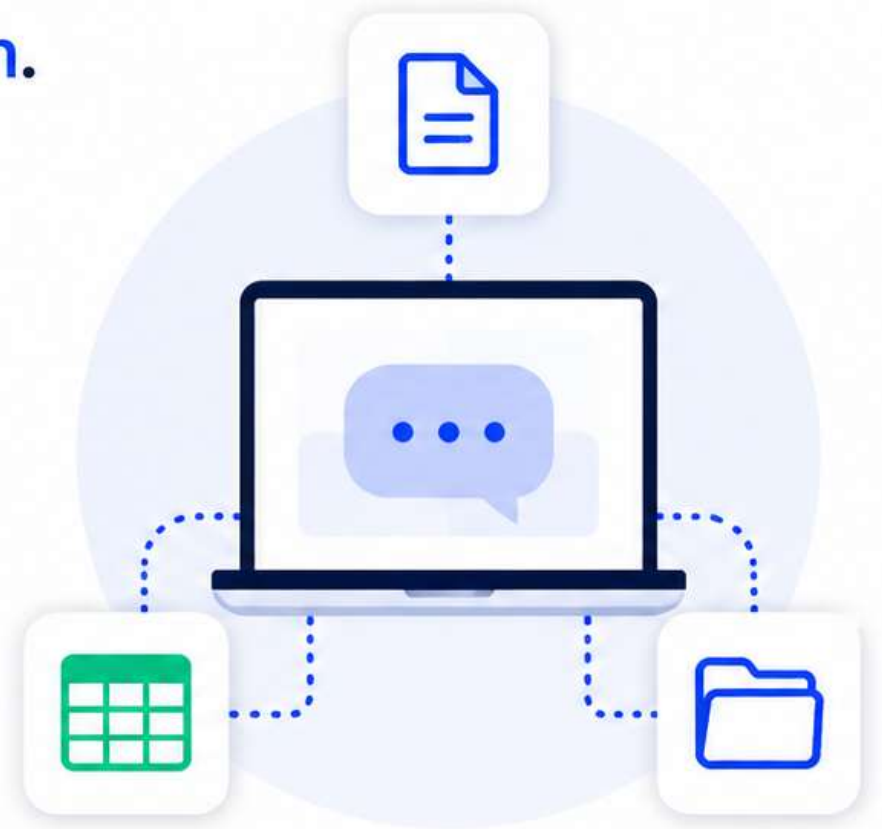
- You're **not** starting from scratch every time.

- This is especially useful for **longer-term work**.



It Works With Your Content

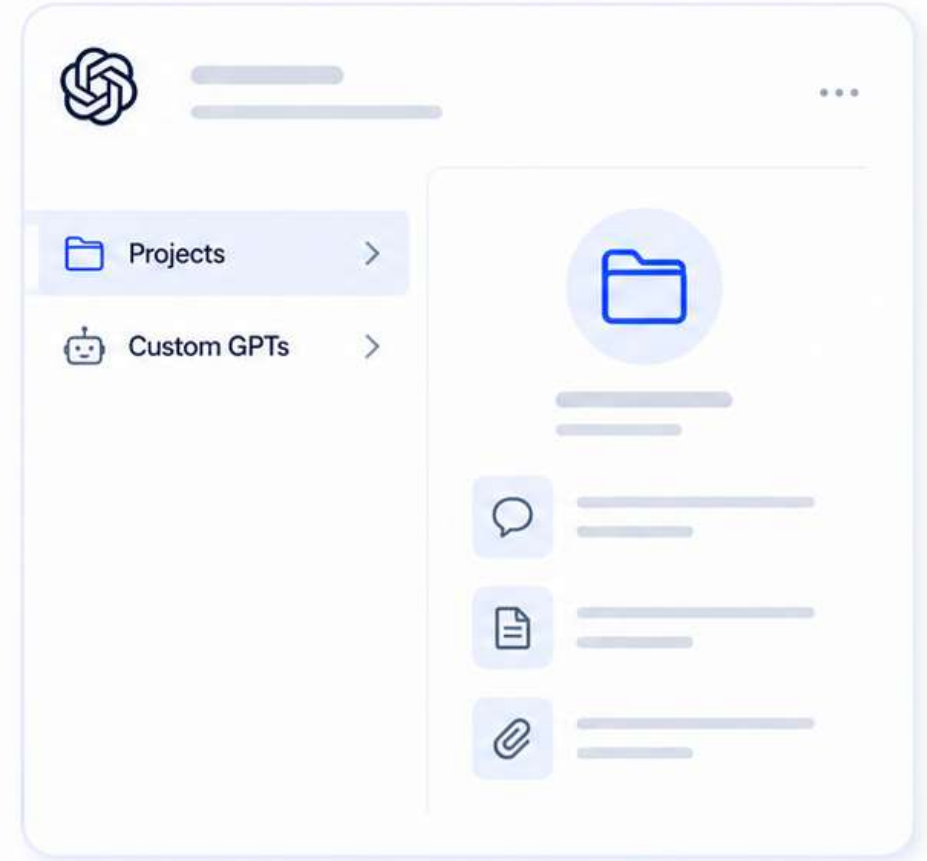
- You can also give it **your own information**.
 - Upload documents
 - Use outlines and spreadsheets
 - Work with your actual content
- Now it's **not just general knowledge**.
- It's working with **your world**.





Organize Your Work

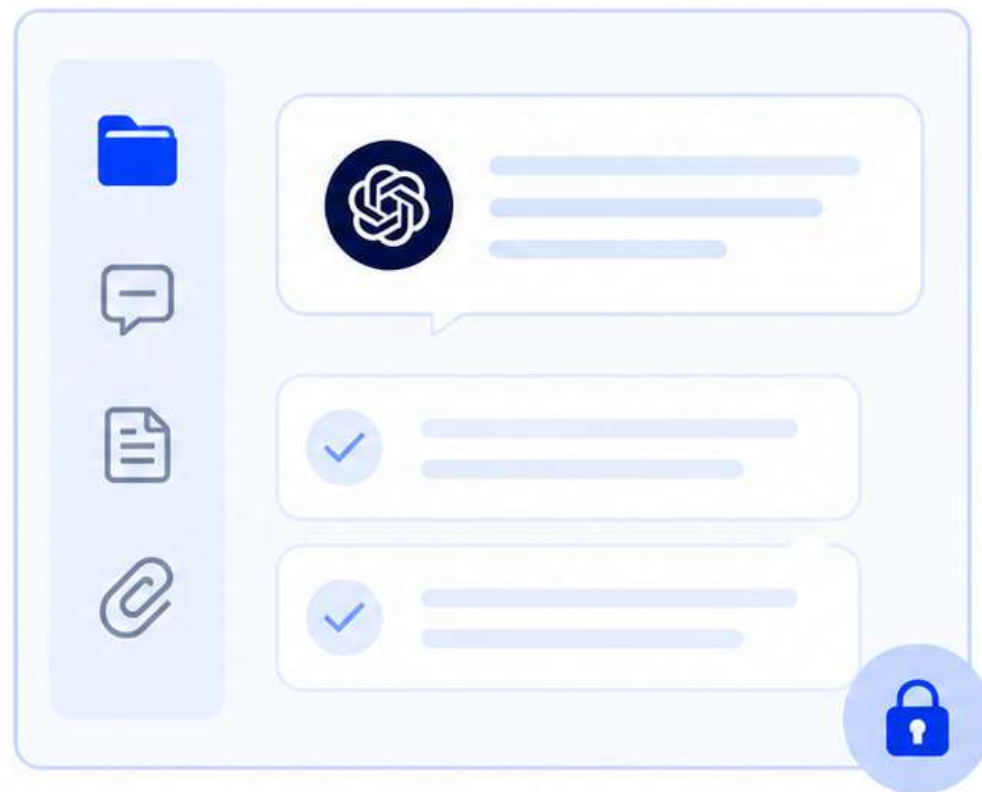
- You can also **structure** your work inside ChatGPT.
 -  Projects
 -  Custom GPTs
- This allows you to group conversations, files, and instructions around a **specific purpose**.





Make It More Focused

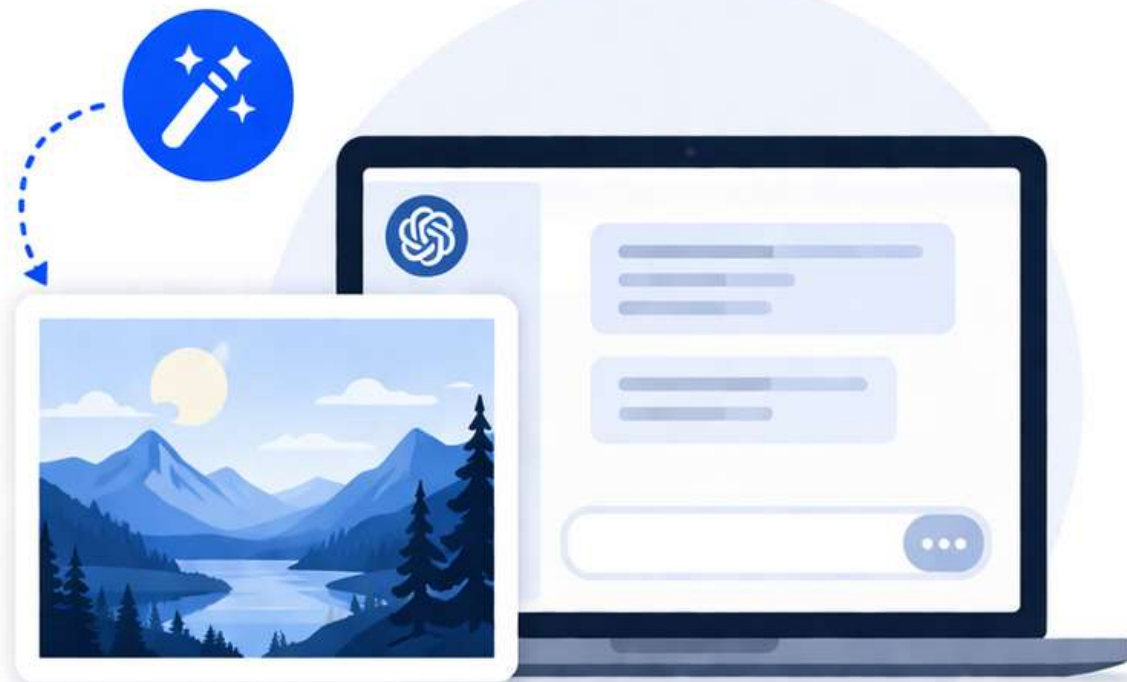
- Now instead of **starting fresh** each time...
- you're working inside a **defined environment**.
- That makes the output **more consistent** and **more useful** over time.





Additional Capabilities

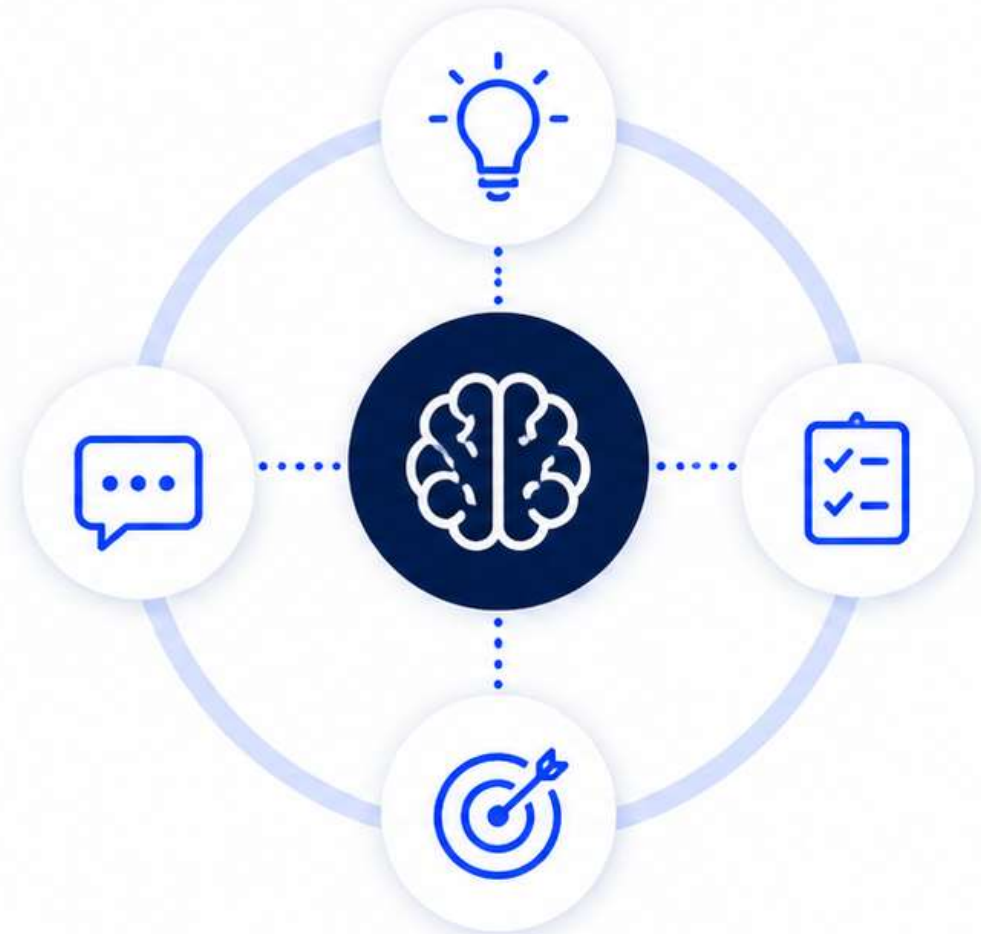
- It can also generate things like **images** when needed.
- That's **not** something you'll use every day.
- But when you need it, it's **helpful**.





This Is a **System Partner**

- This is **not** something I use occasionally.
-
- This is part of how I **think through** problems now.





Real Example: Building Tools

- This isn't just for **writing** and ideas.
- It can also help you **build things**.
- Like the **renewal extractor**. Or the online version of our **Stella quoting tool**.
- Those are being built with **AI assistance**.
- Not by writing everything **from scratch**.



Renewal Extractor

Extracts and organizes renewal data quickly and accurately.



Stella Quoting Tool (Online)

An online quoting tool that makes the process faster, easier, and more reliable.



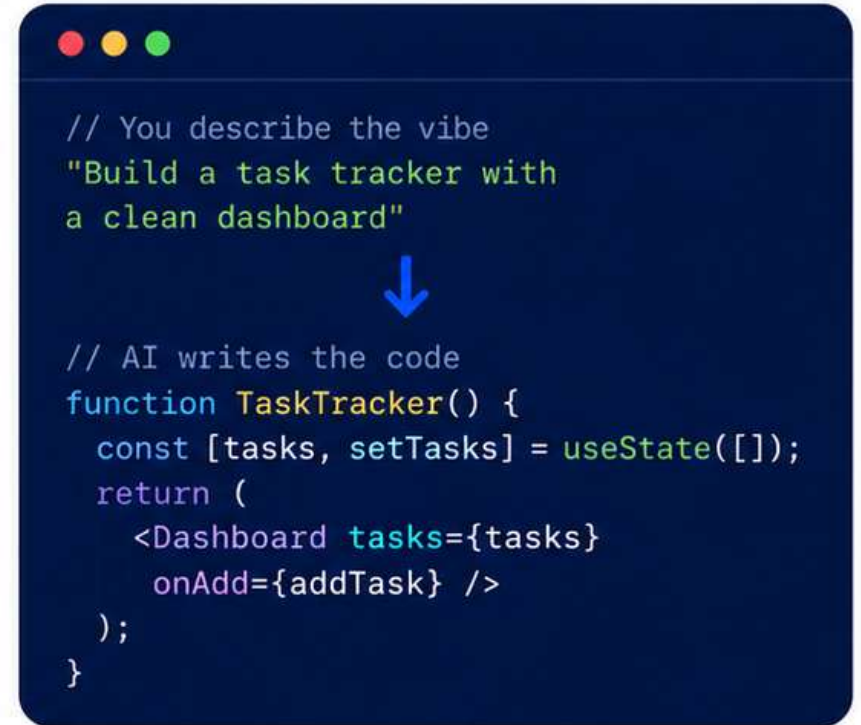
Built with **AI assistance**.

Not by writing everything from scratch.

This is called **Vibe Coding**

Vibe coding is a new way of building software with AI tools by **focusing on the end result** instead of the technical details.

- You describe what you want in plain language.
- The AI writes the code.
- You test it, give feedback, and refine.
- You stay in the flow, focused on **the vibe**, not the syntax.



```
// You describe the vibe
"Build a task tracker with
a clean dashboard"

↓

// AI writes the code
function TaskTracker() {
  const [tasks, setTasks] = useState([]);
  return (
    <Dashboard tasks={tasks}
      onAdd={addTask} />
  );
}
```



It's about building software in the flow state—where creativity, intent, and AI come together to **ship faster**.

What This Means



- Faster **development**



- Lower barrier to **building tools**



-
- You don't have to be a **programmer** to start creating **systems**.

Using ChatGPT Effectively



The most important skill is **not** asking the perfect question.



It's learning how to **iterate**.

Iteration Matters



The first answer is not final



Refine and improve



Ask follow-up questions



Think of it as a **conversation**.

Talk To It Like a Human



You don't need **perfect** prompts.



You can talk **naturally**.



You can even **ramble**.



More context usually leads to **better output**.



I need help writing a client email.

Can you make it more friendly?

Actually, make it a little shorter.

Thanks!

Use Voice **When Needed**



One simple tactic is using the **microphone** on your phone.



This works well when you **can't type**.



And it allows you to capture ideas in **real time**.



Use It for Thinking



This is especially useful for **brainstorming**.

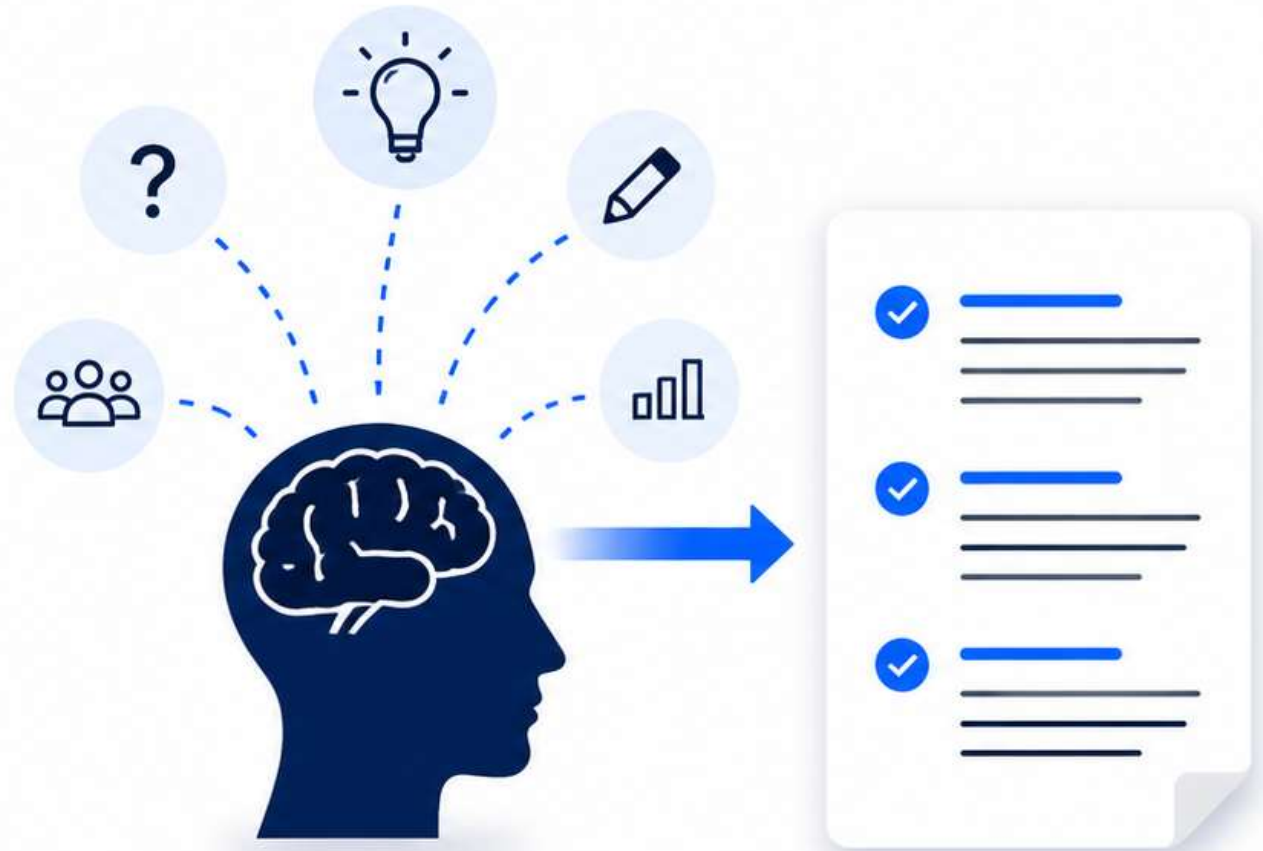
-  Explore ideas
-  Think through problems
-  Challenge assumptions



The knowledge is already **in your head**.



This helps you **extract** and **organize** it.



Make It a **Habit**



This is not something you use **once in a while**.



It becomes a **regular part** of how you work.



A **daily thinking partner**.



AI Amplifies Thinking



Clarity matters.

AI works best when your thinking is clear.



Vague in, vague out.

If your input is vague, the output suffers.



Clear in, better out.

If your input is clear, the output improves.



It doesn't replace thinking.

You're still the one doing the thinking.



It amplifies it.

AI helps you go further, faster.



VAGUE INPUT

"Help me with this."



Here are some general ideas...

WEAKER OUTPUT



CLEAR INPUT

"I'm preparing a pitch for investors about my productivity app. Help me structure the problem, solution, and market fit."



Here's a strong pitch structure with key points, talking points, and examples...

STRONGER OUTPUT



You think. **AI amplifies.** You lead.

Use Judgment



It's also important to remember:
AI is **not always correct**.



You still need to
apply judgment.

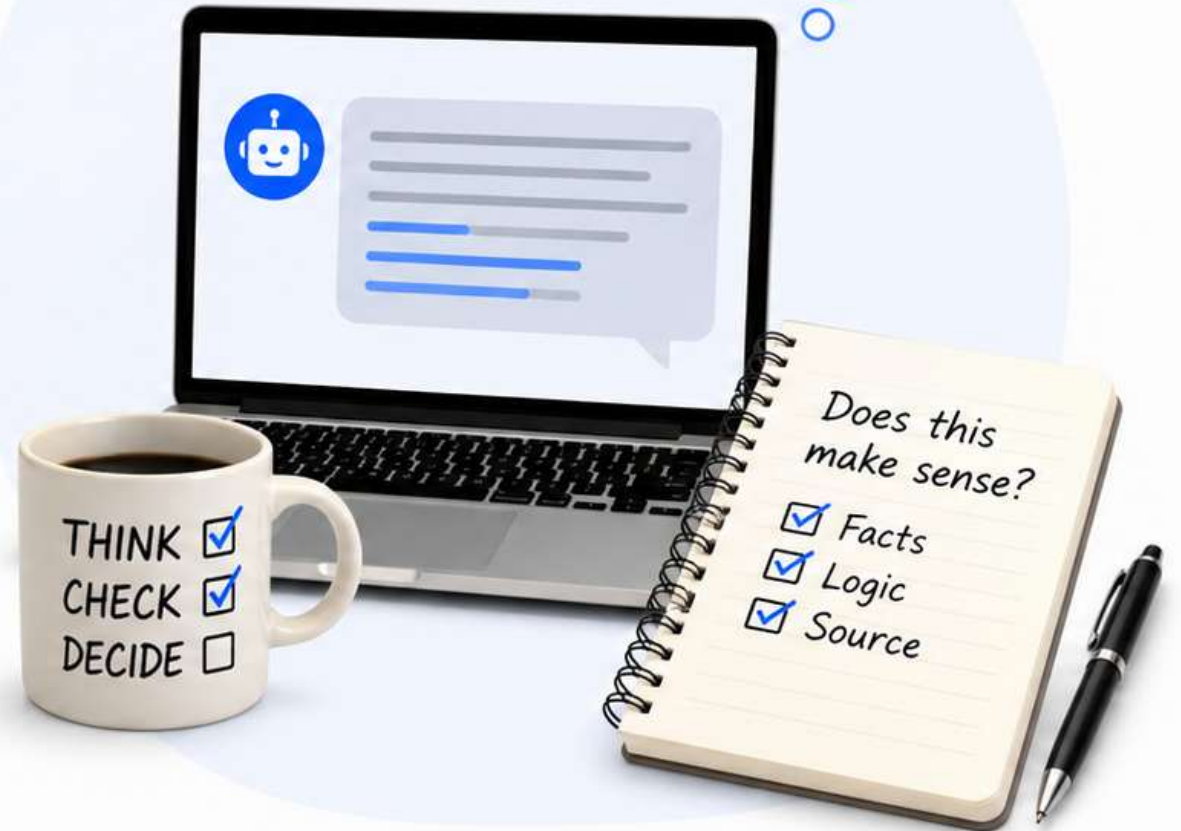


Especially when it's not based
on **your own curated information**.



AI can assist your thinking.
Judgment makes it valuable.

Good starting
point, not the
final answer.



So now you've seen how to use the tool.



But there's
still a **limitation**.



And that limitation is
what leads us to the
next concept.

