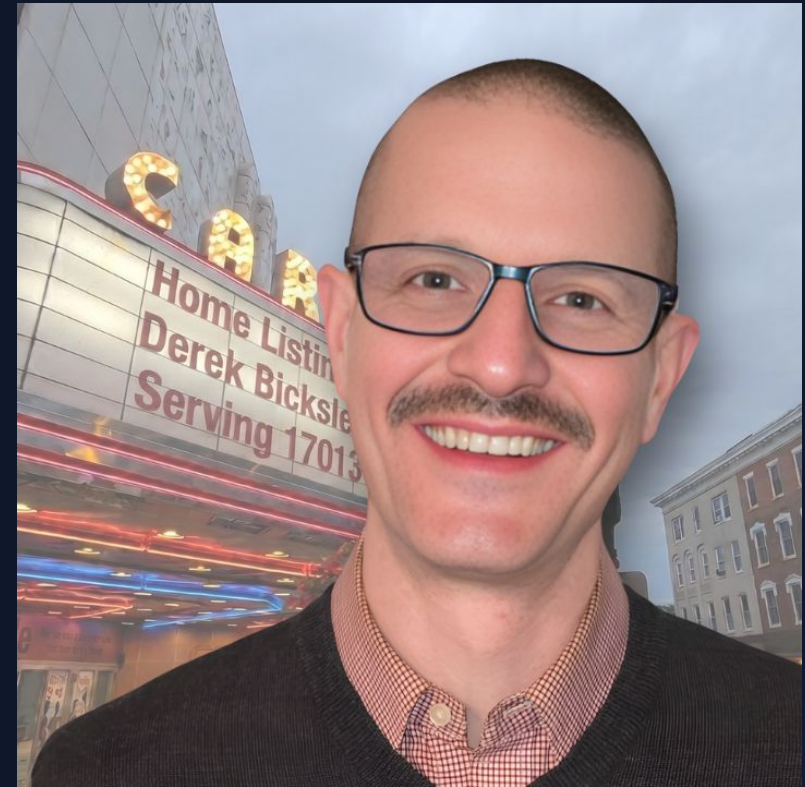


About me

- ▷ Single Dad of 3
- ▷ Realtor 20 years
- ▷ Local SEO Expert and Agency Owner
- ▷ Volunteer Firefighter (Carlisle 41)
- ▷ Athlete (Rock Climbing, Mountain Biking, Basketball, etc etc)



Terms to Know

▷ Model/LLM/AI

- Examples
- Gemini (Google)
- ChatGTP (Open AI)
- Claude (Anthropic)
- Grok (Space X)

▷ Token

- This is how they measure the amount of thinking performed by the AI for the task
- More tokens equals more money spent

▷ Prompt

- Everything you say to AI is a prompt
- Could be a statement or a question



Terms to Know (continued)

- ▷ Project (Gem)
 - Mini Automation
 - Examples
 - Home Price Analyzer
 - Listing Performance Analyzer
- ▷ Skill
- ▷ Connectors/Plugins
- ▷ Agent/Agentic
- ▷ Computer Use
- ▷ Coding



Models

Gemini (Google)

- ▷ Specialties: All Around/Does the most/best value/most for your money/most features: - general, deep research, fast answer, music, image, video, writing, coding, agents/automation, etc etc
- ▷ Drawbacks: Lagging on coding, writing, and being like a real person

ChatGTP (Open AI)

- ▷ Specialties: Somewhat All Around: Coding, general, research, fast answer, image, writing, agents/automations
- ▷ Drawbacks: No Video Generation

Models

Claude (Anthropic)

- Specialties: Highly Specialized: Coding, writing, acting like a real person, research, fast answer, agents/automations
- Drawbacks: Expensive, Token Heavy, no image, no video

Grok (Space X)

- Specialties: None, maybe direct access to X. Maybe coding in future with purchase of cursor and overhaul happening in general.
- Drawbacks: All until overhauled

My recommendation / What I like

Gemini and ChatGPT

Custom Instructions, Connectors/Plugins, and Settings

- ▶ Go through all settings and set them the way they should be
- ▶ Turn on connectors/plugins/whatever they call them
- ▶ Complete custom instructions and master prompts - use this prompt to create your master prompts to insert into instructions:

"Ask me everything you need to ask me in order to build 3 comprehensive master prompts for me to be able to give AI's for them to properly know me as they should in order to maximize their use to me. Walk me through building them. The 3 prompts I want to build are 1. Personal, 2. Professional, and 3. A Combination of both personal and professional. Make it comprehensive, and also structure it however it needs to be for optimal use by AI's. Also tell me how to add this to your master instructions for me in the settings."



Modern laptop on desk

Pricing

What you get on free plans

- ▷ Enough to minimally try and dip your toes in the water
- ▷ Restricted from better and varied models
- ▷ Access to basic features and capabilities (Many features just aren't there - So good idea to at least pay for the minimal tier so you know what you're missing)

What you get by paying (recommended for at least 1 model)

- ▷ Better Memory
- ▷ More Customization and Custom Instruction and Connectors
- ▷ Access to Better and More Models
- ▷ Access to Higher Limits on Usage
- ▷ Access to More Automation
- ▷ Access to More Features and Capabilities

Current Pricing – Gemini

Free

Get **everyday help** from Google AI to tackle tasks at work, school or home.

\$0 / month with a Google Account

Get started

◆ Gemini app

Your personal, proactive and powerful AI Assistant

- ✓ Access to 3.5 Flash
- ✓ Varying access to 3.1 Pro
- ✓ Image generation and editing
- ✓ Deep Research
- ✓ Gemini Live
- ✓ Canvas
- ✓ Gems

New Features Added

Google AI Plus¹

Get **more access** to new and powerful features to boost your productivity and creativity.

\$4.99 / month

Get 2x higher usage access than Free

Get started

✔ Everything in Free and:

◆ Gemini app

Get 2x higher usage limits² than Free and access to more features like video generation and Daily Brief.

■ Google Flow³

Get 200 Google Flow Credits to use across our AI creative studio to create cinematic scenes and stories with access to Gemini Omni Flash and custom tool creation.

 Google Search⁴

New Features Added

Google AI Pro¹

Get **higher access** to new and powerful features to boost your productivity and creativity.

\$19.99 / month

Get 4x higher usage access than Free

Get started

✔ Everything in Free and:

◆ Gemini app

Get 4x higher usage limits² than Free and access to more features like video generation and Daily Brief.

■ Google Flow³

Get 1,000 Google Flow Credits to use across our AI creative studio to create cinematic scenes and stories with access to Gemini Omni Flash and custom tool creation.

 Google Search⁴

New Plan

Google AI Ultra¹

Unlock the **highest level of access** to the best of Google AI and exclusive features.

Starting at:

\$99.99 / month

\$99.99 / month: 5x higher usage limits vs. AI Pro

\$199.99 / month: 20x higher usage limits vs. AI Pro

Get started

✔ Everything in Google AI Pro and:

◆ Gemini app

Get up to 20x higher usage limits² in Gemini than the Pro plan, plus first access to advanced features like Deep Think and Gemini Spark (US only, English only).

■ Google Flow³

Get 10,000 or 25,000 Google Flow Credits to use across our AI creative studio to create cinematic scenes and stories with access to Gemini Omni Flash and custom tool creation.

Current Pricing – Google WorkSpace



Annual (Save 16% with one-year commitment) 

Starter

\$7

per user / month

Get started

Starter includes:

 30 GB

pooled storage per user*

 Custom business email, you@your-company.com

 Gemini AI assistant in Gmail

 Chat with AI in the Gemini app

 Video meetings, 100 participants

 Security and management controls

Standard

\$14

per user / month

Get started

All of Starter, and:

 2 TB

65x more than Starter*

 Custom business email, you@your-company.com + custom layouts, and mail merge

 Gemini AI assistant in Gmail, Docs, Meet, and more

 AI research assistant (NotebookLM)

 Chat with AI in the Gemini app + create your team of AI experts

 Video meetings with recording, noise cancellation, 150 participants

 Appointment booking pages

 eSignature with Docs and PDFs

 Google Workspace Migrate tool for data migration

Plus

\$22

per user / month

Get started

All of Standard, and:

 5 TB

2.5x more than Standard*

 Custom business email + eDiscovery

 Video meetings with attendance tracking, 500 participants

 Vault to retain, archive, and search data

 Secure LDAP

 Advanced endpoint management

 Enhanced security and management controls

Enterprise

Contact sales for pricing

Contact sales

All features mentioned, and:

 5 TB

or upgrade for more*

 Custom business email + S/MIME encryption

 Video meetings with in-domain live streaming, 1000 participants

 Data Loss Prevention (DLP)

 Context-Aware Access (CAA)

 Enterprise data regions

 Cloud Identity Premium

 Enterprise endpoint management

 AI Classification for Google Drive

 Assured controls available as an add-on

 Enhanced Support with faster response times for critical issues

All plans billed monthly

All prices \$USD

Business Starter, Business Standard, and Business Plus plans can be purchased for a maximum of 300 users. There is no minimum or maximum user limit for Enterprise plans.

Current Pricing – ChatGPT

Upgrade your plan

Free

\$0 USD / month

See what AI can do

Your current plan

- ✧ Core model
- Limited messages and uploads
- 🖼️ Limited image creation
- 🧠 Limited memory

Have an existing plan? [See billing help](#)

Go

\$8 USD / month

Keep chatting with expanded access

Upgrade to Go

- ✧ Core model
- 🔄 More messages and uploads
- 🖼️ More image creation
- 🧠 Longer memory
- 🗣️ Expanded voice mode

This plan may include ads. [Learn more](#)

Plus

POPULAR

\$20 USD / month

Unlock the full experience

Upgrade to Plus

- ✧ Advanced models
- 🖼️ Advanced image creation with Thinking
- 🧠 Expanded memory across chats
- 🗣️ Codex coding agent
- 🔍 Expanded deep research
- 🔗 Projects and custom GPTs

Pro

From

\$100 USD / month

Maximize your productivity

Upgrade to Pro

Everything in Plus and:

- 📈 5x or 20x more usage than Plus
- ✧ Frontier Pro model
- 🗣️ Maximum access to Codex
- 🔍 Maximum deep research
- 🗣️ Unlimited core chat
- 🖼️ Unlimited and faster image creation
- 🧠 Maximum memory and context
- 🧪 Early access to experimental features

Unlimited subject to abuse guardrails.
[Learn about limits and promos on both tiers](#)
[I need help with a billing issue](#)

Personal

Business

Current Pricing – Claude

Plans that grow with you

Individual

Team and Enterprise



Free

Meet Claude

\$0

Use Claude for free

- ✓ Chat on web, iOS, Android, and desktop
- ✓ Generate code and visualize data
- ✓ Connect Slack and Google Workspace
- ✓ Extended thinking for complex work
- ✓ Built-in web search



Monthly

Yearly · Save 17%

Pro

Research, code, and organize

\$17

USD / month
billed annually

Get Pro plan

Everything in Free and:

- ✓ Claude Code directly in your codebase
- ✓ Power through tasks with Cowork
- ✓ Build and prototype with Claude Design
- ✓ Higher usage limits
- ✓ Access to more Claude models
- ✓ Memory that carries across conversations



Max

Higher limits, priority access

From \$100

USD / month
billed monthly

Get Max plan

No commitment · Cancel anytime

Everything in Pro, plus:

- ✓ Up to 20x more usage than Pro*
- ✓ Recommended for Claude Code & Cowork
- ✓ Early access to advanced Claude features
- ✓ Higher output limits for all tasks
- ✓ Priority access at high traffic times

*Usage limits apply. Prices and plans are subject to change at Anthropic's discretion.

Current Pricing – Grok



Try for **\$0.00** For 7 Days

Individual

Business

SuperGrok Lite

\$10 USD/month

Keep chatting with basic access

Upgrade to Lite

-  2x longer conversations in Chat
-  1x AI agent on Expert mode
-  Try out AI image & video creation
-  Increased limits at regular speed

SuperGrok

Limited Time Offer

\$0

Try 7 days for \$0.00, then \$30.00 monthly

Claim \$0.00 offer

-  Access to Grok Build
-  5x longer conversations in Chat
-  More usage, at lightning-fast speed
With HD 720p, 30-second video
-  Upload more files for smarter help
-  Lightning-fast replies

SuperGrok Heavy

67% off 3 months

\$99 USD/month

67% off for 3 months, then \$300.00/month

Claim offer

-  Everything in SuperGrok
-  Solve extremely hard problems
-  Highest usage limits
-  16x AI agents on Heavy mode
Large team of AI agents collaborating to get you the best possible answers
-  Dedicated support & early access

Save with yearly billing



Homework

- Pick a model or two, create accounts
- Make sure you have it easily accessible on both computer and mobile
- Go through and complete all settings
- Turn On and Authorize Connectors/Plugins
- Complete Master Prompts and Insert them into your master instructions in settings



Q & A

Questions?

Reach out anytime! :-)

Call & Text Number: 717.571.4994 or Schedule a Free Discovery Call at...

SearchBomb.com