What can AI do today that it could not do two years ago?

From chatbots to systems that create, decide, act and transact.

START HERE

AI has changed again.

01

CHAT

Ask and answer

02

MULTIMODAL

See and hear

03

REASON

Work through

04

AGENTS

Use tools

05

WORKFLOWS

Finish tasks

06

TRANSACT

Pay for services

Which of these would have felt impossible in 2023?

Framing timeline: examples mark waves of capability becoming usable, not invention dates.

The shift came when ideas met data and compute.



Geoffrey Hinton • 2013



Ilya Sutskever (left) • 2014

1943 The neuron as a mathematical model.

2012 AlexNet scaled deep learning on GPUs.

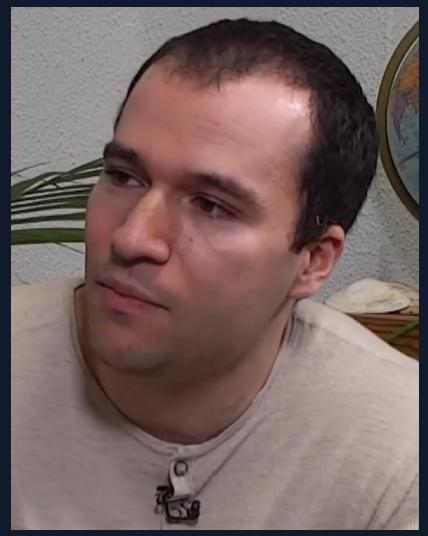
The research did not begin with OpenAI.

History: McCulloch & Pitts (1943); AlexNet (2012). Photos: E. Bach and S. Jurvetson, Wikimedia Commons.

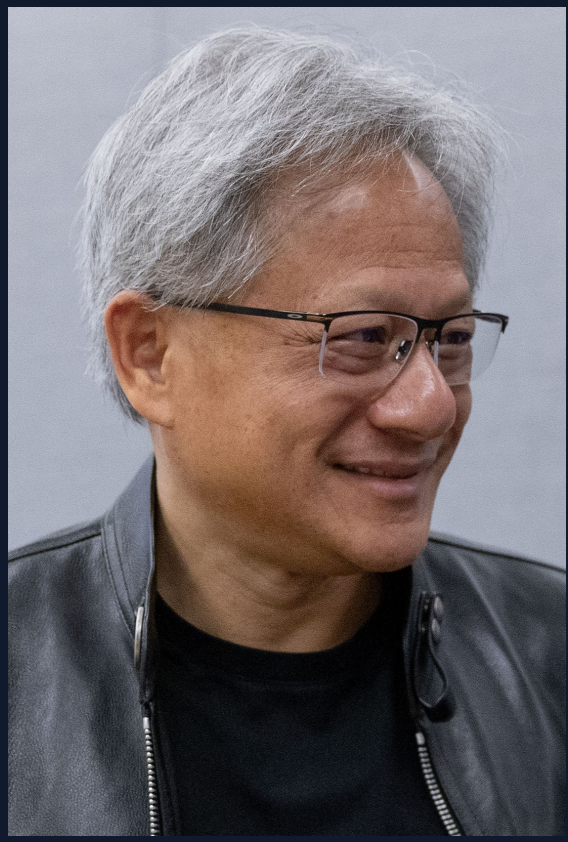
OpenAI meets accelerated computing.



Sam Altman



Greg Brockman



Jensen Huang

OpenAI was introduced in 2015.

In 2016, Huang delivered an NVIDIA DGX-1 to the lab.

OpenAI (2015); NVIDIA (2016). Photos: Alexlcory, Simulation, P. Dasilva / EC; details in notes.

The ideas were older. The doorway was new.

2017

TRANSFORMER PAPER

Attention Is All You Need.

2018

GPT

Pretrained language models.

2022

CHATGPT

AI you could simply talk to.

A research breakthrough became a public tool.

SAME FIELD. A MUCH EASIER WAY IN.

Vaswani et al., Attention Is All You Need (2017); OpenAI GPT (2018); ChatGPT launch (2022).

THE MECHANICS

How does a model learn and reply?

Examples become weights. A prompt becomes an output.

Training is repeated prediction and correction.



01 EXAMPLE

Show a passage of text.

02 PREDICTION

Guess a hidden or next piece.

03 ERROR

Compare with the actual piece.

04 UPDATE

Adjust weights; repeat.

Training changes the weights. Inference uses them.

Google ML Crash Course, neural-network training and LLMs; Cursor Learn, How AI Models Work. Illustrative AI-generated photo.

NOW ASK THE TRAINED MODEL

It generates the reply one piece at a time.

PROMPT

Write a luxury line for a potato.

MODEL

Predicts the next token

then repeats with that token added.



The everyday, reimagined.

Tokens are text pieces; their boundaries depend on the tokenizer.

Google ML Crash Course, Introduction to LLMs; Cursor Learn, How AI Models Work. Token boundaries below are illustrative. AI-generated photo.

SAME BRIEF • DIFFERENT OUTPUTS

The model can take more than one plausible path.



A / DRAMATIC

The everyday, reimagined.

B / PLAYFUL

Everyday gold.

Which fits your audience? Neither is automatically the winner.

Cursor Learn, How AI Models Work. The two campaign lines are illustrative; results vary with model and generation settings. AI-generated photo.

AI is not one model.

HOSTED

GPT-5

Claude Sonnet

Gemini 2.5 Pro

OPEN WEIGHTS

Llama 4

Qwen3

DeepSeek-R1

The provider is not the task. Choose by capability, access and constraints.

Illustrative model families, Sep. 2026. Sources: OpenAI GPT-5; Anthropic Claude Sonnet; Google Gemini; Meta Llama 4; Qwen3.

THREE WAYS TO USE A MODEL

Cloud can be rented by the task. Local can run on your hardware.

APP • READY TO USE

API • PAY PER CALL

LOCAL • RUN THE MODEL

Where should inference happen?



Conceptual comparison; products and model licenses differ.

A model call has two sides of the meter.

INPUT TOKENS

Your instruction

+ earlier conversation

+ files or tool results

OUTPUT TOKENS

The answer the model writes

+ any generated continuation

INPUT + OUTPUT = USAGE

Longer context and longer answers usually use more tokens.

Cursor Learn, Tokens & Pricing. Token counts and billing vary by model and modality; examples are conceptual.

CONTEXT IS THE WORKING BRIEF

Give the model a real brief, not a vague wish.

VAGUE REQUEST

Write a post for our app.

USEFUL BRIEF

AUDIENCE	First-year students
VERIFIED FACT	One place for class notes
ACTION	Join the waitlist

Earlier chat, files and tool results can also become context.

Cursor Learn, Context. The example study app and product fact are fictional; verify facts before using a real campaign.

02 / 05

FROM ANSWERS TO ACTIONS

Give the model tools.

Agents connect reasoning to software, permissions and results.

SPECIALIZED COMPONENTS

Give each job the right model.

READ A PHOTO	———	Gemini 2.5 Pro
WRITE THE OFFER	———	Claude Sonnet or GPT-5
MAKE A VISUAL	———	GPT Image or FLUX
ANIMATE A SHOT	———	Veo or Wan
ROUTE A REQUEST	———	Rules or Jev-style decision model

A useful system can combine these; it does not need one giant model.

Examples, not rankings: GPT-5, Claude Sonnet, Gemini 2.5 Pro, GPT Image, FLUX, Veo and Jev.

Two weeks ago, Jev entered the story.



DIOGO ALMEIDA

Former OpenAI researcher.

At TypeSafe, his team introduced Jev:

a model for structured choices,

scores and probabilities.

Language models dominated the conversation. Decision models are a different tool.

OPEN COURSE MEDIA >

TypeSafe AI, Introducing System One Models & Jev (15 Sep 2026). Diogo Almeida is a former OpenAI researcher, not an OpenAI cofounder.

TOOL CALLING

A model asks. Your software acts.

CUSTOMER

"Is size M in stock?"

MODEL REQUEST

check_stock(size="M")

>

INVENTORY API

12 available

MODEL REPLY

"Yes. Twelve are available."

Cursor Learn, Tool Calling; illustrative stock lookup. The application defines the available tool and runs it.

THE AGENT LOOP

An agent keeps going until it has a result.

GOAL

Book a meeting

>

PLAN

Find a time

>

USE A TOOL

Read calendar

>

CHECK

Slot found?



FEEDBACK: observe the result; revise the plan

Human permission sets the boundary for sending, spending and publishing.

Conceptual agent loop based on Cursor Learn and official coding-agent guidance; human approval still governs consequential actions.

AGENTIC COMMERCE

When software can spend.

An agent can have payment access, a budget and a job to finish.

AGENTIC COMMERCE

HTTP 402: the web asks to be paid.

402

PAYMENT REQUIRED

1997 • HTTP/1.1

Reserved; no payment flow.

x402 proposes one now.

01 **Agent requests data**

Within a budget you approved

02 **Service responds 402**

Price + payment instructions

03 **Agent pays; work continues**

Payment proof unlocks the result

FOUR PROTOCOLS • FOUR DIFFERENT JOBS

x402	paid API access	**AP2**	payment authorization	**ACP**	merchant checkout	**UCP**	discovery to checkout

Sources: RFC 2068 (January 1997) §10.4.3; RFC 9110 §15.5.3; x402; Google AP2 and UCP; Stripe/OpenAI ACP.

PERMISSION BEFORE PAYMENT

Give the agent a wallet with a limit.

EUR 50

AVAILABLE TO THE TASK

The wallet pays for approved services.

Nothing beyond the rules.

MAX PER CALL

No surprise EUR 30 API request.

SESSION BUDGET

Stop when the cap is reached.

APPROVAL GATE

Ask before a product order.

TRANSACTION LOG

Show what was bought and why.

The person sets the authority. The agent acts inside it.

Coinbase Agentic Wallet docs: per-call and per-session limits; Google AP2: verifiable authorization. Example amounts are illustrative.

MACHINE-TO-MACHINE COMMERCE

Agents can buy services from other agents.

YOUR AGENT

Needs a market brief.

SPECIALIST SERVICE

Returns the data.

REQUEST — 402 + PRICE — PAYMENT

EUR 0.20 research **+ EUR 0.40 compute** **= a finished brief**

A paid API can be the seller. A wallet and protocol make the handoff possible.

x402 protocol and Coinbase Agentic Wallet paid-service documentation. Values are illustrative, not service prices.

YOUR BUSINESS, ONE CONCRETE JOB

The agent can research, pay and bring back options.

OWNER'S BRIEF

Find three packaging suppliers.

Max EUR 3 for data. Ask before sample orders.

---

01 **Research supplier options**

02 **Pay for a useful dataset**

03 **Compare price, fit and evidence**

04 **Request approval for a sample order**

The agent brings back a decision. The owner approves the consequential purchase.

Illustrative supplier-research workflow. x402: paid API call; AP2: payment authorization; human approval for any order.

THE CLASS CHALLENGE

What will your team build?

Choose one useful workflow. Show the prototype and the evidence.

ALSO • INDIVIDUAL QUIZ • ALLOW 30 MIN TO 1 HOUR MAX

THE COURSE CHALLENGE

What will it take to pass?

FIRST — Every student has a GitHub account and joins a team project.

THEN — Your commits show what you contributed and how the project improved.

SHOW US — Who is the target audience? What is your goal?

What is the clear call to action?

We assess the work behind the commits, not just the count.

Official module: 80% portfolio • 20% participation • at least 5.5 in each.

Class evidence checklist; formal assessment remains 80% portfolio and 20% participation, with at least 5.5 in each part.

YOUR COURSE HOME

Open ConnectEA and find the assignment.

https://connectea-course-hub.vercel.app

1. **Find your team and project.**
2. **See public GitHub activity.**
3. **Open the final assignment.**

Commits show changes; your portfolio explains the learning.



SCAN TO OPEN

ConnectEA course hub; QR points to the stable course URL.

A landing page should answer the buyer in order.

WHAT IS IT?	**A clear hero and promise.**
IS IT FOR ME?	**Audience, use case and benefit.**
CAN I TRUST IT?	**Real proof and honest answers.**
WHAT NEXT?	**How it works and one clear action.**
WHAT DOES IT COST?	**Price and terms when relevant.**



Landing Page Core Questions

by lander.studio

① Hero	What is this? Is it something I need?
② About	Who are you? Can I trust you?
③ Features	What can this do? How does it work?
④ Benefits	How will this help me? What's in it for me?
⑤ How it works	What happens after I sign up? Is it simple?
⑥ Services	What do you actually offer?
⑦ Use cases	Who is this made for? Can I use it the way I want?
⑧ Testimonials	Who has used this? What was their experience?
⑨ Case studies	Can I see a real example of success?
⑩ Comparison	How is this better than other options?
⑪ Pricing	How much does it cost? What do I get?
⑫ FAQ	I still have questions, can you answer them?
⑬ CTA	What's the next step I should take?
⑭ Contact	How do I get in touch with you?
⑮ Blog	Are you an expert in this space?
⑯ Changelog	Are you improving the product? What's new?
⑰ Integrations	Will this work with the tools I already use?
⑱ Security & Trust	Is this safe to use? Can I trust my data with you?
⑲ Newsletter signup	Can I stay updated? Will you send me helpful stuff?
⑳ Footer	Where can I find legal info, policies, or links?

SAVE IT FOR LATER

Start with the questions your own customer actually asks.

OPEN COURSE MEDIA >

User-supplied lander.studio reference sheet; the five questions here are an instructional summary.

THE CREATOR STUDIO

Automated content creation

One idea can become images, video, sound and a useful story.

CREATOR TOOL SPOTLIGHT

SOTA app for AI content creation



H HIGGSFIELD

SOUL | CINEMA STUDIO | SUPERCOMPUTER

A creative suite for making

and transforming image and video content.

GENERATE	Create images and video
DIRECT	Use tools, presets and templates
REFINE	Edit, extend and make variations

Try it as a workflow: brief > generate > review > improve.

Judge the result against the audience, message, rights and real call to action.

Higgsfield official: higgsfield.ai/apps and higgsfield.ai/supercomputer-intro • features and access can change.

One person can now direct a whole production pipeline.



The human brings direction, taste, and the final review.

A creator can select different tools for each stage; no single model needs to do everything.

AI VIDEO • 2023

The early clips could barely hold a face together.



FACE	Features shift across frames.
OBJECT	Hands, fork and food merge.
MOTION	The action has little continuity.

Watch it, then compare a recent clip. What improved?

WATCH THE EVOLUTION REEL >

OPEN COURSE MEDIA >

2023 ModelScope text-to-video example; original creator post via r/StableDiffusion.

FIRST, CHOOSE WHO IT IS FOR

A niche gives the content a point of view.

FOR EVERYONE

"People who buy food"

FOR SOMEONE

Design-conscious home cooks

who love playful dinner parties.



Who is the ideal customer - and where do they spend time?

SIX WAYS TO CREATE

Start with what you have. Choose what to make.

INPUT		OUTPUT	EXAMPLE
TEXT	>	IMAGE	Create a campaign still
IMAGE	>	IMAGE	Keep the product; change the scene
TEXT	>	VIDEO	Describe a moving scene
IMAGE	>	VIDEO	Animate a chosen first frame
IMAGE	>	3D	Turn a product view into an object
TEXT / VOICE	>	AUDIO	Make narration, music or effects

One campaign can combine several routes.

Capability map. The following slides show model examples and where inference can run.

WHERE DOES INFERENCE HAPPEN?

You can call a model, rent a GPU, or run one at home.

HOSTED MODEL • FAL

RENTED GPU • RUNPOD

CHECK EVERY NODE

LOCAL • COMFYUI / LTX

Privacy depends on where every step actually runs.

fal: hosted model inference; RunPod: GPU Pods and endpoints; ComfyUI: workflow interface. ComfyUI API nodes may still call cloud services.

Two image jobs. Choose the input first.



REFERENCE



STUDIO



CAMPAIGN

TEXT TO IMAGE

Describe a new shot.

GPT Image • Nano Banana • FLUX

IMAGE TO IMAGE

Keep the product; change the scene.

GPT Image • Nano Banana • FLUX Kontext

Local examples: FLUX.2 klein and Stable Diffusion 3.5.

Model families are examples; availability and licenses change. Bottle sequence is illustrative AI-generated imagery.

A still can become a clip or a 3D object.

IMAGE > VIDEO

Hosted	Veo 3.1 • Wan 3.0 • MiniMax H3 • FLUX 3
Local	LTX 2.5 Fast • Wan2.2 TI2V-5B

IMAGE > 3D

Hosted	Meshy 7.1 • Rodin
Local	TRELLIS.2 • Hunyuan3D 2.1

Also try text > video. Check hardware, access, region and licenses before self-hosting.

Examples checked Sep. 2026. Vendor documentation; check access and model licenses.

REALISTIC CONTENT

Photorealism is a look. What do you trust?






Check hands, food, background people and continuity before making a claim.

OPEN COURSE MEDIA >

Four user-supplied image examples; their origin and generation method are unverified.

A spectacular clip invites a second question.

THE HOOK — A familiar phone-video look.

THE EVENT — A giant reaction at road scale.

THE CHECK — Source, context and physical clues.

Watch the 30-second clip in Course media.



OPEN COURSE MEDIA >

User-supplied cola and Mentos clip; origin and authenticity have not been verified.

ATTENTION IS NOT THE GOAL

Why do dancing cats stop the scroll?

MOVEMENT

A familiar subject does something unexpected.

Watch the eight-second clip in Course media.

Then ask: did the right customer care?



OPEN COURSE MEDIA >

User-supplied @themrealeditsz clip; TikTok Creative Codes on hooks, movement and sound.

CONTENT ANGLES • TEST THEM

Negative hooks can win the click. Earn the trust.

NEWS HEADLINES

+2.3% click-through per negative word in one large field study.

NEGATIVE TENSION

MISTAKE	The step people skip
HIDDEN COST	What this habit costs
FAILED ATTEMPT	I tried X; here is what failed
MYTH	The advice I stopped following

OTHER ANGLES

TRANSFORMATION	Before and after, with proof
COMPARISON	A versus B on one criterion
DEMO	Watch the process unfold
IDENTITY	For people who...

Test saves, qualified clicks and action. A click is not a customer.

Nature Human Behaviour (2023): Upworthy news-headline RCTs, +2.3% CTR per negative word. This is not an ad-conversion claim; TikTok creative guidance.

Give a niche its own visual world.



TRUE CRIME

3D evidence room



FINANCE EDUCATION

Gameplay economics



HISTORY

Cinematic reconstruction

AI-generated illustrative concepts. True-crime, finance and historical claims still require independent source checks.

CONTENT EXAMPLE • FOUR BEATS

Let the viewer feel the change.



01 • PROBLEM
Dinner falls flat



02 • TRY
Season the potatoes



03 • TIME
Let the work happen



04 • PAYOFF
Share the result

The ending must answer the opening. Support real claims with evidence.

Four-frame illustrative AI storyboard for a fictional potato campaign; verify any factual product claim.

A whiteboard can make a niche idea easy to follow.

ONE TOPIC	Make the question visible.
ONE DRAWING	Build the explanation as you speak.
ONE TAKEAWAY	Leave the viewer with a clear idea.

Watch the example in Course media; check every factual claim.



OPEN COURSE MEDIA >

User-supplied whiteboard clip; discuss its format, not its financial claims.

One brief guides the whole campaign.

THE BRIEF

AUDIENCE

Design-conscious home cooks

PROMISE

Make a potato feel special

TONE

Elegant • playful • a little absurd

ACTION

Visit the product page

SAME DIRECTION, FOUR OUTPUTS



01	02	03	04
IMAGE	**VIDEO**	**SOUND**	**EDIT**
Hero still	10-sec clip	Voice + music	Story + CTA

HUMAN REVIEW

Does every asset fit the audience, promise and action?

The brief is the through-line. The tools produce the pieces.

Illustrative campaign brief; practical creative direction for a fictional potato campaign.

A character sheet keeps the same hero recognizable.



LOCK THE LOOK — Shape • color • face • details

SHOW THE ANGLES — Front • side • back • expressions

REUSE THE SHEET — Give every shot the same reference

CHECK THE RESULT — Look for drift in each generation

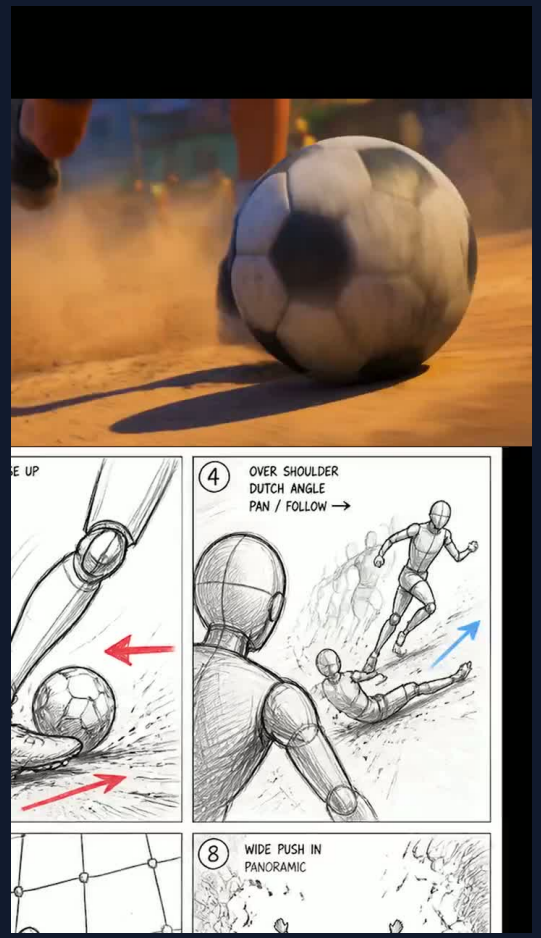
Watch the red character change scenes while its design stays familiar.

OPEN COURSE MEDIA >

User-supplied red-character clip; a reference sheet reduces but cannot eliminate identity drift.

STORYBOARD FIRST

Plan the camera and action before rendering.



PANELS	What does each shot show?
CAMERA	Where does the view move?
ACTION	What changes between shots?
OUTPUT	Did the rendered clip follow the plan?

A storyboard is a control input, not a guarantee.

OPEN COURSE MEDIA >

User-supplied ComfyUI / Seedance 2.0 example; output can diverge from the storyboard.

A good prompt reads like a shot plan.



SUBJECT	The same potato on a velvet pedestal
0-4 SEC	Slow camera push; warm studio light
4-8 SEC	A hand lifts it; show texture close up
8-12 SEC	Hero frame; space for a later headline

LOCK: same product • natural motion • no generated text

VIEW PROMPT EXAMPLES >

Prompt structure informed by Seedance Prompts guides; fictional potato example written for this course.

ONE BRIEF • IMAGE • MOTION

Direct the campaign from still to video.



01 DIRECT THE STILL

Subject • scene • look • frame • constraints

Potato on velvet pedestal.
Elegant studio light; portrait crop;
space for copy; no invented claims or logos.

02 DIRECT THE MOTION

0-3s	**Slow camera push toward the pedestal**
3-7s	**Light sweeps across the potato**
7-10s	**Hold a clean frame for the call to action**

THE BRIEF **Home cooks • make a potato feel special • visit the product page**

Review: does the output keep the brief, look credible and make the next action clear?

Prompting principles: OpenAI Academy, Creating images with ChatGPT; Runway, Image to Video Prompting Guide. Example campaign is fictional.

One performance can guide several looks.



SOURCE VIDEO — The performer supplies the movement.

3D BODY GUIDE — A reconstructed body helps track pose.

NEW CHARACTERS — Generation changes the appearance.

Watch the original / 3D body / generated-character comparison.

OPEN COURSE MEDIA >

User-supplied ComfyUI example; SAM 3D Body estimates a 3D human mesh and is one part of this workflow.

One conversation. Five useful outputs.

START WITH A REAL CUSTOMER

What did you try?

Where did you get stuck?

What finally helped?

Record with permission. Mark the best moment.

Keep their words and context accurate.

PODCAST
The full story, edited for clarity

SOCIAL CLIP
One problem and one useful answer

EMAIL
The insight + a practical next step

ARTICLE
Answer the question people search

AD
A hook to test, with a clear action

TRY IT / Choose one interview moment. Write a clip hook and an email subject.

Turn an ad into a reusable shot plan.

ASK ABOUT A VIDEO YOU CAN SHARE

Mark the hook, problem, proof and CTA.

Give timestamps in MM:SS.

Describe the camera, cuts and sound.

Separate observations from guesses.

Check the analysis against the actual video.

YOUR ORIGINAL VERSION

HOOK

Open on your customer problem.

PROOF

Show your own prototype working.

CTA

Send viewers to your website.

CLASS DEMO / Analyse one short ad. Turn the structure into a three-shot script.

Google Gemini video understanding: ai.google.dev/gemini-api/docs/video-understanding

Find a pattern worth testing.

3 examples

from the same niche

Save each link, date and audience.

Look for the recurring question in the comments.

SPOT

What repeats: opening, reveal, payoff?

ADAPT

How does it fit your customer problem?

TEST

Make one original version for your site.

Decide the signal first: clicks to your site, sign-ups, bookings or useful replies.

Choose the tool by the question.

WHAT YOU NEED	TOOL	TAKE AWAY
Instagram post inspiration	**ViralFindr**	3 relevant references
UGC formats and hooks	**LightReel**	A pattern to test
Competitor Meta ads	**GetHookd**	An offer + creative angle
Facebook niche content	**NicheTrafficKit**	Themes for your niche
Social data for your workflow	**ScrapeCreators**	Public posts or comments

OUTPUT / Save the source link and explain what you will change for your product.

Official product sites: viralfindr.com • lightreel.ai • gethookd.ai • nichetraffickit.com • scrapecreators.com

01

Hook attention

02

Show the problem

03

Give a useful tip

04

Demonstrate your prototype

05

Show the benefit

06

Add a clear call to action

A hook is a promise you have to earn.



100 Proven Viral Hooks :

1. POV: you just found the app that replaced your therapist
2. this is why your screen time is actually 11 hours
3. caught my roommate using this at 3am and now I'm obsessed
4. the app that got me a 4.0 gpa (professors hate this)
5. why gen z is quitting instagram for this
6. this notification just saved my relationship
7. your parents don't know about this money hack
8. the study method that made me $50k in college
9. tiktokers are hiding this productivity secret
10. I built this in my dorm and now it has 1M users
11. why I deleted all my other apps for this one
12. the algorithm thinks you need to see this
13. this app knows me better than my best friend
14. plot twist: this actually works unlike everything else
15. gen z is really using AI to pass their exams
16. the side hustle that doesn't feel like work
17. why everyone's private story looks the same now
18. this changed my entire morning routine in 3 days
19. the app your professor doesn't want you to find
20. I accidentally became productive using this
21. why your feed is about to look completely different
22. the notification that made me $2k this month
23. this app reads your mind (it's actually scary)
24. gen z found a way to hack their dopamine
25. the study hack that feels like cheating
26. your screen time report is about to make sense
27. this app turned my ADHD into a superpower
28. why I wake up at 5am now (and love it)
29. the productivity method that actually stuck
30. gen z cracked the code on this and adults are mad
31. this app made me the friend everyone asks for advice
32. the life hack that everyone's gatekeeping
33. why your spotify wrapped looked like this
34. the app that fixed my sleep schedule in a week
35. gen z is really making money while they sleep
36. this notification literally changed my life trajectory
37. the study method professors are starting to ban
38. why everyone's camera roll looks aesthetic now
39. the app that made me stop doom scrolling
40. gen z found the cheat code for productivity
41. this changed how I think about money forever
42. the morning routine that doesn't feel toxic
43. why your friend group dynamic just shifted
44. this app predicted my quarter life crisis
45. the side effect of using this app daily
46. gen z is really automating their entire lives
47. why I deleted social media for this instead
48. the app that made me text my mom more
49. this literally feels like having a personal assistant
50. the productivity hack that doesn't burn you out
51. why your sleep score finally makes sense
52. gen z discovered the ultimate life optimization
53. this app knows when I'm about to have a breakdown
54. the study method that saved my mental health
55. why everyone's grades improved this semester
56. the app that made budgeting actually fun
57. gen z figured out how to enjoy mornings
58. this notification stops me from making bad decisions
59. the productivity system that works with ADHD
60. why your habits finally started sticking
61. the app that turned anxiety into productivity
62. gen z cracked the code on work-life balance
63. this changed my relationship with my phone
64. the study hack that feels like a video game
65. why procrastination actually became impossible
66. the app that made me a morning person overnight
67. gen z is really optimizing their entire existence
68. this notification taught me to love myself
69. the productivity method that doesn't require discipline
70. why your focus improved without trying
71. the app that gamified my entire life
72. gen z found the solution to decision fatigue
73. this literally automated my success habits
74. the study method that reduced my stress
75. why planning became addictive for me
76. the app that made me consistent for once
77. gen z discovered the secret to sustainable productivity
78. this notification changed my spending habits
79. the morning routine that actually energizes you
80. why your goals finally feel achievable
81. the app that turned chaos into clarity
82. gen z figured out how to enjoy responsibility
83. this literally made me excited about my future
84. the productivity hack that improved my relationships
85. why organizing became therapeutic for me
86. the app that made me trust myself again
87. gen z cracked sustainable self-improvement
88. this notification reminded me who I want to be
89. the study method that made learning fun again
90. why motivation became unnecessary for me
91. the app that helped me find my purpose
92. gen z discovered the key to effortless progress
93. this literally transformed my identity
94. the productivity system that honors your energy
95. why success finally feels sustainable
96. the app that made me believe in myself
97. gen z figured out how to thrive not just survive
98. this notification connects me to my future self
99. the life optimization that doesn't feel overwhelming
100. why I finally feel like the main character

POV — Put the viewer in a situation.

HOW TO — Promise one useful outcome.

CONTRAST — Show a real before and after.

SPECIFIC RESULT — Use a number only with evidence.

Rewrite for your customer. Test the opening, then check the result.

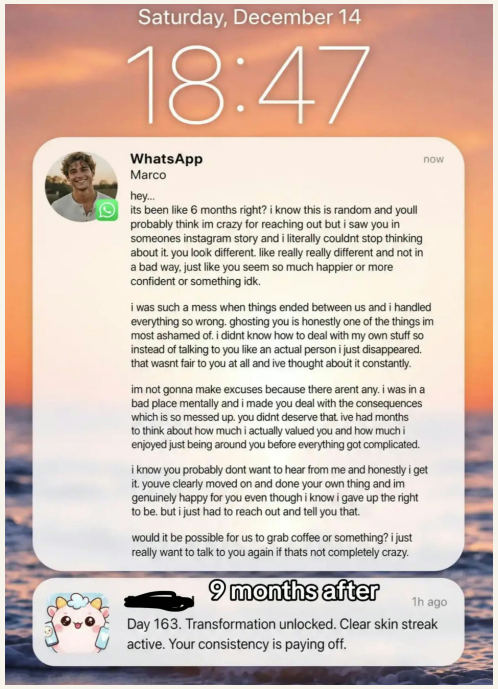
OPEN COURSE MEDIA >

User-supplied 100-hook swipe file; ?proven? performance and many example claims are unverified.

Three frames tell a complete change story.







1 • HOOK

An emotional state

2 • CONTRAST

The same person, later

3 • PAYOFF

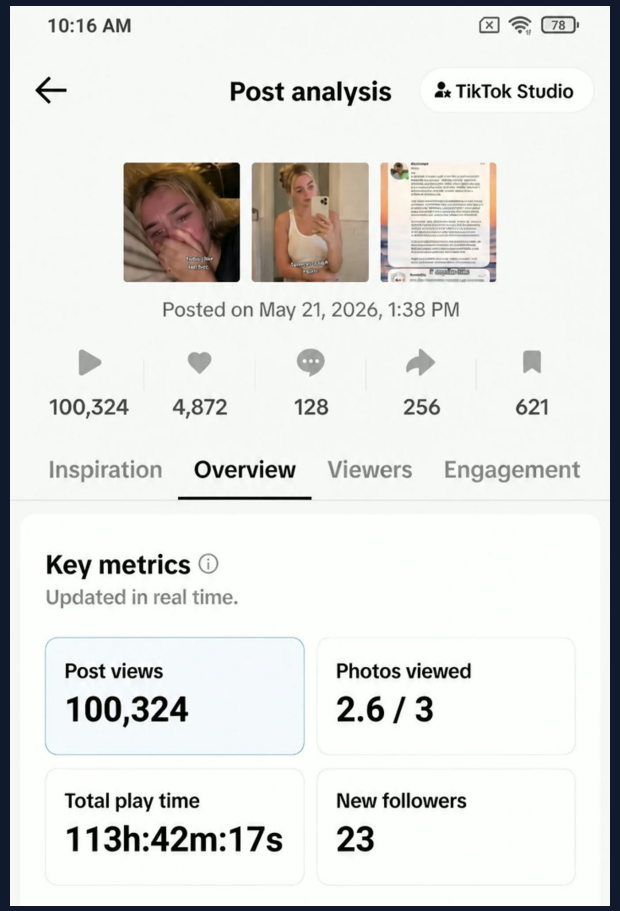
A next step in the story

OPEN COURSE MEDIA >

User-supplied example; depicted story and results are unverified. Treat as format analysis, not product evidence.

READ THE RESPONSE

Views alone do not tell the whole story.

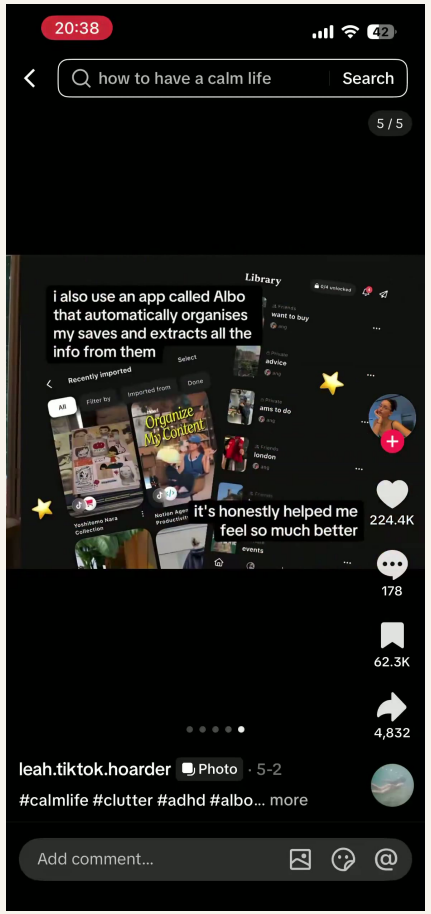


VIEWS	100,324
SAVES	621
NEW FOLLOWERS	23

Ask: did the right audience take the intended action?

User-supplied TikTok analytics screenshot; figures and attribution were not independently verified.

Teach first. Let the app solve the last step.



1 • FACE	A person anchors the first frame.
2 • HOW TO	Promise one useful outcome.
3 • ADVICE	Give 3-4 actionable slides.
4 • APP CTA	Offer the app as the next step.

Adapt the structure; use your own face, advice, assets and proof.

OPEN COURSE MEDIA >

User-supplied Adria Martinez clip; performance claims are the creator's observation, not a universal result.

A SIMPLE POSTING EXPERIMENT

Test one change. Learn what to repeat.

YOUR QUESTION / Which opening brings people to our product page?

01

PLAN

Write two different hooks.
Keep the demo, offer
and CTA the same.

02

PUBLISH

Use one channel.
Give each version the same
time to collect results.

03

COMPARE

Record impressions and clicks.
Compare the click rate.
Repeat the promising angle.

CLICK RATE = LINK CLICKS / IMPRESSIONS x 100%

Keep a log: version, date, impressions, clicks, sign-ups. Small samples give early clues.

Give every channel a clear job.

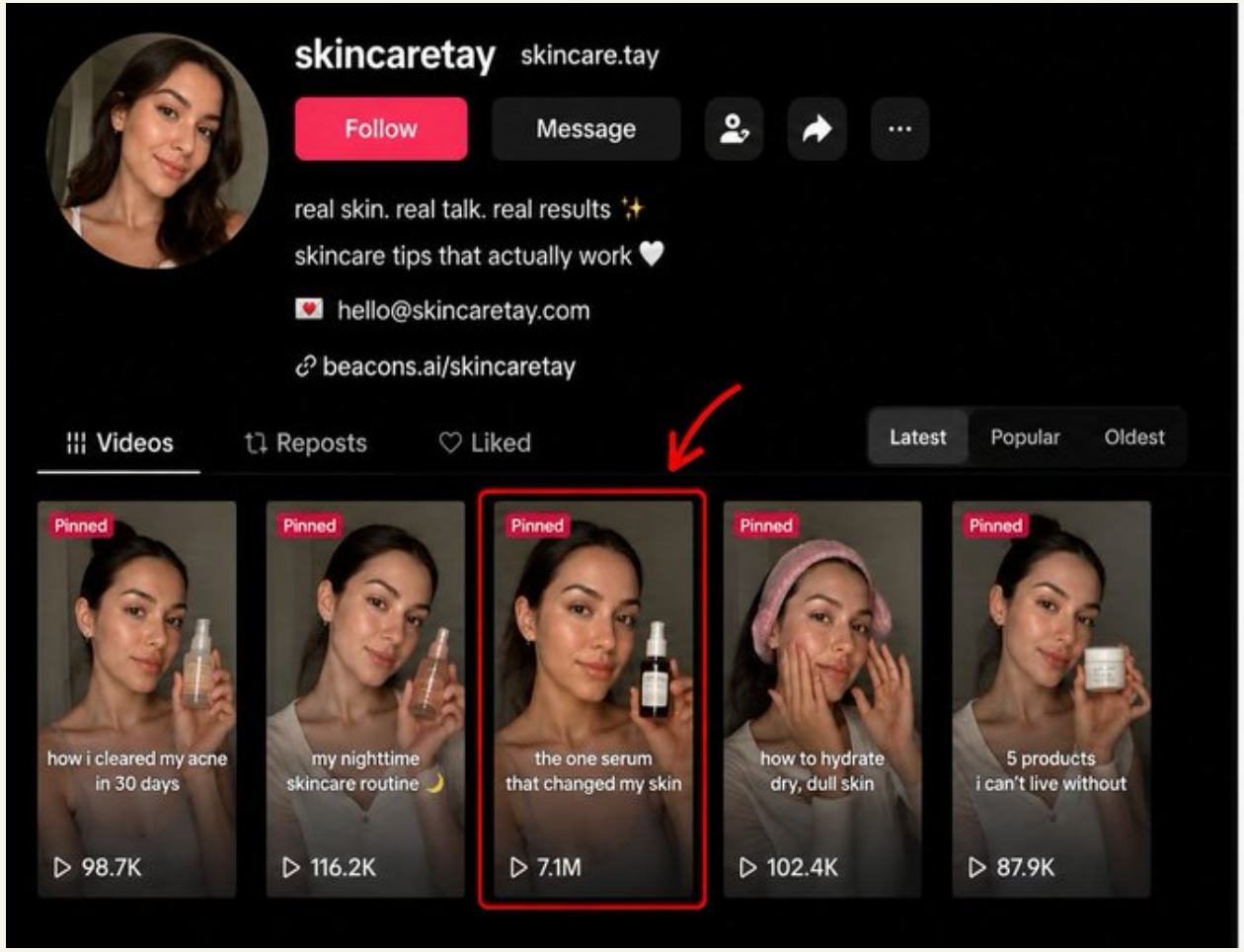
Start with the channel your customer already uses.

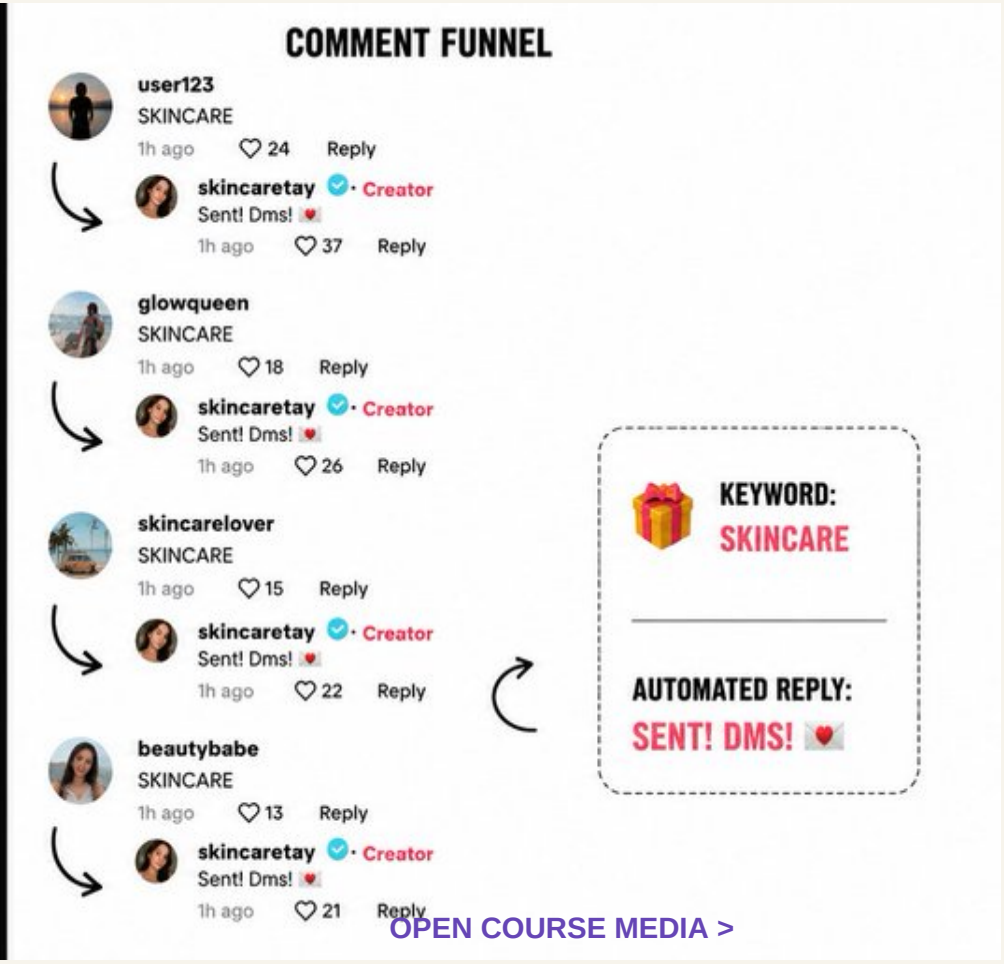
CHANNEL	CONTENT TO MAKE	NEXT ACTION
SOCIAL / PODCAST	A useful story or short demo	Visit the product page
SEARCH	An answer to a customer question	Explore your solution
EMAIL	A useful tip for subscribers	Try the next feature
PAID ADS	One offer + a product demonstration	Sign up or book a demo

TEAM TASK / Pick one channel, one piece of content and one measurable action.

COMMENT TO DM

A keyword comment can trigger a useful reply.





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User-supplied funnel screenshot; comments and outcomes are illustrative, not verified performance data.

CONTENT AT SCALE

Who checks post number 3,000?

100 PAGES x **1** POST / DAY x **30** DAYS

3,000 posts

Every post needs an owner, a review and a working CTA.

Discuss: where would your team become the bottleneck?

Hypothetical production scenario: 100 pages, one post per day, 30 days.

SCRIPT SYSTEM

Reuse the structure. Make the story specific.

EXAMPLE / YOUR TEAM TASK BOARD

HOOK	**"Who was supposed to do this?"**
PROBLEM	"Tasks disappear inside the group chat."
DEMO	Show a task getting an owner and a deadline.
CTA	"Try it with your team. Link in bio."

YOUR TURN / Change the hook for a student team and a small agency.

Use real customer language. Only promise what your prototype can do.

PRODUCTION SYSTEM

Orchestrate the work. Assign the handoffs.

STAGE	OUTPUT	HUMAN OWNER
01 / Research	One audience insight + source	**Researcher**
02 / Script	Hook, demo and CTA	**Writer**
03 / Generate	Visuals from an approved brief	**Creator**
04 / Edit	One finished ad with captions	**Editor**
05 / Publish	Checked post + working link	**Reviewer**

Assign names in your team. One person can own more than one stage.

Would you approve this ad?

Swap ads with another team. Check these four things.

01	PRODUCT	Does the demo match the working prototype?
02	CLAIMS	Can the team support every promise?
03	CRAFT	Are visuals, voice and captions consistent?
04	ACTION	Does the CTA link work on a phone?

Leave one specific fix. Name the person who approves the final version.

LEARNING LOOP

Find the drop. Choose the next experiment.

OBSERVED RESULT		QUESTION TO ASK	NEXT TEST
1,000	impressions	Did we reach the right people?	**Try another audience**
50	link clicks	Did the opening earn interest?	**Test a different hook**
5	sign-ups	Did the page make the value clear?	**Simplify the CTA**

5% clicked. 10% of clicks became sign-ups.

These results are clues. Change one thing, then gather more evidence.

Illustrative results, not measured campaign data. Link clicks do not establish what caused a sign-up.

What did one usable ad actually cost?

EXAMPLE BATCH

Tools + generation, including retries	**EUR 20**
Editing + review time	**EUR 30**
Captions + export time	**EUR 10**
TOTAL PRODUCTION COST	**EUR 60**

6 approved ads

EUR 10

per usable ad

Count the retries and your time. Divide by the outputs you can actually use.

Hypothetical production budget. Time values and tool spend are examples, not market prices; media spend excluded.

CREATIVE OWNERSHIP

Show the judgment behind the output.

NOTICE	What did you learn from your actual users?
CHOOSE	What did you keep, change or leave out?
ADAPT	What improved after someone tried it?

BRING TO YOUR REFLECTION

One before-and-after example. Your decision. The evidence.

IF ANYONE CAN CREATE ANYTHING...

What becomes scarce is worth paying attention to.

IDEAS + TASTE

JUDGMENT + TRUST

AUDIENCE + DISTRIBUTION

Generation is abundant. Attention is earned.

COURSE 4 • FINAL THOUGHT

Combine the tools.

Make something useful.

Models + data + software + human judgment

Start with one audience and one problem worth solving.