

# MBA State & Local Workshop

By Andrew Hooper

## Book Your FREE 30-Minute AI Strategy Consult

Want to go deeper? Schedule a complimentary 30-minute session to explore how these AI strategies can be customized for your specific association or chapter.

<https://calendly.com/andrew-hooper-fnf/30min>

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## Record Everything — Turn Meetings into a Content Engine

The first and most impactful step is to record every meeting, session, and event using an AI transcription tool. Meeting transcripts become the most powerful content driver available to your association. The raw, unstructured words from a single session can be transformed into emails, blog posts, social media content, and member recaps — all with minimal additional effort.

### STEP-BY-STEP WORKFLOW

#### Step 1: Choose Your Tool

- Minutes AI — Mobile app for in-person and live session recording
- Otter AI — Mobile app with Zoom/Teams integration for virtual meetings
- Plaud — SOC2 compliant hardware device; recommended for sensitive client meetings

#### Step 2: Capture and Export

Record your session using your preferred transcription tool, then export or copy the raw, unstructured transcript text.

#### Step 3: Prepare Your LLM

Open a Large Language Model (LLM) like ChatGPT, Claude, Gemini, or Microsoft Copilot. Set the AI to Thinking Mode (extended reasoning) before uploading large transcripts — this prevents rushing and hallucinated output.

#### Step 4: Execute the Prompt

Paste the full transcript and submit the prompt below.

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*"I want you to take this transcript from the [Event Name]. We have [Number] great presenters on stage. I want you to break down a short email recap of this session for all the attendees and for anyone specifically who missed the session — kind of like a 'here's what you may not have heard' or 'here's what you missed.' Take the top five strategies that these association leaders can take back to grow their chapters from this talk and bullet point those after that. Then write me a 500 to 700 word blog post for our local chapter website about why membership is valuable — gear it towards supporting young professionals. Finally, create a carousel post with five short, punchy quotes from this talk that drive home the point of why it matters to be a member."*

## Step 5: Save and Collaborate

Save the chat — your transcript now lives in your AI account for ongoing follow-up and team collaboration.

## 02 Train Your AI to Write in Your Voice

Generic, obviously AI-written content feels fake, lazy, and devalues your message. The solution is not to avoid AI — it is to train the AI to write the way you actually speak and communicate. Every major LLM includes a persistent memory feature that allows it to learn your preferences over time.

### STEP-BY-STEP WORKFLOW

#### Step 1: Generate Baseline Content

Generate a piece of content (blog post, email, social post) using your LLM.

#### Step 2: Review and Identify Gaps

Review the output and identify what does not sound like you.

#### Step 3: Provide Direct Feedback

Tell the AI: "I want you to remember when you write me a blog post to write it like this."

#### Step 4: Confirm Memory Update

The AI will confirm with a 'Memory updated' or 'Saved' notification.

#### Step 5: Iterate and Refine

Repeat consistently — over time, the AI will write exactly the way you want. If content is not right, correct it and add: "Remember this for next time. Always write just like this."

#### Step 6: Use the Voice Training Prompt

*"I want you to remember my writing style preferences. When writing blog posts, emails, or social media content for me, always write in a [conversational / professional / energetic] tone. Avoid overly formal language, excessive jargon, and generic AI-sounding phrases. Write as if I am speaking directly to my audience. Confirm that you have saved this preference."*

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## 03 Visual Collateral & Video Overviews

Transforming text into visual or audio formats dramatically increases retention. Humans retain 10% of what they read, but 50-80% of what they see and hear. Use these tools to convert transcripts and articles into engaging multimedia content.

### STEP-BY-STEP WORKFLOW: NOTEBOOKLM (SLIDES & AUDIO)

#### Step 1: Upload Source Material

Open NotebookLM (a free Google product) and upload your transcript, bylaws, or underwriting guide. NotebookLM only draws from the sources you provide, eliminating hallucinations.

#### Step 2: Generate Slide Decks

Click the slide deck generation feature to instantly convert your transcript into a presentation for first-time homebuyer classes or Credit 101 sessions.

#### Step 3: Create Audio Overviews

Use the Studio feature to generate an AI podcast overview of the content. Drip this out via email or embed it on your website.

### STEP-BY-STEP WORKFLOW: LUMEN5 (TEXT-TO-VIDEO)

#### Step 1: Import Content

Open Lumen5, select 'Create New Video', and paste a link to an article or blog post.

#### Step 2: Apply Branding

Choose a template and apply your brand kit (colors and logos).

#### Step 3: Generate and Edit

Click 'Compose Script'. Lumen5 will pair the text with royalty-free B-roll. Edit the scenes via the drag-and-drop interface, then export.

## 04 Event Recording & Social Reels

Editing an hour-long panel into social media reels manually takes days. AI can do it in minutes, allowing you to easily distribute faces from your association out to the masses.

### STEP-BY-STEP WORKFLOW

#### Step 1: Record the Event

Set up a smartphone on a tripod pointed at the stage. Use a \$30 lapel mic clipped to the speaker and hit record.

#### Step 2: Upload to Opus Pro

Open Opus Pro (or use the mobile app). Upload the raw video file or paste a YouTube/Zoom link.

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## Step 3: Generate Clips

Leave the settings on auto and click 'Get Clips'. Opus Pro will analyze the video, split it into the most engaging segments, and fully caption them.

## Step 4: Review and Post

Review the generated reels (often 10-15 clips from a single session) and post them across your social channels to create buzz and FOMO for future events.

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## Custom AI-Generated Songs

AI music generation is a powerful and memorable engagement tool. A custom song created for a member's milestone, a chapter event, or an advocacy campaign can generate an emotional response that no standard email or social post can match.

### STEP-BY-STEP WORKFLOW

#### Step 1: Define the Purpose

Identify the theme (e.g., member appreciation, event theme, advocacy) and gather key talking points.

#### Step 2: Generate Lyrics with LLM

Open your LLM and use the prompt below to generate lyrics.

"I'm here with a great group of [Audience Description]. We're going to write a great song about [Topic/Theme]. Key themes to include: [List your themes]. Please write a [Genre] song approximately one minute in length. Format the output with stanzas, chorus, and outro in brackets for Suno. Include the full lyrics."

#### Step 3: Create the Song in Suno

Navigate to Suno (suno.com), click Create, paste the lyrics, select a musical style, and click Generate.

#### Step 4: Review and Regenerate

Review the output — regenerate as many times as needed to get the right result.

*Important: If using Suno for commercial purposes, a paid subscription is required to handle licensing.*

### TOOLS QUICK REFERENCE

Tool	Category	Primary Use Case	Cost
Minutes AI	Transcription	In-person meeting recording	Free / Paid
Otter AI	Transcription	Zoom/Teams virtual meeting recording	Free / Paid

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<b>Plaud</b>	Transcription	SOC2 compliant hardware for sensitive meetings	Hardware purchase
<b>ChatGPT / Claude / Gemini</b>	LLM	Content creation from transcripts	Free / Paid
<b>NotebookLM</b>	Research / Collateral	Slide decks, audio overviews, video summaries	Free
<b>Lumen5</b>	Video Creation	Text/article to branded video	~\$29/mo
<b>Opus Pro</b>	Video Clipping	Long video to captioned social reels	Paid
<b>Suno</b>	AI Music	Custom songs for events and engagement	Free / Paid

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