Parthiv – following are main points of the notes I took from Dan’s presentation. FYI – I only caught part of his presentation when Chirag discussed the dashboard, so this is not 100%. I got all of Keven’s interaction. This is not specifically in the order he presented; I did not take copious notes like I often do at events… but these are definitely the high points; here you go;

 Regarding AI and his interaction with Kevin:

* Dan identified four types of copywriters: A level, B level, C level, and D level.
* A-Level copywriters write MAJOR ASSETS – assets that ring the cash register. Assets that sell. (Conquest).
* Dan said AI will never be able to replace a good A-Level writer.
* B-level writers can parse A-level copy into different copy assets using the core ideas and emotional appeals and do a good job. (This is why the Brand Identity document is so valuable – A-Level explicitly written to give other writers sales logic and emotional appeals they can use to create other assets: reports, email sequences, agency-level shock and awe, etc.)
* Dan said AI will not be able to replace B-level writers – probably never, but certainly not any time soon.
* C and D-level writers are another story. Dan believes C and D-level writers can, eventually will, and probably should be replaced by AI because 1) AI (if tasked properly with the right prompts) does a decent job with C and D-level copy. 2) it will just get better. 3) AI costs basically nothing – and that is essentially what most of the competition will be paying.
* *(I reiterate – my words, not Dan's; even C and D-level copy written by AI is crap IF you don’t know how to task it – but that can be learned. AI can be quite good on SMALL assets if tasked properly – and the better you are at tasking the machine, the better the outcome – GIGO).*

**Dan’s comments re: AI replacing coaches.**

1. He made an argument similar to the A, B, C, and D copywriting discussion.
2. AI will never replace an A-level coach. It can’t possibly be because it has facts and information scraped off the internet—a decent percentage of which is wrong—and AI is a machine. It has no real-world experience and no perspective—just a bunch of things it has grabbed online and put together in a coherent narrative.
3. Dan believes AI cannot/will not replace B-level coaches, but as with copywriters, he believes AI will eventually be able to do a decent job delivering the same quality of material a C or D-level coach provides AND at a fraction of the cost of even a C or D-level coach.
4. Dan made a point of saying that C and D-level coaching may be all a person is ready for (you don’t need Mozart to teach you to read music). And many people cannot afford any coaching at all… and a good C or D-level AI coach would be far better than no coach.
5. Overall, Dan said he hates AI, but it’s a fact of life and is a decent tool for writing small, relatively low-value copy—which absolutely has a place. He was even more favorable regarding AI doing basic coaching, and I agree. It is an EXCELLENT research tool, and as long as you are smart enough to separate the wheat from the chaff, it is quite valuable.

 Regarding Dan and Chirag’s interaction.

* I only caught part of it.
* Dan agreed with Chirag regarding measuring KPIs.
* Dan told David Ogilvy's story about Ogilvy, saying only direct mail marketers know what they are doing.
* He pointed out that direct mail marketers measured KPIs long before computers were invented.
* He said doing this on a small scale – without fancy technology is not that difficult. However, on a large scale, measuring key metrics and making sense of them is impossible without technology.
* The most impressive point Dan made regarding this (as far as I’m concerned) is the following: If you are in any competitive market, and you use free or cheap tools – you’re in a professional game with amateur tools.  *(knife to a gunfight)*

HOPE THIS HELPS! I truly enjoyed the event. GOOD JOB PARTHIV!