

# TABLE OF CONTENT

## 0

MY SUCCESS STORY AND WHY YOU NEED THIS BOOK	21
---	----

## 01

THE FUTURE OF RECRUITMENT IS NOW	37
----------------------------------	----

## 02

FUNDAMENTALS OF AI LANDSCAPE	59
------------------------------	----

2.1 Definition of AI and What is Not an AI	60
--	----

2.2 Narrow vs. General vs. Super-Intelligence	62
---	----

## 03

CHATGPT AND OTHER GENERATIVE AI TOOLS	69
---------------------------------------	----

3.1 Is ChatGPT really intelligent?	73
------------------------------------	----

3.2 The Anatomy of ChatGPT's Fabrications and Avoiding AI Misunderstandings	75
---	----

3.3 Free vs. Paid Version of ChatGPT	79
--------------------------------------	----

3.3.1 ChatGPT Free Version	79
----------------------------	----

3.3.2 ChatGPT Plus	80
--------------------	----

3.3.3 OpenAI Playground	81
-------------------------	----

3.3.4 API	83
-----------	----

3.4 OpenAI ChatGPT vs. Anthropic Claude vs. Google Bard vs. Microsoft Copilot	85
---	----

3.4.1 Google Bard	85
-------------------	----

3.4.2 Anthropic Claude	88
------------------------	----

3.4.3 LLaMA	90
-------------	----

3.4.4 Microsoft Copilot	91
3.4.5 Additional Large Language Models Worthy of Note	93
3.5 ChatGPT Plugins	96
3.6 ChatGPT Advanced Data Analysis (Former Code Interpreter)	109
3.7 Pimp My ChatGPT	114
3.7.1 ChatGPT Custom Instructions	114
3.7.2 Creating Your Own GPTs	116
3.7.3 Control ChatGPT with Voice	119
3.7.4 ChatGPT on Mobile	120
3.7.5 Plugin Superpower ChatGPT	122
3.7.6 ChatGPT for Google and Bing	122
3.7.7 ChatGPT in Google Chrome and Microsoft Edge	124
3.7.7 ChatGPT on Desktop	127
3.8 AutoGPT and AI Agents	129
3.9 Master Prompt Engineering for Generative AI Tools	132

## 04

<b>AI IN JOB REQUISITION</b>	<b>139</b>
4.1 Leveraging ChatGPT to Enhance Your Intake Meeting with a Hiring Manager	140
4.1.1 Job Description Analysis	143
4.1.2 How to Create an AI Simulator of a Difficult Hiring Manager	151
4.1.3 Intake Meeting Analysis	152
4.2 Creating JDs with AI	156
4.2.1 Creating a JD from Scratch - Without Keywords and With Keywords	157
4.2.2 Editing an Existing JD - Error Corrections, Styling, Translation, Expansion	164
4.2.3 Cloning the Style Based on Another Company's JD.	170
4.2.4 How to Generate a Presentation of Your JD on Autopilot	180

## 05

<b>AI IN RECRUITMENT STRATEGY DESIGN</b>	<b>193</b>
5.1 Salary Mapping and Benchmarking	209

<b>AI IN TALENT SOURCING</b>	<b>213</b>
6.1 Searching	215
6.2 Matching	242
6.3 Data Enrichment	251
6.3.1 Cleaning Input Data with ChatGPT	251
6.3.2. How to Use ChatGPT in Spreadsheet Environments	258
6.4 Candidate Approach	265
6.4.1 AI Plugins for Crafting Recruitment Messages	276
6.4.2 Bulk Sending of AI Messages and Emails	287
6.4.3 How to Write Flawless Emails and Messages Using Your Voice	297

<b>AI IN HR MARKETING &amp; EMPLOYER BRANDING</b>	<b>311</b>
7.1 Text Work for HR Marketing	312
7.1.1 Crafting Articles and Posts with AI	319
7.1.2 Processing Any Text from the Web	330
7.1.3 Crafting Headlines and Hooks	331
7.1.4 Job Ads Based on Job Descriptions	342
7.1.5 How to Craft AI-Generated Content Without Hurting Your SEO Ranking	345
7.1.6 Analysis of Company Reviews	348
7.2 Image Creation for HR Marketing Using AI	355
7.2.1 Generating Images from Text (Text-To-Image)	355
Midjourney	358
DALL-E	367
Stable Diffusion	369
Leonardo.ai	374
Imagine.art	377
Canva	378
Microsoft Designer	379
Lexica.art	380
7.2.2 It's All About the Prompts	382
Text-Prompt Wizard	387
7.2.3 AI-Assisted Image Editing (Image-to-Image)	391

Removing Image Background	392
Deleting Any Element from a Picture	392
Enhancing Image Quality	394
Colorizing Black and White Images	394
Removing Watermarks from Images	395
Changing Image Style	396
Image Augmentation (commonly known as Generative Fill, Outpainting and Inpainting)	397
Creating AI Images from Your Drawings	404
AI Face Swapping	407
7.2.4 Persistent Challenges and the Dark Side of AI Imagery	410
7.2.5 Navigating AI Image Creation Challenges	415
4.3 Video Work for HR Marketing	420
4.4 Audio Work for HR Marketing	423

## 08

<b>AI FOR LINKEDIN AND PERSONAL BRANDING</b>	<b>427</b>
8.1 Personal LinkedIn Profile	428
8.1.1 Profile Picture	428
Professional Photos without a Photographer or Equipment	431
Avatars and Style Changes	435
8.1.2 LinkedIn Top Banner	439
8.1.3. Headline	440
8.1.4 About	443
8.1.5. Experience	444
8.1.6. Recommendations	446
5.2 LinkedIn Posts	448
How to Legally Replicate the Most Viral LinkedIn Posts in Your Field	450
How to Create LinkedIn Carousel PDF Posts	457
Automated LinkedIn Comments with ChatGPT	466

## 09

<b>AI FOR INTERVIEWS AND SCREENING</b>	<b>473</b>
9.1 Crafting Interview Questions with AI	474
9.1.1 Questions Based on Job Title or Field	474

9.1.2 Questions Based on the Complete Job Description	483
9.1.3 Questions Based on Both the Complete Job Description and the Candidate's Profile	486
9.2 Automatic Notes from Job Interviews	489
9.3 Analyzing Job Interviews Using AI	491
9.4 How to Quickly Analyze a Candidate's Social Media Presence Using AI	499

## **10**

### **AI FOR CANDIDATE EXPERIENCE AND ONBOARDING 505**

10.1 Creating Human-Like Avatars or Cloning the Appearance of an Existing Person	506
10.1.1 Software for Face Synthesis and Cloning	509
10.1.2 How to Create a Video from a Static Image	511
10.1.3 AI applications for Mass Personalized Outreach Using Video	514
10.1.4 Cloning Your Voice	515
10.2 Creating Automated Video Dubbing	517
10.3 How to Make a Video from Text or a Website	519
10.4 Making Your Own Chatbot	521
10.5 HR Analytics	524

## **11**

### **OUTRO: THE AI FUTURE MIGHT BITE, BUT FOR NOW, IT'S BRIGHT 527**

11.1 We Will Lose Our Jobs	531
11.2 We Cannot Trust Anything What We See and Hear	534
11.3 We Can Be Easily Tracked Both Online and Offline	537
11.4 Who Owns the Copyright to AI-Generated Content	539
11.5 AI is Set to Annihilate Humanity	540