

AI Content Strategy and ChatGPT Projects

Warren covers master business files, personality assessments, Notebook LM, and a practical plan for better AI-powered copywriting and content creation.

Handouts:

Master Business File:

[Master Business File Interview](#)

Personality Assessment:

[Personality Assessment \(Self-Discovery\) September 2025](#)

Quick recap

This meeting was a Virtual Coach Academy (VCA) class focused on AI tools and content creation strategies. Warren led a discussion about organizing AI training materials, with Stuart and Minka sharing feedback about the lack of page numbers and hierarchical organization in course materials. The conversation covered advanced AI features including Notebook LM, ChatGPT's pro model, and the creation of master business files and personality assessments to improve AI performance. Warren explained the importance of both short-form and long-form content for social media success, noting that long-form content receives 55% of ad revenue compared to 45% for short-form content. The class included practical demonstrations of AI prompting techniques and discussions about using AI for copywriting, content creation, and business development.

Summary

Class Materials Organization Challenges

Stuart and Minka discussed challenges with organizing and accessing materials from Warren's classes, particularly the lack of page numbers and clear structure. Minka shared her solution of creating a roadmap to better organize the content, which has helped her connect and manage the materials more effectively. Warren acknowledged the feedback but noted that the current organization has worked well for many students and expressed uncertainty about how to address these specific concerns.

Presentation Materials Feedback Discussion

Stuart and Warren discussed feedback about presentation materials, with Stuart noting that slides spread content across too many pages and preferring a condensed document format instead. Stuart expressed interest in seeing Minka's timeline document to better understand the sequential organization of materials. Warren mentioned an upcoming class that would serve as a warm-up for Friday's main session, and suggested using both personality assessment and business files in ChatGPT to create comprehensive profiles for better conversation performance.

AI Tools and Assessment Updates

Warren explained that the personality assessment tool doesn't require special rights to use with clients since it doesn't access interview processes, only test information. Warren also mentioned an upcoming AI automation course launch using tools like N8N and Zapier, which will be available online next month after a website revamp. Stuart inquired about creating additional files to better define his interests and writing style, particularly humor, and Warren mentioned he's currently testing custom instructions and projects to address similar AI writing style challenges.

AI Tools for Copywriting Discussion

Warren and Stuart discussed their experiences with AI tools like Claude and ChatGPT for copywriting and content creation. Warren shared his experiments with building copywriting bots and using Notebook LM as a knowledge base for organizing class materials. Stuart mentioned his success using Notebook LM with a collection of PDFs and e-books for a workshop, and offered to help Warren obtain specific books for his copywriting experiments.

AI Tools and Project Updates

Hristo shared his positive experience using AI tools, particularly for creating infographics and engaging with audio content, in the context of developing his "longevity lab" project at the gym. Minka updated the group on her progress with her landing page and email sequence automation, seeking guidance on next steps. Warren advised Minka to focus on setting up basic KPIs and automation in GoHighLevel, and suggested starting with simple metrics like sign-ups and conversion rates. Warren also noted the need to verify current pixel support on Facebook, as the platform may have made changes.

ChatGPT for Copywriting Strategies

Warren and Minka discussed using ChatGPT for copywriting and technical tasks. Warren advised Minka to use ChatGPT's value identification feature in copywriting to align with audience values. They addressed issues with maintaining writing style in AI prompts, with Warren suggesting strategies for correcting problematic responses. Warren also clarified how ChatGPT uses user interactions for model training, explaining that while all data is recorded, it's unlikely anyone would specifically access individual entries.

ChatGPT Project and Copywriting Plans

Minka discussed her work on landing page copywriting, receiving feedback from Jeff Walker that helped identify nearly 50 points to consider. Warren announced plans to demonstrate how to create a ChatGPT project on Friday, followed by custom instructions for copywriting blueprints the following Monday. Hristo inquired about an upcoming project timeline, which Warren confirmed would be a 2-hour workshop starting Friday at 10 AM Central. The discussion concluded with Hristo seeking advice on using AI to identify their business's unique selling proposition, with Warren recommending using ChatGPT Pro's extended thinking capabilities to analyze client transcripts and testimonials.

ChatGPT Pro Usage Recommendations

Warren advised Hristo to use ChatGPT Pro for more powerful computing capabilities and suggested transcribing videos before uploading them as text documents rather than PDFs or documents. Warren recommended using the text editing feature on Mac to create simple text files and emphasized the importance of uploading files rather than copy-pasting large amounts of text. He also demonstrated how to use the dictate feature to generate detailed prompts and suggested combining multiple transcripts into a single text file when uploading to the Pro model, which has a limit of 25 files.

Longevity Niche Strategy Discussion

Hristo expressed appreciation for the Monday 9am sessions and suggested the need for a community space to address questions between formal sessions. The group discussed Hristo's interest in longevity as a potential niche, with Warren and Stuart advising that addressing both the positive aspects of longevity and the associated pain points (like fear of early death or losing physical abilities) would appeal to different types of motivators - approximately 60% motivated by pain and 40% by goals. Warren provided specific examples of how to frame health advice to address both positive outcomes and pain points, while Ali added that longevity influencers often focus on preserving functional abilities rather than just extending life span.

Longevity Content Messaging Strategy

The discussion focused on messaging strategies for longevity-related content, where Warren advised Hristo to incorporate both positive and pain-point messaging in core content rather than changing the business name to "Longevity Lab." Warren outlined two main homework assignments for the workshop: creating a "master business file" containing business information and a personality assessment to tailor AI-generated content to individual preferences. Hristo expressed enthusiasm about these assignments, noting they aligned with his program goals, and Warren explained how the master business file could be updated for different avatars or business ventures while maintaining cross-conversational memory in AI tools.

AI Memory and Content Strategy

Warren and Stuart discussed AI memory systems, particularly how chatbots collect and store information about users across conversations. Warren explained the difference between visible long-term memory that can be deleted and invisible cross-conversational memory that builds a profile of users. The conversation then shifted to content strategy, where Warren outlined a recommended approach of creating one short-form video (under 2 minutes) daily and one long-form video (over 10 minutes) weekly, emphasizing that both content types are increasingly rewarded by platforms like YouTube and Instagram. Warren concluded by introducing upcoming training on video editing tools like Descript and announced assignments including a business file exercise and personality assessment.

New Personality Assessment Tool Discussion

The group discussed a new personality assessment tool that Warren developed independently over 3-4 years, which differs from a previous Eben-related tool. Warren explained the importance of using Markdown syntax in prompts to help AI understand formatting and logical flow, noting that while proper Markdown can improve results by 5-10%, it's not strictly necessary. The team was reminded to complete two required documents before Friday's session, including a style guide and supporting documentation like Virtual Coach niche results or Avatar results, with Warren noting that the current context window allows for approximately 1,500-2,000 pages of text before potential hallucinations increase.