

# AI Prompting That Actually Works

Alright.

Most of you, although there aren't a lot of you these days, is everybody on the class on Thursday, Friday?

Yeah? No? No? Okay.

Let's see.

Think about this then.

Let's see. Anthony and Kacina.

Have you two so a couple of things that we added to the mix.

So the the way I'm thinking about things right now when I use AI is basically that you need a a little kinda basic asset or kinda command center situation where you have a set of documents that are these living documents that you're building over time and you're using them to prompt. Right? So some of one might be an avatar.

K? One of them would be your style.

One of you them would be your personality.

K? One of them is your product.

Makes sense?

And then so let's see. Stuart, Ali, Risto, you guys were on yeah. Okay. Anthony, Kacina, which of these documents do you have already right now that, where you've kind of assembled this information? So avatar, style, your personality, your product or service?

So I'm really good right now at audience and product, and I'm struggling just to keep it in sync. Personality, I did import some of my personality scores from my CliftonStrengths, but I'm not sure if you're referencing something else.

Good enough. Anthony, you got anything with your personality?

Short answer I'll say is no.

I not in this particular way. I've got files and things that feed into tone and structure, but I haven't broken it out in this particular way. So I'm happy to take some time to do that.

And, Abel, if I can mention something that's gonna help you, I know we were there.

All those four squares that you have, I have about seventy percent filled out each of them, but I don't mind working on any of them if that's what you're thinking. So I'm good with Olo to continue to work on them today if that helps.

Great. Wonderful.

So Although, Anthony, I think what Evan was mentioning about personality is just like person your own personality, not personality of the brand or voicing of the AI output.

It was like how Anthony is.

Yeah. Which Warren gave us an amazing prompt that goes through twenty questions and gives you a chart of all the INFTP, Calib, or stuff like that. I'm on question sixteen because I'm answering one question a day in a way.

I was gonna ask the same thing, Evan, because I know during the the boot camp, Evan, you you mentioned the personality assessment, and you kinda I think you abbreviated it. You didn't go the full blown thing, I think. And I wonder if that's the

same as what Warren gave us. Because the Warren's one is I'm saying, like, sixteen, seventeen question.

I'm not done with that.

Yeah. Yeah. Yeah. In here, guys, in the meeting chat, I put a prompt.

Okay? So, guys, this is the starter version. If you just wanna get started and have something that's a Pareto, you know, something that'll take you fifteen minutes or ten minutes, and it'll get you a lot of the way there. You know?

Like, if you just answer this and then you take what it tells you, you take the output and you stick it into a doc, just into a Google doc, you've got a good enough personality assessment that you can use with AI.

Would you recommend for us to complete the one that Warren gave us?

Because I'm, like, like, seven I'll get there.

I'll get there, Christo. I'll get there in a sec. So has everybody done something like this, or has anyone done something like this?

With you since Friday.

K. You guys completed it. Right?

Okay. Great. It's amazing. And Anthony, I'm gonna just say take this prompt, throw it into Claude, answer all the questions, and then take the output and stick it in the doc, and that'll be the starting point for you for a personality doc.

Okay?

Now if you wanna do the advanced version, k, if you really wanna go deep, take the words multiple, and this is for you, Christo, take the words multiple choice out of this and just have it say, ask me fifth twenty five to thirty questions one at a time.

And then this is why Ali is saying I'm gonna answer one a day because it'll ask you questions that you can answer in any length. Right? The reason why I set it up as multiple choice is to just make it quick, you know, so that you can get the thing done in ten or fifteen minutes and it's over.

If you actually go deep into it, right, and really answer the questions, it'll give you deeper insight.

That's what I realized because the first the first ten, twelve, I was answering a, c, whatever. And then I realized I started answering by just voice. And then I wasn't even saying like a, b, c. I was just going deeper into the answers.

And I did ask, is it better if I just talk to you instead of just saying ABC? And he did say it's better that way and I kind of figured intuitively, that's probably better because it's going to get more information from me. And then I started over the ABC. I started answering with, like, my personal discussion about that question.

Yeah. Exactly.

That's how I did it.

Yep. Wonderful. Yeah. Katrina.

So I've seen somebody reference this in another post where the issue with like, AI gets smarter while you talk to it, and one of the issues is organization. So I think their concept was you just talk to it in a brain file, and then you ask it to organize so that you were not doing all this, like, file management. Have you seen one of those systems implemented in a way that you'd like?

So here's my philosophy, with AI. Right?

I when I prompt, when I when I use okay. So AI can be used for a lot of different things. I'm basically using AI in the sense that we're talking about right now for thinking, brainstorming, organizing knowledge, ideating, writing, that that world.

Like, it's like knowledge, research, and creation. Okay? In that context, I I don't have memory turned on in any of my systems.

And and because I don't want everything I've ever said to be the training when I'm prompting.

Right? In other words, I don't want when I was researching what books my daughter should read and, you know, the weird health thing that my mom couldn't figure out and, you know, a million other things. I don't want that all influencing. Right? So and at the same time, I also don't want to be marooned on an island of any particular LLM.

Okay? So to balance these things, what I do is I've got these kind of source documents, let's call them, or source sets of information.

And then what I can do is I can call them in if I'm prompting.

So, for example, I can say, I need to write some email copy right now. Okay? And here's generally what I'm going to write it about.

Here's my avatar. This is the client that I have. And this is a Google Doc. This is not in AI anywhere.

This is just a Google Doc. And whenever I learn something about my avatar that I deem to be interesting, I go put it into that document. And then I've got my style doc where I've got the, you know, my writing style, for example. And I actually use different documents for these things, but, like basic style doc.

And then I'll say, okay. Here. Do it in this writing style. Now I might actually have a different way that I want to a different style that I wanted to write in.

I might want it to write a little bit more marketing or a little bit more content or a little bit more right? So I'll tailor what I give it to how I want it to write based on that. So in other words, I'm I'm not of the mind. Let AI organize my important thinking.

I'll have it help me. But as of today, for me, state of the art is I want these separate, and I can just click the plus button and attach them. Does that answer the question?

Yeah. And I actually, I did a deep dive into, like there's a center for humane technology, so I'll copy and paste what they shared that I should put in the plot instructions to make sure that it doesn't, like, go off the rails with health, mental health, political concerns. I don't know if anybody's interested in that, but I was interested in it.

So I was Yeah.

I and I know a lot of those AI safety folks, and they're doing a lot of really good work, you know, over there.

Yeah.

Okay. Ali, you're gonna ask a question?

I think, after the boot camp, the thing that I realized from your system is something that we used to do in Midjourney and Confluent UI, which is this is really good and makes unlocks too many things already from Friday. I'm getting revelations after each. It's like this method, like, it distills you to, like, the memory of, I tried it, and it makes sense. You understand. You get a better feedback on your prompt and your main avatar juice each time. And, like, what Evan was suggesting that if it comes with a good copy, just remove it because now you have this piece that very, like, condensed and in any container. One day, you're like Claude is doing better.

So you have these condensed ingredients that you can always rely on. And with deleting the memory is you know the viability of your concentrated alchemical stuff. Sorry. But this is the image, and it's really useful.

One thing that unlocked is that I have a cashier job. I can do everything on my cell phone. There's no more copy paste, keyboard needing activities. It's just like

attach, attach, and you can actually work with your LLM and your good documents at, like, burst of three minutes when you have extra time, and you get reliable stuff back.

Sorry if I rambled on, but this is a really well engineered alchemical system that Evan is suggesting.

Thank you. So another way to think about it, guys, is the quality of your basic ingredients.

You know, it's garbage in, garbage out. The quality of your starting content or tools or techniques is gonna directly inform the quality of whatever you get out of it. So as an example, you know, in my kitchen, I have a pretty regimented diet. I eat kind of the same food every day.

But the starting point is, you know, organic forbidden black rice, k, and purple sweet potatoes and a bunch of organic greens and, you know, whole wheat.

And, like, there's basic things.

And so whatever I make with them, the final thing is gonna have that essential high nutrient density in it. Right? It's not kinda dispersed. And so when when I'm doing the kinds of things that I think we all are working on here, which have to do with, you know, getting clients and helping those clients have a lot of success.

Right? If I'm sitting down to write a piece of copy or I'm designing a course or I'm creating a, you know, an outline for something or I'm naming something or whatever it is, the way a prompt will typically look is I will have some documents attached to it, like my avatar and my style and some examples or something. Right? And so I'll have some you know, these will have been added, and then I'll be prompting and saying, here's what I'm trying to do.

And by the way, attached is a document that is the client that we're actually speaking to here.

Right? And then here's the product that we're offering or here. Right? So this is a this is a pretty standard way that I'm prompting right now, and this, I find, gets me better quality results.

Evan, are you primarily using, I guess you could just say, like, the web interfaces, like ChatGPT dot com or Claude dot a I?

Like and that, or are you using something on your computer like Claude code or some other No.

Basically, I just use straight up Claude web interface Yeah. Most of the time.

Understood.

Yep. For this kind of stuff.

Yeah.

Because I'm let's see.

Again, remember the well, you guys couple of you guys didn't hear the the metaphor. Right? So AI does this really weird time compression thing. Right?

My Koenigs, my friend said, it's like a time machine.

Right? There are certain things you push this button, and you just, like, leap forward one day.

Just done. Like, you got to be done. You know? You just got that word. Like, sometimes it's more than that. Sometimes it's, like, weeks.

Some of the software that we're vibe coding up in our business right now is like like, oh my god. We don't have to go spend have the developer go away for two weeks and then come back and then look at the next version of it.

You know?

It's Like, where I've I've coded a year's worth of coding in one week.

Yeah. Exactly.

So it's a time machine. Right? And so the metaphor that I used, guys, is that it's like if you're traveling right? The physical metaphor, I think, a really good one.

Sometimes I've, I've called AI, it's like the bullet train.

Right? So when you're traveling k, let's say that you're going on a trip somewhere, okay, you don't take the bullet train or the plane everywhere. You walk, okay, and then you get into a car, Right?

And then you jump into the car, and then that takes you, right, to whatever, to the airport. Right? And then you get out at the airport, and then you walk again, and then you go and you get on the airplane.

You know?

And then you go fly, up into the sky, But you see you're walking in between these things, and that's a beautiful airplane. That's I think that's the best looking plane I've ever drawn.

Got the perspective in there. So, you know, then you get off the plane and you walk, and then you go to the cab and so forth.

This is the AI part. This is where we're using AI. Right? And, I mean, when you get on a plane, it's absolutely miraculous. And you get a plane in San Francisco and you get off in New York, like, six hours later, You just went twenty five hundred miles. How long would it have taken to have walked twenty five hundred miles?

You know? What is it? Like, a month?

How how how long would it take to walk across the country, you know, if you just stayed at it?

Is it more than a month. People drive with twenty five hours from one side to the other. Walking will be years.

Alright. So yeah. Here.

Let's just let's just get a sense here because I I think these scales are so how long would it take to walk from SF to New York City?

Let's see if, Gemini could just to New York.

Takes approximately forty four days and fourteen hours, covering a distance of about two thousand nine hundred sixty three miles.

There we go. Forty four days.

Google Maps says nine hundred and fifty nine hours.

Okay? I have a friend who did it.

How long did it take him?

Took him, like, three months, but he was a casual pace, stopping, camping, visiting people. Yeah.

K. So let's say two to three months.

Right? So you you gotta understand that two to three months is a long, long, long time to convince and to to condense into six hours. You know? It's a long, long time.

If you get on that plane and you don't know you're not aimed perfectly for New York, you could wind up freaking anywhere. Okay? You can wind up in South America. You know?

I think that it's I think every day, I've heard one person lands in Australia, and they were trying to get to Austria.

I think it's, like, one a day on average. Okay? Tiny, little.

You know what I mean? Just a little couple of letters, just a little different, and you are in a whole different place.

So that's how I tend to think about AI. And so this is why I want the the important pieces, like my avatar, my style, my personality, I wanna nail those so that when I sit down to go do the work where I'm actually gonna write something to go get people to call me and buy something, I've got the basic ingredients right. And then I wanna sit there with the prompt for a little while. See, everyone's trying to make AI read their mind and do everything for them.

Right? Everyone's trying to be like, oh, no. No. I just want OpenClaw to, like, write the emails and send it out and then talk to the clients and then just have the money direct deposited into my account.

And don't even bother me to let me know that the money's in there. I just let me just discover that the money, you know, landed in my account. And, my my style is I wanna walk some of the way, and if I'm walking, I wanna do a good job of walking. I wanna have good posture.

I wanna be present. I wanna get some exercise. You know? So in other words, I wanna make a prompt, and I wanna write the whole thing out.

I wanna take a while and really try to explain exactly what I want. You know? I really wanna nail the, the description. I interviewed a couple of people yesterday from my, MetaMind AI channel.

And as I'm talking to people more and more who are really good at prompting, it's just so clear that this is where the game is at, is really clearly specifying what you want and what you don't want, and then have the AI go step by step by step so that you can check each step that it's doing to make sure that it's heading in the right direction. Right? So, you know, I was working on a lead magnet for someone, and, I mean, I'm I'm pretty good with prompting. I could just have it just make the lead magnet idea or whatever, but I don't.

I'm like, okay. Here's the concept. Here's what I'm thinking. Okay. Now let's generate a bunch of ideas, and then we go back and forth.

And a lot of the time, the AI will give me a better idea than what I could have come up with, but a lot of the time when the AI generates the ideas, I go, nope. Those aren't what I want. None of those are as good as the one that I have. Let's generate more, or here's the one I have, or here are the two.

Got it? So step by step. So this is the model. Walk, car. Walk, plane. Walk, and the walking is the prompting and the doing your piece.

Okay. Any questions?

When you think about it, that's really nothing new. The quality of your questions will determine the quality of the answers. You know? It's been like a long, long time. I think a lot of people fell into the speed and, the convenience. They kinda lost that part.

Well, it's like going to the drive through at McDonald's. You know? It's like, I just want the food in the bag, and I want it to be cheap. And you know? Yeah. Anthony.

Something that feels connected to the these kind of four context documents that you're that you've been creating that's been really helpful over the last, like, five years. We we started doing some research with OpenAI, like, five years ago writing books. And something I found that was really helpful was to, like, go in reverse if you're doing a big piece of content. So for example, if I'm working on a

book, first, I will have like, I will work on AI to create an article from the future about the book.

Like, the New York Times article about the best selling book that's come out is, like, a first piece of context. So then from that, we go back to either a press release that got the article and then the Amazon book description for the book. So we kind of work backwards through these things. And then we include those documents as context and all the stuff that we're doing.

And I really have found that this it gets a better outcome, kinda points the thing in the right direction.

The reason I think this works is that I started to see this three d topographic map of language that essentially AI was navigating. And so, like, if I'm walking towards a mountaintop that's called a best selling book, as I'm approaching that book, there's gonna be other things that are gonna start popping up in that language field. There's gonna be articles about that book. There's gonna be letters from readers that said this book changed my life in this particular way. And we found that it creates what we call, like, a it's almost like a context gravity that can kinda pull these things and start to work in this way. So I it feels very connected to the what you're talking about in terms of the language and the style and the tone, but you guys might experiment with that. We've had some really great luck, using these articles from the future as gravitational context documents that we use to accompany the projects that we're working on in our lab.

And That's it.

Pretty cool. Pretty cool thing. That's right. Yeah. Yeah. I love thinking in gravity and gravitational objects and, like, third gravitating bodies and all of these kinds of, you know, kinda constructs because it helps you gets you closer to being able to cogitate, like, the AI a little bit. You know?

It's the reason that I think that these systems can generate novel knowledge in a sense, like, in the same way with when I'm hiking. And I know that there's a I know there's a mountain here, and I know there's a mountain here that just intuitively,

there's gonna be a valley between them, and there's probably gonna be water between And so linguistically accomplish those same things. You can make a prediction about what's between them.

Exactly. That's right. You got it.

Okay. So let's see. Let's get into a couple of things here to kinda prepare for what we're doing Friday. So okay.

So, ultimately ultimately, in a lot of ways here, it when it comes to getting clients and making offers to clients that they say yes to k?

A couple of metaphors, I think, are, are useful here. Okay? So this is one that, my my good friend Dean Jackson and I came up with. So so we're talking about creating a coaching package or, you know, more abstractly, creating an offer.

And so you've you've seen a, like, a balance scale. Right? So that has two sides, and there's chains holding the two sides. And then over here, there's a plate, and over here, there's a plate.

Everybody know what I'm talking about? Right? And and there's a balance to see, like, which one actually, it would go more like this, actually.

Okay.

So if you put something heavy over on one side of the the scale, k, this side just goes clank.

Right? You have to put something that's equally heavy. You know? If I put something light on the other side k?

So this is a metaphor for when you're making an offer to a client. K? So over on one side of the scale is the cost, the risk, the time, k, the hassle, the opportunity cost, the other things they could be doing with those resources. Okay?

So that's making this side be very heavy. It's like putting that, you know, big piece of that metal bar on this side.

What you have to do over here with your offer is you have to stack value, value, speed, convenience, proof so that over here, your stack is heavier than the cost, risk, time.

So that when you stack it over here, at some point, this side goes clank, you know, like a metal scale would when you put something heavy on it. So Dean and I call that the clank of value.

But something happens psychologically to your clients when you stack this to the point where they go, oh, well, I would I'd have to be stupid not to just do this. I should just go do that right now.

Right? So when we're talking about creating an a coaching package or an offer, this is what we have to get in there. Okay. The basis that most coaches, consultants, teachers use for this is their opinion of how valuable their stuff is.

This is how long I worked to learn this.

This is how many years I spent getting my degree.

Okay? This is how intentional I am about, you know, my knowledge. This is how many years I spent writing this book. Right?

This is my thing is the best. So that's what most people tend to sack over here. But they forget, you know, that, for example, when your dog's barking at the mailman and it's trying to break through the door to attack the mailman, you don't really care too much about how many years the dog trainer spent in dog training school. You don't care that they got a PhD in animal behavior from the University of Dog Training.

You don't care about all that stuff. The only thing you care about is, can this person get my dog to stop attacking the mailman? Like, that's it. That's the only thing.

Has anyone watched the dog whisperer, by the way? Caesar, the dog whisperer guy. You've seen that, Anthony? Guys, just write this down.

I feel like this should be part of human education. You gotta go watch Caesar, the dog whisperer, and you gotta just watch some of the episodes. I think it's probably you probably should watch you have to to graduate adult humanhood, you should probably have to watch at least ten of them so that you get a good variety of little dogs and big dogs and, you know, Great Danes and, you know, whatever, and see the way that this guy deals with dogs. Because, I mean, he literally will walk into a house with somebody who's got a dog that's in a cage because every time they try to feed it, it attacks them.

And it's bitten everybody they know, and they're like at the end of the thing. And then Caesar just goes and like gets in the cage with the dog and the food and a tennis racket.

It's some big dog, and he just stands there looking at the dog and then puts the racket out every time the dog, like and then the next thing you know, the dog's on a leash, and it's running around, and it's his best friend. And then all of a sudden, the dog's totally well behaved by the end of the episode, and the people are going, I can't believe it. I don't, you know, I don't know what happened. Okay?

And he's explaining the psychology through the whole thing too, which is absolutely extraordinary. It's just incredible. You've seen this. Right, Anthony?

You're on mute.

It's so incredibly remarkable to watch him work and just the clear distinction between people that know what they're doing in a domain versus not. Like, just that mindset that he goes in, it's it's incredible work. Yeah. Highly recommended, Cesar.

And what you're gonna notice, guys, is Cesar never walks in, at least on the in the show. He never walks in and says, let me tell you about my resume.

Okay? Let me explain to you the PhD that I wrote in dog psychology. Okay? He doesn't sit there talking about how great his stuff is or whatever.

He just sits down and goes, oh, yeah. Okay. So your dog attacks people every time it gets fed. Alright.

Well, here's what's going on. Let's go fix it.

K? So it's a it's a great lesson. So when you're making your offer, we want to not be asking what is all my experience, and what is all my learning, and what have I done? We only wanna ask what's the problem that the client has that this will help solve, and then I like to create what I call a branded results package, meaning you call the coaching package the result that they want.

Alright? So in other words, if your clients wanna lose weight and they're twenty pounds overweight, you don't call it a health coaching package. You don't call it a, you know, personal training package, whatever. You call it a lose twenty pounds in ninety days package because that's what they want. Right? If they wanna get into a romantic relationship, you don't call it a relationship coaching package.

You don't call it a fulfillment package. You call it a find your soulmate in ninety days package. That's what it's called. Get the thing you want.

Package. Right? If you're helping somebody to launch businesses, you know, you don't call it the business coaching, my business consulting package. You call it the launch your business package.

So we think about the outcome they want, and you call the thing that thing.

The reason why we've gone with virtual coach for so long is and, man, I've been using virtual coach probably I don't know. Been I called it future coach for a little while, but we've gone actually back to virtual coach. But because so many people, that's what they wanna be. They wanna be a coach, and they wanna work virtually. Right? So we're called the virtual coach.

Any questions on this? Does this does this all make pretty clear sense?

Yeah? Okay.

So, in fact, here.

So we could say something like this.

Give me just one minute. So we're gonna say, I would like to create a result based coaching package offer for my ideal client avatar.

I would like the name of the coaching package to be the result that they would want. For example, not relationship coaching package, but, find my soulmate package.

Not health coaching package, but lose twenty pounds in ninety days package.

Not business coaching package, but launch your business package.

Okay.

So attached is my avatar document describing my ideal client.

List ideas for a package for them based on this.

List ten. Okay.

We were actually gonna kinda do this on Friday, so we'll probably do it a little bit more than when we're doing our implementation, but I'll give this to you guys here.

In fact, I know what we're gonna do on Friday. We're gonna go even more zoomed out.

So take this right now, and I'll just give you, I don't know, seven or ten minutes to do a little prompting with this.

And then give it some guidance once it generates ideas for what the package could be that you could offer to your clients, and then I'll come back in seven, ten minutes. We'll talk about them a little bit, and then we'll we'll do a little mastermind breakout session. Okay?

Any questions about this, everyone?

We got it? Everybody know what you're doing?

Okay. Great. Just just I'll check back in, like, seven minutes or so.

Okay. What are you coming up with?

Everyone's so deep into the AI. Can't even hear me.

Actually, what I'm doing is I I picked just like what you said last was it Thursday or Friday? Once you come up with ten answers, have it describe the the top three and also tell it why you like those and why you don't like the other ones, and now give me ten more based on those three. You kinda keep going a little deeper.

So it sounds like everyone's still deep in it. Yeah?

I did the same thing as Christo just said, and I was just in the midst of reading the ten takes, came back with the second time.

Okay.

Yeah. Well, good. Everybody here is a little more advanced, so you know what to do next. So keep at that.

Evan, did you want us to you want us to share some of these in here?

I mean, I'm I'm just kind of, like, making myself available if you're Yeah.

Well, because I didn't have those documents, I modified those prompts to kinda get me up to speed, and I was pretty fascinated with the output.

I do have sort of in my Claude I haven't done what you have where I silo all these things, so there is kind of this, like, access to the whole thing. And it it generated me a really impressive personality profile based on just modifying that prompt to say just give them what you know of me versus asking me questions, which was a really cool starting point. And then similarly for the second prompt, I said same thing. I just modified it to say, given what you know of our avatar and the people we've worked with.

And that produced some really yeah. Helping me see the kinds of things that clients would that would be in their mind before they're hiring me, which has been hard for me to understand because a lot of my most of my people have all just been referrals and word-of-mouth stuff, and I'm always kinda wondering why you come in to work with me on some level.

So Have you asked them?

Yeah. I mean, I've gotten some esoteric responses. Like, when I worked with the founder of Asana for five years, I helped him leave before they went public and start one project to do this bigger purpose piece. And he just said, you know, normally, I would hire a team to, like, comb the world for all the coaches to work with, and I would have, like, a process and a protocol.

He's like, but we talked for twenty minutes, and I knew you're the person. It was like that kind of a thing. And he he said, the reason that I've been asymmetrically successful in my life is that I know where to look for wisdom that other people don't look, and I know that, you know, this is a place for me to be. So that was a bit more of an esoteric thing.

Well, what I was gonna say is if you just start asking them from now on and even go back to the ones that you've had or email them and then just put all those answers into one document.

Yeah. And then ask it to summarize this and give you other insights. You'll get a whole bunch of reflections you can't see.

Yeah.

Yeah. And we've got some great testimonials too, like, that I could submit and probably have it look look through and come through those things as well.

Excellent. Okay. Good.

Well, then what I'm gonna give you guys to do right now then is I want you to, you know, take another maybe five, ten, fifteen minutes generating.

And then if you wanna take advantage of the, you know, the rest of the group here and do some masterminding and share them, it's really useful to get, you know, other humans to kinda look at your idea. So I'll just leave the room open here while we're still kinda, you know, smaller, and you guys can, you know, share ideas with each other and do, like, sanity checks because it's just it's just useful to have another human listening. Something this is another thing that I've realized is it's different when you're talking to a human than when you're talking to AI because in your own mind, there's some subconscious part of you that knows that it's a human listening, so you think differently than when you're with an AI. You know? And so, yeah, it's the power of the mastermind.

Evan, I I was curious if I can ask a question. Last Thursday, I did ask it, and you mentioned let's talk on Tuesday. Was about a client that just she's been with me for fifteen years, and the long story short is for first time she started when she was forty three. Now she's eight.

And a month ago, for the first time, she did a very extensive blood panel work, very extensive, like over one hundred and twenty, thirty type of blood markers.

And so essentially, she's fifteen years younger, according to that. And that's a pretty good one too, but I know they have their own algorithm. Yeah.

I have my own one too. I did it as well a couple weeks ago, and it said ten years younger. So I'm curious, When when she started with me, she was forty three, now fifty. And literally, it it looks like when she started, all those years here, she hasn't aged at all.

You know? How true that is, you know, that's not the point. I wanna kinda convert that into some type of a marketing and how can we maybe some type of lead magnet or some maybe a program because literally fifteen years younger.

Yeah. Curious if you have any ideas.

Well, I mean, you better, know, number one, go check the laws about advertising and marketing, this kind of stuff wherever you are. So just whatever I'm about to say, run this by an attorney. Okay? But the idea of saying, is it possible to stop aging?

And then to say, I've been working with this woman for fifteen years. She just got this blood test, and it said that she's fifteen years younger.

Right, that is a really compelling story.

Just that's how I would be thinking about it.

Yes.

And now would you put that into, some type of lead generation type of thing or maybe lead into a Oh, I'd make it ads.

An ad for that whole an ad or I'd put it on your website. Again, talk to your attorney, make sure that it's legal to say this stuff. But, you know, if by asking, hey. Is it possible to stop aging? And then, hey. I've worked with this woman for fifteen years.

She just got this special blood test. It said you're, you know, fifteen years younger.

And, you know, of course, I'm not guaranteeing that I'm gonna, you know, stop your aging or anything, but I do believe that there's a lot of things that you can do to impact your own biological aging, and I wanna help you with them. Click here, call me, come in for an appointment, become a member, that kind of thing.

Yeah. I know what to say, so, you know, I don't get liable or get in trouble. You know, I can keep a little vague, but, you know, just wanted to see I can create a post and then because there's people do certain strategies. You know, we can do a video with her fifteen, twenty minutes talking about it, and then I'll mention Sure. The hey. If you wanna hear the the talk, let me know and, you know, DM me or something, and that's how I can engage them. But, you know, just wanted for some ideas on that because it's obviously, it's pretty incredible.

Not only that she's fifteen it says she's fifteen years younger, but the moment she started working with me to right now, she has an Asian ear. You know? So it's a pretty interesting compelling thing.

So to Yeah.

I think it's dude, it's just obvious. It's to me, anyway, it's, hey. She started working maybe fifteen years ago. We just got a blood test. It says she's fifteen years younger, you know, in her blood. It's just because it adds up.

Yeah. It's great. Good job.

Any other questions about the prompt or the prompting, or is everybody getting it?

Okay. Great. I'll just, I'll just leave this room open. You guys can, jam with each other. I recommend, you know, maybe prompt for another ten minutes and, and then actually bounce your ideas off of a couple of other humans, right, to get

some real human feedback and also potentially some input on the prompting. And, I will be back, at the end of the kinda close to the top of the hour.

Great work, guys.

Alright. See you soon.

Hey, guys. I have a question here. So when you I don't know if you're still working on those packages.

When when when you put the actual avatar, attach it to it, and and AI works with that to give you the the answers, Then when you distill a little more and go deeper, do you touch the file again?

Or Claude already knows to look already there?

No. You have to update your file.

Update my file?

Yes. What do you mean?

Well, if you like the new information, you add it to your file, but not to your avatar, to to your product file.

I guess what I mean is this.

So Cloud doesn't update your Google Drive files.

No.

You can come back to the that specific chat and talk about it more.

That way, it remembers, but it doesn't touch your Google track.

Yeah. I'm on the same chat. Let me just quickly give you the idea. So see so, basically, I attached the the file, the avatar, and I ask it, give me ten ten package titles. Right?

Copy those to your package offer file.

Let's see. Because I think we may not be on the same page. So once once it gives me the ten examples and I say, I like those three.

Now give me ten from each of them more because I like them, and that's why I like them. That's why I don't like the other ones. And before I click submit to give me ten more, does he already know my Avatar doc, or I have to attach it again for this next submission?

No. I think it knows.

Okay.

You're in the same You can try. You haven't switched conversations.

You're still on same on the same chat.

Yeah.

Yeah. So then it's there. Once you once you've asked to to access the document and you're in the same conversation, Even if you come back the next day or whatever, it's it doesn't care what the time between it, but you've attached it to that conversation. Now to what Ali's saying, somewhere along the line, you may have updated your your avatar file, in which case, the conversation that accessed it before is still doesn't necessarily access is not checking on have you updated it since the last time you spoke.

Yeah. Makes sense. That that answered it. Thank you.

And this is a one short prompt. I think it's gives interesting results. In your chat, just you can say, a few of these are better for marketing hooks and few are better for actual offer name.

And it starts to match the package name for marketing hooks for it. It's interesting.

So just insert that randomly and see what That's a that's a do you mind typing it on the second?

What'd you say again?

You say a few of these One second.

Referring to the names are better for marketing hooks, and few are better for actual offer name.

Ali, the the the the timing you're saying that is just perfect for me. I was just just thinking how to get my head wrapped around it because some of the things they came it came back with, I found very intriguing, but I would not call the the product that.

So that's great. Thank you for that.

You're welcome.

Yeah. Fewer these are better for marketing hooks and fewer are better for packaging, you said?

Yeah. The actual offer name.

Oh, be before I forget, there was something I wanted to to share with you guys that I I figured out after talking to Warren yesterday, and that is part of what I know and part of what I figured what I learned. Did you guys know that right now, Claude has created its own memory independent of conversations.

It's got a system memory just like ChatGPT.

And if you didn't know that, they do. But secondly, and this is what I what I learned yesterday afternoon, is that Claude has a mechanism where it'll give you a prompt prompt that you can give to ChatGPT, and and ChatGPT will give you a download of its memory. Then you can go back to Claude, and you could upload the memory from another LLM.

Yeah. Yeah. I've known that. They actually, the moment ChatGPT kinda got in trouble, Claude came up with this one right away. That was, like, a few weeks back.

Right. Okay. Yeah.

They signed a contract with the governor or something. And then, like, next day, you know, wow, Claude is having this new thing. If you really wanna move from Chat GPT, here's how.

Right. Right. Exactly.

But as far as the memory you're talking about, what do you specifically mean the memory? Because I think all of them have memory, don't they?

No. Claude didn't have it before.

Oh, okay. It it would remember things that you put directly into a conversation, but it didn't have a system memory that it would refer to regard independent of what the conversation thread was.

And and ChatGPT has that and Claude didn't have it. Now Claude has it.

That's right.

Okay. That explains it. Because I haven't been using Claude even though I I they know I've been intending to, but they didn't. Oh, wow. Okay. That's good.

I'll be back in five minutes. I've gotta check out some, medical appointment that I've got later today. Some confusion. I'll be right back.

Stuart, other than coming up with those titles and packages, anything else that specifically we need to work on or just kinda play with those?

Oh, you mean right now?

Yeah.

Yeah. No. I think, that's I think that's what we gave us.

Okay. I mean, obviously, we can do anything. But Yeah.

Yeah. So what I'm getting since since you're you got me to unmute, what I'm getting stuck at here is and I'm sure you guys have felt this way too. I I often feel I get, you know, a step closer and then a step and a half away.

It for example, I I did exactly what we talked about with Ali just a few minutes ago, and that was I said, hey. Can you discern between something that would be a great marketing hook and something that I would actually call my offering?

And it broke it up and broke it up within reason. And I said, great. Now let's focus on just the package names, and I want them to be more specific, more hard hitting. They don't have to be as clever, but they have to be meaningful.

And and then it gave me ones that were without the right context, it wasn't as meaningful or didn't it it wasn't hard hitting. And so just right now, I was trying to say in fact, this is what I'm in the middle of typing. Many of these ten that you just gave me are still more obtuse than what I'm looking for, such as applying to advancing.

The the trick is I wanted to say, you know, somebody stopped. Nobody's looking at their resume. They're being overlooked. They're being ignored. And I wanna mention that and then say, oh, with my package, here's what they'll get to.

And it had a couple of ones that were actually quite good, such as, I thought, from invisible to inevitable.

But it classified that under marketing hook, under a package name for whatever reason.

Or it had from this this was a little corny. From missed to must meet.

You know, sometimes it tries a little hard for my taste.

Yeah. Yeah. Yeah. Yeah. I can see that too.

But well yeah. Yeah. So, anyway, it's just, you know, I feel like sometimes you I overturn the knob.

I wanna I just wanna Well, that's when the next ingredient becomes really handy.

So if you have your style doc and select based on my style doc, give me names.

So if you have few of any other field even, I think they're really good at that pattern recognition. You said, like, hey. This one is do my style.

That's a great idea.

In fact, I didn't mention it earlier. I was going to, but I actually have an additional document in my list of documents.

Because when I've asked it sometimes to be a little witty or a little, you know, use puns, but I don't wanna be silly. It's totally missed my humor, and I I've tried to guide it by saying my humor is along the lines of John Stewart, or, Stephen Colbert or something like a little bit ironic, whatever, But I still didn't get it. So what I've

been playing around with this past weekend was creating a humor document. What is my sense of humor? In hopes that if I give it the kind of, jokes and puns that I like and the kind that I don't like, to your point, may I haven't done those experiments yet, but I I I I think, yeah, I think we could do that in in several different ways. Right?

Now did you have a hard time getting some titles, or what's the what was the challenge when you asked it right now? Because for me, I can see how some of them could be, hooks, but I feel like if I kinda go that direction, it's gonna be just way too much going on. I wanted to focus just on the titles of packages. And it's coming up with many title packages that sound like title packages, But then I have to work on directed to make them more punchy.

Just like I mentioned earlier, I like this one, that's why I like it. I don't like this one, that's why I don't like it. Give me five more of each of those, kinda go a little deeper. And all of them are pretty much looking like title packages to me.

But for you, the one you mentioned from which ones are for two invisible from Yeah.

From invisible to inevitable.

Yeah. So this doesn't sound like a title package to me because it's not like it's not specific to what they're getting.

Exactly. Yeah. That was the comment. And and and the other one it gave me, which is really really obtuse in that context is and it put this down as a packaging title, which surprised me, from from applying to advancing From applying. Which means nothing.

Exactly. Yeah. Exactly. It's so broad.

Or from yeah. It gave me a lot that were way too broad, like, from submitting to selected.

Now since you get a lot of those, just like Ali said, attach your, avatar and just say, make them more specific for a title package because this is too broad and not specific enough.

Yeah. I think that's right.

So I I I need to I need to leave, unfortunately, because I need to check-in for my telemed doctor appointment.

Wait. So don't make me the bad guy to tell Ali that I have to leave too, and I have to leave him by himself.

Let me leave first. So no. I'm kidding.

Because You know what? Gotta leave. No. I was just I was just thinking.

No. It's it's all good. It's all good. I mean, I like to stay here. Oh, wow. He already left without even saying bye. Look at him.

Dude, we gotta we gotta connect outside of here too. We we can spend some more time on talking about those things. Think you have a great mind as well. Some of my docs, I find myself having so many of those docs now, you know, they're so scattered. I mean, I put them in one folder obviously, but it's just I started many of them and many of them are like seventy, eighty percent complete, but not fully.

Have you found something like this about YouTube or no?

Well, one thing that I do is that for example, I'm I don't have that many doc I have many documents, but, since Friday, I'm focusing on the ones that Evan mentioned on Friday.

And, again, during the boot camp, I didn't finish them all. So what I do is, like, I bring one of them to a chat and say exactly this. Help me fill my product documents that I have attached here.

Helping me by ask so help me by asking me one question at a time, and let's come up with my first complete draft so we get to make it little to a little gem later on or something like that. For now, a draft that creates that comprehensive image of my avatar, yet in low resolution and through multiple iteration, it involves into a small but precise document. So this is the starting chat, and I put the seventy five percent, fifty percent done document so it knows a little bit how far I came. And for the rest of it, it, asks me questions.

And then for each document that you have is unprepared to have a chat instead of going and doing it. You just be the participant rather than the editor and the participant.

That way, you just fill them with chat instead and then copy paste the final result.

You did say that you don't have a lot of docs, but almost every session, there's, like, a new doc, a new prompt, and they say Yeah.

I'm starting with the the ones that Evan mentioned on Friday because those are the foundation, I think.

Yeah. Oh, yeah. You know? I know that.

Yeah. Yeah. So for me right now, I'm just, wanted to have a very clean because previously, I never did the avatar that specifically because, I didn't have a clear idea of who my avatar is, and I was using AI marketing, psychic marketing tools. And for that, you have to have a better understanding, so I always postponing it. But with this meta method, you have a live document, and over time, it just improves.

And so you don't need to have the complete image.

That's why I the previous ones, I'm just gonna disregard or delete Yeah.

Yeah.

The foundations.

Yeah. Because it's gonna be too confusing to have to work with couple of them or different types. Just use them.

Because yeah. Like, for this, I say, like, focus on demand avatar. So in the future, if I have something else, like, typical coaching avatar, That would be different.

So the file name is different, but it's the same structure for all of them.

So when you said for the future, for the avatar, do you do anything specifically to to to have it evolve?

Or because I Like, like, I put this for now, this is all that I have

In mind from my avatar.

For example, I recently discovered that I think I like to work with the power couples, either a guide and a doer or both achievers and doers. I think it's a really interesting dynamic because here, I see, like, people that they're both into shed into something.

So now I add that to my avatar.

So but let's say with this copywriting and website and content that I'm doing, I get different type of clients that I actually like better than working with couples. So then I go to the main doc and say, like, hey. Based on reality, no more couples. I like to work with this person. So that's how you update, not with working more with ChatGPT or Clot.

Like, you update it based on the result that you get.

But that doc, isn't the doc already a complete answer from the AI?

And, like, it tells you Based on the knowledge that I have.

So if I do experience a better experience coaching with another type of person, it's like, hey. It's complete, but I like to work with these ones. So I update the source.

So what what do you write? What do you type over there?

Depends on my finding. That was the for example, right now, I think I like to work with couples.

But then it turns out I like to work with single men who've been crushing it and focusing only on business and not on dating.

You never know because it might respond, and then it's like, oh, these guys working with these guys is so much easier.

Because, okay, couples, they may have, like, relationship dynamics that they bring to coaching.

The go getter who has, like, some problems, issues that I can fix right away with quick insights, and he goes and achieves, okay. That's my new avatar. So update it based on that. But not more with knowledge thing, more with the preview reality.

Do you completely erase the previous avatar and start over from scratch and new the new one?

No. You just, like, edit it. Like, imagine you have a painting, and it's like, you know what? I drew these angels with sad face. One of them can be happy face. You just change that little part or the relevant parts.

But doesn't that kinda make it a little more confusing because you you're throwing in different avatars inside. It's not a specific one.

No. I update it. That means, like, get rid of the old, put the new.

Okay. So so you're getting rid of the the whole old avatar, and now it's a brand new type of No.

The parts imagine do you do have Windows or Mac?

Mac.

Okay. Imagine they change the iTunes player with the next update. The whole Mac is the same, but the is it iTunes, the media player in Mac? That changes a little bit. And then after a while, you see, like, oh, you know what? I no longer work with Mac. Let's switch to Windows.

Sometimes the revision or the update is system change. Sometimes it's just like, oh, you know what? The Safari browser has a different shape right now. It changes a little bit. So, your update is the same thing.

Maybe it could be changed nothing can change except that instead of people being in their thirties and forties, now I work with people in their sixties.

And then if I have somewhere that, oh, my personality avatar likes to go snowboarding and skateboarding, that becomes irrelevant. So I delete that part. So this is how the main thing could change, and there's some trickling effect. You update those two.

Yeah.

Well But they're still the niche, the avatar, they have the same need, for example.

Right?

It makes sense. I use the darken bar barking dog example of Evan.

If the owner is in her twenties, she's like, oh, you know how your dog interrupts you when you're gaming?

And if your avatar is in sixties, you say, like, oh, you know how your dog barks when you want to read your newspaper in peace?

The need is the same. That little thing changes. You don't need to update the whole avatar. It's just the segmentation portion.

Yeah. Based on my understanding in which kinda makes sense to me, I know I could be wrong that, for instance, I had for for a while a forty year old woman comparing to sixty five year old woman, I mean, everything changes for them pretty much. Not a little bit. You know, forty year old woman, you know, she's barely, you know, thinking about longevity and stuff like that.

I disagree. I'm forty, and I've been into longevity for so that's what I'm saying. The need for longevity is the same in the young version or the old version. The young version may see, like, oh, I want longevity because I have ten million hobbies, and I want to get the most of them so I have better experience.

The old version might say, like, oh, I'm dying, and I want to extend this. But the it comes from, an emotional hot button rather than the actions that they're gonna do with it. So your coaching doesn't change.

It's just the messaging part of it changes. Right? You say, like, hey. You want longevity for to get from ninety years, and secure a hundred twenty years, you still have to do oxygen therapy. If you're forty, you still have to do hyperbaric, pressure oxygen therapy.

But what's that's the problem because when you're forty, the emotions are not very high for longevity. That's why the the pain is not that much, and the focus should be on the pain. And when you're sixty five, the pain is major.

Your ears Depends on your depends on your avatar.

That's that's why the avatar document is really helpful because it talks about their inner beliefs and motivators. Yeah. The motivation is different. But, like, for

example, in the sections of your product, that doesn't change. Your avatar partially changes.

For example, an inner belief when you're young or your core values real core values do not change that much throughout the life. Like, I always was, really into, like, freedom of doing stuff.

At twenty, I was seeing freedom in one way. At my forties, I see freedom totally different way. But the core value of freedom, it's there. It takes it evolves through the story that we go through.

So the story of the sixty year old or ninety year old for longevity is different than story of the forty year old, but they basically want to achieve the same thing. For a workouts lady, you say, like, at forty years old, you say, like, hey. Don't you wanna hug, and when your nephews and grandchildren come to you, you wanna hug them and lift them up? It's a good image to work on their strength and mobility from forty so they make up a good future.

They invest in their future when they are ninety. But from a eighty year old, you still have to make them do and become stronger. You say, like, hey. Have you do you want to be more independent, bringing your groceries from door to kitchen without relying on your grandkids.

The messaging has changed because their lifestyle is different. But the main thing that is like, oh, I want them to be motivated or really see the need to come work out.

It's the same thing. Like, same pain, different manifestation of pain. It's like that's why the inner sections, inner beliefs, and inner motivators are really good because those are always remain the same.

Actions of it, it changes. And that's, like, the little part of your copy. This is how I perceive it. You want something in this Google Docs that when he was giving the example of Elon Musk and Tesla and stuff like that, you want to have, like, one

small part that really works well. And then in your prompt, you say, like, oh, you know, more detail for that specific prompt.

But in your core, avatar is, like, very gem alike, like, very small condensed.

It's, like, one smallest variation of this, like, piece in the engine. You want that to be always, like, reliable. And then you add flavors. Say, hey. Let's say, like, I see a engineering, like, oh, there's a washer, a simple washer that could use it for plumbing or you could use it in a car or something.

But you want that part that your Google Doc to be really versatile and don't add too much story to it because the story you can get from ChatGPT in your prompt.

This is my understanding. I'm I'm still this is because this is how I used for image generations. Before last year, I was teaching AI for architecture. You want your references, for example, style reference specifically in paintings or images, you want one image as a reference that just brings the style, doesn't change the content of your prime, prompt.

So you want it to be, like, really, high purity.

That's why, like, inner motivator is like high purity.

A forty year old can have the same inner motivation than, also this ninety year old. So those parts, I don't think they're gonna change for me. But how old they are, what they do, yeah. Like, right now, I think they are urban professionals.

Like, they they work in offices and stuff like that. Turns out my workshops are more beneficial for, I don't know, coaches. I said, oh, there are coaches. There are virtual coaches, all of them.

But their motivation is like, oh, get my productivity high. Get my when I have three hour blog, I really wanna milk those three hours, squeeze everything out. If that's the desire, the that type of desire never changes.

If you're a solopreneur, so like, hey. Christo, you have too many meetings. I know back to back. Then you have to go to gym.

Then you have to work on your product. Right? They all take time. How many documents you have in your drive?

Ten thousand. Do you wanna attend all of them? You need to be productive and focus on one thing. If you wanna learn that, I have free webinars.

Go to my webinars.

You pick up whatever is useful and transform your habits. Right?

But if I have to say the same thing to Anthony, it's the same program that I offer. It's the same need for focus on productivity. It would be, hey, Anthony. You have ten million, ADHD Where's the confusion coming? Projects.

I just I've heard you guys talk about this role. What what is there still some confusion, or, what's the specific confusion point? I'm just curious for you.

No. We were just chatting. So, we're talking about because I I feel as far as creating your avatar, because, Ali, he kinda shifted something in his avatar a little bit and some things trickled and changed, but a lot of it stayed the same in who he is targeting. But in my understanding is to really dial in and to speak powerfully to your target market, then there's difference between forty year old and sixty year old. There is a lot of difference.

People like I mean, there's a lot of difference. So many things will be different.

So I mean, I don't wanna say hundred percent different, but almost. Because when you speak to that person, the person is sixty five years old, they they care a lot more about living longer because they feel that it's it's slipping away. For a forty year old person, I think that person is not feeling it at all. I mean, I'm I'm a high performer, high achiever. I'm forty seven, and I don't really I care about it because I love it, not because I feel like he's slipping away. But a forty year old would care

even less about it because they have felt it much less so to speak to them about longevity unless they really anybody said something or no?

Sorry. My the connection's a little weird for me.

Oh, it's okay.

Yeah. I know. That that seems that seem I mean, that seems very clear that people have different that people are gonna have different motivations and different things that they're inter you know, that they're interested in for sure.

Oh, I I think that the the the the the confusion was because Ali changed who he was targeting, and then he he just changed it in the avatar. And I go, wow.

He didn't completely change the whole avatar because if he changed the even the year or from a male to a female, the whole thing is has to change. No?

I think there's a difference, and it's a difference of how we see it and how we use it. You want one solid document. You do it one, and it's so detailed and so dialed in that you could use it after the way you work. But for me, I want something that moves me to the next step. And with each step, it gets refined. And I actually because I use it multiple times in a sloppy way, I don't want it to be that dialed in. I want it to be able to to be versatile and change it, on the go.

So I want to do it the Do you know what we're we're talking about now?

Yeah. Sorry. I don't know.

Maybe I'm creating confusion.

That's the I don't know why you guys.

I guess I'm I guess my confusion is why you guys where the confusion is. You know?

Yeah.

I'm just trying to understand that you're real, what you're trying to get, what you're trying to do. Yeah.

I guess solution is just because trying to work towards here.

He just An avatar is an avatar is a description of your ideal client. It's like a dating profile or something. My name is Anthony. I'm forty five years old.

I live in Kansas City. I like ultimate Frisbee, and I like psychedelics, and I'm into artificial intelligence. And here's the top ten things I'm proud of in my life. Here's the top ten things that I'm struggling with in my life.

You know, it's like it's like as deep of a world into a description of the person that you're gonna be talking to. Now there's a way in the in the world where you might have a super detailed document for your avatar that might be totally wrong for what you're trying to sell. It's gonna have a separate thing. There's, a like, the match between the description of your of the person and if that person is the one who's gonna buy is, like, a different conversation, a different problem, etcetera.

But the avatar is, like, a is just like a dating I think of, like, a dating profile page. It's just you can even have a picture of a person. He's a white dude who's bald and, you know, has a beard and whatever. Like, you can get very specific about all these things.

I mean, back in, like, the eighties, I mean, not like they were I remember when they would, like, design a car.

They would, like, build an apartment for people. Like, I've my my my friend was actually a person that they they designed a car around, my my friend Summer in New York City. And so they, like, interviewed her, and it's, like, a whole apartment, like, three d apartment built out with, like, posters on the wall and all kinds of \*\*\*\*. You know? Like, they that was a deep customer avatar exploration in that way.

Hey, guys.

Yeah. Hey. What's up, Evan?

Alright. So how did that go? Good.

Were you guys able to find some, pots of gold at the end of the rainbow?

I I think this is a super useful exercise, personally.

I use it mainly for subtitle.

Tell me.

The so I was happy with the focus on demand as, like, a program offer.

And then the results, I got it in a document. One second.

So focus on demand, perform without burning out in ninety days.

That's, like, one that I'm going to use.

It's on demand perform this. TM.

Nice.

Alright.

So let's remember alright. So abstract, concrete, inner, outer. K. So focus k? Focus.

K? Focus here.

What's here? What's the result that they want?

Do they want to earn more money? Do they wanna launch a business? Do they wanna get a promotion? Do they like, what's the thing they want that's in the outside world?

For me, in my head, for now is that they get their work done so they come home on on time, basically.

Got it. So they're not taking their home their work home with them?

Exactly.

Go home early every day.

Yes. Great. Go home early.

K.

So the focus is the means.

The ends is go home early every day.

Go home early needs to be in here.

Focus on demand. Go home early every day because you got your work done.

That's measurable.

Excellent. Thank you. Yep.

Yeah. The more the the more I clarify on each of the answers what I like and what I don't like, it really goes deeper. It hasn't gone to what you said last week. There's at some point you're gonna reach to a point of diminishing returns, so that you gotta stop there. It hasn't stopped there yet, and they get powerful.

Good. Some some of these, you gotta keep going. Absolutely. Yeah.

There's some of them like like, oh, like, it it hit me because, you know Excellent.

Can I use your magic for a second chance, Evan?

Go for it.

In the avatar, I think there's one scenario that is, like, very in demand, makes my stuff in demand, in my opinion right now, that these are the people that recently got promoted, so they have that idea of extra cash.

Yep. And their new promotion demands to learn a lot of new things really fast and execute well on those new learnings. And that requires a laser focus and Great. Like, focus on input, focus on system and knowledge and performance. Is there any outer magic that you can help me with?

Yeah. Don't lose your promotion.

The most dangerous time when you've gotten promoted is when you just got promoted.

Right? The next ninety days are crucial.

Oof. This is the most important time in your life to focus.

Don't lose it.

He didn't need AI for that.

He just came up Can we do a Evan dot AI, please?

Well, I've been doing this for thirty years, so, like, this is, you know, this is one of those rare places where I'm I can hold my own. You know?

Yeah. It hits.

I mean, it Have you guys go ahead.

No. Yeah. I mean, it's it's it's so sharp, succinct, clear, and short. Don't lose your promotion.

It's just Don't lose your promotion.

That's it. The most important time in your promotion is the next is the first ninety days, and this is why you need to focus.

This is also this is starting to sound professional, and it's starting to sound like this is the kind of thing you could go into an organization or go to a company and say, hey. Give me the people that have just gotten promoted in your organization, and I wanna work with them because I wanna help them keep those promotions. This is the most dangerous time, and I wanna help them stay I wanna help them with focus so that they keep those promotions.

And the company goes, oh, this sounds great. A guy wants to help me keep our, you know, new managers focused. Good sales pitch.

How would that entry point work? Because that was my last year problem. Think I got all my connections to get me a little presentation. My presentation, the marketing was not dialed in, so it didn't go as I intended. But I don't wanna go I want a a little bit cold approach, warm semi lukewarm approach. How how the cold approach works here?

Well, call up you know, what are organizations where, you know, call up call centers in your low you know, in your local area that have you know, try to find companies that have lots of people that just got promoted that will easily lose their promotion because they're not focusing. And just call them all up and just say, hey. I'm, you know, I'm an expert at helping people to focus. I would like to come in and do a training for any managers you have who have just gotten promoted, and I wanna help them to focus for those next ninety days. And I've got a whole set of

things I can put them through, and then if you like it, you know, you could hire me, or they could.

Right?

Love it. Ask ChatGPT. Here's where I live.

Who are all the companies that have people that have just gotten promoted, right, that they really want them to keep their promotions? You know? This would be a great thing.

Find a way to do it on LinkedIn because everybody says, oh, excited for the new role.

So maybe a cross reference of that with the LinkedIn.

LinkedIn. Awesome.

Thank you very much, Evan.

You're welcome. Great work, guys. I'll see you on Friday. Alright. See you then. Bye.

Ali, I've got something for you.

Yes. Thank you.

Well, I was just saying, like, if you if you had a way to they're gonna kick us out here in a second. To automatically look at when people post I just got promoted and to follow-up with them and send them a DM or to send them a PDF or, like, put a guide together for them, a book. It's just like, hey. Here's the book on how to I wrote the book on how to keep your promotion and, like, to gift it to you and to send it to them. Congratulations on your new job.

I'd love that.

Ebook. Love that.

And I would even I mean, I would do a print book because it's just it doesn't cost you anything. And so it like, I have a bunch of books that I have on Amazon that are print books. You can get it at Barnes and Noble. You can it on Amazon.

But I can also give you a digital copy. And so it makes it seem more valuable if you can go to Amazon and buy a print and they might wanna buy a print copy. And for some people I mean, if you're really trying to get people that are making big promotions, you know, if someone's executive, hey. I'd love to send you a copy of this book.

Here's the PDF. If you want me to, I'd be happy to mail you a copy of the book, which will cost you three bucks to just go to Amazon, click a button, have it send you an author copy there. They'll print it out. It gets shipped directly to them.

Might cost you five dollars total to do that. Then they've got a package in the mail, which is like, oh, congratulations on your new promotion. Wanna make sure that you keep it. You know, it sounds like you're excited.

And then in that book, there's some kind of a you know? And if you wanna talk about this or whatever, I'd love to gift you a fifteen minute call. So it's like you're already giving a bunch of valuable stuff. They might just read the book, and and I and I do it.

So if they wrote the book read the book, that would be it. Like, they wouldn't have to call you, but then some people are gonna wanna call you because it's like, I don't okay. I read the book or whatever. So I think about even if we make a lead magnet that's a free PDF, it doesn't cost us anything to make it an actual print a little formatting time to make it a print book, an audiobook, and then you also have some premium gifts.

If you really got a client that you're like, I'd like to work with this guy, you could send those out. And you could probably automate your LinkedIn.

You could probably write a you could probably vibe code something that just is an AI that watches Twitter or LinkedIn or whatever. And anytime anyone in your network gets a promotion, they get a copy of that book. Sends it to them automatically. Congratulations.

Whatever. So that just might I think that that's it's a and it's a it's a brilliant place because people have new responsibility and new resources. Right? They've got this extra money.

They haven't figured out how to spend it yet. Yes. Some some stuff there. And so from either the person's side or through the the company side.

So and I think heads of HR could be interesting if you wanna talk to heads of HR.

Do you do you have you built a program for this yet? Like, it's a thing you're currently selling, or it's a thing you're this is what you're building out.

I'm building. Like, I know the core thing. Yeah. And, that's why I'm, doing regular webinars So I actually rehearse and see which one actually resonates, what are the exercises that people actually do.

Like, I have a ten minute audio exercise. People love that. They say, like, you talk too much. Like, it's a guided mental release emotional release.

Like, a lot of people like them. Like, a lot the ratio of that I send is pretty good. Like, maybe I send it to thirty people.

It's an audio they listen to?

Yeah. So the YouTube link.

YouTube link. You could also put that on Spotify. So it's a if it's just audio, then it, like, shows up as, an album. You could have an you could have, like, a keeper promotion album on Spotify.

It'll cost you twenty bucks a year twenty bucks a year to have those audios and have ten of those audios that people can you can just send some you can send somebody a link to that album, but then the people might also discover it. Right? It, like, exists on there. And all that stuff is great.

I've got a and and it all and also builds your credibility because all of a sudden, you've got an album on Spotify. You've got a book on on Barnes and Noble dot com.

All these pieces, and they're all good assets you can share. And then you also could, well, I've got I've got some friends that are, like, HR people for large companies.

So when you feel like you're a little when you're ready to have a conversation with one of those people, remind Thank you.

Say, hey. I wanna talk to your HR friends. I'm thinking of one guy I know right now, Doug Dureau, who's a he was a he joined a book writing course that we actually put out. We did how to write a book with AI. We offered that a year and a half ago, and he did that course with us.

And he's in the men's group that I was in, but he's head of HR for all of Ross Perot before. I don't know if know Ross Perot. He was, like, a presidential candidate.

The Perot company is in Texas, so it's, a thousand people that work you know, that Doug is responsible for there. He's just off the top of my head someone that, you know, I can shoot an email to that I'm he'd probably love to talk with you, you know, about that stuff.

Alright. Sounds good.

By the way, if you think about doing a book, I we I have a whole I think it's, like, such a good vehicle strategically.

You could also contact people at these companies. So, like, you could contact heads of HR and say, hey. I'm researching. Like, you probably had this thing app where you promote someone, and then they lose their promotion.

And you could interview you could actually learn from those people. What are the top things people should learn to keep their promotion once they get it? I'm interviewing all the top HR people for, you know, Fortune five hundred companies. I'd love to interview you for my book, and then I also I'll send you a copy of the book when I'm done so you can see what other peers of yours are using to make sure that you you don't waste the investment.

And then you can basically get on a get on a Zoom call, and then you've got, like, ten interviews that you could package up as Spotify links for podcast, extra bonus interviews. You extract them. You're quoting these people now, and all of a sudden, your book has got quotes from people at BMW and wherever and Google, etcetera. And they're not even your clients.

They're just people you interview, but those are those are still and all this kinda builds that ecosystem.

Like, Tim Ferriss in. What? Tim Ferriss does the books like this. Like, he collects his interview and boom. There's a book, published version of in yeah. Makes sense.

And I've got a, I've got a skill. I don't know if you use skills for Claude, but we've been we've been writing books at AI for five years. Sam Altman has our books in his personal library from five years ago.

Oh, \*\*\*\*.

Kind of a a fun thing. But I've I've distilled it down into, like, a very specific detailed skill file for how to do a book with AI that I'd be happy to share with you at some point if you could go down that road.

We can send you the skill file, and you can play with it and plug it Let me get familiar with the skill file because I just bought the subscription to Cloud.

I have to see it's one of those that do my creativity, blocks me to create it, or do I need help? Yeah.

A skill file is just, you know, in a way, these documents Evan's having us make, the avatar doc, those are kind those could be skill files. You know? It's it's files that the AI can reference to be able to do things. And skill files will like, for a book, it might say, make sure the the user has all these things. They've got and if they don't, ask them questions to build them or whatever. So you can have, like, a encoded process. You take somebody through as a skill.

There's some I mean, you can do a lot with it, but it also has things like I mean, if you're using software, a skill file might say like, for for, again, for our when our our our book course stuff that we do, we we will teach people how to extract their social media.

So, like, maybe you've been an influencer for the last five years, and you've been posting tips on how to not lose a promotion every day for five years, and you've got a lot stuff that you never wrote a book about it. So what we do is we can connect an API to their Instagram, for example, take it all out, transcribe it, etcetera. You can do that manually, but we also, in our skill file, can have, like, instructions for the AI to be able to do that automatically, for example. So it's like how to use an API or passwords and stuff.

So, yeah, it's like it's like giving it's like learning a new skill. You give this you kind of give this thing that it can reference when it wants to. Oh, hey. I'm writing a book.

Pulls up the skill file, then uses the skill file.

And our our book writing one is pretty robust. Like, I've uploaded entire books that I like, and I say, read this book and then summarize the tone and the style and the principles so that we can incorporate this in how we write books, etcetera. So I think skills are great. And I also really I like using Claude code on my hard drive because then it has access to my entire computer and everything that I've written already.

So, anyway, those are just some things.

Alright. I appreciate it, very much. Thank you.

Okay, sir. Yeah.

Cheers. When I become, super competent, I'm gonna ask for the HR connection.

Yeah. And, like, don't you know, suit go with what you have. Like, you know, even if you're just if you're just figuring this stuff out, it's actually a good time to talk to people because you can just ask a bunch of questions, you know, which is actually better because then it's like they're you're, like, asking them what works, what doesn't work, what their challenges are, etcetera, their biggest tips. I like I like the framework of three things to do and three things not to do when someone's a master of something. So, like, what are the top three things someone should keep their promotion at your company? What are the top three things not to do to make sure that they don't lose it?

But then, yeah, then you can just trans you can record those Zoom calls. You can give the transcripts via Fathom to a Claude, and you can say, write up a report for me, and you send that out to people immediately. And, like, in a week, you're, like, the world's leading expert in this thing because you've talked to ten people. You've synthesized the report. You've given them value. Who else are they gonna go? Oh, I didn't even know that someone exists that does that thing.

So, anyway, I get I geek out on this stuff, so I get excited about it.

So That's very powerful. Thanks for sharing, man.

Cheers, man.

Cheers. Have a good day. Bye. Thanks, Kim, for letting us stay. See you. Bye.

You're very welcome. See you later. See you. Bye.