

# Networking With AI

Alright. Hello, everybody. Hey. Hey.

Hi. Good morning.

Morning, Alexandra. Hey, Stuart.

Hey, Warren.

Hey. I, now, Stuart, you've probably heard this rule of technology, but, Alex, you maybe not heard me say this. With the technology, you should expect it not to work. Exhibit a, you probably see shadows on my face right now.

I upgraded my lighting kit, but for some reason, they will not charge on the USB cables I have. So now I have two dead fancy schmancy lights, and I have to charge them later. So you're gonna have to deal with some poor lighting, unfortunately, today.

And, you know, I expected this.

So I am going to roll off.

Just like Warren Warren McKee, man of AI mystery.

Yes. Exactly. I'm truly in the corner plotting the next AI move here.

I've had these charging for two hours, and I just found out before the call that for some reason, they didn't charge at all.

So It makes a a nice shadows.

Yes. Yeah. We're in a pub having a a conversation here, you know, in the corner and having a pint. But, I do apologize. I've had these charging for two hours, and

for some reason, that means zero hours to these things. But I digress. We'll be alright.

And I just wanna check-in because we've been working on a lot here in the last month. And we're in a new month, so now we're in the networking month. But out of the three of you, did you have a ChatGPT project built yet? Because I know we went through this on the last implementation, Dave. I'm not sure who all was there.

Do you have a project for networking? Who has one of those? Stuart, I'm imagining you do.

A project for networking.

And oh, I should be more specific. Like, a ChatGPT project or a Gemini Gem as they call it, Clot project.

For networking.

Yeah. Or prospecting? Yeah.

No. I missed I missed the implementation day, so we covered it then. I'm I'm not quite sure I no. Yeah.

Because I know you're in the last iteration we did this too, so I just assume you might have it still. But Yeah. Once we get into it, I'm sure you're gonna go, oh, yeah. That thing.

No problem. Yes. I Me me, I have a networking with AI, and then I didn't finish yet. I AI client support system be because I don't have all files.

I made it, like, half half. Yeah.

Okay. No problem. But you have the master I gave you, Alexandra, the the master business file.

Yes. I have it.

It's already it's already done.

Excellent. That's really all you need today. The rest of it's actually pretty easy.

And I'll check Christa, what about you, man?

Well, when was the last time we talked about the networking? Because since I've been in the program, I don't think we ever talked about it. Maybe you did before.

But the long answer short, I don't have a networking project in GPT.

No worries. I think I'm just trying to see I don't wanna recover information and bore you all, but it sounds like we're all at the same point, so that's good. I'll show you the project side of things, and I'll just push off the automation reminder system to sometime later this month. So I'm just trying to get a temperature gauge where we're all at. It's not a problem. And it's actually really easy what I'm gonna ask you to do. So don't sweat it if you don't have it done already.

Okay. Cool. That makes sense. So that means I'm just gonna switch something here real quick.

Perfect. Cool. Alright. So in that case, today, what you're going to do is you're going to build a ChatGPT or Gemini or Claude project. Gemini calls them gems, but it is the same feature. It's the same thing.

And you're just essentially gonna create a project or gem that tracks your networking, your prospecting. Because this whole month's theme is networking, prospecting, and basically, what it's really about is networking, as Evan would call it, with the affluent. And if you don't know, one of Evan's bigger, I guess you could call it, claim to fame, is networking specifically with the affluent.

And if you think about it, like affluent, someone who makes a lot of money is wealthy.

And if you think about someone who's in that situation, they tend to be someone who has a lot of people who probably want their money. Right? Who want a lot of people wanna do business with them. And because of this, they tend to rely on their network to make buying decisions versus, say, a Facebook ad or a random message that snuck into their LinkedIn private messages or that person they met for fifteen minutes but never spoke to again at the networking event.

Right? So when we're not we're talking I'm gonna specifically say networking, but I really want to remind you, we wanna get to those people who are affluent. Now because Evan's gonna probably talk about this a lot more than I will, I'm not gonna, you know, speak a lot about the affluent part. Just know that what I'm teaching you also is compatible with what he's gonna talk about.

I'm just going to choose not to speak a lot about the affluent part because I think that's more so his specialty.

My specialty is a little bit about me.

I grew up with a family where intelligence was rewarded, which if you know anything about child psychology, developmental psychology, you really wanna reward children for effort and hard work. So I was more so rewarded for things that were cutting corners, finding shortcuts, automating things. Right? Now, unfortunately, this led to a lot of hard lessons when I got to college and started to grow up more and start a business, but because of this, I was heavily rewarded for, finding ways to be smart And that usually looks like finding ways to spend less time doing tasks and hard work. So the plus side is that I have spent probably thirty five plus years, most of my life, looking for ways to spend less time doing work I don't want to do and spending more time getting technology to do that for me.

So we're gonna start off with this month with one of the things that I've been doing for basically the last three and a half years that is exactly that. My first business about twenty something years ago was basically only successful or one of the main reasons it was successful is because of networking.

And networking, when you think about it, you might conjure up ideas of going listening to some banker talk about their bank opening. Right? These kind of events that are not so fun, not so interesting or maybe BNI meetups where everyone just doing a quick check-in where their business is at hoping that someone has met someone that they can do business with And I have done that stuff for years, but I've also, because of that, tried to find something that was more enjoyable.

And what I wanna share with you today is a combination of those two things.

One, how to make networking not some boring I'm having a cocktail because I don't wanna be here experience. And two, how to make the memorization, the systemization, the actual you told me something and I don't wanna forget it part. How do we turn that into a system that works like clockwork, and makes your life easier? So now I will say, at the in person events, the one hiccup and what I'm gonna show you today and probably for the rest of this month is this.

Most of the time when we're getting out of a live event, this isn't so true on Zoom calls or things where we have a transcript because that part's easy. But when we don't have a transcript, we don't have a recording, we're not in Zoom, it's not digital, you have to find a way to ritualize, habitualize, turn it into a system that every time you go to a live event, you have to do something to capture what you learned about the people you connected with. So if you get the business card and you throw it in your pocket, you have to habitualize taking that card out that same day or the very next day as soon as possible and capturing what you learned about this person, your mental notes, if you will, and putting it into the system I'm gonna show you. Because if you don't and you procrastinate, and speaking from deep experience here, if you procrastinate three, four days pass and you don't tend to remember, because it's in your short term memory, a lot of details about this person.

And then a week becomes two weeks becomes a month and this person's basically forgotten. Forgotten.

And this is the crux of networking. This is and by crux, crux in rock climbing is the hardest part of the climb.

In fact, I went rock climbing earlier last week here, actually two weeks ago. And I remember there was this really easily rated route that started off up and down kinda like a ladder, except then it went where you would climb where you're, you know, parallel to the ground. So you're basically climbing what feels like upside down. And that is the crux. It's very hard to use your hands and feet to stay on a wall with your back parallel to the ground.

And the same thing is true in networking. When you get to that hardest part, is it's going to be putting the data into your system. It's not the system itself. All the stuff I'm gonna show you this month is actually really, really easy, But the hard part is capturing information, at live events. So I just wanna give you a warning here that this is something I have personally battled with off and on for years. Many of clients I've worked with have also struggled with this because once you're done with that networking event, the last thing you wanna do is anything that has to do with that networking event. You wanna go unwind, you wanna talk to your wife or husband, you wanna play with the kids, that kind of stuff, know relax, go to sleep.

So just know that that is a huge problem with this system and I am haven't found a way to make it any easier other than maybe doing voice notes at the meeting or in your car before you leave. That's usually what I'll do before I was traveling. Get the voice note in the parking lot before I go home. Hey.

I learned about Frito today. Frito is a man who works with sleep and energy and people's bodies, the physicality. Know, and I might say all these details that you might have shared for us still at the meetup before I even leave the parking lot. This is the best thing I have found, but it is also one of the least appealing things to do.

So just wanna give you a little bit of here's the red tape here before we dive in.

Okay. So we'll just make this fast here. I wanna spend most of showing you some building. We're gonna do a build from scratch so that way you can see how it's done.

And now I really wanna bring in AI into this. So this is a system I've been doing for the last three and a half years since ChatGPT three came out. We're now on, I believe, five point five, you know, Claude's on four point seven.

And what I'm really paying attention to with AI here is not do networking for me. It's tracking the relationship.

It's following up in a way that makes people feel like you care, and you'd you likely do care about these people to some extent. And then how to make the work you put into networking actually pay off twice. Not just I have a system to remember, but now I can use those very same conversations and turn it into marketing insights. Who's my avatar? What's my niche? What words, keywords, and phrases do I use in my emails, in my content?

All of this can come simply from these conversations you're having with these people.

And I'm gonna show you to do this in ChatGPT just because I had to pick one system, but you can literally do this in any system that has the projects feature, which we'll cover here in a bit.

So the reason follow-up matters, which is the big thing we're gonna focus on with AI, is AI is gonna help you with the follow-up. The first conversation's easy. You meet someone or you got connected through a friend or you're reconnecting with someone. So when I say first conversation, it could be a follow-up with someone you knew from college or you just haven't talked to in a while.

And the reason this is so important with follow-up is because every single or most of the sales, most of your fortune are gonna be in that follow-up. And I found this a staggering, I don't know why AI decided to make eighty percent words in one, but the other forty four percent in a number, but I digress, eighty percent of your sale

requires at least five follow ups after that initial contact. Now this is specifically talking about new people not about, people you're reconnecting with. Those numbers are likely different but in at least with someone new you're gonna have to have at least five follow ups. So that's six conversations which aligns with the old adage, it takes about seven contact points before someone remembers you.

And only, about forty four percent of people quit after single contacts.

So to me, this was fascinating. The Brevet Group's a sales study organization. And the the fact that I have seen this not only in my own behavior, but in pretty much all of my clients shows me how truly valuable this is because not only do people require those five follow ups but in parallel to that, if most people aren't following up, this becomes even more important because then you become either the only person doing this or one of the only people that are doing this at all to these, especially with affluent people, the people that are trying to connect with them.

So you want to be remembered, it takes five follow ups, but also you're gonna stand out because you're the only person doing this. Most people don't do this stuff, especially with coaches. We're focused on trying to do the coach work. We're not generally focused on doing networking, talking to people, following up.

And the way I look at networking is, especially having come from BNI Chamber of Commerce world, that's where I started my first business. I didn't do any fun stuff, it felt like, in networking until years later. It's professional friend building.

That's really what we're doing. You are a professional friend, not a salesperson.

So what that means is don't fall into selling mode where you're trying to pitch. You're expecting some kind of immediate return on your investment.

You're not trying to say, hey, I've got coaching. Oh, you want me to coach you? Right? We're not doing any of that. What we're really trying to do is stay in connection mode.

We want to catch up with people. We wanna follow-up with people we just met, and we're basically always on the hunt for opportunities to be of service. And when I say be of service, I don't mean you have to sell them a coaching package that solves a problem for them. It could mean, hey, by the way, you mentioned that you were struggling with procrastination and I read this book called Atomic Habits by James Clear.

It's really great, helped me with my procrastination. I highly recommend you check this book out and then maybe you send them a link to Goodreads or, you know, Amazon books, something like that. That is an act of service. Right?

You're trying to find ways to be useful, to be of service.

And one might even argue this is the ultimate point of humanity, right, is to help one another, to be of service. So this isn't necessarily something that I directly get money from. You know, Evan's a great example of this. I remember when I got a concussion while snowboarding, my first time snowboarding, perhaps my last. I went down a pretty intense route and just ended up with a a concussion, told Evan about it because I had to call in, from work the next day.

And he connected me with someone who is a concussion expert. And this person gave me some really good advice, some articles to read, things like that. So this is a fantastic example of Evan didn't have to actually do anything other than send an email with both of us on it.

That is the kind of stuff you're looking for. Someone's gonna say or do something that gets your attention. Hey, I have a need, a problem, which we'll talk a little bit more here in a second.

And that problem is something that likely you, if you're a good networker, have someone in your network who can help them with.

Even though you're not the one doing the work necessarily in that situation, you're not having the follow-up conversation, They are the person, the concussion expert in that example.

I'm still footnoting now years later, Evan, for helping me with that concussion. And funny enough, I can't even remember that woman's name now that I think about it, But the person I do remember is Evan set me up with the connect the concussion expert. This is essentially how most of us work. We remember the person who puts us in contact with those who we are needing to be, you know, who can actually help us. But it could be just as simple as a book reference too. Now we'll talk more about how to deal with people who do need your services and you could coach them in one of our future weeks. Right now, I just want you to try on that it's gonna take five follow ups to even get to the point where you're likely to have that conversation.

And here's five simple mindsets to help you.

First is give, don't get. Right? You're not on the hunt for a sale. You're on the hunt for finding opportunities to be of service.

This is truly the most important thing. If you seriously forget everything else I've taught you today, remember this one, give don't get.

Find ways to give things to people for free that help them. Maybe not everyone will remember you, maybe not everybody will, remember even what you said, but surely they'll remember how you made them feel.

So we're trying to make people feel like you're someone they can rely on.

You're someone who's trustworthy. And again, it's professional friend shipping.

Right? We're trying to make friendships but not from the maybe exact same casualness you have with regular friendship building, this is professional in that you're the one giving. Now, they might give something back and that's fine, but if you're seriously just hunting for a sale, pretty much everybody can detect that on some level. They might detect it consciously or unconsciously, but something about that behavior and we've all experienced it, right? You've been in a situation where someone is asking you very specific questions, being very linear, being

very kind of like a bloodhound, they're on a scent, they're trying to find money not connection.

We can all feel that.

So if you're instead trying to find opportunities to help people, we also can detect that and we generally feel that this is someone who's a good person or at least someone who is very useful.

That's what I want you to hone in on. That's the thing if it's online, if it's in person, if it's reconnecting with someone or if it's a brand new person and especially if you're trying to network with the affluent who have more people trying to get their money than say someone who's not affluent. Right? They're especially tuned into this.

So don't be on the hunt for a sale. Be on the hunt for opportunities to be of service. And I got this one for, this number two from a Buddhist, a gay Buddhist priestess who turned into a a business coach. I love this one. Be interested, not interesting.

My such a unique thing. Right? Gay Buddhist priestess turned business. Linda is her name, and Linda taught me this because I used to think that being an interesting person made you memorable. But really what happens is the people remember the people who are curious.

They remember people who are actually asking questions they want to know the answer to versus what the sales your old school salesperson does. They ask questions to qualify.

Yes. You do need to qualify people in the sales process. Networking is not a sales process. It's networking.

It's a completely different thing. You may have a sale come out of it where then your behavior might change a bit, but if you're be treating these two things as the same thing, that's a trap. And you'll probably stay trapped in networking, never

getting to the sale if you do this. So when someone's talking, rather than looking for opportunities to be, oh, I did all these cool interesting things, you wanna be the person who asks a deepening question.

And frankly, this is what a good coach does as well, and you wanna do this in your coaching practice too.

So when someone's sharing really interesting information, even though you might have something that you can sympathetically relate to them, you might have a similar story and you can share that, lead with curiosity first rather than, oh, I have an immediate book I could offer you. Oh, here, do this thing. Oh, hey, you need to talk to my buddy.

Deepen with them. I'll give you an example. Let's say you're at a cocktail party, something like that, and you have fifteen, twenty minutes to talk to this person, which isn't a lot of time. And they mentioned how in their previous business they had to fold it because they had a business partnership, and the business partnership didn't work out.

And maybe you had that same experience. Your business partnership didn't work out. Rather than going straight to that relating, you could say to them, oh, that's interesting. So tell me, how did that affect you now in your new business given that you probably had a bad taste in your mouth of business partners?

Would you have a business partner again? I've had a similar experience, but I wanna know about yours.

You can still get to your story, but it's in that deepening. And I know this feels like a maybe an obvious thing, but when I go to social networking, that kind of stuff, I don't see people doing this. A lot of people fail at this one. So be curious. And if you think this is obvious, go to a networking meeting and just make a mental tally of how many people at all ask you a curious question.

The key here is this, though. This is the golden rule. And I would say if you if this is something you've never heard before, write this down.

Ask questions you want to know the answer to.

That's how you know it comes from a place of curiosity versus a place of qualification or even a sales process.

And again, number three, probably sounds obvious. However, a lot of people won't even begin networking because they're not doing this. You just simply have to embrace rejection.

There's that old familiar trope. You know, you get to ninety nine no's, you can get one yes. Right?

I've been in the sales world for many years, and especially on door knocking, you're basically gonna have ninety nine doors shut in your face before you get to one that opens.

Now I don't think it's nearly as bad in networking because if you're doing friendship with a professional flavor, you're not gonna get as much rejection. However, you are gonna get a lot of rejection, and you're gonna get a lot of people who just aren't a good fit. That's part of it. So just accept this, and just like how my lights didn't work today, right, and I expect technology not to work so that when these didn't work today, I felt mild disappointment, but I didn't freak out. Right?

You wanna treat your networking like that. It's just mild disappointment when it doesn't work out the way you want it to.

And here is this one's got a little darker gray box around it because it's perhaps the most important mindset.

Networking is not a short term game.

Right? This is the long term play.

This is something that five follow ups is unlikely to happen in a week or two. Now that doesn't mean that you can't make money and have a successful business with networking. This is actually the primary way I make money in every single business I've ever started or been in.

However, it is the fastest way to cache. It still takes time, and it always comes down to the follow ups, which most people are not doing.

And listen more than you talk.

And I'll stop sharing here so we can see each other's faces here or you can see my shadows. You know, this is something that with AI has made pretty easy. I don't know if all the AI notetaker tools do this, but with the tool I've been using for probably a year or two now, Fathom AI notetaker, it actually tells you your talking time, which is really useful. And then if you get into a monologue, it'll show you how long your monologue has been. I think it actually calls it monologue.

So these are really useful ways to track yourself, again, if you're doing digital, especially if you're doing follow-up calls. I don't know how you would do this other than just tracking this intentionally at an in person event.

But there's a lot of really useful tools out here to even show you if you listen more than you talk. And I was kind of surprised because I've spent several years studying communication techniques and neuroscience, specifically around relationships and communication. I thought to myself, I really got listening down. And then when I started using these tools, I was shocked that I was talking much more than I thought I was. Because it'll tell you a percentage of the call how much you talked, and then you can even check it again separately at the end of the call inside of Fathom's website.

So there's tools to help you with this. But I can almost guarantee you, you likely, if you're a talker like me especially, you probably talk more than you think and you might listen less than you think.

This is the tool though. If you can get someone to feel heard, and the way to know this is if they could say the words, I feel understood versus you say, I think I understand you or I understand you. That's how you know you truly listened.

So listen in a way where if you asked them, do you feel understood? They would say yes versus, oh, I think I understand you. It's like a little bit of a pivot here, and it's actually like a relationship download too. This isn't just networking.

So these are the five mindsets, by the way, that probably took me fifteen to twenty years to figure out, and I tried to boil them down into simple, easy to remember stuff here.

Now, unfortunately, AI messed up this slide, and I didn't have enough time to fix it. I'd already fixed this slide twice, and it just kept messing it up. So and nor are the misalignment.

Do you mind going back?

I wanted to take a little quick photo of the I'm gonna give you these slides.

So you're gonna have them, Risdell.

Okay. I just wanted to write it down, but that's okay.

Sure. I'm gonna give you these. I wanna keep the ball rolling because we have to go quickly and we have thirty minutes. Okay.

So here's the things I've seen after going to hundreds, possibly over a thousand networking in person and online meetups. This is the crap I see people do that just doesn't work. And there's huge software systems to support people doing these things that don't work, especially on social media. Don't spam generic messages.

Don't go on to LinkedIn or Facebook and have a copy paste message that you send to a hundred people.

Not only will that potentially get you flagged and removed from the platform or at least temporarily banned, and there are such things as shadow bans. So you can be banned and not even know it. So then you keep sending these messages not knowing that no one's even seeing these messages. This is something that is super common right now. Don't spam generic messages. Send unique, I actually know who you are, at least from your social media profile messages.

Now if you're messaging people you know, that means sending singular, not, you know, BCC, blind copy copy.

We're sending very specific messages to that person that at least shows them, I've spent some time thinking about this.

It's just like what we said earlier with people who go into networking with sales as their intention. We can feel it. It's not hard to detect. Same thing in social media. Also, don't fake intimacy. I see this with a lot of AI software tools out there, which is in networking, we don't wanna automate the outreach. We wanna automate the remembering, and we wanna automate the collection of information to the degree that we can.

So instead of faking intimacy, if you don't know something, go figure that thing out about them through conversation.

Pitch at the coffee meeting. Cannot tell you how many people have tried to sell me something in the first few times I talked to them.

Like, it's actually shocking. Actually, even on LinkedIn, this is horrendous. The first message is a pitch. My email, I see probably ten of these, ten to fifty of these a week.

It's just ridiculous. This doesn't work. There's no trust. In order to do business with someone, you need one or a combination of these three things.

People need to like, love, and or trust you.

And if you don't have any of these three things, you will not make the sale, and you probably won't even get a follow-up or a single conversation with this person.

And don't use AI to sound clever because most likely, people are catching on to this. Some people might still be tricked by it. They can detect that it's AI written.

You know, we're all kinda tuned into this.

So versus, you know, AI generate me a message, which is very tempting, have AI give you an idea and then rewrite it in your own words.

And this one, I just wanna reiterate this again and again and again. Don't disappear after one chat. Don't disappear after you had one meetup. You take the business card. You get home. You say, I'll reach out to him this Friday. You procrastinate, and you keep procrastinating, then it becomes never.

This is the most common thing that prevents sales is lack of follow-up.

More so than lack of sales process, more so than personality, more so than lack of soft skills is lack of follow-up.

This is stupid obvious when we say it out loud. However, it is the most common problem that coaches run into. They don't follow-up with people. And I say this because what's likely to happen is the scenario where you had a first contact, you reach out to someone and they didn't get back to you, and then because you're not tracking that or because you're offended or something like that, you take it personal, you don't again reengage with them.

That I see a lot of too. Just because they didn't get back to you doesn't mean that they'll never get back to you. It might mean they missed it or there's someone like you imagine Annie and Evan's inboxes for a moment. Right?

A lot of people are messaging them.

But it's the persistence that pays off without being a pest.

So don't be a pest bugging them, hey, you didn't get to my email, and you're bugging them every few hours. Every few days, two, three days or so, hey, I didn't see anything in your email. I just wanted to circle back here.

And you keep doing that until either it's obvious they're not interested. You know, if you send seven messages, someone doesn't get back to you. It's time to move on. Right? But it's all in the follow-up. It really, really, really is.

And this is your general rule in terms of follow-up. It takes about, on average, seven touch points in order to be remembered. Seven different touch points.

Now, generally, your first one's your introduction. Maybe someone introduced you. You met each other at a party, a meetup. Maybe you had some kind of event.

Maybe you went to an online thing. But at some point, you met, and then you send an email. But then you try to make a call to schedule, or maybe you send a follow-up email, or maybe you try to go to coffee. Maybe you share a resource with them even if it wasn't a live conversation.

Maybe you have another call and it's a video Zoom chat, and then you're finally remembered. The point I want you to get here is it takes about seven touch points. Again, it's all in the follow-up. If you quit at one, don't be surprised when your sales reflect your efforts.

And then you're gonna run into if you're an effective networker, you're probably gonna have dozens or hundreds of people you're talking to at any given point in time, not necessarily all at once, but, you know, you're gonna have a pattern where there's some people you talk to every week, every few weeks, every month, every few months, and then maybe once or twice a year people.

It is impossible to scale your human memory. You can't do it. And I have tried with nootropics and all kinds of crazy things, and what I have found is that there's some

things that you just can't do. And you're gonna hit a limit in your memory with people, even if you have fantastic memory. This is where AI pays off.

It becomes your networking ally. You're essentially going to architect through what we're gonna build today and through the rest of this month, the part of your brain that you can't scale. Now what you can do is be you, you know, your awesome self coach, business owner, entrepreneur, you have human empathy and that's the thing AI can't replace, that connection piece. So use that.

That's the part people wanna feel from you. I heard this from Maya Angelou, but I'm I'm sure someone said it before, you know, people might forget what you did, what you said, but they'll never forget how you made them feel.

This is the core of why networking works, at least for those who can master it. If you can make someone feel like you care because you actually do things and say things to show that and you follow-up with them, right, that's an act of care in itself, that's your job. Right? However, when it comes to memorizing every detail, recording transcripts, details from networking meetups, emails, that kind of stuff, that's where AI actually shine and the strategy part of it.

Think about it. You've had well, actually, I'll give you an example.

You know what? I go to Burning Man almost every year. I skipped last year, but this year I'll be going again. And it is probably the networking gold mine because a lot of interesting people go there.

And I was at a cafe, and cafes there are free. So someone in the middle of a desert made this cafe. We hand grind our grinds, our coffee beans, and made a coffee. And I'm having coffee with my good friend Jake, my best friend Jake, and we're talking about interpersonal neurobiology and communication.

Coincidentally, what we're talking about today to some degree. And a woman who I'd never met before was behind me and heard what we're talking about, she was interested, and she asked if you could join the conversation. We said, of course, join us. And we're all talking about this thing and I'd spent years studying this.

It was something I'm really passionate about, very excited.

And she asked, can we swap information? You know, I just would love to stay in contact. I don't meet a lot of people who like this topic.

So after the event, I probably followed up with her two to three weeks later. It's all about the follow-up. In Burning Man, it's really hard to follow-up because you're pretty burned out at the end of two weeks in the desert.

And after following up with her, I could tell that maybe she wasn't ready to work with me and, you know, this could be a friend.

And I followed up with her, I think every three to six months. I followed up her again three months later, just like a quick email, said, hey, just checking in, how's the coaching business going? She wanted to be a relationship coach.

At the time, I was a relationship coach too working with relationship coaches to try and help them build their business.

And, you know, it was just obvious. Maybe she didn't have the money or something was going on. I didn't think she was ready, but I still kept And in my mem I didn't have AI back then, so I had to put this in Google Calendar, and I put her onto a six month rotation. So every six months, I would get a reminder to follow-up with this person.

And then about two years later, my, automation came up, and I reached out to her and she said, Warren, oh my gosh. It's so good to hear from you. I think I'm ready to work with you. Now this is just an email, so I go into my notes and I have to reread all this stuff because when you're talking to someone every six months, I don't know about you, I don't think I really remembered anything about this person other than maybe her name and some really basic pieces of information.

So I went through all my notes. It took me about two hours of reviewing the notes, then I tried to make a sales strategy. We got into a sales call, and I actually ended up selling this person. So again, bottom lining, it's all in the follow-up.

However, fast forward several years to now and we have AI, what used to take me several hours of note reading in my CRM go high level, think back then I was using active campaigns, and, you know, it's very time consuming. And I couldn't really easily find the perfect pain point or problem because this has been an ongoing conversation of two years.

Now what you can do is take those exact same things that, you know, a good salesperson, a good networker is already recording, throw it into AI and within a minute or two, maybe five, ten minutes of back and forth prompting, you can get that same exact experience probably better and extract keywords and phrases. So I have actually tried this again.

I had a man named Kevin King. He's the number one Amazon FBA trainer in the world. I met him in Austin at a networking event. I didn't even know he lived there. Actually, I didn't even know who he was till I first met him. And I had a few ongoing conversations with him a few weeks. And after about six months of back and forth every few weeks, every we switched to every month, I was able to keep all of these conversations, throw them into AI, and take his exact keywords and phrases that he was struggling with to enter into a six figure contract with him for some software rebuilding.

And with someone of his caliber, you know, multimillionaire, number one in his class, very high level person. He's got a lot of people hitting him up, and it was pretty obvious because he was cautious in the relationship for several of the conversations.

But what I found interesting is that when I pulled out his exact keywords and phrases where he was talking about the literal problem he was facing in his business, his armor dissolved. He went from, I don't know, keep wearing at an arm's distance to, oh, almost like we're buddies And it was very obvious to me because, you know, I've been talking to him a lot more than this other person I'd

referred to, and Kevin basically opened up and then said, okay, let's make this thing happen.

But what I find interesting between the manual version of doing this and the AI version of doing this is how much more effective strategy was because it has all this information. It can see the patterns that I'm not quite seeing after six months of conversations. But more importantly, it pulled out the kind of like magic keyword to get him to open up to me. Because before that, he wasn't even interested.

So I really want you to get that we can use AI for its gift, and its gift is this. It's very simple. It's the best pattern identifier in all of the things we've ever created, including if we even look at ourselves.

It's even better at identifying patterns than we are.

And this is something that AI is very good at. It's not so good at empathy. It's not so good at, deeper emotional connections, that kind of stuff. So we can't really, at least yet, replace that. But it can absolutely replace strategy.

It can identify marketing and things like your true avatar.

So now I've had dozens of these conversations or I should say dozens of people who I've had these kinds of conversation, probably over a hundred now, where I have their information from transcripts, from emails, some of them it's just brain dumps because we'll get on the phone and I don't have a recorder for my phone calls. So after the phone call, I just go into the AI chat where this person's in there. I'll show you this here in a minute where now it knows every single thing that I know and sometimes it's just a summary. It's not exact keywords. It's not exact transcripts and I can get sales strategies. I know who my true avatar is and it's not the same person I thought it was. I know what to put in my content, I know what to put in the email to get people to open up, I know what to say in the first few sentences when I reach out to them to get on another call with them.

All of this simply because AI is probably ten to a hundred times better at this than I am. Keep in mind, every business I've ever made, I've done this manually, I've done it myself, and I have had success with this.

AI does better at this than I do by far.

But I haven't found a way to replace things like message writing, email writing, and that empathy. So I just wanna make that there's a, like, a clean line. On the empathy human connection side, you.

Long term memory, strategy, ideation, like coming up with ideas of what to talk about, AI is fantastic.

And then we can use non AI tools like your CRM or even just simple tools like Google Calendar to automate the remembering to follow-up with people part because that is something that is super easy to do. And let's be honest, if you can you really rely on yourself without a tool like that, unless you have a paper calendar perhaps, to call someone in six months?

I personally have not been capable of doing that in my entire life and I doubt that's ever gonna change. Most people are this way. So let's outsource the stuff in our brain we're not good at, like finding patterns amongst dozens of conversations and emails, or automating follow-up, and let's use technology for that. That's what this whole month, at least in my class, is going to be about.

And let me show you some examples here.

Okay.

So in ChatGPT, you've probably seen this, and I was talking about this earlier. It's called projects. In Claude, this is called projects. In Gemini, they call this gems. We're gonna focus on a project or if you use Gemini gem where you literally are tracking all of your networking and prospecting from within the same project. Okay? So you have one project for all of your networking.

And you're gonna put some instructions in this project.

Instructions work as permanent context. Instructions are sort of like one single prompt you make one time. You put it in the project and you never have to do it again. That's essentially what instructions are.

And what you do with prompting is basically what you're doing right now. So think of instructions as who you are, the thing that's forever the same, and keep your prompts as, okay, this person's having a different pain point than the other one. You can't use the static permanent context for that. You might need to prompt differently.

So there's a difference between a prompt and instructions. They might appear the same, but remember, prompt is basically your day to day. Instructions are something you do once or maybe infrequently that stays the same.

And what you're going to do is build this foundation one time using sources, that's what Chekipiti calls it, or files or information that is basically gonna stay the same as well. So if you've done your master business file, you're going to upload that amongst other files you might have into this project one time so you don't have to keep retelling it. This is my business.

This is my, product. This is my pricing. This is my messaging, my branding. That's what that master business file is for. And you probably have other files too that you can put in here. I think with ChatGPT, the limitation is twenty files, but that might have changed in one of the recent updates.

And inside this project, you're gonna have one conversation or chat for a person.

Right? So one project for everybody. And within that project, you might have ten or a hundred or even a thousand conversations.

But each conversation is for one person.

So if you have a person you just met named John Smith, you would have in chat GPT, the John Smith chat, and it would basically be the same chat you go to every time you have a new conversation and you take that transcript or you make a mental summary and put it into that same conversation. I'll show you an example here in a minute.

And in that chat, you're feeding it information, things like their LinkedIn bio. You can quite literally just copy paste the URL and put it into that chat.

That's it. And then it can it'll go look up that URL for you and learn about this person. You can use call transcripts, meeting notes, like Fathom AI Notetaker or just your own notes from memory, email history. You can take old email chains you've had and, you know, if you expand all of the emails, control a is select everything on the page for PC and control c.

So now you can copy all those emails and put it into AI and get some useful insights from it. This is gonna matter more well, it'll matter both ways. It'll matter for what you can do right now in this one single chat, but it'll also matter later when we start refining your marketing using this information. So now you don't have to guess about who your avatar is, AI will tell you.

And what AI can help you from that place is things like your next conversation actions, you know, what do you do or, what do you need to do before that call or what were follow ups for them. You can draft a follow-up message. Remember, have it do the rough draft, you do the final draft. You should rewrite anything that AI creates. Don't be lazy. And it can suggest value ads.

This is something that is incredibly useful because there might be something you can help them with, but it didn't click for you in the conversation. So if you have a conversation with someone and you didn't have anything to add value to, add that conversation AI and say, hey, what is something I could do to add value to this person's life who's struggling with this thing?

Just like that, it can make suggestions for you.

And for your marketing especially and for potential sales, it can identify pain points.

This is where we get clarity around niche, around avatar, around writing, copywriting, around so many different things in our business because we're going to know about actual problems people have. A good marketer finds people with real problems and then creates solutions for them.

This is what a good marketer does, rather than create a solution and then go find people who have a problem for it.

So if you're trying to make a coaching package, create a coaching package after you meet people who have real world problems.

It might still be the same tools and with some refinement that you've already learned in your coaching training or practice and experience, but you're really wanting to build products around existing real world problems and you'll pull these from these conversations.

So you can use simple prompts in this chat that we're going to build today. You can say things like, maybe it's a follow-up call you have, summarize my last meeting and suggest three check-in questions. Super simple. This is something that used to take minutes or hours, now it can take seconds.

Draft a casual three sentence follow-up based on their current goal. This is fantastic. So now you can have a follow-up invitation to your next call that's based on your last conversation and you didn't necessarily have to remember the exact keywords and phrases they said.

Or if you didn't come up with anything on the call, what value or resource can I offer them right now? But here's something that I think is less obvious.

Tying everything in the last month for those who were there, the I in SPIN selling. Right? Implication.

What's the implied problem?

This is rare that people think about this.

So one of the big things here is when you have these multiple conversations and emails and conversations and even just brain dumps where you're just talking to AI and saying, hey, here's what this person and I talked about. That may not be the exact keywords and phrases, but it'll still help the AI know there's something beyond the problem they directly stated.

And I have found that this is where the pattern, like we talked about earlier, AI is the best pattern analyzer in the world.

Well, one thing that the is difficult in spin is looking at implications.

Implications are things like, if you don't lose the weight now, how will that affect your marriage in five years? Right? We have it's a harder thing for us to think about.

Use AI to help with this because implications, that's generally where the more powerful motivating buying buttons exist.

It's usually not the top level thing they say, oh, I need to lose weight. It's the thing that's five levels down. If I don't lose weight, I might be dead in my sixties, fifties.

That's the kind of stuff that gets people to buy, generally.

Or something very simple, draft an intro connecting to this person.

So if you have their LinkedIn link, you can have it look at their LinkedIn profile for you and come up with some ideas how you could make your first message in seconds. Just wanna kinda open up the doors for you about what we used to all do manually as networkers. It literally can be simplified with AI.

And then we're gonna, over the rest of this month, build up your reminder system where I want you to try and lean into never ghosting a lead again.

Right? You're gonna have a conversation with someone. You're gonna add it into AI. It's gonna synthesize all of those conversations, and then you're gonna add a task in your CRM or your calendar if you don't have a CRM. CRM is a customer relationship management software such as GoHighLevel, Mailchimp, HubSpot, ActiveCampaigns, because Jabi has CRM.

If you don't have those, don't worry. You can still do everything just using manual Google Calendar ads. Not too difficult.

And the reason I don't want you to just do CRM notes like the old school way is there's a difference between storage and synthesis. There's a difference between I have a bunch of information about you and synthesizing that information.

Synthesis is something humans are decent at. AI is basically light years beyond us, especially when you start talking about dozens or hundreds of conversations with people.

Also, in your if your person ever does become a coaching client, all those conversations you've been storing at now become even more valuable because you're gonna have this AI chat with them that, with about this person, I mean, where you can share it with this person. So instead of treating the conversations like a filing cabinet, I mean, often do you open a filing cabinet and look at every single thing in there?

You don't. No one does this. AI does this every single time you prompt. Every single time you say a single thing, it synthesizes everything in the conversation before it responds to you.

This is basically one of the biggest reasons to use AI.

Imagine six months of notes in every single conversation, every line, every word that AI thinks to tell you, it's using all of them.

Simply put, you're not capable of doing this. No one is.

So you're basically, later on, gonna be able to turn all these conversations into an avatar report. We'll cover this later. But essentially, you're going to learn exactly who it is you're actually selling to and who you're not selling to. Basically, your conversion rates in sales, your conversion rates for open rates, click through rates, all of that goes up when you know who you're talking to.

And you're gonna use this basically ten conversations, I find, is about what it need what you need. Ten different people, I should say. Ten different AI conversations to really understand who your avatar is. And we're gonna create something called your master avatar profile later this month.

So marketing starts with the problem. If you don't know the problem, you're not gonna make the sale. So instead of leading with your solution, lead with their problem.

And you're gonna know what this problem is, especially after ten conversations, ten different people or so, because they're gonna there's gonna be a pattern. Four or five or six of them are gonna start saying the same thing.

This is where the magic is in your marketing.

And remember that as a marketer, your job is to sell certainty. Certainty is the ultimate product.

If you want someone to buy from you, first they remember, then you follow-up with them, then you find some way to help them, and now there's a level of certainty they have with you.

So remember, a marketer's job is to sell certainty.

This is hugely important. And if you already have a relationship with them, certainty becomes a lot easier to establish.

Alright. Let's quickly look at this here. So I have a little only three minutes here. The exercise I'm gonna give you today, I'm gonna give you a Google Drive folder, have this in here.

It's gonna stick you step by step on how to build a ChatGPT project. If you've never done this before, do yourself a favor, watch a five minute YouTube video. It's very simple. Then you can pause the video while you build something and then hit play.

I've shown you how to build projects at the all day implementation day, Friday, the third Friday of last month. But if you weren't there, no big deal. Just watch a YouTube video about how to make a project in Claude, in Gemini or Tetchypti. That way you can just take your time with this.

But this is gonna give you some custom instructions. These are what I also use inside of my AI. So it's the same thing. I'm just copy pasting it.

And then it's gonna make some suggestion to upload files into this project.

Files such as the master business file. That's something we worked on last month and actually multiple times. If you don't have that, basically, just put in multiple files into the project that explain what your business is.

That's the point of the files. It's context.

Well, and I have a question. Do do we have testimonials and bio brand brand voice file?

You can use all of that.

Yes. But I I don't have a kind of exercise to create those files.

If you don't have the files, start with what you do have. If you have nothing, then you know where to start. Right? The step one would be you need to start having

conversations with people so you can start looking for these patterns that I'm describing.

Okay. Great.

Tell you what, for right now, focus on get the project made. Just get the project made. If you have some files, that's great, Alexandra. If you don't, don't worry.

We'll jam out on the office hours call today, and I can give you some points to move forward here. All I want you to do, I just put this link in the chat. It has the slides and it has the exercise labeled very cleanly, Stuart. I did I have been having clean, clean, very, similar naming.

I'm trying to do this just for you, Stuart. But I want you to see that this is easy to identify. In the exercise, it's just gonna walk you through to make the project. If you don't have conversations or transcripts or emails, don't worry.

You just have to have the project made and we can talk about where to go from there if you don't have those things on the office hours call today. And as a reminder, the office hours call starts in I'm check my calendar. Two hours. Okay. So you got two hours to make a project.

Great. Yes. Excellent. Thank you.

Alright, y'all. So get the project built if you don't have it.

So We'll circle back here in two hours. I have to go right now because I literally have a call that starts right now with our other students.

I'll be back in two hours? Yep.

Come back in two hours. That's when the office hours calls because I'm back in the United States now, and we'll circle back.

Thank you. Okay. Thank you.

Alright. See you soon. You should get an email.