FOR LIONS
What You NEED to Know About AI

by Doug Allen

This brief PDF is for Tony Robbins' Lions, written at the suggestion of David Leiter. David suggested that it might be valuable to cut through the hype and summarize what you NEED to know about AI. I've been using it in real-world projects heavily since January, and have been asked by T-Mobile to create a training program for their entire 71,000 employees to implement into their work flows. They've just recently received access to a secure OpenAI channel through Microsoft.

I wrote this to get straight to the biggest points. Like David said, cut through the hype and only focus on what you NEED to know:

It is written based on a few presuppositions:

- You're smart,
- You're already using AI tools like ChatGPT,
- You want to get to the meat and not be sold

Before we begin, I must acknowledge I have had a few "unfair" advantages.

- I've been doing Tony events since 1997.
- I did multiple Plat-like events in Fiji before Tony created Plats, including Life and Enterprise Management, and six different two full day trainings with Tony on OPA (now RPM). I still use the original 1997 OPA software every day.
- I have engineering degrees in Computer and Electrical Engineering, and Biomedical Engineering.
- I used to teach WM for Tony, and opened DWD for him.
- I started my own hedge fund business, and my business partner is a fund admin for around 200 hedge funds, many SPV. So we have transparency and access to information that most people can't see. E.g., brokerage statements, etc.
- I spent 5 years with Anandagiri building Oneness and One World Academy, and was asked by Tony to launch OWA with him and get people to attend events in Fiji.
- I've been running the AI Mastermind WhatsApp group since Jan. 5.
- I've been asked by Jie Hui, a Tony Plat, and head of Innovation at T-Mobile, to lead her Generative AI Innovation Mastermind at T-Mobile, and create the core training programs for T-Mobile's employees to integrate Gen AI into their workflows.

The reason any of this might matter to you is so you can get an insight into my perspective when the AI tools became readily available. It's about using the tools to scale impact and income with systems and workflows.

At least that's how I approached it.

The reason this might be important to you is so you can understand how I was able to approach using these AI tools from my training as an engineer and software developer, as a business owners, as somebody who's done 25+ years of Tony, and who's worked for the last 10+ years as a consultant helping other companies.

Like David suggested, I wanted to write this up concisely to give you, as Lions, what you need to know vs. the firehose of information you're probably being flooded with daily.

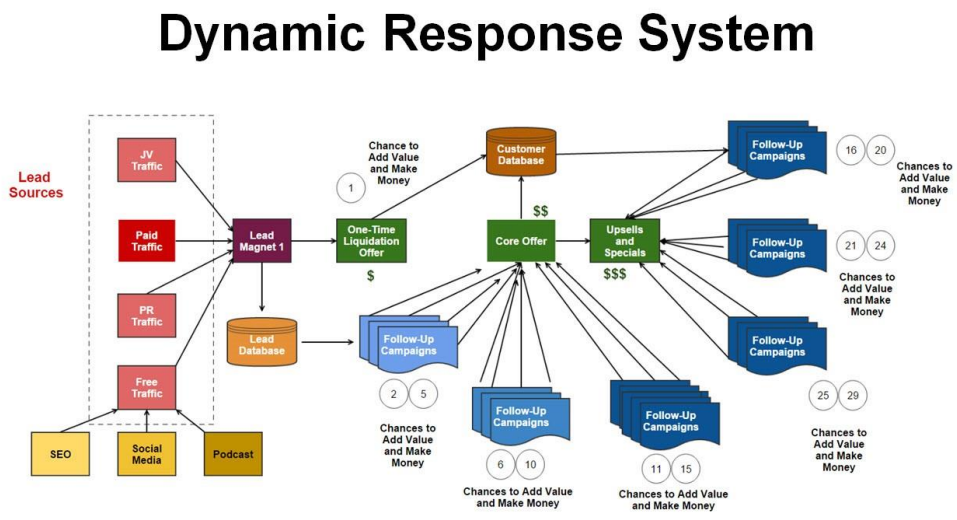
In the spirit of David's original HGI post, I came up with 20 main points. :)

Enjoy!

Doug

P.S. Everything I do in business uses this framework. AI tools are used to enhance every aspect of this framework. The goal are:

- creating automated lead flow,
- lowering cost per lead,
- maximizing conversions,
- establishing #1 Celebrity/Authority positioning by helping avatars down their Situation/Solution path,
- giving people results in advance, and
- always giving them a chance to **pay to get better results faster.**



Biggest Distinctions, 80/20 Rule Action Items:

1. **Focus on mastering ChatGPT. Use ChatGPT-4 as much as possible. Live here. http://chat.openai.com**

2. **Use Google Bard for anything where you need to access the internet, not creative content. http://bard.google.com**

3. **Front-Load ChatGPT Prompts as heavily as possible. This means start by telling it in-depth your situation before asking it anything.**

4. **Think of ChatGPT like a word-calculator. You pull out a calculator when you want to do a math problem. Go to ChatGPT whenever you want anything output that involves words. Anything.**

    a. **Research**
    b. **Writing any content**
    c. **Tables summarizing anything**
    d. **Contracts**
    e. **Books**
    f. **White Papers**
    g. **Executive Summaries**
    h. **LOI's**
    i. **Sales copy**
    j. **Blog posts**

5. **Follow this sequence when you front-load ChatGPT:**
    a. Tell it everything about your situation
    b. Have it figure out something you need figured out, e.g., tell it your business model and ask it to come up with 20 avatars most likely to happily buy.
    c. Have it refer to these avatars in subsequent prompts, by number and name.
    d. Copy and paste models like Tony's 6-human needs and tell ChatGPT what they are, then use the model in your prompts. E.g., ask which of 6 HN's each avatar is trying to achieve, or feels is missing.
    e. Iteration is key. Tell it to keep making things better. Tell it narrow down avatars from 20 to top 5 who will happily buy your product or service, and tell it to explain why.
    f. Tell it now to come up with commonalities among these avatars.
    g. Then tell it to come up with everything relating to the business of educating, marketing and selling to your top 5 avatars:
        i. Products

ii. Headlines
iii. Lead Magnets
iv. Webinar topics
v. Blog posts
vi. Sales scripts
vii. YouTube video ideas
viii. Books

h. Use ChatGPT to solve your AVATARS' problems, not yours!
i. Use ChatGPT to create content that YOU deliver to help your avatars so you can establish #1 Celebrity/Authority positioning

6. **Generate ROI**
    a. Use ChatGPT with all the front-loading re avatars and your business to generate paid ads for Google Ads and Facebook Ads.
    b. Utilize speed and production of ChatGPT to create sets of ads to split test.
    c. Goal is to get highest Click-Through-Rates (CTR) which means lowest Cost-Per-Click (CPC). This is first half of getting to positive ROI systems you can scale.
    d. Use ChatGPT to generate variety of key conversion components for testing:
        i. Email subject lines
        ii. Headlines on landing pages
        iii. Offers
        iv. Bonuses for Offers
        v. Pricing options
    e. The power of Generative AI is that it generates stuff for you! The biggest key to ROI is implementing a testing, tracking and optimizing system to lower cost to acquire leads and clients, and increase all your conversion rates. This is what will give you positive ROI systems you can scale!!!

7. **Stay Focused!!!** Don't chase tactics and tools. Focus on your outcomes and find tools to help you get the outcomes faster, better, and create bigger outcomes that you couldn't possibly do before.

8. **Get somebody like Petra Zerweck to generate ad creatives for you in MidJourney so you can run a complete testing, tracking and optimizing protocol.** Petra is founding member of our AI Mastermind group. She's best person on planet earth with Gen AI image creation. That's not hyperbole. That's why I brought her into the GAIM group at T-Mobile and had her create two video reels for Jie's GAIM group.

    Also, when I did books for Doris Duan-Young's autism brand I tested 29 book covers with a Facebook Like campaign getting clicks for about $0.02-$0.04 a click. Use Gen AI image tools to TEST so you can LOWER COST TO ACQUIRE LEADS! This is what will allow you to

scale into your operational limits.

9. **Master RPM. Use ChatGPT to create your RPM Plans.** Just tell it what RPM is. Here. I'll give you a prompt you can copy and paste. Just change YOUR TOPIC to whatever you want to do an RPM plan for:

   PROMPT:
   Create a Tony Robbins style RPM Plan on how to **[YOUR TOPIC]** as quickly and effectively as possible.

   Create an Ultimate Vision and Ultimate Purpose. Create at least 8 Must Outcomes. For each Must Outcome create a Purpose that is so compelling that it is an absolute MUST to accomplish each must outcome.

   Add two most important actions for each outcome. Letter the outcomes with capital letters, A, B, C, etc and make them bold.

   Make the Purpose for each outcome on a new line below the last sentence of the outcome, and just show it with bold word "Purpose:"

   Then start a new line with heading "Most Important Actions" in bold, and list most important actions with numbers.

   Make the language very specific and compelling. Aspirational and motivational. Use what Tony calls transformational vocabulary with as much inspiring and emotional charge as possible.

   Make sure for the purpose to emphasize what it's going to cost if the outcome is NOT achieved. Use emotional pain as leverage and emotional pleasure as leverage to follow through to create the Ultimate Vision.

   Write it like you are the world's leading expert on RPM and Tony Robbins and write it for high achievers who are committed to mastering **[YOUR TOPIC].**

10. **Don't screw around with things that look cool unless they are for the benefit of your customers and clients. Examples are:**
    a. Talking head AI avatars. They're stupid. Your better off doing the videos yourself.
    b. AI video software that splits up video clips and posts on social media. They're stupid too. Way better off just doing these yourself.
    c. AI voice using ElevenLabs. It's cool, and it might have very limited use cases. But generally, no. Just stop. Your brand and positioning is YOU – not your AI voice. People can feel emotion and intent. The more you stay authentic the more you're going to crush your competition.

11. **ChatGPT is not Google search.** Like I said, it's like a calculator for words. It's generative AI. It will generate output for you. Anything. Just assume before you start it can generate anything you want at a high quality by you loading in enough information up front.

12. **ChatGPT knows styles.** If you want the output written in a style of anybody just tell it. Copy in paste your own content in a prompt first and tell it that this style is your style. Keep telling it to make it better. It's not a real person. It's a calculator that produces word outputs.

13. **There are a million new apps coming out. They are the opposite of the 80/20 rule. They will waste 80% of your time and give you marginal benefit. Ignore them until they become popular**. Most have lots of bells and whistles and don't do anything substantive. A lot of them use ChatGPT's API anyway. You're generally better off just staying in ChatGPT than using 3rd-party apps.

14. **ChatGPT plugins are a complete game changer.** Pay attention! What the plugins do is simple. They allow ChatGPT to send information out of ChatGPT into the plugin. Like a separate word calculator that can do very customized things, like create a playlist on Spotify for you based on what you typed into ChatGPT. Or figure out travel plans on Expedia. Or find and transcribe YouTube videos. These are all new. Keep your eye on them and experiment if you need a specific use case. DO NOT USE THEM JUST BECAUSE YOU CAN.

15. **If you want to do AI pictures fast and easy**, and don't want to mess around with Discord and MidJourney, use http://www.playgroundai.com . Super easy and fast to learn, and creates great images with preset templates.

16. **If you want to do amazing pictures plan on spending time learning MidJourney.** Make sure you set up your own Discord server, subscribe to Midjourney, and subscribe to the MidJourney bot from your Discord server. I know it sounds complicated and confusing, because it is. And the steps aren't obvious. And things change. Just plan on setting aside about an hour to figure it out. It's one of those things where you just need to know what button to push, and where the button is at.

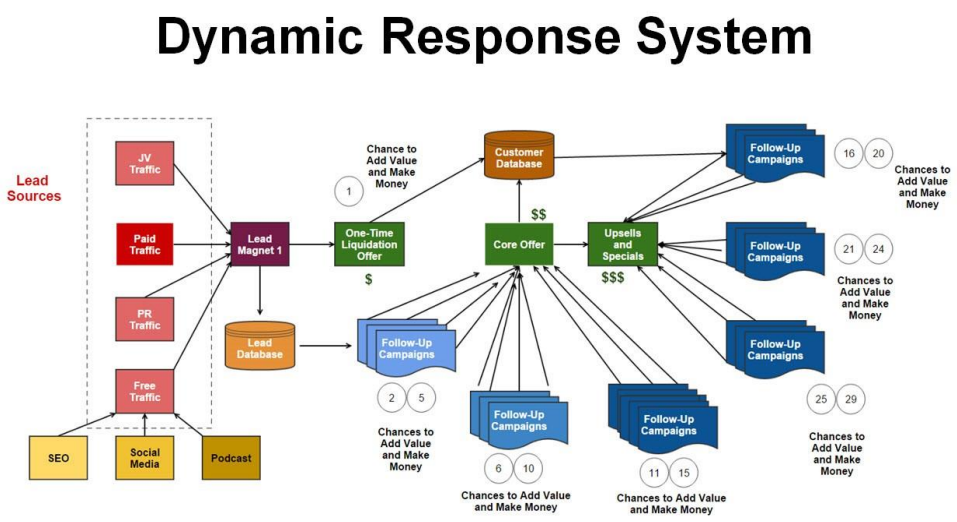
17. **Descript is a powerful tool, with specific use cases**. Upload your videos to Descript. It will transcribe a long video very quickly. The transcription will be in a text window, and the video will be in the video window. Here's the magic of Descript: You can edit the text just like you would a word document, AND IT EDITS THE VIDEO. AND… because it models your voice, you can ADD WORDS YOU NEVER SAID. It speaks them for you in the video. Best to use over an image or video. Descript has these too. Millions of stock

images, videos and music that you can click a few buttons and put into your video, save it, upload it, and you're done. Very powerful tool for slightly advanced use cases.

18. **If you really must use AI voice generation, use ElevenLabs**. It's voice generator is much better and more natural sounding than Descript. Great for deep fakes if you want to do that. Descript won't allow you to model somebody else's voice. You have to speak into Descript for it to model your own voice to verify it's you.

19. **Bing is ok.** It uses ChatGPT in it's search. Some people like it. I never use it. Stick to ChatGPT-4.

20. For Business uses, keep these two diagrams in mind at all times:



This is an evergreen diagram for every business. Lead sources. Lead capture. Offers. Follow-up campaigns. When you use AI tools, think about how they help you serve your prospects and clients at a higher level within this framework. The most obvious use case is adding more value by generating actionable content.

Do not make the mistake of flooding your avatars with gratuitous AI content just because you can. That's stupid. People will see that's what you're doing and hate it.

I'm suspect that AI is any benefit to SEO. The search engines, e.g., Google, have every reason to keep you in their search environment and use Bard to give you information instead of sending traffic to random web pages. Much better to advertise and get consistent lead flow with paid traffic.

PR is a different story. ChatGPT is great at press releases. Use it AFTER you've finished all

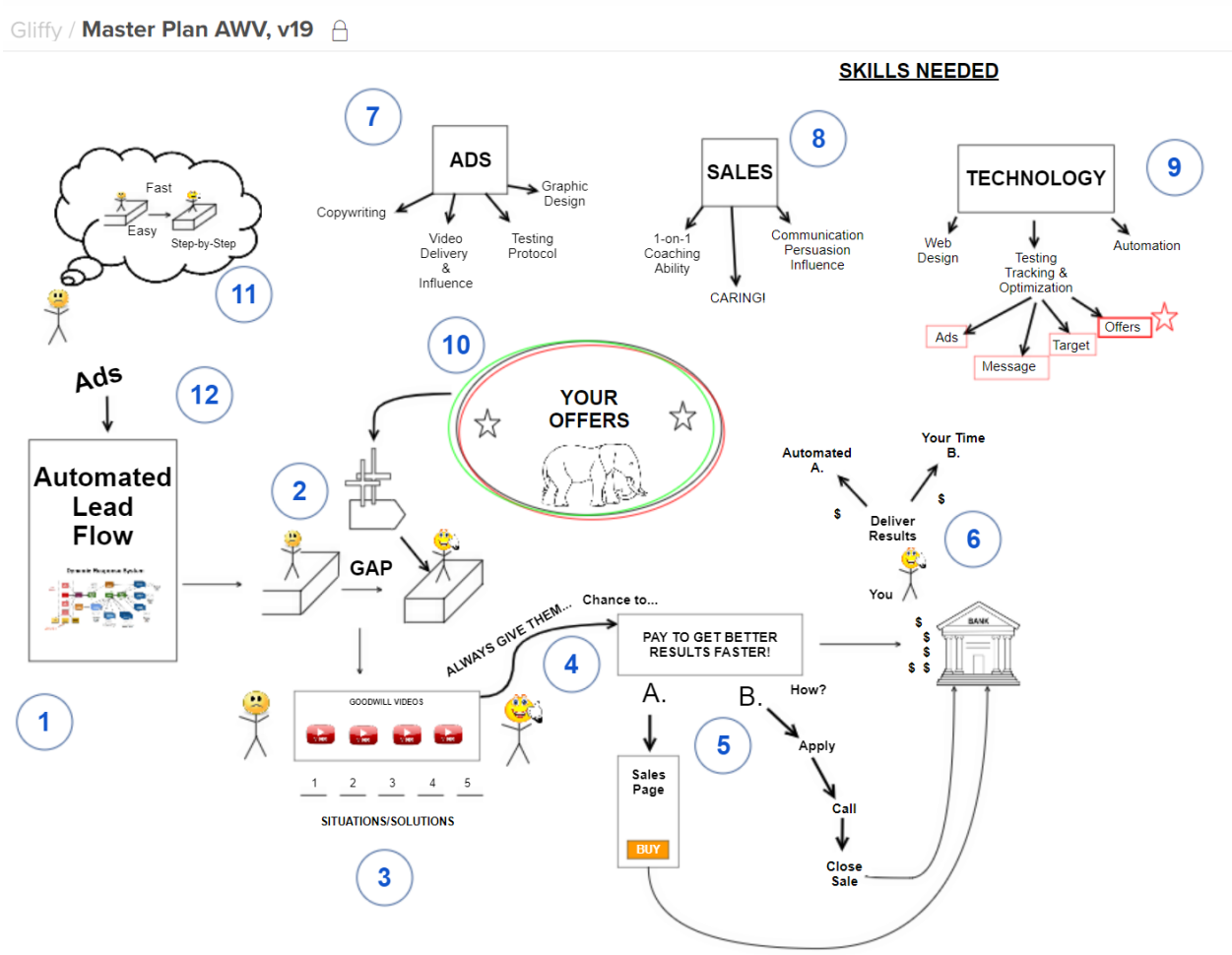
the other front-loading and created whatever you created. If you already have a complete product line and website, etc., just paste it into ChatGPT-4 and tell it to create press releases or one-sheets. It's great at one-sheets too.

Use ChatGPT to brainstorm lead magnet ideas and liquidation offer ideas, and then CREATE the lead magnets with ChatGPT. The secret is testing until you get to break even with paid traffic. If you can do that you can keep improving until you get positive ROI you can scale.

Always go back to fundaments. The Situation/Solution Path. #1 Celebrity/Authority Position that you create from helping people make progress down the Situation/Solution path. USE AI TOOLS TO DO THESE THINGS BETTER, FASTER and MORE EFFECTIVELY than you can without AI. Brainstorm ideas. Re-write content. Generate new and better content.

Now look at the diagram on the following page.

This is the general workflow for any business sales and marketing process:



#1: The big goal is Automated Lead Flow. Use AI tools in the Dynamic Response System above to get positive ROI.

#2: The Boat. Imagine your avatars are running across a field, being chased by zombies, giant spiders, and wild savages throwing spears at them, and they come to a river bank. Across the river is everything they ever wanted. The river is filled with alligators, sharks and piranhas. What do you sell them?

A boat. And you're the captain.

You must know the gap your avatars want to close. Use AI tools (ChatGPT) to find your avatars and help you get more specificity on the GAP between where they're at now, and where they want to be, and why they haven't closed it yet. And what boat to offer them to get them across the river.

#3: Situation/Solution and Creating Goodwill: Use AI tools (ChatGPT) to help you define

the Situation/Solution path of your avatars, and create the content to help them solve each situation along the path.

#4: Give results in advance, and always give avatars a chance to **pay to get better results, faster.** Use AI (ChatGPT) to brainstorm and create offers that you might not have thought of, bonuses, etc. Once ChatGPT knows the big picture from front-loading the prompts it's incredibly great at creating things that solve the avatars' problems that you can sell them.

#5: Sales Process: You can send avatars directly to a sales page, which you can have ChatGPT write for you based on all the front-loading and research of avatars. The alternative sending them to an application and then a phone call. ChatGPT is incredibly great at creating the application questions and the outline for sales processes, scripts, even to the point of improving the process you already have if you tell it what you're doing now. Just ask for it to improve it.

#6: Deliverables. You must deliver results you promised your avatars. ChatGPT will create any written content you can dream of for your avatars. Like business plans, RPM plans, copy, needs analysis, contracts, custom solutions, templates, quizzes, whatever you can dream up. ChatGPT can also help you deliver on services. Whatever you do now, just think of each step of the process and how, if you gave ChatGPT enough information on the front-end, how it can help you generate deliverables for your clients. Anticipate whatever you can do now, it will be 10x more in a few months.

#7: Ads. ChatGPT and MidJourney can generate unlimited ads that you can deploy in a testing environment. Testing will drive down cost to acquire leads, which is 90% of the game. ChatGPT will upgrade your copywriting output immediately for ads. Testing will prove which copy works best.

Use ChatGPT to help teach you skills, as needed. Especially any skills involving advertising and sales. Scripts. Copywriting. Video performance. Everything. What it won't do is help you be in state on camera. You must develop your on-camera presence if you want to massively improve your positioning and conversions.

#8: Sales. ChatGPT can't make you care about your clients and customers. That's where 95% of the sales success comes from. Especially long-term. If you DO care already, ChatGPT can help you streamline the process and improve your insights into the avatars. Always remember that if you can describe the avatar's problem better than they can, they'll want you to help them solve it. Use Tony's BENDWIMP by telling ChatGPT what it is, then apply it to avatars:

Beliefs
Evaluations
Needs
Desires
Wounds
Influencers
Models
Proud Of

#9: Technology: Current Gen AI tools for technology are sparse. Old-fashioned Dynamic Response systems like Keap (Infusionsof), Kartra, and Frank Kern's new RainmakerAI.com software are great dynamic response tools, with complete website templates, tracking, etc, built it. I use Kartra, RainMakerAI, and Keap. RainMakerAI now has gen AI built into text boxes for websites.

#10: OFFERS!!!!

This is the big elephant in the room, and where ChatGPT-4 especially is a HUGE help. I've done a LOT on this over the last several months for myself, business partners, and clients. The secret is front-load as much as possible about the business, the avatars, their problems, why they haven't sovled them yet, etc. Think of ChatGPT like a detective that your giving all the information to so they can solve a mystery. After each block of information you can ask, "Do you understand?" I just did this last week and came up with what Frank Kern calls "mafia" offers. Incredible how ChatGPT can create the offers in somebody else's style. Just tell it to create a Tony Robbins-style offer or Frank Kern or Dan Kennedy or whoever, or a combination of all of them. Tell it to come up with pricing ideas, terms, bonuses, etc., everything that's part of the offer.

Then after it does it, give the offers names and it will refer back to them. Very incredible and one of the most useful things you can do with ChatGPT.

#11: The Avatar's Gap. This is another HUGE use case. Once ChatGPT knows enough about the avatars and the entire BENDWIMP model, ChatGPT will give you a detailed description of where they're at now, and where they want to be, what's holding them back, why they haven't solved it yet, and what their magic wand vision likely is. Spend a TON of time front-load ChatGPT on this entire area of understanding the avatars and everything you can about their Gap. It's time well invested.

#12: Avatar Gap Ads: Now that you know the Avatar's Gap, you can have ChatGPT create the ads that will be clicked on. It's really that simple. The biggest goal in all of this is getting the avatars who are most likely to happily pay you money and have their

problems solved by you click on your ads. It's how I got the CPC for the InsurtechNY ads down to $0.06 per click – and I did that all manually with just hours of work. With AI tools it takes 1/10 the time. You MUST have a testing, tracking and optimizing system in place. If you don't it's simple. Just map out all the conversion points, and always have at least two creatives being automatically split-tested at each point:

A/B -> A/B -> A/B

.05 -> .20 -> .10

Think about the math. If those numbers are conversion percents starting from the ad to a final offer, going through intermediary steps, and you had 10,000 people see your ad, that means each step has this many people:

500 people click on the ad, 100 people opt-in. 10 people buy a Core Offer.

If you paid $1 per click, that's $500 in ads and if you're selling something for $100, you made $1000. That's a 2:1 ROAS.

What if you could use AI to test 20 ads a week even? Or 20 different headlines on the landing page every week? Or headlines on the sales page? Or images in the ads?

What it you increased your conversions by 10% at each of the three steps?

.055 -> .22 -> .11

Now the numbers are 550 people clicked on the ad, 121 opted in, and 13 people bought the product for $100. You made $1300. AND… this is the secret metric that's so overlooked! PAY ATTENTION!
Because the ad click-through-rate is higher because you had better ads, the cost per click is going to drop. Instead of $1 per click, it could be $0.80 per click.

That makes the entire metrics much different. For the same $500 in ad spend, you had $500/0.80 visitors to your site:

625 visitors to your site x .22 opt-in rate is 137 leads. And 11% buyers means 15 buyers, not 13!

That's $1500 in sales for the same $500 ad spend, or 3:1 ROAS.

Going from 2:1 to 3:1 is doubling your profits. If you spend $100,000 a year on ads, now

you're making $200,000 in profits instead of $100,000.

And if you want to sell your business at a multiple of 5x, you get $1,000,000 for it instead of $500,000.

You can do this manually. All the testing, tracking and optimizing. All the brainstorming and creatives.

And now AI makes this all 100000x faster, better, easier and deployable quickly.

Anyway, I hope that's not getting too far into the weeds for the scope of this paper. It's just that when I saw what ChatGPT did on day 1, that's what I created my AI Mastermind group. I knew right away this was a tool that can dramatically decrease cost to acquire leads and dramatically increase conversion rates, margins, and profits for small and mid-sized businesses.

The large companies like T-Mobile, because of the bureaucratic hoops that are baked into keeping them following their established systems are so hard-baked, they're having an incredibly difficult time shifting to AI in their operations and workflows.

You, on the other hand, can be using ChatGPT where it matters most in your current workflows and business models in about 10 seconds after you finish reading this. Print out the pages with the diagrams and go at it!

Doug

Below is the original PDF I wrote. You can review this to get a more detailed idea of what I was originally thinking. The above few pages are more quickly actionable, and more to the point of using the AI tools immediately.

All of this was typed by DougGPT. :)

What You NEED To Know About AI So You Can Implement Without Getting Lost in the Hype

Before I got into the 20 points, let's start with One Big Principle that comes before everything else.

The Principle of Preeminence.

Always do what's in the highest and best interest of your prospects and customers. Always. No exceptions. Everything else follows this Principle.

Especially when it comes to learning and deploying AI tools in your business.

With that in mind, let's get to the meat of this…

1. FOCUS ON GENERATIVE AI: Make the distinction between AI, and Generative AI, aka Gen AI. Gen AI generates output. ChatGPT is Gen AI. MidJourney are Gen AI.

We're only going to focus on Generative AI.

These are the tools that generate output for you to use and deploy in:

- Your research,
- Your ChatGPT chats that ChatGPT will internally refer to,
- Creating RPM plans, and
- In the generated output that you can copy and paste into whatever format suits your business.

BTW, this entire report is typed. Zero ChatGPT. Only because it's better for you because I already know you. ChatGPT doesn't.

That might be an important first key distinction right there.

There are many use cases where you are better to create the output yourself. Like my WhatsApp group. I create all the posts there myself because it's what's best for the users.

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2. GENERATIVE AI IS TRAINED ON LARGE DATA SETS. Gen AI works by being "trained" on data. Virtually infinite data. And it uses virtually unlimited computing power.

The Large Language Models (LLMs) like ChatGPT are able to:

- **Understand** human language,

- **Know what you want** to create as output, and
- **Create the output** based on looking at all the words in their dataset and creating probability models for each word that comes next.

I know it's hard to grasp how this technology is even possible. That's why #holyshit moments are a big thing in our AI Mastermind group.

And it's important to understand conceptually. It seems like magic, but it's not. It's all math. Interestingly, this is exactly the first problem I was taught how to solve at the first robotics class I took at Carnegie-Mellon University in 1984. How to look at a dataset of heights and weights, then determine the probability of whether any new individual is a man or a woman based on their height and weight. It's all probability calculations. And the models have a built-in random factor to output content that's not always the most probable output.

Just knowing conceptually how this all works helps so you can finesse how to get more of what you want from using it.

This leads to the most important thing you NEED to know…

3. OUTPUT IS GENERATED FROM YOUR SPECIFIC INPUT AND QUESTIONS: Front-Load ChatGPT with as much information as possible!

When you use ChatGPT, do what I call **front-loading as much information as possible** into ChatGPT before you ask for output. I'll tell it not to respond until I tell it to. I often end each front-loading with the question, "do you understand?"

If you look in the Plat FB group you'll see some examples I did of this.

One example is creating a fictitious article written by Warren Buffet when tasked to create the ultimate Ray Dalio non-correlated portfolio. Another is an RPM plan for a man to be the best man he can be in a relationship.

The amazing thing about ChatGPT is it's contextually accurate and incredibly smart. This is what gives us the #holyshit moments. When it creates output by "knowing" the context.

For example, I almost always front-load Tony's RPM structure.

Here's how. I tell ChatGPT:

"You're going to create a Tony Robbins's style RPM plan. It will have an Ultimate Outcome and Ultimate Purpose. Must Outcomes. Each Must Outcome will be labeled with capital letters, A, B, C, etc. Each Must Outcome will have a Ultimate Purpose and each Must Outcome Purpose must use pain and pleasure. The carrot and the stick. The purpose is why it's an absolute MUST to get the outcome. And will contain the pain if you don't get it. Make it hurt."

When I finally finish front-loading it I will tell ChatGPT how many Must Outcomes to include. Usually about 10. I also tell it how I want it formatted. Ultimate Outcome, Ultimate Purpose and Must Outcomes all in Bold. Must Outcomes labeled Must Outcome A… Must Outcome B, etc. How many Most Important Actions to include, and to format them in Bold as Most Important Action #1, etc.

Also, in my personal experience with Plats in the AI group, the biggest obstacle is they seem maybe like they're comfortable and don't have urgency to get specific, immediate results. This seems to lead to a lot of dabbling. Not being outcome focused, or purpose driven. Many people seem to have no urgency to make marginal or incremental progress or to master how to use ChatGPT to get the incredible results it's capable of.

Without this urgency there is very little that gets acted on with conviction.

And this is true for myself as well.

So I tell ChatGPT to really turn up the leverage. One of the best improvements I ever made to a prompt was telling it to redo the entire plan like the world depended on it, and that I wasn't a pussy. Sorry for the language, but ChatGPT understood. It went from corporate-speak to sounding like Tony at DWD when he did the roar like a lion intervention on that guy.

I also tell it to use transformational vocabulary like Tony does. HUGE difference in output. Night and day.

4. EACH CHAT IN ChatGPT IS LIKE YOUR OWN CUSTOM SOFTWARE YOU CREATE. Think of ChatGPT as a language interpreter that creates "no code" software. Not a search engine or just a source of one question (prompt) and one output.

It's much, much more than that.

You program how you want the output created. This is what I mean by prompt stacking. Try to break it. It's very difficult. I enter pages of prompt stacks before asking for any output. I sometimes type in 6 to 10 pages defining the situation. I often start with, "Here's the situation…" then describe in detail with as much specificity the current situation.

5. STACK PROMPTS!!! Stack prompts with as much Tony models as needed and possible.

For any business application prompt stack Tony's BENDWIMP model he used to teach at Competitive Edge for sales. BENDWIMP is an acronym for researching avatars:

B - Beliefs

E - how they Evaluate decisions

N - What emotional Needs drive them

D - what are their Desires

W - What is their psychic Wound

I - what Influences them. Who?

M - who are their role Models?

P - what are they Proud of?

When you start any project define the general avatars and have ChatGPT find more potential avatars. Then refine them using BENDWIMP after telling it what BENDWIMP is.

Ask for 20 avatars with first names and last initial. The BENDWIMP for each. What keeps them up at night? What causes them stress when they think about it? What haven't they been able to solve yet? What's their biggest fear?

Things like that.

After it generates 20 ask it to refine the list into the top 5 who will **happily pay money** for your product or service. This means you already prompt-stacked ChatGPT about you and your business.

Then ask ChatGPT why these are the top 5 avatars, and what they have in common.

Also tell it to use NLP-style positive embedded commands in the output. Then if you want, tell it to go back and show you all the embedded commands it used.

6. STACK PROMPTS ABOUT YOUR SITUATION: Heavily prompt-stack ChatGPT about you and your business.

Everything you can think of about you and your business. Do a BENDWIMP on yourself and tell ChatGPT the answers. Do a DISC model on yourself and Spiral Dynamics. Anything you can tell ChatGPT about you and your business, and your prospects and customers, just tell it. It's very difficult to overload ChatGPT-4.

Save this as a text or Word file so you can use it in different Chats.

Also, make sure to use ChatGPT-4 when possible. Right now you get 25 prompts in 3 hours. That's usually a sufficient time to block out in your RPM plan for the day and come back after taking a break.

7. TRY TO BREAK IT: Know that ChatGPT and other LLMs have token limits.

This means how much info ChatGPT can keep track of in one chat. Keep pushing it until you break it. Then when one chat seems to crap out with less then stellar output, copy and paste most important generated output into a new chat. Keep multiple tabs and windows open. Get multiple paid accounts if you're going to heavily use it in your business.

Keep in mind that the token limits includes inputs you enter in as prompts and the ChatGPT outputs. So yes, you can get it to overload if you keep going deep in one Chat.

Just start a new Chat. Copy and paste the pertinent output from the first Chat into the new Chat. Keep a word document open and copy and paste the output into Word, creating the document as you go.

I did this for Jie at T-Mobile with an Executive Summary that turned out to be 17-pages and I created the entire document in about an hour using ChatGPT-4. What made it phenomenal was I started with the internal avatars. The job positions. Then did a BENDWIMP on them. Then told ChatGPT to create an outline of the executive summary that would help these people the most.

ChatGPT created an 8-point outline.

Then I said, "Write out Point #1" and repeated that with all 8 points. I copied and pasted the output into the Word document, and edited as needed.

8. FOCUS ON CHATGPT-4: As of this writing, ChatGPT-4 is substantially better by magnitudes over ChatGPT-3.5. Alpha versions connect to the internet.

Use ChatGPT-4 whenever possible. Period.

Don't rely on the Alpha version that connects to the internet too much. The internet browsing is slow.

When you see GPT-3.5 or GPT-4 with just the letters "GPT" before the -3 and -4 that refers to the **API** provided by OpenAI that you can utilize in apps like Notion. Other apps like Jasper use the API.

Just be aware how any app is generating output. Apps using the GPT-3 API are going to produce ChatGPT-3 type results.

You can also use the OpenAI playground if you're ambitious, but that might be getting off track to the scope of this document. If you are feeling ambitious, just go to OpenAI.com and find the playground.

9. START NOW IF YOU HAVEN'T ALREADY!! If you're totally new create a free account at OpenAI.com. You access ChatGPT through a web-browser and chat.OpenAI.com.

Probably the most frequently asked question when people first join the AI Mastermind as totally new to ChatGPT is what iPhone app to use.

There are iPhone apps that use the API, but you're a million times better off just getting your OpenAI.com account and using chat.openai.com to access ChatGPT.

10. You may have noticed this has all been about ChatGPT and not Google's Bard or Bing. Bing is powered by ChatGPT. Microsoft owns Bing and 49% of OpenAI. Google is their competition. Microsoft and OpenAI are in a war with Google.

11. GOOGLE EXISTS TO MAKE GOOGLE MONEY: Google makes money from people clicking on their ads. Take this into account if you decide to use Bard.

Google is incredibly financially incentivized to keep you in their search environment rather than have you click on organic search result links. This means, at least from my experience, the Bard outputs are nowhere near as useful as ChatGPT. At least for anything I've been working on. I've heard there are some use cases that Madhu and Pavla have shared where they think Bard may provide more accurate factual information. That hasn't been my experience.

There was also a claim that Bard can summarize YouTube videos. Again, that wasn't my experience at all. I pasted in a YouTube link into Bard and it gave me a summary of some random video that wasn't even close to the video I pasted in.

There's also a PR and propaganda war going on. Bard will tell you unequivocally that it's better than ChatGPT and provides more accurate information, and that CharGPT is designed to entertain you. Almost like it's a toy.

Ignore all the hype and claims from anybody, OpenAI, Microsoft and Google.

Start with knowing your outcome, then use ChatGTP-4. Use it exclusively until you can't get your outcome.

Then experiment with Bard if you want. Or Bing. Maybe there are narrow use-cases that those tools will help. I haven't found any for what I do.

12. MINDSET IS AT LEAST 80% OF THE GAME. Be hyper-aware of stories vs. facts.

Be aware of what a story is. When you see somebody say Bard is more factual than ChatGPT that's 100% a story. There's no way to know that. When you post the same prompts into ChatGPT and Bard, the outputs they give you are the facts.

Act based on facts, not stories.

13. MASTER ChatGPT: Mastery is the standard. Otherwise those who do master ChatGPT, aka your competition, will annihilate you in business.

Master ChatGPT until you run out of outcomes that it can help you solve. Mastery means repetition. Not rushing trying to get a quick fix because you're in a hurry. Somebody posted in the AI group today a link to a Google doc for people who need marketing, a website, and a funnel "asap."

Nobody needs a website, marketing, or a funnel asap unless they are committed to dabbling, not mastery.

These are the people who you've probably seen year after year doing the same things, posting on social media, posting in WhatsApp groups, etc., trying to get leads and traffic.

The goal is to create systems that generate positive ROI from advertising.

14. ALL ROADS LEAD TO RPM: Always KNOW your outcome, and why it's an absolute MUST to get your outcom

This is why Tony invented OPA/RPM. Without a specific outcome, playing with any of these tools is like going into Home Depot and not having any home projects in mind before you get there. Just because you see a drill doesn't mean you're going to buy one and go home and start drilling holes.

Same with all these AI tools. They're all just drills, saws, hammers, etc.

15. AI IMAGES: MidJourney is the standard for creating text-to-image output. It's incredible. And it's hit-or-miss like all generative AI. It produces output based on your input, and doing math calculations on how likely the output matches what you said you wanted with your input.

As an alternative, I've used **PlaygroundAi.com** for images. Very easy to use. MJ you have to first get on Discord, then link to the MJ bot, and create your own server if you want to have a clean area for your MJ images. We'll worth it if you enjoy creating images and can use them.

MJ requires learning curve on how to create prompts. Relax and enjoy the learning curve. It's fun. Make it about having fun.

16. TOOLS vs. OUTCOMES: There are lots of tools. You will never keep up with them all.

That's why you must focus on your outcomes, not chasing shiny object tools. There's somebody in the Plat world who describes Plats as being the worst FOMO buyers in the world, and Lions worse than Plats. Be hyper-aware of this when tempted to feel like you need to know every tool and sign up for everything. You don't.

Instead focus on mastering RPM, ChatGPT and if needed, MidJourney.

If you want to have a little more fun, maybe use:

- Descript to import videos, transcribe them, then edit them by editing the text file of the transcription.
- ElevenLabs if you want to generate an AI voice.
- Grain and Fireflies for Zoom calls, in addition to Otter of course. Use Notion.ai if you want ChatGPT in your Notion boards.
- D-ID for animated video avatars that look like a robot version of you talking.

Again, this all runs the risk of getting you off track of what you NEED to know. You may want these tools for specific use cases so I've included them. I only used Descript for fun, and to transcribe a webinar of a Plat who was pitching his VC funds by lying to other Plats about the funds being low risk, high reward. I got the transcript from Descript and had ChatGPT identify the specific areas of likely securities fraud.

17. OUTSOURCING vs MASTERY: It's very difficult to recommend just outsourcing all of this or any of this before you gain core competency in these tools.

I have a Plat friend who told me online advertising and landing pages wasn't his Core Competency. I told him it can't be his core incompetency either. He has no competitive advantage if he thinks his advantages is $3/hour outsourcers from the Philippines and an ad agency that can create the same ad campaigns for his competitors.

Investing in your own core competency in understanding and mastering these tools is what's going to allow you to create workflows that you can hand-off to outsourcers.

It's like a friend I had in San Diego who sold Garcinia online. He had a woman in the Philippines create 16 new landing pages for him every day. But he had learned how to create the landing pages himself. It's how he got up to $100,000 in paid traffic every day. He was a master of how to create these landing pages, and the elements they needed to have.

Then he trained the woman in the Philippines how to create them for him. All the little 2mm distinctions. He used 16 new pages on his websites every day to test minor changes, and to prevent banner blindness. It wasn't even that the 2mm changes were important. It was that the ads and landing pages had to be different than what people had already seen.

He had to get to that level of mastery himself first so he could outsource it.

Same with you and AI.

Your mastery is going to come from using it. Discovering new distinctions that change how you think. The #holyshit moments.

Once you have these and your way of thinking has shifted you'll know it. You'll know when you can systematize the process then incorporate into workflows. I've said this so often. The best part about being in David's HGI group is seeing how he thinks. Seeing how he thinks makes me smarter.

You need to have that be your goal with the AI tools. Get to the point where you've mastered the tools enough that you're thinking has changed, and that new thinking is deployable through your team.

18. #1 CELEBRITY/AUTHORITY POSITIONING: Be the face of your business and position yourself as the #1 Celebrity/Authority in your market. Use AI Tools to help you, not to replace you.

A celebrity authority is somebody the market sees and hears from by name. You become the #1 authority in a person's mind by being who helps them down the Situation/Solution path by giving them real results in advance. And always giving them a chance to pay to get better results faster.

There are few things that will increase your conversion KPI's and allow you to charge premium fees more important that #1 Celebrity/Authority Posititioning.

One is just having a Testing, Tracking and Optimization protocol.

Another is knowing your avatars, and their Situation/Solution path.

Then comes your #1 Celebrity/Authority positioning.

Use AI tools to help you create and reinforce your positioning, not just by putting yourself in front of people. The key is to put yourself in front of people and help them make progress by giving them specific, milestone solutions to each situation they need to conquer on THEIR path to success.

19. SKILLS vs. CONVENIENCE. You may need additional skills. Not just AI output.

On camera skills will likely skyrocket conversions. The only way to scale is to create ROI from advertising. The only way to get ROI from advertising is to max your Click-through-rate (CTR) on ads because that's what minimizes your Cost-per-click (CPC).

AI tools like ChatGPT and MidJourney can create copy and image ad creatives. You *may* get to positive ROI with just these.

…AND you can likely get to much higher ROI if you do videos that help people.

And when you become highly skilled at strategies and tactics of **influence and persuasion**.

You're a Lion. You know this already. You've watched Tony sell Mastery from the front of the room. It's a skill. If you have this skill you can get your front-end and back-end conversions way up and optimize your KPIs. If you're not at positive ROI yet from advertising this can get you there. If you're at 2:1 ROI this can get you 3:1, 4:1 or even 5:1.

The BIG benefit of Gen AI is producing creatives you can test and optimize. Testing, tracking and optimizing, and building out a dynamic response marketing and sales system that delivers content based on user behavior is by far the most effective, simplest and lucrative business system ever. It's just math. When you add video skills and influence and persuasion skills to the system, conversions will skyrocket, cost to acquire leads and clients will drop, and ROI will go through the roof.

AND… it requires structure and quality. These are the two words Tony repeated over and over the first time we met in his hotel suite after DWD to talk about launching One World Academy.

The system is simple. The AI tools are a huge help. And you can enhance everything with upgrading your skills.

On the other hand, if you don't have adequate skills all the AI in the world isn't going to get you to positive ROI and scaling your ads.

If you have competitors in your market, they will be using these AI tools too. What will give you a competitive edge over them are the other skills.

That's why Tony used to call his 1-day sales seminar Competitive Edge. He taught the frameworks, and invited you to go deeper at UPW and his other events to develop the confidence and skills.

20. THE PRINCIPLE OF PREEMINENCE: Everything comes back to the Principle of Preeminence.

Always do what's in the prospect or client's highest and best interest. Always. Jay Abraham said it another way. He said innovation is only important if it's used to benefit the customer and prospect.

If you're focus is thinking about how AI is going to benefit you that's understandable. If you focus on how to use these AI tools to benefit your prospects and customers, not you, you'll likely explode everything you are doing. All your results.

Going back to advertising, if you saw the post I made in Plat FB group about my buddy I was helping with his Google ads, we got $0.06 clicks with Google ads for a $1000 seminar. And that was doing things manually without ChatGPT and MJ.

It's because of the Principle of Preeminence. We met for two days in Utah at the BYU library mapping all this out on a whiteboard. It's all to get the advertising system working to minimize cost-per-click and maximize conversions. That's how to get positive ROI you can scale and create the Automated Lead Flow system I talked about in my Monetization 1 video in the AI Mastermind.

This report is an example of the Principle of Preeminence. I typed this up for you instead of doing a webinar because this is what's in your best interest. I also created a special video presentation to go with this PDF so you can immediately see a little deeper how to apply everything I'm sharing in the PDF.

That's what's in YOUR best interest if you want to understand quickly what you NEED to know and cut through the hype about using AI.

- The **Principle of Preeminence** is the most important principle. What's in the other person's highest and best interest.
- Then **#1 Celebrity/Authority positioning** (not branding. Positioning is not branding.).
- Then creating a **Dynamic Response System** that generates KPIs you can optimize.

And skills.

You must **upgrade your skills** to increase your KPIs and your ROI.

ChatGPT can only help you so much.

Repetition is the mother of skill. Tony says this for a reason. You must repeat things to acquire mastery.

Mastery is the standard.

Mastery of AI tools is a skill like any other skill.

No, scratch that.

Mastery of AI tools is a skill that's **UNLIKE** any other skills because **Gen AI produces output with intrinsic value.** It's evergreen and possibly worth many millions of dollars for you to use it to create a dynamic response system you can scale.

And that's it.

What you NEED to know to implement these AI tools with clarity, confidence, and clear understanding of the capabilities required to take whatever you're doing to the #holyshit level quickly – without getting bogged down and overwhelmed with the millions of things that are available and possible.

Know the outcome, and stay focused on the outcome.

I'll cover the rest in the video. Make sure you watch it.

NEXT STEPS…

Like David, I've quickly realized I can only do so much in my WhatsApp group. As of today, it's 507 members. My original intention was 5-10 close friends.

So like David, I want to give you a chance to have be help you in a more immersive setting so we can go deeper, and I can help you with your specific situation.

And again like David, and at his suggestion, I created an initial small group program modeled after his 2-day event in Miami.

HOWEVER, instead of it being a live event where you have to schedule travel, etc., I created the equivalent of the 2-days in a hybrid video + live Q&A AI Mastermind 5-Week Accelerator Program so you can accelerate your mastery of the AI tools, and personalize how to implement them into your business within an MVP framework that you will be able to expand upon.

We need to get the structure and workflows built first, then add-on the pieces as you go. It's the only way this can work, and it's what's going to give you 100% clarity, help you feel 100% confident on each step, and help you understand the capabilities you're going to need (and skills) and have a plan to develop them.

The AI Mastermind Accelerator is 5-weeks of structured training. Each week we have 2 live zoom calls at the beginning of the week, and end of the week. There will be BRIEF content on the calls, and then Q&A. These will be recorded. The final 3-week will have two calls each week and will be used to make sure you've deployed all the systems and frameworks, workflows, assets, and anything else we've covered in the first 5-weeks.

Re pricing, David sold his 2-event for $995. I could get 100+ people easily at $995, but that's not going to serve you. It's the Principle of Preeminence.

What will serve you at the highest level is fewer people who invested more. Professionals who are serious about deploying these tools immediately into their business models and sharing what they've learned in the group.

In my experience, 30-40 people is a great number for the group. Enough to create a wide-range of experiences we can share with each other, but not too many to create distractions.

Oh, and if somebody is a distraction (you know the type) I'll just remove them from the group. I have no problem with that.

PLUS…

I already have trainings I did for my Destiny Partnership mastermind group. Entire courses.

- Video Mastery
- #1 Celebrity/Authority Positioning
- The TRUST Model (influence and persuasion)
- The Ultimate Book Formula

These are full mastermind courses with daily lessons and exercises, modeled after Tony's Personal Power II structure so you can make small progress every day.

The video mastery course is even more important than ever. So is the Celebrity/Authority course.

These might not be for everybody, BUT they can help everybody with increasing all your conversion KPIs.

PLUS…

Since there will be fewer people in this group I want to do one more thing. I'll do personal calls with you once a week if you want. So you can get my one-on-one help on how to implement, and to get you through little sticking points. These are 1-hour coaching calls. In the beginning they might be 2 hours if that's what's needed. As you get better and better you might need a 5 or 10 minute call just to get through something where you're stuck.

It's the whole point of doing an accelerator.

To help you accelerate your progress and mastery – make a quantum leap in results – in the next few weeks.

The first group will start Sunday, June 1, 2023 and run through the end of July. We'll schedule the calls to accommodate time zones. It's been one of our sayings since I started the AI Mastermind. The sun never sets on the AI Mastermind.

So you get:

- 8-Week AI Mastery training course,
    - ChatGPT
    - Bard
    - Bing
    - MidJourney
    - HuggingFace
    - GitHub
    - Descript
    -
- 2 Weekly Zoom calls,
- New private AI Mastermind VIP Accelerator WhatsApp group,
- Personal, 1-on-1 calls with me every week,
- Four (4) video skill training courses:
    - Video Mastery
    - #1 Celebrity/Authority Positioning
    - The TRUST Model
    - The Ultimate Book Formula
- Invitation to our live Destiny Partnership mastermind events (you just pay room and board, usually around $500+)

AND… two more things…