



1



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SUMMIT DELIVERABLES

- ✓ Your Co-Brain answered a real business question
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- ✓ Your website fixes are paste-ready
- ✓ Your audit gaps have answers



Five promises. Five assets. Built by you.

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ProfitRichResults.com/audit --- This is in BETA VERSION

**Your Buyers Now Ask
AI Instead of Google.**
If AI Doesn't Know You, You
Never Enter the Conversation.

See exactly how findable you are in large language models (AI LLMs) when they describe your business. What they get right, what they get wrong, and whether they recommend you or your competitors. Quick Analysis. No login, no setup, nothing to install.

Your Website Here...

Get My AI Findability Score →

4

Your AI Findability Score: Let's Improve It

Thanks for participating in Day One of the AI Summit.

By now, all of you should have completed your AI Findability Audit at:

<https://ProfitRichResults.com/audit>

If you haven't done it yet, do it now.

If you completed the audit and weren't exactly thrilled with your score, let's fix that.

If you want your business to become more findable, relevant, and recommended by AI, schedule a no-obligation discovery call with our team.

Call 316-942-1111 and ask for Devan or Crystal.

Your customers are already using AI to decide who gets their attention and their business.

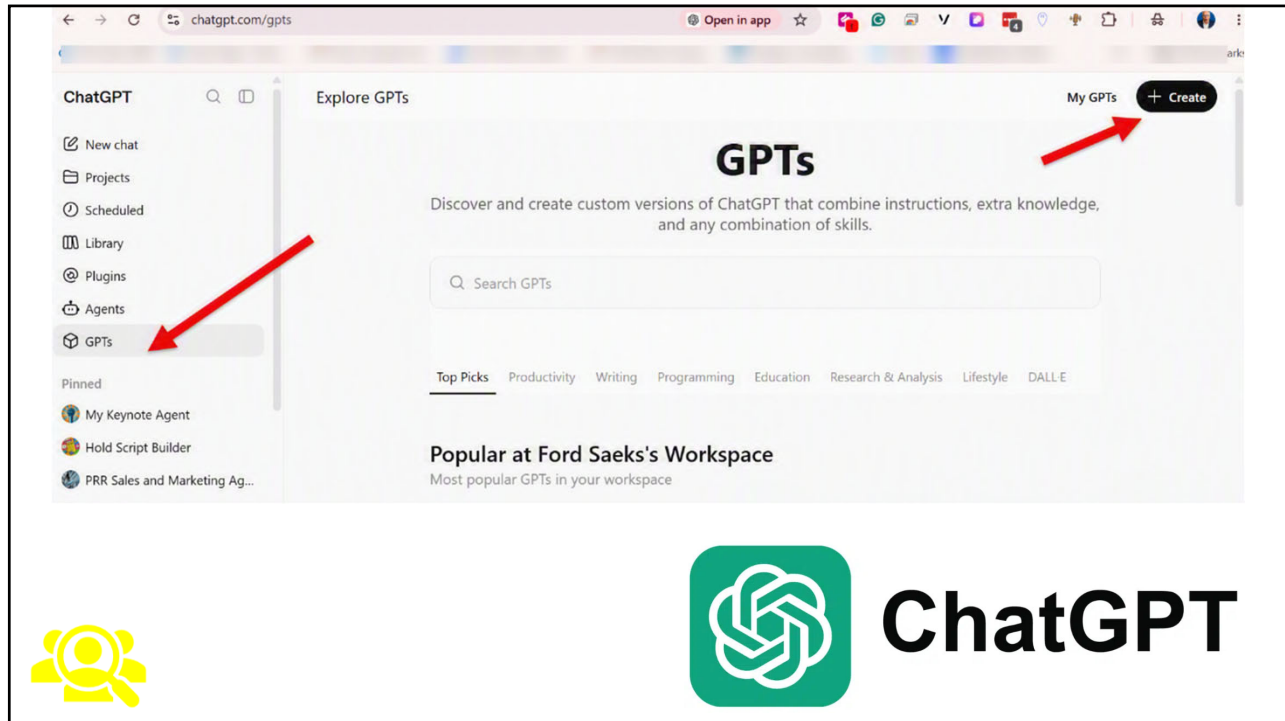
Let's make sure they can find you.

-- Ford

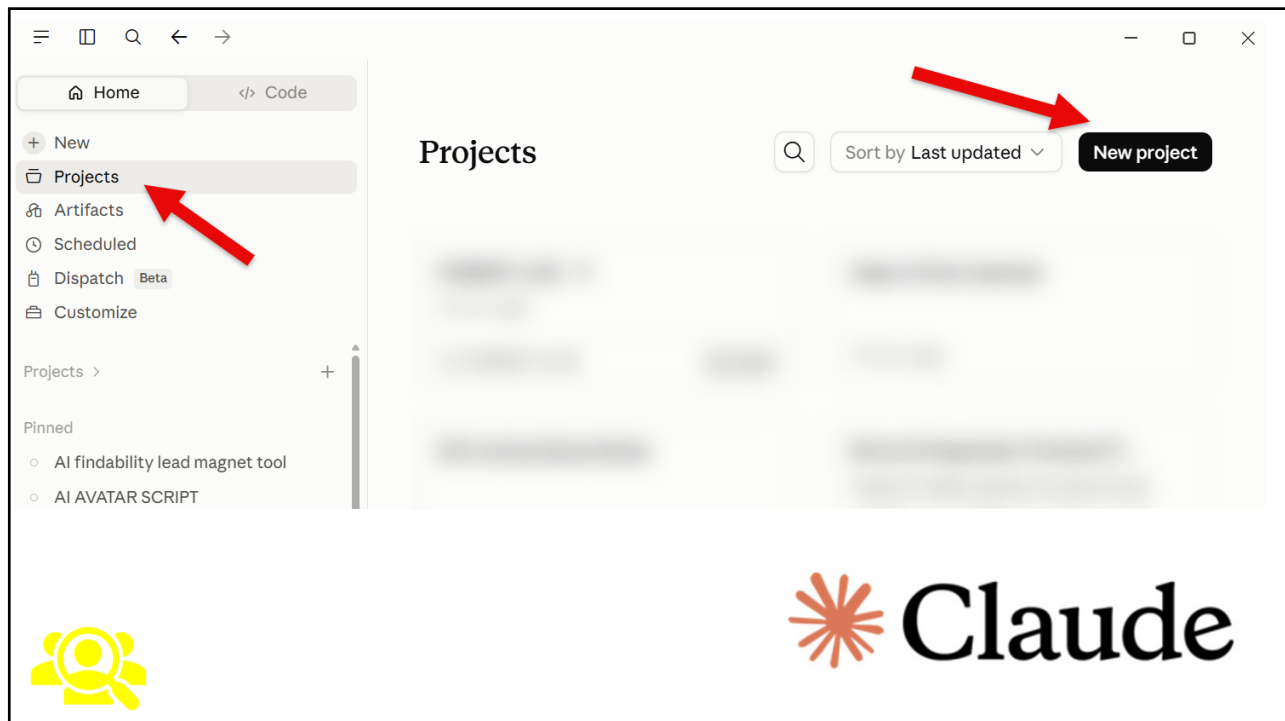
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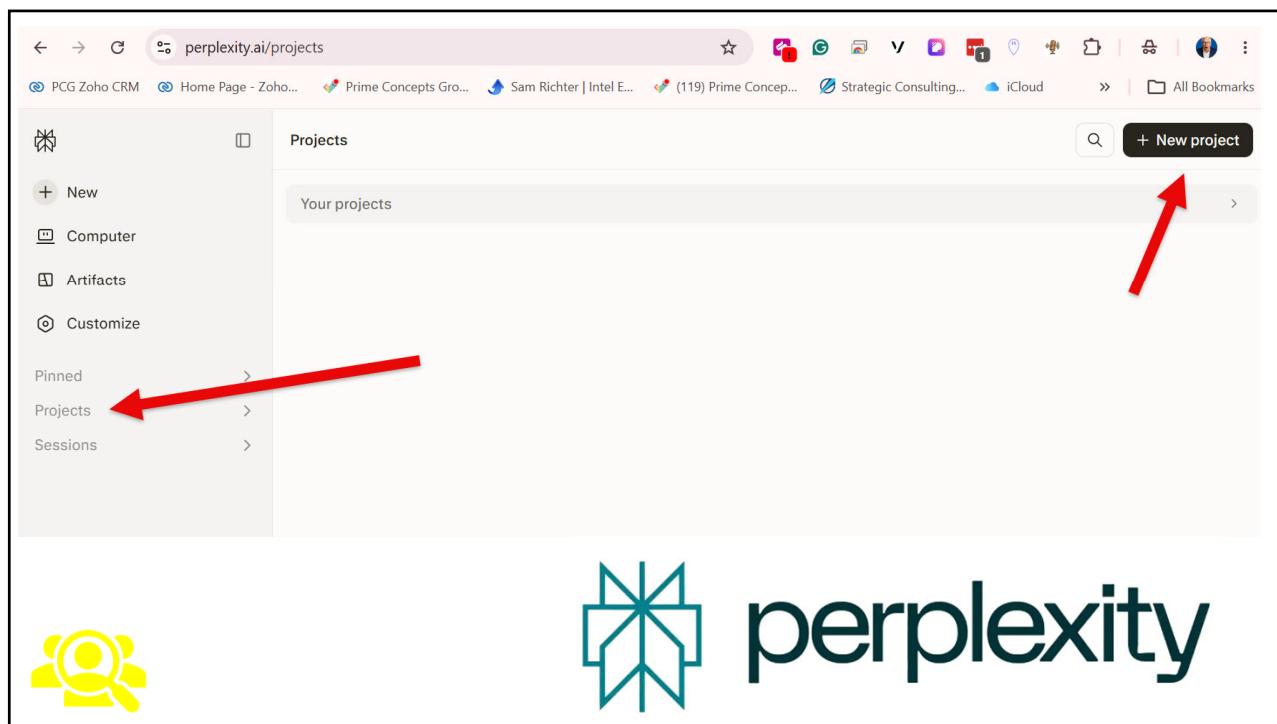
6



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INTERROGATE YOUR CO-BRAIN

"What should be my top priority this quarter — and why?"

"Draft an email to a prospect about [your real offer]."

"What would you charge for [offer]? Justify it."

"What's weak or missing in how I describe my business?"

"What three questions should I ask you every week?"



10



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Where in your business does the same thing get
done five different ways by five different people?

15



ChatGPT

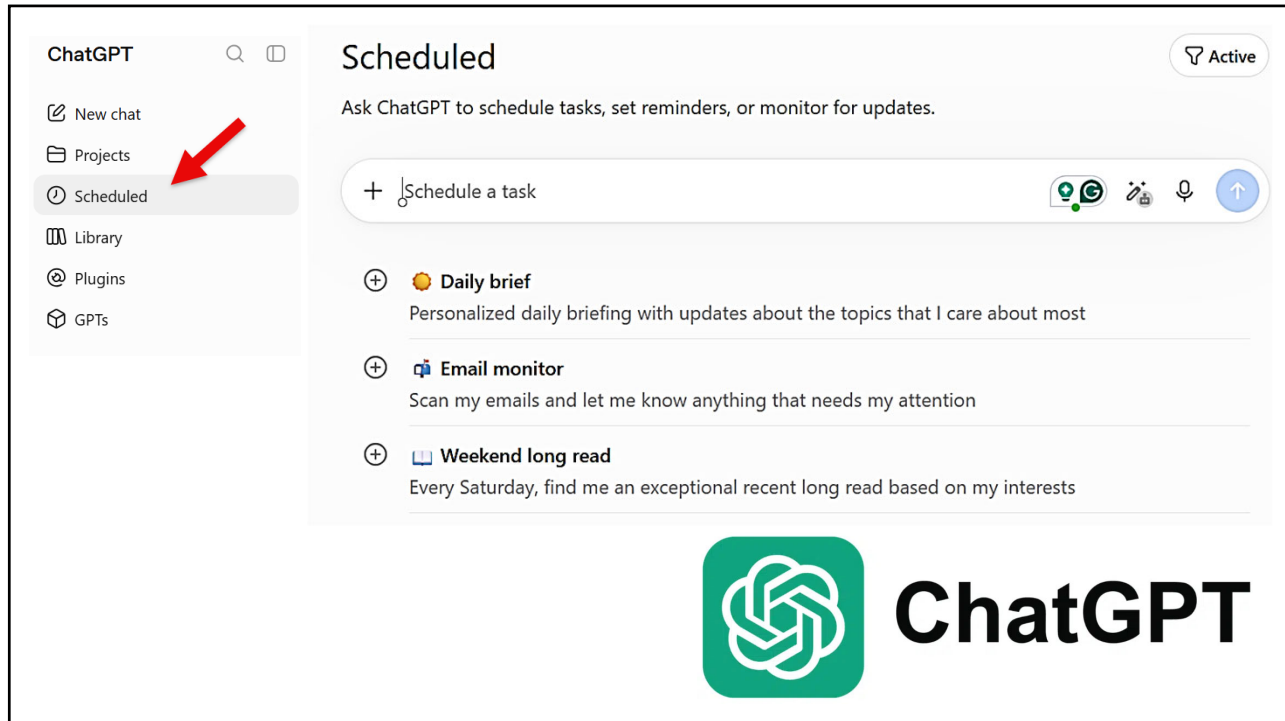


Claude



perplexity

16



17

EXERCISE:

HIRE YOUR FIRST AGENT



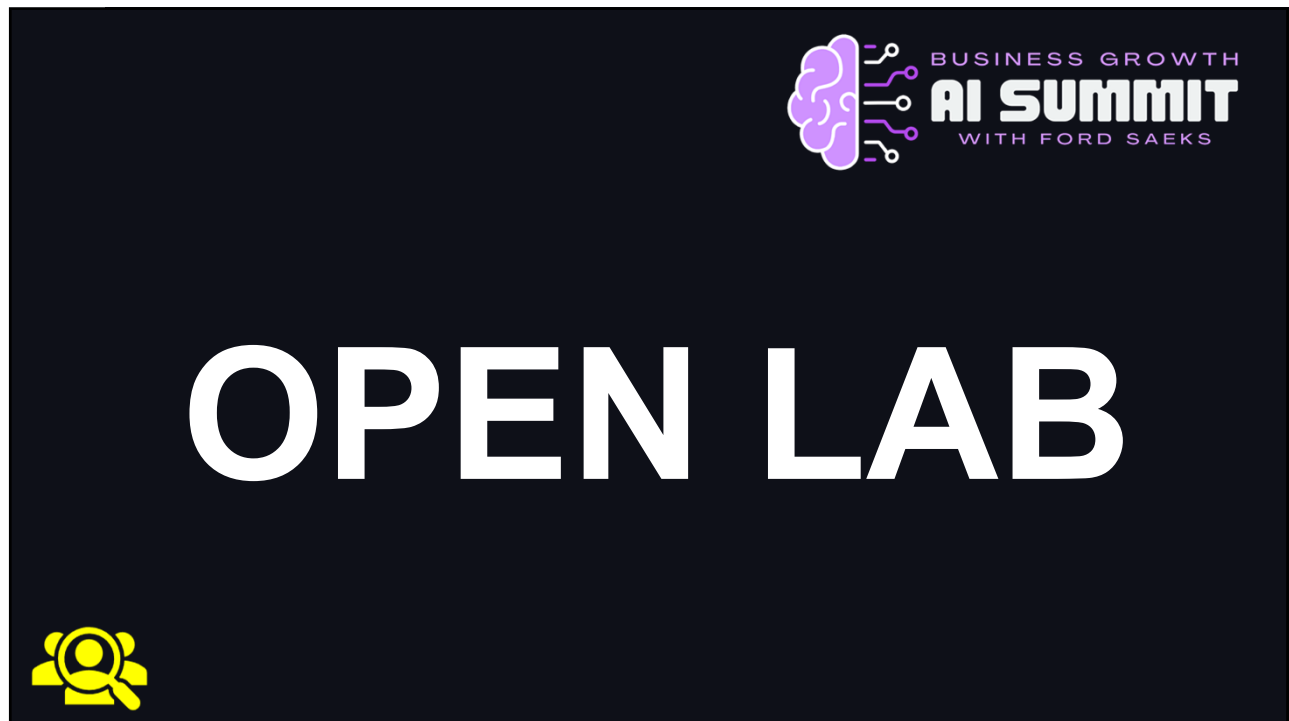
- 1 Create a **NEW Claude project** — separate from your Co-Brain
- 2 Turn your instructions into a **clear workflow (SOP)**:
Role · Trigger · Steps · When to stop and ask · Output format
- 3 **Name it:** *Follow-Up Frank · Reporting Rita · Scheduling Sam*
- 4 **TEST with a real input.** Fix the instructions. Test again — until one run is clean.



18

Make the attached document into a branded one-page handout for [your company], using the color [your color], with [your email] at the bottom

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EXAMPLE WORKFLOWS (recipes)

SPEAKERS & COACHES

Booking pipeline & follow-up

Research → outreach in your voice
→ follow-up that never forgets

INSURANCE / SALES

Speed-to-lead

Time kills deals — respond, nurture,
stay in front

OPERATORS

Reports & dashboards

Weekly variance, owner
dashboards

FRANCHISE / QSR

Playbooks & compliance

Store audits, checklists, manager
routines

M&A / GROWTH

Target research & nurture

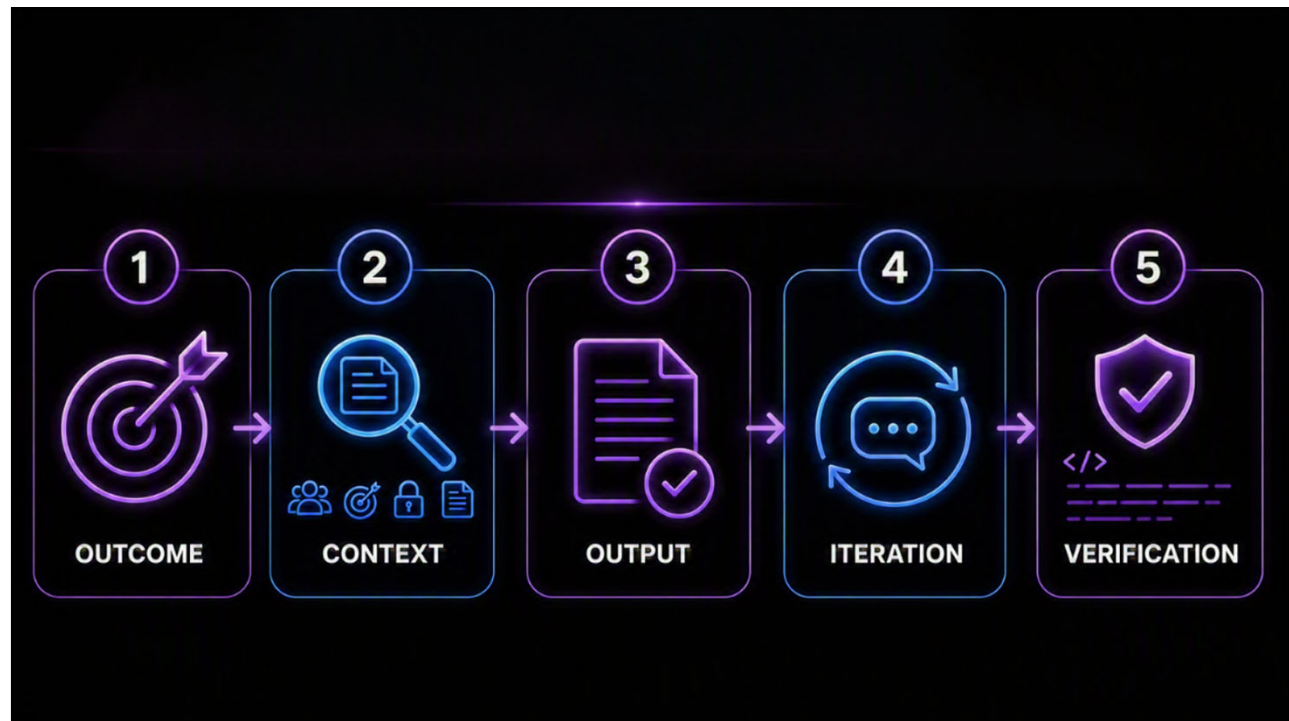
Find, qualify, and warm
acquisition prospects

EVERYONE

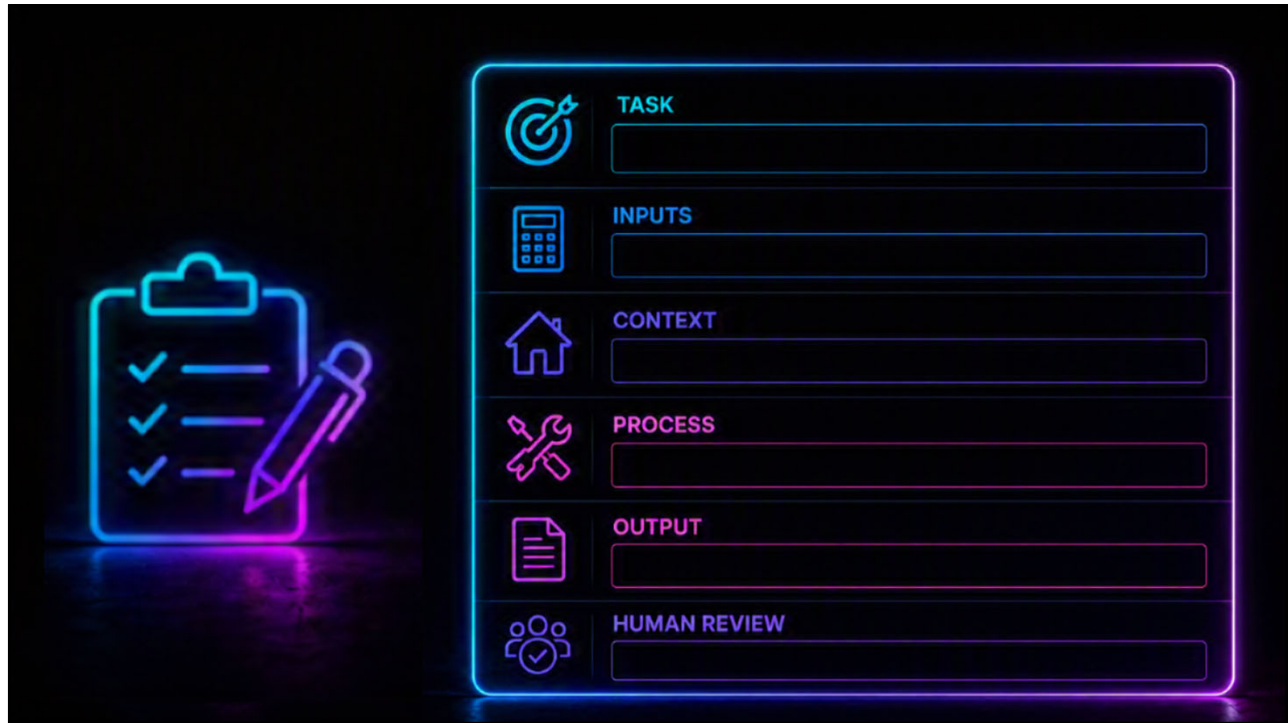
Invoices · proposals · email triage

The busywork you named on your
intake form

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22



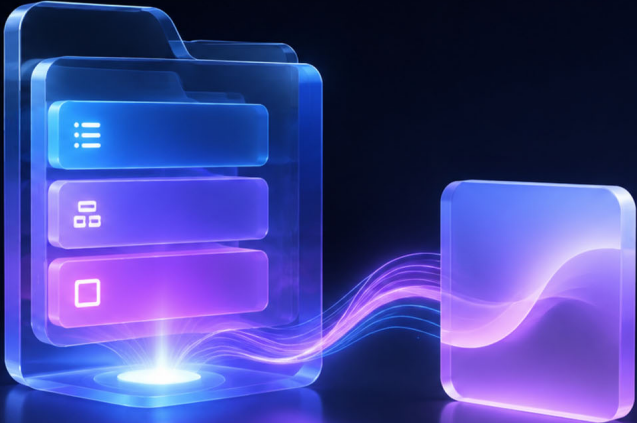
	TASK
	INPUTS
	CONTEXT
	PROCESS
	OUTPUT
	HUMAN REVIEW

23

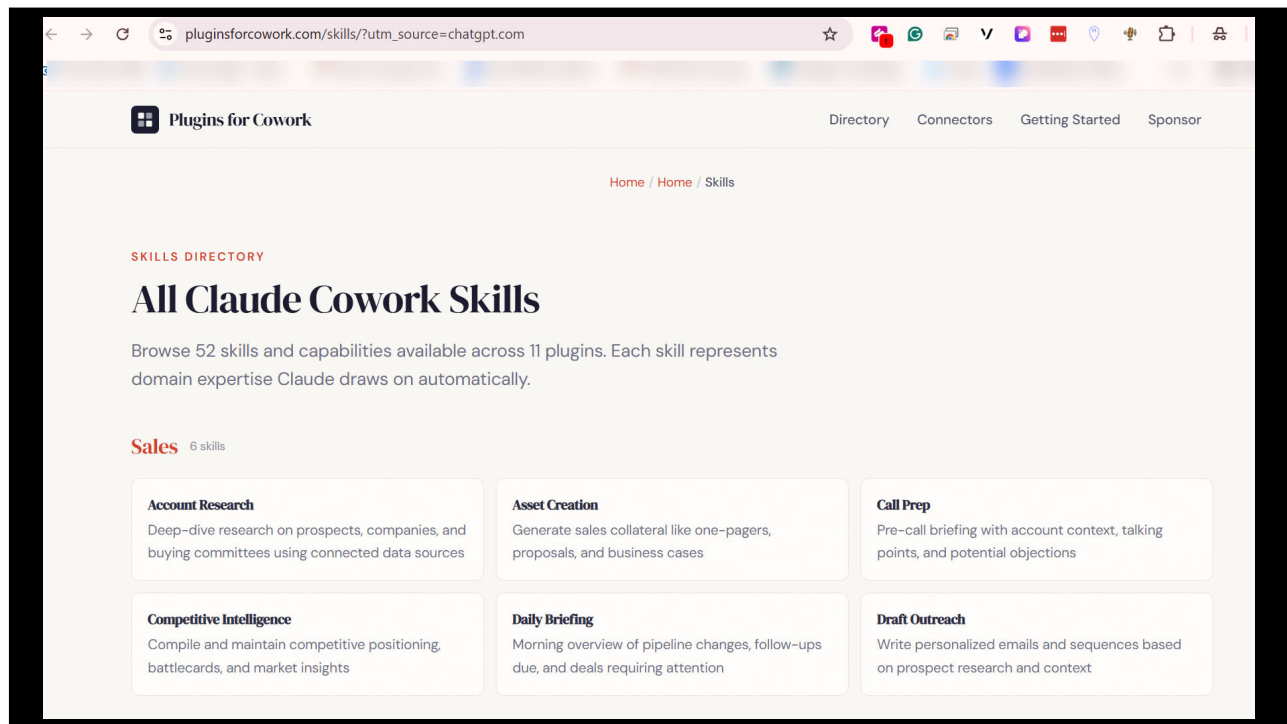
CLAUDE SKILLS

**Reusable expertise,
loaded when needed.**

BUILD ONCE.
EXECUTE CONSISTENTLY.



24



25



26



27

LIVE DEMO — Opus Clip

ONE VIDEO → MULTIPLE SHORT CLIPS



**ONE
LONG-FORM
VIDEO**

→

Shorts & reels

Article

Email

Social posts

FAQ answers

Lead magnet

Webinar points

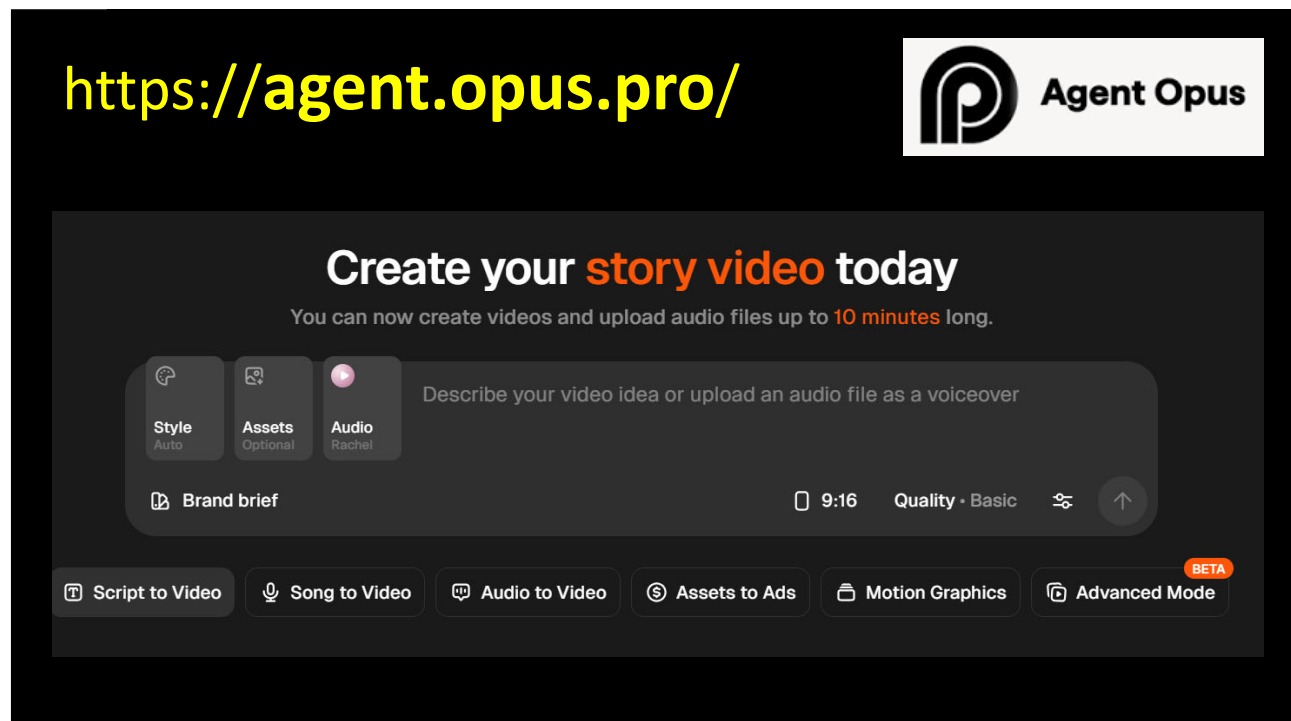
Keynote clips

opus.pro

28



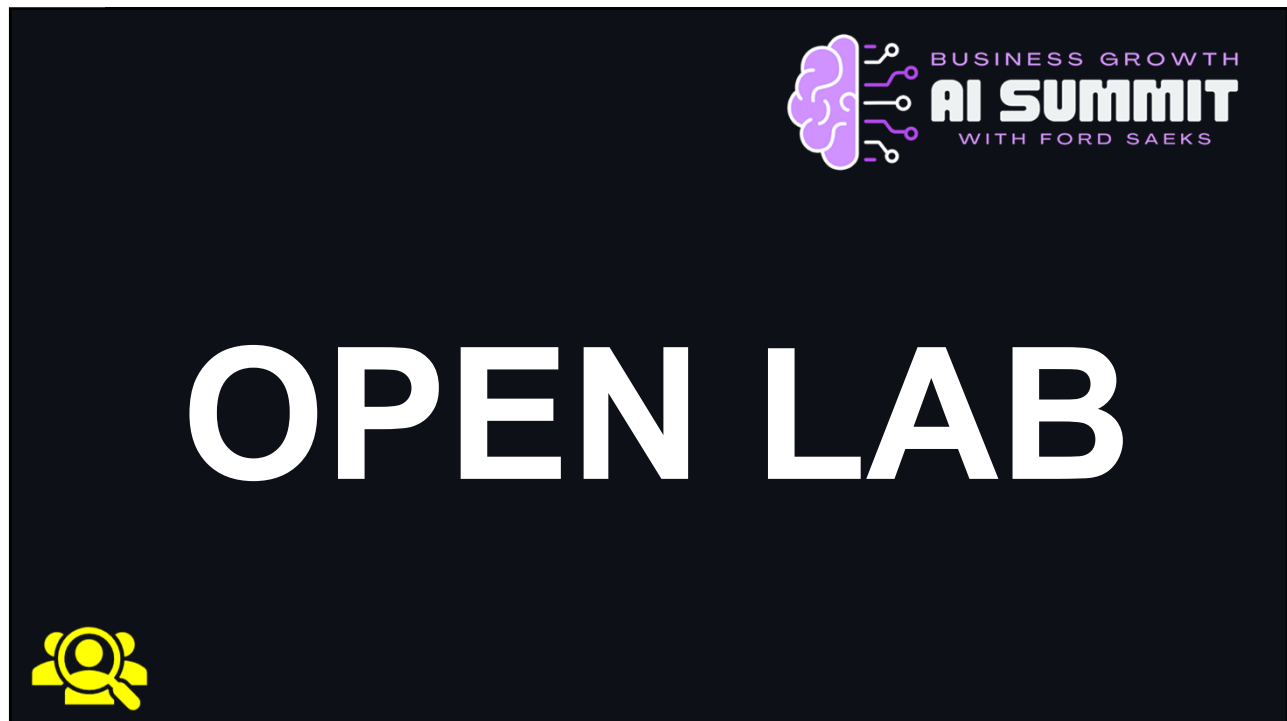
29



30



31



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EXERCISE

THE WEBSITE FIX SPRINT

- 1 Give your Co-Brain instructions to improve _____
- 2 Prompt: "Rewrite my homepage headline and intro.
Draft an FAQ that answers what buyers ask AI.
Rewrite my bio so an AI engine would recommend me for [service]."
- 3 Edit by hand — **your voice, your claims, nothing invented**
- 4 Save as **paste-ready copy** for you or your web person



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The 5 SMARTEST AI PLAYS

To Improve Profitability, Productivity & Customer Experience

35

1. NEVER START FROM SCRATCH AGAIN

Every first draft starts with AI.

Human judgment makes it better.

36

2. RESPOND FASTER WITHOUT ADDING HEADCOUNT

Every inquiry, estimate request, bid opportunity, and follow-up deserves a faster response.

37

3. REDUCE WASTE WITHOUT REDUCING PEOPLE

The goal is not fewer employees.

It's fewer wasted hours per employee.

38

4. TURN YOUR DATA INTO A DECISION WEAPON

Stop waiting for reports.
Start asking better questions
of the data you already have

39

5. SCALE PERSONALIZATION WITHOUT SCALING PEOPLE

Use AI to make every prospect or
customer feel more understood and seen

40

Your AI **SUCCESS** Roadmap

01



Build AI Literacy

Upskill your team and build confidence with AI.

02



Empower Champions

Identify and empower AI champions to lead the way.

03



Make Tools Accessible

Provide easy access to the right AI tools and resources.

04



Communicate & Collaborate

Foster open communication and cross-functional collaboration.

05



SET Policies

Establish clear guidelines to ensure responsible AI use.

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OPEN LAB



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OPEN LAB



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THANK YOU

FORD SAEKS



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BREAK

Back at 10:30 am (PT)

When you sit back down: laptops open.

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LUNCH
12:30 – 2:00

47