The AI Power User Field Guide

A 15-Step Framework for Becoming an AI-Augmented Professional

By Mike Gross

"Everyone's talking about how AI works. No one's talking about how to actually use it."

14
STEPS

4
PHASES

50+
TECHNIQUES

THE FOUR PHASES

Foundation
Steps 1-3

Break through hesitation and start using AI for real tasks. Basic queries and research.

Proficiency
Steps 4-6

AI becomes a thought partner. Build prompt systems and master multiple models.

Integration
Steps 7-10

Custom GPTs, integrations, specialized tools, and multi-modal capabilities.

Mastery
Steps 11-14

Structured systems, autonomous agents, building AI apps, and desktop AI.

WHO THIS IS FOR

Knowledge Workers
Professionals who work with information, documents, and communication daily.

Leaders & Managers
Those responsible for strategy, decision-making, and team productivity.

Ambitious Professionals
Anyone who wants to stay ahead of the curve and maximize their impact.

KEY PRINCIPLES

1 Practical Over Theoretical
Every step includes real prompts and examples you can use immediately.

2 Progressive Complexity
Each step builds on the previous. Master one before moving to the next.

3 Tool-Agnostic Approach
Skills transfer across ChatGPT, Claude, Gemini, and emerging AI tools.

4 Immediate Application
Apply what you learn to real work tasks the same day you learn it.

How to Use This Guide

This is meant to be used, not admired

This is not a white paper. White papers argue. Field guides show the way. This one sits open on your second monitor while you actually use AI—not filed away after one read.

There's no wrong way to use this. Jump to what interests you. Try a technique from Step 10 if it solves a problem you have today. Come back to fill gaps later. The steps show progression, but you're not locked into a sequence.

Four Ways to Use This Guide

1. Sequential Learner
Start at your current level and work through step by step. Build systematically.

2. Problem Solver
Jump to the technique that solves your immediate need. Try it, use it, move on.

3. Skill Builder
Scan the curve, pick gaps in your toolkit, fill them. No prescribed order.

4. Just-in-Time Learner
Keep it bookmarked. Come back when you need a specific technique. Use it as reference.

Where to Start

Skim The Curve (next page) to see all 15 steps at a glance. Notice what you already do and what's new.

Pick what resonates. Curious about voice AI? Jump to Step 10. Want to automate tasks? Go to Step 12. Building something? Try Step 13.

Try one thing. Read the step. Do one action item. See if it works for you. That's it.

Keep this open. Bookmark it. You'll come back when you need a specific technique or want to level up.

If You Want Structure (Optional)

Complete Beginner: Steps 0-3 give you the foundation. 2-4 weeks of daily practice.

Regular User: Steps 4-6 teach advanced techniques. 4-8 weeks to reach top 5%.

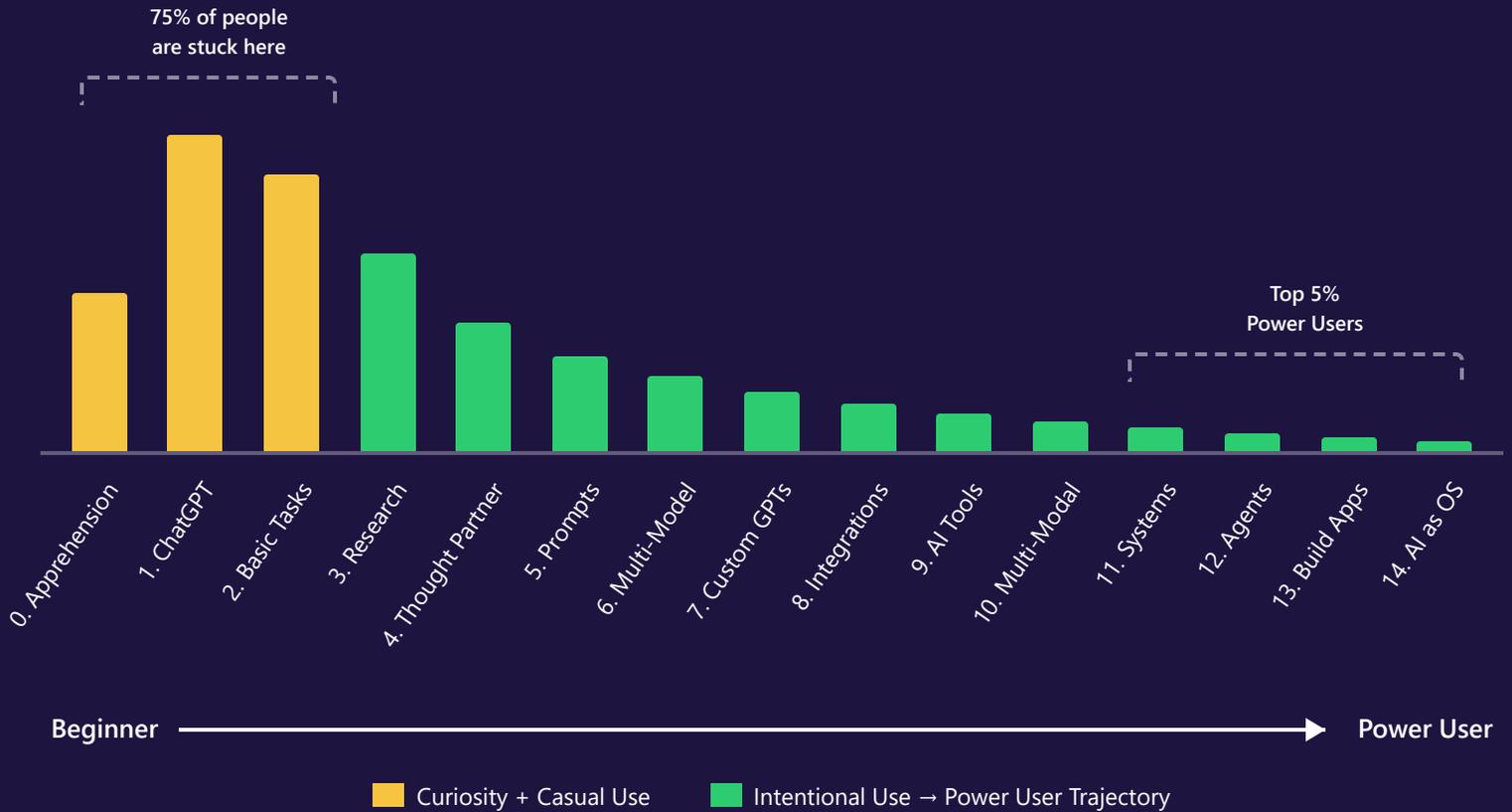**Power User:** Steps 7-10 integrate AI into your systems. 8-12 weeks to top 1%.

Builder: Steps 11-14 are where you create, automate, and build. 12+ weeks to mastery.

You're Using This Right If...
It's open when you work • You try techniques as you need them • You come back for reference • AI is making your work easier • You're learning in your own way

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AI Power User Maturity Curve

Distribution of Users Across the 14-Step Journey

75% of people
are stuck here

Top 5%
Power Users

0. Apprehension
1. ChatGPT
2. Basic Tasks
3. Research
4. Thought Partner
5. Prompts
6. Multi-Model
7. Custom GPTs
8. Integrations
9. AI Tools
10. Multi-Modal
11. Systems
12. Agents
13. Build Apps
14. AI as OS

Beginner → Power User

■ Curiosity + Casual Use   ■ Intentional Use → Power User Trajectory

By: Mike Gross

The 14 Steps in Detail

Step	Name	What It Means	Percentile
0	Apprehension	Aware of AI but hesitant or uncertain about using it	Starting Point
1	Opening ChatGPT	Create an account and ask your first question	Everyone
2	Basic Tasks	Use AI for simple tasks: emails, summaries, quick answers	Top 75%
3	Deep Research	Use AI as a research partner for complex questions	Top 50%
4	Thought Partner	Brainstorm, strategize, and think through problems with AI	Top 35%
5	Prompt Systems	Create reusable prompts and templates for consistent results	Top 25%
6	Multi-Model Mastery	Use different AI models for different tasks (Claude, Gemini, etc.)	Top 20%
7	Custom GPTs	Build custom GPTs or Projects for specific use cases	Top 15%
8	Integrations	Connect AI to your existing tools (Zapier, email, docs)	Top 10%
9	AI Tools Ecosystem	Use specialized AI tools beyond chat (image, audio, video)	Top 8%
10	Multi-Modal AI	Use voice, vision, and screen sharing with AI	Top 5%
11	Structured Systems	Build complete AI-powered workflows and systems	Top 3%
12	Autonomous Agents	Deploy AI agents that work independently on your behalf	Top 2%
13	Building AI Apps	Create your own AI-powered tools and applications	Top 1%
14	AI as Your OS	AI becomes your primary interface for all digital work	Top 0.1%

Apprehension

Acknowledging your concerns and taking the first step anyway

🤝 **Your Concerns Are Valid**

If you're hesitant about AI, you're not alone—and you're not wrong to be thoughtful. The concerns people have about AI are legitimate. This page isn't about dismissing those concerns. It's about helping you engage with AI while still holding onto them.

WHAT THIS IS

Step 0 is for those who are aware of AI but haven't started actively using it. Maybe you've heard the hype. Maybe you've seen the warnings. Maybe you've tried it once and weren't impressed, or tried it and were unsettled. Whatever brought you here, you're carrying some mix of curiosity and caution. That's completely reasonable. This step is about acknowledging where you are and deciding to take one small step forward.

WHY IT MATTERS

The world is changing. AI is becoming embedded in more of the tools we use, the companies we work for, and the decisions being made around us. Staying on the sidelines doesn't protect you from AI's impact—it just means you won't have a voice in how it's used. Engaging with AI—even cautiously, even critically—gives you informed opinions instead of inherited fears. You can have concerns AND learn AI. Both can be true.

COMMON CONCERNS (THAT ARE LEGITIMATE)

"AI will take my job"

This is a real concern for many industries. AI is changing job requirements and eliminating some roles while creating others.

Reality: People who understand AI will have more options than those who don't. Learning AI is career insurance.

"I don't trust it / It makes things up"

AI does make mistakes. It can "hallucinate" facts and present them confidently. This is a genuine limitation.

Reality: Healthy skepticism is good. You'll learn when to trust AI and when to verify. That's part of the skill.

"It's too complicated for me"

The technology behind AI is complex. But using AI is just typing questions in plain English.

Reality: If you can send a text message, you can use AI. The interface is a conversation.

"I'm worried about privacy and ethics"

AI raises real questions about data privacy, bias, and societal impact. These deserve serious consideration.

Reality: Informed users can make better choices about what data to share and how to use AI responsibly.

THE KEY REALIZATION

You can have concerns about AI AND learn to use it. Both are true.

You don't need to become an AI cheerleader. You don't need to abandon your skepticism. You just need to get in the game—informed, cautious, and curious. The people who will shape how AI is used aren't the ones ignoring it. They're the ones who understand it well enough to have an opinion that matters.

YOUR ONLY JOB RIGHT NOW

Take one small step. Open ChatGPT, Claude, or Gemini. Ask it something simple. See what happens. You're not committing to anything. You're not endorsing anything. You're just looking. That's enough for today.

REFRAME YOUR THINKING

On Getting Started

"I need to understand AI before I use it"

"I'll understand AI better BY using it"

On Being Late

"Everyone else is already ahead of me"

"There's still time to get in the game"

On Concerns

"My concerns mean I shouldn't use it"

"My concerns mean I'll use it thoughtfully"

HOW TO TAKE THE FIRST STEP

1. Pick One AI Tool

ChatGPT (chat.com), Claude (claude.ai), or Gemini (gemini.google.com). All are free to start.

2. Create a Free Account

Takes 60 seconds. Use your email or Google account. No credit card needed.

3. Ask Something Simple

"Explain AI to me like I'm skeptical but curious." See how it responds.

4. Notice How You Feel

Did anything surprise you? Interest you? Concern you? That's data for your journey.

PRO TIPS FOR THE HESITANT

- Start with something low-stakes. Ask it to explain a concept, not to write something important.
- It's okay to disagree with AI's responses. That critical eye is an asset, not a barrier.
- If something feels wrong, trust that instinct—but investigate it instead of just walking away.

- You don't have to share personal information. Ask about general topics first.
- Remember: using AI once doesn't commit you to anything. You're just exploring.
- Tell AI about your skepticism: "I'm new to this and a bit skeptical. Help me understand..."

KEY INSIGHT

"The goal isn't to become an AI enthusiast. It's to become an informed participant in a world where AI exists. You can be cautious and curious at the same time. You can have concerns and still learn. The only thing you can't do is ignore AI and expect to have a voice in how it shapes your industry, your work, or your world."

Move from curiosity to your first real conversation with AI

Your AI Journey Starts Here
By completing Step 1, you'll have already separated yourself from half of all potential AI users. Most people stay curious but inactive—you're taking action.

WHAT THIS IS

Step 1 is about breaking through initial hesitation and having your first meaningful interaction with AI. This isn't about mastering prompts or understanding how the technology works—it's simply about opening the tool and asking it something real. Most people hover at Step 0 (curious but inactive) for months. The moment you type your first genuine question, you've already moved ahead.

WHY IT MATTERS

Everyone's talking about how AI works. No one's talking about how to actually use it. The gap between "I should try AI" and "I use AI" is where most people get stuck. Step 1 proves that you don't need technical expertise to get value—you just need to start. Once you experience AI responding helpfully to a real question, the psychological barrier drops.

CHOOSE YOUR STARTING POINT

ChatGPT	**Claude**	**Gemini**	**Copilot**
chat.com	claude.ai	gemini.google.com	copilot.microsoft.com
Best starting point. Free tier available.	Great for longer conversations.	Integrated with Google services.	Integrated with Microsoft services.
RECOMMENDED			

THE PROMPT

```
I'm new to using AI assistants and I'd like your help with something I'm working on.

My situation: [Describe what you're trying to do in plain language—e.g., "I need to write an email to my team about a schedule change"]

What I've tried: [Optional—mention if you've attempted anything already]

What would help: [Be specific—e.g., "Can you give me a draft I can edit?"]

Feel free to ask me clarifying questions if you need more information.
```

QUICK START →	"I'm new to AI, help me get started."

WHY THIS PROMPT WORKS FOR BEGINNERS

Plain Language
You don't need special syntax or commands. AI understands natural conversation.

Context Setting
Explaining your situation helps AI give relevant answers tailored to your needs.

Permission to Ask Back
Inviting clarifying questions creates a dialogue. You don't need to be perfect.

HOW TO DO IT

1. **Create a Free Account**
Go to chat.com and sign up with your email or Google account. No credit card required.

2. **Pick Something Real**
Choose an actual task you're facing today—not a test question. Real stakes create real learning.

3. **Type Like You're Texting**
Don't overthink the phrasing. Write naturally, as if you're asking a smart friend for help.

4. **Follow Up and Iterate**
If the response isn't quite right, say so. "That's close, but make it more casual." AI improves with feedback.

REAL-WORLD EXAMPLES

Explaining Something to Your Boss
Asked ChatGPT to help explain why a project was delayed. Got a draft email that was professional but honest. Edited two sentences and sent it. Total time: 5 minutes instead of 30.

Understanding a Technical Concept
Read an article about APIs but didn't really get it. Asked "Explain APIs like I'm not technical." Received a clear analogy comparing APIs to restaurant menus. Concept clicked immediately.

Planning a Difficult Conversation
Needed to give feedback to a team member. Asked for help structuring the conversation. Got a framework with specific phrases to use. Felt prepared instead of anxious.

PRO TIPS

- Start with something low-stakes. Your first prompt doesn't need to be important—it just needs to happen.
- If you're unsure what to ask, try: "Help me brainstorm ideas for [thing you're working on]."
- Tell it when responses miss the mark. "That's not quite what I meant—I need something more [specific]."
- Don't worry about "prompt engineering" yet. Natural language works fine at this stage.
- Save good responses. Copy them to a notes app so you can reference or reuse them later.
- Try the same question on different days. AI can give varied responses, and sometimes the second attempt is better.

KEY INSIGHT
"Becoming proficient with AI doesn't require technical expertise—it requires intentionality. The hardest part isn't learning the technology. It's deciding to open it and ask for help with something real."

Basic Tasks

Use AI to handle everyday writing and communication faster

WHAT THIS IS

Step 2 is where AI becomes genuinely useful in your daily work. Instead of occasional experiments, you start using it for real tasks: rewriting emails, cleaning up bullet points, summarizing documents, and drafting messages. This is the "quick wins" stage—tasks that took 15-30 minutes now take 2-3 minutes. You're not doing anything fancy, but you're consistently getting value. Most people who reach this stage never leave it, which is fine—but there's much more available.

WHY IT MATTERS

The value of Step 2 isn't just time saved—it's friction removed. That email you've been avoiding? Done in 90 seconds. Those messy meeting notes? Cleaned up before you forget them. The real shift is psychological: you stop dreading small writing tasks because they're no longer effortful. This frees mental energy for higher-value work. Step 2 also builds the habit of reaching for AI, which is the foundation for everything that comes next.

TOOLS

ChatGPT general rewriting and drafting | **Claude** longer documents and nuanced tone | **Grammarly** inline editing within documents | **Microsoft Copilot** integrated in Outlook/Word

THE PROMPT

```
Rewrite this [EMAIL/MESSAGE/TEXT] to be [TONE—e.g., more professional, friendlier, more concise].

Original:
[Paste your text here]

Context: [Who is the recipient? What's the relationship? e.g., "This is going to my manager" or "This is for a client I haven't met"]

Goal: [What do you want the recipient to do or feel? e.g., "Approve my request" or "Feel reassured that the project is on track"]

Constraints: [Optional—e.g., "Keep it under 100 words" or "Don't change the main point, just the tone"]
```

> **QUICK START →**   "Make this email more professional: [paste your draft]"

WHY THIS PROMPT WORKS

Specific Tone Request
"More professional" or "friendlier" gives AI a clear target. Without this, you get generic rewrites that may not fit.

Recipient Context
Knowing who will read it changes everything. An email to your CEO reads differently than one to a peer.

Defined Goal
What you want to happen shapes word choice. Asking for approval needs different language than giving an update.

HOW TO DO IT

1. Start with Your Draft
Write a rough version first—even just bullet points. AI improves existing content better than creating from nothing.

2. Specify the Transformation
Be explicit: "Make this shorter," "Sound more confident," "Remove jargon." Vague requests get vague results.

3. Review and Adjust
Read the output. If it's close but not right, say what to change: "Good, but make the opening less formal."

4. Make It Yours
Edit the final version in your voice. AI gives you a strong starting point—you add the finishing touches.

REAL-WORLD EXAMPLES

Rewriting a Difficult Email
Had to decline a meeting request without damaging the relationship. Pasted my blunt draft and asked for a "polite but firm" version. Got a response that said no clearly while expressing appreciation. Sent it unchanged.

Cleaning Up Meeting Notes
Took rough bullet points from a 45-minute meeting and asked AI to "organize these into clear action items with owners." Received a formatted list I could paste directly into our project tracker.

Summarizing a Long Document
Received a 12-page report before a meeting. Asked for "a 5-bullet summary of the key findings and recommendations." Read it in 2 minutes, walked into the meeting prepared.

PRO TIPS

- Always provide your rough draft first. "Write an email about X" is harder for AI than "Improve this email about X."
- Ask for multiple versions: "Give me three options—one formal, one casual, one very brief."
- Keep a "swipe file" of good outputs. When AI nails a tone, save it as a reference for future prompts.
- Use tone words: professional, casual, friendly, direct, diplomatic, confident, apologetic, enthusiastic.
- For sensitive messages, have AI explain its choices: "Why did you phrase it that way?" This helps you learn.
- Don't over-polish. Sometimes a slightly rough email feels more authentic than a perfectly crafted one.

> **KEY INSIGHT**
> *"Step 2 is where most people stop—and that's okay, because you're already saving hours every week. But the real leverage comes when you move from using AI for tasks to using it for thinking. That's where things get interesting."*

Deep Research
Get research-grade insights in minutes instead of days

WHAT THIS IS

Deep Research transforms AI from a simple Q&A tool into a full research assistant. Instead of getting surface-level answers, you get comprehensive analysis with data, sources, and structured output ready for business use. Think of it as commissioning a research deliverable rather than asking a question. The key shift: you're no longer asking for answers—you're specifying exactly what output you need and in what format.

WHY IT MATTERS

Most people use AI for quick questions and never discover its research capabilities. At Step 3, you're getting outputs that directly inform business decisions: market sizing, competitive analysis, historical trends, and data synthesis. This isn't about saving a few minutes—it's about accessing research capacity you didn't have before. What previously required hiring analysts or spending weekends in spreadsheets now happens in a single conversation.

TOOLS

ChatGPT Deep Research comprehensive multi-source analysis | **Perplexity AI** real-time search with citations | **NotebookLM** synthesize your own documents | **You.com** web search with AI summary

THE PROMPT

```
I need you to research [TOPIC/INDUSTRY/QUESTION].

Context: [Brief background on why you need this—e.g., "I'm preparing a board presentation on market opportunity" or "I'm
evaluating whether to enter this market"]

Deliverable: [Specific output format—e.g., "A table with columns for Year, Market Size, Growth Rate, and Key Driver" or "A
comparison matrix of the top 5 players"]

Requirements:
- Cover [TIME PERIOD—e.g., "the past 10 years" or "Q1 2020 through Q4 2024"]
- Include [SPECIFIC DATA POINTS—e.g., "revenue figures, growth rates, and market share percentages"]
- Use only reputable sources (industry reports, financial filings, established news outlets)
- Cite every data point with a source link
- Flag any estimates or projections as "estimated" so I know what to verify

Format: [How you want it structured—e.g., "Format as a table I can paste into Excel" or "Organize by company with bullet
points under each"]
```

QUICK START →   "Research [topic] and give me a table with sources I can verify."

WHY EACH SECTION MATTERS

Context
Helps AI prioritize what's relevant. "Board presentation" signals you need defensible data; "exploring the market" allows broader scope.

Deliverable
Prevents wall-of-text responses. Specifying "table" or "matrix" gets you output ready for slides or spreadsheets.

Requirements
The source citation requirement is non-negotiable. AI can hallucinate data—citations let you verify.

HOW TO DO IT

1. Define the Deliverable First
Before writing anything, know exactly what output you need: a table, a comparison, a timeline. This shapes everything else.

2. Activate Deep Research Mode
In ChatGPT, select "Deep Research" (not regular chat). This triggers multi-source analysis. Allow 5-10 minutes for results.

3. Verify Key Claims
Click through source links for any data you'll present to others. AI can hallucinate—spot-check the important numbers.

4. Iterate on Gaps
Ask follow-ups: "Can you find more recent data for row 3?" or "What's the source for the 2023 growth rate?" Treat it as a conversation.

REAL-WORLD EXAMPLES

Market Sizing for Investor Deck
Requested 11 years of quarterly SaaS market data with growth rates, formatted as a table. Dropped directly into Excel for charts. Took 8 minutes vs. 2 days of manual research.

Competitive Landscape Analysis
Researched 7 competitors' pricing tiers, feature sets, and recent funding rounds. Output included source URLs for each claim. Used directly in board presentation.

Industry Trend Synthesis
Synthesized 6 months of news, analyst reports, and earnings calls on AI adoption in healthcare. Received a structured brief with themes and evidence.

PRO TIPS

- Always request sources—this is non-negotiable for anything you'll share with others.
- Use Perplexity for real-time/recent data; ChatGPT Deep Research for comprehensive historical synthesis.
- For critical decisions, run the same query across 2-3 tools and triangulate the results.

- Specify "reputable sources only" to filter out blog posts and low-quality references.
- Ask for confidence levels: "How certain are you about each data point? Flag anything estimated."
- NotebookLM is best when you upload your own PDFs—it synthesizes your documents, not the web.

> **KEY INSIGHT**
> *"It's like having an intern dressed as The Flash—same quality thinking, compressed from weeks into minutes. But speed doesn't eliminate oversight. The magic is in the speed of the first draft, not in blind trust of the output. Always verify your sources."*

Thought Partner

Use AI to think more clearly, not just work more quickly

The Mindset Shift

Stop asking "write this for me" and start asking "help me think through this." AI becomes a mirror for your thinking—surfacing assumptions, identifying blind spots, and helping you articulate what you actually believe.

WHAT THIS IS

Step 4 is where AI stops being a productivity tool and becomes a thinking partner. Instead of asking for outputs, you start having conversations that help you see problems differently. You stop asking for answers and start letting AI ask you better questions. The shift is from "write this for me" to "help me think through this." AI becomes a mirror for your thinking—surfacing assumptions, identifying blind spots, and helping you articulate what you actually believe.

WHY IT MATTERS

Most decisions suffer from insufficient thinking, not insufficient information. We make choices based on unexamined assumptions, react instead of respond, and skip the hard work of clarifying what we actually want. Step 4 gives you access to an on-demand thought partner available at 2am when you can't sleep, during your commute, or in the ten minutes before a big decision. The plans you develop are constructed from your own clarity—not borrowed frameworks or someone else's advice.

TOOLS

ChatGPT conversational depth, remembers context | **Claude** nuanced analysis, longer conversations | **ChatGPT Voice** think out loud during walks or commutes |

Pi (pi.ai) emotionally intelligent conversations

THE PROMPT

```
Act as my strategic thought partner. I'm working through a decision and I need help thinking clearly—not answers, but better
questions.

The situation: [Describe what you're facing—e.g., "I'm considering leaving my job" or "I need to decide whether to pursue this
opportunity"]

What's making it hard: [What's creating the tension—e.g., "I can see arguments on both sides" or "I'm not sure what I actually
want"]

What I've considered: [Your current thinking—e.g., "The pros seem to be X, Y, Z but I keep hesitating"]

Please ask me 5 deep questions that will help me think through this more clearly. Focus on questions that surface my
assumptions, clarify my values, or reveal what I might be avoiding.
```

QUICK START →   "I need to think through a decision. Ask me questions that will help me see it more clearly."

- -

WHY THIS APPROACH WORKS

Questions Over Answers

Asking for questions instead of advice forces deeper thinking. You develop your own clarity rather than following someone else's framework.

Surfacing Assumptions

We often make decisions based on beliefs we haven't examined. Good questions reveal what you're taking for granted.

Values Clarification

Most hard decisions are values conflicts in disguise. The right questions help you discover what you actually care about most.

HOW TO DO IT

1. Choose a Real Decision

Pick something you're genuinely wrestling with. Practice problems don't create real insight—stakes matter.

2. Ask for Questions First

Resist the urge to ask for advice. Request questions that will help you think, not answers that replace your thinking.

3. Answer Honestly

When AI asks follow-up questions, give real answers. The value comes from articulating things you haven't said out loud.

4. Capture Your Insights

After the conversation, write down what you discovered. The clarity often fades—capture it while it's fresh.

REAL-WORLD EXAMPLES

Quarterly Planning Session

Asked AI to pose five deep questions across five life areas. Spent 45 minutes answering them. Ended with the clearest quarterly plan I'd ever created—built from my own thinking, not a template.

Career Decision

Stuck between two job offers. Asked for questions that would reveal what I actually wanted. One question —"What are you afraid of losing?"—unlocked the decision in 10 minutes.

Difficult Conversation Prep

Needed to have a hard conversation with a business partner. After 20 minutes of AI questions, I realized my frustration was masking a fear I hadn't acknowledged.

PRO TIPS

- Use voice mode for deeper thinking. Speaking engages different parts of your brain than typing.
- Ask AI to steelman the opposite view. Understanding the case against your position clarifies your own.
- Schedule thinking sessions like meetings. Put "AI thinking time" on your calendar.
- Start with "I don't know" when it's true. Admitting uncertainty opens space for exploration.
- Request "what am I not seeing?" after sharing your analysis. AI can spot gaps you're too close to notice.
- Don't rush to resolution. Sometimes the value is sitting with better questions.

KEY INSIGHT

"You stop asking for answers. And you start letting it ask you better questions. The plan you build isn't borrowed from a framework or copied from advice—it's constructed from your own clarity."

Prompt Systems & Libraries
Build repeatable workflows that compound your AI results over time

WHAT THIS IS

Step 5 is where you stop reinventing the wheel every time you use AI. Instead of crafting prompts from scratch, you build a personal library of proven prompts that work. You create systems—templates, frameworks, and saved instructions—that make your best results repeatable. This is the shift from "good at prompting" to "systematic about prompting." Every great output becomes a template for future outputs.

WHY IT MATTERS

Most people start from zero every conversation. They remember vaguely what worked before but can't replicate it consistently. At Step 5, your AI results compound. That email format that landed well? Saved. That research prompt that got great data? Templated. You build institutional knowledge about what works for you, turning sporadic wins into reliable workflows. This is how you move from "AI user" to "AI operator."

TOOLS

Notion organize prompts by category with tags | **Apple Notes / Google Keep** quick capture and retrieval |

Text Expander / Raycast instant prompt insertion via shortcuts | **ChatGPT Memory** persistent context across conversations

YOUR STARTER LIBRARY

Build your library around these categories. Full prompts for each are on the next page.

Writing & Communication	Thinking & Planning	Research & Analysis	Learning & Explaining
› Email Tone Adjuster	› Decision Clarifier	› Deep Research Request	› Concept Explainer
› Meeting Summary Generator	› Weekly Planning Session	› Competitive Analysis	› Teach Me Like I'm New
› Difficult Message Drafter	› Problem Breakdown	› Document Summarizer	› Counterargument Generator

QUICK START →   `"Help me create a prompt library. What categories should I start with for [my role]?"`

Meeting Summary Generator
WRITING & COMMUNICATION

```
Transform these meeting notes into a structured summary.

Meeting: [MEETING NAME] on [DATE]
Attendees: [LIST OF PEOPLE]
Raw Notes: [PASTE YOUR NOTES]

Output format:
1. Key decisions made (with who made them)
2. Action items (with owners and deadlines)
3. Open questions requiring follow-up
4. Next meeting topics (if any)

Keep it concise. Use bullet points. Flag anything unclear with [NEEDS CLARIFICATION].
```

→**Variables:** Yellow highlights show what changes each use

→**When it works:** Any meeting with notes you need to share

→**Time to use:** 30 seconds to fill in vs. 10 min to write fresh

→**Common tweak:** Add "in [AUDIENCE]'s language" for exec summaries

HOW TO DO IT

1. Capture What Works
When a prompt produces a great result, immediately copy it somewhere permanent. Don't trust yourself to remember.

2. Identify the Variables
Look at what would change if you used this prompt again. Mark those parts with [BRACKETS] so they're easy to spot and fill.

3. Organize by Use Case
Group prompts by when you'd use them: Writing, Research, Planning, Analysis. Make them findable in the moment you need them.

4. Iterate and Improve
Each time you use a prompt, note what worked and what didn't. Update the template. Your library gets better over time.

REAL-WORLD EXAMPLES

Weekly Status Email Library
Created three status email templates: one for executives (bullet points, metrics), one for peers (context + blockers), one for clients (progress + next steps). Pick the right one in 10 seconds, fill variables, done.

Meeting Summary System
Built a prompt that takes raw meeting notes and outputs decisions made, action items with owners, and open questions. Run it within 5 minutes of every meeting. Never miss a follow-up again.

Research Request Template
Templated the Deep Research prompt from Step 3 with variables for [TOPIC], [TIME PERIOD], and [OUTPUT FORMAT]. What used to take 10 minutes to write now takes 30 seconds to customize.

PRO TIPS

• Start small: capture your next 5 good prompts before building an elaborate system.

• Include "bad output" notes—what the prompt tends to get wrong so you know what to watch for.

• Use text expansion tools (TextExpander, Raycast) to insert prompts with keyboard shortcuts.

• Review monthly: delete prompts you never use, refine ones that almost work, duplicate what's great.

KEY INSIGHT
"Reaching Step 5 positions you in the top 1% of AI users. The difference isn't talent—it's systems. While others start fresh every time, you're building on proven foundations. Your AI results compound because your prompts compound."

Starter Prompt Library

Copy these prompts to start your personal library—then customize

WRITING & COMMUNICATION

Email Tone Adjuster
When you need to change how a message sounds

> Rewrite this email to be [MORE PROFESSIONAL / FRIENDLIER / MORE DIRECT / SHORTER]. Keep the main message but adjust the tone. Here's the original: [PASTE EMAIL]

Meeting Summary Generator
After any meeting with notes to process

> Turn these meeting notes into a clear summary with: (1) Key decisions made, (2) Action items with owners, (3) Open questions to resolve. Notes: [PASTE NOTES]

Difficult Message Drafter
When you're avoiding writing something hard

> Help me write a [MESSAGE TYPE] about [SITUATION]. I need to [GOAL] while maintaining [RELATIONSHIP/TONE]. Key points to include: [POINTS]. What I want to avoid: [CONCERNS].

THINKING & PLANNING

Decision Clarifier
When stuck between options

> I'm deciding between [OPTION A] and [OPTION B]. Ask me 5 questions that will help me understand what I actually want. Focus on surfacing my assumptions and values, not giving me advice.

Weekly Planning Session
Every Sunday evening or Monday morning

> Help me plan my week. My top 3 priorities are: [PRIORITIES]. Commitments I can't move: [FIXED]. What I'm worried about: [CONCERNS]. Ask me questions to clarify my focus, then suggest a simple structure for the week.

Problem Breakdown
When something feels overwhelming

> I'm facing this problem: [PROBLEM]. It feels overwhelming. Help me break it into smaller, concrete pieces. What are the actual components? What can I control vs. what can't I? What's the smallest next step?

RESEARCH & ANALYSIS

Deep Research Request
When you need comprehensive, sourced information

> Research [TOPIC] for me. Context: [WHY I NEED THIS]. Deliverable: [FORMAT— table, bullets, summary]. Requirements: cite sources, flag estimates, cover [TIME PERIOD]. Use reputable sources only.

Competitive Analysis
When evaluating market or options

> Compare [OPTION A], [OPTION B], and [OPTION C] on these dimensions: [CRITERIA]. Format as a table. Include pros/cons for each. Note which is best for [MY SPECIFIC SITUATION].

Document Summarizer
Before reading anything long

> Summarize this document in [3-5 bullets / one paragraph / key takeaways]. Focus on: [WHAT I CARE ABOUT]. Flag anything surprising or that contradicts common assumptions. Document: [PASTE]

LEARNING & EXPLAINING

Concept Explainer
When you need to understand something new

> Explain [CONCEPT] like I'm smart but new to this field. Use an analogy. Then tell me what most people get wrong about it and what the practical implications are.

Teach Me Like I'm New
When learning a skill or tool

> I want to learn [SKILL/TOOL]. I'm starting from [CURRENT LEVEL]. My goal is to [WHAT I WANT TO DO]. Give me a learning path with 3-5 steps, starting with what to do today.

Counterargument Generator
Before making a case or decision

> I believe [POSITION/DECISION]. Steelman the opposite view—give me the 3 strongest arguments against my position. Then tell me which counterargument is most likely to be right.

What separates prompts that work from prompts that frustrate

Most people write prompts like they're typing a search query—a few words and hope for the best. Good prompts are more like briefing a smart colleague: you give context, specify what you need, and explain what "done" looks like. The difference in output quality is dramatic.

A WELL-STRUCTURED PROMPT

1. Act as a senior marketing strategist.
2. I'm launching a B2B SaaS product for HR teams and need to identify our positioning.
3. Our main competitors are Workday and BambooHR. We're smaller but faster to implement.
4. Give me 3 positioning options, each with a one-line tagline and the key message for our homepage.
5. Format as a table so I can compare them side by side.
6. Keep the tone confident but not aggressive—we're the nimble alternative, not the disruptor.

1 Role / Persona
Sets the expertise level and perspective. "Senior strategist" gets different output than "intern."

2 Context / Background
What's the situation? Why do you need this? Gives AI the "why" behind your request.

3 Relevant Details
Specific information that shapes the answer. Constraints, competitors, requirements.

4 The Actual Ask
What do you want? Be specific about deliverables. "3 options" beats "some ideas."

5 Output Format
How should the answer be structured? Table, bullets, paragraphs, code block?

6 Tone / Constraints
How should it sound? What to avoid? Sets guardrails for style and approach.

SIX PRINCIPLES OF EFFECTIVE PROMPTS

Be Specific, Not Vague
Replace general requests with concrete details.

✗ "Write something about marketing"

✓ "Write 3 LinkedIn posts about B2B cold email"

Give Context
Explain who you are and why you need this.

✗ "Summarize this article"

✓ "Summarize for a CEO who has 2 minutes"

Define the Output
Tell AI what format and length you want.

✗ "Give me feedback on this"

✓ "Give me 5 bullet points of specific critique"

Show, Don't Just Tell
Provide examples of what good looks like.

✗ "Make it sound professional"

✓ "Match the tone of this example: [paste]"

Iterate, Don't Restart
Build on responses instead of starting over.

✗ [New chat] "Try again from scratch"

✓ "Good start. Make point 2 more concise"

Invite Questions
Let AI ask for clarification when needed.

✗ "Just do your best with what I gave you"

✓ "Ask me questions if you need more info"

COMMON MISTAKES TO AVOID

✗ **Being too brief** — One-line prompts get generic answers. **Fix: Add context and constraints.**

✗ **Not specifying format** — You get walls of text when you wanted bullets. **Fix: State the format explicitly.**

✗ **Accepting the first response** — First drafts are starting points. **Fix: Iterate with feedback.**

✗ **Asking for everything at once** — Complex requests get muddled responses. **Fix: Break into steps.**

✗ **Assuming AI knows your situation** — It doesn't have your context. **Fix: Provide background every time.**

✗ **Using jargon without explaining** — AI may interpret terms differently. **Fix: Define key terms.**

COPY & CUSTOMIZE

Fill in the [BRACKETS] with your specifics

1. Act as a [ROLE—e.g., senior analyst, experienced coach, technical writer].
2. I'm working on [SITUATION/BACKGROUND—what's the context?].
3. Key details: [CONSTRAINTS, REQUIREMENTS, SPECIFICS that matter].
4. I need you to [SPECIFIC DELIVERABLE—what exactly do you want?].
5. Format: [HOW should it be structured—table, bullets, paragraphs?].
6. Tone: [HOW should it sound? What to avoid?].

ROLE	CONTEXT	DETAILS	ASK	FORMAT	TONE
Who should AI be?	Why do you need this?	What specifics matter?	What exactly do you want?	How should it look?	How should it sound?

Know which AI to use for any task—stop defaulting to one tool for everything

WHAT THIS IS

Step 6 is where you stop being a "ChatGPT user" and become an "AI user." Each major model has distinct strengths: ChatGPT for breadth and plugins, Claude for writing and long documents, Gemini for Google integration and current info, Perplexity for cited research, Grok for real-time social data. Mastering multi-model means picking the right tool for each job—not forcing one tool to do everything.

WHY IT MATTERS

Most people use whatever AI they started with—usually ChatGPT—for everything. That's like owning only a hammer. Step 6 users get better results because they match tool to task. Need deep analysis of a 100-page PDF? Claude. Need real-time search with sources? Perplexity. Need to analyze a 2-hour video? Gemini. The difference in output quality is dramatic when you use the right model.

THE MAJOR MODELS AT A GLANCE

MODEL	BEST FOR	KEY STRENGTH	WHEN TO CHOOSE
ChatGPT	General tasks, Custom GPTs, plugins, daily driver	Ecosystem: Memory, GPTs, integrations, image generation	Default choice; when you need plugins or Custom GPTs
Claude	Writing, long documents, nuanced analysis, coding	Context window: 200K tokens—can read entire books/codebases	Long documents, better writing quality, thoughtful analysis
Gemini	Multimodal tasks, Google integration, video/image analysis, coding	Multimodal: Native image/video/audio understanding; 1M+ token context	Analyzing videos/images, Google Workspace, very long documents, coding
Perplexity	Research with citations, fact-checking, current events	Citations: Every claim linked to sources you can verify	Research you need to defend; when sources matter
Grok	Real-time X/Twitter data, trending topics, social pulse	Social data: Access to live X posts and trends	Social media research, trending analysis, brand monitoring

QUICK DECISION FRAMEWORK

Writing a long document
Use Claude
Better prose, larger context, remembers the whole document

Research with sources
Use Perplexity
Every claim cited, easy to verify, built for research

Analyzing a YouTube video
Use Gemini
Native video understanding, can analyze hours of content

Building a custom assistant
Use ChatGPT
Custom GPTs let you create specialized tools

Analyzing a 50-page PDF
Use Claude
200K context window handles entire documents

What's trending on X right now?
Use Grok
Real-time access to X/Twitter data and trends

HOW TO DO IT

1. Set Up All Models
Create accounts for ChatGPT, Claude, Gemini, and Perplexity. Free tiers work for testing; upgrade your primary 1-2.

2. Run the Same Task Across Models
Give the same prompt to 2-3 models. Compare outputs. Notice what each does better. This builds intuition.

3. Match Tool to Task Type
Before starting any AI task, spend 5 seconds asking: "Which model is best for this?" Use the framework above.

4. Build Your Selection Guide
Document your own preferences. Which models work best for your specific tasks? Create your personal cheat sheet.

REAL-WORLD EXAMPLES

Triangulating Important Research
Ran the same market research query through ChatGPT, Claude, and Perplexity. Each surfaced different insights. Combined the best of all three for a comprehensive report with verified sources.

Long Document Analysis
Needed to analyze a 75-page contract. ChatGPT couldn't hold the whole thing. Switched to Claude, uploaded the full PDF, got detailed analysis with specific clause references.

Video Analysis at Scale
Needed to review a 90-minute recorded presentation for key takeaways. Uploaded to Gemini, asked for timestamps of main topics and a summary of each section. Got a detailed breakdown in minutes.

PRO TIPS

- For critical decisions, triangulate: run the same query across 3 models and compare results.
- Gemini's 1M+ token context window is largest—use it for massive documents or video analysis.
- Don't pay for all of them—pick 2 to upgrade based on your most common tasks.
- Claude generally writes better prose; ChatGPT is more versatile; Perplexity is most transparent.
- Perplexity Pro gives you access to multiple models (GPT-4, Claude) within one interface.
- When a model struggles, don't keep retrying—switch models instead.

> ### KEY INSIGHT
> "*Step 6 is the course midpoint—and a crucial mindset shift. You stop asking 'How do I get ChatGPT to do this?' and start asking 'Which AI does this best?' That question alone separates casual users from power users.*"

Build specialized AI assistants that know your context and work the way you do

WHAT THIS IS

Custom GPTs are specialized AI assistants you create in ChatGPT. Instead of explaining your context every conversation, you build it in once. Upload documents it should know, define how it responds, set its personality. Think of it as training a team member who never forgets their briefing and is always available.

WHY IT MATTERS

Every time you explain context to AI, you waste time and tokens. Custom GPTs eliminate that friction. Your "Writing Coach" already knows your style guide. Your "Meeting Prep" GPT knows your role and who you meet with. Your "Strategy Advisor" has your company goals loaded. Faster, more consistent, more personalized outputs—every time.

TOOLS

ChatGPT Plus required for creating Custom GPTs | **GPT Builder** conversational interface to create GPTs |
Knowledge Upload PDFs, docs, data files your GPT can reference | **Custom Instructions** define behavior, personality, constraints

CUSTOM GPT IDEAS TO BUILD

Digital Twin Writes in your voice and style. Upload past writing, define your tone. Use for drafts you'll polish.	**Meeting Prep Assistant** Knows your role and key relationships. Generates agendas, talking points, and follow-ups.	**Strategy Advisor** Loaded with company goals and strategic frameworks. Pressure-tests your thinking.
Writing Coach Knows your style guide and common mistakes. Reviews drafts with specific feedback.	**Onboarding Guide** Upload company docs, policies, and FAQs. New hires get instant answers.	**Research Analyst** Specialized in your industry. Knows key players, terminology, and trusted sources.

CUSTOM GPT INSTRUCTIONS TEMPLATE

```
Role: You are [NAME], a [ROLE/EXPERTISE]. You work as my personal [FUNCTION—e.g., "writing coach," "strategy advisor"].

Context: [BACKGROUND about who you're helping—e.g., "I'm a product manager at a B2B SaaS company"]

Your Knowledge: You have access to [UPLOADED DOCUMENTS—e.g., "my brand guidelines," "product docs," "past writing samples"]

How You Respond:
- [BEHAVIOR 1—e.g., "Always ask clarifying questions before diving in"]
- [BEHAVIOR 2—e.g., "Keep responses concise unless I ask for detail"]
- [BEHAVIOR 3—e.g., "Match my casual but professional tone"]

What You Never Do:
- [CONSTRAINT—e.g., "Don't use corporate jargon or buzzwords"]
- [CONSTRAINT—e.g., "Don't give generic advice—be specific to my situation"]
```

QUICK START → ChatGPT → Explore GPTs → Create → Describe what you want in plain English

HOW TO DO IT

1. Identify Your Use Case
What do you repeatedly explain to AI? What context do you always provide? That's your first Custom GPT.

2. Gather Your Materials
Collect documents your GPT should know. Style guides, past work, company docs, examples of good output.

3. Build in GPT Builder
Use the conversational builder or write instructions directly. Upload knowledge files. Test as you go.

4. Test and Iterate
Use it for real tasks. When it gets something wrong, update the instructions. Good GPTs evolve over time.

PRO TIPS

- Start with one GPT you'll actually use daily. Don't build five at once—build one that works.
- Include "what you never do" constraints. Negative instructions are often clearer than positive ones.
- Test with edge cases. Ask weird questions to see how your GPT handles the unexpected.

- Upload examples of good output, not just instructions. Show the GPT what success looks like.
- Keep instructions under 1,500 words. Longer instructions often get partially ignored.
- Share useful GPTs with your team. One person's Custom GPT can become the whole team's tool.

KEY INSIGHT

"Custom GPTs are where AI stops being a tool you use and becomes a team you've built. Each GPT is a specialist who knows your context, speaks your language, and is ready to work the moment you need them. The ROI compounds every time you use them."

Integrations

Weave AI into your daily tools so it's always there when you need it

WHAT THIS IS

Step 8 is where AI stops being "another tab" and becomes part of how you work. Instead of copying text to ChatGPT and back, AI lives inside your email, documents, calendar, and browser. You connect your tools so AI can read your context and act on it directly. This is the shift from "using AI" to "AI-augmented work."

WHY IT MATTERS

Once AI connects to your tools, it becomes your personal search engine for your own data. "Find all emails about the Q3 budget." "What meetings do I have with vendors this month?" "What did we decide about pricing?" AI searches, aggregates, and synthesizes across your inbox, calendar, and documents—surfacing answers that would take hours to find manually.

TOOLS

ChatGPT Integrations Gmail, Calendar, Drive connections | **Gemini in Workspace** native AI in Google Docs, Sheets, Gmail |

Microsoft Copilot AI in Word, Outlook, Excel, Teams | **Zapier / Make** connect any app to AI workflows

HIGH-VALUE INTEGRATIONS TO SET UP

Email + AI
Search across your inbox for key info. "Find all emails about the Johnson project." Summarize threads, aggregate updates, extract action items.

Calendar + AI
"What meetings do I have about budgets this month?" Find patterns, prep for specific people, get context on recurring meetings.

Cross-Tool Search
Ask questions across email, calendar, and docs at once. "What did we decide about pricing?" AI searches everything and synthesizes.

Documents + AI
Write, edit, and summarize inside Google Docs or Word. Search across your Drive to find and combine related content.

Notes + AI
Connect Notion, Obsidian, or Apple Notes. AI finds related notes, synthesizes themes, and surfaces forgotten context.

Slack/Teams + AI
Summarize channels, find decisions buried in threads, aggregate updates across projects into one briefing.

PERSONAL OPERATING SYSTEM PROMPT

```
Help me design my "Personal AI Operating System." I want to integrate AI into my daily workflow.

Tools I use daily: [LIST—e.g., "Gmail, Google Calendar, Google Docs, Slack, Notion"]

My role: [CONTEXT—e.g., "I'm a marketing manager who spends 40% of time in meetings and email"]

Biggest time sinks: [PAIN POINTS—e.g., "Writing emails, preparing for meetings, keeping notes organized"]

What I want: Recommend specific integrations I should set up, in priority order. For each one, tell me: what it does, how to
set it up, and what daily workflow it enables.
```

QUICK START → "What AI integrations should I set up for [my role] who uses [my tools]?"

HOW TO DO IT: CONNECT CHATGPT TO YOUR TOOLS

1. Open ChatGPT Settings
Click your profile → Settings → Connected Apps. This is where you manage all integrations.

2. Connect Google Account
Add Gmail, Google Calendar, and Google Drive. Sign in with Google and grant permissions for each.

3. Start Asking Questions
Try: "What meetings do I have tomorrow?" or "Find emails from Sarah about the project." ChatGPT now searches your data.

4. Build Search Habits
Use it daily. "Summarize this week's client emails." "What did I commit to in yesterday's meetings?"

REAL-WORLD EXAMPLES

Weekly Client Roundup
"Summarize all emails and meetings about Acme Corp this week." AI searched inbox, calendar, and notes—delivered a one-page briefing in 30 seconds.

Finding Lost Decisions
"When did we decide to change the launch date?" AI searched across months of email threads and Slack, found the decision and who made it.

Meeting Prep Intelligence
Before a quarterly review, asked: "What has Sarah mentioned as concerns in our last 5 meetings?" Got a synthesis of themes to address proactively.

PRO TIPS

- Start with one integration and use it for a week before adding more. Build habits, not complexity.
- Gemini works best if you're already in Google Workspace. Copilot works best in Microsoft 365.
- Zapier's free tier handles simple automations. Upgrade only when you hit limits.
- ChatGPT's Gmail/Calendar integration requires you to grant permissions—review what you're sharing.
- Browser extensions like Monica, Merlin, or ChatGPT Sidebar add AI to any webpage instantly.
- Your "Personal Operating System" should feel effortless. If it's complicated, simplify it.

KEY INSIGHT

"The best AI system is invisible. When AI is integrated into your tools, you stop thinking about 'using AI' and start just getting things done faster. That's the goal: AI as infrastructure, not another app to manage."

AI Tools Ecosystem

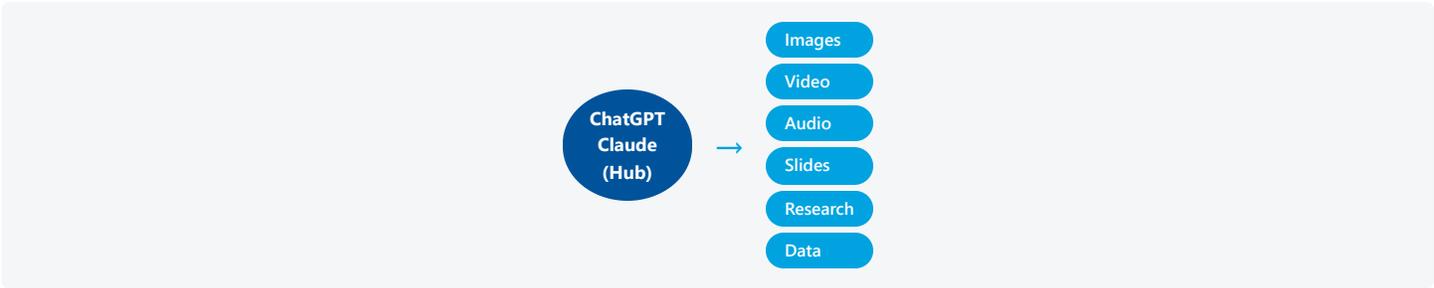Discover specialized tools that do specific jobs better than general-purpose AI

WHAT THIS IS

Step 9 expands your AI capabilities beyond ChatGPT and Claude. You'll discover specialized tools built for specific tasks: image generation, video creation, presentation design, audio production, research, and more. These tools aren't replacements for general AI—they're specialists you call for specific jobs. A photographer doesn't use one lens for everything. A chef doesn't use one knife. Power users know which AI tool to reach for when.

> *"Stop thinking in 'apps' and start thinking in systems."*

THE HUB-AND-SPOKE MODEL

Think of your AI tools as a hub-and-spoke system. **Your hub** is a general-purpose AI—ChatGPT or Claude—your daily thinking partner for text, planning, analysis, and coordination. You use it for most tasks: drafting, editing, brainstorming, coding, answering questions. **Your spokes** are specialized tools you call for specific creative or technical jobs where a purpose-built tool dramatically outperforms general AI.

```
                    ChatGPT              Images
                    Claude     →         Video
                    (Hub)                Audio
                                         Slides
                                         Research
                                         Data
```

Why spokes exist: General AI can generate images (DALL-E in ChatGPT), but Midjourney produces higher quality. General AI can help with research, but Perplexity provides citations and real-time search. General AI can draft slides, but Gamma creates fully-designed decks instantly. The hub handles 80% of your work; spokes handle the 20% where specialists shine.

VISUAL CREATION TOOLS

🎨 Image Generation

Midjourney	Highest quality, artistic. Web interface available. Best for marketing, creative work.
DALL-E 3	Fast, built into ChatGPT. Great for quick iterations and conversational creation.
Nano Banana	Product mockups and creative designs. Generates realistic product photos and marketing visuals.
Ideogram	Best at text in images. Logos, signs, graphics with readable text.
Stable Diffusion	Open-source, customizable. Run locally or via services. Full control.

🎬 Video Creation

Runway	AI video generation. Text-to-video, image-to-video, Gen-3 model.
HeyGen	AI avatar videos. Create spokesperson videos without filming.
Synthesia	Enterprise AI avatars. Training videos, presentations, multilingual content.
Descript	Edit video by editing transcript. Remove words to remove from video.
CapCut	AI video editing with auto-captions, effects, and templates.

DESIGN & PRESENTATIONS

📊 Presentations

Gamma	Full decks from outline. AI generates slides, designs, and layouts. Easiest to learn.
Beautiful.ai	Smart slide templates that auto-format as you type. Professional look.

✏️ Design Tools

Canva AI	Magic Studio generates images, removes backgrounds, expands photos.
Figma AI	UI/UX design assistance. Auto-layout, component suggestions, prototyping.
Framer	AI website design. Describe your site, get a functional prototype.
Adobe Firefly	AI image generation trained on licensed content. Commercial safe.

AUDIO & WRITING TOOLS

🎙️ Audio Production

ElevenLabs	Realistic AI voices. Clone your voice or use premade. Voiceovers, narration.
Descript	Podcast editing by editing transcript. Remove filler words automatically.
Otter.ai	Live transcription for meetings. Auto-generates summaries and action items.

✍️ Writing & Copy

Grammarly	Writing enhancement with AI suggestions. Tone, clarity, conciseness.
Writer	Enterprise AI writing with brand voice enforcement. Team governance.

RESEARCH & DATA TOOLS

🔍 Research

Perplexity — AI search with citations. Quick answers with source links. Best for general research.

You.com — AI search engine with multiple modes. Research, code, writing, image gen in one tool.

NotebookLM — Upload your own documents, ask questions across them. Synthesizes your sources.

Elicit — Academic research. Extract findings from papers, compare studies, literature review.

📈 Data Analysis

Julius AI — Upload data, ask questions. Creates visualizations and analysis automatically.

Excel Copilot — AI in spreadsheets. Formula suggestions, data insights, pivot tables.

Google Sheets AI — Gemini in Sheets. Formulas, data analysis, charts from prompts.

DECISION FRAMEWORK: WHICH TOOL WHEN?

Marketing visuals?
Midjourney (artistic) or Canva AI (quick)

Product photos?
DALL-E (fast) or Midjourney (quality)

Slide deck?
Gamma (AI-gen) or Beautiful.ai (templates)

Video content?
Runway (editing) or HeyGen (avatars)

Podcast editing?
Descript (all-in-one audio/video)

Voiceover?
ElevenLabs (realistic AI voices)

Meeting notes?
Otter.ai

Data visualization?
Julius AI

Research synthesis?
Perplexity, You.com, or NotebookLM

Team AI workshop?
Cove.ai (collaborative AI canvas)

Visual brainstorming?
Miro AI or Notion AI

REAL WORKFLOW EXAMPLES

Content Creator Workflow

1. **ChatGPT:** Plan content calendar and write drafts
2. **Midjourney:** Create custom images for posts
3. **Gamma:** Turn top posts into slide decks
4. **ElevenLabs:** Create audio version of content
5. **Descript:** Edit into short video clips

Result: Multi-format content from one idea

Consultant Workflow

1. **Perplexity:** Quick industry research with sources
2. **Julius AI:** Analyze client data, create charts
3. **Gamma:** Build client presentation deck
4. **Otter.ai:** Transcribe client meetings
5. **ChatGPT:** Draft follow-ups and action items

Result: Faster, more polished deliverables

BUILD YOUR PERSONAL AI TOOLKIT

Organize tools by how often you use them:

Daily Drivers
Use multiple times per day. ChatGPT/Claude as your hub. Maybe Otter for meetings, Grammarly for writing.

Weekly Tools
Use 1-3x per week. Gamma for presentations, Midjourney for images, Julius for data analysis.

Occasional Tools
Monthly or project-based. Runway for video, ElevenLabs for voiceovers, HeyGen for avatar videos.

HOW TO START: 4-WEEK PLAN

- **Week 1:** Try 3 tools—one image (Midjourney/DALL-E), one presentation (Gamma), one audio (Otter/ElevenLabs).
- **Week 3-4:** Integrate into workflow. Make it your default for that task type. Build the habit.

- **Week 2:** Build something real with your favorite. 5 actual images, 1 real presentation, 1 real project.
- **Ongoing:** Document your toolkit. What works, what doesn't. Refine based on actual use.

PRO TIPS

- Start with ONE tool per category you actually need. Master it before adding more.

- Midjourney now has a web interface. Produces the highest quality images. Worth the learning curve.

- Descript is exceptional if you do any podcasting or video—edit audio by editing text.

- Gamma's free tier is generous. Start there for presentations before paying for alternatives.

- DALL-E 3 inside ChatGPT is the fastest path—just type "create an image of..." in your conversation.

- Most tools have free tiers. Try before committing. Invest in learning a few tools deeply rather than many tools shallow.

KEY INSIGHT

"Power users don't use one AI for everything. They build a toolkit of specialists—each tool chosen for a specific job. The goal isn't to learn every tool; it's to know which tool to reach for when you need marketing images vs. meeting transcripts vs. data visualization. Master the specialists that match YOUR work."

Multi-Modal AI

Stop typing—talk to AI, show it things, and work hands-free

WHAT THIS IS

Step 10 unlocks AI beyond the keyboard. You can talk to AI like a colleague, show it what you're looking at, share your screen for real-time help, and dictate text at 3x typing speed. This isn't a gimmick—it's a fundamental shift in how you interact. The right input mode for the right moment transforms how fast you work.

WHY IT MATTERS

This is likely to be a huge unlock—and it feels uncomfortable at first. But push through. Here's the real breakthrough: you can speak in a stream of consciousness and AI organizes your thoughts for you. No more crafting emails word-by-word. Talk at your brain's pace, let AI structure it. This is where AI stops being "software" and becomes something different—an assistant embedded in your life in ways computers never were.

TOOLS

Whispr Flow system-wide dictation at 3x typing speed | **ChatGPT app** voice + live video on mobile | **Gemini** voice + live video on mobile | **Google AI Studio** desktop screen sharing

THE FOUR MODES

1. Dictation
Whispr Flow

Speak and your words appear as text—anywhere. Whispr Flow works system-wide: emails, documents, Slack, browser forms, any text field. Hold a hotkey, speak naturally (including punctuation), release. Text appears instantly. This is pure speed: 3x faster than typing for most people.

Best for: Long emails, meeting notes, document drafts, any text where you know what to say

2. Voice Conversation
ChatGPT Voice, Gemini Live

Have a real back-and-forth conversation with AI. Unlike dictation (which just transcribes), voice conversation is interactive—AI listens, responds, and you can interrupt naturally. Think of it as calling a smart colleague. Works while walking, driving, cooking, exercising.

Best for: Brainstorming, thinking out loud, hands-free work, exploring ideas conversationally

3. Vision (Live Video)
ChatGPT app, Gemini mobile

Turn on your phone camera while talking to AI—it sees what you're seeing in real-time and can guide you through tasks. Fixing a broken sink? Cooking a new recipe? Organizing a space? AI watches and talks you through it, hands-free. This is conversational help with vision, not uploading photos.

Best for: Repairs, cooking, DIY projects, real-time guidance for physical tasks

4. Screen Sharing
Google AI Studio (desktop)

Share your computer screen and let AI see what you see in real-time. AI watches as you navigate software, can see your cursor, and provides live guidance. Like having an expert looking over your shoulder while working on your computer.

Best for: Learning new software, debugging, Excel formulas, getting unstuck on computer tasks

WHEN TO USE EACH MODE

Writing Faster

Use **Dictation**. Long email? Dictate it in 2 minutes instead of 15. Meeting notes? Speak them as you go. First drafts of any document.

Thinking Through Problems

Use **Voice Conversation**. Walk and talk through a decision. Brainstorm while commuting. Process ideas without typing.

Getting Real-Time Guidance

Use **Vision (Live Video)**. Turn on Gemini's camera while fixing something. "I'm looking at this broken faucet, what should I try?" AI sees it and guides you.

Getting Unstuck in Software

Use **Screen Sharing**. Share your screen with Gemini Live. "Help me figure out how to do X." Get real-time guidance.

KEY DISTINCTION: DICTATION VS VOICE CONVERSATION

DICTATION		VOICE CONVERSATION
What it does: Converts speech to text		**What it does:** Two-way dialogue with AI
AI involvement: None—just transcription	VS	**AI involvement:** Full—AI thinks, responds, debates
Output: Text appears where your cursor is		**Output:** AI speaks back to you
Tool: Whisp Flow		**Tool:** ChatGPT Voice, Gemini Live
Use when: You know what to say and want it typed fast		**Use when:** You want to think out loud or need AI input

START HERE: INSTALL WHISPR FLOW TODAY

Whispr Flow has the highest immediate ROI. Download from whispr.flow → Set a hotkey (Ctrl+Space works well) → Dictate your next long email instead of typing it. You'll feel the speed difference immediately. Once you've experienced 3x faster text entry, you'll never go back.

Practical guides for each mode

HOW TO DO IT

Dictation with Whispr Flow

whispr.flow | Works on Mac & Windows

1. Download and install Whispr Flow from whispr.flow

2. Set your hotkey in preferences (Ctrl+Space or Option+Space)

3. Click any text field, hold the hotkey, and speak naturally

4. Release the hotkey—your text appears instantly

→Speak punctuation naturally: "period" "comma" "new paragraph" "question mark"

→Ideal for: emails over 100 words, meeting notes, first drafts, documentation

→Works everywhere: Slack, Gmail, Google Docs, browser forms, any app

→Speed gain: Most people dictate 150 WPM vs typing 40 WPM = 3-4x faster

Voice Conversation

ChatGPT Voice (mobile + desktop) | Gemini Live (mobile)

1. Open ChatGPT app and tap the headphone icon (or use Gemini Live)

2. Start talking naturally—no need to be formal or precise

3. Interrupt anytime by just speaking—AI will stop and listen

4. Have a real conversation: explore, clarify, go deeper

→Great conversation starter: "Help me think through a decision I'm facing..."

→Gemini Live has longer memory and better at sustained conversation

→Works hands-free: while walking, driving, cooking, exercising

→Switch to text when you need precise output or complex formatting

Vision Mode (Live Video)

ChatGPT app | Gemini mobile — AI sees what you're seeing in real-time

1. Open ChatGPT or Gemini app on your phone and start a voice conversation

2. Turn on video mode—your camera activates and AI can see what you're looking at

3. Talk naturally: "I'm looking at this broken sink. What should I try?" AI sees it and responds

4. Have a back-and-forth conversation while AI watches—it's like having an expert with you

→This is conversational vision—AI sees what you see and talks you through it, hands-free

→Perfect for: fixing things, cooking new recipes, organizing spaces, DIY projects

→Both ChatGPT app and Gemini support live video on mobile

→Clear lighting and steady camera angle get better results

Screen Sharing

Google AI Studio (desktop) | Gemini (mobile)

1. Open Google AI Studio on desktop or Gemini on mobile

2. Enable screen sharing—AI Studio sees your desktop, Gemini sees your phone screen

3. Ask for help: "Watch my screen and help me figure out how to..."

4. Navigate as AI guides you in real-time

→Google AI Studio shares your computer screen, Gemini shares your phone screen

→Privacy: Don't share screens with sensitive data visible

→Perfect for: Excel formulas, unfamiliar software, debugging, mobile app tutorials

→Both provide real-time guidance while you work

REAL-WORLD EXAMPLES

10x Email Speed
Used Whispr Flow to dictate a 500-word project update in 2 minutes. Would have taken 15+ minutes typing.

Walking Brainstorm
30-minute walk with ChatGPT Voice. Talked through a strategic decision. Arrived with clarity and a plan.

Menu Translation
In Japan, pointed camera at menu. Gemini translated everything and flagged dishes with my allergens.

Excel Debugging
Stuck on a complex formula. Shared screen with Gemini Live. It spotted the error and walked me through the fix.

Contract Analysis
Photographed a 10-page contract. Uploaded to Claude. "What are the key terms I should negotiate?"

Hands-Free Cooking
Cooking with flour-covered hands. "Hey ChatGPT, convert 180 celsius to fahrenheit." No touching required.

WHICH TOOL SUPPORTS WHAT?

TOOL	DICTATION	VOICE CHAT	LIVE VIDEO	SCREEN SHARE
Whispr Flow	Best-in-class	—	—	—
ChatGPT app	—	Yes (mobile+desktop)	Yes — mobile only	—
Gemini	—	Yes (mobile)	Yes — mobile only	Mobile screen share
Google AI Studio	—	—	—	Desktop only

MAKING IT STICK: BUILD THE HABITS

WEEK 1
Install Whispr Flow. Dictate every email over 50 words. Notice the time saved.

WEEK 2
Try one voice conversation during a walk or commute. Think out loud about a real decision.

WEEK 3
Upload an image to ChatGPT or Claude. Photo a document, menu, or whiteboard. Ask questions.

WEEK 4
Try screen sharing when stuck in software. Let Gemini Live guide you through something new.

KEY INSIGHT

"Multi-modal AI is where your relationship with AI fundamentally changes. Talking to your computer feels strange at first. But push through—AI stops being a tool you visit and becomes an assistant that's everywhere. The keyboard was the barrier. Now it's gone."

AI Power User Field Guide
Step 10 of 14 (cont'd) — Page 17
Mike Gross • aipowercurve.com

Structured Systems

Embed AI into your rhythms—daily, weekly, monthly, quarterly

WHAT THIS IS

Step 11 is where AI moves from "tool you use sometimes" to "structure behind your momentum." Power users don't just know *how* to use AI—they know *when*. You embed AI into predetermined rhythms: morning briefings, weekly planning, monthly reviews, quarterly strategy. AI becomes scheduled infrastructure, not random requests.

WHY IT MATTERS

Random AI use produces random value. Structured AI use produces compounding returns. It's like the difference between going to the gym when you feel like it vs. having a workout schedule. When AI is embedded in your calendar, it becomes indispensable—a personal operating system that runs automatically.

SCHEDULE IT IN YOUR CALENDAR

If it's not scheduled, it won't happen. Create recurring calendar events for each AI rhythm. Include the prompt directly in the calendar event description so you can copy-paste it instantly.

DAILY	WEEKLY	MONTHLY	QUARTERLY
7:00 AM • 2 min	Sun 7 PM • 10 min	Last Fri • 30 min	1st Mon • 90 min
Morning briefing before inbox	Plan week ahead	Review and reset	Strategic planning

AD-HOC VS STRUCTURED AI USE

AD-HOC APPROACH	STRUCTURED APPROACH
✗ Use AI when you remember	✓ AI at predetermined moments
✗ Inconsistent results	✓ Consistent, reliable results
✗ Value plateaus over time	✓ Value compounds over time
✗ Easy to abandon when busy	✓ Becomes indispensable habit
✗ AI feels like extra work	✓ AI feels like infrastructure

COPY-PASTE PROMPTS (ADD THESE TO YOUR CALENDAR EVENTS)

DAILY MORNING
```
Good morning. Daily briefing:
1. CALENDAR — What's on my schedule today? Which meetings matter most?
2. EMAIL — Summarize unread emails. Flag top 3 that need responses.
3. PRIORITIES — What are my top 3 priorities today? What should I tackle first?
4. PREP — What needs preparation today? Any follow-ups I owe?
Keep it concise. 2-minute read max.
```

WEEKLY PLAN (SUN/MON)
```
Weekly planning:
1. CALENDAR — What's on my schedule this week? What are the 3 most important events?
2. GOALS — What are my 3 priorities for this week? What would make this week successful?
3. OBSTACLES — What might get in the way? What should I delegate or defer?
4. PREP — What prep work do I need? Any deadlines approaching?
```

FRIDAY REVIEW
```
Weekly review:
1. WINS — What went well this week? What am I proud of?
2. LESSONS — What didn't go as planned? What would I do differently?
3. NEXT WEEK — Based on this week, what should I prioritize next?
4. CAPTURE — Here are my notes from the week: [brain dump]
Be honest. Focus on learning.
```

MONTHLY RESET
```
Monthly review:
1. PROGRESS — What did I accomplish? How did I spend my time?
2. PATTERNS — What worked well? What consumed time without adding value?
3. NEXT MONTH — What should I prioritize? What should I stop doing?
4. GOALS — How am I tracking against quarterly goals? Adjustments needed?
```

PRO TIP → Paste these prompts directly into your calendar event descriptions for instant copy-paste access

HOW TO DO IT

1. Pick One Cadence
Start with daily morning only. Copy the prompt above. Commit to 21 days before adding more.

2. Create Calendar Event
Create a recurring event. Paste prompt in description. Set a 5-min reminder.

3. Do It Every Day
When reminder pops, open AI, paste prompt, read briefing. 2 minutes. Don't skip.

4. Add Weekly After 3 Weeks
Once daily is automatic, add Sunday planning. Then Friday review. Build gradually.

REAL-WORLD EXAMPLES

Executive Morning Routine
Every morning at 7am: AI summarizes inbox, highlights key meetings, suggests top 3 priorities. 2-minute read over coffee.

Friday Review Ritual
Every Friday at 4pm: 10-minute session reviewing wins, lessons, next week's priorities. Patterns emerge you'd miss otherwise.

Quarterly Strategy Session
Start of each quarter: 90-minute deep session to review progress, set themes, align projects. Strategic clarity for 90 days.

PRO TIPS

- Store each prompt in its calendar event description. Copy-paste eliminates friction.
- Start with daily only. Adding all cadences at once is the fastest way to abandon them.
- Create a Custom GPT for each cadence with your context pre-loaded.
- Set reminders 5 min before. The notification becomes your trigger to open AI.
- 21 days to build a habit. Commit to 3 weeks before deciding if it works.
- Connect AI to calendar and email (Step 8) to make briefings truly powerful.

KEY INSIGHT

"If it's not on your calendar, it won't happen. Power users schedule their AI sessions like they schedule meetings—with a time, a reminder, and a ready-to-go prompt. That's the difference between 'I should use AI more' and actually doing it every day."

BUILD YOUR AI TEAM: ONE CUSTOM GPT PER CADENCE

Don't just use prompts—build specialized AI teammates. Each Custom GPT knows your context, goals, and style. When you sit down for your daily briefing, your Daily GPT already knows your role, priorities, and preferences. No re-explaining. Just results.

Daily Chief of Staff

Knows your role, calendar patterns, and communication style. Delivers morning briefings and captures evening notes. Pre-loaded with your top priorities and key relationships.

Instructions: *"You are my daily chief of staff. You know I'm a [role] at [company]. My top priorities are [X, Y, Z]. Each morning, give me a 2-min briefing. Each evening, help me capture what happened."*

Weekly Strategist

Runs Sunday planning and Friday reviews. Tracks weekly themes, helps block focus time, and identifies patterns across weeks. Remembers what you committed to.

Instructions: *"You are my weekly strategist. Help me plan weeks that move toward my goals. Ask about wins, lessons, and priorities. Challenge me if I'm overcommitting."*

Monthly Advisor

Conducts 30-minute monthly resets. Looks for patterns in how you spend time, surfaces what's working, and recommends course corrections. Tracks habits and progress.

Instructions: *"You are my monthly advisor. At month-end, help me see patterns. What consumed time without adding value? What should change? Be direct and honest."*

Quarterly Coach

Runs 90-minute strategic sessions. Loaded with your annual goals. Helps set quarterly themes, align projects to priorities, and make hard tradeoff decisions.

Instructions: *"You are my quarterly coach. My annual goals are [list]. Each quarter, help me choose themes and projects that drive toward those goals. Push back on scope creep."*

YOUR COMPLETE CALENDAR SYSTEM

Set up these recurring calendar events. Each event description contains: (1) which Custom GPT to use, (2) the prompt to kick off the session, and (3) what to capture. This is your personal operating system.

EVENT	WHEN	GPT	WHAT HAPPENS
Morning Briefing	Daily 7:00 AM 2-3 min	Daily Chief of Staff	Open GPT, paste prompt, get briefing on calendar + email + priorities. Copy top 3 to your task list.
Evening Capture	Daily 5:30 PM 2 min	Daily Chief of Staff	Brain dump what happened today. GPT organizes notes, flags follow-ups, and preps tomorrow's briefing context.
Week Planning	Sunday 7:00 PM 10 min	Weekly Strategist	Review calendar, set 3 priorities, block focus time. GPT challenges if the week looks overloaded.
Week Review	Friday 4:00 PM 10 min	Weekly Strategist	What worked? What didn't? What patterns? GPT synthesizes and suggests what to prioritize next week.
Monthly Reset	Last Friday 3:00 PM 30 min	Monthly Advisor	Deep review of the month. Time audit. What to stop, start, continue. Set theme for next month.
Quarterly Strategy	1st Monday of Q 90 min	Quarterly Coach	Review progress on annual goals. Set quarterly theme. Choose 3-5 key projects. Align everything.

IMPLEMENTATION: START HERE

WEEK 1

Build Daily Chief of Staff GPT. Create morning briefing calendar event. Do it every day.

WEEK 2

Add evening capture event. Keep using morning briefing. Notice how context builds.

WEEK 3

Build Weekly Strategist GPT. Add Sunday planning + Friday review events.

WEEK 4+

Add Monthly Advisor GPT. Do your first monthly reset. Then add Quarterly Coach.

THIS IS HOW 10XYOURSELF.AI WORKS

This structured system is exactly what powers 10xYourself.ai—a platform built on these principles. Every user has AI touchpoints at each cadence level: daily clarity, weekly planning, monthly reflection, quarterly strategy. The result is a complete personal operating system. You can build the same thing yourself using Custom GPTs and calendar events. The structure creates the results.

KEY INSIGHT

"Your AI team doesn't need to be hired, trained, or managed. Build four Custom GPTs, schedule six recurring calendar events, and you have a personal operating system that compounds your effectiveness every single day. This is where AI stops being a tool and becomes infrastructure."

Autonomous Agents & Automations
AI that works while you sleep—start simple, scale up

START HERE: CHATGPT SCHEDULED TASKS

Before diving into complex automation platforms, start with ChatGPT's built-in scheduled tasks. Zero coding, 2 minutes to set up, works with your existing Google accounts. This is the easiest entry point to autonomous AI.

WHAT THIS IS

Step 12 is where AI stops waiting for your prompts and starts working independently. The simplest version? ChatGPT Scheduled Tasks—AI that runs on a schedule you set, connected to your Gmail, Calendar, and Drive. No code, no third-party tools, just "do this thing every morning." It's automation for everyone.

WHY IT MATTERS

Every previous step required you to initiate the interaction. Step 12 inverts that relationship. Instead of you asking AI for help, AI proactively delivers value—your daily briefing appears automatically, your calendar gets summarized before meetings, important emails get flagged. You set it up once, it works forever.

TOOLS FOR PAGE 1

ChatGPT Scheduled Tasks built-in automation, zero coding required | **Google Account** connects Gmail, Calendar, Drive |

ChatGPT Plus $20/mo includes scheduled tasks

YOUR FIRST SCHEDULED TASK: DAILY BRIEFING

Set Up in ChatGPT
2 minutes

1

Open ChatGPT and connect your Google account (Gmail, Calendar, Drive)

2

Type: "Create a daily briefing that runs every morning at 7am"

3

Tell it what to include: calendar, emails, priorities

4

Confirm the schedule and let it run

RESULT: Wake up to a personalized briefing every morning—automatically generated while you slept

SAMPLE PROMPT TO GET STARTED

```
Create a scheduled task that runs every weekday at 7am. Check my Gmail for important emails and VIP contacts. Check my Google Calendar for today's
meetings. Create a morning summary with: (1) Today's schedule at a glance, (2) Urgent emails to respond to first, (3) One thing to prepare for
based on my calendar. Keep it concise—bullet points only.
```

6 SCHEDULED TASKS TO SET UP TODAY

Morning Briefing

7am daily: Today's calendar, important emails, and top priorities. Start every day prepared without lifting a finger.

Meeting Prep

30 min before meetings: Pull relevant docs from Drive, summarize past email threads with attendees. Walk in prepared.

Email Digest

6pm daily: Summary of all emails received today, sorted by urgency. Never miss something important buried in your inbox.

Weekly Review

Friday 4pm: What you accomplished this week based on calendar and emails. Ready for your own reflection or status report.

Tomorrow Preview

9pm nightly: What's on deck for tomorrow. Any conflicts to resolve? Any prep needed tonight?

Document Updates

Check specific Drive folders for changes. Get notified when key documents are updated by collaborators.

MORE IDEAS FOR SCHEDULED TASKS

> Daily summary of unread emails from specific senders

> Monday morning: summarize last week's calendar activity

> Daily scan for emails containing specific keywords (invoices, contracts)

> Weekly birthday/anniversary reminders from contacts

> End of month: compile emails related to a specific project

> Weekly roundup of all attachments received

PRO TIPS FOR SCHEDULED TASKS

• Start with one task. Get it working perfectly before adding more.

• Tell it your preferences: "Keep it under 200 words" or "Use bullet points only."

• Be specific about timing—"every weekday at 7am" not "every morning."

• Test by asking for a preview: "Show me what this would look like for today."

KEY INSIGHT

"ChatGPT Scheduled Tasks is the gateway drug to automation. Zero code, zero complexity—just tell AI what you want and when. Once you experience the magic of AI working while you sleep, you'll want more. That's when you graduate to the tools on page 2."

Level Up: When to Graduate from ChatGPT Scheduled Tasks
If you need to connect to apps beyond Google (Slack, Notion, CRM), trigger automations based on events (not just time), or build multi-step workflows—it's time for dedicated automation platforms.

WHEN TO GRADUATE TO AUTOMATION PLATFORMS

YOU'VE OUTGROWN CHATGPT SCHEDULED TASKS WHEN...

> You need to connect apps that aren't Google (Slack, Notion, Airtable, CRMs)

> You need multi-step workflows (if this, then that, then something else)

> You're processing high volumes (hundreds of items per day)

> You want triggers beyond schedules (when email arrives, when form submitted)

> You want to update records in other systems automatically

> You need conditional logic (different actions based on content)

ADVANCED AUTOMATION TOOLS

Zapier easiest setup, 7000+ app connections | **Make (Integromat)** more control, visual workflows | **n8n** self-hosted, free, most powerful |

Custom GPTs + Actions API-connected agents

THE FOUR AGENT TYPES

MONITOR	**PROCESS**	**RESEARCH**	**PREPARE**
Watches for changes and alerts you. Competitors, prices, news, mentions—anything that matters.	Handles incoming items automatically. Sorts emails, qualifies leads, categorizes data.	Gathers information on schedules. Daily news, weekly reports, market intelligence.	Creates drafts, briefings, and summaries. You just review and approve.

AUTOMATION TOOLS COMPARED

TOOL	BEST FOR	SKILL LEVEL	COST	START HERE IF...
Zapier	Multi-app workflows, huge app library	Beginner	$20+/mo	You need more app connections
Make	Complex visual automations, more control	Intermediate	$9+/mo	You need branching logic
n8n	Self-hosted, maximum flexibility, free	Technical	Free	You want full control

ADVANCED AUTOMATION EXAMPLES

Lead Qualifier
New form submission triggers AI analysis. It scores the lead, routes to the right person, drafts personalized follow-up.

Competitor Monitor
Agent checks competitor websites daily. When something changes—pricing, features, content—you get an alert with a summary.

Email Auto-Processor
Incoming emails get categorized by AI. Routine inquiries get draft responses. You just review and send.

Content Repurposer
When you publish a blog post, AI automatically creates social media versions for Twitter, LinkedIn, and newsletter.

Invoice Processor
PDF invoice arrives via email. AI extracts key data, creates record in accounting system, flags anything unusual.

Meeting Summarizer
After calendar meetings, AI pulls transcript, generates summary, posts to Slack channel, creates follow-up tasks.

HOW TO DO IT

1. Master Scheduled Tasks First
Get 3-5 ChatGPT scheduled tasks running reliably. Understand what automation feels like.

2. Identify the Gap
What can't ChatGPT tasks do that you need? That determines which platform to learn next.

3. Start with Zapier Templates
Search Zapier's template library for your use case. Most workflows already exist—just customize.

4. Build Incrementally
Add one automation at a time. Test thoroughly. Reliability matters more than quantity.

PRO TIPS

• Always include error notifications. You need to know when automations fail.
• Monitor costs carefully. AI steps in automations can add up at scale.

• Test with real data before going live. Edge cases will surprise you.
• Build human checkpoints for important decisions. Full autonomy isn't always the goal.

KEY INSIGHT

"The shift at Step 12 is profound: AI stops waiting for you and starts working for you. Start simple with ChatGPT Scheduled Tasks. Graduate to Zapier when you need more. The goal isn't complexity—it's leverage. Every automation you build multiplies your time."

Building AI Apps

Go from AI user to AI creator—ship apps to the internet

FROM CONSUMER TO CREATOR

Before Step 13, you use AI tools others built. After Step 13, you build AI tools others use. You don't need to be a developer—no-code and AI-assisted tools make this accessible to everyone willing to learn.

WHAT THIS IS

Step 13 is where you become a builder. You can create and ship AI-powered applications to the internet—tools, dashboards, websites, even full products. These apps live at URLs that anyone can access—they're not files on your computer, they're published to the web. The transformation is profound: you stop being limited by what tools exist and start creating what you need. AI coding assistants let you build without traditional programming skills.

WHY IT MATTERS

Building apps positions you as a creator, not just a consumer. You become a problem solver who can turn ideas into working software. When you see a gap, you fill it. When your team needs a tool, you build it. This is true leverage: the ability to create value that scales beyond your time. You join the top 1% of AI users.

THE THREE BUILDING TOOLS

Claude Code

AI coding assistant that builds web apps through conversation. Creates HTML/JS/CSS files you deploy to the internet. Best for learning how software actually works while building real applications.

Beginner-Advanced	$20/mo

Replit Agent

Chat interface to build full apps. Describe what you want, AI builds it. Fastest way to go from idea to deployed app. Great for prototypes.

Beginner (Easiest)	$25/mo

Lovable

Build beautiful web apps by chatting. Focuses on polished, production-ready output. Best for apps you want to look professional immediately.

Beginner-Intermediate	$20/mo

WHICH TOOL SHOULD YOU CHOOSE?

CHOOSE BASED ON YOUR PRIORITY

Speed Priority?
Replit Agent or Lovable. Get from idea to live URL in hours. Best for rapid prototyping and testing ideas quickly.

Learning Priority?
Claude Code. You'll understand how the code works. Slower at first, but builds real programming intuition over time.

Polish Priority?
Lovable. Beautiful designs out of the box. When you need something that looks professional from day one.

WHAT YOU CAN BUILD

BEGINNER
> Personal dashboard
> Portfolio website
> Simple calculator or tool
> Landing page
> Contact form

INTERMEDIATE
> Todo app with database
> Blog with CMS
> Landing page with payments
> API integration tool
> Internal team tool

ADVANCED
> SaaS application
> Multi-user platform
> Mobile app (PWA)
> Custom GPT with backend
> Marketplace or directory

HOW TO DO IT

1. Week 1: Try All Three
Build something simple with each tool. A calculator, landing page, or portfolio. See which one clicks for you.

2. Week 2: Build & Deploy #1
Create something you'll actually use. Personal website, simple tool, dashboard. Goal: live URL you can share.

3. Week 3: Build #2 (Complex)
Add a database, user auth, or API integration. Make it more functional. Push your capabilities.

4. Week 4: Build for Others
Solve a real problem for someone else. Share it. Get feedback. Goal: at least 5 people use what you built.

EXAMPLE PROJECTS

Personal Dashboard
Weather widget, calendar integration, task list, inspirational quotes. A daily driver for starting each morning.
Great first project with Lovable

Team Tool
Team availability tracker, quick polls, shared notes. Solve a real problem for your team—they'll actually use it.
Great first project with Replit

Public Directory
Searchable directory with filtering and user submissions. More complex, but can scale to serve many users.
Great project to learn with Claude Code

PRO TIPS

• Start simple. Calculator, landing page, portfolio—not Netflix clone. Complexity comes with experience.
• Solve real problems. Build things people (including you) actually need. Usefulness beats cleverness.
• Ship imperfect. Version 1 doesn't need to be perfect. Get it live, then iterate based on real feedback.
• Learn to debug. Things will break. AI can help you fix them. Debugging is a core skill.

YOU'VE MASTERED STEP 13 WHEN...

✓ You've built and shipped 3 apps to live URLs that anyone can access
✓ You can go from idea to deployed app in under 8 hours
✓ At least one app is used by people other than you
✓ You're comfortable iterating and fixing bugs with AI assistance
✓ You understand frontend, backend, database, and deployment basics
✓ You can teach someone else how to build with AI tools

KEY INSIGHT

"The gap between 'idea' and 'working app' used to require years of learning. Now it requires hours of building. The people who will shape the AI era aren't just using tools—they're building them. Step 13 is your invitation to that table."

AI as Your Operating System
Desktop AI that does everything on your computer—not just code

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THE ULTIMATE SKILL: AI THAT READS AND WRITES YOUR FILES
Claude Code (despite the name) isn't just for coders. It's AI that runs on your desktop, reads your files, creates documents in any format, connects to your apps, and becomes the layer through which you do everything.

STEP 13 VS STEP 14: WHAT'S THE DIFFERENCE?

Step 13: Building Apps for the Internet
• Tools live at URLs others can access
• Output: Websites, calculators, dashboards

Step 14: AI Managing Your Computer
• AI reads/writes files on YOUR machine
• Output: Documents, spreadsheets, folders

💡 **Same Claude Code, different use:** Step 13 = deploy to web • Step 14 = files on your computer

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WHAT THIS IS

Step 14 is where AI stops being a browser tab and starts living on your computer. In Step 13, you built apps that others access via URLs. In Step 14, AI reads and writes files directly on YOUR machine—your documents, spreadsheets, folders, and entire project structures. This isn't about creating web apps anymore. This is AI as your personal file system manager, document generator, and project organizer.

WHY IT MATTERS

This is the final frontier. Instead of creating one document at a time, AI builds complete project systems: folder hierarchies, interconnected files, tracking spreadsheets, documentation, and templates that work together. You're not managing individual deliverables—you're generating entire workflows. Almost no one operates here yet.

THE MINDSET SHIFT

SINGLE DELIVERABLE THINKING
• "Create a project tracker spreadsheet"
• "Write a meeting notes template"
• "Make a client update email"
• One file at a time, manually organized
• You manage the system yourself

PROJECT SYSTEM THINKING
• "Set up my entire client management system"
• "Build a complete project workspace"
• "Create my quarterly planning infrastructure"
• Organized directories with interconnected files
• AI builds and maintains the system

WHAT IT CREATES (NOT JUST CODE)

📄 **Word Docs** .docx	📊 **Excel** .xlsx	🎥 **PowerPoint** .pptx	📄 **PDFs** .pdf
🌐 **Web Pages** .html	📝 **Notes** .md, .txt	📁 **Projects** full systems	📧 **Emails** via Outlook

REAL USE CASES (FOR NON-CODERS)

"Set up a new client project"
AI creates /Clients/Acme/ with subfolders for Contracts, Deliverables, Notes, Comms—plus tracker, timeline, and templates

"Build me an event planning system"
AI generates folder structure, budget spreadsheet, vendor tracker, timeline, checklist templates, and master planning doc

"Create a quarterly review package"
AI reads your data, creates presentation deck, executive summary, detailed report, and appendix—all organized in /Q4-Review/

"Set up my personal productivity system"
AI builds daily log template, weekly review doc, project tracker, goal tracker, and folder structure that all work together

"Organize my research project"
AI creates /Research/ with Literature, Notes, Analysis, Drafts folders—plus citation tracker, outline, and synthesis doc

"Build a hiring pipeline system"
AI generates candidate tracker, interview templates, evaluation rubric, offer letter templates, and organized /Hiring/ directory

AN EXAMPLE DAY WITH DESKTOP AI

8:00 AM
"Read my calendar and tasks, what should I focus on today?"
→ AI reads files, gives prioritized plan

10:00 AM
"Create a deck from this brief for my 2pm meeting"
→ AI makes full PowerPoint, saves to folder

11:30 AM
"Prep me for my call with Acme Corp"
→ AI reads all /Clients/Acme/ files, summarizes

2:30 PM
"Capture these meeting notes and send follow-up"
→ AI creates doc, drafts email, ready to send

4:00 PM
"Update the project tracker with today's progress"
→ AI opens Excel, updates rows, saves

5:30 PM
"What did I accomplish today? Update my log"
→ AI reviews work, adds to daily log file

GETTING STARTED

1
Install Claude Code
Download and install. Works on Windows and Mac. Point it at your Documents folder. Cost: $20/mo (Claude Max).

2
Start Simple
Try: "Read all files in /Projects/ and tell me what's there." Then: "Create a summary document." See what's possible.

3
Make It Daily
Start each day with "What should I focus on?" End with "What did I accomplish?" Build the habit of working through AI.

YOU'VE REACHED ELITE STATUS WHEN...

★ AI reads and creates files directly on your computer
★ Your folders and systems are AI-organized
★ You stop copy-pasting into browser windows
★ You start and end your day talking to AI
★ Documents, spreadsheets, and decks are AI-created
★ You can't imagine going back to the old way

KEY INSIGHT
"This isn't about creating one file at a time. It's about generating complete project systems—organized directories, interconnected documents, trackers, templates, and timelines that work together. You describe the project, AI builds the infrastructure. Almost no one is here yet."

Advanced capabilities: mini-apps, custom tools, automation, and more

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BEYOND DOCUMENTS: BUILD TOOLS AND SYSTEMS

Claude Code doesn't just create files—it builds interactive tools, mini-applications, custom systems, and automations. You can create things that run, not just things you read. This is where you become a builder without being a programmer.

BUILD MINI-APPS & CUSTOM TOOLS (NO CODING REQUIRED)

"Build me a calculator for project estimates"
AI creates an HTML file you open in your browser—input project details, get instant cost/time estimates. Save it, use it forever.

"Create a dashboard for my sales data"
AI reads your Excel, builds an interactive HTML dashboard with charts and filters. Open in any browser, share with your team.

"Make a quiz for my training workshop"
AI creates an interactive quiz tool—multiple choice, scoring, feedback. Perfect for workshops, onboarding, or learning sessions.

"Build a tool to compare vendor proposals"
AI creates a comparison tool where you input vendor details and it scores/ranks them based on your criteria. Use it for every RFP.

CREATE WORKSHOP & TRAINING MATERIALS

"Build an interactive exercise for my team workshop"
AI creates hands-on activities: decision trees, scenario simulators, role-play guides, group exercises—all as files you can run or print.

"Create a full training module with slides and handouts"
AI generates complete training packages: PowerPoint deck, participant workbook, facilitator guide, and follow-up materials.

"Make a self-assessment tool for my coaching clients"
AI builds a questionnaire that scores responses and provides personalized feedback. Share the HTML file or print as PDF.

"Build a process simulator for onboarding"
AI creates an interactive walkthrough of your company processes—new hires click through scenarios and learn by doing.

AUTOMATE REPETITIVE TASKS

"Batch rename all these files with dates"
AI renames hundreds of files instantly—add prefixes, dates, sequential numbers, or extract info from content. Minutes, not hours.

"Convert all these Word docs to PDFs"
AI processes an entire folder—converts formats, merges files, splits documents. Batch operations that would take you all day.

"Clean up this messy CSV data"
AI fixes formatting, removes duplicates, standardizes entries, fills gaps, merges columns. Data cleanup in seconds.

"Generate monthly reports from this data template"
AI reads your data, applies your template, generates formatted reports. Same structure every month, zero manual work.

BUILD INTERNAL TOOLS FOR YOUR TEAM

"Create a project intake form"
AI builds an HTML form that collects project requests, validates inputs, and saves to a CSV your team can review.

"Build a team directory with search"
AI creates a searchable, filterable directory from your team data. Find anyone by name, role, skill, or department.

"Make a decision-making framework tool"
AI builds an interactive tool that walks users through your decision criteria and recommends actions based on inputs.

"Create documentation for our processes"
AI reads your scattered notes and creates formatted SOPs, wikis, and guides—complete with navigation and search.

WHAT MAKES THIS DIFFERENT

WITHOUT DESKTOP AI
- Ask IT to build a tool (weeks)
- Buy software for every need ($$$)
- Use generic tools that don't fit
- Manual repetitive work
- Limited to what apps exist

WITH CLAUDE CODE
- Build exactly what you need (minutes)
- Create custom tools for free
- Tools designed for your workflow
- Automate the boring stuff
- If you can describe it, AI can build it

GETTING STARTED: YOUR FIRST CUSTOM TOOL

1

Pick a Pain Point
What do you do repeatedly? What calculation do you make often? What process feels clunky? Start there.

2

Describe What You Want
"Build me a tool that..." Be specific about inputs, outputs, and how you'll use it. AI will ask clarifying questions.

3

Iterate and Improve
AI creates v1. You use it. "Make this change." "Add this feature." Refine until it's exactly right. Then use it forever.

POWER USER CAPABILITIES UNLOCKED

★ Build mini-apps that run in your browser
★ Generate workshop materials and interactive exercises
★ Create custom tools for your specific workflows
★ Build internal tools without IT involvement
★ Automate batch file operations
★ Turn any repetitive task into a one-click solution

THE BIGGER PICTURE
"You're no longer limited to the tools that exist—you can build the tools you need. A calculator for your specific estimates. A dashboard for your specific data. A quiz for your specific training. This isn't coding. It's describing what you want and having AI build it. The gap between 'I wish I had a tool for this' and 'I have a tool for this' is now just a conversation."

Mike Gross

Data & Strategy Leader & AI Enthusiast

I've spent 20 years building strategy and analytics teams in consulting, tech, and media. Today, I work in strategy and data for the TV streaming industry, where I connect the dots between data and business, translating complexity into clarity.

On LinkedIn, I share insights about the streaming industry and how to become an AI power user. But this guide isn't about my career—it's about what changed when I discovered AI wasn't just another tool, but a transformation.

My AI Journey

Last year, I watched Allie K. Miller's MasterClass, and it fundamentally changed how I think about AI.

Not because it taught me tricks. Because it reframed AI as a transformation, not a tool.

Since then, I've been obsessed. I've spent countless hours:

- Building custom GPTs and AI-powered workflows
- Integrating AI into my daily work and decision-making
- Experimenting with dozens of AI tools across productivity, creativity, and research
- Hosting an AI-First meetup in NYC to bring together others on this journey
- Creating frameworks like 10xYourself.ai and the AI Power User Maturity Curve

Here's what I kept noticing: most people get stuck at Step 2. They open ChatGPT, use it for basic tasks, and plateau.

Not because they're not capable. Because there's no clear path from "I tried AI" to "AI is integrated into how I think and work."

So I built one.

This field guide is the result of that journey—a 15-step framework mapping the path from apprehension to mastery, with real techniques and examples I've learned along the way.

Let's Connect

I share AI insights, frameworks, and practical techniques on LinkedIn. If you're on this journey too, let's connect.

Connect on LinkedIn