

STRATEGIC PROFITS

DAY 1 ACTION GUIDE

The AI Imprint

The Voice Imprint

How to Make AI Your Execution Partner
Instead of Your Assistant

The One Shift That Changes Everything

Here's what most people get wrong about AI: they think the problem is their prompts. It's not.

The problem is your AI is **guessing** about who you are. And every guess makes the output worse.

Not because AI doesn't work — because AI doesn't know *you*.

94%

of companies using AI are
breaking even or losing money

19%

slower — elite programmers
with the best AI coding tools

These numbers tell the same story: generic AI produces generic output. When AI doesn't know your patterns, your psychology, your business architecture — it fills in the gaps with assumptions. And those assumptions get in the way.

Today Rich showed you what changes when AI stops guessing.

"The number one reason why I do more with AI than most people is 'cause I don't feel like I need to pre-think something to engage AI. My brain is thinking about it out loud with the AI. But AI can only figure it out if it knows you."

RICH SCHEFREN

Where You Are Right Now

The Three Camps of AI Users

CAMP 1 — USING AI BLIND

You open ChatGPT, type a question, get a generic answer. AI has no idea who you are. The output could have been written for literally anyone.

CAMP 2 — RE-EXPLAINING YOURSELF EVERY SESSION

You start every conversation re-introducing yourself — your business, your audience, your offer. The output is better, but you're feeding AI fragments and it's guessing about the rest. **This is where most smart entrepreneurs are right now.**

CAMP 3 — YOUR AI HAS A COMPLETE MODEL OF YOU

It knows your psychology, your blind spots, your voice, your business architecture, your strengths AND the ways you sabotage yourself. It doesn't guess. It *knows*.

The difference between Camp 2 and Camp 3 isn't how much you use AI. It's how much your AI is **guessing**. The Voice Imprint exercise below is your first step from Camp 2 toward Camp 3.



The Knowledge-Action Gap

Rich made a point today that deserves its own section: **the gap between what you know and what you actually do is the most expensive gap in your life.**

AI was supposed to close that gap. For most people, it's widening it — because generic AI gives generic advice that doesn't account for your specific patterns, blind spots, and psychology. You know more, but execute the same.

The Voice Imprint starts closing that gap. When AI knows your voice, your psychology, and your patterns, it stops giving you advice you already know and starts producing work you've been avoiding.

YOUR ASSIGNMENT

Run the Voice Imprint Tonight

Rich shared three versions of the Voice Imprint prompt during the session. Choose the one that matches your current setup:

VERSION 1

ChatGPT or Any Basic LLM Chat

The standard prompt interviews you about your voice, psychology, and ideal client, then outputs a file you can upload alongside any future task. This gives your AI a persistent reference for who you are, even in tools that don't have memory.

VERSION 2

Claude in Chat Mode (with External Memory / MCP)

The Claude skill version interviews you AND searches your computer for relevant existing material — past writing, documents, anything that reveals how you think and communicate. It builds your profiles from both the interview and what it finds.

VERSION 3

Claude Code or Another CLI Tool

The full version builds all three profiles automatically and connects to your broader file system. This is the version closest to what Rich demonstrated on screen today.

Use whichever version you have access to right now. The prompt itself is what matters — not the tool. You can always upgrade the infrastructure later.

GETTING THE MOST OUT OF THIS EXERCISE

Be brutally honest.

This isn't a job interview. Tell AI what actually drives you — including the parts you don't usually share. What makes you different. What frustrates you. What you're afraid of.

Share real writing samples.

Paste in past emails, social posts, or anything you've written that sounds like the real you — not your "professional" voice, your actual voice.

Go specific, not broad.

Instead of "I help businesses grow," say exactly what you do, for whom, why it matters to you, and what you believe about it that nobody else says.

Include what you feel strongly about.

Your voice isn't just vocabulary — it's what you stand for, what you push back against, and where you refuse to compromise.

After You Get Your Results

Expect it to be better than you think — but not perfect. Five minutes of input isn't months of refinement. What you get tonight is a foundation. Push back where it sounds wrong — those gaps are calibration data, not failures.

Then use it for something real tonight:

- A difficult team conversation you've been avoiding
- A message to a client you've been sitting on
- A piece of content about something you feel strongly about
- A letter to someone important to you



WHAT THIS IS THE BEGINNING OF

From Voice to Full Imprint

The Voice Imprint captures one layer: **how you communicate.** Your vocabulary, your rhythm, your tone, your patterns of argument. When it works well, your AI sounds like you — but it's one layer of a much deeper system.

1

The Voice Imprint

One prompt. Captures how you communicate.
Your AI *sounds* like you.

62

The Full AI Imprint

62 structured prompts across 4 lessons. Your
AI *thinks* with you.

What Rich demonstrated on screen today — 882 copywriting frameworks synthesized, 790 meeting transcripts analyzed, the AI that identified a hidden fear of irrelevance after 29 years of journaling — that came from the full AI Imprint. Psychology. Blind spots. Business architecture.

What People Are Already Experiencing

"About 20 years of therapy in one week."

Seth Green's wife — a marital therapist — after Seth ran through Rich's process

"By far the greatest thing he's ever come across."

Dr. Bill Collins

Rich went from a business losing money in January 2024 to his best financial year ever by January 2025 — after AI identified a hidden fear of irrelevance in one paragraph that 29 years of journaling and decades of therapy had never surfaced.

Rich Schefren — personal experience

One member identified a \$6 billion deal using this protocol.

Challenge participant

These results came from the full AI Imprint — not just the Voice Imprint. But it all starts where you are right now: teaching AI who you are.

COMING TOMORROW

Day 2: What Your AI Already Knows About Your Business

Today was about WHO you are. Tomorrow Rich goes deeper — pointing your calibrated AI at your **business**.

He's going to show you what he calls the **Blind Spot Audit**: a protocol that stress-tests your funnel, your offer, and your positioning through the lens of your psychology. Not generic business advice — specific blind spots that exist because of how you specifically think and operate.

How to prepare for Day 2: Write down the 3 biggest things you think AI doesn't know about you and your business. Post one in the community. Tomorrow you'll see why those gaps matter more than you think.

Share Your Aha Moments — Win a Prize

Had a breakthrough today? Share your biggest aha moment on social media — what shifted for you, what surprised you, what you're seeing differently now.

Tag Rich:

Instagram / Social: [@therealrichschefren](#)

Facebook: facebook.com/richschefren

Share after every session. **Winners will be selected on Thursday (Day 3).**