From Ideas to Finished Work
October 22, 2026
Chat

00:06:10 — Raymond
Good evening from The Netherlands

00:06:21 — Ben
Reacted to "Good evening from The Netherlands" with 👋🏻

00:06:32 — Marc
Glad to be here! Cartersville GA.

00:06:42 — William
Hello from Toledo

00:06:51 — Patricia
Hello from New Jersey

00:07:11 — Marc
Replying to "Good evening from Th..."
We are headed there on next Monday.

00:07:26 — Kenrick
Hi from Nicaragua.

00:07:31 — Ben
Reacted to "Hi from Nicaragua." with 👋🏻

00:07:33 — Ben
Reacted to "Hello from New Jersey" with 👋🏻

00:07:35 — Ben
Reacted to "Hello from Toledo" with 👋🏻

00:07:38 — Seb
Good evening everyone from the UK! :)

00:07:38 — Ben
Reacted to "Glad to be here! Cartersville GA." with 👋🏻

00:07:55 — Ben
Reacted to "Good evening everyone from the UK! :)" with 👋🏻

00:08:27 — Raymond
Hi Ashley, Harry, Ben, Tom, Collin, and all

00:08:32 — Aaron
Aaron AI Ops from NY

00:09:19 — Jason
3

00:09:23 — Mike
2

00:09:26 — Taren
3

00:09:27 — Jason
3 MAC

00:09:28 — Raymond
2

00:09:29 — Gene
3

00:09:29 — Mark
3 MAC

00:09:30 — Peter
2

00:09:32 — Harry
3

00:09:33 — Hillarie
3 MAC

00:09:33 — Miles
3

00:09:34 — Taren
Mac

00:09:35 — Graeme
3

00:09:36 — Biggi
3 PC

00:09:37 — Patricia
2

00:09:39 — Joan
2

00:09:39 — TJ
3

00:09:39 — Kenrick
3 - Mac

00:09:41 — Brian
3 MAC

00:09:42 — Raymond
2 Mac

00:09:46 — Harry
Tom is a 1

00:09:51 — Mike
mac

00:09:51 — Graeme
PC

00:09:52 — Ben
Reacted to "Hi Ashley, Harry, Ben, Tom, Collin, and all" with 👋🏻

00:09:52 — Just
3, PC

00:09:52 — Rainer
2 PC

00:09:52 — Patricia
MAC

00:09:53 — Peter
2 PC

00:09:53 — Jake
3 Mac

00:09:53 — Marc
2- Mac

00:09:54 — Natalie
2

00:09:55 — Harry
MAC

00:09:55 — Joan
2 PG

00:09:55 — Ben
Reacted to "Aaron AI Ops from NY" with 👋🏻

00:09:57 — DrBetsy
2

00:09:57 — David
2 - MAC

00:09:59 — William
1 on PC

00:09:59 — Gene
PC

00:09:59 — TJ
2-3 PC

00:10:01 — Daniel
1 mac

00:10:02 — Natalie
PC

00:10:04 — DrBetsy
mac

00:10:04 — Yakov
1-2, MAC

00:10:05 — Chester
2 Linux

00:10:06 — Miles
3 Mac

00:10:07 — Kevin
1 MAC

00:10:08 — Aldo
building already have some agents build out

00:10:11 — Chappell
mac

00:10:13 — Ben
Reacted to "3 MAC" with ⭐

00:10:16 — Ingo
1,2,3 mac

00:10:19 — Vesna
2, PC

00:10:20 — John
2.
Mac

00:10:20 — Steven
3 PC

00:10:25 — Tom
Reacted to "Tom is a 1" with 🔥

00:10:30 — Ben
Reacted to "Tom is a 1" with 😂

00:10:39 — Aaron
Phase 2 - Building with Copilot + Claude + me

00:10:52 — Kjersti
pc

00:14:47 — Kevin
Yes - have these issues

00:14:59 — Raymond
AI amnesia, in Zenith Elite too. Very frustrating!

00:15:31 — Joan
Overwhelming!!

00:18:13 — Aaron
Wild how accurate this is - AI Slop, overwhelm, and amnesia are exactly the failure modes you see when there's no operating system underneath. Loving this breakdown.

00:18:17 — Thomas
🔥🔥🔥

00:18:37 — Ben
Reacted to "Wild how accurate this is - AI Slop, overwhelm, and amnesia are exactly the failure modes you see when there's no operating system underneath. Loving this breakdown." with 👆🏻

00:18:51 — Thomas
Reacted to "Wild how accurate this is - AI Slop, overwhelm, and amnesia are exactly the failure modes you see when there's no operating system underneath. Loving this breakdown." with 🚀

00:19:10 — Laura
🔥

00:19:20 — Harry
🔥

00:19:28 — Graeme
Hi Ashley

00:19:31 — Laura
Same lol

00:19:43 — Laura
Simplifier Multiplier Synergy

00:22:01 — Aaron
These three failure modes are exactly why an AI needs coordination, cadence and compounding memory. Love seeing them laid out this clearly.

00:24:43 — Thomas
Old AI = Used Honda Civic
New AI = Rolls-Royce Phantom

00:25:26 — Raymond
We just need the link to Morgan and Amanda lol

00:25:39 — Thomas
Reacted to "We just need the link to Morgan and Amanda lol" with 🔥

00:28:51 — Marc
Plus the Prompts eat into your Ai credits.

00:28:52 — Max
I was in the original zenith cohort and our prompts were pages and pages long.

00:29:07 — Ben
Reacted to "I was in the original zenith cohort and our prompts were pages and pages long." with 📚

00:29:15 — Raymond
Reacted to "I was in the original zenith cohort and our prompts were pages and pages long." with 📚

00:29:24 — Ben
Reacted to "Plus the Prompts eat into your Ai credits." with 💸

00:29:26 — Laura
💡

00:29:30 — Ben
Reacted to "We just need the link to Morgan and Amanda lol" with 🔥

00:29:37 — Laura
That is an amazing quantum leap

00:29:50 — Laura
AGI

00:30:17 — Ben
Replying to "Old AI = Used Honda ..."
Or maybe driving a manual vs. Full Self Driving! (Although I still enjoy driving a fun manual shift car!)

00:30:26 — Laura
Reacted to "Or maybe driving a manual vs. Full Self Driving! (Although I still enjoy driving a fun manual shift car!)" with 💎

00:30:28 — Laura
Reacted to "Or maybe driving a manual vs. Full Self Driving! (Although I still enjoy driving a fun manual shift car!)" with ‼️

00:31:02 — Marc
Funny. That's the same thing my wife does to me.

00:32:22 — Aaron
Love this - copying from manual to a junior-copywriter system + outcome first prompting is exactly how you get finished work instead of AI chaos.

00:34:30 — Max
Harry taught me the split panels trick and it is 🔥

00:34:51 — Thomas
Reacted to "Harry taught me the split panels trick and it is 🔥 " with 🔥

00:35:46 — Aaron
Tom's right : the biggest unlock is moving from manual drafting to a systemized junior-copywriter workflow and giving AI the outcome, not the method.

00:37:17 — Tom
Replying to "Tom's right : the bi..."
@Aaron Jobson And based on what Rich created yesterday for a few of his friends who are world-class copywriters, my copy system looks old!

00:38:23 — Tom
Reacted to "Harry taught me the split panels trick and it is 🔥 " with 🔥

00:38:49 — Biggi
yes!

00:38:54 — Mike
y

00:39:04 — Raymond
Very interesting

00:40:37 — Laura
Can yall enable save chat please ? @Ben T - SP Team

00:41:08 — Laura
TYSM @Abigail Morgan Very good stuff

00:41:33 — Laura
🤣

00:41:42 — Laura
Everyday at the beach by 3

00:41:44 — Aaron
Outcome=first prompting + systemized copy = finished work.

00:43:14 — Aaron
This is the real AI Ops play: systemized copy, outcome-driven prompts, and workflows that actually finish work. Huge clarity.

00:43:45 — Harry
Replying to "Tom's right : the bi..."
@Tom H - SP Team dont put yourself down buddy. We still love you.

00:44:40 — Laura
Replying to "Tom's right : the biggest unlock is moving from manual drafting to a systemized junior-copywriter workflow and giving AI the outcome, not the method."
@Harry L - SP Team can we get the option to save the chat ?

00:46:35 — Tom
Reacted to "@Tom H - SP Team dont put yourself down buddy. We still love you." with 😂

00:46:41 — Aaron
Outcome > method is such a key principle. Systemized writing and clear outcomes are exactly how you eliminate slop and get finished work.

00:47:22 — Laura
Super cool

00:47:38 — Laura
Wow

00:47:49 — Mike
Wow sounds awesome

00:48:05 — Laura
🔥

00:48:38 — Raymond
Christian, what are your YT channels?

00:48:54 — Laura
Replying to "Christian, what are your YT channels?"
@Christian N ?

00:48:56 — Joan
Awesome

00:49:12 — Laura
Hey @Kathy G

00:49:37 — Raymond
70 years young

00:52:10 — Laura
WOOW

00:52:17 — Laura
🔥

00:52:31 — Raymond
Respect!

00:52:57 — Laura
👏👏👏👏👏👏👏👏👏👏👏👏👏👏

00:53:43 — Laura
Delightful

00:53:51 — Laura
Congratulations @Kathy G

00:54:17 — Mike
Genuine question - just finishing up zenith O/S - then have Zenith Elite to wok through… where does force multiplier fit into this picture?

00:54:18 — Kathy
Reacted to "Hey @Kathy G" with 🎉

00:54:19 — Bruce
Congrats Kathy!!!!

00:54:26 — Kathy
Reacted to "70 years young" with ❤️

00:54:30 — Kathy
Reacted to "WOOW" with 🔥

00:54:33 — Harry
Replying to "Genuine question - j..."
We will cover this!! Great question

00:54:37 — Kathy
Reacted to "Congratulations @Kathy G" with ❤️

00:54:45 — Mike
Replying to "Genuine question - j..."
Great!

00:55:21 — Aaron
Kathy always brings the Virtual Expert clarity - love how she breaks things down into simple, repeatable systyems.

00:55:30 — Kathy
Replying to "Genuine question - j..."
Mike, Like you, I did Zenith Elite. Force Multiplier was simply the next best step. It took what I got out of Zenith and allowed me to quickly make $$$.

00:55:33 — Laura
Awesome View

00:55:47 — Laura
Gorgeous Cabin

00:55:54 — Kathy
Reacted to "Congrats Kathy!!!!" with ❤️

00:56:04 — Kathy
Reacted to "Kathy always brings the Virtual Expert clarity - love how she breaks things down into simple, repeatable systyems." with ❤️

00:56:05 — Mike
Replying to "Genuine question - j..."
Thanks Kathy!

01:01:16 — Aaron
Keith always brings the systems clarity - super actionable, super grounded. Love this segment.

01:04:13 — Raymond
wow

01:04:26 — Laura
Awesome @Keith K very creative

01:05:05 — Aaron
Have you seen any measurable difference in conversion rates between ads with this workflow and your previous production process?

01:06:03 — Laura
Great point

01:07:01 — Aaron
The trust-factor scoring seems particularly valuable because that's often where health and wellness offers succeed and fail.

01:07:25 — Laura
Reacted to "The trust-factor scoring seems particularly valuable because that's often where health and wellness offers succeed and fail." with 💡

01:08:05 — Aaron
Have you found that AI-generated storyboards reduce production costs while maintaining response rates?

01:08:08 — Laura
Very cool !

01:08:16 — Laura
Bring on the youngins

01:08:41 — Laura
High School is dead

01:08:47 — Laura
he is in the right place

01:11:49 — Harry
If you are interested in finding out what your zenith elite credit is for force multiplier you can also book a call - https://strategicprofits.com/fm-call

01:12:44 — Raymond
Hi Rich

01:12:48 — Patricia
Hello Rich

01:13:19 — Harry
Hey Rich

01:13:23 — Rashaan
Hey Rich. Is this actually you or your AI clone? 🤣

01:13:27 — Just
#truth!!!

01:13:38 — Max
Reacted to "Hey Rich. Is this actually you or your AI clone? 🤣" with 😂

01:14:46 — Aaron
Hey Rich, great to be here. What's striking to me is how what used to be turning what used to be creative guesswork into a repeatable, measurable process.

01:15:34 — Laura
Replying to "Hey Rich. Is this actually you or your AI clone? 🤣"
He looks different but I think it may be rest and hair dye lol

01:15:42 — Laura
Reacted to "Hey Rich. Is this actually you or your AI clone? 🤣" with 🤣

01:16:04 — Harry
Learn more about Force Multiplier - https://strategicprofits.com/fm

01:16:55 — Laura
🔥

01:18:25 — Aaron
Hi Rich, thanks for sharing this. Quick question: what's usually the biggest bottleneck clients overcome when implementing this system?

01:19:09 — Vesna
haha zoom mastering - pending

01:19:48 — TJ
Vibe coding my own apps

01:19:49 — Graeme
building a pipeline

01:19:51 — David
Building a harness in Codex

01:19:56 — John
Complicated Prompts

01:19:56 — Craig
Design and develop programmes

01:19:58 — Taren
Building landing pages

01:20:00 — Peter
Lead generation

01:20:03 — Harry
Building an AI world with magic carpets

01:20:03 — Wayne
building book call funnel

01:20:04 — Patricia
Content Creation automatically

01:20:04 — Kevin
Amazon Statistics have not yielded results

01:20:04 — Max
Q 1: Create a viable offer for my target market

01:20:04 — Rashaan
financial modeling

01:20:05 — Steven
Update a website

01:20:07 — Just
autonomous video creation

01:20:09 — Mike
Some kind of automated social media system

01:20:09 — Edward
improving my harness

01:20:09 — Scott
Creating my own apps

01:20:12 — Mark
The automation of high quality content

01:20:13 — Kenrick
I built a chief of staff strategy that was quite involved. In fact, too involved, and it didn't really result in what I'd hoped for.

01:20:16 — Gene
I used AI to build a marketing appoarch and web page to help sell an AI product

01:20:18 — Natalie
financial model

01:20:18 — John
Build a website

01:20:22 — Brian
creating my own apps

01:20:23 — Caroline
Getting a demo board up and actually running

01:20:24 — Chester
Bookwork

01:20:31 — Biggi
enrolling summit speakers

01:20:32 — Vesna
I'm only starting my business, so I have no clients yet, but I'm using it for research on manufacturing resilience, works well so far

01:20:33 — Paul
deep research on obscure facts

01:20:34 — Andrea
Vibe codine.. using Lovable and other tools

01:20:35 — Marc
Custom built app for football kickers and Punters in high school

01:20:36 — Joan
build a website

01:20:38 — Raymond
Building a team of agents

01:20:40 — Anette
Straight forward plan for lead gen

01:20:41 — John
Write a book

01:20:42 — Oscar
A live dashboard for daily work like Rich

01:20:47 — Aldo
building a command center

01:20:49 — Chris
Creating system apps

01:20:52 — William
Add spiritual component to previous secular program.

01:20:53 — Miles
I built a voice AI receptionist.

01:20:59 — Gary
Finding potential buyers in social media

01:21:01 — Maria
Passive income

01:21:04 — Aaron
Content generation that looked slick but didn't move\

01:21:06 — Vesna
I did have to establish protocols for our communication and results

01:21:31 — TJ
Not sure and $$

01:21:32 — Patricia
Not sure where to start and tech overload

01:21:34 — Edward
clarity if direction

01:21:34 — Gary
Overwhelm

01:21:35 — Peter
tech overwhelm

01:21:36 — Rashaan
all 3

01:21:38 — Jason
Where to start

01:21:39 — Scott
I have a system, but I”m not making money

01:21:39 — Chester
Bandwidth

01:21:40 — Chris
bandwidth

01:21:43 — Brian
not sure where to start and tech overwhelm

01:21:43 — Graeme
not sure where to start

01:21:44 — Just
currently building it, simply a matter of time to devote to the process

01:21:44 — Kenrick
I'm constantly building the next system, but, like you said, I think it's architecture that I need to get better at.

01:21:45 — David
Bandwidth + ever-evolving harnesses

01:21:46 — Mike
Just want to finish zenith o/s and zenith elite… scheduled to start elite mid november

01:21:46 — John
Not ready in the development steps of a new project

01:21:46 — Aldo
Bandwidth

01:21:46 — Maria
Tech overwhelm

01:21:48 — Biggi
bandwidth and tokens

01:21:48 — John
I have not found a viable niche that fits my life style

01:21:50 — Mark
Bandwidth and uncertainty about where to start

01:21:50 — John
Something other

01:21:50 — Caroline
Im still trying ot get all th epics I have got into place - it’s easy to spin….

01:21:50 — Joan
Tech overwhelm

01:21:52 — Paul
am building and learning from you/others

01:21:55 — Donal
Not sure where to start and no existing business

01:21:55 — Marc
Something other than that. I am in the middle of a POC we are building out with Replit.

01:21:56 — Kevin
Not sure if funds expended will yield additional net revenue and profit for us.

01:21:58 — Steven
I continue to build, step back and fix, then proceed

01:21:58 — Craig
Time intensive

01:22:00 — Vesna
I'm just starting, discovering AI and getting it to learn my style and my thinking

01:22:03 — Edward
bandwidth

01:22:06 — Max
Q2: tech overwhelm and output overwhelm

01:22:07 — Raymond
AI amnesia, even from Zenith Elite

01:22:08 — William
Risk of AI evolution change rate

01:22:10 — Wayne
the lack of memory or the ai using downloaded skills... it just does it off general knowledge

01:22:11 — Andrea
too much to handle in daily running of the company

01:22:11 — Anette
Tech overwhelm as to having to find out the small important infos

01:22:12 — Mercedes
All of the above. Time and tech etc

01:22:12 — Jennifer
feels overwhelming

01:22:13 — Gene
not happy with current appraach and product set by other vendor, so exploring biulding new progams based on my expertuse

01:22:17 — Miles
Needing to get some clients to pay for everything

01:22:19 — Taren
Tech overwhelm. Always searching for the next business I want to start

01:22:19 — Charles
AI is changing so rapidly so fully understanding and staying current with what is even possible. Like you “Chief of Staff”

01:22:22 — Vesna
I want to expand, and I am, slowly

01:22:34 — Oscar
bandwidth, distraction. could not get the system understand myself. or myself telling clearly what i wanted actually

01:22:42 — Natalie
Too many cool things I want to create that I don't create

01:23:01 — Aaron
Bandwidth and prioritization I see the opportunities with AI but turning ideas into integrated repeatable systems that fit into existing workflows has been the biggest challenge.

01:23:13 — Laura
yes

01:23:13 — Marc
yes

01:23:14 — John
yes

01:23:15 — Laura
“I’ve spent the last six months exploring AI tools, building custom GPTs, developing monetization strategies, researching markets, and creating business ideas. I’ve gained knowledge and built plenty of possibilities, but I haven’t consistently turned that work into paying clients or recurring revenue. My biggest challenge has been moving from learning and building with AI to packaging my existing expertise into one clear, high-value offer and selling it.”

01:23:15 — Vesna
I'm a one person team - well, two - with the AI.

01:23:15 — John
yes

01:23:16 — Max
yes

01:23:18 — Kenrick
yes

01:23:20 — Jennifer
I'm also afraid of investing time, money, and energy learning/doing something that will change in weeks or months and be outdated

01:23:30 — Caroline
I meant dashboard re q1

01:24:21 — Gary
frozen

01:24:23 — John
Sound lost

01:24:24 — Kenrick
Rich, I think you cut out.

01:24:26 — Laura
“My biggest issue is overthinking, too many possibilities, and not consistently turning what I already know into action. I’ve been learning, researching, building AI tools, and exploring monetization strategies, but I need a clear path from my existing expertise to a paying market. I don’t need more information or another course. I need to simplify, choose, execute, and start generating revenue.

01:24:27 — Natalie
Freeze frame

01:24:31 — Vesna
I'm coming out of retirement to support Canadian Manufacturing Resilience as a Strategic Connector

01:24:34 — Laura
good

01:24:36 — Laura
'tysm

01:24:37 — William
frozen

01:24:37 — Caroline
Hi Ashley!!

01:24:42 — Patricia
Unfrozen lol

01:24:43 — Biggi
the suspense is killing me, LOL

01:24:52 — Max
Rich looks younger —clone?

01:25:28 — Vesna
My AI recommended to listen to this webinar

01:25:29 — Mercedes
Is there a replay?

01:25:37 — Just
that dashboard/cockpit is insanely cool. Genuinely impressed, especially with how it connects to Zoom

01:25:38 — Vesna
I wonder ... haha

01:26:14 — Aaron
Built custom GPTs and AI workflows for content and research. They saved time, but I haven't yet tied them to a clear revenue-generating process.

01:27:18 — John
Sounds Like Dan Kennedy

01:27:38 — Raymond
How do you train ‘your copywriters’?

01:27:39 — Laura
My biggest issue is overthinking, too many possibilities, and not consistently turning what I already know into action. I’ve been learning, researching, building AI tools, and exploring monetization strategies, but I need a clear path from my existing expertise to a paying market. I don’t need more information or another course. I need to simplify, choose, execute, and start generating revenue.

01:27:59 — Laura
“I’ve spent the last six months exploring AI tools, building custom GPTs, developing monetization strategies, researching markets, and creating business ideas. I’ve gained knowledge and built plenty of possibilities, but I haven’t consistently turned that work into paying clients or recurring revenue. My biggest challenge has been moving from learning and building with AI to packaging my existing expertise into one clear, high-value offer and selling it.”

01:28:01 — Natalie
It's exhausting when it doesn't remember

01:28:20 — Aaron
Built several assistants that increased productivity , but I haven't fully connected them to lead generation, client acqusition, and revenue growth yet.

01:29:45 — Vesna
What are tokens?

01:30:19 — Oscar
tokens are used by AI to what context you are talking about

01:30:39 — Michèle
that is amazing Rich - wow.

01:30:53 — John
Tokens are AI food!

01:30:55 — Laura
Replying to "What are tokens?"
how usage is measured

01:30:55 — Vesna
Replying to "tokens are used by AI to what context you are talking about"
I have to ask my AI about it!

01:31:05 — Oscar
Replying to "tokens are used by AI to what context you are talking about"
👍

01:31:11 — Michèle
makes perfect sense but my god, the time involved in setup and training....

01:31:14 — Mike
How much you spending on AI per month… and if you didn’t have a great system, what do you think it’d cost?

01:31:30 — Vesna
Replying to "tokens are used by AI to what context you are talking about"
I have zillion of chats under a few projects

01:31:57 — Vesna
Reacted to "tokens are used by AI to what context you are talking about" with 🙏

01:31:57 — Laura
🔥

01:31:57 — Marc
Been around FHL for several years.

01:31:59 — Laura
WOW

01:32:29 — John
ok

01:32:29 — Biggi
all good

01:33:40 — Aaron
Rich, I saw Argon come up in the SP meeting - that's exciting. The multi-agent loop and full-stack generation capabilities line up really well with the workflow-first architecture we've been talking about. If you're exploring how Argon could fit into into SP's direction, I'd be happy to help evaluate where it makes the most impact, especially around agentic systems, orchestration, and rapid prototyping. Let me know if you want a quick breakdown or a small demo.

01:33:48 — Michèle
lol - it never ends!!!

01:33:59 — Laura
OMG OFFSPRING

01:35:42 — John
Where will the replay be and available when?

01:36:46 — Aldo
How are you communicating with your agents? Through Claude, Codex, or both? And how are your agents communicating with each other?

01:36:58 — Aaron
Rich, looking at the command center, what's been the biggest mindset shift required for people to move from using AI as a tool to using AI as an AI operating system?

01:37:56 — Mike
Massively overwhelmed right now, but also massively inspired…

01:38:14 — Just
I have all of these components (the orchestrator, the "lead agents", the workers, the skills, the scaffolding, etc.) but my AI team and I have absolutely failed at the visualization (dashboard/app). How may hours and how many human team members did it take to build the system we are seeing?

01:39:13 — Oscar
👍

01:39:50 — Oscar
1 hour masterclass is a long time

01:41:25 — Raymond
Mind-blowing

01:42:19 — Laura
OUUUU

01:42:20 — Laura
YES

01:42:27 — Laura
💎

01:42:28 — Oscar
but i think it is definitely building around what Rich need and surrounding.

01:42:52 — Oscar
is that from Rich's own pendant product

01:43:19 — Laura
NOT OBVIOUS TO US LOL

01:44:25 — Priya
Hello

01:49:10 — Mike
I think we need a series of AI belts like in martial arts… right now I'm a yellow belt and watching this is like watching a 8th Dan black belt, and I can't see myself getting to this level, but if I was able to see the next level or next belt that's in reach.. that would have me drooling

01:49:39 — Harry
Reacted to "I think we need a series of AI belts like in martial arts… right now I'm a yellow belt and watching this is like watching a 8th Dan black belt, and I can't see myself getting to this level, but if I was able to see the next level or next belt that's in reach.. that would have me drooling" with 🤣

01:49:49 — Harry
Replying to "I think we need a se..."
Rich gave me my brown belt yesterday

01:50:09 — Mike
Replying to "I think we need a se..."
Ha ha ha… congratulations

01:50:14 — Joan
AI designed the Interface?

01:50:27 — David
Er.... All of it!

01:50:35 — Graeme
Orchestrating the agents and the judgement gates

01:50:38 — Priya
🙂

01:50:39 — Marc
Multiple Agents working under my COS

01:50:42 — Kenrick
Are you doing all this through an API? If so, I imagine it's very costly.

01:50:47 — TJ
Chief of staff with the supporting agents

01:50:48 — Steven
Morgan, overlord

01:50:59 — Natalie
COS autonomous system

01:50:59 — Aldo
You can communicate to your agents through the command center

01:51:01 — Mark
The architecture. Connecting everything so nothing gets lost or missed

01:51:04 — Priya
How many agents do you operate at once ?

01:51:06 — Gene
all of it once I get a program going, but it may be overkill for single man compnay

01:51:11 — Chester
Most of it

01:51:18 — Peter
how all of the agents work together

01:51:20 — John
Question is what part would I NOT want. Overwhelmed by the sheer power of the system.

01:51:28 — Harry
Replying to "all of it once I get..."
It is perfect for single person companies

01:51:31 — Craig
Multiple agents

01:51:32 — Max
Feedback loop that documents judgment

01:51:39 — Chris
Agents setup and preforming different task sin sync

01:51:42 — Kevin
It all seems overwhelming to incorporate but assume with your guidance we can accomplish what we need.

01:51:49 — Rashaan
the judgment layer is the top item for me, enables autonomy, accuracy, productivity, etc.

01:51:57 — Andrea
the creation of multiple agents working in complete unison for the goal envisaged

01:52:14 — Oscar
a clear vision of how things communicating to each other and the outputs are as close as what I would normally want.

01:52:39 — Patricia
Being able to have several agents and communicating to each one differently to handle different projects.

01:53:07 — William
Love organization of functions in layers but overwhelmed by risk in learning curve for business model (income)

01:53:08 — Vesna
autonomous engine? I'm not sure because I don't know where to start - if I have a report on a subject like 3D Printed Food, what do I tell AI to do with it?

01:53:23 — Aaron
The Chief of Staff + specialist agent orchestration. Seeing multiple agents work from shared context was a big "I want that" moment. The overwhelming part is building the underlying operating system and governance.

01:53:46 — Raymond
An autonomous team of top guns in all expertises led by a Chief of Staff and a Safety Expert that can work when I'm sleeping, within strict guidelines and guide rails

01:54:31 — Vesna
Would AI offer ways to use it to make money? Like articles, create webinars, or a podcast or ad or what???

01:54:38 — Joan
The whole thing is overwhelming The Monomyth is intriguing for me

01:56:15 — Laura
Kathy

01:56:57 — Vesna
I am actually trained as an architect :-)

01:57:44 — Aaron
The identity stitching and autonomous tracking and truth layer. Agents are exciting, but having a system that know what exactly what happened, why it happened, and what generated the result is what I want for my OS. The setup complexity is the intimidating part.

02:00:42 — Laura
context window clogged

02:00:45 — Vesna
Judgement tops.

02:01:25 — Priya
Good point

02:01:40 — Laura
👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏👏

02:01:44 — Laura
Amazing

02:02:05 — Max
#3 Feedback loop that documents and uses judgment

02:02:08 — Laura
first dibs

02:05:32 — William
May not be able to explain all this to my clients in a way they quickly understand...awesome system!

02:05:43 — Laura
yes

02:05:45 — Max
yes

02:07:05 — Christian
Replying to "Christian, what are ..."
Tain Nix Expat

02:07:05 — Laura
The Chief of Staff + specialist agent orchestration. Seeing multiple agents work from shared context was a big "I want that" moment. The overwhelming part is building the underlying operating system and governance.

02:07:15 — Christian
Replying to "Christian, what are ..."
And Barefoot Medicine @Barefoot MT

02:07:48 — Laura
it has Rich's voice

02:08:02 — Christian
Replying to "Christian, what are ..."
Tain Nix Expat
And Barefoot Medicine @Barefoot MT

02:08:48 — Laura
Amazing !!

02:08:49 — Priya
You learnt python ?

02:09:13 — Ben
Replying to "You learnt python ?"
The AI writes all the python

02:09:36 — Laura
🤣

02:09:51 — Laura
🔥

02:10:14 — Aaron
The Output Lane vs Outcome Lane distinction was a lightbulb moment for me. Most AI systems focus on producing more content, reports and tasks. What I want in my business is an Outcome Lane that owns a measurable result. The challenging part is redesigning workflows so agents are accountable for business outcomes, not just outputs.

02:10:22 — Harry
Replying to "You learnt python ?"
Thanks Ben'rion

02:10:24 — Laura
INSANE

02:11:26 — Taren
So cool. Assume need to have your offer(s) dialed in first?

02:11:40 — Laura
Judgment piece

02:11:48 — Laura
A true Worker

02:12:04 — Priya
Reacted to "The AI writes all the python" with 👍

02:12:09 — Laura
yessss

02:12:13 — Laura
💎

02:12:54 — Laura
Perfection !

02:13:11 — Kenrick
Holy shit

02:13:13 — Laura
whoa

02:13:17 — Laura
WOW

02:14:08 — Gene
revenue engine is the most exciting thing I have seen from you in the last 1.5 years I have been following you and joining your programs. I would want to adapt to helping other business scale

02:14:30 — Vesna
Thanks for invitation into your head. I'd love to be able to do that

02:14:40 — Priya
I don’t understand how you structure the judgment repetition . Saving it in md files and having the agents choosing from it>

02:14:50 — Laura
Keep them out Rich keep this for the small guys !

02:14:59 — Ben
Reacted to "Keep them out Rich keep this for the small guys !" with ⭐

02:15:05 — Laura
You are beating the big guys

02:15:23 — Laura
this is INSANE

02:15:50 — Graeme
This is awesome

02:16:27 — Harry
Learn more about Force Multiplier - https://strategicprofits.com/fm

02:16:30 — Laura
TYSM RICH

02:16:35 — Harry
Book a call for Force Multiplier - https://strategicprofits.com/fm-call

02:16:43 — Laura
YOU DID IT AGAIN

02:16:44 — John
Best presentation I’ve seen you do Rich

02:16:52 — Vesna
Communicating judgement to AI is probably the most important first step. I'm trying to teach my AI about mine. It's getting into it, but it is a very small scale.

02:16:53 — Tom
Reacted to "Best presentation I’ve seen you do Rich" with 🔥

02:17:15 — Laura
It can dial u in lol

02:17:27 — Laura
Hack yourself first

02:17:31 — Laura
🗝️

02:18:03 — Vesna
what does dial in mean?

02:19:03 — John
Replying to "what does dial in me..."
Crystallize, get to the root

02:19:05 — Priya
I joined here late - looks interesting I’m building something. Custom made to my brand

02:19:07 — Aaron
Rich, at what point did you realize you needed to organize around Outcome Lanes instead of Outcome Lanes, and what was the first measurable result that convinced you the shift was worth it?

02:19:18 — Vesna
Reacted to "Crystallize, get to the root" with 🙏

02:19:46 — Laura
Questions 4 to 7 please

02:20:16 — Priya
Lol

02:20:35 — Priya
Its all that stuff you take

02:20:51 — Laura
Ahhh

02:20:51 — Priya
You are not old

02:21:13 — Laura
Reacted to "You are not old" with ‼️

02:21:24 — Laura
Replying to "You are not old"
he is super young

02:21:28 — Aaron
For a smaller team building an AI operating system, what is the first "Outcome Lane" you'd recommend implementing before trying to build the entire command center?

02:21:44 — Priya
Cool, I only watched the end

02:21:50 — TJ
i Don't recall aaaaaaaaaaaaaaaaaswering all the questions for the blueprint

02:22:03 — Laura
Reacted to "i Don't recall aaaaaaaaaaaaaaaaaswering all the questions for the blueprint" with ‼️

02:22:14 — Vesna
I would appreciate a replay, thanks

02:22:17 — Laura
Replying to "i Don't recall aaaaaaaaaaaaaaaaaswering all the questions for the blueprint"
@Rich S

02:22:38 — Laura
How is the live test going ?

02:22:40 — Maya
Yes, please. Would love a replay - had to take a call in the middle of this session!

02:22:55 — Raymond
Q4 - Q7 are still missing

02:22:55 — Maya
Is the wearable available yet?

02:23:09 — Harry
Replying to "Is the wearable avai..."
It shipped yesterday! Will be available soon

02:23:18 — Maya
Reacted to "It shipped yesterday! Will be available soon" with ❤️

02:23:25 — Mike
Replying to "Is the wearable avai..."
awesome

02:23:31 — Priya
Good point

02:23:36 — Maya
Replying to "Is the wearable avai..."
Yay! Great to hear. You guys got a target price in mind?

02:23:45 — Harry
Replying to "Is the wearable avai..."
Will be around $200

02:23:54 — Vesna
I like your approach

02:24:01 — Harry
Replying to "Is the wearable avai..."
Make sure you are on the waitlist - https://sp.strategicprofits.com/zenithmind-pendant/#waitlist

02:24:09 — Max
Reacted to "It shipped yesterday! Will be available soon" with 🔥

02:24:33 — Jennifer
How long do you see the revenue engines being an advantage before other people easily have access to this type of thing as AI continues to dramatically improve in abilities?

02:24:41 — Laura
@Ashley S - SP Team Please remind Rich about the remaining questions 4-7 for the live build test

02:24:53 — Aaron
Appreciate that - that's exactly the direction I'm building toward. Treating AI like an employee inside an outcome-driven operating system is the architecture I'm aiming for.

02:25:29 — Maya
Replying to "Is the wearable avai..."
I’m on the waitlist, no fear

02:25:35 — Mike
Replying to "Is the wearable avai..."
Done!

02:25:42 — Raymond
Are there any language restrictions with the wearable, Harry?

02:26:33 — Laura
please keep scaling this Rich crush the big Corps reshuffle the card deck

02:27:02 — Mike
Replying to "Is the wearable avai..."
Not clear

02:27:09 — Mike
Not clear

02:27:09 — Steven
Not clear

02:27:12 — TJ
Not clear

02:27:21 — Taren
Not clear

02:27:24 — TJ
well sales lead gen

02:27:26 — Graeme
Not clear

02:27:27 — David
Not yet clear. But thought provoking Q

02:27:27 — Natalie
Not clear

02:27:28 — Kenrick
I'm telling you, I really wish I could answer that.

02:27:29 — Maria
Not quite clear

02:27:33 — Joan
Need clarity

02:27:35 — Laura
Q4 - Lead gen

02:27:40 — Patricia
Creating ad and sales leads

02:27:54 — Vesna
I don't know yet, I'm not generating any revenue yet -

02:27:55 — Chris
Sell training that we are doing live currently

02:28:13 — Raymond
What if I’m just launching a totally new service that has no sales yet?

02:28:13 — Vesna
But I see potential for it when I get to that point

02:28:16 — Kevin
We sell on Amazon and also on our Shopify Channel - we need to improve our operations on Shopify to gain traction and also understand all of the metrics on our Amazon Channel

02:28:29 — Rashaan
Q4 - getting customers

02:28:41 — Steven
Overwhelm

02:28:44 — Kenrick
I'm worried that you are using API, and trying to afford that level of API would be prohibitive.

02:28:45 — Laura
Q5- I am a simplifier Rich is a multiplier

02:28:47 — Mike
Can’t answer that either

02:28:48 — Graeme
Not enough resources and not big enough

02:28:50 — John
ADD

02:28:50 — TJ
disapline or time to put it all together

02:28:50 — Chris
I don’t have my online sales setup

02:28:55 — Max
Q5: Rich already has loads of archives of his judgment

02:28:55 — Patricia
My lazy ass to didn’t do the work

02:29:04 — David
Can’t think of one.

02:29:08 — Maria
Because I don't have Rich's experience

02:29:09 — Chester
I make machined parts. How would this help me?

02:29:11 — Joan
My business is in its inancy

02:29:11 — Kevin
We may not have all of the input necessary for AI to help us

02:29:13 — Rashaan
Q5 - Beginner AI skills

02:29:20 — Natalie
I believe the foundation of what you built would work in any business by tailoring it to the founder

02:29:21 — Laura
Q5 not enough data

02:29:22 — Priya
I’m not coaching

02:29:23 — Jennifer
What is your estimation at this point about when singularity is likely to happen?

02:29:23 — Vesna
I'm a one un-retired person operation, not AI savvy

02:29:27 — Raymond
Q5 It won’t work for Growth copywriting?

02:29:33 — Aaron
The Output Lane vs Outcome Lane distinction was a lightbulb moment for me. Seeing how the Autonomous Revenue Engine tracks all 16 steps made me realize the real bottleneck is the outcome layer-where money stalls every Friday. That's the part I want to own.

02:29:41 — Vesna
Too small an operation

02:29:46 — Taren
I don’t currently run webinars

02:29:55 — Vesna
COOL!

02:29:59 — Graeme
like being in the stone age

02:30:03 — Natalie
Control Center

02:30:03 — Taren
Cool cool

02:30:04 — Maria
Exceptional

02:30:05 — Kenrick
Rich's system is in a different universe, way beyond what you see or think regular AI is.

02:30:09 — Vesna
I think it scales your business multifold

02:30:13 — Priya
Automated sales channel run by ai

02:30:16 — Patricia
Learning and executing the tools to produce revenue

02:30:16 — David
Accelerated AI Intelligence + Judgement

02:30:18 — Rashaan
Q6 - AI automation with true autonomy

02:30:21 — Steven
Next level, automate monetization

02:30:22 — TJ
Similar to how you explained it, building a Chief of staff that runs everything for you instead of me being the glue

02:30:25 — Mike
A system that does more than you can ever imagine to fill your bank account

02:30:25 — Laura
Q6 - AI Managers with judgement that can train other Agents

02:30:27 — Chester
Horse vs. jet.

02:30:28 — Biggi
you don't have to babysit it all day

02:30:30 — Raymond
Q6 AI version 3.0

02:30:43 — Joan
Like an aeroplane cockpit to a 1990 Toyota Camry

02:30:43 — Max
Q6: Clone yourself and key team players with learning from your judgment and real world results

02:30:47 — Kevin
Wow - what we just saw was extremely impressive and can most likely move the needle.

02:30:54 — Jennifer
what was question 5 again?

02:30:54 — Chris
judgement that adapts future go to market strategic and implementation

02:30:57 — Maria
It's a system that is ahead of competition in the AI space

02:31:03 — John
It’s a superpower

02:31:11 — Aaron
Exactly- the telemetrics and atribution layer is the real unlock. Agents are great, but the truth is what makes them useful.

02:31:13 — Vesna
Complete overview of your operation, with reliable 24/7 output, focusing on generating $.

02:31:18 — Laura
Ahh it wants our language

02:31:25 — Oscar
AI becomes an extension of you

02:31:52 — John
The system

02:31:53 — Peter
A

02:31:53 — Max
Q7: C

02:31:54 — Steven
Option C

02:31:54 — David
Option A

02:31:56 — TJ
Option A then C

02:31:57 — Graeme
A

02:31:58 — Biggi
C

02:31:59 — Mike
A -

02:32:03 — Natalie
C

02:32:05 — John
A

02:32:06 — Rashaan
Q7 - C

02:32:08 — Oscar
C

02:32:08 — Patricia
C

02:32:11 — Jennifer
A and C

02:32:11 — Priya
c

02:32:12 — Taren
c

02:32:12 — Chester
b

02:32:12 — Akram
A & C

02:32:12 — Raymond
Q7 option C

02:32:15 — Chris
c

02:32:20 — Joan
Option C

02:32:22 — Gene
option c

02:32:23 — Vesna
don't know - probably customized A

02:32:25 — Kenrick
I think C, having an autonomous revenue engine running, and then spawn more of those as I figure out how.

02:32:28 — Maria
A and C

02:32:28 — Kevin
B

02:32:29 — Laura
Q7 - Tie A and C

02:32:30 — Aaron
A- I want the executive layer wired first.

02:32:39 — Max
What was Q4?

02:32:45 — John
Rich - you had a Insight you wanted to share

02:33:01 — Laura
TYSM RICH AND TEAM

02:33:02 — Rashaan
Can you enable a voice layer to the system?

02:33:04 — Laura
GREAT SESH

02:33:31 — Raymond
Q7 Correction C & A both are a Must Have

02:34:00 — Aaron
Looking back, what was the biggest mistake you made when moving from AI tools to AI-driven operating systems
?

02:34:10 — Harry
Force Multiplier - https://strategicprofits.com/fm

02:34:13 — Laura
Q1- “I’ve spent the last six months exploring AI tools, building custom GPTs, developing monetization strategies, researching markets, and creating business ideas. I’ve gained knowledge and built plenty of possibilities, but I haven’t consistently turned that work into paying clients or recurring revenue. My biggest challenge has been moving from learning and building with AI to packaging my existing expertise into one clear, high-value offer and selling it.”

02:34:14 — Harry
Force Multiplier - https://strategicprofits.com/fm

02:34:28 — Harry
Force Multiplier - https://strategicprofits.com/fm

02:34:49 — Laura
Q 2 My biggest obstacle is execution, not a lack of ideas or information. I’ve explored so many AI tools, strategies, and monetization possibilities that I’ve made the process more complicated than it needs to be. I need to stop collecting possibilities, choose one revenue-generating problem to solve, and build a simple system that connects my expertise to paying customers. I don’t need another course; I need focus, a clear sequence of actions, and accountability to ship.” My biggest issue is overthinking, too many possibilities, and not consistently turning what I already know into action. I’ve been learning, researching, building AI tools, and exploring monetization strategies, but I need a clear path from my existing expertise to a paying market. I don’t need more information or another course. I need to simplify, choose, execute, and start generating revenue.”

02:34:52 — Rashaan
QQQ - Can you enable a voice layer to the system?

02:34:53 — David
I’ve followed Rich for 20 years. This is the BEST !

02:34:56 — Patricia
Thank you all for the session.

02:35:03 — Kenrick
I second that. The best training ever.

02:35:03 — Daniel
if we miss this deadline, how often will this be offered?

02:35:13 — Laura
Q 3 The Chief of Staff + specialist agent orchestration. Seeing multiple agents work from shared context was a big "I want that" moment. The overwhelming part is building the underlying operating system and governance.

02:35:13 — Raymond
Will the ‘Finisher’ option be part of this FM version?

02:35:15 — Priya
Always good stuff with rich

02:35:22 — Rashaan
@ Ashley I have a question

02:35:38 — Vesna
Fantastic. I loved the content. Great learning and insights. Thanks Rich!

02:35:46 — Laura
Ask here or Q and A

02:35:57 — Aaron
If you had to start over today with only one agent, one dashboard, and one KPI , what would you build first?

02:36:07 — Rashaan
Chief Financial Officer Program

02:36:07 — Priya
Thank U - glad I popped in

02:36:10 — Vesna
what was the link?

02:36:18 — Max
What was the link for Rich OS?

02:36:19 — Rashaan
Can you enable a voice layer to the system?

02:36:21 — Vesna
I missed it

02:36:30 — Priya
I build one

02:36:38 — Bruce
Thanks Rich, Ashley & Entire Panel...!!! 👍😎👍

02:36:39 — Priya
For my uni course ending

02:36:48 — Laura
yes

02:36:55 — Priya
Not like yours but commerce

02:37:04 — Vesna
Social media powerhouse>

02:37:10 — Laura
did I miss the link

02:37:12 — Patricia
Where are we getting our results from the questions?

02:37:12 — Taren
+1 to voice layer

02:37:14 — Joan
Thank you for once again opening eyes to what is possible and providing the opportunity for those who can, to partake

02:37:21 — Oscar
richsos.com seems cloudflare SSL handshake failed

02:37:28 — Kenrick
Can you just say real quick if you are using all API and what you're spending a month to do it? Or can this be run on, say, a $200 Claude account?

02:37:29 — Rashaan
OK, thanks

02:37:51 — Ashley
https://strategicprofits.com/fm

02:38:01 — Just
https://fm.richsos.com/

02:38:02 — Oscar
fm.richsos.com

02:38:22 — Biggi
Reacted to "https://fm.richsos.com/" with ❤️

02:39:44 — Aaron
Of all the intelligence layers you've built, which one created the biggest business impact first: Truth & Attribution, Audience Intelligence, Diagnostic Intelligence, or Creative Intelligence?

02:39:50 — Laura
this was AMAZING Loved the Panel format

02:39:54 — Ashley
Reacted to "this was AMAZING Loved the Panel format" with ❤️

02:39:55 — Vesna
Do I need to reenter the answers?

02:39:57 — Priya
Is that AI ?

02:40:06 — Laura
Best in the Series Rich

02:40:26 — Laura
this really conveyed well

02:40:31 — Priya
Oh , cut

02:40:31 — Ashley
Replying to "Is that AI ?"
Not ai!

02:40:32 — Vesna
Replying to "Do I need to reenter the answers?"
I see only the questions on the linked page, but not my answers

02:40:38 — Ashley
Reacted to "Best in the Series Rich" with ❤️

02:40:49 — Priya
cool

02:42:23 — Laura
Replying to "Do I need to reenter the answers?"
you can if you want tag them q1 etc

02:42:39 — Laura
great recap

02:42:45 — Laura
nice one @Harry L - SP Team

02:42:55 — Laura
love the synopsis

02:43:30 — Laura
this is really good !

02:43:39 — Laura
Rich Immortal

02:44:25 — Ashley
Replying to "Can you just say rea..."
You can start with $200/mo - as you build out each engine. According to Morgan, he isn't using API - he shut that off Oct 13.

02:44:32 — Vesna
Q1: Autonomous engine - I'm not sure where to start

02:44:36 — Laura
less than 0.00001% more like lol

02:46:18 — Vesna
Q1: Autonomous engine

02:46:40 — Oscar
Reacted to "You can start with $200/mo - as you build out each engine. According to Morgan, he isn't using API - he shut that off Oct 13." with 👍

02:46:46 — Kenrick
One of the things I'm becoming aware of is I still am not getting everything to work together nearly the way I should. I think I'm quite a ways ahead of most people using AI, even those that use it quite well. But I'm nowhere near this.

02:46:56 — Laura
multiplier application vs simplifier application

02:47:51 — Aaron
Powerhouse is the creative version of the Outcome Lane architecture - a closed loop system where content isn't just produced, it's measured, learned from, and iterated based on real audience telemetry.

02:47:56 — Harry
Learn more about Force Multiplier - https://strategicprofits.com/fm

02:47:58 — Laura
cool stuff Harry

02:48:05 — John
Rich - you had a insight earlier

02:48:07 — Vesna
Q7: A customized