From Ideas to Finished Work
October 22, 2026
Transcript

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Ashley: What's that? Hey, Harry! Oh.

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Harry: This is Tom.

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Ashley: I don't know, but that might not be a bad thing.

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Camilla: I'll fix it.

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Harry: I hate it.

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Ashley: All right, awesome. Welcome, guys. I am… we're gonna get started here in less than 1 minute, and welcome to, Force Multiplier and From Ideas to Finished Work. I'm just gonna pull up my…

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Ashley: slide deck here, and do it a little bit of a different way. So…

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Ashley: as we're just getting started, you have quite a few… we have quite a few people on the call today, and what I would love to do is just have, I'll go with the SP team first.

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Ashley: Could you guys just do a quick intro for me, so that, we know who you are? So, Harry, but you're listed as Tom, why don't you go first?

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Harry: Okay, hi, I'm Harry Lockwood. I am not Tom, even though every day I strive to be more and more like him. I'm the Chief AI Officer at Strategic Profits. I help Rich build out all his AI systems. I'm his right-hand man, and

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Harry: Yeah, I'm excited to talk to you guys about force multiplier.

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Ashley: Sweet, alright, let's go to… Ben?

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Ben: Hi, I'm Ben, and I'm the CTO at Strategic Profits, and I help everyone in the nitty-gritty of all of their tech setup and, kind of creating all their solutions, taking the stuff that Harry's developed and making it work for you.

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Ashley: Awesome, let's go to the real Tom.

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Tom: Thanks, Ash. Yeah, my name's Tom. I recognize a few of the names in the chat. I'm the head copywriter and program director here at Strategic Profits, so a lot of the copy you see, not all of it is written by me, but a lot of it, and then you guys, if you're in some of the other programs, you probably see me in there, too, so I work very closely with some of our clients and some of our members, so, yeah, happy to see everyone in there.

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Ashley: Okay, sweet. Collin?

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Collin: Hey guys, I'm Collin. I'm our Client Growth Advisor,

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Collin: Really here for anyone to meet more on, like, a one-on-one basis. If you have any questions about different offers, resources we have, just to help see if it's a good fit. If it makes sense for you, I'm here as a resource, so,

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Collin: I know I see some familiar faces here, and reach out if you need me.

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Ashley: Okay, awesome. Thanks, guys.

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Ashley: So, welcome to From Ideas to Finished Work. That is what today is all about. My name is Ashley Shaw. I am the CMO at Strategic Profits. I'm gonna get a little bit more into my story here in a few minutes, but today, we wanted to put together this panel today, and you're gonna see there are a few additional people on the panel that you may not recognize from Strategic Profits.

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Ashley: They are some of our force multiplier graduates, and today is all about sharing how to go from idea to finished work.

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Ashley: That actually brings in money, and we really wanted to showcase multiple examples of this today to help show you guys what really is… is possible.

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Ashley: So, what I would love for you guys to do is type in the chat for me. There are…

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Ashley: you're gonna type a 1 if you, right now, this is just kind of a state of the Union, where are you at? Are you mostly just chatting with AI right now?

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Ashley: Put in a 2 if you are doing more than chatting, you're building a few pieces, 3 if something is running without you.

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Ashley: and you have, you know, maybe something autonomous, maybe some agents, something that doesn't require you, that is producing great work. And then I would also love to know, do you use a Mac, or do you use a PC?

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Ashley: So if you guys can fill up the chat for me and just let me know where you're at, that'll be really helpful in making sure that we can focus on what we need to for the session today to get you to where you want to go.

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Ashley: Okay.

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Ashley: So, here's… here's why you're gonna wanna stay the whole time. We have a whole bunch of incredible things planned for you today. So, you're gonna see what's possible with AI right now. So, Rich has…

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Ashley: Rich has a nickname in the office. We call him, Rich No Net Schefren.

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Ashley: the reason being is that the amount of time that Rich is spending with AI and pushing the boundaries of what is possible, like, the man is a machine. He is always one-upping, like, what is possible, and…

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Ashley: He's gonna be sharing some of those things today, you know, around his system, and why, even if we look 2 months ago.

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Ashley: 9 months ago, how vastly and wildly different, things are, and what is even possible with AI. You have our strategic profits

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Ashley: team. We're going to be talking about the key things that have made the biggest difference at Strategic Profit. So, specifically, you're going to be hearing from Tom, and you're going to be hearing from Harry, and the goal is to share

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Ashley: anything we can in terms of, like, AI hacks, things that are gonna help make the process smoother, helping you guys get to the money.

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Ashley: And then Rich is gonna be covering how much further AI has come, and his breakthrough was something that he's calling Revenue Engines, and then you're gonna see some live demonstrations. We have…

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Ashley: a tool that Rich built, it's called Click Architects. Underneath of it are the skills and agents, that, you know, people in Force Multiplier would have.

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Ashley: And he's gonna show you how Click Architects works, and then Harry's also gonna be showing his social media powerhouse. This thing is insane. I had a glimpse of it yesterday.

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Ashley: and it spit out all these reels with, like, hooks, and it was from one video. So you're not going to want to miss that. And just like a sneak peek on Click Architect, Rich has engineered something that it literally takes a URL in.

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Ashley: And shows all the places on that sales page that need to be changed, like, what buttons to add, what copy needs to be changed.

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Ashley: And it gives you, like, an HTML file that then you can go and implement, and there's so much even more there, but I'll let Rich share that, because he's going to be covering that today.

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Ashley: Okay, so by the end of today, you'll know three things. One, why AI saved… maybe it saved you time, but hasn't made you any money, and what fixes that?

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Ashley: what a real AI system is capable of. Live, cutting edge, and far beyond anything else out there. In fact, Rich was sharing a story with us today about, he had a couple, copywriting, friends over, and

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Ashley: He… he shared with us that he solved a problem that…

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Ashley: people that were being paid in engineering, like, 50K a month, like, couldn't solve. And so he's got some things to share that you guys aren't gonna wanna miss, and what that is really doing with the capabilities of the AI system with memory, and how that is just producing

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Ashley: the outcome that that company was ultimately looking for. And then next steps, whether that's with us or not with us, where to go from here, and how to move the needle in your business.

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Ashley: So, first, we'll just make sure you're in the right place. So…

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Ashley: I would love for you to put up your hand. I don't know if it's gonna give me those little emojis that your hand goes up. I would love that. I don't know if that's actually possible, so… let me just tell you your… oh! I got a hand raise. That's cool. I love it.

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Ashley: You're in the right place if these three things might be happening for you. And let me know in the chat if I'm on… if I'm on the right, line of thought here.

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Ashley: AI slop, it looks done, but you go to look at it, and you're like, no, this is definitely not done, and you're having to, like, go back and forth over and over. It's almost like it's, like, taking way more time than it ever took before, thinking that you're gonna be faster with your outputs, but really, it's just slop.

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Ashley: Two, you might feel AI overwhelm. I don't know about you guys, but just looking at all the different tools and AI possibilities out there, it feels like not only are there so many different options out there, but it's just created so many

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Ashley: I feel like there's so many…

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Ashley: even inboxes now that I've got to check. Like, this overwhelm overarchingly, with AI, it just feels like there's a lot of tools, and like, how do I actually use them to get the work done faster, and to make sure that

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Ashley: I'm putting it towards making more money in my business. Like, if I implement AI, I want to make more money.

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Ashley: saving time is awesome, but where does it actually lead to cash? And then AI amnesia.

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Ashley: you told it, it forgets. I don't know if you guys have ever had that experience where you've had… the AI has come back with something, and it was like, oh yeah, I totally ignored that. Like, yeah, you definitely told me that, and you're like.

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Ashley: Okay, this feels like you're just starting over from scratch all the time, which is super frustrating. So, you're in the right place if you're experiencing any of those things.

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Ashley: And also, you're in the right place. Everyone promised you AI would give you back your time.

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Ashley: And we looked at it, actually. All the positioning of every other AI offer out there, they all promised that. And the reason being is that that's an easy promise. I'm gonna save you time and give you time back. The much harder promise is.

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Ashley: Did it make you money, though? When you implemented AI, did it actually equate to dollars in the bank? And maybe you've already experienced that, or maybe you haven't, but either way.

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Ashley: that is what we are obsessed with, and that is what you're gonna see from Rich as we get into the piece about revenue engines, and where we're really putting our focus in strategic profits as well.

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Ashley: Okay. So, here's why we're here today. There's a whole other side of this future with AI, and today we really want to show you what's possible. How to go from idea to finished work.

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Ashley: the things that have really helped in our business, and what's possible for you. Whether you've actually felt that glimmer of hope yet, or you haven't, but that's what we want to provide for you today.

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Ashley: This isn't for you if…

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Ashley: you want prompts that worked last year. One thing that we see all the time is that there are a lot of these, like, AI gurus that are selling the same course they sold last year. We know AI is moving so quick.

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Ashley: And so are we. So we're, you know, like, if that's what you're expecting, that's not what you're gonna see here today. You might be learning AI from somebody who isn't in it every day. It's really easy to, you know.

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Ashley: put your face on a brand and say, yeah, like, this is my new AI product. But if you're not in it every day, and you're not learning, like, what's changing every day.

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Ashley: You're really just teaching old technology. And that's, again, not what Rich is about at all. Or, if you want a course that was built for how AI worked a year ago.

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Ashley: again, like, we just did our last force multiplier in June, and already, like, there's been a complete, overhaul on our thinking around it needs to connect to revenue. Everything needs to connect to revenue.

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Ashley: Okay.

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Ashley: And so, what we're gonna be talking about, not only what's possible with AI, why actually copying the old org chart in AI? It keeps you as the glue, and we're going to be going through what to do instead. I'm gonna have Tom and Harry

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Ashley: work through what they've seen working, and how our team gets AI to carry the work all the way through. We've also got four force multiplier grads here, gonna show… they're gonna show you how they've cut through the noise, and then Rich is gonna come on and go through

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Ashley: Showing you his breakthroughs with revenue engines, and what that actually means about

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Ashley: how your AI system needs to be set up differently than what everyone else out there is actually teaching. Okay.

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Ashley: Last part, I'm Ashley. If we haven't met before, I'm the CMO at Strategic Profits. I am a sucker for simplicity. Whenever I get these difficult concepts and deep-layered thinking, I'm always thinking about, how do I make this simple so that everybody can understand?

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Ashley: So, it's a really good yin and a yang with Rich being such a deep thinker. I'm always thinking, like, okay, how can I simplify this and teach this in a way that people are gonna remember it? It's gonna be sticky. So, just a little bit about me. I built a 7-figure marketing business with 7,016 followers.

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Ashley: And I am obsessed with

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Ashley: social media, marketing, content creation. I've more recently, worked actually a lot with Keith on ads. I love the whole ecosystem, so if you guys have any questions around marketing, I'm here to help, and I want to make sure you get what you need today, and why you came here.

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Ashley: So, this is just a quick little,

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Ashley: it's a little share, and it's vulnerable, but I thought AI was supposed to speed me up, and instead it was, like, slowing me down. I was getting more outputs than I knew what to do with, finishing my work was, like, taking longer than ever, and I was always watching the AI, with me still being the glue in between. And…

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Ashley: That's, like…

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Ashley: That's a vulnerable moment for somebody, like, in an AI company to be like, okay, like, this shit isn't speeding me up. Oh, sorry, my French. But what changed for me…

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Ashley: when I saw Rich's system, I was like, okay, like, we are on to something, the possibilities here are endless. Like.

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Ashley: there was a time before when Rich had a lot on his plate. Like, it was like, ugh, is today the right day to ask for this? Like, I don't know, Rich has a lot going on.

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Ashley: Instead, this is a direct quote from Rich from… it was last week. I go up into my AI, and now sometimes there's nothing to do. The system is already working on tomorrow's presentation. Rich. Like…

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Ashley: Okay, I gotta learn all about this, I gotta get this into my system, like, how is he making this all happen?

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Ashley: Now, let me show you what it looks like, when AI actually works for you. So, I was telling this story to the panelists earlier today.

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Ashley: And it's, again, it's embarrassing. I thought I had my Limitless on last night. It's this little thing here. They don't sell them anymore, but, we're making our own version. It's called the Zenith Pendant.

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Ashley: What this thing does is it records every conversation that you're having, through the day, and then it can upload into your system, and you have an amazing amount of context for every conversation that you've had.

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Ashley: I thought I was wearing it… well, I was wearing it, sorry, that wasn't the confusion. I…

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Ashley: I had it on, the white light was on, and I'm like, okay, I'm good. Like, Keith and I are chatting, through some different things that I wanted to be teaching today, incorporated today.

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Ashley: I try to download it, nothing is there. My mind goes blank. This is one moment.

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Ashley: This is legitimately what I had from my conversation with Keith. And I was freaking out, because I was like, oh my god, there were so many good things in there that I wanted to share, and that now I don't have them.

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Keith: Because it was a cell phone, we weren't on Zoom, people might be thinking, well.

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Ashley: Oh, yeah.

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Keith: It was a cell phone, and we were… yeah.

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Ashley: It was a cell phone, and the service was bad, so I was, like, holding my Limitless up to the phone, like.

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Ashley: it was embarrassing. So, I was, like, freaking out, because I was thinking, okay, there was so much that…

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Ashley: Keith said that, you know, like, I wanted to teach and train, so here's what I did instead. Rich has something that we're gonna loosely call a Chief of staff, but it's not your regular chief of staff, like a $39 product that you can pick up anywhere.

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Ashley: Morgan literally runs Rich's business, and when Rich is talking to AI, sometimes screaming, sometimes talking, giving his AI his judgment, Morgan is capturing it all.

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Ashley: And Amanda is the one on Rich's team, the agent that creates all his presentations. So, what I did is I went to Morgan.

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Ashley: through my AI and said, hey, Morgan, I need some help. This is what I'm thinking to teach tomorrow. I need you to go, you know, like, tell me, would Rich agree with this? And go talk to Amanda and then come back to me.

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Ashley: Literally, his system reviewed, everything that Rich had been working on yesterday to help inform me what should actually be taught today, and what Rich would want to talk about. Like.

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Ashley: that moment in itself, like, being able to consistently talk to Rich's system where it has his judgment.

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Ashley: it, like, for me as a CMO, it has been life-changing. And just to be able to, like.

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Ashley: it has everything that I need to get the answers to the next step. There's no bottleneck, and Rich is not the glue. So, we're not talking about, as I said, the $39, chief of staff. Like, we're talking about, like, the Rolls-Royce of

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Ashley: an agent that runs his whole business, his whole system, and has his judgment. She takes in everything from the team, she passes the work off to the right agent, and Amanda is the one that runs his presentations and creates them before Rich even asks.

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Ashley: Like, this is what's wild to me. She created a presentation for us for Zenith Mind.

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Ashley: And Rich looked at it and was like, I don't have to change anything. Like, this is better than I could have written. And, like, that is the Holy Grail. That is what, you know, I just… for…

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Ashley: everyone that's here today, like, that is possible, and I'm really excited for Rich to show more behind the scenes of how… how he's created his system and what he's… what he's doing.

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Ashley: Okay, and then that's what I just said there. So, my lesson was more outputs, it absolutely isn't the goal. That's kind of the thinking that, in the beginning, it was like, you know, the more that I have, like, skills and agents, the more outputs I'll get, but, like, the real thing is, does the finished work?

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Ashley: Is it what makes money? And… That's what's really important. Is the work that your AI doing actually making more money?

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Ashley: Instead of just giving you more output.

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Ashley: And then this pulled… my system pulled this in this morning. Rich asked this on our call this morning. Why does adding more AI make you busier instead of wealthier? And that's the question that, you know, we are obsessed with providing a solution for.

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Ashley: And so, I'm gonna come back to this, actually. What I'm gonna do… is… I'm going to,

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Ashley: pass it over for a second to Tom and Harry. I wanted them to share with you guys the biggest hacks that we've learned as a team this year, from their perspective, and…

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Ashley: Yeah, so Tom, maybe I'll start with you as, yeah, from a copy perspective, what have been the biggest hacks or learning lessons that you've had this year with AI?

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Tom: Yeah, yeah, I mean, the biggest hacks really come in the past 3… 2 or 3 months or so. So if we go back, like, a year,

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Tom: Kind of these coding tools started to come out, so you could create skills, you could create agents, you could create dashboards, you could do all these things. But the models weren't…

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Tom: They were… they were incredibly powerful at the time, but it still, like, involved a lot of, like, manual review all the time.

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Tom: maybe critics forgot to check something. Maybe, like, it wasn't reading the skill document fully. We were still, like, big into prompting.

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Tom: Like, we had to write these, like, really long prompts, everything had to be, like, really precise. Like, it was actually… it was more work. Like, at that point, I was just like, why don't I just…

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Tom: write the copy myself. Like, if, like, I'm not saving any time, and now I'm just screaming at AI. Like, it literally didn't make sense.

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Tom: And about, like… I don't know, 3-4 months ago, The models had… Changed so dramatically.

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Tom: and Rich and Harry Just start giving…

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Tom: like, they actually give the models less, so it shifted from being about, like, how good you could prompt, like, these really long prompts, getting super specific. If anyone remembers, like, Zenith Mine, like, the original Zenith Mine, we had those super long prompts, where you had to copy and paste everything over.

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Tom: So that's kind of what it was still at, and then it dramatically shifted to just, like.

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Tom: what is the outcome I'm looking for? Like, as opposed to, okay, write a sales letter that has a hook like this, that does a headline like this, that has bullets like this, like, how about a sales letter that, like, someone is excited to open, and by, like, the end of it, they're excited to buy?

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Tom: Right, and then maybe there's some guardrails in there, but I'm not… I don't have to, like. prompt it, all these things. Yeah, someone said, plus the prompts eaten to your AI credits. Yeah, it's a great point.

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Tom: And so, what I did was, like, every step of my copywriting system became just, like… it became, like, the less…

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Tom: the less I work, the more the AI works, the better. So just like me telling, okay.

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Tom: I'm not gonna tell you how to write an email. I'm just gonna tell you what I want this email or this sequence to do for me. I'm not gonna tell you how to do research, I'm going to tell you what I need the research to look like.

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Tom: And so, now…

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Tom: I didn't… like, all I had to do was I needed to figure out what the heck it is I wanted, and how, like, all those subconscious pro… like, programs and processes, Richards, like, encouraging me, I need to bring those out.

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Tom: And so the more and more I just started working with AI, just talking to AI, I was able to create a system for myself where it's essentially like I have my own junior copywriter. And so, I went from, like, still having to do these

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Tom: prompts and… teach AI and all this stuff, where it's like. when I work… when I write copy.

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Tom: my AI claud or Codex, it can plug in like any AI can plug into my system. It goes into a folder.

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Tom: And it knows… it knows Rich's voice. It knows, like, what part of the copy funnel it's in, so it knows the sophistication level, like, all those kind of, like, nerdy things about copy. It already knows before I start talking to it.

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Tom: And so the baseline is… There's none of that AI slot. all the output I get is in Rich's voice, and then I just get to go in.

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Tom: Emails now are about, like, 90% to 95% done, so I just go in, make a couple tweaks, and then the sales pages and the landing pages are now about 90% there, because I also give it some of our best frameworks. And so, that is a dramatic shift.

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Tom: In terms of how any copywriter has ever worked in the history of writing copy. It used to be you were scouring forums.

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Tom: And then you need to manually write everything. And then I went to manually prompting everything to now having an actual junior copywriter work for me, which is Clauder Codex.

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Tom: So that's been… and that just came from the outcome versus method, so credit to, like, Rich and Harry for, like, driving that through my head. And I'd be curious, like, Harry, is that in line with, kind of, the biggest shift you saw for yourself, too?

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Harry: Yeah, I mean, the outcome versus method thing is definitely, huge, because not only from getting better results out of your AI, but the user experience

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Harry: So many people feel like they have to have the perfect words, they have to be technologically savvy,

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Harry: Or, you know, if you describe the outcome you want, and then you tell your AI, and then it comes back to you, here are 3 options for you to choose how we can accomplish the outcome you're describing. A lot of people get scared, and they're like, I don't really know which option to choose, like, now I need to understand technology to pick the best option.

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Harry: But you can continue to say, no, like, you understand the outcome I'm looking for, you choose for me. And so it really…

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Harry: when you stay outcome-based, you go from treating your AI like an employee to treating it like a creative business partner.

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Harry: And then… the… I'm not a copywriter at all, but the biggest leaps in copy

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Harry: from what I've seen was actually yesterday and two days… two days ago, which Rich is gonna talk about a little bit, but we had… we have Fran and Tony and Donnie, who are all, like, world-class copywriters over here, and, Rich's new way to carry judgment across your whole system, combined with a few other things, which he'll get into.

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Harry: had them jumping up and down, because they don't get… they're not as general use as me and Rich, where they're constantly looking for… to solve a lot of different problems with AI. They're very copy-specific, and they've just been dialed in on these problems, and they hadn't been able to make

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Harry: really, significant progress, and then yesterday, Rich kind of took over their systems and installed things on it, and…

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Harry: they were going crazy. And then, the other thing is the chief of staff system. Like, it is such a buzzword, it is such a thing that you see on every AI program, out there.

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Harry: But when you have a real one, when you have one the way that Rich created his, and I just took it because I'm connected to Rich's system, I had it… I took his, and I made it more tailored towards how I like to work.

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Harry: And it has been the greatest, increase in my efficiency since I learned how to split panels, since I learned how to look at two chats at once, which was way back in, like, February.

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Harry: And the way I used to work was I would work on one session, one project, one session, and then another… I would switch into another session, another project. And it was kind of hard to go back and forth

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Harry: But with this chief of staff on top of everything, and it has whole departments, different departments at each layer, you can work on 50 different projects and just talk to one session, because it is delegating. It never does the work itself, it's delegating, and it's monitoring the,

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Harry: the work, and… It's just ridiculous. And yeah, that's probably been… The biggest, thing that I've seen, so…

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Ashley: Awesome. Perfect. Thanks, guys. Thanks for, for sharing.

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Ashley: So, what I want to do next is, we've, we've brought on some of our force multiplier graduates, and people who have actually cut through the noise.

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Ashley: to show you what's actually possible. So, I want to bring on Abigail first, and Abigail, are you there? Hi, Abigail, how are you?

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Abigail: Good, how are you?

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Ashley: Good! Thank you so much for joining us today. So. What I want to ask you, Abigail…

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Keith: Maybe it might be better to stop screen… or maybe stop sharing, or that's up to you, actually, you might want to keep Vides up. It's up to you.

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Ashley: Oh, that's okay. No, I was just gonna go… go off-field, so that's perfect. Thanks, Keith.

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Ashley: Yeah, so, Abigail, can you tell us a little bit about where you were before Force Multiplier, and before you came and worked with us?

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Abigail: Yeah, absolutely. So, I'm the CEO of a company called Level 5 Mentoring. We partner up with Keith Krantz a little bit as well, so he does a lot of work with us. So, prior to Force Multiplier, we were running on a really lean team.

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Abigail: And I'm looking to do some expanding, and create some more things.

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Abigail: Without adding on a whole bunch of new personnel, essentially. And so, when we jumped in, I would say, admittedly, I was probably, like, the worst candidate for force multiplier that could ever exist.

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Abigail: I was, like, super not a tech person, I had not used AI, like, at all, really. And I was definitely, on the first day, going, oh my god, oh my god, oh my god. And then, this amazing team you guys have here jumped right in and helped me, and in, like, literally 24 hours.

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Abigail: I had an understanding of AI and how to use it, and within 48 hours, I had built an app for our company, which I still… everybody at our company still finds that to be crazy, that I actually did that, because I am not the tech person, and I am not…

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Abigail: No one could have suspected that would happen. And, so I built an app for our company that essentially creates

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Abigail: fulfillment for our clients in a way that makes it just absolutely easy for us to bring on tons and tons and tons of customers who can now experience a process that used to be something that they could only do live with us.

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Abigail: And so we were able to multiply our revenue from that. Just that one single, tiny little bit of use of AI has absolutely changed how we actually function at our company. So now we have tons and tons of customers using this

00:31:47 --> 00:32:09
Abigail: And it's actually really improved our ascension as well. So people will use this app, they will get an experience with us, and then they want to go further and deeper and take our mentoring program. We're hearing all kinds of feedback on it. And that was just literally one thing I did in the Four Spilt Bar program. We also did so many other things.

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Abigail: So now our whole team is operating with AI, and we're using… we have all this base information that the team shares in AI, and we can just all create strategically together. So it is like we've added a whole bunch of team members without adding a whole bunch of team members, and all of our team members can accomplish so many things that they couldn't do before.

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Abigail: And I'm doing a lot of presenting and fulfillment. As well, and just for an example.

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Abigail: coming up, we have a training that I'm about to do, and I don't have to do any prep at all. Like, my team member went and used our AI system. She took everything that we're gonna train, put it all together, and she's handing it to me this afternoon, and I just show up tomorrow. And, like, that has taken so much off of my plate. Probably would have been, like, 2 weeks of prep prior to this.

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Abigail: So we're… we're just, like, the most happy Force Multiplier customers ever over here at Loify Midrade. So that's… that's my story, and if you want, I can show you the app as well.

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Ashley: You guys want to see the app? Yeah, let's see it, Abigail. And I think what was so cool is that, Abigail, I think within that first week, that app had gotten 80 customers.

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Abigail: Yep.

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Ashley: like…

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Ashley: so cool, especially where there was kind of this joke of, like, tech, like, you know, I have a… like, if there's any spells, like, mine is tech, like, you know, that whole, like, being tech allergic before coming to the event. So I just thought, yeah, incredible to hear your story.

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Abigail: Yeah, we did, we got 80 customers immediately, and now we have hundreds and hundreds who are in this app. I've actually made a couple more as well for us.

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Abigail: So, the core process that we teach and use here at Level 5 Mentoring is called spellbreaking.

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Abigail: And it's super effective for getting in and shifting things internally for somebody, so that they can actually create what they desire in their life. And this is not a simple process, you guys. This is, like, super, super…

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Abigail: tricky, even to teach humans, and so for me to be able to suddenly have AI doing this for people is pretty insane.

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Abigail: So you just… it's really simple, you just start here, and it takes you through it. There's not a lot of bells and whistles on this, and that's kind of on purpose, so that our customers are just really focused as they go through it.

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Abigail: So you're just, letting this app know what it is you really want. So, like, let's say you want 10K in the door this week, and you're wondering how you can create that, and you can do a spell break and literally create that in your life. That's the process and the power of it.

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Abigail: So, we work through things like that with our clients, and then we have one other one I just created. Recently, as well, called the Unmake Fear Process.

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Abigail: So, if you want to create something in your life, what's the reason you're not? Generally, because you're afraid. And so this also supports the other app, and this one actually has, Brian's voice in it as well, so it walks people through the entire unmaking fear process. So there you go! That's what I've created over here at Level 5.

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Ashley: Amazing. Thank you so much, Abigail, for sharing with us, and…

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Ashley: yeah, for just, like, all the wins that you've had, and yeah, just so helpful to really picture what's possible. So, really appreciate you, you joining us. I know you got a tight schedule today, so, yeah, thank you. Thank you so much, Abigail.

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Abigail: Thanks, Ashley.

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Ashley: Awesome! Alright, I'm gonna go to Tain next, because Tain told me earlier, this was last week, he's like, every day I'm at the beach by 3, because my system is doing all these things, so…

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Ashley: Tain, can you, can you share with us a little bit about your journey before Force Multiplier and, where you're at now?

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Christian: You bet. Hi, everybody. I am a copywriter as well. I write for clients in the financial newsletter space, and that is a very deep, very competitive space to be in for copy, coming up with

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Christian: Ideas is still the part that I do and have to do best. So, full disclosure about AI, the creative part that humans

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Christian: who can still link together, like, seemingly unrelated things, or take a very complex story that's happening usually very quickly in finance, is still a very human skill to have. However.

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Christian: what it's allowed me to do, and I took the force multiplier training, I guess that was in March of this year, and everything about my day has changed, and the primary directive from Rich and the team that really made the difference for me was the shift in thinking to

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Christian: This is now something that you command.

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Christian: rather than… and by command, I don't even mean using it as a research tool, right? The recursive aspect, what's called the imprint hooks, right, it's a special thing that Rich has developed, so that your machine is capturing your decisions, your judgments, right? That uniquely human thing. We'll then copy what this has… and various other things, right? That's not the only way that the machine is learning over and over.

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Christian: Do I write my own copy? Yes, but it writes like me now. And so when I'm editing, I'm editing a document. I can churn out… I did a promotion on, we called it Death of the Petrodollar, because that was unfolding, obviously, while we were in the training. I wrote that in about a week.

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Christian: And not only did I write the copy and, like, come up with the idea and, like, just tell it, like, here's the outline that we're gonna follow, this is what we want to say, but… and it didn't do a great job at that. I had a lot of editing to do, but now, a 3-month process to research and really vet ideas and come up with the backup and the proof that we're gonna use and the proof stack, went from roughly, let's say, at the outside, 3 months down to… I can churn out

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Christian: out a really good money-making promo in a week.

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Christian: And all of that is just the result of not even so much, like… I think a lot of people still use AI as a kind of Google search, and, get me this information, get me that information, but when you put these pieces together, and I don't know anybody who's doing this, I don't know anybody who's teaching this. Obviously, there are other people working with AI this way, but nobody's captured how to do this the way Rich has done it. My AI understood a lot about me being

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Christian: personally, and my work style, and what matters to me, and what motivates me, and, like, sort of how I like to work, and the way I like to put things together, because of a previous program I went through with Strategic Profits and the team there. And so I built a deep, deep relationship from the beginning

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Christian: So that my machine understood very clearly what it was that I wanted out of it, and then the process since March has been really backing away, giving clear instructions, and just letting it run, and letting it do what it does best. And so coming up with a promo that sounds close enough to me that when I do one pass and make final edits, it is… it is my copy, it is in my client's voice, right? None of that is…

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Christian: contrived, and all of that was a process, just like I'm sure other writers have gone through, of,

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Christian: putting rails on it, curbing it, explaining the rules, like, no, no, we don't do it that way, and here's why. And deep, deep dialogue with the machine, saying, but this is why we can't write copy that way, alright? That sounds like AI BS, and people are gonna know that, so this is why, this is where my client's coming from, this is what makes his…

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Christian: take on the market's very unique. We need that in there. This is why that has to be written this way. And of course, it has, you know, a stack of promos that I had written prior to, you know, so that I could train the machine, and it picks up various things that there's no way any human being could sort of collate all that information. And so the process has been shocking, like, for a lot of people. I mean, it really does blow your socks off, but to be able to churn out

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Christian: I get paid for the promo, and then I get paid royalties, you know, as it continues to earn subscription sales for my clients. So that has been just delightful and shocking, and work truly is fun, and I really am on the beach. I'm coming to you from Puerto Rico today, but I have had whole months off.

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Christian: like, I joke, I was just joking to my friend, I just came from the gun range. We went halfway across the island, went shooting today, because I just don't have enough work

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Christian: If I don't want to work, I don't need to work. I'm on top of my work to a degree that I never imagined would be possible. Certainly not when I sat down at the beginning of the force multiplier training. I was just shocked that I was able to take what I learned, and with the support that you get with the folks at Strategic Profits, like, if you got a question.

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Christian: if you don't have an answer for it in 24 hours, that's your own fault, right? Because they really are on top of, hey, here's what we're doing, try this, like, here's some ideas. Ashley was very helpful to me on the latest call. And so, this constant snowballing momentum of productivity

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Christian: is obviously what any knowledge worker wants to be able to do. Being tied up in,

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Christian: shifting gears now to my own side businesses. I run a couple YouTube channels. I was in medicine before this, so I had a health funnel, and I also teach people how to go international and sort of set up your life and be able to have an international dimension, but to do it the right way, with financial structuring and things like this. And so, these two are very competitive markets, and so,

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Christian: it has now allowed me to work on my side business in a very timely way. Everything from, primarily this is direct-to-customer on YouTube, YouTube scripts.

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Christian: It now has backlog of my videos, so it now knows how I want to speak, so it can now produce… I take an idea, I voice record it, it picks it up from Signal, writes out a brief, I talk to it about the brief, and then it whips out a script, I edit the script, shoot the video, it edits the video with B-roll and animation, and it's done in a few hours.

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Christian: So, all of that, right, has been the just monumental shift in my own sort of day-to-day work routine that has happened just since March. And,

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Christian: for reference, I write for a gold newsletter. He's a gold stock picker. Obviously, gold has chopped around a lot this year after it peaked in January. The business is up over 150% in a year, and I'm working less and less. Like, my… my… that line is going like this, right? And the revenue at the business is going like this. And so, I'm able to at least talk about taking on other clients and other projects.

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Christian: don't feel that I have to at this point. I'm certainly making enough money. But, getting to the revenue part is really, I think, what Rich and the team do best. Everything has that focus.

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Christian: And my feeling is, like, I really stumbled onto… it's almost like I was walking along, minding my own business, and then I stumbled into this unbelievable party that was happening, and everything I've been able to learn is, well, here we are. Obviously, it's just a magnificent thing to be able to come on and share with people.

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Ashley: Amazing. Awesome. Thank you so much, Kate.

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Christian: Thank you.

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Ashley: All that, and

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Christian: Pleasure.

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Ashley: Super, super appreciate it.

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Ashley: Awesome. Alright, I'm gonna, let's move over, we've got Kathy and Keith, and then Rich is, rich is gonna take over. So, Kathy, come on down, how you doing?

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Kathy: I'm doing good! So excited to be here and share, what happened with me with Force Multiplier. So, Kathy Guggenauer.

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Kathy: I've had an online business since 2001. Been around a long time.

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Kathy: And, I'm 70 years old, and I was trying to decide if I was gonna retire, or what I was gonna do. I've built 4 online businesses, 3 of them went to 6 figures, and 1, the virtual expert training business, went to 7 figures.

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Kathy: So, you might be shocked when I tell you that I couldn't afford force multiplier. Why? Because I hadn't been marketing anything for over 2 years.

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Kathy: And that might be shocking, but I was so tired and burned out that I simply couldn't get excited enough to make myself do the work.

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Kathy: So I attended a webinar like this one, and I knew I had to figure out how to come up with the money for force multiplier.

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Kathy: You know, I'd been seeing all that other AI training out there, it was overwhelming, I didn't know what to do, and I'm not tech at all.

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Kathy: I've been using Kajabi to run my training programs for years, but I had to hire people to do all of it. I really didn't even understand how to log in.

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Kathy: So, I was one of those who really didn't think I could use AI. So, just like we all can do when we set our priorities, I figured out how to come up with the money.

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Kathy: So, if you're on here and you think, I don't have the money. Figure it out. It is worth it.

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Kathy: I am… I am saying this very clearly, very plainly. This is the very best training I have ever taken, and I am a training junkie.

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Kathy: This is worth so much more than Rich charges for it.

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Kathy: And because I've taken Rich training, I never have to worry about taking any other AI training, because Rich is on the bleeding edge of this, so I don't have to be. I don't want to be. That's not how I want to spend my time.

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Kathy: And, Rich, I've got a little bitty one of you right here on my shoulder, whispering in my ear all the time, telling me what I need to do.

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Kathy: So, because I had to scrounge up the money to a 10-force multiplier, I also had to earn that money back. And as quickly as possible.

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Kathy: So, to my great surprise, the very first session with Rich, he asked what our goals were. And I thought, there is no way he is going to be able to help me achieve this goal quickly, but I'm going to tell him what my real goal is, and it was to earn $10,000 within 90 days.

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Kathy: And guess what? I not only did it, but I exceeded it. So, here's everything that I implemented

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Kathy: during the training program, not after we finished it, during the program. I researched my marketing expertise to identify a high-demand opportunity, I developed the brand new training program.

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Kathy: I created a three-tier cohort model with increasing pricing, I built the marketing strategy, I created the webinar and PowerPoint presentation, all with what I learned in here, developed the social media and email marketing campaigns, promoted and launched the webinar.

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Kathy: Opened cart on May 7th, closed cart on May 14th, and within just 30 days of completing it. I generated $11,000 in sales from this brand new program.

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Kathy: And now, I'm ramping up my second cohort of this program.

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Kathy: And I've gotten so energized with AI because of what I got out of this program. I'm redoing my signature program, Virtual Expert Training, to create an AI-accelerated version of it, and I'm charging $10,000. So…

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Kathy: I make a lot more money because of the investment in Force Multiplier. And I want to give a big shout out to this team. Every single one of you have helped me tremendously.

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Kathy: Collin K. If you're thinking about having a one-on-one with somebody, this man gives you so much value in his one hour.

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Kathy: And Harry will always make you laugh, and Ashley will make sure you understand whatever it is that Rich has said that goes over.

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Kathy: So, thank you so much for having me on here to share my successes with this program.

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Ashley: Kathy, you light up my life. Thank you for being here. I so appreciate you. Thank you for sharing that story and really going into, you know, like, all the folds of how it came together, and we are so proud of you. Thank you. Thank you so much.

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Kathy: You, and I'm not retiring now.

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Ashley: It's… it's amazing how often we hear that story. Like, it's like this whole new lease on life, especially from people in their 70s. It's incredible. So, really, really appreciate it. Thank you so much, Kathy.

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Kathy: Thank you.

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Ashley: Alright, so I'm going to… we've got about 10 minutes before Rich is gonna take over, give or take maybe 5 minutes, and Keith Kranz…

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Ashley: Let's get you up here next.

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Keith: I have to follow that, huh? Dang. No, you know… It's, one of the things that we were talking about last night, too, that I thought was…

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Keith: I thought was, as a business owner, was really cool. When you… you know, why do we start a business, right? A lot of us, we start these businesses because we want freedom, right? We want to have, like, kind of unlimited…

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Keith: income potential and have more time and freedom, and a lot of times it turns into a job, right? And so, when you mention that, like, man, the other day I asked Rich… I told Rich we were thinking of doing this thing,

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Keith: And, kind of like, it was one of your projects, right? Hosting this call. And he was like, you know, I'm not really doing anything, you know, maybe I'll join you. And you were like…

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Keith: you know, several months ago, or a year ago, or whatever the timing is, I don't know, but, like, it would have been… that wasn't the case. It was like, okay, we gotta try to figure out the right time to, like, see how we can manage it, because he's been, you know, so busy, you know, building and busy, and like all of us, right? And… and the shift of that, I thought was, from a business owner perspective, was pretty amazing, the fact that that's what we really all want, right? A lot of times, people

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Keith: preach that, and then they're not really doing it behind the scenes. And so… So yeah, and then… Yeah, the team of Avengers here, I wanna…

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Keith: piggyback off of what Abigail said, too. Like, Abigail was like, I'm not good at tech. I'm here to tell you, you guys, she's… the amount of times I heard her say, like, I can't do tech for… for, like, two years, and so she's, like, the…

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Keith: extreme, extreme low-tech of anybody you've ever imagined, before she came into this, and then the… after, like, the first day, she mentioned she was frustrated, and then what they would do in force multiplier is they would have each… they would have you guys fill out this little form, feedback form, and then what happened was.

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Keith: We found this out later. But Rich actually took it on, saw her kind of feedback form, and took it…

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Keith: on as a challenge to not only, like, make her happy, but to, like, go above and beyond and just, like, absolutely knock it out of the park. And I think those subtle little things that people don't notice.

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Keith: just like this group that you have on this call, to me, the combination of the deep thinking, that Rich brings to this, for me, that's what's been, like, the exponential impactor for sure.

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Keith: is… is that element of really creating something. So what I do is I… I help people…

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Keith: that want to use ads to create customers, you know, with cash flow every day, so evergreen ad funnels, and…

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Keith: if anybody… I've been doing this for 16 years, and I've kind of been in the lab for the last, you know, year and a half or so. And… and working with some partner businesses and stuff. And… If anybody on this call has

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Keith: been running ads on Facebook, or Meta, over the last year or so.

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Keith: and longer, you know, ideally before that, and I've seen kind of what's happened over the last year, you probably felt a little frustration. A lot of people have kind of given up, the costs have gone up, there's this new Andromeda algorithm and everything, right? And so, for me, I, I can share and show you guys a couple things here.

00:52:01 --> 00:52:13
Keith: what I… my struggle is like, okay, I have something that I call the everlasting ad, right? And so… for me, I… let me see, Chopin… yeah.

00:52:15 --> 00:52:23
Keith: I vehemently disagree with what everybody else is out there saying, even with this new Andromeda algorithm, that, like, you need to make 50 ads a week. That's kind of like the messaging.

00:52:23 --> 00:52:36
Keith: And I've got story after story after story of people like this, right? Like, the same ad from 4 years ago is winning today in 2026, or they 10X their business with one ad, or they have 4 or 5 that are running, and…

00:52:36 --> 00:52:41
Keith: And all that, right? And, however, that being said, typically.

00:52:41 --> 00:52:51
Keith: You know, something like this, you know, they start an everlasting ad, and it's usually one good ad, and they might end up with 3 or 4 of them, and then as social proof builds up, it… over time, it just…

00:52:51 --> 00:52:55
Keith: hopefully it will run for 4, 5, 6, 7 years. And so…

00:52:55 --> 00:53:11
Keith: However, it's like, a lot of those cases are people that got out of their environment, they came and stayed with me with maybe one or two other people, or one-on-one, with no distractions at all, and, like, the first day and a half of that is a process that I go through, and it's like, how can I…

00:53:11 --> 00:53:32
Keith: create some kind of a process like that to help people create big ideas, and also help them take it from a 7 or an 8, add to a 10. That's what I do. A lot of times, we'll go back and forth, back and forth, they'll go through maybe one of my challenges or rapid builds, and then they'll come on a call, and we'll… and I'll rearrange the opening or something like that. But it's like, how can we…

00:53:32 --> 00:53:36
Keith: Shortcut the process so somebody can… Get to that.

00:53:36 --> 00:53:48
Keith: 8 on their own, or maybe even a 9 or a 10, without me as much, right? In this world, in the environment that we're in, in 2026, almost in 2027, and… Like, I just…

00:53:50 --> 00:54:14
Keith: how can create high quality, right? And with AI, we know that the AI slop is real, and so… and for me, it's like, how can we… I have a modular process, right? And there's a lot of analog into it, and a lot of brainstorming and stuff like that, and I have these ad blocks here, right? And these are elements, and I actually have a physical deck here, and it's like, how can I get AI to help me with… I don't even know if it's possible, right?

00:54:14 --> 00:54:24
Keith: you know, these are… these are formulas, and these are, like, elements and stuff, right? And… and I have, like, different orders of those that you can use. I'm not gonna get into it now. But what I…

00:54:25 --> 00:54:33
Keith: once I initially… found out about what Rich was doing, even before Force Multiplier, through Ashley, and then that was, like.

00:54:33 --> 00:54:57
Keith: everything changed, right? Like, really just thinking about it and setting up the systems and processes that Rich uses to actually be able to create something that's such a high level that's something that, like, a screenwriter would create, right? So we have this, like, three-act structure. And this is the essential, like, philosophy of this thing. You have these ad blocks here that are ideal for Act 1, ideal for Act 2. It's like, can I really get AI to create something really, really magical?

00:54:58 --> 00:55:08
Keith: Well, I mean, I'm here to tell you, yeah. I mean, this is a video from… Oh, 2 weeks ago, I think? E-commerce business, right? Just struggling.

00:55:08 --> 00:55:15
Keith: And CPAs, this is, you guys, this is like a week or two ago, so we're at October, you know. to $25 with that ad.

00:55:15 --> 00:55:24
Keith: $28 to $25 from 55, and, so using this tool, and then maybe getting a little bit of help. At the end with it, but, like, this is…

00:55:25 --> 00:55:35
Keith: it… it brought our CPA… so she's using the system, right? It has brought our CPAs down by… it's probably almost halved them, actually.

00:55:35 --> 00:55:42
Keith: Because I haven't had an ad work since Andromeda. Even before, like, I was still… my ads were fatiguing in the lead.

00:55:42 --> 00:55:51
Keith: before Andromeda, so if anybody knows, if anybody's been running ads, you guys, not only ads working as good, but actually better than before. And for me.

00:55:51 --> 00:56:11
Keith: it took a lot of time and effort, and deep thinking, and processes, and linking things together, and really making… creating a process that somebody can go through that's like working with me directly for 8 hours straight, to have that foundation now that you can pump out, really, what I call everlasting ads, you know, kind of over and over again. And so.

00:56:11 --> 00:56:15
Keith: And then we have a system, so we have a tool, that…

00:56:15 --> 00:56:33
Keith: you know, it's got this drag and drop for the Act 1, Act 2, Act 3, and then it grades it based on exponential impactors. You know, how do you take your ad from a… you have an ad that's an 8 or an 8, it's not gonna be good enough. It needs to be, like, a 10, but it's not only an ad that converts, it's something that people, like, feel and connect emotionally, and so they actually buy stuff later on in the funnel.

00:56:33 --> 00:56:47
Keith: It's not just about conversions. In my process, a lot of times it's a 4, 5, 6 minute video, usually, like, a 3- or 4-minute one in most cases, but you gotta have the first 30 seconds, because most people don't make it past that, so there's a lot of those things, right? And then, when, like.

00:56:47 --> 00:56:54
Keith: for me, the animated video and the AI video stuff, was just kind of crap, right? So I was like.

00:56:54 --> 00:57:02
Keith: I want to help create something you can actually make a video ad yourself that's authentic to you, but then, as the technology improved recently.

00:57:02 --> 00:57:16
Keith: Holy crap, now I've got this new one. We haven't even rolled this out to our customers yet, but it's, like, it's unbelievably, ridiculously awesome, right? And you can take a script that you build in the tool, and create this, like.

00:57:16 --> 00:57:36
Keith: high-level Disney Pixar. So let's say you want to do a 30… a 20, 30-second funny opening sketch with two people. Well, you could do it with animated characters in the opening to have that viral opening, and then you're just talking face-to-camera for 2 minutes after that, and now you just took an ad from a, you know, $60 cost per purchase down to a $30 or $20, but also still build trust with people, because it's not just a funny thing.

00:57:36 --> 00:57:40
Keith: You know, all the way through. But, like, you can do that now.

00:57:40 --> 00:57:54
Keith: And… but it's not just the video, right? It's actually the script. And so, now… but having the ability to create this, like, tool that they can create an amazing script, and they can quickly edit it and modify it, and then it puts them all together in a timeline.

00:57:54 --> 00:58:08
Keith: that's high quality. People on, right now, on X and Twitter or whatever, you got these, like, page full of prompts to create these videos you're looking at right here, and there's no tool that does it. I have one of the only ones that can do this now, but all those just do the video.

00:58:08 --> 00:58:15
Keith: They don't actually help you create a script that converts that's authentic to you as the, you know, founder, so…

00:58:15 --> 00:58:24
Keith: there's no way I would have been able to do any of this. And I've got story after story of people using this right now, and so… and it's only gonna get better, and it's, like, really thanks to this team.

00:58:24 --> 00:58:34
Keith: and the thinking behind the strategic profits philosophy overall. And so… Anyway, I just want to let you guys know how much I appreciate it. Yeah.

00:58:34 --> 00:58:45
Ashley: Etha, I have one… I have one question for you. So, just to provide context, like. Keith's process is… and I think I have this right, so correct me if I… I don't, Keith, but, like.

00:58:45 --> 00:58:55
Ashley: Keith's knowledge of, like, infomercials and commercials, like, all these things that worked in that space, and then bringing that over to ads, like, it's a very…

00:58:55 --> 00:58:59
Ashley: Like, deep thinker, complex process.

00:58:59 --> 00:59:14
Ashley: the way that he's been able to now put it in an app, like, I've been using that app, it's incredible that… to be able to take… like, I went and spent 3 days with Keith, this must have been a few years ago now, but to get all of that context

00:59:14 --> 00:59:33
Ashley: from that live in-person event, and then to use, his app, and see, like, how it was able to come out with things that I was like, holy shit, it looks like Keith wrote this, like, it… you know, it was very, like, native to that experience of working with Keith, so…

00:59:33 --> 00:59:41
Ashley: Yeah, just incredible. How long had you been working on, this app before this, Keith, before you came to Force Multiplier?

00:59:42 --> 00:59:52
Keith: I mean, well, I would say, and on that, like, this is… for me, I have just experience in direct response, and, like, all that stuff, like you said, and storytelling, done a lot of work. This is Pete Docter, the head of Disney Pixar.

00:59:52 --> 01:00:16
Keith: Victoria LeBomb, you know, is married to Frank Oz, co-created The Muppets, and I spent three and a half days with him, you know, two different times with, like, four people, and, like, this is the… you know, they take two and a half years to write a script for a 90-minute, you know, movie like this, and it's like, people, they don't think they should put the time and effort into creating something that hopefully can run for three or four years, and bring in customers every day. They just want to just outsource it to somebody, or make 20…

01:00:16 --> 01:00:23
Keith: fucking shitty ads every week, and it just doesn't work. And so, it's actually way easier if you can put a little bit of time in and do it right once.

01:00:23 --> 01:00:35
Keith: And then, my people, they just kind of, like, create 3 or 4 more ads, 4 or 5 more, maybe every, like, 4 or 5 months, typically. But, but, like, I'm not saying it's easy, but the point is,

01:00:35 --> 01:00:44
Keith: is that… Abigail… or even Abigail, another thing, too, right? So, like, Level 5, who I've worked with Abigail and them a lot, and I'm… I'm… right now, I'm trying to…

01:00:44 --> 01:00:57
Keith: I wanted to get back my time and really work on building this… this system, and really selling it, and scaling this up, and so, I've been… I haven't spent much time working with them at all the last 2 months at all. Like, she worked on the tool only. This is what got me really excited.

01:00:57 --> 01:01:08
Keith: with no feedback from me, and then she had some numbers she was gonna share, but she had to hop off of, like, really high conversion costs, so that made me excited. But I would say, back to your question.

01:01:08 --> 01:01:17
Keith: is… I was probably working on it for… I don't know, a few weeks before Force Multiplier, and… and just, like.

01:01:17 --> 01:01:29
Keith: because you and William kind of gave me a little bit… I got a head start, basically, about what he brought to Force Multiplier, so… Yeah, a few weeks on that, and then going in there, and then, like.

01:01:29 --> 01:01:40
Keith: obviously, if you can come out to one of their events, in person, it's just a whole other world. Like, that's my favorite way to work with clients, is in person. But the force multiplier

01:01:40 --> 01:01:57
Keith: actually, because of the team element here, and the daily… you're forcing yourself to build something, so even if you're like, I don't really know what I want to build, it's like a challenge, right? So you… it changes your state, and if you… I just say, no matter what you can do, sign up for this, I guarantee it'll be the best thing you ever did.

01:01:58 --> 01:02:04
Keith: And, yeah, so… especially if you have a team and you want to get them elevated, so it's, it's pretty cool. Appreciate it.

01:02:05 --> 01:02:06
Ashley: Thank you, thanks so much.

01:02:06 --> 01:02:12
Keith: My son, too. You guys, holy shit, Harry's friends with my son now. Kyler, I wish I could go on. He's…

01:02:12 --> 01:02:24
Keith: he was 17, when he came to me with Florida. He got to meet Rich, and he got to meet Harry, and he started following some people online, and, started getting into some of the AI stuff on his own.

01:02:24 --> 01:02:37
Keith: without any of my pushing at all, and if he asked me for advice, I give it to him. And he got to see these guys, and when he came back from Florida, he was just, like, completely all in, and what he's been doing.

01:02:37 --> 01:02:52
Keith: found at this local coffee shop, and all of a sudden, he's building… he's like, your website sucks, and he builds him a website the same day, gets $1,000 from him, and then that leads to, like, more and more clients, and now he's like, it's crazy. He's supposed to be a senior in high school right now.

01:02:52 --> 01:03:04
Keith: And, it's pretty cool, and it's really… a lot of that is thanks to him being exposed to this group right here, so I was… I was… Really wanna let you guys… Appreciate that. Awesome. Awesome. Anyway.

01:03:04 --> 01:03:06
Ashley: Thank you so much, Keith. Thanks for sharing.

01:03:07 --> 01:03:22
Ashley: All right, awesome. So, I'm just gonna do a, a little… I'm gonna pass it over to Rich in a minute, and, before we do, everything these grads just talked about is…

01:03:22 --> 01:03:33
Ashley: It's the… it's really the starting point. But how far, like, we've come now from, you know, even Force Multiplier in June, like.

01:03:34 --> 01:03:50
Ashley: the starting point is completely different now. So, we… Rich is gonna talk more about that, and what's changed, since the last force multiplier, and what's been changing with AI. We do have a force multiplier that is coming up in November.

01:03:50 --> 01:04:00
Ashley: That we're… we just opened up, and… How it's gonna work, just for those that are wondering, we have 5 days of implementation, and this round.

01:04:00 --> 01:04:16
Ashley: like, the focus is all about money. Rich teaching, his revenue engines, it's a complete upgrade, even from back in, June and July, and that's gonna be in November 4th to 6th, and November 9th to 10th.

01:04:17 --> 01:04:25
Ashley: Noon to 4, and it's for solo owners or owners who want to bring a team, and you're working

01:04:25 --> 01:04:38
Ashley: 5 days with the SP team, so it… yeah, it's gonna… it… it always… it's amazing to see, always, like, what comes out of those 5 days, and what's possible, and what you can build.

01:04:38 --> 01:04:53
Ashley: And if it… if it's right for you, we would love to have you guys there, and we're happy to answer any questions that you might have, around that. And what I really want for you is, you know, when we… we think about all the skills and agents, like.

01:04:53 --> 01:05:04
Ashley: you know, force multiplier has a large number. I think it's, like, 540… skills, and I think 171 agents.

01:05:04 --> 01:05:24
Ashley: as you probably learned today, it's, like, about putting that right architecture around it with the right outcome. So, Rich is gonna, talk more about that, what's changing in force multiplier, and so this is just a little bit of information for anybody that does want to look at the details.

01:05:24 --> 01:05:26
Ashley: Before a force multiplier fills up.

01:05:26 --> 01:05:49
Ashley: If you have Elite or you are a Steeler Winner's lifetime, you may be eligible for a credit, so make sure that you, email mail at strategicprofits.com so that they can tell you your credit amount. We also do support PCs. There was a time where we were like, oh, we're not gonna get into that, but we're at a

01:05:49 --> 01:06:03
Ashley: A lot has changed, and we are able to support PC users. We do have a tech call that you can set up beforehand, and, you know, get that set up dialed in before, force multiplier starts.

01:06:03 --> 01:06:17
Ashley: So, one last thing, we do have a Fast Action bonus that we've included, which is 3 months of Build Lab alumni for free, and that is a program that it…

01:06:17 --> 01:06:29
Ashley: you can build with us. Each month, you get, one call with Rich, and then again, one call with the SP team, where we are building with you, so that extra support on top of

01:06:29 --> 01:06:45
Ashley: your force multiplier, like, 5 days of implementation. So, we have a couple of people here on the team that are able to answer any questions, so if you have them, throw them in the chat. Collin is here as well, if you do want to jump on a call with him to go through any of those details.

01:06:45 --> 01:06:53
Ashley: Okay, so, Mr. Rich Schefren. What makes this force multiplier unique?

01:06:53 --> 01:06:59
Ashley: And what has changed? I'm gonna pass it over to you to, to lead us through.

01:06:59 --> 01:07:06
Rich: Okay, cool. Well, so, hello everyone, good to see everyone, and

01:07:06 --> 01:07:20
Rich: I've been, paying attention in the background, as I've also just been doing some stuff on my system. And so, yeah, so as Ashley just asked me, like, what's different, what are we gonna change, and why?

01:07:20 --> 01:07:34
Rich: And, you know, one of the things that I want to share, and I want to share it… it's a frustration of mine, but I don't want to share it because it's a frustration of mine. I want to share it because it is, I think,

01:07:34 --> 01:07:44
Rich: a kind of consumer protection, for lack of a better word. The peop… there are no gurus in AI. There's no one who knows everything.

01:07:44 --> 01:07:53
Rich: You can't. It evolves too fast. And so… In the people that you follow,

01:07:53 --> 01:08:00
Rich: You want to be following people that you know are ahead of you. Like, they are doing stuff that you can't currently do.

01:08:00 --> 01:08:16
Rich: And those are the only people to follow, because, like I said, there is no one that knows everything. So it doesn't really, like, fit well with the current model of, like, a guru creating a course, and then promoting that course for a couple years, because, like, that's just not reality.

01:08:16 --> 01:08:28
Rich: In fact, if they haven't made major changes to a course in a year, and it's AI, it's like you could go to a bookstore to buy it. You don't need to, you know, you don't have to go through a course.

01:08:28 --> 01:08:46
Rich: And so, things are constantly evolving, and if you're really using AI, like, then you're in front of the machine quite a bit, and you know how much, these… these tools are getting better and better and better. And so, the…

01:08:46 --> 01:08:59
Rich: It's really interesting, because we have to, as a company, if we want to stay on the cutting edge, right, then we have to keep moving forward, and we have to keep pushing at what's possible.

01:09:00 --> 01:09:10
Rich: And what's possible today is very different than what was possible 6 months ago. And what was possible 6 months ago was very different than what was possible a year ago.

01:09:10 --> 01:09:20
Rich: like, night and day difference. Like, things that, when I was building Zenith MindOS, are not included in Zenith MindOS currently,

01:09:20 --> 01:09:39
Rich: because I couldn't do it, like, trying for weeks to create this output, now I could create it in, like, a single question, and I would get what I wanted. That's how much better the machines are today. And so, what…

01:09:39 --> 01:09:42
Rich: We have been consistently

01:09:42 --> 01:09:58
Rich: known for, I guess, like, as it relates to AI, is moving people to the cutting edge. And where the cutting edge was, like, I would say, up until about 6 months ago, was that AI could do almost anything for you if you knew how to do it right, but you were in the center.

01:09:58 --> 01:10:03
Rich: Like, you were the glue that held the system together. The system didn't initiate.

01:10:03 --> 01:10:15
Rich: Unless you initiated, the system didn't finish, unless you told it to finish, it wasn't actually autonomous in the way that you would most want it to be.

01:10:16 --> 01:10:20
Rich: And so, because of that, you could only do so much.

01:10:21 --> 01:10:30
Rich: But you're still somewhat limited. So you could do more, but you could only do so much. And it really was tying you to your system. That has changed.

01:10:30 --> 01:10:46
Rich: And so, I want to… what I want to do with you guys is, I want to tell you about some of those changes. I want you to understand what powers them, how it works. I also want to ask you a few questions.

01:10:46 --> 01:10:54
Rich: that I'm gonna ask you to participate in the chat, and there are 7 questions, and if you answer these 7 questions in the chat,

01:10:54 --> 01:11:03
Rich: A page will be generated for you, and normally, when we do something like this, and we've done it countless times,

01:11:04 --> 01:11:10
Rich: We'll have, like, Harry in the background just making sure that it all works, and we spent lots of time on it.

01:11:10 --> 01:11:21
Rich: We're not, and Harry's not, because, like, I want to see if I can tell the system this morning that that's what I want to do, and see how well it does.

01:11:21 --> 01:11:41
Rich: And we'll see if it, delivers the way it's supposed to. But if this delivers the way it's supposed to, and I'll know in, like, once you answer the first question, I believe, then it's going to create for you a custom AI revenue engine blueprint after the 7 questions are answered.

01:11:41 --> 01:11:47
Rich: And these 7 questions, though, are also… A virtual focus group for us.

01:11:48 --> 01:11:58
Rich: So, we're knocking off two birds with one stone, because my system was like, hey, let's ask them some questions and create something for them, and let's benefit as well.

01:11:59 --> 01:12:12
Rich: So, I'm gonna show you a system in a few minutes, and the system is unlike anything that you've ever seen. It might look similar, or it might look different, but what powers it is very different.

01:12:12 --> 01:12:26
Rich: And therefore, what it allows for AI to do for me is very different. And there's no special technology here. It's not, like, just the standard tools, but it's very different architecture.

01:12:26 --> 01:12:45
Rich: And really, the next, like, evolution for most people, if you're doing, like, if you've been with us for a period of time and you're doing some advanced stuff with AI, the next step in your evolution to be able to do a lot more is architecture, not,

01:12:45 --> 01:12:49
Rich: You know, better prompts, or anything like that.

01:12:49 --> 01:13:04
Rich: So, with that said, let me ask you guys the first question, and I'm gonna share my screen, too, because it's… this is interactive. And then, I'm gonna ask you two questions, and then I'm gonna show you the system, and then ask you some more questions as you're looking at my system.

01:13:04 --> 01:13:15
Rich: So… hold on… One of these days, I'm gonna master Zoom, and then everything's gonna be different in my life. Hold on.

01:13:19 --> 01:13:24
Rich: Hmm? Schremer. So…

01:13:28 --> 01:13:37
Rich: This is the desktop, just has the little slides on it, so… Right? Yeah. Can I go like this?

01:13:38 --> 01:13:46
Rich: I should be able to share my other screen here, if I can. There we go. There we go. Cool.

01:13:47 --> 01:13:52
Rich: Alright, now if I can just find you guys. So, if you could answer in the chat…

01:13:52 --> 01:14:03
Rich: What is the number one thing that you've tried to use an AI for in the last 6 months that looked cool at first, but still hasn't put any extra money in your bank account?

01:14:04 --> 01:14:16
Rich: And as you answer, it should actually come up in here. And if I were to drop this question in the That… that was blocked. Okay, so I can't do that.

01:14:22 --> 01:14:30
Rich: Cool. Alright, so just take, like, a minute to answer that.

01:14:30 --> 01:14:38
Rich: Something that you tried to use AI for that you thought was going to be cool, but just didn't work out that way.

01:14:59 --> 01:15:10
Rich: Alright? You guys ready for the next question? Let's go to the next question. But, I still see some coming in, so thank you for participating.

01:15:12 --> 01:15:14
Rich: Let's go to the next question.

01:15:25 --> 01:15:36
Rich: Cool. Alright. Go to the next question. Okay, so second question.

01:15:37 --> 01:15:54
Rich: Whether you have… these are some of the past questions, but that's okay. When you have… whether you have a credit with us, or you've been watching from the sidelines, be brutally honest, what is the number one reason why you haven't built your next AI system yet? Bandwidth, tech overwhelm, not sure where to start, or something other than that?

01:16:00 --> 01:16:03
Rich: And, you know, that's a little bit more difficult.

01:16:34 --> 01:16:46
Rich: Cool. Alright. So… I'm going to now switch what I'm sharing with you guys. Here is…

01:16:46 --> 01:16:55
Rich: Just so you guys can see. I'm gonna switch what I'm sharing with you guys now, and I'm going to kind of introduce you to my… the system that I'm running.

01:16:56 --> 01:17:07
Rich: And… what is going on, like, behind the scenes, so to speak. And, Just wanna get one other thing here in front of me.

01:17:08 --> 01:17:13
Rich: So that I have… everything that I need. Cool. Alright.

01:17:14 --> 01:17:25
Rich: So, I'm gonna now actually… Oh, actually, I can just put my… tell me… Actually, let's see… Cool.

01:17:26 --> 01:17:36
Rich: I should be able to… do this. I assume that you're seeing my… a different screen now, correct?

01:17:43 --> 01:17:49
Rich: Cool. Alright, so what you're seeing here is just a screen in my control panel. Okay?

01:17:49 --> 01:18:01
Rich: And in my control panel, I'm seeing your yeses here, I'm seeing actually what's going on in the Zoom chat, you can see. But that is just because this is…

01:18:02 --> 01:18:09
Rich: The force multiplier… panel discussion that we're on right now, that's what this page is for, for me.

01:18:09 --> 01:18:18
Rich: Okay? So, I guess let's start with, like, my overall system. And,

01:18:19 --> 01:18:30
Rich: And I'm watching the chat, so I'm happy to, like, please participate. Or actually, you know what? Actually, just pay attention, it's actually better. These are my lead agents.

01:18:31 --> 01:18:37
Rich: Okay? Morgan is my Chief of staff. Morgan doesn't do…

01:18:50 --> 01:18:50
Ashley: Oh, wait.

01:18:50 --> 01:18:52
Tom: I… was it just me?

01:18:52 --> 01:18:53
Ashley: Nope, I don't think so.

01:18:54 --> 01:18:54
Tom: Okay.

01:18:55 --> 01:19:05
Ashley: Rich is frozen in time. How's everyone doing out there? Someone asked, is that actually you, or another AI clone?

01:19:05 --> 01:19:16
Ashley: Hard to tell, hard to tell. Rich will be back, I'm sure, in a sec. Does anyone have any questions? I'll just… be the,

01:19:16 --> 01:19:26
Ashley: The suspense is killing me. I love it. Unfrozen. Hey! Rich looks younger clone. Yep.

01:19:27 --> 01:19:43
Ashley: You should see, actually, hopefully he gets into this. He, with all of his agents, they actually, including, like, Rich's future self, he has this, like, badass picture of, like, his future self in there. So hopefully, he'll show you guys that as well.

01:19:43 --> 01:19:55
Ashley: It's like a clone, but it's, like, in a system, and Yeah, and then it was most interesting to me to see, like, Morgan's picture and all his agents in there. Oh, okay.

01:19:55 --> 01:19:56
Rich: I'm back.

01:19:56 --> 01:19:58
Ashley: Rich is back, Rich is back.

01:19:58 --> 01:20:07
Rich: Alright, so hopefully they saw something. But okay, so this is, let me show you Morgan. Alright, so here's Morgan, and,

01:20:09 --> 01:20:24
Rich: So, all my lead agents, like, I don't know if you heard or not, they don't do any work, all they do is orchestrate, they capture my judgment, and they apply my judgment. That's what they do. And each of them is in charge of some sort of output. So, there's Amanda, who's in charge of teaching.

01:20:24 --> 01:20:36
Rich: Right? There is my executive coach, who's in charge of my mental state. There's Casey, who does all competitive intelligence. Ellis, who produces all my articles and everything that's related to thought leadership.

01:20:36 --> 01:20:50
Rich: Jay, who produces everything on my system related to conversion, Vidal, who's doing video production, and these are moving around and changing, but that's how my system works, right? Now, if we look at Morgan.

01:20:51 --> 01:21:00
Rich: One of the things that might be a little… oh, wait, I gotta put the chat back open, shit. Sorry, guys.

01:21:00 --> 01:21:05
Rich: when I got bounced out, everything closed. The…

01:21:06 --> 01:21:18
Rich: What most people will experience, and it's part of the reason why, like, we were able to radically change the performance of these three top copywriters last night very quickly.

01:21:18 --> 01:21:28
Rich: Is that, like, okay, there's… so you have this copywriter, he's a subject matter expert, he has a swipe file that could fill a whole

01:21:28 --> 01:21:36
Rich: building, right? And in… so there's that that he has access to. And then… and that can… is…

01:21:36 --> 01:21:54
Rich: too big to fit in any context window. Then there's all of the years that he's written copy and corrected copy, and there's all that. Now, that all doesn't fit into a context window either, and so people who have been really struggling with

01:21:54 --> 01:22:06
Rich: how do I get all the right information to my AI, right, so that it can actually operate like me, but not be overwhelmed, and then start forgetting stuff?

01:22:06 --> 01:22:18
Rich: And so what you'll see here is that Morgan is, Only using, right now, 42,000 tokens. She's using Gemini for Argonne.

01:22:18 --> 01:22:24
Rich: It's one of the four frontier models, and I'll show it to you in a second. She's waiting on these things for me.

01:22:24 --> 01:22:36
Rich: Right? Ashley, wants me to create an FM training video for use in next week's, version of this. Right? And these are different requests, like, these all coming from Ashley.

01:22:37 --> 01:22:45
Rich: This is how much I trust this agent to run and report, as opposed to just getting my approval, or, I have to watch.

01:22:45 --> 01:22:57
Rich: Now, because I'm a, like, a nut about the context window. My agents don't load up any skills, and they don't do any work.

01:22:58 --> 01:23:06
Rich: So, when they dispatch work, they also inject code of whatever prompts and skills I want them to run.

01:23:06 --> 01:23:19
Rich: they send it right to the worker, so it keeps the context window of my lead agents, clean, and my lead agents are always running on a top model, which is the most expensive models to run, so I want to keep them clean.

01:23:20 --> 01:23:27
Rich: In addition to that, so these are all the things that I can easily just tell it to, like. to send.

01:23:28 --> 01:23:35
Rich: And here, you see all these documents. Now, all these documents are compressed, but even though they're compressed, they still take up a lot of space.

01:23:35 --> 01:23:49
Rich: This is Morgan State. This is for her… where she needs to start. This is her imprint that has 160,000 tokens. This is her lead folder standards. These are the standards. 9,000 tokens.

01:23:49 --> 01:24:08
Rich: Right? This is her commitments to Nicole, who runs my company. 6,000 tokens. The morning huddle from this morning, 1,000 tokens. A picture of the system, 15,000 tokens, right? And there's more. And so, if this all got loaded, I'd already have the context window kind of full.

01:24:09 --> 01:24:15
Rich: Right? And so, what happens on my system is, is that

01:24:15 --> 01:24:27
Rich: through, JEV, a new AI tool, and also all my files following a interlinking strategy so that, I leverage

01:24:27 --> 01:24:42
Rich: the equivalent of what Google leverages for PageRank inside my system, so that the more something is linked, the more important it is. And each lead agent has their links associated to what they do.

01:24:42 --> 01:24:54
Rich: And so, it can have a map of my entire system for just 1,000 tokens, and it can be… Briefed on what's important in all these other files, just what's relevant.

01:24:54 --> 01:25:08
Rich: And that makes all the difference. So, I was able to take what would have been 200 or 300 or 400,000 tokens, reduce it down to 20,000 tokens, and make it perform better.

01:25:09 --> 01:25:14
Rich: So, to give you a perspective on that, Amanda, this agent.

01:25:17 --> 01:25:31
Rich: She wrote the Funnel Hacking live presentation that I did at Funnel Hacking. Her first version of it, there needed to be 9 corrections that I… her and I went back and forth on. This is when I was training my whole system.

01:25:32 --> 01:25:43
Rich: After my whole system was trained, and, you know, this imprint is there, and my imprint has got, like, about 1,200 pages in it at this point, we then did a test.

01:25:43 --> 01:25:53
Rich: we tested going back to the original Funnel Hacking Live presentation, and giving it the whole imprint, and would it be able to get it back to where, like, all the corrections I made?

01:25:53 --> 01:26:03
Rich: Or, like, this new system, like, where we use Jev to figure out what of the feedback is relevant in that specific moment.

01:26:03 --> 01:26:17
Rich: For that specific correction, so that every step of the way, it's actually, my judgment is applied at the right… at the right time, for the right moment. And when that's done, it got 9 out of 9 changes correct.

01:26:17 --> 01:26:29
Rich: And so, that was a big change for me to see, and ever since then, I have locked down more and more of the memory. In fact, let's see, I think I have a page here…

01:26:29 --> 01:26:36
Rich: I think I do, yep. And it's not the best page, I, like, I wish I had something that was better, and I'm working on it.

01:26:37 --> 01:26:50
Rich: But one of the ways that you can kind of think about it is, is that, okay, like, we have our own pendant now, not just, Limitless, but, you know, we have something that is capturing everything that's going on.

01:26:51 --> 01:27:02
Rich: I'm not seeing… am I frozen again? Oh, there we go, cool. The, did we miss it? Did I freeze for a minute?

01:27:02 --> 01:27:17
Rich: No, you're good. Okay, cool, cool. Okay, so, it's bringing in, like, what it can hear, what it can see on my screen, all the changes, and it's preserving this, and then when I actually tell my agent something that I want done.

01:27:17 --> 01:27:34
Rich: It's using the PageRank system to find what's important to my system related to it. It's using Jev with my imprint and Atlas to figure out what's relevant to the task at hand, and it's also using Jev with briefings to figure out, like, what have I worked on recently that's relevant to it?

01:27:34 --> 01:27:38
Rich: That all gets sent to the lead agent to apply.

01:27:38 --> 01:27:55
Rich: And the beautiful thing is, is that I'm just in the process right now of switching from, and this is gonna be advanced, and I apologize, you know, my team is always yelling at me for this kind of stuff. I'm switching from sub-agents to threads, so I can actually watch my lead agents coach

01:27:56 --> 01:28:00
Rich: The threads, because sub-agents spawn, they create something, and then they die.

01:28:00 --> 01:28:17
Rich: A thread is like a sub-agent, but it doesn't die. So, it gets spawned, it creates the thing, and then it just sits there. And so my lead agent can now use my imprint the way I taught it by correcting it. It can now teach the sub-agent, and I can watch it teaching the sub-agent my preferences

01:28:17 --> 01:28:24
Rich: through the imprint, so I can now actually not only coach my lead agent based on how it corrects my work.

01:28:24 --> 01:28:44
Rich: But I can actually go one level deeper, and I can say, the reason that you're not getting me the work the way I like it is because when you're coaching the worker, you're telling them this, when really you should be telling them that, right? So it's like, you're moving to… from a, like, a copywriter to a copy chief, almost, right? Or my agent is.

01:28:44 --> 01:29:05
Rich: And so, that's part of how this whole system works. Now, what's beautiful about that, that's never happened for me before, but this system has allowed for, is that now, all of a sudden, everything that I'm working on in the system is tied together. So I asked for a new positioning piece, and it looks at what I've been working on the last

01:29:05 --> 01:29:18
Rich: three weeks, like, to figure out, is that part of it? And then it's looking at the team meetings that we've had, and it's pulling in every single thing that was relevant that, like, when I read it, I was

01:29:18 --> 01:29:31
Rich: blown away. Like, I couldn't believe… I didn't ask for an article that pulled everything together. I didn't even ask for an article. It just wrote an article, and I was sitting there, like, dumbfounded, reading it to my team, because it was pulling in everything that had been done the last couple weeks.

01:29:31 --> 01:29:47
Rich: And I remember, like, when I first, like, invented the, webinar arena, like, the hope was is that every time you ran the webinar arena, like, this agent over here would know it and be able to pull stuff that, like, any good ideas that came from it, that now happens.

01:29:47 --> 01:30:07
Rich: So, anyway, so I have all these lead agents, and they start things, they finish things, and they, when they need me, right, like 3 pending, that's when they alert me to stuff that I need to do, right? And so, every agent has their own, you know, when you see a 2 here, what that means is that they have threads underneath them.

01:30:07 --> 01:30:11
Rich: So they're talking to a sub-agent. So this is their conversation with the sub-agent.

01:30:11 --> 01:30:24
Rich: Right? And so Jay, who's my director of conversion, right, talking about this one thing that we have called Click Architects, and he's talking to this lower agent who's doing the work, getting stuff done.

01:30:24 --> 01:30:37
Rich: Right? So that's how, like, my system works when it regards to the agents and their leads, right? That are responsible for everything. But I want to show you, like, some other things that make my life

01:30:38 --> 01:30:45
Rich: better, right? So, and the… and then I want to get into the most important part, which is revenue engines.

01:30:45 --> 01:30:56
Rich: So, the, so, executive triage, right? So, the first thing here… Is this is… My day today.

01:30:56 --> 01:31:06
Rich: This is monitoring everything that I'm doing Through here. And on my screens, on my iPhone, on my iPad, on my MacBook.

01:31:06 --> 01:31:12
Rich: So, and, you know, it's done every day.

01:31:12 --> 01:31:30
Rich: These are the hours of the day. These are the systems that I have running on my different machines and what I'm using. So I've been on this system in here, the one I'm using right now, for about three and a half hours so far. I've spent about 3 hours and 44 minutes building. Here is every prompt that I've used today.

01:31:31 --> 01:31:43
Rich: Every time I've talked to my system, These are the Chronicles, so this is what it's… writing about me as it looks at everything that I'm doing on my screen.

01:31:45 --> 01:31:50
Rich: Right? Okay, this is my backlog, what I need to get done.

01:31:52 --> 01:32:07
Rich: And this is… so that's… and so this is just one page of my system, right? But this page of my system is monitoring everything that I'm doing, and making sure that I'm working on the things that are most important, and just capturing everything that's being done.

01:32:08 --> 01:32:17
Rich: The next one, because I'm an introvert and I'm not good at following up with people, it's creating for me a communication system that allows me to text people.

01:32:19 --> 01:32:27
Rich: That work for me, that I'm friendly with, that, gives me, like, stuff that I could give them.

01:32:27 --> 01:32:39
Rich: So that if I haven't spoken to them in a while, I have something to share. And then I can just change any of these texts, and then I send and learn. And it keeps a system on every person that I talk to.

01:32:42 --> 01:32:49
Rich: Right? So there's a system of how I talk to each person, and the goal for this system is to have me communicate with more people.

01:32:49 --> 01:33:02
Rich: because I'm an introvert, and left to my own devices, I might not. So this is my morning briefing. And my morning briefing now, I used to have a lot of control panels and dashboards, they're all in this one system now.

01:33:02 --> 01:33:09
Rich: And, every night when I go to bed, I actually listen to a…

01:33:09 --> 01:33:18
Rich: An audio that's prepared for me. I used to listen to the news, and now I listen to audios that are based on,

01:33:19 --> 01:33:28
Rich: what I'm working on, and then it going through my complete library of everything that I have saved, everything that I have, like, watched.

01:33:28 --> 01:33:46
Rich: And looks for things for me to learn based on what I'm working on right now. So here's this one. Hopefully you guys can hear it. I don't know if I set it up for listening. Welcome back, Rich. This is version 5 of your nightly one-hour personal masterclass for Wednesday, October 21st, 2026. The parallel Industry Triangulation and Zero Repetition, two-voice Edition.

01:33:46 --> 01:34:05
Rich: Every act is grounded in your live October 2026 architecture, with zero repeated anecdotes across acts, and features live cross-industry triangulation that solves your real operational bottlenecks, using verified breakthroughs from outside industries. Act 1, today's real studio breakthroughs, Frani and Tony, plus Living Books, X your October Feet.

01:34:05 --> 01:34:11
Rich: Tonight, three of the best direct response copywriters alive walk through my front door carrying the same confession.

01:34:11 --> 01:34:24
Rich: Alright, so what it's reading to me now is a different part of my system, like, sometimes it'll include that in my nighttime thing. So, I don't know how many of you guys have seen this, but I wanted to show you

01:34:24 --> 01:34:44
Rich: if you've seen it now, it's a whole other evolution. So, I showed something to, I think, even original force multiplier people, and this is, like, part of… this is, like, a small thing, but, like, multiply this, and you kind of get a sense of capacity. So, I have this one thing here, we'll come back to my morning briefing in a second, but, this is my monomyth.

01:34:44 --> 01:34:56
Rich: And my Monomyth now has 1,400 stories in it. It actually has 1,700 stories, but 300 of them are encrypted. And so there has 1,400 stories in it.

01:34:56 --> 01:35:10
Rich: And it captured those 1,400 stories. It heard me tell the story, like, on a Q&A call, or it heard me tell the story on… in my journal… I wrote it in my journal, or… but I told the story, and it captured it.

01:35:10 --> 01:35:17
Rich: What we were about to listen to was a story it was writing based on everything it heard and what I was working on.

01:35:17 --> 01:35:34
Rich: So it knew that Donnie and Fran and all of them were in the room. It watched what I was doing on my system to make their systems work. And then it's telling us… and then it heard Donnie, like, scream in enjoyment, and Fran being bewildered, and Tony not believing it, and so now it's writing a story

01:35:35 --> 01:35:40
Rich: that will go in my story bank that's not a story I told, it's a story I lived.

01:35:40 --> 01:35:58
Rich: Right? And so that's just, like, a whole nother level of the system starting to be more and more, like, for, like, understanding what the intent is of anything you're doing, and being able to really augment it in a totally different way.

01:35:59 --> 01:36:08
Rich: So, back to my morning briefing, right? So, that's the nightly one. I walk my dog in the morning, and so I have an audio for the morning.

01:36:09 --> 01:36:19
Rich: Welcome to this morning's Study Reader for Thursday, October 22nd, 2026. Today is not a normal Thursday. You have a force multiplier panel scheduled, a webinar recording pending, and a company-wide operating data problem.

01:36:19 --> 01:36:33
Rich: The single buyer revenue dependency from yesterday… So there you go, right? So then it's updating me on everything that's going on in the business, right? All right, the next thing here, and I'm just showing you a bunch, then I'm gonna get into the business stuff, but, like, here, right?

01:36:33 --> 01:36:42
Rich: because my system does everything I do. I thought, like, what better way to start keeping a journal than to have the system actually

01:36:42 --> 01:36:54
Rich: capture everything I did, and then I just get to give my feelings about those things. So, my day pops up here, right? This is what the day had.

01:36:56 --> 01:36:57
Rich: Right? And then…

01:36:58 --> 01:37:09
Rich: I can just, like, looking at your morning, afternoon, and evening arcs on 10-21, when were you most locked in and in flow, and triggered any energy dip, frustration that the screens couldn't see?

01:37:09 --> 01:37:27
Rich: Right? And then I was talking about, like, at certain parts of the day when, like, AI did things for me, I felt really, like, felt like on top of the world, and then later times I didn't. Right? And it's a way for me to kind of record my life, but also get the emotional side in, and that, once again, tells my system more about me.

01:37:27 --> 01:37:36
Rich: Right? That should be obvious. These are new pages that are in the story, right? The monomyth.

01:37:36 --> 01:37:45
Rich: These are new stories in the book of Rich, How I Think, and these are new pages in the book that keeps track of everything in strategic profits.

01:37:46 --> 01:37:55
Rich: Right? This is if I want to talk to numerous ones of my agents at the same time. I can talk to as many or as few at the same time if I want.

01:37:56 --> 01:38:01
Rich: And, these are how it's tied into all the external assistance.

01:38:01 --> 01:38:11
Rich: Whether that's Instinct, Scout, DOT, you name it, this is how they… my system actually pulls and discusses things back and forth.

01:38:11 --> 01:38:19
Rich: Alright, so that's the triage. This is the, let's see if there's anything else I wanted to show you here. No? Okay. So…

01:38:20 --> 01:38:25
Rich: I… the first evolution that I had

01:38:25 --> 01:38:38
Rich: was that… and I'm not sure when I'm supposed to show you the next slide, so I'm just gonna, like, as far as the next question, so I'm gonna show you a little bit more, then I'll show you the next slide. The first, evolution that I had

01:38:38 --> 01:38:39
Rich: Right?

01:38:39 --> 01:38:51
Rich: was thinking about these two layers of agents, right? Morgan, my chief of staff, and then these other agents that are lead agents that are in charge of a specific output.

01:38:51 --> 01:39:07
Rich: And I thought, like, that was the end-all be-all, and it was the end-all be-all for me, because for me, like, my end result is an output. Like, my team needs a presentation, there's a presentation at the end I deliver.

01:39:07 --> 01:39:21
Rich: Right? So, I was thinking all outputs, but then I wanted to translate this to other people's businesses, and I recognized that, like, if we're even gonna apply it to strategic profits business, it's no longer just outputs.

01:39:21 --> 01:39:29
Rich: It's outcomes, or it's an engine, there's not an end to it, necessarily. And so, what…

01:39:29 --> 01:39:36
Rich: has been game-changer for me, for one, are the lead agents that just apply my memory, because what happens with that…

01:39:36 --> 01:39:54
Rich: just so you understand, is that the system can generate at my level, not just sound like me, but think like me, which means that I can start a presentation from scratch, put it in my voice, and make the decisions I would make so I can actually just show up and give a presentation.

01:39:54 --> 01:40:05
Rich: And what allows that to happen is that judgment being captured. And that is how, like, the judgment makes everything else possible.

01:40:06 --> 01:40:19
Rich: The reason that you're not accomplishing more with your AI right now is that you don't have these judgment gates in place, because if you did, you could do almost anything.

01:40:19 --> 01:40:24
Rich: And so, what I wanted to do, right, so that's just, like.

01:40:24 --> 01:40:40
Rich: what has transpired for the last couple months for me. It's been game changer, and it's been amazing, right? And, oh, one thing I did want to show before I go and show you this evergreen revenue engine. What I also wanted to show you was here.

01:40:40 --> 01:40:46
Rich: So… Like, Ashley was saying,

01:40:47 --> 01:40:58
Rich: here is everyone on my team, and how they're using my judgment, right? How they're talking to the agents on my system, the ones that you see here.

01:40:58 --> 01:41:08
Rich: and what they're being used for. In fact, I had to create clones of my agents so that they could talk to the team, so that I… because I was getting boxed out of using my own agents.

01:41:09 --> 01:41:21
Rich: Right? So you can see that Nicole, like, our lead, right, who runs the company, like, she has given the system 133 different directives for 48 different jobs.

01:41:24 --> 01:41:36
Rich: Ashley has given 38 directives for 81 jobs. Harry, right? And it goes down the whole list.

01:41:40 --> 01:41:50
Rich: This is… Let's see… oh… This links out to every single page of the entire company.

01:41:54 --> 01:42:07
Rich: So, I don't have to bother anyone for any links to anything, including, like, even documents that are saved in Google Docs, like, you know, whether they're survey emails.

01:42:07 --> 01:42:18
Rich: Team roles and responsibilities, you name it. And I can do searches. This is all the skills… And,

01:42:18 --> 01:42:27
Rich: full-skill Suites and agent suites that we have, and this is me giving permission which ones… which agents I want to be able to use which sets.

01:42:29 --> 01:42:39
Rich: This is every automation that runs my system, and me being able to monitor it, how much it costs, what it uses, and me being able to pause it.

01:42:42 --> 01:42:52
Rich: These are the four lead models that run the brains of my intelligence. And so, I only use my subscriptions.

01:42:52 --> 01:43:02
Rich: And so you can see right now, in Gemini, I have 87% available. And… Codex, I have 100% available.

01:43:03 --> 01:43:18
Rich: In Claude, I have 100% available. In MetaMuse, I have 100% available, and that's because, like, I have refined the context window to such a level I'm able to build stuff, get amazing stuff done, with very little effort.

01:43:19 --> 01:43:28
Rich: This is what allows my system to get anything done. My system actually pipes into a Mac through an API, which also allows it to…

01:43:29 --> 01:43:39
Rich: Look at, be able to spy on me on every, you know, on every monitor of mine, and also be able to do anything.

01:43:39 --> 01:43:59
Rich: And then here are all my lead agents, and here is their autonomy level, and I can just put them on any system that I want, at any time. So the system is completely agnostic, and doesn't matter, like… and, you know, yesterday I'm using Claude for one of the agents, today I'm using

01:43:59 --> 01:44:10
Rich: Gemini, like, it does not matter to me. And, you know, like, Claude is the probe scout right now, Claude is a judge, Gemini is the reviewer, like, you can see how they're being used differently. Here's just a map.

01:44:11 --> 01:44:19
Rich: Right? Of how things are being, like, laid out. And so, this… that's just this. And then here's all the different programs that we run.

01:44:19 --> 01:44:37
Rich: Right, so, like, this is force multiplier, I'm here talking to you about force multiplier, and I guess I'm supposed to show you the third question. I can show you it on a different screen, but I won't right now. I'll just pretend it's a nice, pretty screen. And looking at this, right, what you just saw,

01:44:37 --> 01:44:48
Rich: Right? The specialized brains, something that maybe you saw before I show you the, revenue engine, What part of this would you want in your business?

01:44:51 --> 01:44:57
Rich: Yeah, the interface is ugly. I'm not working on the interface until I'm finally done, done, done, and there's a lot still moving around.

01:45:02 --> 01:45:07
Rich: Alright, so think about, like, which feature I've shown you so far that you'd like more than anything else.

01:45:08 --> 01:45:17
Rich: And, let me look at what the next question is that I'm supposed to ask. Okay, yeah, so I'm supposed to show you the autonomous revenue engine now, so this is the part that I'm…

01:45:17 --> 01:45:31
Rich: most excited about. This doesn't exist in the world yet. This is the first time you're seeing it. According to Perplexity and all the other research engines that I used yesterday, there is no autonomous revenue engines out there yet.

01:45:31 --> 01:45:43
Rich: And it looks like… Well, it doesn't look like that. Alright. No, not there. That's this one. Alright. Alright.

01:45:43 --> 01:45:48
Rich: I'm trying to think of the best way to kind of explain to you how this works.

01:45:49 --> 01:46:01
Rich: And I think the best way would be to… let's see… I'm gonna see if I can make this much bigger, because then if I make it much bigger, it'll display differently. Yeah.

01:46:03 --> 01:46:12
Rich: Alright, so what we're looking at here, and I'm gonna do this fast, because, like, I know that no one's, like, that deep into all these things, but I want you to understand what's going on.

01:46:12 --> 01:46:19
Rich: So, we have a webinar, and now I want to give that webinar to AI,

01:46:20 --> 01:46:36
Rich: To manage the whole thing. To figure out, like, to run the funnel, to run the ads, to figure out what needs to change, to figure out if that's the right funnel, to figure out every detail, and to manage it as a profit center.

01:46:37 --> 01:46:49
Rich: Right? And so, what is involved in taking an asset, like a webinar, and handing it to AI and saying, make money with this?

01:46:53 --> 01:47:05
Rich: And so, this is what's required. And we've been building it. And we've been building it not even that long, we've only been building it for less than a week, but it's… it's built. And now, we're in the testing stage.

01:47:05 --> 01:47:17
Rich: So the first part, right, is the 16-pipe tracking. And the pipe tracking is to follow every single visitor throughout the entire process.

01:47:17 --> 01:47:22
Rich: And so when the revenue engine is being designed, and it's being designed by AI,

01:47:22 --> 01:47:37
Rich: Right? It's thinking through every step, and it's laying out, like, okay, most business leaders let Safari ad blockers or broken scripts strip the Facebook Click ID at the front door, and we were suffering from that, too, because we have this cookie thing.

01:47:38 --> 01:47:48
Rich: Alright, so making it impossible to match a $997 Stripe buyer back to the exact Facebook ad that they clicked. Okay, the instant a prospect clicks on any of our four audience packets.

01:47:50 --> 01:48:04
Rich: blah blah blah… let's see, where does the parentheses end? Browser attribution and raw blank locks in first party started with first touch survivorship, and here is the exact code that we need, right? Then…

01:48:05 --> 01:48:18
Rich: like… the purpose. Right? Then the next, pass, right? So this is every step of the funnel. And how… what code we need, and why. The dumb reason, the smart reason.

01:48:23 --> 01:48:34
Rich: So, can't do anything unless the whole thing is wired correctly, and that should make sense to people, right? Like, you're trying to give an autonomous system the whole… like, you make money for me.

01:48:36 --> 01:48:47
Rich: So, you can see here that these 16 steps, and I think the only thing I'm waiting for is Ben to do one of the steps, I think. So, Ben, I'm gonna bother you later. Next, though, are the intelligence.

01:48:48 --> 01:48:56
Rich: And so… The first… so these are 12 levels of different decisions. There are 7 different intelligences.

01:49:02 --> 01:49:13
Rich: Okay, so the first level is just making sure that a sale came from there, and making sure that, like, there are no… no one's, like… We're not giving Medica credit for a return buyer or anything like that.

01:49:14 --> 01:49:22
Rich: The… I want you to see, like, now how it is starting to break up.

01:49:24 --> 01:49:31
Rich: split tests into 5 different paths running at the same time. Now, I'm not expecting, like.

01:49:31 --> 01:49:49
Rich: anyone to, like, be like, oh, I could build this tomorrow, that's not the point, right? The point is… is that we are now at a place where you can task AI with a responsibility. That responsibility can be bringing in cash.

01:49:50 --> 01:50:01
Rich: And this is the first system that's been built like this, and at Force Multiplier is the first time that we're going to be teaching people how to build things like this.

01:50:01 --> 01:50:19
Rich: Right? And it doesn't matter, like, Joan, because Joan said the whole thing is overwhelming, the monomyth is intriguing. One of the reasons why Ashley wanted the different guests, and you heard from, I'm forgetting her name at the very beginning, but, like, she's intimidated by tech, and yet she was able to build an app.

01:50:19 --> 01:50:24
Rich: You don't need to be technically proficient to be able to do any of this.

01:50:24 --> 01:50:40
Rich: Right? In fact, I'm not technically proficient, and my team knows that, although, like, lots of people don't believe that until they get close to me, and then they're like, oh yeah, you really don't. But the… so you can see here, though, like, the amount of thinking, like, it is doable now, but you have to think like an architect.

01:50:41 --> 01:50:49
Rich: Right? Like, like, think of, like, this is basic, but, like, a lot of people will design a system and not necessarily think this way.

01:50:49 --> 01:51:01
Rich: In our brain, no slot is ever allowed to win on its primary metric alone. Every slot's primary metric is paired with code with a mandatory one-step-ahead downstream quality guardrail.

01:51:02 --> 01:51:12
Rich: Slot 1, adhook. Wins on a lower cost per lead, only if it maintains that at least 80% or greater actually use the controls

01:51:12 --> 01:51:15
Rich: Right, to opt in and watch 3 minutes of the video.

01:51:16 --> 01:51:26
Rich: Right? Like, slot 2, registration, if we hit a higher registration rate, that only holds if 80% still use the controls, right? Like, so that none of the other stats change.

01:51:27 --> 01:51:31
Rich: Because it's easy to get a lot more people to register and then have no one watch.

01:51:33 --> 01:51:48
Rich: So, there's a lot of, like, intelligence here about, like, how to actually manage the system, and if it can be thought, then it can be done. And that's really the benefit of all this. So, this whole system, right?

01:51:48 --> 01:51:56
Rich: Then starts looking at, like, the original pages we had, and it's redesigning them, because it's trying now to improve the process.

01:51:56 --> 01:52:07
Rich: So, it took a look. This… I… so I just turned this on yesterday. I've been building it for 2 or 3 days beforehand. This is the kind of stuff that you're gonna be building in…

01:52:07 --> 01:52:11
Rich: Force multiplier, if you want. So…

01:52:11 --> 01:52:25
Rich: this is not… understand what we're looking at here. This is an output from the revenue engine that I just asked for to show you guys, because normally it wouldn't create a page like this to show you what it's doing, it's just doing it.

01:52:26 --> 01:52:36
Rich: So this is the original registration page. It's for cold traffic, right? It believes that this will get a higher opt-in rate on cold traffic.

01:52:36 --> 01:52:44
Rich: It's rewritten, White gets copy is rewritten, and its design is redone. And here's why.

01:52:45 --> 01:52:55
Rich: Right? It's giving us the reason why, and we can dig in more, like, my system has a whole system for improving pages, and it can give all the logic as to why those pages should do better.

01:52:56 --> 01:53:03
Rich: The next page in the funnel, right? It's looking at every page in the funnel as a VIP offer.

01:53:04 --> 01:53:14
Rich: Right? You're one click away from lifetime access to the AI Imprint Masterclass. Here's that, right? Same page now, new headline, keep it forever or let it expire after 48 hours.

01:53:21 --> 01:53:33
Rich: Masterclass, Watch Room, and context CTA, so where they're watching the video. There versus here. The order page. This page versus this.

01:53:39 --> 01:53:51
Rich: And then, a way for me to, like, play with, like, what if this happens, what if that happens? So, once again, right, like, this is… this is a small, like…

01:53:52 --> 01:54:03
Rich: I get that you might, like, this might look impressive to some of you, right? Like, combined, projected, right, we can look at that. We can look at what's happening in real time on these pages.

01:54:04 --> 01:54:12
Rich: This is not the output. This is a small step in a bigger machine that is designed to make me money every day.

01:54:13 --> 01:54:34
Rich: Right? It's designed to manage the ads, to watch the people on the webinar, to figure out, should we shorten the beginning, should we put something on the bottom third that teases people to stay longer? This is the future. But this only works with the judgment of copy, with the judgment of media buying. There are 7 different types of judgment that are powering this.

01:54:34 --> 01:54:41
Rich: And that's why judgment is the liberator. I was at a meeting, like, about 2 days ago with Agora.

01:54:41 --> 01:55:04
Rich: And, you know, it's like, I'm listening to some people that are, like, I know where they are in AI based on how they're talking, and they're talking about, like, loading all this stuff in, and they're just gonna get better and better, and I know what's gonna happen. They're gonna get to a point where better and better, and then all of a sudden they can't get any output anymore, and they don't understand why, and they won't be able to go backwards, because if you don't understand how memory works.

01:55:04 --> 01:55:11
Rich: And you don't capture judgment, then you can't, like, really open up the floodgates for growth.

01:55:11 --> 01:55:29
Rich: And what I was trying to describe to them was this. It's like, understand this. You're going to be able to generate 1,000 sales letters an hour, okay? But then, how do you know, of those thousand sales letters an hour, the 3 that should actually go up online?

01:55:30 --> 01:55:50
Rich: That's judgment. And if you don't have AI capturing your judgment, then someone's gotta read all thousand of those promos every hour, and figure out which are the three. Which means that you're not gonna produce 1,000, because you can't review a thousand. And so that the only way that all of this happens is through judgment.

01:55:51 --> 01:56:05
Rich: And there is no one who is focused on judgment the way we have, so I can tell you that we're the best at it, because no one else has even focused on it, and we've already perfected it. And we've perfected it at a level now that is insane. It is…

01:56:05 --> 01:56:21
Rich: Something that even the biggest companies don't have access to yet, and so we're gonna have to figure out how we're able to sell to that audience, because people would be paying, like, many more zeros after the price point if we were just selling this to different people.

01:56:21 --> 01:56:29
Rich: But you're my market, and you're my audience, and it starts with you guys. So, this… Force multiplier,

01:56:30 --> 01:56:42
Rich: is going to be totally different than the two prior, and the two prior got people great results. But we don't stand still, and this will be the very first time that

01:56:42 --> 01:57:01
Rich: not only have I ever taught anyone how to build a revenue engine, this will be the very first time, period, that a revenue engine has ever been taught. This is the very first time… you can do research on perplexity. You can do research on… deep research on ChatGPT or Grok, and ask.

01:57:01 --> 01:57:12
Rich: Are there any systems out there right now that will take a marketing asset and manage it, and take it every step of the way until cash is back in the bank? And the answer will be no.

01:57:13 --> 01:57:25
Rich: This is the first system like that. And so, we're not only gonna show you and help you build ones like this for yourself. So that you understand the thinking, and you can do this.

01:57:26 --> 01:57:37
Rich: Right? But you'll have now a insane advantage over anyone you're competing with. Other people could be using AI, right?

01:57:37 --> 01:57:47
Rich: while your AI is actually making you more money, like this, right? And at the same time, making you accessible to your entire team.

01:57:48 --> 01:58:01
Rich: Because your judgment in all the important areas that run the business have already been captured Like, and packaged and accessible to every team member.

01:58:02 --> 01:58:20
Rich: And, lastly, we haven't done this yet, but we're doing this in our company, and it'll be in force multiplier, the other way back, capturing the judgment of the people that work in the company, because if you want to create more revenue engines, you might need the judgment of some of the people that work with you.

01:58:21 --> 01:58:28
Rich: So all of this is not, like, a fictional story, this is all, like, what is true right now.

01:58:30 --> 01:58:46
Rich: The seven intelligences, right, are truth and attribution intelligence, audience and signal intelligence, like picking the right audiences, diagnostic and statistical intelligence, like understanding, like, the metrics at every single stage of the way, ad creative and hook intelligence.

01:58:47 --> 01:58:54
Rich: Conversion and funnel architecture intelligence, behavioral follow-up and ascension intelligence, capital, and risk governance intelligence.

01:58:54 --> 01:59:14
Rich: So it's a robust system, and the… and, you know, in part of it, right, you can see, like, how much of it's built so far. 90% of this is built, 80% is built, it's waiting in Ben's hands, 50% built in live, this is 15 built, this is the, I have to get the judgment from a media buyer, which I'm working on right now.

01:59:14 --> 01:59:17
Rich: And everything else is, like, pretty much there.

01:59:17 --> 01:59:36
Rich: So, that, though, and here's the thing, what I just showed you, I can totally see how it could be overwhelming. I could totally see how you could doubt, like, whether you could ever have anything like this. Everyone thinks that in the beginning, even the people that you heard from earlier. I'm telling you that this is… you can have this.

01:59:36 --> 01:59:54
Rich: You can have a system that does this, right? That figures out all the things that you don't know how to do, and do it for you. It can start projects and then come to you when it just needs your information, or when it needs you to make a few decisions.

01:59:55 --> 01:59:59
Rich: Right? Like, create an FM training video.

01:59:59 --> 02:00:09
Rich: And when I say, like, am I… I might not create it, so just so you see, also, and this might be worth, hopefully you guys can hear it. Were you able to hear the other video? The audio?

02:00:11 --> 02:00:17
Rich: When I played it? You were? Like, kinda? Okay, so, here's just something else, right?

02:00:18 --> 02:00:31
Rich: And this might actually be helpful, so… let's go here, here, outputs portfolio. Alright, let's see, so… This is how my system is… What's this?

02:00:35 --> 02:00:39
Rich: This is old, huh? Is this old, Tom?

02:00:40 --> 02:00:41
Tom: Yeah, that's old.

02:00:41 --> 02:00:50
Rich: Yeah, I just… it's just pulling in stuff from… Oh, it's just pulling in… it's updating the system of everything that it has, interesting, okay.

02:00:50 --> 02:01:02
Rich: Wow. Okay. I had no idea it was gonna start integrating all this stuff. Wow, I just wanted to show a system video. Let's see if I have it.

02:01:10 --> 02:01:16
Rich: Here's the breakthrough distinction that locks your entire Money First AI system together. The difference between an output lane and an outcome lane.

02:01:17 --> 02:01:32
Rich: An output is a finished deliverable. You ship out the door today, like a weekly manifesto and its 24 placement blitz, a webinar funnel, or a batch of 10 ad creative. This is when I was trying to figure out, like, revenue engine, output lane, things like that. So the system was actually making videos for me.

02:01:32 --> 02:01:48
Rich: In my voice, so that it could teach me how to do it, and I would understand it better. Here's another one. I don't know if it's gonna be different. Here is the five-part architecture that locks our entire… here is the five-part architecture that locks our entire money first down. This is kind of what we're following. Zero overlap between layers.

02:01:48 --> 02:02:04
Rich: One, the fixed target, where our business sits today, our starting state, to our goal, within our non-negotiable guardrails. Two, the strategic play, the path or business model we are testing to bridge that gap, knowing there are many possible plays AI can evaluate and swap.

02:02:04 --> 02:02:11
Rich: 3. The required realities, the structural buyer and business results that chosen strategic play must achieve for the math of the model to work.

02:02:11 --> 02:02:28
Rich: 4. The measured wins, the weekly scoreboard numbers that prove each required reality is on track. And 5. The results engine and result engineering, the closed-loop systems for media buying, ad generation, and activation. Yeah, so you see here, we want to do 5 million. We believe that the way that we're going to do 5 million is sell

02:02:29 --> 02:02:41
Rich: zenith's mind through an evergreen webinar, because if we make enough sales of that, the ascension will, like, automatically happen. How many do we have to sell of the Zenith Mind through Evergreen? A thousand.

02:02:41 --> 02:02:56
Rich: Right? That'll lead to actually 280 connected dots and 50 max profits. The measured wins. So that means we have to sell at least 20 Zenith Mines a week at cost of acquisition, either equal to or less than the average order value.

02:02:57 --> 02:03:07
Rich: Right? The result engine is this thing that I was just showing you, that is responsible for making those 20 sales and then scaling even more.

02:03:08 --> 02:03:20
Rich: And so, this doesn't… and the reason why you're seeing different versions of this right now is because I'm trying to work out the lingo for this, because there is no reason anymore for departments.

02:03:20 --> 02:03:29
Rich: Right? There's no reason, like, you have a marketing department. There's no reason to have, like, a research agent, a this agent, a that agent. That's not how work gets done anymore.

02:03:29 --> 02:03:38
Rich: Right? Like, so, we have a revenue engine, and that revenue engine is responsible for selling Zenith MindOS.

02:03:38 --> 02:03:49
Rich: And it has been given a webinar. I'm going to give it a VSL as well. I'm going to give it as many tools as it needs to be able to fulfill that role for my business.

02:03:49 --> 02:04:06
Rich: And it should be able to do it better than any human being can do it, because I remember my time at Agora, and it was always… the media buyer was always blaming the copywriter, the copywriter was always blaming the media buyer, because these were two different skills that both were needed to power this… this channel.

02:04:06 --> 02:04:25
Rich: But that's all gone now, because you can have a single agent that has access to all these skills, and one judgment layer that trumps all judgment layers, but then has the micro layers inside it, and now you actually can have a revenue engine that actually delivers to you day in and day out.

02:04:26 --> 02:04:44
Rich: And so that's what we're building together. We're building agents, lead agents, and a chief of staff that are not like the $39 chiefs of staff, but actually can run your business, and talk to your team, and step in and get stuff done for you.

02:04:44 --> 02:04:48
Rich: And, in addition to that, right.

02:04:49 --> 02:04:59
Rich: how to build a revenue engine, right? So, whether you're building output lanes, where you have a lead agent in charge of a specific output that you're responsible for.

02:04:59 --> 02:05:17
Rich: Or whether you're building an engine, because it's not just, like, shoot and done, it is something ongoing and maintained and needs lots of expertise. No matter what it is that powers your business, whatever the one thing is your business needs to be making more money today.

02:05:18 --> 02:05:19
Rich: We're gonna teach you how to build that.

02:05:20 --> 02:05:37
Rich: And not only teach you how to build it, but teach you how to build it in a way that it is superior to anything else out there, that it will learn and get better each and every turn, each and every iteration, right? So, really, this is the cutting edge of AI.

02:05:37 --> 02:05:47
Rich: But cutting edge of AI put in our hands. And it really is an insane advantage. Because, like, it's one thing to be able to…

02:05:49 --> 02:06:00
Rich: write more articles, create more videos, do things like that. It is a whole other thing. To be managing a revenue center.

02:06:00 --> 02:06:15
Rich: And use the most complex mathematics, the most intelligent thinking, links to over 30,000 different marketing strategies, and being able to monitor at a minute-by-minute

02:06:15 --> 02:06:24
Rich: like, level. Everything that's going on, watching every customer going through, and trying to figure out how do we optimize this process.

02:06:25 --> 02:06:45
Rich: If you can imagine it, you can now build it with AI, and our job is to help you imagine bigger things, better things, more powerful things, and then walk you through, step by step, how to build it. That's what we did for the previous force multiplier participants. That's what we're gonna do with this group. It's just that AI is so much more powerful now.

02:06:45 --> 02:06:58
Rich: And we've cracked the code on something that no one else has cracked. And that is how to take the context window of a million tokens, of your true expertise, of your true judgment.

02:06:58 --> 02:07:08
Rich: And how to give it to your AI at the exact right moment, with the least amount of actual information, and yet have your judgment applied.

02:07:08 --> 02:07:20
Rich: correctly at every given moment, because your AI is only being exposed to that part of your judgment that is relevant to that moment in time, whatever that AI is looking at.

02:07:20 --> 02:07:36
Rich: And our system does that. No system other than ours does that. No one has ever even thought of that. And so, that's why I was able to solve, like, 3 really advanced AI users' problems in about 20 minutes.

02:07:36 --> 02:07:53
Rich: And that's the system that will run your business. And I'm telling you, that system gives you an advantage, the revenue engines give you an advantage, and then in your own life, the lead agents and the chief of staff give you an advantage. I really… if…

02:07:54 --> 02:08:01
Rich: I'm always, like, I'm gonna hand it back off to my team in a second, and then we'll do Q&As and whatever, but I'm always at, like…

02:08:01 --> 02:08:07
Rich: I truly wish that I could, like, invite you inside my head.

02:08:07 --> 02:08:21
Rich: Because I'm sure that in lots of webinars, in lots of places you've gone, or in your life, you've probably heard something similar about, like, oh, this is so much more valuable, and you're getting it at a discount, and blah blah blah.

02:08:21 --> 02:08:29
Rich: But I am… I would bet my life on the fact that this memory system is…

02:08:29 --> 02:08:43
Rich: more advanced than what McKinsey is using right now. It's more advanced than anyone who's using AI right now in what it can do. And so, you really are lucky and, like.

02:08:43 --> 02:09:02
Rich: That… I'm lucky I could come up with something like this, you're lucky that you could experience something like this. This really doesn't… we need to upgrade who we sell this system to, ultimately, because other companies could do so much more with this. But we have it, and you can have it right now, and that gives you a huge advantage.

02:09:02 --> 02:09:15
Rich: I want you to understand that, like, when you have something that is completely responsible for a profit center. If you can do it once, you can do it twice, you can do it a hundred times.

02:09:15 --> 02:09:32
Rich: Right? So as soon as you have a thing that manages a webinar and manages it profitably, do you stop at one webinar? Do you stop… then do you do a VSL? Do you do a sales letter? Do you do every other type of promotion, and then have that engine learn that?

02:09:34 --> 02:09:36
Rich: Like, the possibilities are endless.

02:09:36 --> 02:09:51
Rich: And, you know, you can buy a $1,000 course, study to be an AI consultant, and be out of business in 3 years from now, when you are, like, the 100,000 business coaches on the planet that have been struggling to get business.

02:09:51 --> 02:10:01
Rich: Like, but now the AI boom is here, so everyone's becoming an AI coach, or you can actually really learn this shit. And have it actually make you money in the business that you're in?

02:10:01 --> 02:10:12
Rich: or really know how to power AI to create results that are truly exceptional. And so that's what we're offering you, and I hope you avail yourself of it, because, like, at least this…

02:10:14 --> 02:10:16
Rich: I don't know,

02:10:17 --> 02:10:32
Rich: I have no plans as of right now to, like, be teaching this again, like, I'll be teaching it, you know, in our high, high-end products, but, I don't… like, if… the next force multiplier, we might be teaching this, but I won't be.

02:10:32 --> 02:10:44
Rich: you know, my team will be. And so this is my chance to really, like, lay out exactly how I want this to be done for you guys to get the best results. And so, I hope you join us.

02:10:46 --> 02:10:55
Ashley: Awesome. Thank you so much, Rich. So I'm just gonna move it over to, questions.

02:10:56 --> 02:11:00
Rich: I forgot the rest of my questions, but we'll… Leave those out. No.

02:11:00 --> 02:11:08
Ashley: Okay. Okay, cool. Alright, so if you have a question that has not been answered.

02:11:08 --> 02:11:15
Ashley: Please drop it in there now, and I'll make sure to… to walk through the questions.

02:11:15 --> 02:11:23
Ashley: One of the first questions, Rich, someone was asking, does your offer need to be dialed in to use this system?

02:11:25 --> 02:11:36
Rich: No. it doesn't need to be dialed in, for sure. In fact.

02:11:36 --> 02:11:48
Rich: We used this system ourselves over the last two weeks to really dial in our positioning and a bunch of things that we felt could be improved upon.

02:11:51 --> 02:12:01
Rich: What I would say, though, is that, and it can certainly help you. Like, it can help you flush out your offers. So, on that standpoint,

02:12:01 --> 02:12:11
Rich: it's also beneficial. I would say that… If you don't know anything about business, this doesn't set… like, this is not just an easy button.

02:12:11 --> 02:12:28
Rich: It is an easy button if you understand everything and are, like, willing to put the pieces together. But… so having, like, an offer that's not yet there, that's not a problem, that can be beefed up. Not even sure where you're gonna start or what you're doing, this is not gonna answer all the questions of, like.

02:12:28 --> 02:12:40
Rich: you know, this is not that, right? This is, like, if you're already doing something, you have clarity of what you want to do. Like, this can take you there, and if you're already doing something, this can vastly improve it.

02:12:42 --> 02:12:44
Ashley: Okay, perfect.

02:12:45 --> 02:13:03
Ashley: One other question, and we can determine if this was already answered in that first one, but it is a little bit different. Would AI offer ways to use it to make money? Like, articles, create webinars, podcasts, ads, or, like, would it create guidance of where the money is?

02:13:04 --> 02:13:12
Rich: It will, but the… It'll probably come at…

02:13:12 --> 02:13:19
Rich: It'll come at it from a perspective that's my perspective, which is not necessarily everyone's perspective.

02:13:19 --> 02:13:28
Rich: So, there are plenty of, like, ideas to make money, out there, and some of them are very legitimate, like, I've…

02:13:28 --> 02:13:34
Rich: I don't know enough to have an opinion, right? The…

02:13:35 --> 02:13:44
Rich: I'm more interested in business ways of making money, in the, in the exchange of value.

02:13:44 --> 02:13:57
Rich: That I must be giving you something of value, and you have to be giving me something of value. A business, not, you know, a transaction that leads to a business. And so, I…

02:13:57 --> 02:14:08
Rich: If you're doing anything, or, like, if you want to analyze yourself, and how… what is most monetizable, so that you can create value, so that you can offer value, yes.

02:14:08 --> 02:14:17
Rich: like, our system can help you with that. Is it a system that looks for money-making opportunities, to exploit?

02:14:17 --> 02:14:24
Rich: No. And there might be better systems if that's really, like, what you're geared for. This is to kind of run a thing.

02:14:25 --> 02:14:32
Rich: And if you have a thing that makes you money, then yes, but if it's, like, spanning the horizons of all different types of things, that's different.

02:14:33 --> 02:14:40
Ashley: Okay. Next question. Rich, you look younger. Is this a clone?

02:14:41 --> 02:14:42
Rich: No, I think it's,

02:14:43 --> 02:15:05
Rich: I think it's better cameras and the Zoom fix. The, the joke that I have is that, you know, I have touch-up on, I'm gonna turn the touch-up off, because, like, I don't really care, but the touch-up makes me look like 10 years younger, and I looked all day, well, I used to be on Zoom all the time, and I'd be on Zoom all day long, and I think this is how I look. I don't look like this.

02:15:05 --> 02:15:16
Rich: I look like that. So there's all the wrinkles and everything, so now I don't maybe necessarily look 10 years younger, now I look old. So that might be part of it.

02:15:16 --> 02:15:28
Rich: Right? I like the younger me, but then when I look in the mirror, I feel like I age 10 years every morn… every afternoon from work. The, but I am jumping rope more like a machine these days, so I'm very happy about that.

02:15:28 --> 02:15:39
Rich: And you know, that, like, on the AICI side, we don't… you know, this is force multiplier, so we're very much focused on the business side. But on the personal side, you know, same leaps as well. You know, it has…

02:15:39 --> 02:15:51
Rich: My 8 years of, like. my 8 years of history with my Oura Ring, so it has my pulse, my bedtime, everything for the last 8 years, and is able to just do more and more.

02:15:51 --> 02:15:53
Rich: Any other questions?

02:15:53 --> 02:16:13
Ashley: There's just, one question about the replay. It will be out later today for anybody that's asking, and we'll send that out. Last question here, Rich, at what… what point did you realize you need to organize around outcome lanes, and what was the first measurable result?

02:16:15 --> 02:16:22
Rich: I think I just threw it out. Let's see. Okay. Like, is this it? No, that was from the other day.

02:16:23 --> 02:16:34
Rich: I've had it for, like, a month and a half, let me just see if I have it here, like, thought I did. I might have just tossed it up.

02:16:34 --> 02:16:38
Rich: Yeah, I think I might have just tossed it. Oh, well. About…

02:16:39 --> 02:16:55
Rich: about 2 or 3 months ago, it was really a while ago, I asked, I did, you know, slash insight and Claude, and Claude told me some things I could do that I was doing well, and other things that I could improve. And then I went… Astra had just been released.

02:16:56 --> 02:17:05
Rich: Or 5.6 hole, I don't remember. And, I did that there, and it… and then Codex was like, what's that? And I'm like, oh…

02:17:05 --> 02:17:29
Rich: When I type that in in Claude, it tells me, like, what I do well, what I do poorly, how can I improve, like, stuff like that, and Codex is like, oh, would you like that? And I was like, yeah, sure, I would like that. And so it gave me, like, this 15-page PDF, and that's what I was just looking for. I carried it around forever, and I think it might be over there, but I'm not gonna look. And, the… it gave me lots of compliments. It said I was, like, in the top 1%, the way I use AI, that I treat AI like an employee.

02:17:29 --> 02:17:42
Rich: And that has me, like, you know, at a very high level. But there's a level higher, and that level higher is that not treating it like an employee, like, treating it like a company. Where you just tell it what you want.

02:17:42 --> 02:17:52
Rich: And that seemed, like, kind of far from what I had at that time. But I saw that…

02:17:52 --> 02:18:03
Rich: the systems were getting better and better and able to cover more and more. And so, because of that, I decided that I wanted to…

02:18:03 --> 02:18:21
Rich: create these dual layers of agents, and I wanted to do it, if I'm gonna just be truthful and real, and I don't see any reason not to be, I was building that more for the Zenith Mind side of my work, right? I created the output lanes because I'm responsible for certain outputs.

02:18:21 --> 02:18:25
Rich: and then I quickly was moving over to Zenith Mind.

02:18:25 --> 02:18:43
Rich: Where… because I want to leverage… I want to take all my flaws and have them be jobs for my agents to make sure that they're irrelevant. And I had tested that out, and that works, and so I was planning on pushing really forward on that. But then I realized that,

02:18:44 --> 02:19:03
Rich: the business results are more important for both myself, and our company, as well as what the world really wants, so… and that output lanes was only part of it, because I went to Ashley, and I'm like, you gotta figure out the equivalent for strategic profits, like, in your role, and

02:19:03 --> 02:19:15
Rich: then I started thinking about, like, how would I answer that question, and then I realized that that's a very difficult question to answer, and I might need to help, and spend a bunch of time thinking, and that's what I've been doing, and then trying to build them.

02:19:15 --> 02:19:30
Rich: And so that's kind of the evolution right now. My hope is that I teach this force multiplier, we lay out in very clear, like, how to build these revenue engines, so that not only is it clear to

02:19:30 --> 02:19:50
Rich: me and my team, but to you, and then I can move on to the next thing, which is really what I want to do, which is that next layer on top of this, which is counteracting, all of the pros and cons about the way I work or the way you work. And, so that's, like.

02:19:50 --> 02:20:07
Rich: that's where I'm going, but the… and I think the original concept of output lanes came to me, I think, when I was playing with Grokbot. I think Grokbot was like, we should, like, organize towards an output, and I think that just thinking, was like, oh, yeah, that makes sense. That's…

02:20:08 --> 02:20:14
Rich: why not organize around a result or an output? Like, that makes sense. So yeah, so that's how we got there.

02:20:15 --> 02:20:23
Ashley: Sweet, okay. Just have someone asking about the remaining questions. 4 to 7 for the live build tests.

02:20:23 --> 02:20:34
Rich: Okay, yeah, let me… I can just show you what they were. Yep. We can answer them fast. I think it might be slow getting them to you, but let's take a look. Let me just pull in… The… share the page again?

02:20:35 --> 02:20:44
Rich: We'll go… there. I think this is it. Is this the right one? I think so. Looks like it.

02:20:46 --> 02:20:55
Rich: Nope, it's the wrong one, but that's okay. Alright,

02:21:08 --> 02:21:24
Rich: Okay, so after seeing how an autonomous revenue engine tracks all 16 steps and fixes the funnel, where is the biggest pile of money currently stalling in your business every week? So if there was, like, if we could give you a revenue engine, what would it run?

02:21:25 --> 02:21:31
Rich: Are you clear? And it's totally okay if you're not clear.

02:21:31 --> 02:21:44
Rich: Like, what… but if you're not clear, you need to kind of be thinking about that, right? Like, because that's an answer you should know. Like, what could I automate that would bring me money every day?

02:21:45 --> 02:21:53
Rich: How does money come into my business every day, and how do we automate that? And… the…

02:21:55 --> 02:22:07
Rich: And if you're not clear on that, right, then hopefully you have some business goal, some amount of money that you want to make in your business, and for your business to do that amount.

02:22:07 --> 02:22:13
Rich: it's going to have to do something, right? So what is it that it's going to do?

02:22:14 --> 02:22:23
Rich: And how is it going to do that? And how are you going to get customers for that? And I would assume that somewhere in the getting of customers, there has to be some kind of engine.

02:22:24 --> 02:22:36
Rich: So, that would be question 4. And, let me see where… Right?

02:22:37 --> 02:22:41
Rich: And then… question… Five.

02:22:47 --> 02:22:57
Rich: Put your skeptic hat on now, and what is the number one reason why you. A smart founder would think, what I just showed you works for me.

02:22:58 --> 02:23:01
Rich: But it wouldn't work in your business because… why?

02:23:14 --> 02:23:23
Rich: Oh, wow, it's, Notice how it's now, oh, I don't know what… yeah, notice how it's… it's associating it to the question, based on how it's answering?

02:23:32 --> 02:23:33
Rich: Cool.

02:23:45 --> 02:23:50
Rich: And then I want to reflect on something after we get through these 7 questions, and I tell you where to go to get the answer.

02:23:58 --> 02:24:01
Rich: Alright. Question 6.

02:24:04 --> 02:24:13
Rich: If you were explaining normal AI tools versus what you just saw in my system, like autonomous revenue engines, to another founder.

02:24:14 --> 02:24:25
Rich: Or a friend of yours, over dinner in one sentence, how would you describe it? that, Taren, it doesn't matter whether it's webinars, whatever you're selling.

02:24:25 --> 02:24:29
Rich: Are you running ads? Are you doing reach-out? Like, whatever it is.

02:24:57 --> 02:25:12
Rich: You know, and the reason that we're asking you this question, or the reason that my system wants to ask you this question, right, so understand that my system is mining this, right? Like, it thought of these questions, it wants to have your answers so that as it helps us sell this, it will have a better clarity on it.

02:25:12 --> 02:25:28
Rich: But the reason that my system put this in here, because I didn't come up with these questions, it did, is that, like, kind of what we were talking about earlier, that, you know, we can go out to the market and talk about a chief of staff, but if someone's selling a Chief of staff for $39, it's very hard for the average person to know what the difference is.

02:25:29 --> 02:25:48
Rich: And so, we're looking for a better way of describing this whole system that manages everything that your team talks to, that captures your judgment, is able to apply it, and we don't really have great words for it, right? We don't have a clear way of differentiating this from, like, what is out there, right? And then last…

02:25:50 --> 02:25:59
Rich: If you built one thing with us in the next 30 days, oh. I didn't really like this question, but I didn't change it. Okay.

02:26:00 --> 02:26:11
Rich: If you were to build one thing in the next 30 days, what would it be? A clone of, like, this system that you just saw? Have a, team member trained in this?

02:26:12 --> 02:26:19
Rich: Or having this system wired around your number one bottleneck when it comes to money production?

02:26:20 --> 02:26:32
Rich: So, option A, just like clone of my system. B, having a team member that, like, comes with the system. Or C, having a autonomous revenue engine

02:26:32 --> 02:26:44
Rich: Targeted on the one thing that is stopping you from making money now. And then I'm supposed to… let's see… alright… Okay, then what's the next step in the flow?

02:26:47 --> 02:26:54
Rich: And then where'd you go? Let's see… I think we go to Rich's OS, if I remember correctly. Let's see…

02:27:00 --> 02:27:01
Rich: Let's see.

02:27:07 --> 02:27:17
Rich: Nope, I have a… I have a link for you guys. I just have to ask my sister. Alright. But those are the questions, so I'll hand it back to you, and I'll have a link for you guys in a second.

02:27:19 --> 02:27:27
Ashley: Yep. Okay, perfect. All right, so if that's all the questions while Rich is finding that link.

02:27:27 --> 02:27:28
Rich: Yeah, funny.

02:27:29 --> 02:27:47
Ashley: I'm just going to, finish up here, just make sure everyone has what they need. So as you can see, guys, when it comes to revenue engines, no one else is teaching this, and, you know, with Rich leading the way, we're doing this.

02:27:47 --> 02:28:05
Ashley: inside our own business. Every day I'm working hard to make sure that, you know, we're focused on everything leading towards revenue. And Enforced multiplier, we'll do it with you. So, the dates one last time, November 4th to 6th, and then 9th to 10th.

02:28:05 --> 02:28:13
Ashley: And Elite and SOW lifetime members, you have most likely, a credit with us still, so…

02:28:13 --> 02:28:34
Ashley: check in with mail at strategicprofits.com to see what your credit is, and then you can apply it to Force Multiplier. And when you join by Sunday, you're gonna get 3 months of our Build Lab alumni for free, which is, one call a month with Rich, and then 1 call with the team

02:28:34 --> 02:28:45
Ashley: A month as well, where we're building with you. And force multiplier is starting on the 4th, so, we're closing, the cart will close on November 2nd.

02:28:45 --> 02:28:52
Ashley: And you can go to strategicprofits.com forward slash FM. So…

02:28:52 --> 02:28:59
Ashley: If nobody has any other questions, I'll wait for Rich on that URL, but I just want to thank

02:29:00 --> 02:29:12
Ashley: everyone for jumping on today. Special, shout out to the SP team. Thank you guys so much for all your support today. All the FM grads that jumped on, and of course, Rich for

02:29:12 --> 02:29:22
Ashley: As he always does, blowing people away, I saw some crazy comments in the chat about this being your best training ever, Rich, so thank you so much for… Oh, that's nice.

02:29:22 --> 02:29:22
Rich: Congrats.

02:29:22 --> 02:29:23
Ashley: Really nice.

02:29:24 --> 02:29:24
Rich: Thanks, guys.

02:29:24 --> 02:29:25
Ashley: Weird.

02:29:25 --> 02:29:25
Rich: Yeah.

02:29:26 --> 02:29:43
Rich: Let's just see if I can do it that way, or if I have to do… no, I have to do the, okay. It's populating now, it's still… it has all the answers, I'm telling it, don't be so strict that you have to get all the answers to, to give the… to create the, thing. But,

02:29:43 --> 02:29:50
Rich: So here's the, link, though. It's, richesos.com, but FM is the subdomain.

02:29:52 --> 02:29:54
Ashley: Okay, perfect.

02:29:54 --> 02:30:10
Rich: And right now, like, yeah, it's just the questions are there, and soon, very soon, where it says 7 out of 7 custom revenue engine blueprint Tracker, it's gonna do the best it can, based on how it got answered. Since I got kicked off and on a couple times, there might be a challenge there, but I don't think so, we'll see.

02:30:12 --> 02:30:29
Rich: And, yeah, and just, yeah, ditto, Ashley, thanks for showing up, thanks for being interested in learning more about AI. I really hope that you guys take advantage of this opportunity, especially if you have a credit with us. It's a great time to use it.

02:30:30 --> 02:30:39
Rich: you will have a very huge advantage for 2027 if you go into 2027 armed with this. This is what

02:30:39 --> 02:30:55
Rich: we were arming ourselves with for 2027, so you can, join us. I, you'll be very hard-pressed to see anything similar being offered. And if you see anything similar being offered, please let us know, because, we'd love to know who's, like.

02:30:55 --> 02:31:02
Rich: Who else is, like, sees what we see coming? And thanks for being here, and that's it. Harry, you gonna sign us off?

02:31:02 --> 02:31:07
Harry: Yeah, I was just wondering if I'm… if I'm… is my powerhouse getting pushed?

02:31:09 --> 02:31:09
Ashley: Anyone?

02:31:09 --> 02:31:10
Rich: If anybody wants to…

02:31:10 --> 02:31:13
Ashley: To see the social media powerhouse, like.

02:31:13 --> 02:31:13
Rich: Oh, yes.

02:31:13 --> 02:31:14
Ashley: Excellent.

02:31:14 --> 02:31:15
Rich: social media power.

02:31:15 --> 02:31:18
Harry: Yeah, I was gonna say, Rich never asked me what the status is, so I figured.

02:31:18 --> 02:31:18
Rich: Yeah.

02:31:19 --> 02:31:22
Harry: I don't even care about the 90 other people, I just want to show Ridge.

02:31:22 --> 02:31:23
Ashley: Okay.

02:31:23 --> 02:31:31
Harry: And also, the, someone said, can you enable a voice layer to the system? Rich already has a voice layer on his,

02:31:32 --> 02:31:38
Rich: Yeah, and also, like, the… that, It's so easy to do, I didn't show you guys now, but

02:31:39 --> 02:31:50
Rich: I have, like, an iPad version of it, an iPad app, an iPhone app, like, all different versions, like, you know, on every… my desktop, my laptop, separate, like, iOS-type apps.

02:31:50 --> 02:31:52
Rich: Anyway, go ahead.

02:31:53 --> 02:32:04
Harry: Alright, so… First off, Rich, that was the best presentation I've ever seen. And… okay, let me make sure you can see sound. Alright.

02:32:04 --> 02:32:08
Ashley: There's a couple people asking for the link, I'm gonna drop it again, just…

02:32:08 --> 02:32:11
Rich: We gotta put FM in front, or it won't work.

02:32:11 --> 02:32:12
Harry: Also, Ashley, you're sending that to the host?

02:32:12 --> 02:32:13
Rich: You're putting…

02:32:13 --> 02:32:14
Ashley: Oh, no, sorry, I keep forgetting.

02:32:14 --> 02:32:15
Rich: It's this.

02:32:15 --> 02:32:19
Harry: I want to sign up for it, and that's the whole chat.

02:32:19 --> 02:32:23
Ashley: Which is it automatically? Sorry, guys. Okay.

02:32:23 --> 02:32:25
Rich: You're still doing the wrong one, Ash.

02:32:25 --> 02:32:26
Ashley: Oh.

02:32:26 --> 02:32:28
Rich: Look at mine. Look at yours.

02:32:29 --> 02:32:29
Ashley: Okay.

02:32:29 --> 02:32:31
Harry: Oh, no, no, they're asking for the link.

02:32:31 --> 02:32:31
Tom: Rick.

02:32:31 --> 02:32:34
Harry: That's for the link to Fourth One Bar or the Rich OS one?

02:32:35 --> 02:32:38
Rich: Oh, yeah, I'm giving the OS one.

02:32:38 --> 02:32:40
Ashley: I was given the strategic profit, the force multiplier.

02:32:40 --> 02:32:43
Rich: Sale one. Hopefully you were asking for the sale one.

02:32:43 --> 02:32:45
Ashley: We're both there, they're both there.

02:32:45 --> 02:32:47
Harry: That's why I'm here, I know what the people want, don't worry.

02:32:48 --> 02:33:05
Harry: Alright, so… this is the social media powerhouse, and so the idea… we were talking to a social media agency, and they said, yeah, we could do what you guys want for, like, $13,000 and 10% of all revenue, and then I was like, that is so crazy, I'm just gonna…

02:33:05 --> 02:33:13
Harry: you know, dial in using Rich in my system, and creating an ultimate social media powerhouse. The idea is, Rich is on camera.

02:33:14 --> 02:33:27
Harry: he's always on camera. Like, there is just so much content on his system, and past recordings, past trainings exactly like this, that are just sitting on his system, and they just need to be packaged properly for the different,

02:33:27 --> 02:33:37
Harry: For the different, social media platforms. So, I'm gonna show you an example of one reel that was created entirely,

02:33:38 --> 02:33:49
Harry: by AI, and then I'll show you, kind of, how the system works. So… Let me see, K.

02:33:50 --> 02:34:01
Harry: Think this one. Oh, no, no, no, no, this… So, when everything is the same, when everyone has the same tools, same everything, how are…

02:34:01 --> 02:34:08
Harry: I should note the quality is poor, because of the way that it's on here, but but it won't be that poor when you see it on social media.

02:34:08 --> 02:34:33
Harry: are you going to be any different? And what's going to be different is if you have an imprint, if your judgment, your perspective, your point of view is captured. Game changer. But we've never been able to capture someone's judgment. That's the whole reason, like, apprenticeships and medical residencies and all these things, like, still exist to this day. But your AI can capture your judgment, because your judgment is expressed as your feedback in relation to

02:34:33 --> 02:34:45
Harry: whatever it's giving feedback towards. And your AI is the first time that something exists that could actually capture what it is you're reacting to, capture your complete reaction, and then capture the outcome as well.

02:34:46 --> 02:34:58
Harry: So, it has 7 different things that it took, from one of Rich's trainings. It probably could take 10 other ones, and it basically… so, this is what it looks like, so…

02:35:00 --> 02:35:16
Harry: we take all of Rich's raw materials, so calls, webinars, podcasts, trainings, right? And then it's trying to pull, his expertise, and then it develops a strategy, right? What does the audience want? And these are all kind of built off of,

02:35:17 --> 02:35:26
Harry: Skills that you guys have, and some other stuff, But, so, what does the audience actually want? Then how does it represent Rich's brand voice? And then,

02:35:27 --> 02:35:40
Harry: you know, what is the proper angle, what idea you're trying to convey, and then how do you convey that in a hook, and then what is the ultimate payoff of each… of each reel? And… So that's the step two.

02:35:41 --> 02:35:54
Harry: Then, it looks through the video, and it says, okay, now that we have the strategy, what moment actually conveys that strategy? And so, it'll… it'll look through all these things again.

02:35:54 --> 02:36:07
Harry: And then the actual, Then it runs through the actual production, it'll create the full reel, it'll create the cover, it'll create the caption. So I guess this is another reel that it wants me to play.

02:36:07 --> 02:36:15
Harry: I was on a call earlier today, a Q&A call. The person asking the question was not aware that they were asking this question.

02:36:15 --> 02:36:36
Harry: Because what this person was asking was, like, how do I get my agent to do X, Y and Z? And it was like, you know, create certain things, and then review them, and then also, like, have them automatically know when they should be doing that, and, you know, like, 3 other things. And I'm like, whoa, whoa, whoa, whoa.

02:36:36 --> 02:37:01
Harry: You've just described, like, three people's jobs as one person. Like, you can't have the same AI agent write it and critique it like it's the same agent, like it's gonna be totally messed up. These are different jobs. It's like knowing that a skill keeps the same context window as when it was called, versus an agent comes in with a new context window. So an agent is never biased. A skill will always be somewhat biased on what preceded

02:37:01 --> 02:37:13
Harry: it. So, just different lessons. And then also, Okay, yeah, I'll keep going here. But then… alright.

02:37:13 --> 02:37:25
Harry: so then it also creates different versions of it, so… you know, maybe some days people get tired of Rich's face. No problem.

02:37:25 --> 02:37:34
Harry: Now, we can… Rich is naughty as head because he gets tired of his own face. Now, you can create animated versions. Now, these… this animated version is a little rough.

02:37:34 --> 02:37:38
Harry: I'll be honest, I'm still working out the kinks, but you can kind of get the idea.

02:37:38 --> 02:37:59
Harry: You've just described, like, 3 people's jobs, there's one person. Person asking the question was not aware that they were asking this question. How do I get my agent to do X, Y and Z, and create certain things, and then review them, and then also, like, have them automatically know when they should be doing that?

02:37:59 --> 02:38:09
Harry: You can't have the same AI agent write it and critique it, like, it's gonna be totally messed up, and they… and you… you need something else that…

02:38:09 --> 02:38:18
Harry: Okay, so yeah, you get… you get the idea. It needs a little bit of work, there's too much going on with there, but it can create different forms of content, all agentically. Okay.

02:38:18 --> 02:38:27
Harry: And then the most important part is once we post this on social media. You know, we… it created 7 from 1…

02:38:28 --> 02:38:39
Harry: 20-minute video. I have a whole factory that's running 24-7 that's creating another, like, 150, based off… and that's probably only 1% of the stuff Rich has on his computer, too.

02:38:40 --> 02:38:44
Harry: Once it posts, there's something that's constantly scraping it.

02:38:44 --> 02:39:02
Harry: And seeing, okay, this hook worked, this type of animation worked, this angle worked, this caption worked, this didn't work, this didn't work, and that's feeding back into the front of the system, so that everything that comes out of it is getting smarter, is getting stronger. So, it's constantly learning from itself, and the social media system is getting better.

02:39:02 --> 02:39:03
Rich: Now, please… So…

02:39:03 --> 02:39:04
Harry: Oh, sorry, yeah.

02:39:04 --> 02:39:06
Rich: No, no, go ahead, sorry, go ahead.

02:39:06 --> 02:39:11
Harry: No, I just wondered… I don't know what this Play the Factory thing was, I guess it was going through the whole thing.

02:39:11 --> 02:39:19
Harry: But, then, the real library, so you can see that there are tons of different ones. There's…

02:39:20 --> 02:39:30
Harry: different animations, so it shows you all these different types of stuff, so you can say what you kind of like, and then different camera versions, so,

02:39:31 --> 02:39:34
Harry: It created all this from… you know.

02:39:35 --> 02:39:41
Rich: Yeah, that's what I was curious about. You know, I haven't done much stuff with video that's really… it's very impressive with me, Harry.

02:39:41 --> 02:39:51
Rich: Like, okay, so, it takes the video, and what does it do? Does it first transcribe the video, and then it's trying to figure out, like, what can be made out of that video by looking at the transcript first?

02:39:51 --> 02:39:56
Rich: Like, I'm just curious, like, what's the architecture of how it actually works? Like, when did, like…

02:39:57 --> 02:40:08
Harry: Yeah. So, it… it transcribed… it transcribed everything. No, first it develops a strategy. What kind of… what's the best way to convey your brand DNA, right?

02:40:08 --> 02:40:08
Rich: Okay.

02:40:08 --> 02:40:24
Harry: Then it looks through your footage, and it's like, okay, these beats work, these beats work, this type of video works. And then, it's like, what is the most important thing in that video, and how can we make that the hook, but also make it seamless? Because you can't just be like.

02:40:25 --> 02:40:27
Harry: Here's the result, and then it, you know, jars.

02:40:27 --> 02:40:31
Rich: No, no, I get it, like, that's why I'm asking, because for me, it's…

02:40:33 --> 02:40:41
Rich: I can feed, like, in my revenue engine, I can feed it a ridiculous amount of different strategies that it can kind of figure out

02:40:41 --> 02:40:53
Rich: You know, this is a good strategy to use on the registration page, this is a good, you know, whereas… I was curious just, like, how this works, like, from… because since I've done so little with video, as far as…

02:40:53 --> 02:41:02
Rich: Does it… like… how… like, I know that if I give it new strategies, it will also be able to then be able to do more

02:41:02 --> 02:41:18
Rich: it might be better at, like, fixing things and coming up with new solutions, and it's like… so I'm looking at that, and I'm like, how does… like, what do you bring it so that it knows, like, it comes up with something else, or you see something, you know, and it's just like, where in this process does it figure out what it's gonna actually create?

02:41:18 --> 02:41:18
Harry: Yeah.

02:41:18 --> 02:41:19
Rich: Curse.

02:41:19 --> 02:41:28
Harry: Yeah, I've had a lot of, yeah, no, thank you. I've had a lot of context where it's… because, you know, I make my own, like, social media stuff, and it's constantly trying to generate stuff, and I'm like.

02:41:28 --> 02:41:36
Harry: That cover is horrible. Like, the first versions of these covers were, like, AI do better.

02:41:36 --> 02:41:53
Harry: And I'm like, if someone's looking at this, they're not gonna… they're gonna be so confused, like, they don't know Rich's positioning, they don't… why would they care? It's like, the cover needs to accomplish two things. It needs to be super quick at a glance to understand what it is, and then also needs to be persuasive. So that's kind of the branding, and that kind of…

02:41:53 --> 02:41:58
Harry: goes through all of it, and then, like, the Mint framework that Donnie was showing us is all baked into that, too.

02:41:59 --> 02:42:00
Rich: Very cool.

02:42:00 --> 02:42:00
Harry: Yeah.

02:42:00 --> 02:42:05
Rich: Very cool. So, when will we be pushing hard to social media?

02:42:05 --> 02:42:13
Harry: Yeah, no, me and Ashley went over this already, so it's… these Rios are ready to go, so in the next… in the next week, it'll be going.

02:42:14 --> 02:42:18
Rich: Alright, very cool. Alright. Any last-minute questions, I guess?

02:42:20 --> 02:42:29
Ashley: I think we're, I think we're good. Thank you so much, Harry, for, getting that ready and showing that. Very excited to get that running.

02:42:30 --> 02:42:36
Ashley: Awesome. All right, well, I think that's it, guys. Thank you so much for jumping on, and Harry, I'll let you do the sign-off.

02:42:37 --> 02:42:39
Harry: To higher profits and beyond.

02:42:40 --> 02:42:41
Ashley: Thanks, guys.