

A NEW COURSE FOR FOUNDERS, SMBS & THEIR TEAMS

# Automate & *Accelerate.*

*A four-session, hands-on course that turns AI into a practical co-worker for founders, small and medium-sized businesses, and their teams. You leave with a workspace, a strategy, a creative kit, and a distribution plan — all built around your business.*

AUTOMATE & ACCELERATE



Four sessions. Four shipped systems.

04

SESSIONS

Live, hands-on

07

CHALLENGES

Per session

12+

AI TOOLS

Stitched together

01

OUTCOME

Your business, shipped

## § 01 The arc

### SESSION 01



#### Build Your AI Workspace

**You leave with:** *A connected workspace.*

### SESSION 02



#### GTM, Revenue & Positioning

**You leave with:** *A one-page GTM brief.*

### SESSION 03



#### AI Creative Studio

**You leave with:** *A full creative kit.*

### SESSION 04



#### Distribution & Engagement

**You leave with:** *A weekly outreach plan.*

## § 02 Is this for you?

YES

### What you'll be able to do

- ✓ Set AI up to actually understand your business — files, brand, voice, goals.
- ✓ Write prompts that get outputs you'd send to a client.
- ✓ Score, critique, and refine AI work like a senior collaborator.
- ✓ Ship landing pages, decks, and short-form video without a designer.
- ✓ Build outreach that warms relationships instead of burning lists.
- ✓ Run a weekly AI-powered operating rhythm.

NO

### What this isn't

- ✗ Not a tour of every shiny new AI app.
- ✗ Not a "watch me prompt" demo course.
- ✗ Not a deep-dive on prompt engineering theory.
- ✗ Not generic exercises with someone else's business.
- ✗ Not finance/admin focused — those are bonus material.
- ✗ Not a passive video library you'll never finish.

## § 03 The four sessions

*Every session: a real business problem → a live AI workflow → an artifact you keep. Bring your business; leave with it shipped.*

# 01

## FOUNDATION

### Build Your AI Business Workspace

Set up Claude/Cowork, connect Gmail/Drive/Canva/Gamma, organize files, and feed AI the brand, voice, and examples it needs to behave like a teammate.

#### YOU'LL LEARN

Chat vs. agentic work

Projects

Context

Memory

Brand instructions

#### LIVE DEMO

Organize a messy folder. Brief AI on a real business in under ten minutes.

#### TOOLS

Claude · Cowork · Gmail · Drive · Canva · Gamma

→ *You leave with: An AI-ready workspace built around your business.*

# 02

## STRATEGY

### GTM, Revenue Strategy & Positioning

Use AI to define your target customer, pressure-test your offer, audit competitors, and rank revenue opportunities by speed, effort, and upside.

#### YOU'LL LEARN

Segmentation

Positioning

Revenue scoring

Warm vs. cold strategy

#### LIVE DEMO

Score 3 revenue paths. Build a 30-day GTM test plan in real time.

#### TOOLS

Claude · Apollo · Notion · Gamma

→ *You leave with: A one-page GTM brief and a ranked revenue plan.*

# 03

## CREATIVE

### Build Your AI Creative Studio

Hands-on with Lovart (creative direction), Google Stitch (UI/landing), Replit (prototypes), HeyGen + Hyperframes (high-engagement video), Synthesia (training video), and Google Flow (cinematic storytelling).

#### YOU'LL LEARN

Creative briefs

Brand-aligned design

Scroll-stopping video

Prototyping

#### LIVE DEMO

Turn one brief into a landing page, Hyperframes promo, and deck outline.

#### TOOLS

Lovart · Stitch · Replit · HeyGen · Synthesia · Flow

→ *You leave with: A full creative campaign kit ready to distribute.*

# 04

## DISTRIBUTION

# Sales, Distribution & Engagement

Move past "spray and pray." Build segmented audiences, multi-touch outreach, warm-intro plays, and follow-up loops that turn interest into conversations.

### YOU'LL LEARN

Audience segmentation

Channel planning

Sequencing

Follow-up loops

### LIVE DEMO

Design a 4-touch outreach sequence and an engagement loop that scores replies.

### TOOLS

Apollo · Gmail · Claude · Notion

→ *You leave with: A distribution and engagement plan you can run weekly.*



*Bring a real business. Leave with it shipped — workspace, strategy, creative, and distribution.*

RESERVE A SEAT →