

DREAMS BUSINESS RESOURCES

THE DBR AI ACCELERATOR

Week 1 — AI Foundations: Your New Unfair Advantage

Prospect more. Follow up better. Get your time back.

Weekly live training • 45–60 min • Life • Real Estate • Lending • Entrepreneurs • B2B

This Class Is Different

WHAT WE WON'T DO

- Learn to code or “vibe code”
- Build apps or AI tools
- Start an “AI agency” selling software
- Chase every new shiny tool

WHAT WE WILL DO

- Prospect more people, with research
- Follow up until it pays
- Automate the busywork
- Become more efficient AND more profitable

One skill per week • Live demos • Homework that makes you money

What AI Actually Is

Think of it as the smartest assistant you've ever hired — one who works 24/7, never complains, and costs less than your phone bill.



A chatbot (Claude, ChatGPT)

You ask, it answers. Writing, ideas, scripts, research, role-play. This is where everyone starts.



An agent (Cowork, Manus)

You give it a JOB. It plans the steps and delivers finished work: documents, spreadsheets, research reports.



The #1 rule

AI is only as good as what you tell it. Garbage in, garbage out. We'll fix that in Week 2.

Why Now? Because the Gap Is Wide Open



5-10

hours saved weekly by
producers who use AI daily



80%

of sales need 5+ follow-ups
— most agents stop at 2



95%

of your competitors still
aren't using AI seriously

The producers who learn this FIRST win the next five years.

Your Tool Stack (All Start Free)



Claude

Your thinking partner — writing, strategy, scripts. Our home base.



Claude Cowork

The doer — builds real documents, spreadsheets, and runs scheduled tasks.



ChatGPT

Second opinion + voice mode to practice scripts and objections out loud.



Manus

The delegator — hand it whole projects: reports, decks, simple pages.



NotebookLM

The study engine — turns YOUR documents into podcasts, quizzes, and a tutor.

Today we set up the first two. The rest come when you're ready.

Live Demo: One Real Task Per Industry



Life Insurance

Rewrite a stale follow-up text so a cold lead actually replies.



Real Estate

Turn 6 bullet points into a listing description that sells the lifestyle.



Lending

Draft a side-by-side loan-program email a client understands in 60 seconds.



Entrepreneurs / B2B

Summarize a messy email thread into 3 action steps and a reply.

Watch the screen — then we do YOURS in Q&A.

Your First Power Prompt

“You are an experienced [life insurance agent / realtor / loan officer]. My client is [describe them in one sentence]. Write a short, warm [text / email] that does [one specific thing]. Keep it under 100 words, in a friendly, professional tone.”



Tell it WHO to be



Tell it WHO it's for



Tell it WHAT you want

Week 2 we go deeper: the full formula + your personal Business Brief.

Homework: 7 Tasks in 7 Days

Use AI for ONE real task in your business every day this week. Ideas:

- Rewrite a follow-up text or email you'd normally send
- Draft a social media post about what you do
- Summarize a long document or email thread
- Research a neighborhood, niche, or local business
- Practice handling your toughest objection (use ChatGPT voice)



Bring your BEST result
next week — we
celebrate wins first.

Daily use is the whole assignment. Mastery comes later — habit comes first.

Where We're Headed: The 12-Week Roadmap



Weeks 1–2

Foundations

Tools set up, prompting like a pro, your Business Brief



Weeks 3–6

Grow

Prospecting, outreach, follow-up machines, content at scale



Weeks 7–9

Automate

NotebookLM learning, Cowork automation, delegating to agents



Weeks 10–12

Scale

Client experience, your AI-powered week, new income streams

By Week 12 you'll have a complete AI-powered operating system for your business.

Same time next week.

Week 2 — Prompting Like a Pro & Your Business Brief

Do the homework. Bring a win. Bring a friend.