



AI Leverage Lab™
DREAMS BUSINESS RESOURCES

DBR AI ACCELERATOR

AI STARTER GUIDE.

Expanded Student Handout + Prompt Playbook.

Learn it. Use it daily. Build workflows. Keep improving.

6-PART PROMPT FORMULA

20+ READY PROMPTS

30-DAY PLAN

WORKFLOWS

MASTER THESE 6 AI TOOLS IN THE ACCELERATOR



ChatGPT
OPENAI



Claude
ANTHROPIC



Manus
AI AGENT



Gemini
GOOGLE



Grok
XAI



NotebookLM
GOOGLE

aileveragelab.pro
dreamsfaststart.com

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You won't be replaced by AI. You can be **outpaced** by people who use it better.

AI is not magic and it is not your replacement. AI is **leverage**. The person who learns to think clearly, ask better questions, build repeatable workflows, and review the output carefully gets the advantage.

Your Role

AI drafts, researches, organizes, analyzes, and accelerates. You bring judgment, relationships, strategy, compliance, and final approval.

The Goal

Use AI to save time, improve follow-up, create better content, prepare better presentations, and serve more people with less friction.

The Standard

Don't chase shiny tools. Build real capability — prompts, notes, workflows, playbooks, and daily repetition.

★ YOUR FIRST 10 MINUTES

Open **Claude** (claude.ai) or **ChatGPT** (chatgpt.com) right now and paste this — “You are my writing assistant. I'm a [my role] serving [my market]. Rewrite this rough note into a warm, professional follow-up text under 80 words, ending with an easy question: [paste your rough note].” Read it, change one word, send it. That's your first win — and proof this is for you.

AI is now a business **capability**, not a novelty.

The winners aren't using AI for fun questions — they're using it to increase speed, capacity, consistency, communication, and decision-making.

SIGNAL	WHAT IT MEANS
17–20%	Overall U.S. business AI use, Dec. 2025 – May 2026.
20–23%	Businesses expecting to use AI within the next six months.
46%	Small employer firms where the business or employees currently use AI.
71%	AI-using small firms reporting increased productivity.
39%	AI-using firms reporting improved quality of goods/services.
31%	AI-using firms reporting higher sales.

Reality Check

Waiting has a cost — slower response, slower execution, more manual labor per task, weaker data use, lost ground.

The Opportunity

More output per hour, more personalized follow-up, faster learning, better content, stronger workflows, and more time for revenue.

Source: U.S. Census Bureau Business Trends & Outlook Survey; Federal Reserve Small Business Credit Survey; Microsoft Work Trend Index. Directional training signals, not guarantees of individual results.

Perspective up = intelligence up = more leverage.

AI is more powerful when the human using it can see patterns, systems, and next steps. Better perspective creates better prompts; better prompts create better outputs; better outputs create better execution.

Ground Level

Sees what's directly in front of you; reacts to immediate problems; limited context. **Uses AI for answers.**

Drone View

Rises above the moment; sees patterns, relationships, risks, and options. **Uses AI for research and organization.**

Satellite View

Sees systems, incentives, timing, and leverage points. **Uses AI to build systems and automate workflows.**

Turn exposure into retention.

- 1 **See the map** — use the infographic or framework first so learners see the big picture.
- 2 **Add a story** — an analogy or business example makes the idea emotionally memorable.
- 3 **Summarize it** — a short one-page recap gives structure and depth.
- 4 **Teach it back** — explain it in your own words; recall locks it in.
- 5 **Space the review** — repeat later with a new example so the memory strengthens.

THE STACK, IN ONE LINE

Infographic = **mental map**. Story = **memory hook**. Notes = **structure**. Flashcards = **retrieval**. Teach-back = **mastery**. Spacing = **long-term retention**.

This guide is for independent producers, business owners, sales professionals, and DBR partners who want practical AI leverage for prospecting, follow-up, presentations, training, and operations.

Start free. Sign up, then keep the **mobile apps** handy.

TOOL (FREE TO START)	USE IT FOR
ChatGPT chatgpt.com	Fast brainstorming, writing, voice practice, research support, drafts, role-play. Install the mobile app.
Claude claude.ai	Longer writing, strategy, documents, training materials, analysis, polished communication.
NotebookLM notebooklm.google.com	Turn YOUR documents into summaries, study guides, podcasts, briefing docs, and quizzes.
Manus manus.im	Bigger multi-step projects: planning, research, web work, documents. (Verify its current status before you rely on it.)
Claude Cowork Claude desktop app	Connected workflows: inbox triage, calendar briefings, scheduled prompts, real-file work. Needs a paid Claude plan; scheduled tasks run only while the app is open.
Your Prompt Library your Drive or Notes	One running document where you save every prompt, workflow, and example that works.

★ TOOL RULE

Use free tools to **learn**. Upgrade only when a tool clearly saves time, produces better work, or supports a workflow you actually use.

Teach AI everything about you — **once**.

THE ONE THING MOST PEOPLE MISS

A **Master Prompt** (start with the simpler Business Brief) is one reusable block that teaches AI who you serve, what you sell, your goals, your voice, and your rules — so you never re-explain yourself and every answer comes back personalized and on-brand. Build it once, paste it into a Claude Project, and start requests with “Using my Master Prompt above, ...”

- **Who you are** — role, industry, experience, what you're known for.
- **What you sell** — products/services and the real problems they solve.
- **Your ideal client** — who you serve best and what keeps them up at night.
- **Your goals** — what you're growing this quarter and this year.
- **Your voice & style** — tone, plus a real writing sample so AI sounds like you.
- **Your rules** — compliance lines and what AI must never do on your behalf.

★ **Fastest way:** Answer those six out loud, paste your answers into AI, and say “Turn this into a clean Master Prompt I can reuse.” Then save it.

Hit all six and the answer **nails it**.

1 • Role

Who should AI act as? (e.g. experienced B2B benefits consultant.)

2 • Context

Who is this for and what's happening? Give enough background.

3 • Task

Exactly what do you want done? Write, analyze, compare, summarize, plan, or coach.

4 • Format

How delivered? Text, table, bullets, script, email, checklist.

5 • Voice

How should it sound? Warm, plain English, professional, concise, no hype.

6 • Guardrails

What to avoid? No guarantees, no sensitive data, verify facts, stay compliant.

WEAK VS STRONG

Weak: "Write a follow-up text." **Strong:** give role, context, task, format, voice, and guardrails. Same tool — completely different result.

● IF YOUR OUTPUT IS WEAK, CHECK THESE 4 THINGS

- 1 **No role** — you didn't tell it who to be.
- 2 **No context** — it doesn't know your client or situation.
- 3 **Too vague** — the task or format wasn't specific.
- 4 **You stopped at draft one** — you didn't coach it (shorter, warmer, three versions).

★ TEACH AI YOUR VOICE

Paste 3–5 sentences you've actually sent a client and say "Match this voice." It's the single biggest driver of "this sounds like me."

Copy, paste, customize the brackets.

USE CASE	PROMPT
Marketing assistant	You are my marketing assistant. I'm a [role] serving [market]. Write 5 short social posts that show my expertise without being salesy. Friendly, plain English, one useful idea per post, one question at the end.
Email reply	Summarize this email thread into 3 bullet points, identify the real ask, and draft a short professional reply in my voice: [paste thread].
Objection response	I keep hearing this objection: [objection]. Give me 3 responses — one logical, one emotional, one story-based. Each under 70 words, no pressure.
Coach mode	Act as my business coach. Here's my goal: [goal]. Ask me 5 tough questions, one at a time, to pressure-test my plan and reveal blind spots.
Follow-up text	You are an experienced [role]. My prospect is [context]. Write a warm follow-up text that re-opens the conversation without pressure. Under 80 words. End with a simple question.
Social proof story	Turn this win into a short story I can share without hype: [paste win]. Make it about the problem, the insight, the action, and the result. Keep it compliant and non-specific.
Sales role-play	Role-play as a skeptical but respectful business owner. I'll practice explaining [solution]. Push back with realistic questions and coach me after each answer.
Meeting prep	I'm meeting with [person/company]. Based on this info [paste notes], give me a 10-minute prep brief: likely concerns, 5 smart questions, and a simple opening.
Training recap	Turn these notes into a 1-page class recap with: big idea, 5 key points, 3 action steps, 5 fill-in-the-blank quiz questions, and homework.
Workflow builder	Help me turn this repeated task into a workflow: [describe task]. Break it into steps, show where AI can help, create the prompt, and list what a human must verify.

Field-ready prompts for **your business.**

USE CASE	PROMPT
Life insurance	You are an experienced life insurance agent. My client is [one sentence]. Write a warm follow-up text that re-opens the conversation without pressure. Under 80 words.
Term vs whole	Explain term vs whole life to a 28-year-old who has never bought insurance. Use one simple analogy. Under 150 words. End with the question they should ask next.
Real estate listing	Turn these bullets into a listing description that sells the lifestyle, not just the features: [paste bullets]. 120 words max. Warm, specific, not cheesy.
Past buyers	Write a friendly check-in email to past buyers I haven't spoken to in a year. Mention a free home-value update. Warm, no pressure, under 150 words.
Loan officer	You are a loan officer. Compare [program A] vs [program B] for [buyer situation] in a short client-friendly table, then add a 2-sentence recommendation.
B2B owner	Research the top challenges [industry] owners face right now with costs, retention, and cash flow. Give me 5 useful conversation starters.
Group health	Act as a benefits consultant. Explain how an employer might reduce healthcare costs and improve benefits without making promises. Plain English and 5 discovery questions.
Tax credit intro	Write a short email to a business owner on why it may be worth reviewing R&D tax credits, FICA tip credits, or payroll tax savings. Educational, not salesy.
Partner recruiting	Write a short invitation for [audience] to learn how DBR helps agents add B2B solutions and recurring income. Professional, exciting, no hype.
Presentation builder	Turn this topic into a 7-slide training outline with title, key idea, speaker notes, and one audience question per slide: [topic].

Habits that compound.

- **Daily (10 min)** — use AI for one real task: an email, a text, a call script, a summary, a social post, or one idea you can use that day.
- **Before sending** — read it out loud. If it doesn't sound like you, coach the AI with a writing sample and ask for warmer / shorter / clearer.
- **Save your winners** — keep a document called "My AI Playbook." Save prompts that worked, improved responses, and best follow-ups.
- **Weekly (class day)** — show up live, share one win, ask one question, complete the practice assignment. Consistency beats motivation.
- **Teach back** — after a training, explain the top 3 ideas to someone or record a 60-second voice note. If you can explain it, you own it.
- **Space it** — revisit important prompts on Day 2, 7, 14, and 30. Spacing turns exposure into retention.

● THE NOTE-TAKING UPGRADE — DON'T JUST WRITE IT, WORK IT

- 1 **Capture** — write the key idea.
- 2 **Compress** — summarize it in your own words.
- 3 **Connect** — link it to something you already know.
- 4 **Question** — turn the idea into a recall question.
- 5 **Recall + apply** — close the notes, answer from memory, then use it in a real task.

WHY IT WORKS

Repetition creates familiarity; **retrieval creates retention**. Working your notes — not just writing them — is what turns a class into a capability.

A prompt gets one answer. A **workflow** gets a repeatable result.

The real money isn't one clever prompt — it's repeatable processes for prospecting, follow-up, training, service, operations, and content. Every workflow has four parts:

1 • Trigger

What starts the work? New lead, unread email, class notes, proposal request.

2 • Inputs

What info does AI need? Notes, transcript, website, CRM fields, emails.

3 • AI Task

What should AI draft, summarize, compare, plan, or organize?

4 • Human Review

What must you verify? Facts, compliance, tone, pricing, client details.

★ EXAMPLE WORKFLOW

After every Zoom training, paste the transcript and ask AI for a 1-page recap, 5 social posts, 5 follow-up texts, a quiz, and 3 action steps. Review, edit, save the best prompts, reuse next week.

Agentic thinking: as you advance, tools like Claude Cowork and Manus handle multi-step projects — plan the work, use tools, take action, deliver a result, and check with you before anything sensitive.

● INBOX & FOLLOW-UP STARTER WORKFLOWS

"Scan my unread email and tell me the 5 that actually need me today. Put them in priority order and explain why."

"Draft replies to these three emails — friendly, short, professional, and in my voice. Leave room for me to verify details."

"Summarize my calendar and flag the priority emails for today. Give me a 5-minute plan."

"Every weekday morning, review my calendar and inbox, list my 5 priority emails, then draft personalized follow-ups for prospects I haven't contacted in 7+ days. Leave drafts for approval."

You own **every word** as if you wrote it.

- **Protect client data** — never paste SSNs, account numbers, private health details, full policy numbers, or sensitive records into an AI tool.
- **AI drafts, you approve** — you're responsible for what you send. Review for accuracy, compliance, tone, claims, and client fit.
- **Verify current facts** — don't trust AI for current rates, laws, carrier details, tax rules, or product specifics without checking the source.
- **No false certainty** — avoid guarantees or statements that sound more certain than the facts support.
- **Use human judgment** — AI helps you move faster; it can't replace relationship judgment, ethics, or professional standards.
- **Iterate** — if the first answer is mediocre, coach the tool: shorter, warmer, clearer, less salesy, more specific, or three versions.

★ ON DISCLOSURE

You don't need to announce that you used AI — but you own every word as if you wrote it yourself.

● COMPLIANCE-FRIENDLY LANGUAGE

✓ USE THIS	× AVOID THIS
"May help reduce costs"	"Will reduce costs"
"You may qualify"	"You are guaranteed to qualify"
"Let's review the facts"	"This definitely applies"
"Based on current information"	"AI said it's true"
"Here are options to consider"	"This is the only right answer"

Turn learning into capability.

Week 1 • Learn the basics

Set up tools, practice the 6-part formula, use AI for 5 simple tasks.

Week 2 • Build your voice

Give AI writing samples; create better follow-up texts, emails, and social posts. Draft your Master Prompt.

Week 3 • Build your playbook

Save your 10 best prompts; create a folder for scripts, emails, examples, and workflows.

Week 4 • Build a workflow

Turn one repeated task into a repeatable AI workflow with human review built in.

★ MINIMUM WIN BY DAY 30

10 saved prompts, a working Master Prompt, 3 reusable follow-up templates, 1 workflow you use weekly, 1 training-recap system, and the habit of asking AI to help before starting from scratch.

QUICK GLOSSARY

TERM	PLAIN ENGLISH
Prompt	What you type or say to the AI. Better prompt = better result.
Master Prompt	One reusable block of context about you that you load once so every answer is personalized.
Chatbot	AI you talk to, like Claude or ChatGPT.
Agent	AI that can do multi-step work, use tools, and produce a result.
Workflow	A repeatable process that uses AI to create a business result.
Project	A workspace that stores context, instructions, files, and examples.
Hallucination	When AI states something false with confidence. Why you verify.
Context window	How much information the AI can consider at one time.
Retrieval practice	Pulling information from memory instead of only rereading it.
Human review	The final check before anything goes to a client, prospect, or audience.

STUDENT WORKSHEET — USE THIS DURING CLASS

My Top 3 Use Cases

1. _____
2. _____
3. _____

My First Workflow

Trigger: _____
Inputs: _____
AI task: _____
Human review: _____
How often? _____

My Best Prompt So Far

Role: _____
Context: _____
Task: _____
Format: _____
Voice / Guardrails: _____

FILL-IN-THE-BLANK REVIEW QUIZ

Active recall beats passive review. Cover the answer key and try from memory.

- 1 Most people were taught what to learn, but not _____ to learn.
- 2 AI is your assistant, not your _____.
- 3 A good infographic creates a mental _____.
- 4 Active recall means pulling information from _____.
- 5 Spacing means spreading learning out over _____.
- 6 Repetition creates familiarity; retrieval creates _____.
- 7 Ground-level thinking reacts; satellite-level thinking designs the _____.
- 8 A prompt gets one answer; a workflow creates a repeatable business _____.
- 9 Never paste sensitive client _____ into an AI tool.
- 10 The winners learn to think, decide, and execute with _____.

ANSWER KEY

1. how · 2. replacement · 3. map · 4. memory · 5. time · 6. retention · 7. system · 8. result · 9. data · 10. AI leverage

See you in class. Bring a win.

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