

The AI boom belongs to experts, not coders.

The challenge · Session 1 · Find it



1 **Do the homework**
after every session

2 **Post it in the group**
before the next live

3 **Win at minute one**
prizes TBC

Everyone has the same AI now.

~~Code~~



Your expertise

What you know is the scarce ingredient.

Whose expertise becomes your product?

A

Mine

B

Someone else's

Then: type A or B in the chat

“People come to me
for...”

Your posts, read live from the group

Hi, I'm Wes.

Rainmaker: helped over 5,000 entrepreneurs

Launched over 10 technology products

Co-founder, MyGentic

Build what people already pay to fix.

It hides in the question you answer 100 times.

Why AI products miss.

~~No research~~



Wrong timing

Too soon, or too late.

The Money Map.



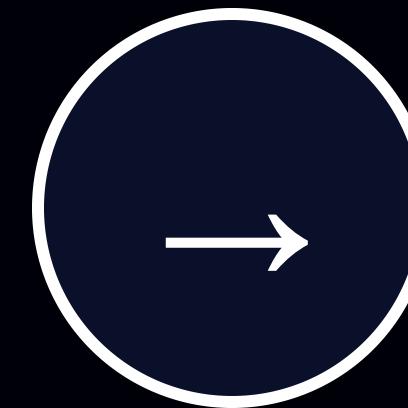
Money

do they pay now?



Pain

how often it hurts



Method

your 3–7 steps

Score 1–3 each. Under 7? Park it.

People pay for a fix, not for AI.

~~Cool tool~~



Costly problem

Price comes later. We test it.

The Museum of Unnecessary AI.

Pitch your worst AI idea in the chat

Hand out the awards.

1

Nobody asked

2

**ChatGPT with
a hat**

3

Mum liked it

4

**Commercially
useless**

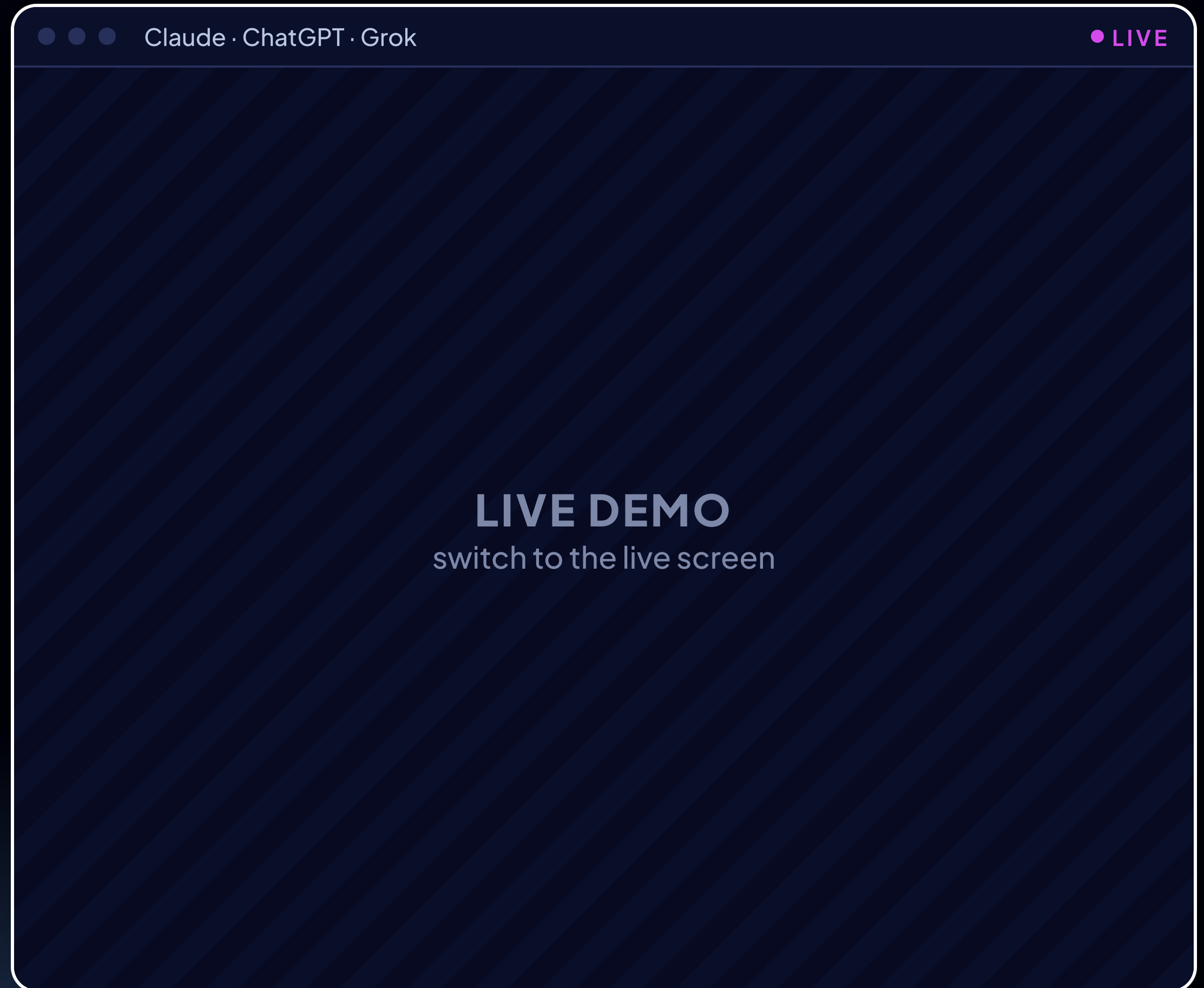
Then: vote in the chat

**Funny because nobody would pay?
Don't build it.**

Watch me find a paid problem.

“Hey Genius, find my paid problem”

- 1 Who comes to you
- 2 Score the top 3
- 3 Reach test
- 4 Write the line



Find your paid problem.

Top 3 problems

Money · Pain ·
Method

“I help...” line

Then: done = line + score

I help buyer solve problem using method so they
can result.

1 **Your own clients**
what they already ask

2 **Communities**
where buyers already talk

3 **Search**
the words they use

Three places to check real demand

Read us your “I help...”
line.

Cameras on · one insight, one stuck, one next step

My AI Product Plan: blocks 0 + 1.

0
Opportunity

1
Find it

2
Design it

3
Build it

4
First talk

5
90 days

Ask “Hey Genius, update my plan”

If this worked, what changes?

1

Income

2

Time

3

Impact

Then: write it as “My why”

Finding it is step one.

~~Find it~~



Build it, together

Month 1 of the 3-month course.

1 Your “I help...” line
in your words

2 Money Map score
out of 9

3 One real person
named, to talk to

Post in the group · 1 hour before next live (TBC)

Tomorrow: Design it.

Then three months to build, launch and sell it, with help.