

Your method is what makes AI worth paying for.

The challenge · Session 2 · Design it



Prize draw: Session 1 posters.

On time, in the group, in the wheel

Generic AI. Guided AI.

~~Plain answers~~



Your method

Same tools. Your judgement is the difference.

Did you talk to a real person?

1

Yes

2

Booked

3

Not yet

Then: type your number

Two “I help...” lines, fixed live.

From your group posts

Your method is the product.

AI is the delivery van.

The 8-box product canvas.

1
Buyer

2
Problem

3
Promise

4
Method

5
AI job

6
**Human
job**

7
Shape

8
**Money
path**

AI does the legwork. You make the call.

~~Ask · sort ·
draft~~



Judgement ·
taste

Pick one shape.

Diagnostic

Advisor

Planner

Coach

Workflow

**Sales
Helper**

**Training
Companion**

Start with an Advisor, Diagnostic or Workflow.

Taste test: same question, two answers.

A

Plain AI

B

Method-guided

Then: vote A or B in the chat

Which one...

1

Sounds like the expert?

2

Gives a next step?

3

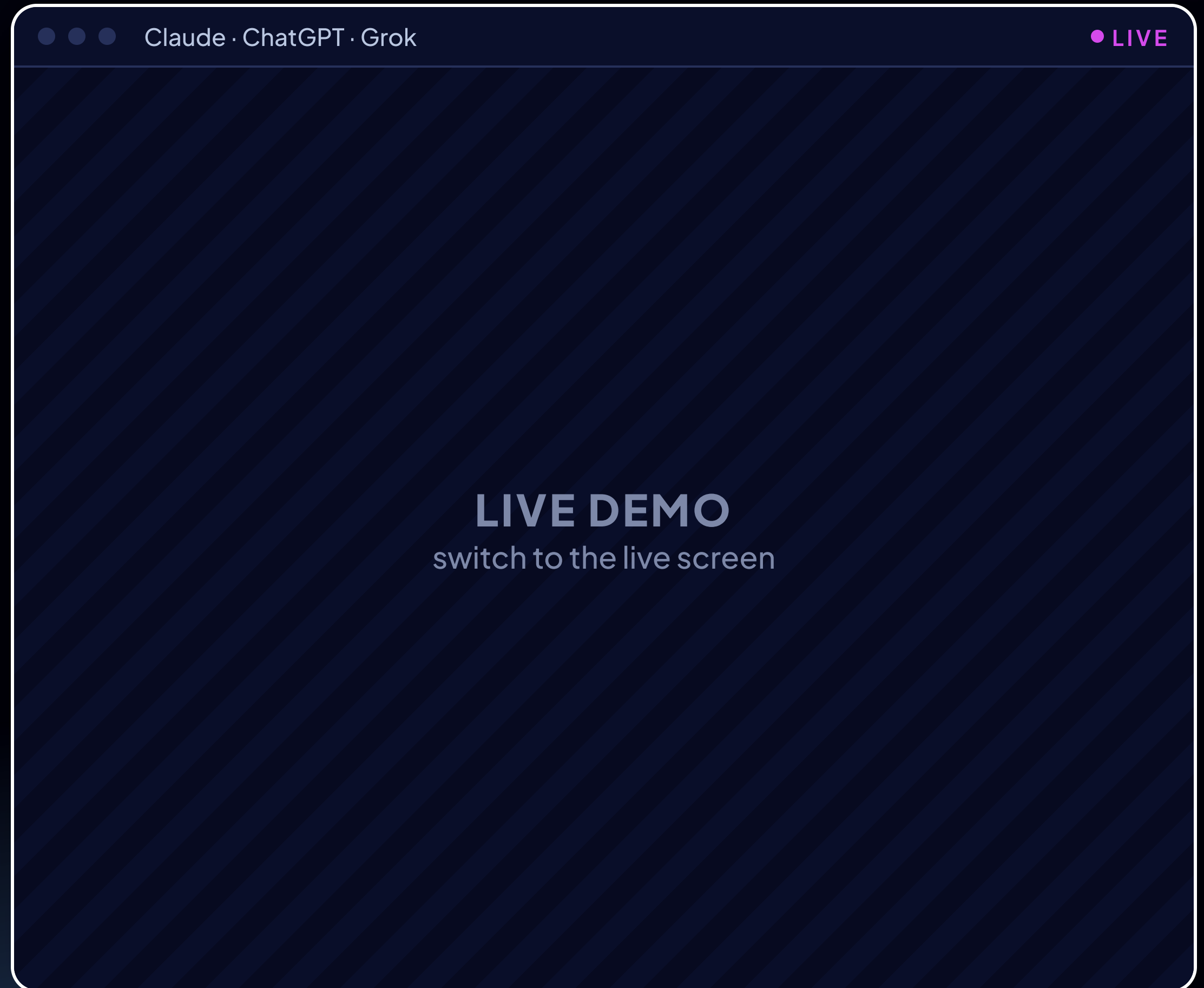
Knows its limits?

Then: type your scores

Watch me design a product.

“Hey Genius, turn my method into a product canvas”

- 1 Check the line
- 2 Fill 8 boxes
- 3 Pick one shape
- 4 Pilot line



Design your product.

8 boxes

One shape

Pilot line

Then: done = canvas + shape + pilot line

This helps buyer go from messy to better by
method.

Start traction.

Plug-ins

TBC

which ones

Showcase

TBC

named, with permission

Your product in 60 seconds.

When X happens, they bring Y and leave with Z

My AI Product Plan: block 2.

0
Opportunity

1
Find it

2
Design it

3
Build it

4
First talk

5
90 days

Ask “Hey Genius, update my plan”

Designing is where people stall alone.

~~Canvas~~



Launched, together

Month 2 of the 3-month course.

1 **Your canvas**
a photo is fine

2 **One real-person quote**
from a 5-minute walkthrough

3 **Post it**
1 hour before next live (TBC)

Tomorrow we build.

And I'll show you how to keep going.