

FREE AI TIPS

# The Winning With AI Book

## Free AI Tips

**AI is moving too fast to learn alone.**

See how employees and business owners are using AI right now to get more done, become more profitable, become more successful, save money, and gain an unfair advantage in business.

This book gives you practical AI workflows you can start testing now. The live local Winning with AI event shows you how to build and check those workflows in the room, without sorting through tools, videos, and guesswork by yourself.



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# You Can't Keep Up With **AI** by Chasing Every Tool

Trying to learn AI alone is confusing because the information never stops moving. One day a new platform looks important. The next day, a new video, new shortcut, new model, or new automation makes the last thing feel incomplete.

Think about what happened with computers. Early machines were so large, expensive, and specialized that only the biggest organizations could work with them. Later, computers moved into homes. Then they moved into pockets. What used to feel distant became something people use all day without thinking about it.

## What this book helps you do

- 1 See what matters and what to ignore.
- 2 Ask better questions and check the work.
- 3 Turn useful ideas into workflows.
- 4 Walk into the event with context.

AI is following that same kind of shift, but the learning curve feels compressed. It isn't one tool. It's writing, research, sales follow-up, customer support, operations, data review, training, marketing, and decision support all changing at once.

That's why guessing your way through AI is a problem. You don't need more random videos. You need to see what matters, what to ignore, how to ask better questions, how to check the work, and how to turn a useful idea into a repeatable workflow.



**Use this book to get moving. Then get in the room at a live local Winning with AI event and see the workflows built in front of you, with each step shown in order.**



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# The Control Tower Agent

**Don't treat AI like a chatbot you visit when you're stuck. Treat it like a control tower that routes work to the right specialist.**

Create one master agent that understands your role, your company, your goals, and the kind of work you need handled. Then define specialist agents underneath it for inbox review, sales follow-up, customer support, research, operations, documents, or any recurring workflow.

For an employee, this turns AI into a private workbench that helps organize the moving parts of your job. For a business owner, it gives you a simple way to think about AI as a team of defined roles instead of a pile of disconnected tools.

## Use it this way

- 1 Write down the five kinds of work that repeat every week.
- 2 Give each one a simple AI role name.
- 3 Tell your master agent when to route work to each role.
- 4 Review every output before it leaves your desk.



**Every AI role needs a job, an input, and a review step.**



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## 2

# The Interview-First Prompt

**Most people give AI a vague instruction and then wonder why the answer feels generic. Start the other way around.**

Tell AI the outcome you want, then make it interview you before it writes anything. This forces the model to collect context, constraints, audience details, examples, preferences, and missing information before it starts producing work.

Employees can use this before creating reports, presentations, client emails, meeting notes, or project plans. Business owners can use it before asking for strategy, marketing, hiring, operations, or sales assets.

## Use it this way

- 1 Start with: "Before you answer, ask me every question you need answered."
- 2 Answer only what matters.
- 3 Tell AI to summarize the brief back to you.
- 4 Approve the brief before the draft begins.



**The brief becomes the standard for the draft.**



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# The Success Filter

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**AI shouldn't start with the task. It should start with the standard.**

Before you ask AI to create, analyze, summarize, or research anything, define what success looks like. Tell it the goal, the proof you want to see, and the steps it should follow. This keeps the work attached to a clear standard instead of letting the model decide what good means.

This matters at work because AI can sound confident while missing the point. It matters in business because a polished answer can still be useless when it isn't tied to the real objective.

## Use it this way



- 1 State the goal in one sentence.
- 2 Define what a strong answer must include.
- 3 Name what a weak answer must avoid.
- 4 Ask AI to check its own work against that standard before showing you the final version.



**Never let AI define success for you.**



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# The Built-In Critic Loop

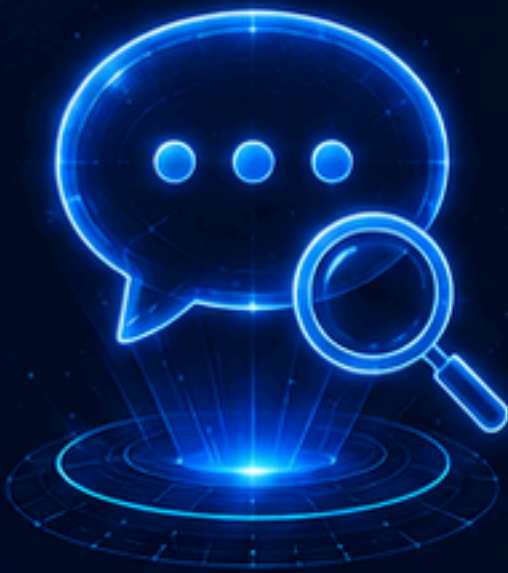
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**The first AI answer isn't the final answer. It's the first draft.**

After AI gives you an output, make it critique the work before you accept it. Ask it to identify weak logic, missing context, unsupported assumptions, unclear language, and places where the answer doesn't match your goal.

This turns every answer into a review cycle, which is closer to how serious work gets produced in a real company.

## Use it this way



- 1 Ask AI to score the output against your goal.
- 2 Ask what a sharp manager, buyer, customer, or competitor would challenge.
- 3 Ask it to rewrite the weak parts only.
- 4 Run the critique one more time before using the work.



**Build the review loop into the prompt so cleanup isn't left to you.**



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## 5

# The Pressure-Test Prompt



**Before you use an AI plan, make the model argue against it.**

Ask AI to look for the parts of the idea that are unclear, fragile, incomplete, or easy to misunderstand. Then ask it to rank those issues by importance and give you a cleaner version that addresses them.

Employees can use this before sending a proposal, presenting a recommendation, or asking for approval. Business owners can use it before changing a sales process, launching a campaign, creating a new offer, or adjusting internal systems.

## Use it this way

- 1 Prompt: "Find the weak points in this plan before I use it."
- 2 Then ask: "What would make this more practical?"
- 3 Then ask: "What would someone object to, and how should I address it?"
- 4 Use the critique to revise the plan, not to overthink it.



**If AI helped build it, AI should also help test it.**



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# Record Once, Train Repeatedly

The fastest way to document a repeatable task is to record yourself doing it while explaining your decisions out loud.

You can record your screen, your workflow, your notes, or the steps inside a tool. Then give the transcript or recording notes to AI and ask it to turn the process into a clear standard operating procedure.

This works for internal admin, customer replies, reporting, content prep, order review, onboarding, data cleanup, and any task that keeps getting explained the same way.

## Use it this way

- 1 Record the task from start to finish.
- 2 Narrate why you make each decision.
- 3 Ask AI to create the SOP with steps, tools, mistakes to avoid, and review points.
- 4 Test the SOP with someone who didn't build it.



**If a task gets repeated, it deserves a recorded process and a written standard.**



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# The Customer Support Signal Board



**Your customer support messages contain patterns your team can use, but those patterns are easy to miss when tickets are handled one at a time.**

Create an AI workflow that reviews support tickets, chat transcripts, call notes, and service emails. Ask it to group recurring questions, product confusion, praise, friction points, and language customers use when they describe what they need.

Employees can use these themes when preparing customer replies. Business owners can review the same themes before changing support scripts, product pages, training, or internal notes.

## Use it this way

1

Upload a safe sample of support conversations.

2

Ask AI to group the main themes.

3

Ask for suggested support replies that match your standards.

4

Review the patterns with the team before changing anything.



**Support data isn't just support data. It's a direct view of what customers need help understanding.**



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# The Follow-Up Revival Review

**A lot of sales activity gets lost because follow-up depends on memory, timing, and manual effort.**

Use AI to review open opportunities, old conversations, unanswered questions, and leads that stopped moving. Ask it to identify who should be reviewed, what context matters, and what a thoughtful follow-up could say.

This isn't about blasting people. It's about organizing the next useful touchpoint so the message feels relevant to the conversation that already happened.

## Use it this way

- 1** Export a clean list from your CRM or spreadsheet.
- 2** Include the last conversation notes when you can.
- 3** Ask AI to draft follow-up options by situation.
- 4** Have a person review every message before it goes out.



**Good follow-up starts with context, not a generic reminder.**



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# The Monday Signal Brief

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**Start the week with the patterns your team needs to see, not a pile of scattered updates.**

A weekly AI brief can review support notes, sales notes, customer feedback, project updates, and team comments. The goal isn't to replace leadership. The goal is to surface the few themes worth reviewing before the week gets busy.

Employees can use this to prepare for a manager meeting. Business owners can use it to see which issues keep appearing across the company.

## Use it this way

1

Pick the sources the brief should review.

2

Ask for three themes, not a long summary.

3

Ask for proof from the source notes.

4

Send the brief to the people who make decisions.



**The best weekly brief is short enough to read and specific enough to act on.**



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# The Market Watch Desk

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**Most people don't need more content ideas. They need a better way to understand what their market is talking about right now.**

Use AI to review current industry updates, customer questions, competitor messaging, social comments, and your past content. Then ask it to identify themes worth responding to in your own voice.

Employees can use the themes for reports and internal updates. Business owners can use the same research before drafting emails, posts, sales talking points, and team discussion notes.

## Use it this way

1

Choose three trusted sources to review.

2

Add examples of your past writing or brand voice.

3

Ask AI for the theme, the angle, and the reason it matters.

4

Approve the idea before AI writes the draft.



**Don't ask AI for content first. Ask it what the market is already paying attention to.**



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# The Task Ownership Audit



**Not every task should be automated. Some tasks need judgment, taste, leadership, timing, or a human relationship.**

Make a list of the work you do each week. Separate it into work AI can draft, work AI can organize, work AI can check, and work that should stay with a person. This stops AI from being used in the wrong places.

Employees can sort repetitive work without handing away judgment. Business owners can review roles around judgment, approval, and workflow management.

## Use it this way

- 1 List the recurring tasks from your week.
- 2 Mark which tasks are repetitive and rule-based.
- 3 Mark which tasks require judgment or relationships.
- 4 Build AI support only where the review standard is clear.



**The goal isn't to hand everything to AI. The goal is to put AI where it belongs.**



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# The Private AI Bench



Instead of using one generic AI chat for everything, build a bench of specialists.

Create separate AI roles for writing, research, finance review, customer support, operations, sales preparation, training, or whatever your work needs most. Give each role a purpose, rules, examples, and the files or notes it should use.

Each AI role gets its own instructions before the work starts. That gives the person reviewing the output a clear standard to compare against.

## Use it this way

- 1 Create one AI specialist for one recurring need.
- 2 Give it examples of good work.
- 3 Tell it what to avoid.
- 4 Add a review checklist before anyone uses the output.



**A specialist AI role is easier to manage than a blank chat box.**



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# The Cross-Check Method

**AI can be useful for research**, but you shouldn't trust one answer from one model when the decision matters.

Run the same research question through more than one AI tool. Then ask each model to critique the other answer for missing context, weak sources, unclear reasoning, and unsupported statements. Keep source links attached to the facts that matter.

Use this for research, planning, vendor review, competitor review, legal-adjacent questions, health-adjacent questions, financial-adjacent questions, and anything that needs careful checking before a person acts on it.



## Use it this way

**1** Ask the same question in two or three models.



**2** Require source links for important facts.



**3** Ask one model to critique the other.



**4** Keep a person responsible for the final decision.



**When the work matters,  
use AI to check AI.**



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# Don't Try to Figure This Out **Alone**



You just read practical AI workflows for real work. But tips aren't the same as seeing a working system built in front of you, with the reason behind each step explained clearly enough to use when you leave the room.

At a live local Winning with AI event, you see how to choose the right AI use case, build the workflow, give the model better instructions, check the output, and turn the useful parts into a repeatable process.

If you're an employee, this is about understanding how AI fits into real work before the work changes around you. You'll see how to use it for writing, research, organization, follow-up, internal communication, and review without depending on random prompts.

If you're a business owner, this is about seeing how AI can be applied across sales, marketing, customer support, operations, training, reporting, and decision review without guessing which tool matters this week.



**The point isn't to collect tools. The point is to understand what to build, why it matters, how to check it, and where AI belongs inside your work or your company.**



## Why attend live

See the workflows built in front of you, with each step shown in order and explained clearly enough to use when you leave.



## Reserve your seat

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