

DBR AI LEVERAGE LAB · FOUNDATION · QUICK START · FULL-COLOR FIELD EDITION

The AI Starter Guide

Set up your tools, write better prompts, and build weekly habits that make AI pay.

Built to turn clear ideas into useful, responsible action.

Set up your tools, write better prompts, and build weekly habits that make AI pay. This edition preserves and organizes the supplied training material into an easy-to-study magazine experience.

01 · FIND THE SIGNAL

Use the source guidance to identify the ideas, prompts, examples, and decisions that can improve your next workweek.

02 · APPLY WITH JUDGMENT

Review all client-facing language, validate relevant facts, and keep human responsibility in every important decision.

03 · TURN IT INTO A HABIT

Take one useful idea from this guide and make it part of a repeatable rhythm rather than a one-time experiment.

07 · MAGAZINE PAGES

Designed for online reading, printing, discussion, and action inside the DBR AI Leverage Lab library.

DBR AI Accelerator · AI Starter Guide

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DBR AI Accelerator

YOUR AI STARTER GUIDE Student Handout Everything you need to set up, your first prompts to try, and the weekly habits that make AI pay.

Start Here

Welcome to the DBR AI Accelerator. This guide gets you ready for Week 1 and stays useful all 12 weeks. You do not need any technical background - if you can send a text message, you can do everything in this program. One rule before we start: AI is your assistant, not your replacement. It drafts; you decide. It researches; you build the relationship. Everything it writes gets your eyes before it goes to a client.

STEP 1 - SET UP YOUR TOOLS | 15 minutes

Claude ChatGPT Go to claude.ai and sign up free. This is our home base Go to chatgpt.com and sign up free. Get the mobile app for writing, strategy, and scripts. too; voice mode is gold for practicing scripts in the car.

Claude Cowork NotebookLM + Manus Coming Week 8 - AI that builds real documents and runs Coming Week 7/9 - turn documents into tutors, podcasts, scheduled tasks. quizzes, and hand entire projects to an AI agent.

STEP 2 - THE 4-PART PROMPT FORMULA | Role + Context + Task + Format

1 2 3 4 ROLE CONTEXT TASK FORMAT Who should AI act as? Who is this for? Example: a Exactly what do you want? How delivered? Example: Example: experienced life new dad who went quiet Example: write a short, under 100 words, friendly, insurance agent. after our first call. warm follow-up text. end with a question.

Field Notes 02

Weak prompt: "Write a follow-up text." Strong prompt: all PROMPT LESSON four parts. Same tool - completely different result.

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STEP 3 - YOUR FIRST 10 PROMPTS | For everyone

"You are my marketing assistant. I am a [your role] serving [your market]. Write 5 short social media posts that show my EVERYONE expertise without being salesy. Friendly, plain English, one question at the end of each."

"Summarize this email thread into 3 bullet points and draft a EMAIL THREAD short professional reply: [paste thread]"

"I keep hearing this objection: [objection]. Give me 3 ways to OBJECTION respond - one logical, one emotional, one with a story. Keep each under 60 words."

"Act as my coach. Here is my goal for this quarter: [goal]. Ask COACH MODE me 5 tough questions, one at a time, to pressure-test my plan."

FIRST 10 PROMPTS CONTINUED | Life, real estate, lending, B2B

"You are an experienced life insurance agent. My client is LIFE INSURANCE [one sentence]. Write a warm follow-up text that re-opens the conversation without pressure. Under 80 words."

"Explain the difference between term and whole life to a 28-TERM VS WHOLE year-old who has never bought insurance. Use one simple analogy. Under 150 words."

"Turn these bullet points into a listing description that sells REAL ESTATE LISTING the lifestyle, not just the features: [paste bullets]. 120 words max."

"Write a friendly check-in email to past buyers I have not PAST BUYERS talked to in a year. Mention I am happy to give a free home value update. Warm, no pressure."

Field Notes 03

"You are a loan officer. Compare [program A] vs [program B] for a first-time buyer with [situation] in a short table a client LENDING understands in 60 seconds, then add a 2-sentence recommendation."

"Research what challenges [industry] business owners face right now with costs and employee retention. Give me 5 B2B OWNERS talking points I could use to start a helpful conversation with an owner."

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STEP 4 - WEEKLY HABITS | Make it stick

Daily - 10 Minutes Before Sending Use AI for at least one real task. The habit matters Read it out loud. If it does not sound like you, coach more than the result at first. the AI with a writing sample.

Weekly - Class Day Save Your Winners Show up live, share your win, and do the homework Keep a doc of prompts that worked. That becomes that week. your personal playbook by Week 12.

THE GOLDEN RULES | Draft fast. Approve carefully.

Never paste sensitive client data (SSNs, account numbers, ☐ health details) into any AI tool.

AI drafts, you approve. You are responsible for everything ☐ you send - review for accuracy and compliance.

Do not trust AI for current rates, laws, or product specifics ☐ without verifying.

If the first answer is mediocre, do not quit - ask for ☐ shorter, warmer, less salesy, or 3 versions.

QUICK GLOSSARY | AI words in plain English

Prompt What you type to the AI. Better prompt = better result.

Chatbot AI you talk to, like Claude or ChatGPT.

Agent AI that does multi-step work for you, like Cowork or Manus.

Project A Claude workspace that remembers your business context.

Field Notes 04

Hallucination When AI states something false with confidence.
This is why we verify.

See you in class. Bring a win.

The advantage appears when the lesson becomes a habit.

Choose one idea from this guide, put it into a real workflow this week, and review it in your own voice and judgment.

ONE DECISION · ONE ACTION · ONE BETTER WEEK