

# Mike Koenigs Speaks at Dave Asprey Biohacking Conference Transcript

## **Title:**

“Generative Ai For Executives and Entrepreneurs”: How to use Ai in Your Business to 3x-10x Productivity, Increase Team Effectiveness and Boost Your Revenues with a Creative Partner that Never Sleeps.

## **Transcript:**

Hey, hey, Ron.

Thank you, Mike. I didn't cover him, but you are helping me build Dave bot. So I can answer your questions on stage all day long. But what if everything I've ever said and done and written wasn't interactive? A bot that you'd have access to. Would that be helpful for him?

Huh? You know what? I've got something to show you right now today. Oh, amazing. Take a look at this. Turn up that volume, please, gentlemen. Oh, there we go. Let's see here.

Is real. My voice was sampled from a podcast, and my face was created using an image generator called NinjaScript. The script was written in ChatGPT, and this video was produced in one minute with a tool called D IV. Over the next 15 minutes, my friend and advisor Mike Canings is going to guide you through the wonders of AI and how it can be used to enhance library effectiveness by two to three times or more, help you make more money, and create a more abundant future for your life and business. They'll demonstrate interactive charts, dependence on technology, and the use of AI to solve some of your biggest business challenges. Get ready for a journey of imagination, wondering the play that you can use right now because Mike is going to show you step by step how to make it work for you all in.

Alright, now I've got a question for you, Dave. What if you speak Spanish?

¿Hablo español?

Perfect. How about French? Supermodel? It is? Perfect, perfect French. Well done, me. So yeah, we could not only load up all your knowledge and put it behind anything, but we can also make it look and sound like you with your voice. And just like a couple of weeks ago, a new technology came out that lets you talk to the AI in near real time. So it can actually be you.

Wow, do you think we could just like put on 20 pounds of muscle?

Totally. I almost did that to you, but I figured, well, you know, I didn't want to mess with the deep fake detectors because you're so you. I don't know if I told you, Vivian said you looked hot. I sent that picture last night. That's my wife, by the way. Tell her I said she looks hot too. Well, we can take that. Yeah, it's fine. Everything's fine here. She will love that too. And now that it's recorded, she'll like it even more, beautiful to tell it was a deep fake. Yeah, yeah, that's true. I can make deep fake Dave say that. So here's what I have. And I know Ellen's here too. What I've got for everyone here, for you, is we're going to be doing some hot seats. So I'm going to call out what I'm sharing with you. We've actually prototyped with Tony Robbins. We've done it with Peter Diamandis. But this is brand new and updated. Because I don't know if you know this, Dave, right now about 1,000 new apps are being released a week. It's crazy. I wrote a script on ChatGPT to summarize them all for me. So I know about the two that I cared about.

Oh, good. Which are... I forgot. Okay. Well, here's what's good. You can do all this stuff too. I'm going to show you all kinds of things. We're going to make stuff together. This is mainly improv today. I love this guy. Alright. Alright. Well, let's take it away, my friend, and we can play together. But you've just come up here, interrupt me at any time. This is our show.

I'm gonna have you back here for you. You can yell at me whenever you want. I call up people here. Three minutes, someone I like to just kind of make them a little bit nervous before they come up because everyone's watching. I liked that. I liked that. All right, well, I'm going to take it away. Thank you, my friend. Appreciate it. So here's what I'll have to say. If you ever get a chance to work with Dave Asprey, upfront personal, get involved in his mastermind or any personal interaction, do it. He is one of the smartest, funniest guys I've ever met. He and I share the common language of potty humor. So if you like that, you'll have even more fun. That went nowhere. What's going on? Come on. This is supposed to be fun. So let me tell you a little bit about what to expect. This is interactive. And I've got a whole bunch of goodies to give you as well because my goal is for you to not only think in AI, but do AI. I'm going to give you some tools and giveaways that you can take and give to your teams as well. Are you ready? All right, prepare for the firehose. So number one, I'm going to give you some of my favorite AI tools you can use right now, including some of those. I'm going to talk about what's possible for AI and how you can use it right now. So raise your hand if you are a business owner. You have a business of your own. Like that's most of you. So this is the ultimate AI assistant that never complains, never goes on vacation, never asks for a raise. And if you have a team, it will make them three to ten times more productive. And that's what I love about it most. This isn't about replacing people. It's about making people superhuman. And it's the ultimate mentor. I'm going to give you some real-life hot seats, some demos, and some case studies on how to stay current in AI. I'm going to share with you one of my tips. I consume about 30 hours of content every single day in 30 minutes. I'm going to show you exactly how I do it. So if you don't have ChatGPT Plus, raise your hand if you do not have ChatGPT Plus. Not many. I'm going to give you a reason why you'll want that today. And I'm going to show you how to use it. And then I'm going to introduce you to my son Zach and his best friend, Elijah Sassevitch, and how they've been using AI. My son is going to film school and studying philosophy at CU Boulder.

Mike: He has ADHD, about as bad as me, which means I'm a bag of gnats on amphetamines. And but he is using this and really doing some cool creative stuff. And as I said, I'm gonna give you some really

cool tools that you'll be able to take with you and share with your teams to make them more productive. And ultimately, this is all about giving you an unfair advantage and how to use AI in your business. I think that's the first one and your personal life. This is some of this is fun. So here's the most important stuff if you're writing this down. And by the way, I'm recording this and transcribing it in real time. I'm going to show you why in a moment. If you're not familiar with the tool otter.ai, that's another tool you're going to want to download on your phone right now and subscribe to. But here's the bottom line. The key to all this is thinking in AI. So it is like a new language. And you think of AI, at least right now, every week it changes. It's sort of like a three-year-old that knows absolutely everything, remembers nothing, and forgets everything you told it. And you did in a little while. And it's just the way the systems are still primitive. You got to remember the current state of AI for us. The ChatGPT model is six months old. So we went from iPhone point one to iPhone 75 in about six months, and it's accelerating even faster right now. And again, you'll see why in a moment.

So the key to making AI work for you is prompting. So raise your hand if you've ever played with it. Okay, and then keep your hands raised if it didn't give you what you wanted. Okay, you're staring at the blinking cursor that makes you feel stupid. So it's knowing what to say. But then how to stack prompts, which is the key to being really good with AI right now is to tell it what you want. And if it doesn't give you what you want, you never pull it up, pull out the output and edit it. You have to be lazy or rewarded for being lazy and telling it what to change. And it's getting smarter every single week. And then knowing what AI apps to use, and I'm gonna give you a bunch of them and give you a directory. It's filled with really good ones that I use all the time. And I like to think of this as integrating AI in your life. It's a tool, it's a friend, it's a mentor. It's not to be feared.

There are reasons to fear it. And I'm a firehose, so again, I'm going to give you the PDF, I'm going to give you the recording, and I'm going to give you tools. So if you can't keep up, it's cool. You're gonna get all the goodies. Okay. Alright, good. So a couple little, little things. Before I show you some demos. I think AI is the most disruptive tool in the history of mankind next to fire on the internet. And if you think about it, all of business and everything we do as humans, if you create wealth and abundance, it's a matter of value extraction, or when someone pays you for some form of value, everything you buy, you're buying some sort of value, you might be buying your time back, for example, you might be buying comfort or entertainment. You're buying a way to make more money, to improve your health, longevity, etc., etc.

But it comes from arbitrage, buy low, sell high, and it's from time and labor, technology, science, and whoever has the competitive advantage and has a better brand and speaks the loudest and is heard the most wins. It's basically how it works. AI is an accelerator for that. We call it a capability multiplier. And I also think of it, this is really important when I tell people this they get it, which is it's a first draft partner. You're going to ask it something, it's going to give you something back, and it might totally suck. And that's okay. You have to give yourself permission to suck and ask dumb questions and to get garbage as results, and it's learning how to talk to it. But most people I work with and teach, get it in about 50 to 90 minutes, and we're working together. And part of what I'm trying to do today is just give you some breakthroughs, if you haven't used it effectively in your life. It's a creative muse. It's an agent, a lawyer, an artist, and it does what you need, etc. I don't have to repeat what's on the here. And here's another big idea. It's my opinion. And I think you'll get this as soon as we start rolling. If you don't know

this already, every business needs a chief AI officer. And that means if you're a solopreneur or a small business, it might be you at first. But if you've got employees, understanding this, so you're not just saying, "Hey, you guys should be using AI" and telling them what to do, understanding how to use it yourself and being a courageous leader is super important. So the psychology of this is critically important right now. So I'm going to do a little demonstration to get things rolling. This is a tool, it's called Super Creator. And raise your hand if you make marketing videos. A lot of you, quite a few. So I'm going to demo it. And I'd like to know if we have a mic runner here. I just need a problem. And I'd like a quick pitch. And I'm going to demonstrate how I create scripts and how this tool will let you shoot video, edit video, produce content. It'll do the subtitles, it'll edit all the spaces, and create all the social posts in a couple of minutes, which normally takes hours of time. I think it's a good way to integrate and show you how I stack apps and also prompts. So if you have some kind of a small business or a product, I just want to ask you a quick question. Give me a quick pitch and tell me what it is. And I'm going to make a prompt for you. And I'm going to show you how I do this with my clients and also teaching. Anyone got a challenge? Alright. I see one here. Come on. So interactive. Alright. I'll take you because you raised your hand first. Mike up here, please. I can't read from where I'm at. But I'm going to bring up my screen and show you the app. This is my phone. And this is Chat GPT. And by the way, this is otter.ai. And you understand why I'm doing this. So once you introduce yourself, tell me who you are, what your business name is, who it's for and what it does, and what your offer is in like 30 seconds to a minute.

Daniel: Hello, my name is Daniel Sales and I'm from Maui, Hawaii. I'm a real estate broker for 39 years. And it's a hyper-competitive business.

Mike: No, too much stuff. Give me

MauiRealEstate.com

Mike: Okay, so let's see what it comes up with. First draft partner, right? The first thing it's doing for me is a little too much stuff. Once you come up here, Daniel. Now you see, blah, blah, blah, blah, blah, a little too much blah, blah. So I'm going to stack the prompts because it's given me some good stuff, I think. And I'm gonna say, rewrite. And again, I want to be lazy. I don't want to type right now. Let's say I want you to rewrite this, but remove all of the extra stuff and the call us at. Hello. Nice to see you. Nice to see you. All right. I'll do that one more time. I want you to rewrite this, include only the words, do not have any direct references to Ryan Reynolds, and remove all call-outs. Only include the text. Okay, see how... So one of the things that the AI does is it's really smart and understands context. And I'm gonna race for time. But the bottom line is this thing knows just about everything and understands what we mean when we say something. And so right now, hopefully, it's free writing. Come on. There we go. There. So now, okay, it's doing a pretty good job so far. "Hey, brother. Aloha. How are you? Hello, hello. Good to see you. Hey, look at this. Turn around. Say hi, mom. Hi, mom. Look at that, man. You're famous. Good job. Thanks for sharing all of this with me, Mike. I really appreciate you." "It's my pleasure." "Alright, Jim, fun." "Okay, check this out. So now I'm gonna grab this text. In a moment, I'm going to have you hold my phone. It's nice and short. So writing a good script is a giant pain in the ass, takes a lot of time, right?" "Right." "Yeah, it sucks. So I'm gonna go over here to my phone. I'm gonna push the create a video button, custom script. And by the way, this thing has a really good script writer

built-in. But I want to show you how smart it is. I'm gonna paste in the text right now. Boom. So there's the whole script. Now it will go out and either create or fetch background images for you. So I'm going to tell it to make AI images. And is there a style of, like, an artist that you really love? That's a Hawaiian musician or a musician, it'd be great." "Willie Nelson is alright, good." "So I'm gonna do Willie Nelson. It's not a lion, but he lives there. Good. Okay, we got Willie Nelson in there. And I'm going to create script. Now here's what's happening. This thing is going out. And at full disclosure, I know the developers, I don't own any part of this product. But I give them a lot of feedback. And sometimes it's still a little buggy because it does so much stuff. So if it pukes, let's give it permission to fail. But what it did is, oh, that did a great job. All of this artwork was created 100% royalty-free on the fly just now. Okay, now I'm gonna click on the Record button. I'm going to hand this to you. And I want you to hold my phone, I'm gonna hold the microphone for you. And all you do is hold it the best you can and you're going to click that button to start, and then read and then as soon as you're done, you click it again to stop. Alright, got it. Alright, so you might want to hold it with both hands simultaneously. Just keep it steady, and take it away, brother. Click on the button."

Daniel: "Aloha. I'm Daniel Sales. Have you ever noticed how real estate in Maui is a little different? It's like our houses have picked up the local surfing culture. Always on a wave of being sold."

Mike: "Okay, now, okay, that's fine. Now do it again. So it's click the start, click the start, click click click to start. Okay, there you go."

Daniel: "Terrible joke. I know. What's not a laughing matter is the array of amazing opportunities available in Maui's real estate market right now. Whether you're in the market for a charming condo or a luxury oceanfront estate, we've got just the right wave for you to ride."

Mike: "And here, click again."

Daniel: "And here's a tip. Don't delay, visit [MauiRealEstate.com](http://MauiRealEstate.com) today to snag your dream property before someone else rides off with it. And always keep this in mind when you buy property in Maui. You're not just buying a home. You're investing in the island lifestyle. It's more than just a house. It's the dream of living in paradise."

Mike: "Okay, great. Now give him a hand. That was great. Alright. So I should have kept that plugged in. I didn't realize that you couldn't see it there. That's on me. Alright, so I'm plugging it back in. Wait a second. Wait a second. So when he saw it was he actually saw the whole transcript in it. While you'll see what happens in seconds, I'm gonna push the button to say Finish it. Now I clicked that button, it's analyzing the clips, it's looking for any gaps in the audio, and it'll edit. Okay, and it does real-time chroma key, which is pretty freakin' cool. I'm going to tell it to super edit, add captions."

Mike: "And now it's listening to all of the words exactly how he said it. It's going to add captions to the bottom, edit it, put all the gaps and spaces. And of course, you can edit them. I'm doing this on the fly for you. And it gets even cooler, kids. Alright. But wait, there's more here. Hello, kids. By the way, this is cool and cool. So let's come back here. And first of all, having the courage to get up here. So you see that, that's pretty cool. Now I'm gonna say Finish. Now this is the part that I liked the most. Writing copy

blows. Now having AI write copy for you is pretty cool. But what if something could write the copy based on what you said, and you don't have to use a script? You can again, just start recording with this thing. And while it's doing that, I'm going to say export video. But you see, it edited it. Boop. Okay. This is the part where sometimes it's a little dicey. Okay, so it's editing, adding the transcript. I don't know if you see in the background there. It wrote all the post copy for TikTok, Instagram, YouTube, Twitter, and LinkedIn. Yeah, man. Let's give it a little bit of this. You know what I mean? Yeah. Okay. So what I'm talking about? Yeah. So that's pretty cool. Now, I'm going to just do a little CV, CV here. I'm gonna put it on my computer, and then I'll open it up and play it for you. Are you all ready for that? Okay, that's what I'm talking about. So that's what I really want you to feel here. You give me a problem, we can solve it in the time we have left. That's what I'm going to do. So it should be here. I'm gonna open this up. We're gonna see. Look at that little pretty picture there. Alright. Here we go. Is there it is. Now let's play it. Let's see what it sounds like."

Daniel: "Oh, sales. Have you ever noticed how those days in Maui is a little different? It's like our houses have picked up the local surfing culture. Always on a wave of being sold."

Mike: "Let's go, man. Thanks so much, brother. All right. Okay, we're gonna keep on rolling. I got more to go. So that's that. Let's move on to the next one. Already asked you about Chat GPT. Fair, cool stuff. Alright, I'm going to show you something I think is really, a couple things that are really important about this. So what makes you a great prompt engineer? I think it's curiosity and the willingness to fail. As we saw there, it's like, look, he got up here. That was his first time. We made it up. We didn't edit a damn thing. We could have gone and refined it a couple times. But also being a great generalist. You're rewarded for thinking about a lot of stuff and opening yourself up to possibilities that in the past, all of us are traumatized, especially if you're a founder and owner of a business. I don't have enough time, don't have enough money. I don't have the staff, don't have the capabilities. It's going to take too long. Erase that. You'll find psychologically the biggest thing that stands in your way is, 'Oh, this will take too long.' We have limited beliefs and limited thinking that prevent us from dreaming big. And this is like being in a fricking sandbox all over again, with an innocent five-year-old's mindset. That's what I love the most. A willingness to experiment, iterate, and stack prompts. Now, I gave it some instructive things. But you play with this a couple of times, you watch some of the videos I'll give you, you'll get good at this really fast. A knowledge of what's available, meaning there's lots and lots of apps that help you do just about anything, you just have to know that exists. It's sort of like if all you knew is there's a hammer and a screwdriver, you wouldn't get a lot done. There's a lot of stuff in the toolbox. Like I said, an abundance mindset. This teaches you how to think like a kid again, an innocent child that isn't limited by the traumas in the bags of poop we're carrying around with us all the time. I call it poopy diaper syndrome. And time, money, people, and education are not limiting factors. If I had more time, I'd tell you, I saw right now the AI has already learned how you learn and gets better as you teach it. It's just gonna get better and better and better. We're at the very, very beginning. This will transform education, which is sorely needed. Our educational system is a total shitshow. And sort of the things that protect it as our colleges. It's just moronic. I'd say bad words right now. But I'm gonna hold back. Also, this is a great Tony Robbins line, The quality of your life is directly proportional to the quality of the questions you ask, and that you're willing to ask over. And again, this is a forgiving partner. And you've heard before sometimes, like I just saw somewhere recently that some attorneys are paying debt, you know? Yeah, what the hell is it called? I'm looking for the nickel word. Yeah. What are they? Yeah, they basically

have to pay because they use stuff that Chat GPT produced, and it was wrong. We call it hallucinations. Kind of like sometimes when you have a mistaken memory of something you thought you'd experienced? Well, AI does it too right now, because if it doesn't know something, it makes something up. And that's just the way the model works. There's a whole bunch of reasons for that. But the bottom line is you gotta check your work. So you can tell the AI, 'I want you to provide proof that this exists, and links to references.' Okay, it will do it. So if you don't know how to do this yet, I'm gonna show you something."

Mike: "So if you have a Chat GPT account and you set it up, you might not see plugins right away. And what you gotta do is click on this thing called beta features, and then plugins. So that's what it looks like, click on Chat GPT for plugins. And then there's a whole directory of these things. And I'm going to demonstrate one of them for you right now because I'm going to jump ahead and show you how I compress 30 hours into 30 minutes. Because I think being able to compress time, so what I'm going to need is a mic runner here. And I want someone to share something you want to learn about, you want to get good at, or you'd love your team to learn something about like a technical challenge, a problem, think about something that's driving you batshit crazy sitting on your desk for like six months, it's not done, and you want it done and you want to be able to delegate it to someone. So think of that. Raise your hand if you've got a juicy nugget. And I'm going to just take a couple until I hear one that I think is cool as hell. So mic runner, you're in charge? Yes. Oh, you got to hand you the mic. None for you. None for you. You're welcome. Let's give her a hand. Mic runners. All right. Let's hear some yummy yawns. Mic runners pick someone who's cool. Oh, I hear I see jumping up and down. All right. Okay. Burnout from personal accountability. Okay, too general. I want something specific. And that's not bad. Okay, this will help out. But this is something I want to be able to generate a process to solve a problem. That's a giant pain in the ass.

Yeah, we want to voice it. Say it again. And show up on time. Okay, reliable staff to show up on time. Okay. I'm going to do two versions of that for you because I'm going to demonstrate three giant big ideas. So first of all, here's how we compress time. One of them is this tool called Voxscript. Now, there are lots of tools that do this, but I'm going to go over to YouTube right now. And I'm going to just search for a video that might have the answer we want in it because there's lots of smart stuff on YouTube. I trust it more than all the other toilets, I mean, social media platforms. So here we go. Did I say that? I meant it. How to find, hire, and retain reliable staff who show up on time. Okay, so that's okay. By the way, be lazy. Through his find, hire, and retain employees. Okay, this is a four-minute video, too short, too short. I want to find a nice juicy long one. That sounded dirty. Sorry. All right. Okay, hold on until you get back. Oh, this sucks. All right. Yeah, that's a good idea. Thanks, smart guy. Okay, view count, rating, over 20 minutes. Good. Whoo, how to hire, retain staff. Here we go. And this might suck because it's got 42 views, but it's in. Uh-huh. Okay. Hi. All right, staff, 29 views? Well, it doesn't mean they're good marketers, right? Sometimes the best providers aren't good marketers. Okay, let's do that two years ago. Well, she might be a nice lady. Okay.

I almost fell asleep listening to that. Okay, high economic uncertainty. All right. I'm gonna pick this one. Let's just pretend that that was awesome. So I did click on Share. I'm going to click copy, you get the idea? Don't you know I'm gonna go over here to my good old-fashioned friend and do a new chat. Now I'm going to show you where all the plugins are. One more time. So when you have Chat GPT down at

the bottom left is your heat, your click, your heat. Okay, what's that from? Heat. There we go. Good job. So I click on beta features, browse with Bing, Bing stupidest name ever. Someone should be punished for that. And then plugins, plugins right here that give you access to these things. Then you click on GPT for, for I tell you, and then I click on plugins. Yeah, now you click on plugins. And that rate Mo, I know it's a little too old for you young people, but so here are all my plugins, if you wanted to add them, you'd click on Plugins store, it's just like the App Store, okay. But in the interest of time, I'm gonna Moy Clico on the box crypto, click right there. Paste in the link, go. Now, I can either, I don't know if you know this on your Mac, you can click CTRL W, double click on Control, or for illustrative purposes only, we're going to talk to otter.ai. So here's the command I give it, which is I want you to summarize this video, create a list of all the most important bullet points in it and create an ELI5, explain it like I'm five, summary for each bullet point. Then I want you to read an SOP, standard operating procedure, for the entire process that an executive assistant or an employee could follow. Include a summary at the very bottom of the benefits and results that are possible. Okay, I made that shit up a little bit, but you'll get the idea. All right. Say I want you to blah, blah, blah. And just know that even if you say spell, your grammar is crap, this thing is really, really smart. So I paste that stuff in there and create an ELI5. So the shortcut for this is ELI5. I like ELI5 because I like nickel words instead of \$5 words, I grew up poor in Minnesota. And I'm a complete failure in all things involving education and higher authority. Completely unemployable. Anyone else like that here? Thank you ADHD for the gifts you bestowed on me and the rest of them like me. But um, so Voxscript is being called. So think of this as a little plugin that goes out and does little tasks. And there's stuff like if your business depends on writing copy and content and doing research on scientific papers, summarizing them, I literally will do this, create summaries of videos, combine them and then produce entire scripts in about five or ten minutes. This becomes very addictive. It will keep you up at night in a very happy way. All right. Cool. Cool. Cool. Anyway, have fun. Have fun. Yeah. Okay. All right. So Voxscript is doing it. It's not the best. Now here's what I do daily. I wake up in the morning, and I give my wife a delightful hug, little kiss and I say I'm gonna do some studying honey. I go on YouTube and I find stuff I want to learn about. Click, click, click, click and then I open a couple

Mike: "Now I could stack the prompts and say, you know, whatever, but I can also say I want you to write an email message with a catchy clickbait subject line for my team, introducing them to this idea and passing the SOP on to someone on my team who can do this for me. Okay, now it's going to do that. Now I'm gonna give you another command. And just one second, I might as well do it right now. Subject: 'Supercharge our hiring and retention strategy, a game-changing approach inside your team,' blah, blah, blah. Let's say you don't have anyone in your team who can do this stuff. Here's what we'll do. I want you to write a want ad that I can post on indeed.com to find someone who can execute this SOP for me. I want you to identify the title of this position, include their KPIs they must accomplish to be good at their job, and the requirements in a way that is legal in all 50 states. I live in the People's Republic of California where nothing is allowed, ladies and gentlemen. So you know what I'm talking about? Anyone like ankles? Alright, that was inappropriate. Thank you, David, for the permission to do that joke. Okay. So look at that, it wrote a job ad. Do you see how you can stack prompts and literally change your life? Now, if you had to pay someone, oh, I just thought of something. Let's just say we hired that person. I want you to write an employment agreement for this position. It's for the state of California using standard legal language. Okay, this thing knows everything. Okay, everything. And if it produces a little poopoo the first time, you tell it to fix it, you getting it? Getting it, getting it. Alright. So



there we go. That's pretty badass. Now, right up here, there's a new clicky thing that looks like that, which is 'share link to chat.' Now, that entire prompt sequence is right here. And I can share that. And I'll make sure we send that out to you and give you a link so you can get all this cool stuff. Got it. So this job, as founders and leaders with these tools, I'm going to tell you right now, just to be totally frank with you, you saw what I did with that deep fake stuff initially. And that is primitive stuff. If I wanted to be naughty, I could be real naughty with other tools. And there's going to be, for a while, a shape show going on because I could find a new I could create a tool right now that would find all of your information online, learn about your families, if you posted anything. By the way, if you use anything, any social, you gave up your privacy a long time ago, it's a joke. If you use a phone, it's a joke. There's nothing you're doing that hasn't been tracked for 15 years. Just so you know, okay, our whole world revolves around one form of currency and it is trust between people. So this could easily become a divider that can harm our economies and bad people will do it. I happen to believe that this is a tool that can create infinite abundance. It's an opportunity and trillionaires. And that is the mindset that I seek to have every day to educate and train and show how people with limited capabilities can become superhuman. All right.

All right. Well, thanks for that. Back to the old clicking play here. Let me see, I got more goodies for you. All right. Does anyone want to write a book? Okay. So let's say, I'll tell you right now, I could write a great book. I'm just proven to you instead of talking about when I show you. So here's the backstory. That's my son, Zack. I'm going to do another little demo. Now, I wanted to write a book about interviewing masters for six years. And my vision was, I wanted to take the top 50 Best interviewers in the world and identify their top five great interview questions. I do two podcasts. I love it. I grew up with Johnny Carson and all sorts of people. And I just love the fact that you can get in someone's mind. It's so entertaining and engaging, it's a great way to learn. Well, the problem was, I tried to find someone that I could do the research for me, it was gonna cost 50 or \$60,000.05, to seven months of work to do all the research. And to chat GPT, my son gives me a call and says, Hey, Dad, is there some work I can do for you? He knows better than ask for money? Because I'd say no, you got to make it, you got to create value. That's what this is about. So I said, I will give you something to do. As long as you write these things down, you follow my directions, and you start right now, do we have an agreement? He said, Yes, this is a 20 year old. By the way. 20 year old boys. Our frontal lobes develop somewhere between 25 and never. Most men are rotten human beings. Okay, just for the record. But here's the commands, create a list of the top 25 Best interviewers from TV, radio, and magazines, then then then Okay, next, write a chapter. So what I'd love to do if I have your permission, Dave, I'm got a couple of minutes left, if I do, how to write a book, is that cool? Just to go a couple more minutes.

David: We may go over five minutes if we do that. So you have to decide if you really want to take some extra 10 minutes.

Mike: Okay, alright. Thanks, brother. Okay, let's, let's do it. Alright, do that. So here are the commands. So a list of the best interviewers, then put 25 YouTube interviewers, those are the questions that wrote the book, and then write an intro to the chapter. And then we had to create illustrations, too.

Mike: "Okay, Dave Asprey, okay, I like that. So I'm going to design a prompt for you. And then we're going to use Chat GPT to come up with a name for it and then create a website. Cool. We're gonna

build an entire business in 10 minutes. Okay, eight Madison, sorry, here's what it would go. I want you to create a book and a step-by-step SOP and process on how to create a high-end gaming PC with a case that is in the shape of someone's head. That would include sourcing and creating resources for 3D printing and tools and resources to make everything happen. I want you to find the best and highest quality parts available and links to all of those tools. And I'd like you to come up with 10 different names for the title of this book and subtitles. Good enough?"

Ellen: "Yeah. Could you add like getting all the parts, like looking for the cheapest place you can get?"

Mike: "I'm going to show that to you. Yep. So here we go."

Copy. Oops, all right. So now I'm gonna go here and I'm going to do a new chat. Now, it turns out that Bing has pricing and research built in. Okay, so we just pass that along. And it's creating the outline right now. And it's also basically giving us the book titles. Okay, 'Head to Head Case Gaming', 'Build Your High-End Gaming PC and a 3D Printed Headcase', 'Comprehensive Guide to Custom PC Building and 3D Printing', 'Game On Head On'. That's not bad. 'Head of the Game: The PC with That?' 'Building a High-End Gaming PC and Your Own 3D Printed Headcase'. Yeah. All right. 'Head Start in Gaming'. I mean, that's not bad, right? I'm excited. Yes, really good. All right. So now we've got the titles. Alright, uniqueness. So far, so good. Now let's go ahead and align the chapters and steps for the book. And again, there are plugins. Alright, go ahead. And I'm going to just say continue here. If it stops, you just say Continue. Here's the book outline. Introduction. Alright, understanding the concept of personalized gaming PC, the innovation of 3D printing and gaming. I mean, actually, you could build a whole business around doing custom headcases."

Ellen: "Here's a question. Yeah. Amazon can like print books for you. Yeah, yes. Amazon KDP. Yeah, we, I mean, literally, we could sit down and have this whole project done in two hours. Right. Okay, good."

Mike: "Train fun that PC using the royalties from the books. I like the idea. Get my hands. Okay. What? Okay. On top of it, okay, see. Thanks for calling. Yeah, just like you're welcome. Just a second. Now. I'm gonna say. Now write chapter one of the book. You like that? Alright. 'The PC is Expensive'. Okay, that's good. And by the way, is there like a character or an actor or an author that you love the way they write?"

Ellen: "Dave Asprey."

Mike: "Okay, how about this? In the voice of Dave Asprey? Yep, yep. Well, you're gonna have to work that shit out with yourself, sir. All right. Okay, we'll have this thing work out the royalty arrangements. Okay. Welcome, intrepid technologists and gaming enthusiasts. This is Dave Asprey, your guide on a journey. And by the way, we can tell it to replace the mention of Dave Asprey with Ellen Asprey. Okay, and it'll do that. Okay, so it'll continue on now. Which one of these book titles do you like the most? Scroll down, okay. Let me just pick anyone. 'Head Start in Gaming'. Okay, so we're going to do this. And I'm going to do another chat and use another plugin that works with a tool called Mid Journey. This is an image creator, getting right to it, dude. Yep, we're going to do the cover. So I want you to create a

prompt for a book cover design for 'Paste'. Okay, so that's going to create some prompts. Now I'm going to fire up a tool. Just so you know, this one won't put the text on the cover because Mid Journey doesn't know how to do text yet, but we could just use Photoshop to plaster it on top. I think you can. Alright, so I'm firing up this, this is a little more nerdy technical, but forgive me for that. This is called Mid Journey. And what I was showing you earlier, I cycle, imagine pasting that thing right there. Remember we're just making, this is something that Elon came up with earlier, it's a lion wearing a black top hat. Pretty cool. I mean, it's photorealistic, beautiful. So this thing is starting to create some book cover designs for us. And while it's doing that, I'm gonna go over to another tool and let's do the website really fast. Because again, we've got limited time here and I want to be cool. So I'm going to do guided apps. Let's do... Oh, text an excerpt. Do this. New. This thing will actually create PowerPoint presentations, websites, and entire documents and documentation."

Ellen: "So, could you use AI to turn that picture into a 3D model?"

Mike: "Totally, okay. So what did we call it? 'Head Start in Gaming'. Okay, great. One more. And then I'm gonna wrap this up. But I'm gonna go to this little thing so at least you can see how easy it is. You can literally build an entire business when you just know what tools to use. So I'm going to say create a book or a business marketing plan for 'Head Start in Gaming'. Skipped okay, just that much. And I'll make that a little bit bigger. Again, I could say a webpage. Okay, it's going to create all of the images. I'll click on 'generate'. I'll say 'surprise me'. Not bad. Yeah. Now while it's doing this, it's also going to create images which we can replace. And look what it's doing. 'Level up your why build a custom gaming PC'. So it made a nice thing. We can replace it with that graphic you like. 'Why build what you need to know to get know your components of the trade'. So it's taking the copy about 3D printing. So put a 3D printer there that, by the way, is royalty-free. It was just made on demand. Okay, you like this?"

Ellen: "Oh my god. Yeah. This is amazing. Yeah."

Mike: "Why would they just let you use it for school?"

Ellen: "Yeah. All right."

Mike: "Here's a question. You learned how to write Python four or five years ago because you were bored over the summer. And you said you cheated on one of your things. It wasn't until now so

Mike: "So take away. Biohacking is a very high-end thing. I created a new thing in the world. It became a movement that was part of our consciousness. I've built seven enabling companies, AI companies. You don't combine them, by the way. It is tough as kids younger than at the lowest cost, data, depreciation, and additional counting. When you finish with your formulas, the right side of them is books. It's still a massive entire media online teaching people how to improve themselves. And all of us get asked all the time, and we hope that we can see in the holidays. Stop me if the answer is yes. But a little bit of focus on time, all three of us. You could spend three days with us for a year. And we had monthly calls together and quarterly deep dives. And we brought to you just you, you just agreed to do a deep dive, and AI is totally dead. So this is not for entrepreneurs who are just trying to make a bunch of money. There's lots of time to do that and lots of groups for that sort of thing. This is world-changing.

And I had 90 doesn't define this by working with a discipline and all that. So when you want to spend quality time with a small group or very people in return, you're getting a very, very successful entrepreneurs who are going to sit down, likely over alcoholic drinks and work is to kill an account. Just to kill an account, if it's you make, okay?"

Ellen: "So this is a small, focused, intimate group. And if you're building a business, we want to find a way to really make ripples in reality and make it better. And entrepreneurship is how we do that. So we want to focus our efforts together on that. If this sounds interesting, follow the link. And if it's not right for you, I'm not going to force things, but you know what would have been good. Do that. Alright, so I'm gonna go back and show you that link. If you didn't get the goodies. What else did you add? Because I got one other little mini thing I'm gonna give away. I do it. Alright. Did everyone get the link to the goodies and the free stuff? Okay, good. Yeah, let's pop that up. So that's 858-500-1471. The other thing is, one of the things I love doing is just having a conversation. But I have to limit it just because I want to make sure that there's couples, I got seats at a restaurant wherever I'm speaking, and I only have room for eight. But if you have a business and you're B2B, higher ticket, so you'd be right for that. Like 3 million more in revenue. Just talking about that doesn't work. Okay, then text to the phone number. Yeah. So if you want to just have a conversation, I'm here tonight, and then I'm taking off, but you can stop Aaron and me. We're walking around. And that's it. Anything else, Aaron? Okay, Dave."

Mike: "Thanks for all the love you've given me over the years. I love you. And thank you."

Mike: "Thank you. Thank you. All right. Thanks, everyone. Bye-bye."