

**AI IS NOT A TOOL.**

**IT IS LEVERAGE.**

The difference between a search engine and a co-founder.

# THE STACK

**ChatGPT** **The Strategist** Reasoning & Planning

**Gemini** **The Researcher** Deep Analysis

**Copilot** **The Operator** Enterprise Workflow

**Manus** **The Builder** Execution & Code

# STRATEGY VS. EXECUTION

Don't ask AI to "write." Ask it to "think."

Use the Strategist to blueprint.  
Use the Builder to build.

# THE FRAMEWORK

- 1. Role** (Who is it?)
- 2. Audience** (Who is it for?)
- 3. Output** (What do you need?)
- 4. Context** (What does it know?)

# ANATOMY OF A PROMPT

## BAD

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Write an email about our new service.

## GOOD

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**Act as a CMO.**

Write a 3-part sequence for skeptical B2B founders.

**Goal:** Book a demo.

**Context:** Attached below.

**\$200k**

**Saved**

**30%**

**Lift**

We replaced subscriptions with systems.  
We replaced guessing with logic.

# BE THE BUILDER.

The future belongs to those  
who design the system.