

AI SYSTEMS

MASTERCLASS

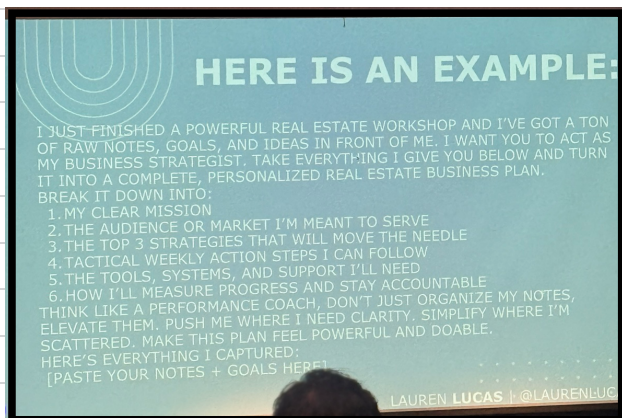
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LAUREN LUCAS

Goal: how do you use the AI tools to create a system?

We are in the relationship building business → you won't lose your human touch.

**YOU DO NOT NEED TO
BE TECH, YOU JUST
NEED TO BE CURIOUS.**



Automations give you time back. You'll learn faster by doing

**ATTRACT YOUR
IDEAL CLIENT
TO YOU**

TODAY'S GOALS

Think: develop the message Who is your client avatar?

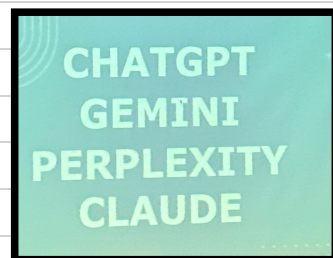
When you try to talk to everyone you talk to no one.

Create: turn the message into assets.

Repurpose: create more from what you already made.

Convert: turn attention into conversations.

Execute: complete multi step marketing projects



STOP ASKING AI QUESTIONS.

The Secret Framework:

- Role
- Task
- Context (steps + goal)
- Format
- Constraints
- Questions

talk to the AI with context: what more can you give it and what is the desired outcome?

CLAUDE

Are you just using the chat function?

Cowork → turn it into an assistant

Browser extension

Code

Design → give it all the data to create flyers, brand, etc.

CLAUDE SETUP

Personalize → does it know you? Interview me. The more it knows the better it helps you.

Connectors → gmail, calendar, Canva, CRM

Projects → sense of organization For your business

You can give a project context → understand your process

Skills → create your own AI agent → set of instructions of what you want done and when

Artifacts → interactive artifacts can be a lead magnet

Claude settings → personalization

Take time to get it set up

Flag Fair housing/ TCPA and avoid guaranties



SOLVE THEIR
PAIN POINT

WHO IS YOUR IDEAL CLIENT

What are their pain points so you can create something of value

Lead magnet → something of value you give away for free in return for name, phone number, and email.

Call to action → tell them what to do next

Book a consultation → Pre-qualify → Add to database

GAMMA. APP

claude/chat makes the instructions (words)

Gamma makes it pretty

MANUS

Websites SEO Optimized Landing Pages
Are you making one for each listing presentation?
What is the CTA?



USE AI TO LEAD GEN ON AUTOPILOT

ManyChat Automate parts of social media

New followers automatically get an introduction to who you are

Thank followers for a tag

AI replies to comments and then DM's lead magnet.

Instagram, Facebook, TikTok

Has to be a business page.

Auto-DM link from comments

A specific word Relevant and not too vague

Reply to their comments under the post → auto replies

3 options + it cycles through

What do you want the DM to say? Use the "opening DM"

Give the value right away → no need for the email

YOU NEED TO
MAKE THE
CHOICE TO POST
SOMETHING.

LONG FORM CONTENT

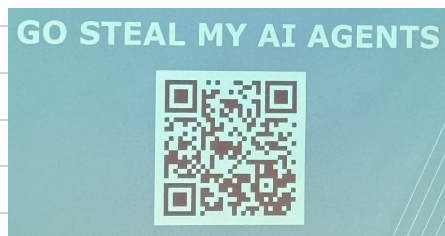
Opus clip: AI cuts long form content into short form content

Heygen: AI version of you.

WANT TO IOX YOUR LEAD GENERATION

Twins.so

your autonomous AI employee



PRODUCTIVITY

Notebook.lm Analyzes only what you give it

Think in terms of HOA documents, Builders, land

Use for your team playbooks.

Use to retheme the content you already have

Live assistant: Google AI Studio AI.studio.google.com

Hey Google → asks questions and it shares your screen

5 PILLARS TO BUILD AN AUTOMATED BUSINESS

1 → Ideal Client Who do you enjoy working with?

2 → Content Too much generic content

Solve the problem they have

Can to action to take a next step

3 → lead capture High value lead magnet Name, phone, email

Call to action to next step Lead magnet > calendar > prequal

4 → lead follow-up Automate social media DM's

Use AI to update your CRM

Workflows / smartplan for 7-10 human touch is added bonus

5 → clarity thru data 80/20 rule

Busy does not equal production

Double down on what is working

USE AI TO

ANALYZE YOUR CURRENT BUSINESS
IDENTIFY YOUR **IDEAL CLIENT**, AND THEIR
CURRENT PAIN POINTS
CREATE A LEAD MAGNET TO **ATTRACT**
THEM INTO YOUR WORLD
CUSTOM AI TOOLS BUILT SPECIFICALLY
TO YOUR BUSINESS

ACTION ITEMS

STEP 1: USE YOUR FAV LLM TO : : : : :
CREATE A LEAD MAGNET.

STEP 2: SET UP A MANYCHAT
AUTOMATION TO A SOCIAL POST.

STEP 3: COLLECT LEADS ON AUTOPILOT
AND/OR SET APPOINTMENTS.

RINSE & REPEAT.

ATTRACT → AUTOMATE → CONVERT → SCALE