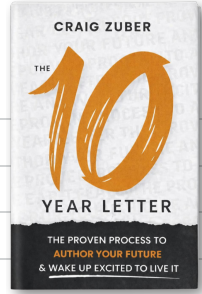


CEO SUMMIT

2026

The 10 year letter

PRESENTER: CRAIG ZUBER



You have 10 years if you live to 79 of life to live.

One year doesn't give you enough and to get out of your current circumstance

10 years helps you look out and dream big

How do you want to live?

How do you want to spend
your time?

IF YOU AREN'T CLEAR ON WHERE
YOU ARE GOING IN THE FUTURE,
THE PRESENT FEELS LIKE A PRISON.

SOMETIMES YOU DON'T NEED
A NEW SET OF GOALS. YOU
JUST NEED TO FIGURE OUT
THE LIFE YOU WANT TO LIVE.

You have to slow down enough to interrogate the life you want to live.

Amy Porterfield

TOPIC: SOCIAL MEDIA

HOW TO GET PAID BY SOCIAL MEDIA

The thing (social media) I don't enjoy built the thing I love the most → database

*I FRUSTRATION: HOURS IN. ZERO LEADS OUT.

A job with no paycheck

7 hours a week on social = 350 hours a year

Why isn't it working?

Algorithm, not posting enough, too old, too boring?

If you have the views and create the content, how are you adding to the database

Structure problem

SOCIAL MEDIA FEEDS
YOUR DATABASE

YOUR DATABASE IS YOUR BUSINESS

Your social media and your database don't have a real relationship

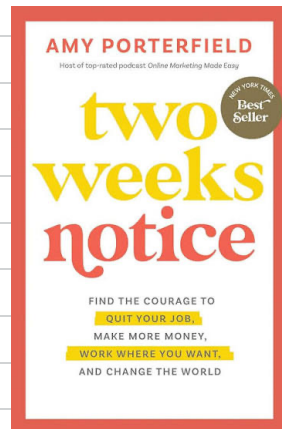
You have to be really good at what you do and be good at marketing

A handshake is not a partnership.
Occasional is not a system.

If it's not your brand, it can never be your business

They aren't in your business (they're just followers) they aren't in your database

IF IT DOESN'T FEED THE
DATABASE. IT'S NOT
WORTH YOUR TIME.



The Front Door Framework

Curb Appeal · The Front Door · The Living Room

CURB APPEAL

Make the right people stop

Give people a reason to stop → without an ask

You're not playing a volume game, you're playing a conversion game

The goal is not reach

1 → Choose your lane

2 → own your zip code. Be obsessed about being local.

3 → zag when they zig

4 → proof not perfection

YOU HAVE TO HAVE A
BRAND THAT PEOPLE ENJOY

The single most underused asset
in this room is your receipts.

FRONT DOOR Where the paycheck lives

The feed does not close clients. Relationships close clients

1 → the magic word

Comment <word> and I'll send you the walkthrough

You don't need a viral post. You want a lead list

Exclusivity creates a buzz

2 → tiny offer \$27.00

When people pay they pay attention.

Free = everyone can get however

Every post has a job.
Curb appeal or front door.
Decide which one before you post.

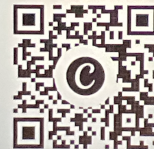
LIVING ROOM where clients are made

1 → local publication on substack (zig when they zag)

specific, local, opinionated content

I WILL DO WHAT IT TAKES
TO GET WHAT I WANT

Use This QR Code to Grab
The Inspector Skill and Power Prompts



<https://www.amyporterfield.com/ai-employees-kw>

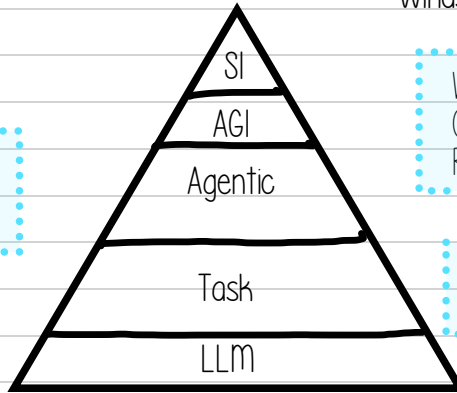
John Lee

TOPIC: AI

Windsor.ai → video scripts

MCP = model context protocol

WHERE ATTENTION
GOES MONEY FLOWS



WE ARE ALL MEDIA
COMPANIES SELLING
REAL ESTATE

YOU HAVE TO STAY
TOP OF MIND

Written: anything you write should be written by AI.

Email Customer service Presentations Meeting summary Video scripts

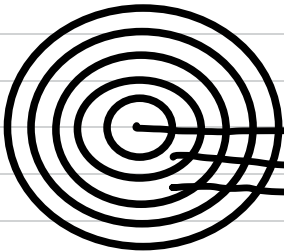
Audio

Nova Music Voice AI Podcasts Wisper: speak into AI

Video YouTube is the largest TV channel in the world.

Cloning yourself AI avatar Seedance 2.5 UGC'S ads

When people watch more than 3 seconds. You get more reach



This is how the algorithm works

Reach gets bigger

Image

higgsfield nana banana pro ChatGPT image

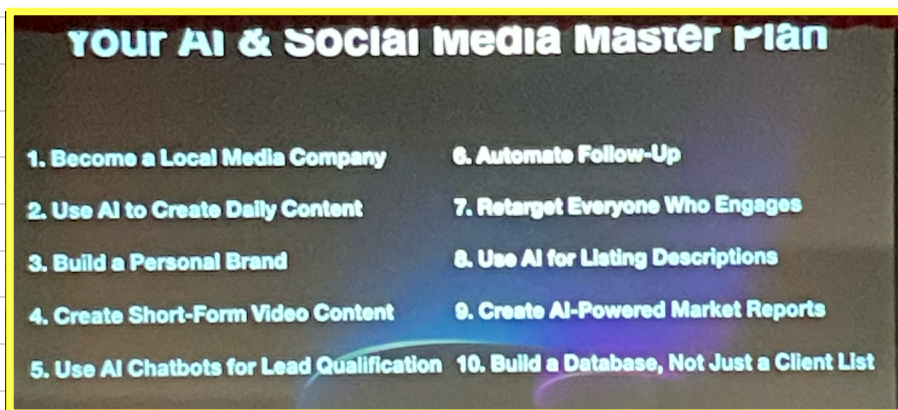
Team

Vibe automations

Vibe coding

Vibe prospecting

Vibe editing



Dan Buettner

TOPIC: LONGEVITY AND HEALTH

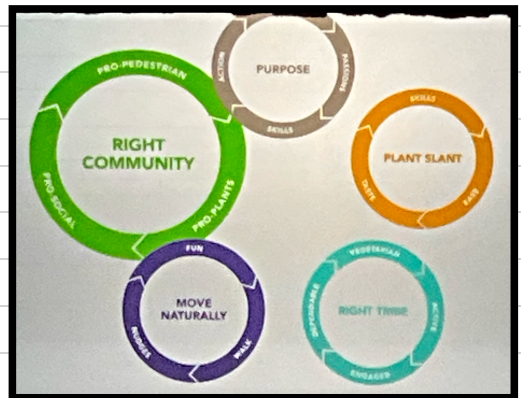
If you can't measure it you can't manage it



Move naturally
Right outlook
Eat wisely
Connect

90%-100% plant based
65% carbohydrates/starch
Grains, greens, tubers, nuts and beans
Meat < 5 times per month
Fish < 3 times per week
No cow's dairy
Honey to sweeten; sweets as treats
Water, tea, coffee and wine

The diet the blue zones live



There is no short term fix for longevity.

Shawn Johnson + Andrew East

TOPIC: HIGH ACHIEVERS

THE SECOND WIND HOW TO KEEP WINNING WHEN THE DEFINITION OF WINNING CHANGES

DON'T SPEND YOUR LIFE LOOKING
FOR THE LIFE YOU WANT AND MISS
THE LIFE YOU ALREADY HAVE.

First wind: what's next?
Second wind: what's here?

YOU CAN ONLY CONTROL
WHAT YOU CAN CONTROL.

Results and reps are not the same thing.

Are you aimlessly searching for outcomes?

It's more about how you feel and less about what others say.

SECOND WIND SCOREBOARD

1. Set aside a couple of hours
2. Get a stop watch. Set it for 3:00 minutes
3. List your categories (here are ours)
4. Start your timer and write. Any and all aspirations, goals, benchmarks, lifestyle qualities and traits, nothing too big or too small. Timer goes off. Move to the next.
5. What your left with is your new compass
6. What to do with it?

List all the categories that mean something

Things that a bucket of time is spent

QUANTIFY THE QUALITATIVE IF IT MATTERS, MEASURE IT.

Marriage- 2 dates/ month
Family- 4 dinners/ week
Health- 4 workouts/ week
Faith- Protected mornings



The number protects the mission. The metric creates the conditions.

EVERY GOAL NEEDS A COUNTER GOAL

What am I willing to do? What am I unwilling to sacrifice?

BUILD YOUR SCORECARD

1. Left: What do I want to achieve?
2. Right: What must still be true when I get there?
3. Circle what has an expiration date.

Does your calendar reflect its scarcity?

ARE YOU KEEPING SCORE FOR ENOUGH THINGS?