

YOUR AI THINKING PARTNER

How to Set Up and Work With AI During the 7-Day Challenge

Over the next 7 days, you'll use AI as a thinking partner to help you work through your business decisions.

This isn't about getting AI to do the work for you. It's about using AI to:

- Think deeper than you would on your own
- Challenge your assumptions
- See blind spots you might miss
- Ask you better questions
- Help you get unstuck when you're circling

This guide will show you how to set up AI properly and get the best results throughout the challenge.

STEP 1: CHOOSE YOUR AI TOOL

You only need ONE of these (they're all free):

ChatGPT — chat.openai.com

- Free version works perfectly
- Easy to use on mobile or desktop
- Fast and reliable

Claude — claude.ai

- Free version available
- Excellent for detailed reasoning
- Thoughtful, conversational responses

Google Gemini — gemini.google.com

- Integrated with Google account
- Good mobile experience
- Fast responses

Pick ONE and stick with it for all 7 days. Don't switch between them — continuity matters.

STEP 2: CREATE YOUR ACCOUNT

If using ChatGPT:

1. Go to chat.openai.com
2. Click "Sign up"
3. Create account (email + password or sign in with Google/Microsoft)
4. Verify your email
5. You're ready

If using Claude:

1. Go to claude.ai
2. Click "Sign up"
3. Create account (email + password or sign in with Google)
4. Verify your email
5. You're ready

If using Google Gemini:

1. Go to gemini.google.com
2. Sign in with your Google account
3. Accept terms
4. You're ready

Setup time: 2-3 minutes

STEP 3: START YOUR CHALLENGE CONVERSATION

This is the most important step.

Open a NEW conversation and paste this priming prompt BEFORE you start Day 1:

COPY-PASTE PRIMING PROMPT

None

I'm about to start a 7-day challenge to make key decisions for launching my online business. Over the next 7 days, I'll be working through worksheets on the following topics:

- Day 1: My business idea (the problem I'll solve)
- Day 2: My ideal client (who I'm helping)
- Day 3: My business model (how I'll deliver)
- Day 4: My core offer (what I'll sell)
- Day 5: My business name (what I'll call it)
- Day 6: My time mastery (when I'll do this)
- Day 7: My launch plan (understanding what's involved)

I'll be asking for your help with specific prompts from the worksheets. Your role is to be my thinking partner—not to do the work for me, but to help me think deeper, challenge my assumptions, and see blind spots I might miss.

Here's how I want you to help me:

1. Ask me questions that help ME think deeper—don't just give me generic advice
2. Challenge me when my thinking seems vague or surface-level
3. Point out contradictions or gaps in my reasoning
4. Help me get specific when I'm being too broad
5. Be encouraging but honest—I need truth, not cheerleading

When I paste a prompt from the worksheets, treat it as a conversation about that specific topic. Ask follow-up questions. Push me to go deeper. Help me arrive at MY best answer, not just an answer.

Ready to start?

What this does:

- Tells the AI what you're working on (context matters)
- Sets expectations for how it should help you
- Establishes the "thinking partner" relationship
- Primes it to ask questions instead of just giving answers

After pasting this, the AI will respond confirming it's ready. Then you can start Day 1.

STEP 4: HOW TO USE AI DURING THE CHALLENGE

The Golden Rule: ONE Conversation for All 7 Days

Do NOT start a new chat each day.

Keep using the SAME conversation thread for the entire 7 days.

Why?

- The AI remembers what you've already decided
- It can connect Day 2 decisions to Day 1 context
- Your answers build on each other naturally
- It gets better at helping you as it learns your thinking

Example: On Day 4 (Your Core Offer), the AI already knows your business idea (Day 1), your ideal client (Day 2), and your business model (Day 3). It can give you much better feedback because it has the full picture.

If you start a new chat on Day 4, the AI has no context. You get generic advice instead of tailored help.

How to Use the AI Prompts in Each Worksheet

Each day's worksheet includes specific AI prompts at key decision points.

Here's how to use them:

1. **Work through the worksheet first** — Don't jump straight to AI. Do your own thinking first.
2. **When you reach an AI prompt, copy it exactly** — It's been designed to get you the best response.

3. **Paste it into your ongoing conversation** — Same thread you started on Day 1.
4. **Have a back-and-forth conversation** — Don't just paste and move on. If the AI asks you a question, answer it. Let the conversation develop.
5. **Push back if the response is too generic** — If you get vague advice, say: "That's too general. Ask me more specific questions about MY situation."
6. **Capture your insights** — As you talk it through, write down the key realizations in your worksheet.

Example of Good AI Use (Day 2 — Ideal Client)

✗ WHAT NOT TO DO:

You: "Who should my ideal client be?"

AI: [Gives you a generic answer about demographics and psychographics]

You: [Moves on to next question without going deeper]

✓ WHAT TO DO INSTEAD:

You: [Paste the exact AI prompt from the worksheet]

AI: "Let me ask you some questions to help you think about this. When you imagine the person who would get the most value from what you're building, what specific situation are they in right now that's causing them pain?"

You: [Answer the question thoughtfully]

AI: [Asks follow-up based on your answer]

You: [Answers, gets more specific]

AI: [Challenges an assumption, asks you to clarify]

You: [Clarifies, has breakthrough moment]

See the difference?

The first approach gets you generic advice you could find anywhere. The second approach helps you think YOUR way to YOUR answer.

BEST PRACTICES: GETTING THE MOST FROM AI

1. Be specific in your answers

Vague: "I want to help people with marketing" **Specific:** "I want to help solo service providers who are great at their work but have no idea how to get clients beyond word of mouth"

The more specific you are, the better the AI can help you.

2. Push back when the response is generic

If the AI gives you a list of things you could find in any blog post, say:

"That's too generic. Ask me questions that help me figure out MY specific answer, not general advice."

The AI will adjust and get more personal.

3. Ask for examples when you're stuck

If you don't understand something, say:

"Can you give me 3 examples of what that would look like in practice?"

Examples make abstract concepts concrete.

4. Use it to pressure-test your thinking

Once you've made a decision, ask:

"What am I not seeing? What could go wrong with this approach? What assumptions am I making that might not be true?"

This is where AI really shines — spotting blind spots.

5. Don't let it make decisions FOR you

The AI should help you think. It shouldn't decide for you.

If it says "You should do X," push back:

"Tell me the trade-offs of doing X versus Y. What are the pros and cons of each? I'll decide."

You're the boss. AI is the thinking partner.

6. Treat it like a conversation, not a search engine

You're not Googling. You're thinking out loud with a partner who asks good questions.

Let the conversation flow naturally. Answer questions. Ask follow-ups. Clarify when needed.

7. Save the conversation

Your AI conversation thread is valuable. It contains all your thinking from the 7 days.

- **ChatGPT:** Conversations auto-save in your account
- **Claude:** Conversations auto-save in your account
- **Gemini:** Conversations auto-save in your account

You can revisit it anytime to review your decisions.

COMMON ISSUES & HOW TO FIX THEM

Issue 1: "The AI is giving me generic advice"

Fix: Tell it to stop.

Say: *"That's too general. I need you to ask me specific questions about MY situation so I can think through MY answer. Don't give me lists of advice."*

The AI will adjust.

Issue 2: "I accidentally started a new chat and lost context"

Fix: Summarise what you've decided so far.

Say: *"I'm on Day X of the challenge. Here's what I've decided so far: [brief summary of Days 1-X]. Now I need help with..."*

It's not ideal, but it restores most of the context.

Issue 3: "The AI is asking me questions I don't know how to answer"

Fix: Be honest.

Say: *"I don't know the answer to that question yet. Can you break it down into smaller questions, or help me think about where to find that information?"*

AI can scaffold the thinking for you.

Issue 4: "I'm not sure if my answer is good enough"

Fix: Ask directly.

Say: *"Is this specific enough, or am I still being too vague? Push me to go deeper if needed."*

The AI will tell you honestly.

Issue 5: "The response is SO long I don't know what to do with it"

Fix: Ask for a summary.

Say: *"That's a lot. Can you summarize the 3 most important points I should focus on right now?"*

AI can simplify its own output.

Issue 6: "I feel like I'm 'cheating' by using AI"

Fix: Reframe what AI is doing.

AI doesn't have the answers to YOUR business. Only you do.

AI's job is to ask you better questions so you can find YOUR answers faster.

That's not cheating. That's thinking smarter.

WHAT AI IS GOOD AT (Use it for this)

- ✓ Asking you questions that push your thinking deeper
- ✓ Spotting patterns or contradictions in your reasoning
- ✓ Generating options or examples when you're stuck
- ✓ Pressure-testing your assumptions
- ✓ Breaking down big questions into smaller, answerable ones
- ✓ Helping you see different perspectives

✓ Organising your thoughts when they're scattered

WHAT AI IS NOT GOOD AT (Don't rely on it for this)

- ✗ Knowing YOUR specific market, clients, or expertise
 - ✗ Making decisions for you (it doesn't know your priorities)
 - ✗ Replacing real customer research or validation
 - ✗ Understanding your personal situation, constraints, or goals without you explaining them
 - ✗ Being creative in a way that's uniquely YOURS (*it can help you refine, but the original idea needs to come from you*)
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A FINAL NOTE BEFORE YOU START

Using AI well is a skill. It gets better with practice.

On Day 1, your conversations with AI might feel a bit clunky. By Day 4 or 5, you'll notice you're asking better questions and getting better help.

That's normal.

The most important thing:

Don't skip the AI prompts just because they feel unfamiliar. They're in the worksheets for a reason.

The people who use the AI prompts properly make faster, clearer, better decisions than the people who skip them.

YOUR AI IS READY. NOW LET'S BUILD YOUR BUSINESS.

Over the next 7 days, you'll make decisions that most people put off for months.

Your AI thinking partner will help you get there faster — but YOU'RE still the one doing the work, making the calls, and building the business.

That's exactly how it should be.

Now go start Day 1. Your AI is waiting.