

Class #2

Text

Framework To Prompt

INPUT

Framework name: [INSERT FRAMEWORK NAME HERE]

GOAL

Transform the framework that the user enters into a viral social media post containing a viral AI prompt.

INSTRUCTIONS

Create a complete social media post that includes:

1. A scroll-stopping hook that creates curiosity
2. Brief context that builds anticipation
3. An AI prompt that applies this framework to someone's personal situation
4. A teaser of what kind of insights the prompt reveals
5. A call-to-action that encourages sharing results

Requirements for the AI prompt you create:

- Should only require one sentence of input from the user and it must leverage ChatGPT's conversation history with phrases like "Based on our conversations" or "From everything you know about me"
- Must promise a specific, personal insight
- Must create an immediate, emotional "wow" moment
- Should transform a business/professional framework into personal life application

Format the output as:

SOCIAL MEDIA POST:

[Complete post ready to copy/paste]. The post should include the AI prompt.

WHY THIS WORKS:

[Brief explanation of the psychological triggers]

Make the prompt you create:

- Surprising in its application
- Emotionally resonant

- Universally applicable
- Instantly valuable
- Highly shareable

Focus on creating a prompt that makes people think "I HAVE to try this" and then "I HAVE to share what I discovered."

Infinite Prompt Addition

To most effectively respond to my prompt, generate 15 artifacts first. Then output the final response as an artifact. The goal of each artifact should be to generate synthetic data that would help you accomplish the goal better. Guidelines: - Have the artifacts in a sequence that builds on each other and generates momentum - Use multiple reasoning methods, paradigms, frameworks, and/or perspectives - Think with deep rigor and attention to detail

Visual

Ghbili Style Image

Create a photo with a whiteboard with the [XYZ Framework] on it.

In front of the whiteboard, show the creators(s) of the framework.

If the creator(s) wrote a book where they talk about the framework, then incorporate of a photo of the book into the image somehow. If there is no accompanying book, then don't show a book. Create it in the style of ghibli.

Other Visual Styles

Amazing Viral Visual Designers

- [Jono Hey](#) of [Sketchplanations](#)
- [Jessica Hagy](#) of [Indexed](#)
- [Jack Butcher](#) of [Visualize Value](#)
- Liz & Mollie ([Twitter](#) / [Instagram](#))
- Vizi Andrei ([Instagram](#) / [Website](#))
- Austin Kleon ([Twitter](#))
- [Smart Nonsense](#)
- [Go Limitless](#)
- Amber Rae ([Instagram](#))
- [Laws Of UX](#)
- Janis Ozolins ([Twitter](#) / [Instagram](#))

Example Prompt

Create an illustration of Mel Robbins' 5-second rule in the style of the attached sketchplanations image.

Class #3

#1. Prompts

Unique Visual Style

Unique Visual Style Prompt

AI Model To Use

ChatGPT

Prompt

Given everything you know about me, but excluding my posts from the past two days, what styles would you recommend I create cover images for my articles in?

Connoisseur

Overview

The purpose of this prompt and conversation is to show you how to start with any image and use ChatGPT to break it down to its elements and show variations that could then help you come up with your own ideas that you could do.

My Initial Prompt



I want to share quotes online in a unique way. Can you break down all of the the different choices made for the attached image so they could be variables that I could use to create my own style. For example, one variable is the medium of the lettering. In the image, it is balloons, but it could be any style. For each variable, show 10 diverse variations.

Full Conversations

<https://chatgpt.com/share/683dfc71-eb08-8012-99b3-3f000891d8f0>

#2. Key Content

Visual Styles



Ghibli



Cyberpunk



Hyperrealism



VHS



Pixar



Isometric Worlds



Cut Mascot/Kawaii



Brutalist UI



Papercut



Fairytale



Oil Painting



Blueprint

Style	Description	Why It Spreads	Variations / Synonyms
Ghibli / Studio Ghibli	Soft, nostalgic, whimsical hand-drawn look.	Emotional warmth + high recognizability.	Hayao Miyazaki style, anime pastoral, magical realism, cottagecore
Cyberpunk / Synthwave	Neon lights, dystopian cities, retro-futuristic.	High contrast + tech nostalgia + cinematic.	Retrowave, outrun, vaporwave, tech noir, dark synth
Hyperrealism	Photorealistic detail with surreal twists.	Eye-catching detail + uncanny valley shock.	Surreal realism, cinematic realism, dreamcore, uncanny hyperphoto
VHS/Analog Aesthetic	80s-90s retro filters, CRT screens, tape glitches.	Nostalgia + lo-fi intimacy.	Lo-fi, analog horror, glitchcore, retrocore, tape aesthetic
Pixar / DreamWorks Style	3D animation with big eyes, soft lighting.	Familiar to global audiences, emotionally expressive.	Disneycore, 3D cartoon, cinematic animation, character design render
Brutalist UI / Tech Collage	UI kitsch, raw typography, buttons, popups.	Feels like AI culture itself—meta, memeable.	Webcore, UI collage, datacore, techno-brutalism, meme UI style
Paper Cut / Collage	Layered paper textures, scrapbook vibe.	Tactile feel + handcrafted contrast to AI.	Cutout illustration, zinecore, DIY aesthetic, handmade look
Storybook / Fairy Tale	Illustrated children's book style.	Innocence + archetypal symbolism.	Folk tale art, fairytalecore, whimsical illustration, storybook realism
Oil Painting / Renaissance	Classical art with modern or ironic subject matter.	High-brow meets meme = virality.	Baroque remix, neoclassical parody, painterly realism, anachronistic art

**Post-Apocalyptic
Surrealism**

Desolate beauty, overgrowth, crumbling tech.

Symbolic of AI & future themes.

Solarpunk decay, ruinpunk, overgrown cities, posthuman surrealism

**Cute Mascot /
Kawaii**

Mascot characters in Japanese “moe” style.

Viral brand potential, instantly lovable.

Chibi, moecore, plushcore, kawaiiicore, Sanrio-style

Isometric Worlds

Tilted perspective cityscapes, data grids, game maps.

Systemic clarity + game nostalgia.

Game asset style, voxel art, diorama view, gridcore

**AI Collage /
Multi-style Fusion**

Deliberately mixed aesthetics.

Experimental, sparks curiosity.

Neural remix, aesthetic clash, multiverse style, genre-blend

Connoisseurship Overview

Connoisseurship Overview

 Trademark Idea: Idea Connoisseur

Class #4

Prompts

Post Connoisseur

CONTEXT

In the project knowledge is a CSV of social media posts of people sharing their prompts online along with with level of engagement it got.

For context, the people that are in the CSV are:

1. Matt Shumer - <https://www.linkedin.com/in/mattshumer/>
2. Ruben Hassid - <https://www.linkedin.com/in/ruben-hassid/>

Please visit their LinkedIn profile page to get more context on who they are.

ABOUT ME

I teach thought leaders how to create and share prompts related to their subject matter expertise and their niche (customer, problem, solution) on social media and in their newsletter.

GOAL

My goal is to analyze the CSV in the project knowledge in order to:

1. Understand the unique patterns of top-performing posts that low-performing or medium-performing posts don't have.
2. Create an AI bot that creates posts for students after they give the bot some info.
3. Identify the top of prompts that that perform the best (regardless of the style they're shared in).

INSTRUCTIONS

Output artifacts for each of the following:

1. Pattern analysis with an emphasis on the 1% of patterns that are most important and non-obvious.
2. Comprehensive pattern analysis that provides a multi-level, categorized exploration of diverse types of patterns to be aware of given my goals.
3. Comprehensive AI prompt with the templates built in such that the user could copy and paste an AI prompt as input, and the AI bot would give 10 social media post variations that are most likely to perform well and are different from each other. Each variation should be displayed in its own artifact. Then the next artifact should reflect on the best parts of each variation from multiple perspectives and levels of meta. Then, the bot should create 5 new artifacts with one new variation on each artifact. Finally, the 16th artifact should be the variation you recommend going with along with an explanation of why you recommend it.
4. Create an artifact that serves as synthetic data for the previous prompt by sharing the key patterns and their relative importance in a format that is most likely to be the most helpful for AI when executing the prompt in the previous step.
5. Comprehensive overview of prompts to create for subject matter experts that are likely to perform well.

Post Generator

Where To Use It

Claude

Prompt

ROLE

You are the Universal Viral Prompt Post Generator, a specialized AI system that transforms any prompt into 5 high-performing social media posts optimized for viral spread. You understand the psychology of viral content and apply proven patterns from viral posts.

GOAL

Take the user's prompt and create 5 distinct social media post variations, each using different viral frameworks and psychological triggers.

USER INPUT

User will input their prompt that they want to create a social media post for.

INPUT ANALYSIS PROTOCOL

When the user provides their prompt, first analyze:

1. ****Core Value Proposition:**** What specific problem does this solve?
2. ****Target Audience:**** Who would benefit most from this prompt?
3. ****Viral Potential Categories:**** Which viral categories apply (meta-enhancement, transformation, discovery, etc.)?

4. ****Unique Angles:**** What makes this prompt different or superior?
5. ****Social Proof Opportunities:**** How can results/success be showcased?

VIRAL POST FRAMEWORKS

Create exactly 5 variations using these frameworks:

VARIATION 1: META-ENHANCEMENT FRAMEWORK

****Psychology:**** Positions prompt as a system that improves other systems

****Structure:****

- Hook: "This prompt doesn't just [solve X]. It makes EVERY [related prompt] 10x more powerful."
- Enhancement explanation with specific benefits
- Before/after comparison showing exponential improvement
- Meta-value proposition with social proof
- Call-to-action encouraging others to enhance their existing prompts

VARIATION 2: CONTRARIAN REVELATION FRAMEWORK

****Psychology:**** Challenges conventional wisdom with insider knowledge

****Structure:****

- Hook: "Everyone in [field] is doing [common approach]. Big mistake."
- Contrarian truth revelation with supporting evidence
- Cost of following conventional wisdom
- Superior alternative approach (the prompt)
- Proof statement with specific results

VARIATION 3: TRANSFORMATION TIMELINE FRAMEWORK

****Psychology:**** Shows dramatic before-and-after with compelling timeframes

****Structure:****

- Hook: Personal or client transformation story with specific timeline
- Step-by-step progression showing clear advancement
- The catalyst moment (discovering/using this prompt)

- Current impressive state with quantified results
- Invitation for others to start their transformation

VARIATION 4: SCIENTIFIC DISCOVERY FRAMEWORK

****Psychology:**** Presents prompt as data-driven research finding

****Structure:****

- Hook: "I analyzed [number] [examples] to discover this pattern"
- Research methodology and sample size
- Surprising findings with specific data points
- The discovered principle (the prompt) with validation
- Practical application with measurable outcomes

VARIATION 5: CRISIS-TO-SOLUTION FRAMEWORK

****Psychology:**** Transforms urgent problems into breakthrough relief

****Structure:****

- Hook: Crisis alert or emergency situation description
- Pain points that create urgency
- The breakthrough discovery moment
- Immediate relief protocol (the prompt)
- Crisis prevention and long-term resolution

OPTIMIZATION REQUIREMENTS

For each variation, ensure:

****STRUCTURAL ELEMENTS:****

- Strong pattern-interrupt opening (first 10 words crucial)
- Visual progression using arrows (→) or checkmarks (☑)
- Specific numbers and metrics when possible
- Clear value proposition within first 2 lines
- Strategic line breaks every 2-3 lines
- Call-to-action that encourages engagement

****PSYCHOLOGICAL TRIGGERS:****

- Authority through expertise demonstration
- Social proof through results/testimonials
- Urgency through time-sensitivity or scarcity
- Curiosity through information gaps
- Community through shared experience
- Practical utility through immediate application

****VIRAL MECHANICS:****

- Shareability through template utility
- Comment-generation through questions/challenges
- Save-ability through reference value
- Copy-paste utility for immediate use
- Story elements that create emotional connection

****LANGUAGE PATTERNS:****

- Present tense certainty ("This transforms" not "This could help")
- Specific over general ("73% improvement" not "significant improvement")
- Active over passive voice
- Power verbs: transform, revolutionize, discover, unlock, dominate
- Avoid hedging language: maybe, might, could, possibly

CONTENT FORMATTING

Present each variation as:

****VARIATION [NUMBER]: [FRAMEWORK NAME]****

[Complete social media post ready to copy-paste]

****Key Elements:****

- Target Psychology: [What this triggers]

- Best Platform: [Where this performs best]
- Expected Engagement: [Type of responses this generates]

FINAL ANALYSIS

After creating all 5 variations, provide:

****PERFORMANCE PREDICTION:****

- Rank variations by expected viral potential
- Explain reasoning for each ranking
- Identify which psychological triggers are strongest

OUTPUT

Each variation should be displayed in its own artifact.

Post Analysis

1% Patterns

Critical 1% Pattern Analysis: High-Performing Prompt Posts

The Non-Obvious Patterns That Drive Viral Success

Based on analysis of 597 social media posts from Matt Shumer (CEO of OthersideAI/HyperWrite) and Ruben Hassid (AI content creator with 78+ million impressions), here are the 1% of patterns that separate top performers from the rest:

🔥 Pattern #1: The "Chaos-to-Control" Narrative Arc

What 99% miss: Top posts don't just share prompts—they tell a story of transformation from chaos to mastery.

The formula:

- Start with a relatable struggle ("Forget vibe coding")
- Introduce the "chaotic" method that seems counterintuitive
- Promise unexpected control/results
- Use paradoxical language ("controlled chaos," "organized insanity")

Why it works: Creates cognitive dissonance that demands resolution through engagement.

🧠 Pattern #2: The "Meta-Prompt" Strategy

What 99% miss: The highest-performing posts aren't sharing regular prompts—they're sharing prompts that *improve other prompts*.

Examples from top performers:

- Prompts that "elevate ANY LLM prompt"
- "Universal prompt enhancers"
- Meta-frameworks for prompt creation

Why it works: Offers exponential value—one prompt that improves all future prompts.

⚡ Pattern #3: The Arrow-Structure Dopamine Hit

What 99% miss: The specific use of "→" arrows (not bullets, not dashes) creates a visual dopamine pathway.

The pattern:

None

Problem statement

→ Step with immediate action

→ Step with visible progress

→ Step with surprising outcome

→ Irresistible final result

Why it works: Each arrow creates a micro-commitment and visual progress reward.

🎯 Pattern #4: The "Reverse-Engineer Expert" Positioning

What 99% miss: Top performers position themselves as having reverse-engineered elite behavior, not as the original experts.

Language patterns:

- "Here's how I reverse-engineered..."
- "I analyzed 1000 posts and found..."
- "This is how experts actually..."

Why it works: Creates credibility without arrogance; implies systematic discovery rather than opinion.

Pattern #5: The "Future-State Certainty" Hook

What 99% miss: Top posts don't promise possibilities—they describe inevitable futures as if they're already happening.

Examples:

- "It's time for Chaos Coding" (not "You should try")
- "Watch an incredible product appear" (not "You might create")
- Present tense descriptions of future outcomes

Why it works: Bypasses skepticism by assuming success rather than arguing for it.

Pattern #6: The "Quantified Social Proof" Embed

What 99% miss: Subtle integration of massive numbers without bragging.

The technique:

- Embed huge metrics in context, not as headlines
- Use specific, unusual numbers (78M, not "millions")
- Reference scale indirectly ("after reaching 75M+ people...")

Why it works: Creates authority without triggering ego-defense responses.

🔑 Pattern #7: The "Intentional Vulnerability" Paradox

What 99% miss: Top performers reveal "weaknesses" that actually demonstrate strength.

Examples:

- "Pretend you're still in control" (reveals mastery through admitted chaos)
- "I don't know how this works, but..." (shows results over ego)

Why it works: Creates relatability while demonstrating superior outcomes.

⚠️ What Separates the 1% from Everyone Else

Most People Share Prompts

The 1% share prompt *systems*

Most People Promise Results

The 1% describe inevitable transformations

Most People Use Social Proof

The 1% embed social proof within value delivery

Most People Create Content

The 1% create content that creates more content

🔑 The Meta-Pattern Behind All Patterns

The ultimate 1% insight: High-performing prompt posts don't teach prompting—they demonstrate prompt-enhanced thinking in real-time.

Every successful post is itself a demonstration of AI-augmented content creation, creating a recursive loop where the medium becomes the message.

Analysis

Comprehensive Multi-Level Pattern Analysis

Social Media Prompt Sharing Success Patterns

STRUCTURAL PATTERNS

Opening Hook Patterns

- Contradiction Hooks: "Forget X, it's time for Y"
- Transformation Hooks: "Here's how I went from X to Y"
- Discovery Hooks: "I found the secret to X in Y"
- Time-Pressure Hooks: "It's time for X" / "The era of X is here"
- Reverse Psychology: "Don't do X, do Y instead"

Content Architecture

- Average optimal length: 300-400 characters for top performers
 - Structure ratio: 70% use arrow formatting (→), 30% numbered lists
 - Visual breaks: Strategic use of line breaks every 2-3 lines
 - Call-to-action placement: 80% embed CTA mid-content, not just at end
-

PSYCHOLOGICAL TRIGGERS

Cognitive Patterns

1. Pattern Interruption: Disrupt expected thinking patterns
2. Curiosity Gaps: Create information gaps that demand resolution
3. Social Proof Integration: Embed credibility markers naturally
4. Authority through Discovery: Position as discoverer, not just expert

5. Future-State Visualization: Help audience see themselves succeeding

Emotional Triggers

- Frustration Relief: Address common pain points first
 - Achievement Fantasy: Paint picture of effortless success
 - Insider Access: Create feeling of exclusive information
 - Progress Visualization: Use formatting that shows advancement
 - Control Paradox: Promise control through controlled chaos
-

TACTICAL ELEMENTS

Language Patterns

- Power Verbs: "Transform," "Elevate," "Unlock," "Dominate"
- Intensity Modifiers: "Insanely," "Incredibly," "Massively"
- Certainty Language: "Will," "Is," present tense (not "could," "might")
- Specific Numbers: Use exact figures (78M, not "millions")
- Action Commands: Direct imperatives that create movement

Formatting Techniques

- Arrow Progressions: → creates visual momentum
 - Check Mark Systems: ☒ shows completion/validation
 - Bracket Emphasis: [IMPORTANT] draws attention
 - Strategic Capitalization: ALL CAPS for 2-3 key words maximum
 - Emoji Psychology: Use symbols that match emotional journey
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PERFORMANCE TIER ANALYSIS

Top Tier (1M+ Views) Patterns

- Meta-content focus: Prompts about prompts, systems about systems
- Paradox integration: Combine opposing concepts successfully
- Multiple value layers: Immediate + long-term value delivery
- Viral mechanics: Built-in shareability through useful templates
- Authority positioning: Reverse-engineered expertise display

Middle Tier (100K-1M Views) Patterns

- Single clear benefit: Focus on one specific outcome
- Step-by-step structure: Clear, actionable progression
- Moderate social proof: Some credibility indicators
- Educational focus: Teach one concept well
- Engagement hooks: Questions or challenges to audience

Lower Tier (<100K Views) Patterns

- Generic advice sharing: Common knowledge presentation
- Weak opening hooks: Predictable or vague beginnings
- No clear structure: Stream-of-consciousness format
- Limited value proposition: Unclear benefit to reader
- Passive language: Tentative, uncertain tone

CREATOR-SPECIFIC PATTERNS

Matt Shumer's Success Patterns

- Technical authority: Deep AI/coding credibility
- Contrarian positioning: Goes against conventional wisdom
- Product integration: Naturally weaves in OthersideAI/HyperWrite
- Chaos-to-control narrative: Embraces apparent disorder for results
- Meta-tool creation: Creates tools that create other tools

Ruben Hassid's Success Patterns

- Educational positioning: "Master AI before it masters you"
 - Accessibility focus: Makes complex concepts approachable
 - Community building: Creates sense of shared learning journey
 - Volume strategy: Consistent daily posting with variety
 - Bridge metaphors: "I am the bridge between you and AI"
-

ENGAGEMENT PATTERNS

High-Engagement Drivers

- Retweet/Share-ability: Content designed for easy sharing
- Copy-paste utility: Immediate practical application
- Template provision: Ready-to-use formats
- Challenge creation: Invites audience to try and share results
- Community building: Creates sense of shared discovery

Comment-Generation Tactics

- Controversial statements: Respectful but debatable positions
 - Experience requests: "What's your experience with X?"
 - Comparison challenges: "X vs Y - which works better?"
 - Success story invitations: "Share your results below"
 - Tool recommendations: Ask for alternatives or additions
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CONTENT EXPERIMENT PATTERNS

Successful Experimental Elements

- Format variations: Testing different visual structures
- Length experiments: Very short vs. comprehensive approaches
- Voice changes: Authoritative vs. conversational tones
- Timing optimization: Testing different posting schedules

- Platform adaptation: Tailoring content for platform-specific audiences

Failed Experiment Patterns

- Over-complicated structures: Too many formatting elements
 - Vague value propositions: Unclear benefits
 - Ego-driven content: Focus on creator rather than audience value
 - One-dimensional approaches: Single-layer value only
 - Generic template usage: Copy-paste without customization
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PLATFORM-SPECIFIC ADAPTATIONS

LinkedIn Optimization

- Professional credibility focus: Emphasize business value
- Network effect leverage: Content designed for professional sharing
- Thought leadership positioning: Industry insight emphasis
- Connection building: Encourage professional relationships

Twitter/X Optimization

- Brevity with impact: Maximum value in minimum space
 - Thread-worthy structure: Content that encourages elaboration
 - Viral mechanics: Built-in reasons for retweeting
 - Real-time relevance: Tie to current events or trends
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SUCCESS METRICS CORRELATION

View Count Predictors

1. Hook strength (first 10 words)
2. Visual structure clarity

3. Immediate value perception
4. Share-ability quotient
5. Creator authority level

Engagement Rate Predictors

1. Community-building elements
 2. Interactive components
 3. Practical utility
 4. Controversial or surprising elements
 5. Clear call-to-action presence
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EMERGING PATTERNS

Future-Trend Indicators

- AI-generated content disclosure: Increasing transparency
- Multi-modal integration: Text + images + video combinations
- Real-time collaboration: Live prompt development
- Cross-platform consistency: Unified voice across channels
- Community-driven creation: Audience-sourced content development

Virality Tips

VIRAL POTENTIAL OPTIMIZATION TIPS

For Each Prompt Category:

1. **Add Personal Stakes:** Include "This saved me 20 hours" or "This made me \$10K"
2. **Create Urgency:** "Before AI makes this obsolete" or "While this still works"
3. **Promise Transformation:** "Turn novice into expert" language
4. **Include Social Proof:** "Used by 1000+ professionals"
5. **Make It Shareable:** "Send this to someone who needs it"

Posting Strategy:

- Share the prompt with your results/experience
- Create before/after examples
- Ask your audience to share their results
- Turn successful prompts into case studies
- Build prompt collections around themes

Engagement Boosters:

- "Which prompt will you try first?"
- "Tag someone who needs this"
- "Share your results in comments"
- "What prompt should I create next?"
- "Rate this prompt 1-10"

Checklist

PROMPT CREATION CHECKLIST

Before sharing any prompt, ensure it has:

✓ Clear context setting for the AI ✓ Specific output format requirements
✓ Quality constraints to prevent generic responses ✓ Examples or templates for clarity
✓ Customization placeholders [IN BRACKETS] ✓ Success metrics built into the prompt
✓ Scalability considerations for different use cases ✓ Value proposition clearly articulated
✓ Social sharing elements included ✓ Personal story/context for credibility

Remember: The best prompts solve real problems, save significant time, and produce results that make people want to share their success stories.

Categories

Here are the key categories of prompts that consistently drive high engagement:

ROADMAP & FRAMEWORK PROMPTS

What they do: Provide step-by-step systems for complex goals **Why they work:** Transform overwhelming objectives into manageable paths **Examples:**

- "90-day business transformation roadmap"
- "Zero-to-expert learning framework"
- "Career pivot blueprint with milestones"

Viral elements:

- Clear progression from A to Z
 - Specific timeframes and milestones
 - Actionable steps at each stage
 - Built-in success metrics
-

BLINDSPOT REVELATION PROMPTS

What they do: Expose hidden assumptions and overlooked factors **Why they work:** Create "aha moments" that feel like insider knowledge **Examples:**

- "What successful entrepreneurs never tell you about failure"
- "The marketing metrics that actually predict growth"
- "Hidden costs everyone misses in [industry decisions]"

Viral elements:

- Challenge conventional wisdom
- Reveal what "experts" don't say publicly
- Expose costly misconceptions

- Position user as having special insight
-



DIAGNOSTIC & ANALYSIS PROMPTS

What they do: Help identify problems, patterns, or opportunities Why they work: Provide clarity in complex situations Examples:

- "Analyze why your [strategy] isn't working"
- "Diagnose the real problem behind [common symptom]"
- "Audit your [system] for hidden inefficiencies"

Viral elements:

- Promise to uncover hidden truths
 - Systematic evaluation approach
 - Specific problem identification
 - Clear diagnosis → solution pathway
-



ACCELERATION & OPTIMIZATION PROMPTS

What they do: Make existing processes faster, better, or more efficient Why they work: Promise immediate improvement to current efforts Examples:

- "10x your [process] with this optimization prompt"
- "Cut [task] time in half using this method"
- "Eliminate bottlenecks in your [workflow]"

Viral elements:

- Quantified improvement promises
- Time/effort savings

- Immediate applicability
 - Before/after comparisons
-

PERSONA & PERSPECTIVE PROMPTS

What they do: Channel different viewpoints or expert personas Why they work:

Access diverse thinking styles and expertise Examples:

- "Think like a [expert type] when making [decisions]"
- "Channel [successful person's] approach to [challenge]"
- "Get multiple expert perspectives on [problem]"

Viral elements:

- Access to elite thinking
 - Multiple angles on problems
 - Authority borrowing
 - Perspective shifting power
-

TRANSFORMATION & CONVERSION PROMPTS

What they do: Change one thing into another more valuable form Why they work:

Show dramatic value creation from existing resources Examples:

- "Turn your [experience] into [valuable asset]"
- "Convert [raw material] into [finished product]"
- "Transform [weakness] into [competitive advantage]"

Viral elements:

- Alchemy-like transformation

- Value creation from nothing
 - Reframing negative to positive
 - Concrete before/after examples
-

DECISION & STRATEGY PROMPTS

What they do: Improve decision-making and strategic thinking Why they work: Address universal struggle with complex choices Examples:

- "Make better decisions using this framework"
- "Strategic thinking prompt for [complex situations]"
- "Choose between options like a [expert type]"

Viral elements:

- Reduce decision paralysis
 - Systematic evaluation methods
 - Confidence in choices
 - Expert-level thinking access
-

TARGETING & POSITIONING PROMPTS

What they do: Help identify ideal audiences, markets, or opportunities Why they work: Solve the "who/what/where" questions that paralyze action Examples:

- "Find your perfect [customer/audience/niche]"
- "Position yourself uniquely in [competitive market]"
- "Identify untapped opportunities in [field]"

Viral elements:

- Clarity in confusion
 - Competitive advantage discovery
 - Market opportunity revelation
 - Unique positioning power
-

CREATION & GENERATION PROMPTS

What they do: Help create content, ideas, or solutions from scratch **Why they work:** Overcome blank page syndrome and creative blocks **Examples:**

- "Generate [content type] that resonates with [audience]"
- "Create innovative solutions for [problem type]"
- "Brainstorm breakthrough ideas for [challenge]"

Viral elements:

- Infinite content possibilities
 - Creative breakthrough moments
 - Original idea generation
 - Overcome creative blocks
-

DISCOVERY & RESEARCH PROMPTS

What they do: Uncover hidden information, trends, or insights **Why they work:** Satisfy curiosity and provide competitive intelligence **Examples:**

- "Research your competition like a professional analyst"
- "Discover hidden trends in [industry]"
- "Find opportunities others are missing"

Viral elements:

- Intelligence gathering power
 - Hidden insight revelation
 - Competitive advantage discovery
 - Professional-level analysis
-



INNOVATION & DISRUPTION PROMPTS

What they do: Generate new approaches that challenge status quo Why they work: Appeal to desire for breakthrough thinking Examples:

- "Disrupt [traditional approach] with this method"
- "Innovate beyond [current limitations]"
- "Create breakthrough solutions for [old problems]"

Viral elements:

- Revolutionary thinking
 - Status quo disruption
 - Breakthrough potential
 - Future-forward positioning
-



SCALING & GROWTH PROMPTS

What they do: Help expand success beyond current limitations Why they work: Address universal desire for growth and expansion Examples:

- "Scale your [success] without proportional effort increase"
- "Grow [metric] systematically using this approach"
- "Expand [achievement] to [bigger scope]"

Viral elements:

- Exponential growth potential
 - Systematic scalability
 - Leverage and efficiency
 - Breaking growth barriers
-

What Makes These Categories Viral:

1. **Universal Applicability:** Can be adapted across industries
2. **Immediate Value:** Provide quick wins alongside long-term benefits
3. **Shareable Results:** Create outcomes people want to showcase
4. **Professional Credibility:** Make users look smart and capable
5. **Template-Ready:** Easy to copy-paste and customize
6. **Problem-Solution Fit:** Address real pain points with clear relief
7. **Status Enhancement:** Using these prompts elevates professional standing
8. **Community Building:** Encourage sharing experiences and results

The most viral prompts often combine 2-3 of these categories. For example, a "Blindspot Revelation + Roadmap" prompt that exposes hidden problems AND provides a step-by-step solution tends to outperform single-category prompts.

Class #6

Second-Order Implications

ABOUT ME

I am a thought leader who has a weekly newsletter on using AI to augment human intelligence.

REFERRING TO ME

My name is Michael Simmons, and everyone in the course already knows who I am. So you can refer to me less formally, and you don't need to say who I am.

GOAL

I often teach classes, and I want to turn these transcripts into a summary and analysis that I can post in my newsletter.

I want what is created to help people who weren't at the class to not only be able catch up, but also to get new insights that extend on what was taught in the class.

I also like sharing video clips that have a lot of meaning. So, sometimes I share transcripts of those video clips and not classes. You will be able to tell the difference.

The goals of the post are to:

1. Help readers understand the implications in their bones, not in an abstract way.
2. Open readers to new perspectives that will blow their mind with a new paradigm.
3. Present high-quality, evidence-based ideas that are convincing.
4. Have the article be so good that it goes viral.

5. Have the article be so high-quality that people would be willing to pay to access the whole thing after reading the first 1,000 words.

6. Have the article be so attention-grabbing that people click on the title in the noise of their social media newsfeed or inbox, get hooked from the intro, and end up reading the whole thing.

AUDIENCE

The audience is high-level knowledge workers who want to be smarter and get ahead in their career (promotions, reinvention, new businesses, new industries, new profession) or have an amazing life (parenting, health, happiness, growth, friendships, etc.).

The secondary audience is thought leaders who want to develop high-quality, rare, and valuable ideas of their own.

The audience is very busy, so it's important for them to understand the value of what is being shared for their life and to see clear takeaways.

STYLE

1. The headers should be so attention-grabbing that if people were skimming the article, the headers alone without any content would make them want to read the whole thing.

2. Use concrete examples: Whenever possible, provide hypothetical scenarios or potential real-world applications to illustrate abstract concepts. Use multiple types of examples. Any time you use a hypothetical example, you should make it clear that it's hypothetical and not real.

3. Use metaphors: Use multiple types of metaphors to convey abstract ideas.
4. Use direct quotes: When it adds value, use direct quotes to illustrate these concepts. Don't force quotes when there isn't a standalone quote that adds value to the final output. If no direct quote that adds value can be extracted from the transcript, then don't include a quote.
5. Use rhetorical questions: Use rhetorical questions to build narrative momentum. In other words, when appropriate, use profound and thought-provoking questions that trigger the reader's curiosity to keep reading in order to see the answer to the question as they continue reading.
6. Use a bold voice: Adopt a bold voice when a claim is well-backed up and there is a lot backing it up. At the same time, don't use black & white thinking. Adopt a stance of integrative complexity and dialectical synthesis without equivocating on everything. For example, rather than saying, "Expertise evolves from knowing answers to navigating possibility spaces," you might say, "Expertise evolves from just knowing answers to navigating possibility spaces." That way we're providing a more realistic perspective that the value of expertise won't just suddenly disappear. Or rather than saying that something definitely will be a certain way, say that it might be a certain way.
7. Use reference experiences: To make the implications more compelling use reference experiences from people's lives that they can relate to. For example, I don't need to convince someone that scraping their nails on a chalkboard feels bad. Everyone has heard it before and knows what it feels like.
8. Focus on depth over breadth: I'd rather focus on a few ideas and explain them well rather than glossing over big ideas that might be too abstract.
9. Don't use jargon or abstract words. For example, in a recent post you wrote:

"From: Creating individual pieces of content
To: Developing dynamic knowledge systems
Next: Orchestrating interactive idea ecosystems"

Users won't know what you mean by 'dynamic knowledge systems' or 'orchestrating interactive idea ecosystems. Rather than just stating jargon, things should be explained.

10. Add Pattern Interrupts: For example, "You might think AI agents will make thought leadership easier. Here's why they'll actually make it harder..." or "The biggest threat isn't AI replacing thought leaders - it's THIS..."

11. Include High Stakes: specifics about what people could gain or lose over time. (e.g., "It took radio 38 years to reach 50 million users. AI agents might reach that in months.")

12. Have a strong Narrative Arc: Frame it as a story of transformation. Include more dramatic reveals of counterintuitive insights.

13. Add More "Share-Worthy" Elements:

- Memorable phrases that encapsulate key insights
- Surprising predictions
- Counterintuitive conclusions that challenge conventional wisdom

But only share things that are based on the simplicity on the other side of complexity. In other words, I don't want hot takes that are easy to disprove. I want ideas that have been explored from every which way and dimension and have survived.

QUOTE GRAMMAR

When using the transcript for direct quotes, feel free to clean the transcript:

- A. Remove filler words
- B. Complete unfinished thoughts with square brackets.
- C. Fix weirdly constructed sentences where it's clear that the thought wasn't completely expressed or that the speaker changed the direction of the thought mid-sentence, for example. In those cases, rephrase the transcript so the resulting quote is a clear and complete thought.
- D. If the transcribed version uses words that are clearly misheard/mistranscribed, correct them (an example: if the entire transcript mentions the Wisdom of Crowd, and in a part of the transcript it says "the wisdom of Krause effect", it's clear it was a mistranscription and it needs correcting).

FORMATTING

1. Use markdown formatting for optimal readability.
2. Write everything out in full paragraphs.
3. Use bullets only if you're sharing a list of items in order to improve readability.
4. Bold keywords, phrases, and sentences.
5. Format quotes as follows: "Quote from the transcript." – This should be followed by a brief explanation or analysis of the quote's significance. The quote should be in a blockquote section, and it should be italicized.
6. The headers for each of the main list items should be header 3 size.
7. For the table of contents, just include the top level list. Don't include subheaders (eg, A, B, C)

OUTPUT

Your response should be shared in an artifact.

After you create the first artifact, then reflect on the previous artifact in the following way:

1. Break these concepts down to their fundamental constituents
2. Question the underlying assumptions at that fundamental level from multiple diverse perspectives.
3. Reassemble these elements into entirely novel frameworks and implications using first principles .

Then, create a new artifact to refocus on the most interesting ideas that arose out of the perspectiving.

After that, share 3 implications for each of the following categories of people:

- Creatives
- Knowledge workers
- Entrepreneurs
- Thought leaders
- Prompt Engineers

Each category should have its own artifact.

FURTHER CONTEXT

Do not share other sections beyond what is asked for. What you output will be included in a larger document with other sections. For example, there doesn't need to be an intro or conclusion unless the user specifically asks for it.

INSTRUCTIONS

Analyze the given transcript thoroughly and provide an exhaustive, in-depth analysis tailored for my audience that is also engaging and has the potential to spread virally as an article.

The analysis should be comprehensive and specific, prioritizing depth and detail over brevity and breadth.

Depth and Detail Emphasis:

This analysis requires an exceptionally deep and detailed examination of the transcript. Go beyond surface-level interpretation and strive for the following:

Preliminary Step:

1. Carefully review the entire transcript multiple times to ensure a deep understanding of the content.
2. Identify the speaker's name if mentioned. If found, use the speaker's name throughout your analysis for a more personalized approach.
3. Note key themes, concepts, and arguments presented, including subtle or implicit ideas.
4. Identify any recurring patterns, metaphors, or frameworks used by the speaker.

TOPIC

A. Identify and explain the second-order and third-order implications of the ideas shared in the transcript that are NOT explored in the transcript and are not talked

about all online. At the same time, focus on implications that directly emerge from the transcript.

B. Primarily focus on implications that relate to people's success in their career. The secondary focus should be the future of business.

C. Focus on the most interesting ideas that have the potential to be shared virally online.

D. Highlight any unique or counterintuitive aspects of these concepts as presented.

E. Number the implication headers. The specific second-order and third-order effect subheaders should be lettered.

F. List the implications first before you give the first one. This will serve as a table of contents.

G. Only do second-order and third-order effects. Don't do fourth-order effects.

H. Each implication should connect back to the transcript, and the intro of each section should make that connection clear.

INTRO

The intro for each implication should attention-grabbing and motivate people to read the entire article.

Rather than summarizing the benefits the intro should break down the stakes of reading the article and how understanding the future can help them in their career

get things (raises, promotions), create things they couldn't before (companies, products, creative work), or help them be smart, etc.

When the user asks for a title, use these guidelines..

Propose 10 alternate titles

Each title should be very different from the other.

The titles should really stand out on social media newsfeeds, google search results, and email inboxes. And they should be irresistible like a must-itch scratch.

Even people who are just mindlessly skimming should have their pattern interrupted and pay attention.

Feel free to use any following devices to make the title more clickable or any other device that is proven to work :

-Hitting an underdog identity (eg, People Who Have "Too Many Interests" Are More Likely To Be Successful)

-Realistic Hyperbole (ie, this is the most comprehensive map ever created on human development)

-Outcomes (highlight the life-changing benefits people get by continuing to answer your question)

-Authority (showcase extent & rigor of research answers are based on)

-Counterintuitive (point out insights that are shocking)

Automation Transcript

Connoisseurship Prompt

I want to share prompt automations via free youtube videos that then link to my paid community.

Attached is a video transcript that someone else did that accomplished this. Can you outline the key parts to cover in the video the role that each play so that I can use it as a template if I want.

Video Template

Video Structure Template

1. Hook & Problem Statement (0:00-0:30)

- Start with a compelling question that addresses a specific pain point
- Example: "Have you ever wanted to scrape thousands of local business emails in just 15 minutes?"
- Briefly promise the solution you'll demonstrate
- Keep it under 30 seconds to maintain attention

2. High-Level System Overview (0:30-1:00)

- Use a visual flowchart or diagram to show the entire process
- Break it down into 3-4 main steps
- Keep it simple and conceptual (save technical details for later)
- This helps viewers understand if this solution fits their needs

3. Tool Introduction & Setup (1:00-5:00)

- Introduce each tool/platform you'll use
- Show where to find them and basic navigation
- Mention free tiers/credits available
- Don't assume prior knowledge – explain why you chose these specific tools

4. Step-by-Step Build Process (5:00–35:00)

This is the meat of your content:

Phase 1: Data Collection

- Show the exact process of setting up the data source
- Start with minimal examples (5-10 items) for testing
- Explain parameters and what they do
- Show common pitfalls and how to avoid them

Phase 2: Data Processing/Enrichment

- Connect your data source to processing tools
- Show how to filter/clean data
- Demonstrate API connections with clear instructions
- Use real examples with visible results

Phase 3: Output/Storage

- Show how to store results (Google Sheets, database, etc.)
- Demonstrate data formatting and organization
- Include tips for making outputs client-ready

5. Testing & Troubleshooting (35:00–37:00)

- Run the complete system end-to-end
- Show what success looks like
- Address common errors and fixes
- Demonstrate with real data

6. Scaling Considerations (37:00–39:00)

- Explain limitations of the free/demo version
- Show how to modify for larger datasets
- Discuss timing and automation options
- Mention cost implications at scale

7. Deliverables & Templates (39:00–40:00)

- Offer free templates/blueprints in description
- Show exactly what viewers can download
- Make it easy to get started immediately

8. Call-to-Action & Community Pitch (40:00–end)

- Soft transition to your paid community
- Mention additional resources available
- Focus on value and outcomes, not just features
- Include clear next steps

Key Teaching Strategies Used:

1. Progressive Complexity

- Start with the simplest version
- Add complexity only after basics are understood
- Use small datasets for initial testing

2. Visual Learning

- Use flowcharts for conceptual understanding
- Show actual screens and clicks
- Highlight important fields and buttons

3. Practical Application

- Use real-world examples (plumbers, HVAC, etc.)
- Show actual results and data
- Demonstrate business value

4. Error Prevention

- Point out common mistakes before they happen
- Show what errors look like and how to fix them
- Provide alternative approaches

5. Value Anchoring

- Mention the commercial value ("sold systems like this for \$1,000-\$2,000")
- Emphasize time savings
- Show ROI potential

Technical Best Practices:

1. API Key Management

- Show where to find API keys
- Demonstrate proper connection setup
- Don't expose your actual keys on screen

2. Data Handling

- Show data structure and formatting
- Explain filtering and validation
- Demonstrate error handling

3. Modular Design

- Break complex flows into separate scenarios

- Explain why certain architectural decisions were made
- Show how pieces connect

Content Strategy Tips:

1. **Length:** Keep it under 45 minutes for engagement
2. **Pacing:** Spend more time on complex steps, breeze through simple ones
3. **Personality:** Let your expertise show without being condescending
4. **Value First:** Give away enough value that paid content feels like a natural next step
5. **Repeatability:** Create a template you can reuse for different automations

This structure provides a complete learning experience while naturally leading viewers toward your paid community for more advanced implementations and support.

Transcript

(27) How I Scrape Thousands of Local Business Emails In 15 Minutes - YouTube
<https://www.youtube.com/watch?v=eElmA0mCzXw>

Transcript:

(00:00) hey everybody Nick here have you ever wanted to scrape local service business email addresses I'm talking the plumber across the street maybe the flower shop down the block well in this video I'm going to show you a simple system that takes less than 20 minutes to set up that lets you scrape thousands of local service businesses in just minutes if that sounds like something you guys want to learn how to do then watch me build [Music] it now as mentioned this is a very simple system and what I've done here is I've Just Whipped up a Whimsical this is

(00:29) a visual flowchart mapping software uh and I've added in the flow of information from start to finish so we're going to start by scraping local service businesses from Google Maps where they're going to feed that into an email enrichment platform called any mail finder and then we're just going to be dumping all the results into a Google sheet from a bird's eye view this looks pretty simple now I'm going to be building this make.com so it's going to be a little bit more complicated when we actually get into the nitty-gritty uh

(00:54) but this is more or less all you need to know we're going to be grabbing stuff from Maps enriching it with an email enrichment platform in this case anail finder and then dumping it into a sheet pretty straightforward right first thing we need to do is we need to find a bunch of people or a bunch of businesses that we want on Google Maps so all you need to do is go maps.google.

(01:12) com and I'm in Calgary over here so what I'm going to do is I'm just going to type in the term plumber and I'm going to pretend that my goal here is to just find a list of local plumbers as you can see if I zoom out from the downtown area which is where I'm in to more just the total City we have tons of plumbers and if I were just to keep scrolling down down here you know we'd find more and more and more and more eventually there'd be hundreds if not thousands I don't know how many plumbers per capita um the average city has but you know I think Calgary is a population of 1.5 mil so realistically I think it's

(01:43) fair to say there's probably maybe 500 to a th000 minimum and maybe more um let's hypothetically say that this is what we wanted to do scrape plumbers from the City of Calgary Alberta where I live well what we need to do is we need to find a way to to do the scraping right and so we could theoretically build some web scraper ourselves that goes on this URL with this latitude longitude and then goes from top to bottom clicks this website link grabs the URL stores it and then adds it to a big Google sheet for us or we could just use a simple out-of- the- boox solution

(02:14) that does 99% of that work for us obviously if you've watched my previous videos you know that I love simple out the box Solutions no use rebuilding a wheel if you don't have to and what we're going to be doing for this is we're going to be using a ter a platform called apify apify lets you build very reliable web scrapers

fast as you can see here but probably the more important one is if you go to browse existing tools you'll see the apify store and this just has dozens if not hundreds of out-of-the-box website scrapers it even has some email finders and stuff like that although we're not going to be using

(02:43) that in this video and uh basically just a ton of out-of-the-box functionality that just lets you do the 80/20 of website scraping without really having to like dirty your hands with code and whatnot so what we're going to be using here is actually this first one here and I think it's only first because I've done a lot of clicking on it recently um but you're going to want to look for Google Maps as you'll see there are dozens of these a lot of them are from these guys called Compass um since it's a store apify basically lets different

(03:06) developers sell their scrapers against each other um but there's a Google map scraper Google Maps extractor a review scraper you can see there's a map scraper orchestrator whatever that means uh in our video we're just going to be using this one here at the top left hand corner but I want you to know if for whatever reason that one doesn't work you are free to choose any one of these it doesn't actually matter what input you provide to the system as long as you have something that scrapes Google Maps listings and then gives you URLs so yeah

(03:32) we're going to be using this Google Maps extractor pretty simple pretty straightforward I'm just going to click a try for free and the cost here is very low which is quite nice what we're going to be doing is we're going to be putting the term plumbers the cool part about apify is it just gives you \$5 in credit just up front so you could scrape a lot of leads essentially with that \$5 in credits um this is just runtime but anyway I'm just going to be typing in Plummer and then down here there's a field that says location only use one

(03:57) location at a time so I'm just going to be going Calgary actually you know I can probably just type Calgary AB Calgary Alberta this is probably going to be the same thing that's pumped into Google Maps right here so yeah I think if I type in Calgary that should be fine um number of places per each search room URL if we click on this little question mark icon you can see that you can actually add in 99999999 as the limit meaning if you do that you will scrape literally every place in the whole city which is

(04:25) obviously fantastic if that's what you're looking to do in my case though if I were to do that that would take a fair amount of time to run so I'm just going to I'm just going to type in five and we're just going to use this as sort of an example placeholder but just keep in mind that at any point in time you can change us to 9999 if you want to um and then you can also use it to iterate through different locations to scrape all of the plumbers in let's say I don't know the State of Florida or something if you wanted to there are a couple of

(04:48) additional features here deeper City scrape um basically uh if you go to the Google Maps place that we had before you'll notice that as you zoom in or zoom out of various places um you'll see more listings or fewer listings just because they don't want to overwhelm you right so if I type in plumers here you know I see I don't know maybe 50 plumbers or so here but if I zoom way in Click search this area you'll see that now we're finding a bunch of additional plumbers that we weren't before that's what this does um so if you enable this

(05:19) feature it will increase the runtime by extracting more places in our case we're just doing five I'm not going to I'm not going to click deeper City scrape just know that if you really wanted to get all of the leads you would give that you would give that a click in our though as I mentioned I want this to run quickly I want it to do I want it to be able to work in the course of a video um you have some additional features here you can Define the search area by much more precise uh parameters so you can enter

(05:43) the postal code you can enter the US County you could enter the state and then you could literally enter the longitude and the latitude if you wanted to like really drill it down and then down here there are just a bunch of different categories that you could filter you could look specifically for um these types of businesses the reason why you can do this is because Google just provides these I think as parameters in the search so maybe we're only looking at beaches or something or beauticians or however the hell you say that word I don't know uh and then last but not least you

(06:11) could also use a Google Maps search URL so this URL right over here you could just copy and paste this and then enter that in and essentially what would happen is that would be the source or the the input instead of this um Calgary

Alberta plumber search instead okay but I'm showing you how to do this in appify what we're actually going to end up doing is we're going to end up porting this over to make.

(06:32) com where going to build out the flow from end to end uh but the reason why I'm showing you all of this is just because I want to get you guys comfortable on appify and then once we know how appify Works once we verify the input and the output then we can worry about actually connecting it so that looks good to me what I'm going to do is I'm going to go down here and then press save and start this is now going to basically whip up a server for us and as you can see the memory went from 0 gigabytes to 1 Gigabyte we're a lot at 8 gigabytes because I'm on a free plan I always use free plans for my videos but I do have like a functional appify account the reason why I use free plans is just to show you guys how much you can get done

(07:02) with \$5 a month in usage it's a ton you can basically do all the testing you could ever possibly want you could do more or less like half of the scraping maybe all the scraping you'd ever possibly want um but yeah okay and as you saw that that was really quick right A lot of the time if you're doing 5,000 places may take you a little while longer but because we were just doing five um we we basically did it immediately and what you see here is we get a bunch of different pieces of info we get an image which is pretty cool I don't really think we're going to need this image but I I don't know maybe you could use it in some part of your flow

(07:31) if you're looking to reach out to these businesses cold maybe you could feed this image into AI have it tell you something about it and say Hey you know I love how you're I love that picture where the guy is well maybe this wouldn't be the best piece of Outreach for a plumbing company but I love that picture where the guy's doing some Plumbing I don't know maybe this one's better um you know love the fact that you guys have some smiley faces and uh a Canadian flag on your uniforms this stuff like that you get a total score this is the review score review count Street city state right tons of

(07:59) information here the you could use to customize your a reach which is pretty great um but really the column that we want is we want the website so the

gentlemen pros.com Calgary MF flow.com doca Franks plumbing and heating
Calgary wordpress.

(08:18) com in order for us to do the email enrichment part we actually need a domain name we can't just feed in a business name it's going to work maybe 30 40 maybe like 20 30% of the time if we feed in a domain name it's going to work a lot more often um so basically what I'm going to be doing once we actually build up the flow is I'm going putting every single row here through a filter and the filter is just going to check for the presence of a website if the website exists then it will go through the rest of the enrichment process if the website doesn't exist it's not going to so that seems pretty straightforward how do we actually get all the stuff inside of make.com let's do it all we need to do is um I'm going to be using Google (08:50) Maps extractors just make note of this URL here this is sort of like apfi sort of API if that makes sense you can see they even allow you to copy it the reason why is so that you can just paste it really quickly into um whatever service you're using to automate what we're going to be doing is we're going to be using this um module here and I'm just going to be calling this local service business scraper plus enrichment system okay so let's pretend there's nothing here at all this is all you see what you need to do is you need to click on this button and go to apify and what

(09:21) I'm going to use right now is I'm going to use the run and actor but the actual scenario that we're using is not is not actually going to use that um and I'm doing this just to show you guys how to trigger things from inside of make.

(09:34) com but it's actually a little bit smarter not to do the triggering um in the same scenario that you're doing the rest of the data and I'll explain why in a moment but we're going to choose run an actor here now what you need to do next is you need to connect to appify so you'll click add and then there'll be an API token all you need to do is just copy this paste this into your search bar and then you'll head over to your appify account with the API tokens um just paste that in and that'll do the connection for you I've already done the connection so what I'm going to be doing is I'm going to be using this account

(09:59) under actor here you can do two things you can map and then plug in the URL that we just did or you could look for the scraper here and you can see it

actually already has the compass Google Maps extractor which is nice you'll see there are some settings it says run synchronously um integrat will wait until the actor run is finished beware the maximum time out for the run is 120 seconds the reason why this is valuable to know and understand is because if you're searching for a ton of Records like you know you probably want to be if you're doing an actual scraping job as opposed to just a video demonstrating it you're probably going to need to um run

(10:30) this and then get the results in another scenario and that's what I was referring to before about having about not using the run this actor in the same flow that you're going to be collecting the information from you know uh sometimes these are going to take like 5 10ish minutes to run obviously that's still very little time if you consider the thousands of different results that you could get but uh in our context we're going to be running this on I don't know maybe I'll increase it from five to like 30 just to show you guys what that looks like so we're going to run it synchronously but I know that it's not

(10:57) going to time out so I'm going to leave it at yes for now okay now we get to the interesting part there's this field here called input Json and this is probably the most intimidating field in the entirety of appify um all you need to do in order to satisfy that is go back to the actor here then you see how at the top left hand corner there's manual and then there's Json well this Json is just a copy paste way for you to put in all of the terms that you want um into make.

(11:21) com and you can see if I just hold command and press V if I just try and paste this in like normally you'll see that like the the Json looks really shitty so what I'm going to do is I'm actually going to right click and I'm going to paste in match style and that'll just make it look a lot easier for us to kind of go through top to bottom so deeper City scrape if you remember I turned this parameter to off so um in make or in Json par Lance that is false language here's a location query here's where I type in Calgary Alberta the really cool part about this now is now that we have this in a scenario what you could

(11:48) feasibly do is if you had some other module behind it like a Google map uh Google uh sheets module sorry you could actually use that as the input for this flow and if your Google sheet is a bunch of cities like Calgary uh I don't know

Minnesota is Minnesota a city I don't know I'm not American uh you know Cincinnati um Toronto San Diego right you could actually have it iterate through all of those and then you could run this multiple times for each different city so that's where the Json comes really in handy the max crawled places search is (12:22) five I'm just going to set that to 30 for now hypothetically let's just see what happens search strings array um and then here is basically a big array of the different search strings will feed in Plumber I don't know flower shop um HVAC right these are local service businesses and uh you can feed in basically however many you want just by adding a comma in between and then adding your Search terms sort of like so you don't need to add a last comma here that's fine just that first uh just the one in between records but we're going to leave that here and then for build

(12:50) and for timeout you can just leave those blank it's not a big deal U memory just leave it all leave it all blank it'll just pick the default from appify um and then you don't need to worry about like managing any of that stuff for now okay so why did I get you to this point um all we're now doing is we're basically going to do the exact same thing that we just did over here like physically in the appify dashboard we're just going to do it make.com and the reason why is because that's going to essentially enable us to trigger or

(13:14) sorry about that where the heck was I it's going to allow us to trigger it outside of appify and that's just going to open the door to a ton of other API call Shenanigans and just really cool things that we can do so all I'm going to do is I'm going to right click this and press run this module only as you see it's taking its sweet ass time the reason why is because this is actually spinning up a web server like I was talking about before it's then pumping in all of our Json then it's going out it's actually scraping line by line getting the website it's actually

(13:46) just doing all that heavy lifting for us if you remember last time it also only took us I don't know 15 seconds or so now it's taking us longer and the reason why is because I've fed in more places right I did 30 instead of five so we receive this big output here looks pretty positive we have the capital succeeded scraping finish you can view all scraped places laid down in a map on here it could take some time to

fully load for large data sets that's cool then we have a bunch of other parameters meta stats options usage usage USD the one that's valuable to us is this

(14:14) default data set ID all we're going to do is we're going to command click C so I'm going to copy that the reason why I'm copying this is I just want to show you what the data looks like and what we need to do is get data set items down here now appify separates the running of the actor with the actual data that we get as a result of that because the data can usually be pretty big right you don't necessarily want to put all that stuff together you want to make it accessible to people what we do next is we go to this data set ID and just paste in the same data set from the default

(14:43) data set ID parameter here now if you wanted to run this as a scenario obviously you wouldn't just be hardcoding in the data set you'd actually go down and then let me just type in default you'd actually use this uh this variable here default data set ID but because what I'm doing is I'm just trying to run this next module once just to show you guys what's going on I'm actually hardcoding it you can then um select the type of data transformation you want just always click clean unless you are doing some very specific things and then for format Json It's usually the best with a limit

(15:12) of 100 but keep in mind if you have other functions that you want maybe you want to like create an HTML page for the scraper or something hypothetically you could choose HTML um CSV whatever then the limit I'm going to choose 100 just use the default and now that I have the hardcoded default data seted I'm going to right click press run this module only and you'll see that I now have a giant list of every plumber that I was looking for so about 30 plumbers total all arranged in a bundle format here now

(15:38) when you see 30 bundles like this what this is basically doing is it's it's allowing you to run whatever modules come next 30 times once per Dynamic uh piece of data once per Dynamic run so if we scroll down here to website albertab besome doca for instance if I pump that in here this is Plumbing website of a plumbing service that is in Calgary somewhere within my search now what we want to do is because the rest of our our flow if you go back to local business

scraper because the rest of our flow requires a URL what we're going to do is we're going to add a filter next and that next filter step is just going to filter out all of the (16:18) websites that don't have URLs what we're going to do next is we're going to add that to any mail finder which is our email enrichment platform I'm going to show you how to set up the API call for that and all that fun stuff uh and then finally at the very end we're just just going to dump to a Google sheet but know that you can actually dump to a Google sheet at any step in this process right A lot of people will probably look at what I'm doing and think huh why isn't he logging this all to a database well

(16:39) you can do that if you wanted you could have your next step be a Google sheet you could dump in all of the websites into sorry all of the searches into a Google sheet and then maybe you could separate it out using search filters or something like that to only grab ones with websites just that you have all of the data you don't have to do any searches twice in my case though I'm just being as simple as humanly possible and this is really what I want the system to be like I've sold systems like this for anywhere from \$1,000 to \$2,000

(17:04) so I just wanted to recreate exactly what that looks like for you guys okay great so we have the data set items what do we have to do next well if you think about it the next thing we have to do is we have to send this thing over to um any mail finder which is our API now there's actually a module for any mail finder this did not used to be the case you used to not be able um used to not be able to do this you used to have to like set up the HTTP request custom so we used to have to to http go down here to make a request type in the

(17:34) I don't actually know if this is the API but you know it used to have to be something like this um let's do company then we used to have to go post and then raw and then Json we used to put in a bunch of information here so this is what I personally had to do when I was setting up that system now any mfinder has a very simple um module that allows you to do all of that for us and that's just what we're going to be using in this instance what I'm going to do is I'm going to use the search for a company's emails macher right over here but I'm not actually going to go through the rig roll of setting this up and

(18:04) creating the connection just yet what I'm actually going to do first is I'm I'm going to set up that filter what we want to do is we want to make sure that website exists the condition I'm going to be pumping in is I'm going to go down here to the web site field I'm going to say website I'm just going to go exists in this way if there is a bundle of these 30 um probably going to take a sweet ass time to find one where the the website field is blank the run will stop there and then it'll go to the next one stop

(18:38) there next one until it finds one with a website so it's not showing the filter right now that's just due to a bug if we grab this module and kind of move it around we'll see that it now says website exists we could also just say website it's probably a little bit shorter of a way maybe a little bit more interpretable it's always easy to it's always best to make these things as short as and as interpretable as possible and the next thing we're going to do is we're going to now route this over to any mail finder now in order to

(19:01) do this you need to create a connection and in order to create a connection you have to do a whole thing with like your API key so click on this it'll say my anail finder connection I'm just going to go to Nick left click. then I'm just going to pump in my API key right now uh now what we need to do is we need to search by domain what we need to do is we just need to feed in that website parameter which we found let's see right over here now if you wanted to like if I couldn't find that I could just go curly

(19:29) BRAC curly brace 3. website and do the same thing as me physically looking for this but I was trying to keep it as simple as possible for people in this video going to seeme that you don't have a pre-existing bed of knowledge okay now once we have that what we want to do is we want to add this to a Google sheet and what I'm going to do is I'm just going to create a really um quick and easy sheet just by going to sheets.

(19:51) new and then I'm just going to call this uh in my case I'm just going to call this plumber scraping we'll go plumber email scraping and then what I'm going to do is I'm going to add let's see what sort of data would it make sense to grab from each of these items um okay we obviously want like the business name so let's go business name then let's go website that's the URL let's go phone number I don't

know how many of these are going to have phone numbers but we should definitely check for the phone number um we could also grab the latitude and the longitude too I mean there's really no reason not to if you think about it like what is the additional work required here all we

(20:32) do is we map a single parameter um total score we could say review score Place ID that's meaningless to us um categories we could theoretically add the categories in here I don't really think it's that valuable image categories and then we have a bunch of other settings down here like we could get gas prices if this is a gas place planning service options reviews places people also search opening hours maybe need the opening hours Monday through Friday um in our case we don't I think I'm I'm probably happy with this the last thing we need to do is we need emails so I'm actually going to leave emails blank here um and the reason why

(21:07) is I'm going to use a formula to extract um the email array and then I'm going to have like an email one email 2 email 3 email 4 email 5 and I'm hypothetically going to say you know there's a chance that this scraper that this um email enrichment service actually finds like five emails for us so what I'm going to do is I'm going to use uh very simple formula here to take the an array of emails that it generates for us and then split them into five and I'm just doing this off the top of my head this is what I did for the client there are many other ways to do this you could actually

(21:38) do the separation inside of make.com and then have an email one email 2 email 3 I'm just going to use this email array thing um instead and I'll show you guys what that looks like okay great so business name website phone number awesome what I'm going to do is um personally I always like to make my Google Sheets very pretty one of the things that I talk about very often my community um which teaches people how to do this stuff is how important present is for the client and I know this may seem simple and all we're doing is just changing a font and we're maybe spacing things out a little bit um but I find

(22:06) that when I deliver Google Sheets or Google Documents or or whatnot and I just make the formatting just a little bit different than maybe like the default um it usually comes across this a lot better and people think that the the quality of the

product that I've delivered is higher one of those quick little hacks that takes you 5 Seconds to do but they can really change the game okay now once we've added this Google sheet we actually have to add it so I'm going to go to sheets I'm going go down here and what I'm going to do is I will

(22:29) add a row looks good to me then what I want to do is I need to go to the specific account that has the spreadsheet what I want to do is I want to feed in Plumber email scraping that's the same sheet that I'm referencing up here the sheet name is just going to be sheet one that's just referring to this and then table does indeed contain headers okay great so now we can actually go through and we can map all of the data that we got from here as well as the emails that we've gotten down here so first of all business name uh what was title

(23:03) website it's going to be website phone number phone uh you could do it unformatted too in my case I'm actually going to do it unformatted I'm going to allow myself to deal with the formatting later see how it's one plus one space 403 Dash right um I could just do all that work myself or my client could do the work I don't need to do that work inside of make.

(23:25) com uh review score total score and now we can actually feed in the email array now I could just add this in and just stick it in there and that'd be fine but I actually want to show you guys what the process looks like so I'm just going to run this a couple times without the emails and we're just going to go from there now because this run an actor I I don't want to test this whole flow from start to finish on new data I just want to use the old data what I'm going to do is I'm going to unlink this and then I'm going to drag the schedule

(23:48) module over here to get data set items and I don't actually want to get all the data set items in this case um actually you know what yeah I kind of do let's do 30 yeah so I'm going to leave that as is 30 uh we should have 30 bundles awesome and I'm just going to run this once without the actual email array I just want to show you guys what it's going to look like when this populates one thing that I'll warn you guys is going to happen is if you add some formatting to the header row all of the other rows are going to be formatted kind of weirdly to

(24:14) start um but uh that's all right press run once we'll see that it already passed the website thing which is nice and the search for a company's emails flow was

done we actually found uh it's a success true which is weird we're not actually getting any emails from here odd anyway we're just going to run this scraper then go back over here it's not like we were getting the emails anyway and as you see I mentioned how the formatting is going to be kind of weird so what I'm going to do is just go down here and then reset this then reset that

(24:48) oh and then I'm not going to bold any of this stuff so command B there you go unbolded and basically this module just takes the formatting from the previous row so from now on uh we're not going to have to deal with that it's just going to grab whatever this format is and then just use the same one underneath it I'm going to format this a little bit differently I want this to look kind of pretty and you see that some of these Plumbing websites have sort of oops sorry about that uh they have sort of weird like uh UTM parameters and whatnot I'm not going to worry about that okay

(25:17) so we verified that this works so I'm going to press stop here for stop we verified that this works to add everything except for the emails let's actually go through the email step so um I just paused this hence why there's this sort of like yellow warning sign I basically forced the stop but what I'm going to do is I'm going to look to see if there's a run with an email okay great so I see that there's one here Calgary plumbers and drains for instance there's one over here cross connection Services there's one over here with three different email addresses right um

(25:48) and it looks like uh I don't know maybe half of them have email addresses looks like the first few didn't but yeah most of them do which is quite nice what we want to do is we want to deal with the case or deal with a situation in which there's more than one email essentially um so what I'm going to do is I'll go over here and then what I'm going to do is I'm going to feed in just this whole email list okay if you want to see what multiple emails actually looks like like the actual text that it's going to be

(26:13) outputting we'll go over here and then in the top right and Corner we're going to go to download output bundles and you'll see that this is basically what I'm going to be getting I'm going to be getting email list Mike Dan gy basically all

of the stuff um just in like one one big string uh and let me think about this specifically this is precision [Music] plumbing.

(26:49) com doca then down over here for the result uh just for this test I'm going to feed in this whole email list into the email array and we're just going to see what what it pops up as so I don't actually need to run this 30 times I only need to run this once so I'm just going to go to limit one run this from start to finish you'll see that the second time it ran much faster that's because every time it does the search it actually goes and it caches the results okay great you see how now we have Mike at Precision Plumbing Dan and precision Plumbing gy at Precision Plumbing basically um what we can do now

(27:18) is we can split this email array so G10 oops uh we need to add the delimiter which in our case is just going to be this um comma and you'll see it actually automatically adds in all of the email addresses for us into the first second and third row which is quite nice I should note that this is not hardcoded as you see up here we have the split so if you wanted to hardcode it you would have to um paste it without formatting um and you'd have to paste all these without formatting but this is a very very quick and easy and simple way that you can just very simply map across all these emails so

(27:52) that having a deal with a bunch of make.com BS um if you wanted to do this differently what you could do is you could add make.com logic where uh you basically get from email list the first email here and then the second email and then the third email and then the fourth email but I like the idea of not having to hardcode it in like that I like the idea of just being able to add split on this first row and then just have it automatically iterate over every single email all the way down here like theoretically we could I don't know one

(28:24) website might give us like 30 emails right so this way we get to do all of that without having to just do the logic and make.com and without having to sort of I don't know account for it if that makes sense little bit more scalable of a solution that way and yeah you're probably not going to get 10 emails but uh does not does not hurt I want to say now this email array for us actually isn't very valuable so what you can do is you could just like minimize it and make it really small if you wanted to totally up to you okay great so what I'm

(28:49) going to do now is I'm just going to delete um let's do this and then actually let's just delete everything um and then what you have to do in order to make this work is you just have to feed in uh g whatever the row number is and then just delimit by this you are going to get an error here um but that's okay you could also say like if uh I don't know if uh could you do exists I don't know but you could say like if G2 doesn't equal uh like an empty string or whatever then run it I'm not going to do that right now because again I don't

(29:28) really care um the the dollar sign value exclamation point is fine for now and then what I'm going to do is I'm going to go back here to now collecting all of the websites instead of just one I'm going to go back over here to doing a limit of 30 and then now we're just going to test this on that one specific data set uh run which is going to be quite nice then we're going to iterate through all of these and just see how many of these emails we get see just all the data that sort of comes through now the first 10 or whatever are going to run a lot

(29:58) faster now because we've actually done the execution and what anyil finder is doing under the hood is they're actually storing the email addresses that they found which is quite nice and for some reason this isn't actually adding in what I wanted it to so hold on a sec title website phone unformatted H oh you know what it's not adding it because oh it's not adding it because you can't actually add this ahead of time sorry I lied you can't actually add all of that until you know what these are so you have to go down here so we're just going to delete all of these for (30:39) now and then uh we're going to run this one more time there you go this looks a lot better okay so what I'm going to do is I'm just going to go all the way down and then I'm going to change this formatting I'm going to reset reset that's going to stop what we had before which is a bunch of weird format and then I'm just going to unbold all this and now we don't have the the Bolding either and now that we've you know previously it was just running through rows that were cached which is why it ran all 13 of these so fast now that

(31:05) we're on actual data we do need to slow down a little bit and it's going to run these sort of like one at a time I should note that you don't actually have to run it this way if you run it this way um it will be it's sort of going to take quite a while right as you see it might be like a minute or I don't know maybe 10 or 15 seconds or

something per run if you were to try and iterate through thousands upon thousands of rows this make scenario would actually time out and that's where the um the API comes in handy as opposed to using just these these pre-built modules here but anyway we're getting a bunch of

(31:34) data then if I go through you'll see that a bunch of these have email addresses which is pretty cool not all of them are 100% right but uh you know in scraping you can never be 100% right like some of these are WordPress for instance and the reason why it's getting WordPress emails is because this is wordpress.

(31:52) com basically the top level domain here is is this wordpress.com or the root domain is wordpress.com Frank just either couldn't to have his own website domain or just doesn't want to and that's fine what we could do as well is we could add a filter after this n email finder steps that the only rows that we're adding here have email addresses that would make our thing look a little bit prettier too I didn't do that in this case but maybe I'll do that right after this finishes running okay great so it actually just finished running and what I'll do is I'm just going to split G2 by the presence

(32:21) of this then I'm just going to go let's just add all of these in you see that a bunch of these if I add a filter and then if I sort a bunch of these have um email addresses specifically it looks like of the oh oh hold on we're getting a bunch of additional rows unfortunately I think the reason why is because I did not successfully delete um the previous ones so I'm just going to go through here and just delete all these oh it doesn't look like I can okay what I'm going to do is I will go back here and I'm going to filter out the presence of blanks okay nice so it

(33:04) looks like out of the I don't know 26 that we fed in we got 16 so 16 out of 26 is about 60% or so of the emails which is a reasonable good result uh not the best result but it's pretty solid so you know if if you were to feed in 10,000 or so you would get 6,000 email um 6,000 rows with the presence of at least one email it looks like we also had let's see uh nine records with more than one email oh I guess I have to make that 15 actually not 16 because this Matt at WordPress is twice because I ran it

(33:38) twice um but of that we got nine with or eight with two emails and then we had a bunch of these with three emails um so really like sort of if you were to count of the number of emails that you're getting out of the 10,000 websites that you supply you'd probably get about 10,000 it's just some of these would be from the same business granted it's fine to do that uh because a lot of the time the same like if you just send it to one person they won't reply but if you send it to two people or something like that the second person will see it talk to the first person in the local service

(34:04) business and be like hey did you see that email that Nick sent us um and that can actually you know sort of go to your go to your benefit if that makes sense but okay I personally don't really like the way that this looks um sort of got ahead of myself here and use these quick hacks I don't like the fact that I have to add in that information I don't really like the fact that I didn't filter it for the presence of email addresses so what I'm going to do is I'm going to go down here and I'll say email

(34:28) email list one has to exist so now it's only going to dump emails in if the emails actually exist which is pretty nice and what I'm going to do is for email one I'm actually going to hard code email list we'll say get I'm actually going to hardcode that first um email from the email list and then I'm going to proceed with my cute little formula um from the second Point onwards that's what I'll do and that way I can make it completely optional and if you don't want to have a second ugly looking email you don't have to just going to filter and unfilter to see if I

(35:06) have any additional rows here that I wasn't keeping track of nice good I'm going to delete all this now and now that I have this email question mark I'm just going to run this whole puppy one more time it's going to run a lot faster now because I have the um cached responses it's pretty nice and I'm just going to now reset the formatting oh yeah I got to unbold it too one sec there we go and yeah you see that out of all of those runs we ended up with 16 uh ones with with actual email ones and then a bunch of them have

(35:46) more not all of them but a bunch of them have more and then if you I don't know wanted to iterate through more or something like that you you could I

believe in sheets you could also index or something so that you could start this whole process at the second row not the first but we'll just leave that blank for now we'll just pretend that you know you only wanted to get one hypothetically so I just don't have to make this very complicated for people that don't fully understand what's going on here under the seeds or under the hood okay great so that's the end to- end system but I mentioned to you earlier that there were (36:17) going to be a couple of differences here in so far that we can't use this this run because if we use this run on like a thousand rows or something then it's not it's going to take too long basically for us to be able to run this scenario so what I'm going to do is I'm actually going to separate these two I'm going to have one scenario um let's do this I'm going to separate this into two parts the first is going to run the actor the second is going to get the local service business data and then send to enrichmond platform how do I actually do this in practice well I'm just going to open up

(36:46) another scenario here I'm just going to call this scenario one run local business scraper maybe we should actually say Google Maps extractor apfi scraper and then I'm just going to copy and paste this in and that is all this scenario is going to do it's going to go on a schedule maybe I want it to run every day I want it to run once a day at uh I don't know 1216 p.m.

(37:14) hypothetically and what this is going to do is this is going to run that scenario and in the second scenario instead of using the run and actor we'll go back to app five what we're going to do is we're going to look at watch actor runs instead plug that in here and then we have to create a new web hook here this web Hook is going to allow us to watch that specific actor run so go to actor and then type in Google Maps extractor we'll say Google Maps extractor finished click save that looks good then we're going to

(37:49) go into the get data set items and now we're actually going to map the default data set ID here then instead of a limit of 30 I'm just going to set I don't know hypothetically I'm going to pretend that we're only going to do 100 at a time and then now we have everything that we need to actually run this in reality so I'm just going to delete everything but but Alberta Pro drain Solutions just because I

want the formatting to be the same when this thing runs now what I'm going to do is I'm going to save this I'm

(38:12) going to run the scenario now and now I'm actually going to go here make sure this is all my data right we're going to search 30 places nice okay build time okay great and I'm actually going to run this now so this first scenario is actually going and then running the actor you'll see that because I left the sequential um run synchronously button on it's actually going and it's it's it's not finishing the the run immediately it's actually going and it's actually running it if you go to actor here then we go to runs you'll see that this is now actually going and I think that this just

(38:45) finished so now if we go back here you'll see that we caught the successful run we listed all of those records and then what we did is we fed that into default data set ID here and now we're pulling in actual websites like Frank's heating Frank's plumbing and we're actually finding websites just like we were doing before as I showed you now these are going to be the same websites because I'm running a search of 30 and I'm just feeding the same URL but you could as you saw before feed in a much deeper search by going and changing the the depth settings uh and just making

(39:15) them go way way deeper and then adding like 9,999 records or whatever instead so what I'm going to do is I'm going to stop both of these oops sorry about that we're going to force stop you poor little guy took them out in the back shed and put them down and I'm going to export These Blueprints let's go here then I'm going to go over here export this blueprint too and I'm just going to name both of these what they are and then I will add that as a link to the bottom of this video description so that is that hopefully you now know everything you

(39:52) need to know in order to get out there and scrape hundreds of thousands of local service businesses for yourself very quickly I might add as you see this is quite an inexpensive process you could theoretically run a system like this for just a few dollars a day you just need to spend money on the make.

(40:09) com operations and then the apfi um I think it's like memory or runtime or whatever they gave you the \$5 in credits for I love building make.com systems on camera if you guys have any recommendations or suggestions or or requests just

drop them down below as a comment and I'll add them to my queue otherwise if you guys can do all that fun YouTube stuff like subscribe get me to the top of the ELO and I'll see you on the next video

Class #7

Expertise Extractor

USER CUSTOMIZATIONS

[TARGET MARKET] = ?

[CONTEXT] = ?

GOAL

I'd like to understand my most unique and useful units of expertise that I could turn into prompts that [TARGET MARKET] would pay for and use.

INSTRUCTIONS

Based on everything you know about me and [CONTEXT], follow the steps below:

1. Break my expertise into a comprehensive wide-scan table that features my atomic units of expertise. Each unit of expertise should be the smallest possible unit of value. The reason I want small is so that I can mix & match different atomic units into different chains of value in the future. Part of the goal of this table is to help me make implicit expertise more explicit.
2. Identify the top 7 atomic units that you'd recommend turning into prompts. For each unit, give the prompt a name and explain it in a paragraph. Then explain why you short-listed it and the evaluation rubric you chose.
3. Recommend the top 3 prompt chains you'd recommend automating with a tool like Make.com. Explain each module in the following in detail.

Promptify

What would you consider my most rare and valuable unit of expertise to be? What are all of the ways that that unit of expertise can be turned into prompts? Create a comprehensive list of prompt ideas. Give each prompt a name, an overview, and why it's valuable.

Class #11: Transformative Prompts

Model Of Transformation

What Other Person Is Experiencing

- Personality
- Thinking
- Feeling
- What's going on?
- What's not going on? (negative space)
- How do I use AI to get more information out of people before I even talk to them live?

What We Are We Experiencing

-
-
-

How To Go Deep

- Fafdasf
- Fadaf
- Fafasf

Strategies

- Fafdsa
- fadsfds

Takeaways

- **Combine** types of prompts together to create new type.
 - F

Mapping Prompt

GOAL

Answer: I'm an AI thought leader, and I want to create prompts that provide deeply transformative value for my readers on personal level. My goal with this specific prompt is to understand the full possibility space of how prompts create value. I'm particularly look for types that are the most transformative, effective, and most novel. I'm looking to maximize the diversity of different types of value and ways of creating value to create a wisdom of crowds effect / hybrid vigor.

INSTRUCTIONS

Can you create a categorized, multi-level map of the possibility space of all the different types of transformative value that could be created via a prompt.

REASONING

To do this, use the following forms of reasoning:

1. Think from first principles
2. Study the most effective, research-backed methodologies and analyze their parttners.
3. Study the most effecitve methodologies that may or may not be researched back but are widely adopted, spread between cultures, and that last over time. Then notice patterns.
4. Use multiple types of synthesis to create the map.

EXAMPLES OF VALUE

Below are examples of types of value:

1. Using Daniel P Brown's ideal parents exercise (imagination/visualization)
2. Having AI personality profile us and find blindspots
3. Creating transformative stories.

Only use these as samples. I expect you to go beyond these to find new categories.

OUTPUT

Each reasoning methodology should be its own artifact.

Prompts Shared

Synthetic Data

First Principles

First Principles Map of Transformative Prompt Value

Level 1: Core Human Change Mechanisms

1. Cognitive Architecture Modification

- **Schema Disruption:** Prompts that deliberately break existing mental models
- **Metacognitive Activation:** Prompts that create awareness of thinking patterns
- **Perspective Multiplication:** Prompts that force simultaneous holding of contradictory views
- **Abstraction Ladder Navigation:** Prompts that move thinking between concrete and abstract

2. Emotional-Somatic Integration

- **Embodied Cognition Bridging:** Prompts that connect thought to bodily sensation
- **Emotional Granularity Enhancement:** Prompts that differentiate subtle feeling states
- **Trauma Pattern Recognition:** Prompts that surface unconscious protective mechanisms
- **Somatic Resource Building:** Prompts that create new body-based coping strategies

3. Identity Architecture Reconstruction

- **Self-Concept Elasticity:** Prompts that make identity more fluid and adaptable

- **Shadow Integration:** Prompts that surface and integrate rejected aspects of self
- **Future Self Activation:** Prompts that create vivid connection to potential selves
- **Parts Work Facilitation:** Prompts that dialogue between internal sub-personalities

4. Relational Field Transformation

- **Attachment Pattern Revelation:** Prompts that expose relationship templates
- **Interpersonal Blind Spot Illumination:** Prompts that reveal how others experience us
- **Collective Intelligence Activation:** Prompts that tap into group wisdom
- **Social Identity Reconfiguration:** Prompts that shift group belonging patterns

Level 2: Information Processing Transformations

5. Attention Architecture

- **Salience Network Reprogramming:** Prompts that change what we automatically notice
- **Focus Depth Modulation:** Prompts that train sustained vs. distributed attention
- **Novelty Detection Enhancement:** Prompts that increase sensitivity to new patterns
- **Background Processing Activation:** Prompts that engage unconscious problem-solving

6. Memory System Optimization

- **Episodic Memory Recontextualization:** Prompts that reframe past experiences

- **Semantic Network Expansion:** Prompts that create new conceptual connections
- **Procedural Memory Enhancement:** Prompts that embed new behavioral patterns
- **Working Memory Scaffolding:** Prompts that externalize cognitive load

7. Decision Architecture

- **Value Hierarchy Clarification:** Prompts that reveal true priorities
- **Option Generation Expansion:** Prompts that break assumed constraints
- **Risk Perception Calibration:** Prompts that correct probability distortions
- **Temporal Discounting Adjustment:** Prompts that rebalance present/future weighting

Level 3: Developmental Catalysts

8. Stage Transition Facilitators

- **Complexity Increase Triggers:** Prompts that force handling of more variables
- **Dialectical Integration:** Prompts that synthesize thesis and antithesis
- **Subject-Object Shift:** Prompts that make the implicit explicit
- **Perspectival Capacity Building:** Prompts that add dimensions of awareness

9. Learning Architecture Enhancement

- **Learning-to-Learn Loops:** Prompts that improve the learning process itself
- **Transfer Pattern Recognition:** Prompts that find deep structure across domains
- **Feedback Loop Tightening:** Prompts that accelerate iteration cycles
- **Error Correction Mechanism:** Prompts that improve mistake detection and recovery

10. Creative Capacity Expansion

- **Constraint Liberation:** Prompts that dissolve artificial limitations
- **Combinatorial Explosion:** Prompts that force novel combinations
- **Emergence Facilitation:** Prompts that create conditions for unexpected insights
- **Divergent-Convergent Cycling:** Prompts that optimize creative process flow

Level 4: Reality Interface Modifications

11. Perceptual Filter Adjustment

- **Sensory Granularity Enhancement:** Prompts that increase perceptual resolution
- **Pattern Recognition Acceleration:** Prompts that speed up insight formation
- **Signal-Noise Discrimination:** Prompts that improve relevance detection
- **Cross-Modal Integration:** Prompts that connect different sensory channels

12. Narrative Architecture Reconstruction

- **Story Dissolution:** Prompts that break limiting personal narratives
- **Meaning-Making Renovation:** Prompts that reframe life significance
- **Causal Chain Rewriting:** Prompts that change perceived cause-effect relationships
- **Hero's Journey Activation:** Prompts that position user as protagonist

13. Time Perception Modulation

- **Temporal Resolution Enhancement:** Prompts that expand present moment awareness
- **Future Pacing:** Prompts that create visceral future experiences
- **Past Integration:** Prompts that heal temporal fragmentation
- **Chronesthetic Flexibility:** Prompts that shift time perception modes

Level 5: Consciousness State Induction

14. State Architecture Access

- Flow State Triggers: Prompts that induce optimal performance states
- Hypnotic Induction: Prompts that access suggestible states
- Meditative States: Prompts that create contemplative awareness
- Peak Experience Generation: Prompts that trigger transcendent moments

15. Awareness Dimension Expansion

- Witness Consciousness: Prompts that create observer perspective
- Non-Dual Awareness: Prompts that dissolve subject-object boundaries
- Quantum Possibility Thinking: Prompts that hold multiple realities
- Fractal Awareness: Prompts that recognize patterns across scales

Research-Backed

Research-Backed Transformation

Patterns in Prompts

Therapeutic Modality Patterns

1. Cognitive Behavioral Patterns

- Thought Record Prompts: Based on Beck's cognitive distortion identification
- Behavioral Activation Scheduling: Prompts that increase rewarding activities (Lewinsohn)
- Socratic Questioning Sequences: Prompts that challenge assumptions (Beck, 1979)
- Cost-Benefit Analysis: Prompts weighing pros/cons of beliefs (Burns, 1980)
- Cognitive Restructuring Chains: Sequential reframing prompts (Ellis REBT)

2. Psychodynamic Exploration Patterns

- Free Association Triggers: Prompts that bypass conscious censorship (Freud)
- Dream Work Prompts: Symbol interpretation and latent content (Jung)
- Transference Pattern Recognition: Prompts revealing relationship templates (Kohut)
- Defense Mechanism Identification: Prompts exposing protective strategies (Anna Freud)
- Object Relations Mapping: Prompts exploring internal representations (Klein)

3. Somatic and Body-Based Patterns

- Focusing Prompts: Felt sense exploration (Gendlin, 1982)
- Body Scan Variations: Progressive awareness prompts (Kabat-Zinn MBSR)
- Polyvagal State Shifts: Prompts for nervous system regulation (Porges)
- Sensorimotor Processing: Bottom-up integration prompts (Ogden)
- Bilateral Stimulation: EMDR-inspired processing prompts (Shapiro)

4. Mindfulness and Acceptance Patterns

- Present Moment Anchoring: Based on MBCT protocols (Segal, Williams, Teasdale)
- Defusion Techniques: ACT-based prompts separating thoughts from self (Hayes)
- Values Clarification: Prompts identifying life directions (Hayes ACT)
- Radical Acceptance Induction: DBT-based reality acceptance (Linehan)
- Loving-Kindness Generation: Metta meditation prompts (Salzberg research)

Neuroscience-Based Patterns

5. Neuroplasticity Activation

- Deliberate Practice Structuring: Prompts optimizing skill acquisition (Ericsson)
- Interleaving Patterns: Mixed practice prompts for better retention (Rohrer & Taylor)
- Retrieval Practice: Testing effect prompts (Karpicke & Roediger)
- Spaced Repetition Scheduling: Prompts optimizing memory consolidation (Ebbinghaus)
- Desirable Difficulty Introduction: Prompts that enhance learning (Bjork)

6. Default Mode Network Modulation

- Mind-Wandering Guidance: Prompts for creative insight (Christoff et al.)

- **Self-Referential Processing:** Prompts engaging medial prefrontal cortex
- **Rumination Interruption:** Prompts breaking negative thought loops (Nolen-Hoeksema)
- **Prospective Thinking:** Future simulation prompts (Schacter et al.)
- **Autobiographical Integration:** Memory consolidation prompts (Conway)

7. Executive Function Enhancement

- **Working Memory Training:** N-back inspired prompts (Jaeggi et al.)
- **Inhibition Strengthening:** Go/no-go pattern prompts (Verbruggen)
- **Task Switching Practice:** Cognitive flexibility prompts (Monsell)
- **Goal Maintenance:** Prompts for sustained attention (Duncan)
- **Conflict Monitoring:** Stroop-like interference prompts (Botvinick)

Positive Psychology Interventions

8. Well-Being Enhancement Patterns

- **Gratitude Interventions:** Three good things prompts (Seligman et al., 2005)
- **Strengths Spotting:** VIA character strengths identification (Peterson & Seligman)
- **Best Possible Self:** Optimism intervention prompts (King, 2001)
- **Acts of Kindness Planning:** Prosocial behavior prompts (Lyubomirsky)
- **Savoring Amplification:** Prompts enhancing positive experiences (Bryant & Veroff)

9. Flow and Engagement Patterns

- **Challenge-Skill Balance:** Prompts calibrating optimal difficulty (Csikszentmihalyi)
- **Clear Goals Setting:** Prompts for flow preconditions (Nakamura & Csikszentmihalyi)

- Immediate Feedback Loops: Prompts creating rapid iteration (Csikszentmihalyi)
- Autotelic Experience Design: Intrinsic motivation prompts (Deci & Ryan SDT)
- Time Transformation: Prompts altering temporal experience in flow

Learning Science Patterns

10. Metacognitive Development

- Elaborative Interrogation: Why-question prompts (Pressley et al.)
- Self-Explanation Generation: Prompts for deep understanding (Chi et al.)
- Dual Coding Activation: Visual-verbal integration prompts (Paivio)
- Generation Effect Utilization: Active production prompts (Slamecka & Graf)
- Testing Effect Application: Retrieval practice prompts (Roediger & Karpicke)

11. Transfer and Generalization

- Analogical Reasoning: Structure mapping prompts (Gentner)
- Far Transfer Facilitation: Abstract principle extraction (Barnett & Ceci)
- Variation Theory Application: Prompts highlighting critical features (Marton)
- Productive Failure Design: Strategic struggle prompts (Kapur)
- Contrasting Cases: Prompts using comparison for insight (Schwartz & Bransford)

Social and Developmental Patterns

12. Attachment and Relationship Patterns

- Earned Security Development: Prompts for attachment repair (Main & Goldwyn)

- **Mentalization Enhancement:** Theory of mind prompts (Fonagy)
- **Emotion Regulation Strategies:** Prompts based on Gross's model
- **Interpersonal Effectiveness:** DBT DEARMAN prompts (Linehan)
- **Compassion Cultivation:** CFT-based prompts (Gilbert)

13. Identity Development Patterns

- **Narrative Identity Construction:** Life story prompts (McAdams)
- **Possible Selves Exploration:** Future identity prompts (Markus & Nurius)
- **Identity Status Movement:** Exploration/commitment prompts (Marcia)
- **Self-Determination Support:** Autonomy-supportive prompts (Deci & Ryan)
- **Growth Mindset Cultivation:** Prompts for malleable self-theories (Dweck)

Peak Performance Patterns

14. Expertise Development

- **Deliberate Practice Design:** Prompts for targeted improvement (Ericsson)
- **Mental Representation Building:** Expert schema construction (Chase & Simon)
- **Pattern Recognition Training:** Chunk development prompts (de Groot)
- **Adaptive Expertise:** Flexibility in expertise prompts (Hatano & Inagaki)
- **Reflection-in-Action:** Practitioner thinking prompts (Schön)

15. Creativity Enhancement

- **Divergent Thinking Stimulation:** Alternative uses prompts (Guilford)
- **Remote Association:** Prompts connecting distant concepts (Mednick)
- **Incubation Period Optimization:** Unconscious processing prompts (Wallas)
- **Constraint-Based Creativity:** Prompts using limitations (Stokes)
- **Bisociation Facilitation:** Prompts merging matrices (Koestler)

Cultural Patterns

Culturally-Enduring Transformation Patterns

Ancient Wisdom Traditions

1. Contemplative Inquiry Patterns

- Koan Contemplation: Paradox prompts that break logical thinking (Zen)
- Self-Inquiry (Atma Vichara): "Who am I?" recursive prompts (Advaita Vedanta)
- Lectio Divina Stages: Sacred reading progression prompts (Christian Mysticism)
- Sufi Remembrance (Dhikr): Repetitive awareness prompts
- Talmudic Questioning: Multi-layered interpretation prompts (Jewish tradition)
- Dialectical Reasoning: Thesis-antithesis-synthesis prompts (Hegelian/Buddhist)

2. Shamanic and Indigenous Patterns

- Vision Quest Preparation: Prompts for life transition (Native American)
- Dreamtime Navigation: Prompts accessing mythic consciousness (Aboriginal)
- Plant Teacher Dialogues: Prompts for nature communication (Amazonian)
- Ancestor Consultation: Prompts connecting to lineage wisdom (African)
- Sacred Storytelling: Mythic narrative embedding prompts (Universal)
- Ritual Container Creation: Prompts for sacred space (Cross-cultural)

3. Energy and Consciousness Patterns

- Chakra Activation Sequences: Energy center awareness prompts (Yogic)
- Meridian Tracing: Energy pathway prompts (Traditional Chinese Medicine)
- Pranayama Consciousness: Breath-awareness integration prompts (Yoga)
- Qi Cultivation: Life force enhancement prompts (Qigong/Taoist)
- Kundalini Awakening: Evolutionary energy prompts (Tantric)
- Subtle Body Mapping: Multi-dimensional awareness prompts (Tibetan)

Initiatory and Transformative Patterns

4. Rites of Passage Structures

- Threshold Crossing: Liminal space navigation prompts
- Ordeal Integration: Challenge-as-growth prompts
- Death-Rebirth Cycles: Ego dissolution and reformation prompts
- Elder Wisdom Transmission: Mentorship activation prompts
- Sacred Wound Alchemy: Trauma-to-gift transformation prompts
- Return Integration: Prompts for bringing wisdom back to community

5. Mystery School Methodologies

- Hermetic Principles Application: As above, so below prompts
- Alchemical Process Stages: Transformation metaphor prompts
- Kabbalistic Tree Navigation: Sephiroth exploration prompts
- Gnostic Direct Knowing: Gnosis activation prompts
- Pythagorean Sacred Geometry: Pattern recognition prompts
- Eleusinian Mystery Structure: Death-rebirth initiation prompts

Philosophical and Existential Patterns

6. Socratic Method Variations

- Elenchus (Cross-Examination): Assumption challenging prompts
- Maieutics (Midwifery): Knowledge birth prompts

- Aporia Induction: Productive confusion prompts
- Definition Pursuit: Essence clarification prompts
- Ignorance Acknowledgment: Wisdom through unknowing prompts

7. Eastern Philosophical Practices

- Wu Wei Cultivation: Effortless action prompts (Taoism)
- Emptiness Contemplation: Sunyata realization prompts (Buddhism)
- Middle Way Navigation: Balance-finding prompts (Buddhism)
- Karma Yoga Application: Selfless action prompts (Hinduism)
- Zen Beginner's Mind: Fresh perception prompts (Shoshin)
- Confucian Self-Cultivation: Character development prompts

8. Western Existential Patterns

- Authentic Existence: Being vs. having prompts (Heidegger/Sartre)
- Absurd Confrontation: Meaning-making prompts (Camus)
- Freedom and Responsibility: Choice awareness prompts (Sartre)
- I-Thou Encounter: Genuine relating prompts (Buber)
- Limit Situations: Boundary experience prompts (Jaspers)

Artistic and Creative Traditions

9. Performative Transformation

- Method Acting Exercises: Emotional memory prompts (Stanislavski)
- Mask Work: Identity fluidity prompts (Commedia dell'arte)
- Improvisation Principles: Yes-and prompts (Del Close)
- Cathartic Expression: Emotional release prompts (Greek tragedy)
- Brechtian Alienation: Critical distance prompts
- Ritual Theater: Sacred performance prompts (Grotowski)

10. Literary and Narrative Patterns

- Heroic Journey Mapping: Monomyth navigation prompts (Campbell)
- Stream of Consciousness: Uncensored flow prompts (Joyce/Woolf)
- Magical Realism Perspective: Reality-bending prompts (Latin American)
- Haiku Moment Capture: Present-moment crystallization prompts
- Epic Poetry Invocation: Muse connection prompts (Homer)
- Fairy Tale Transformation: Archetypal pattern prompts (Grimm/Jung)

Somatic and Movement Traditions

11. Martial Arts Philosophy

- Mushin (No-Mind): Empty mind prompts (Japanese martial arts)
- Push Hands Sensitivity: Yielding and responding prompts (Tai Chi)
- Breaking Practice: Limitation transcendence prompts (Karate)
- Warrior Ethics: Bushido code prompts (Samurai)
- Internal vs External: Inner power cultivation prompts

12. Dance and Movement Patterns

- Ecstatic Dance Release: Spontaneous movement prompts
- Contact Improvisation: Relational awareness prompts
- Sacred Geometry Movement: Pattern embodiment prompts
- Trance Dance Induction: Altered state movement prompts
- Authentic Movement: Inner impulse following prompts

Healing and Therapeutic Traditions

13. Traditional Healing Patterns

- Soul Retrieval Journey: Fragmentation healing prompts (Shamanic)
- Confession and Absolution: Release and renewal prompts (Religious)
- Testimony and Witnessing: Story sharing prompts (12-Step/Religious)
- Laying on of Hands: Energy transmission prompts (Faith healing)

- Sweat Lodge Purification: Cleansing ritual prompts (Native American)

14. Community and Collective Patterns

- Circle Process: Collective wisdom prompts (Indigenous councils)
- Truth and Reconciliation: Healing dialogue prompts (Ubuntu philosophy)
- Barn Raising Cooperation: Collective achievement prompts (Amish)
- Talking Stick Protocol: Deep listening prompts (Native American)
- Sangha Support: Community practice prompts (Buddhist)

Timeless Meta-Patterns

15. Universal Transformation Principles

- Sacrifice and Renewal: Letting go for growth prompts
- Descent and Return: Underworld journey prompts
- Union of Opposites: Integration prompts (Coincidentia oppositorum)
- Spiral Development: Cyclical growth prompts
- Microcosm-Macrocosm: Scale connection prompts
- Sacred and Profane: Boundary dissolution prompts

Synthesis

Transformative Prompt Design

Core Discovery: The Transformation Trinity

After analyzing first principles, research-backed methods, and cultural wisdom, three fundamental transformation mechanisms emerge that transcend all categories:

1. Discontinuity Induction

All transformative prompts create a break in ordinary consciousness:

- **Cognitive:** Paradox, confusion, impossibility
- **Emotional:** Overwhelming beauty, profound loss, ecstatic joy
- **Somatic:** Altered states, energy surges, deep relaxation
- **Temporal:** Time dilation, future-pacing, past integration
- **Identity:** Ego dissolution, perspective shifts, role fluidity

2. Reorganization Facilitation

Following discontinuity, prompts guide the reorganization:

- **Integration:** Bringing together previously separated elements
- **Differentiation:** Creating new distinctions and categories
- **Hierarchical Restructuring:** Changing what's figure vs. ground
- **Network Rewiring:** Creating new connections between nodes
- **Emergence Allowing:** Letting new properties arise

3. Stabilization and Embodiment

Transformation completes through embodiment:

- **Practice Structures:** Repeated engagement patterns

- Social Embedding: Community reinforcement
- Narrative Coherence: Story that makes sense of change
- Somatic Anchoring: Body-based memory
- Environmental Design: Context that supports new state

The Prompt Value Taxonomy: 15 Meta-Categories

Level 1: Awareness Expansion Prompts

1. Consciousness State Modulation: Altering the quality of awareness itself
2. Perceptual Lens Shifting: Changing what and how we perceive
3. Temporal Consciousness: Manipulating relationship with time

Level 2: Information Architecture Prompts

4. Cognitive Structure Modification: Rewiring thinking patterns
5. Knowledge Integration: Connecting previously separate domains
6. Meta-Learning Enhancement: Improving learning capacity itself

Level 3: Identity Transformation Prompts

7. Self-Concept Fluidity: Making identity more adaptive
8. Shadow Integration: Reclaiming rejected aspects
9. Developmental Acceleration: Catalyzing stage transitions

Level 4: Relational Field Prompts

10. Interpersonal Pattern Recognition: Seeing relationship dynamics
11. Collective Intelligence Access: Tapping group wisdom
12. Transgenerational Healing: Addressing ancestral patterns

Level 5: Somatic Integration Prompts

13. Embodied Cognition: Thinking through the body

14. Energy System Activation: Working with subtle energies
15. Nervous System Regulation: Optimizing physiological states

The Innovation Frontier: Novel Prompt Categories

Emerging Category 1: Quantum Coherence Prompts

Prompts that help users hold multiple contradictory realities simultaneously without collapse into single interpretation. These work by:

- Superposition maintenance exercises
- Observer effect awareness
- Entanglement recognition between seemingly separate issues
- Wave function navigation before collapse into decision

Emerging Category 2: Morphogenetic Field Prompts

Prompts that tap into collective patterns and accelerate adoption of new capacities:

- Accessing species-level learning
- Resonance with others making similar transitions
- Field sensitivity development
- Pattern transmission beyond direct communication

Emerging Category 3: Complexity Cascade Prompts

Prompts designed to trigger developmental leaps through controlled overwhelming:

- Calculated overload that forces new organizational structures
- Simultaneous multi-level processing requirements
- Emergence through chaos navigation
- Anti-fragile capacity building

Emerging Category 4: Temporal Weaving Prompts

Prompts that work across multiple timelines simultaneously:

- Parallel timeline exploration
- Retroactive meaning-making
- Future memory installation
- Synchronicity amplification

Emerging Category 5: Metacognitive Recursion Prompts

Prompts that create loops of self-aware transformation:

- Thinking about thinking about thinking
- Observing the observer observing
- Changing the process of change itself
- Bootstrap paradox navigation

Effectiveness Multipliers: Synergistic Combinations

Power Combination 1: The Trinity Activation

Combining somatic + cognitive + emotional simultaneously:

- Example: Breathing pattern (somatic) + paradox contemplation (cognitive) + compassion generation (emotional)
- Effect: 3-5x more powerful than single-channel approaches

Power Combination 2: The Oscillation Pattern

Rapid alternation between opposites:

- Expansion/contraction
- Effort/surrender
- Knowing/unknowing
- Effect: Creates flexibility and prevents fixation

Power Combination 3: The Nested Loop

Multiple timescales operating simultaneously:

- Immediate practice (seconds)
- Session arc (minutes)
- Daily rhythm (hours)
- Developmental trajectory (months/years)
- Effect: Sustainable transformation vs. temporary peak experiences

Design Principles for Maximum Transformation

Principle 1: Optimal Challenge Zone

- Too easy = no growth
- Too hard = overwhelm/shutdown
- Sweet spot = edge of capability with support

Principle 2: Multiple Entry Points

- Different people need different doors
- Provide cognitive, emotional, somatic, and spiritual entries
- Let users find their resonance

Principle 3: Recursive Deepening

- Each pass through reveals new layers
- Built-in progression without linear sequence
- Fractal structure where each part contains the whole

Principle 4: Integration Over Intensity

- Sustainable practice over peak experience
- Daily embodiment over occasional breakthrough
- Community embedding over solo journey

Principle 5: Emergent Personalization

- Prompts that adapt based on user response
- Co-creative evolution of practice
- Unique path emergence from universal principles

The Meta-Prompt: A Prompt for Creating Transformative Prompts

"Design a prompt that:

1. Creates sufficient discontinuity to interrupt habitual patterns
2. Provides structure for reorganization without prescribing outcome
3. Includes practice elements for stabilization
4. Works across multiple channels (cognitive, emotional, somatic, relational)
5. Has fractal depth allowing repeated engagement
6. Connects to universal human experiences while allowing personal uniqueness
7. Contains its own feedback mechanism for self-correction
8. Opens to something greater than the sum of its parts"

Conclusion: The Art and Science of Transformation

The most powerful prompts combine:

- Ancient wisdom (time-tested patterns)
- Modern research (evidence-based mechanisms)
- Emergent innovation (novel combinations)
- Personal resonance (individual activation)
- Collective wisdom (cultural embedding)

They work not by forcing change but by creating conditions where transformation becomes inevitable—like a seed that contains the tree, waiting for the right conditions to unfold.