

AI Advantage Summit

9 Hours · 3 Days · No Bullshit — by Matt Dunn / EarthStarRising

What This Actually Was

A Tony Robbins / Dean Graziosi lead-gen funnel for a \$995 bootcamp. That's the frame. Underneath the hype and pump-up music and fake urgency counters, there's a legitimate framework for using AI as infrastructure instead of a toy. Here's what's worth keeping.

The One Framework That Runs Everything

Activate → Accelerate → Augment → Automate

- **Activate** — train AI to know you. Give it your goals, voice, story, business context. Skip this and everything is generic garbage.
 - **Accelerate** — teach it how you think. It fills your gaps, pressure-tests ideas, sharpens decisions. Like an advisor who never sleeps.
 - **Augment** — create alongside it. One idea becomes 10 outputs in your voice. Brain dump becomes strategy.
 - **Automate** — agents that run while you sleep. This is the destination. Don't jump here without the first three.
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The 3 Levels of AI Fluency

Level 1 — AI for Answers

Using it like a fancy Google. Saves 2–4 hours/week. Fine starting point but most people get stuck here and wonder why it feels underwhelming.

Level 2 — AI as Work Partner

You give it context — who you are, what good looks like. It thinks with you, not just for you. Saves 6–15 hours/week. This is the layer most people skip that makes everything else work. You have to use it daily to deserve Level 3.

Level 3 — AI Working For You (Agents)

Runs tasks on a schedule without you touching it. Saves 20–40 hours/week. Don't jump here from Level 1 — that's the biggest mistake. The context you build at Level 2 is what makes agents actually

work.

Only Level 3 people should chase new tool releases. Everyone else: pick one tool, go deep.

The Context Sandwich — Use This on Every Prompt

Structure every prompt like this:

TOP	Who you are — role, goals, voice, standards, relevant backstory
MIDDLE	The actual task
BOTTOM	What good looks like — examples, past work, success criteria, what to avoid

The 'what good looks like' layer is the unlock most people miss. Give it examples of past writing you love, decisions you made, outputs that hit. At Level 3, the agent runs against your standards automatically — you don't have to re-explain every time.

The Playbook Method — How You Actually Scale

Build a playbook once. AI follows it forever. Stop prompting the same thing over and over.

Every playbook has 4 parts:

- Trigger — what kicks it off? (every Monday 9am, after every client call, when a new lead arrives)
- Inputs — what does AI need from you each time? (the thing that varies per run)
- Steps — the actual process, written out step by step
- Outputs — what's the end result?

Where to find your playbook opportunities:

- Any SOP or process doc you already have — direct conversion
- Your calendar — recurring meeting prep and follow-up
- Your to-do list — anything recurring that takes 4+ hours/month
- Your wish list — stuff you'd do if you had unlimited time

Own the playbook, rent the tech. Your playbook runs in Claude, ChatGPT, Gemini, Zapier — doesn't matter. You're not locked in anywhere.

Stack playbooks into a system and they feed each other: morning digest → priorities → projects → inbox → client follow-up. One operator ran a 10-person company where zero humans do sales outreach, inbox management, or campaign reporting. All playbooks.

The 90/10 Formula

Automate 90% of what you don't love. Spend 100% of your energy on the 10% you do.

How to find your 10%:

- Journal 'I want, I want, I want...' until you exhaust your brain. 3 days in a row.
- Everything that surfaces is real — the stuff you forgot about because the work ate it.
- Then flip it: what do you genuinely NOT want to do? That's your automation list.

Default automation targets:

- Inbox management · Research · First drafts · Recurring reports · Meeting prep/follow-up
 - Social media pipeline · Project planning · Email sequences · Outreach personalization
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Atoms vs Bits

Your day has two kinds of work. Atoms are physical — in the world with your body. Bits are digital — on screens, in your head. AI can only handle bits.

- Bits: plan, draft, research, analyze, schedule, summarize, write, respond — give these to AI.
- Atoms: perform, create, show up, connect, be present — these are yours. Protect them.

Tonight: draw a line down a page, left = atoms, right = bits, write everything you did today. Every bit you don't love = your next automation target.

Building Your Clone — What to Feed It

Think of it as onboarding your best employee. You'd never hire someone and expect them to figure it out alone.

- Goals — short and long term
- Voice — paste your best emails, posts, writing samples
- Weaknesses — explicitly name them so it fills the gaps
- Past decisions — real examples of what good looks like
- Standards — what you'd never compromise on

Platform of choice: Claude. Better one-shot outputs, sounds more human, cleanest path to agents. \$20/month. Everything you build is portable — copy the DNA and move it anywhere.

Ray Dalio, Mark Benioff, Ray Kurzweil — all built this. The difference now: you have access to the exact same tool. Not a billion-dollar version. The same version.

How Agents Actually Work

Three types:

- Oracle — knows everything, answers questions. Most people only ever use this.
- Genie — answers and then acts. Has hands. Can send emails, take actions.
- Agent — completes whole missions end-to-end. Holds the goal, not just the steps. Reroutes when things break. This is the destination.

Passive vs Active Level 3:

AI meeting note-takers are already agents — you just don't control them. Active Level 3: feed it the last 10 transcripts instead of one, link it to your roadmap, have it flag when meetings drift off-plan, auto-suggest calendar invites. Same tool. 10x the value.

Use AI on the Right Problems

Left brain: analysis, efficiency, how-to — complicated problems. Solvable. AI is excellent here.

Right brain: love, meaning, purpose, relationships — complex problems. Not solvable. Only livable. AI is useless here and makes things worse if you try.

Social media promised to cure loneliness (right-brain need) with an algorithm (left-brain tool). Made it worse. Don't repeat that mistake with AI.

AI frees up time. Spend that time on right-brain stuff — real relationships, creative work, being present, music, the things only you can do. AI doesn't make you less human. It removes the friction keeping you from being more human.

The Decision Framework

Every speaker spent 3 days building to this. It's the only thing that makes any of this matter.

- Decide — you make the call. Fragile. Exists only in the moment. This is where most people stop and wonder why nothing changes.
- Commit — take the decision into the future. Schedule it. Tell someone. Lock in accountability. Commitment has consequences.

- Resolve — it feels done. Not in the world yet, but in you. Almost peaceful. The certainty you'll find the way or make the way.

Never leave the site of a decision without doing something in that moment to commit yourself to follow through. Once you're out of state, the decision evaporates.

Successful people decide fast and change rarely. Failing people decide slow and change often. The only wrong decision is not deciding.

Prompts You Can Use Tonight

Dinner table:

"I have kids ages [X, X, X]. We're about to sit down for dinner. Give me 6 fun questions that get all of them talking. Mix silly ones, would-you-rather scenarios, and a couple that make the older ones debate. Make it feel like a game, not homework."

Weekly household planning:

"Here's my family's calendar this week: [paste]. Here's what's in the fridge: [paste]. Give me: meals for the week, a grocery list, calendar conflicts flagged, one thing I should delegate, one gratitude reminder."

Morning digest:

"Based on [your goals/context], give me: top 3 priorities today, family stuff I can't miss, one thing to hand off, one line of encouragement."

Tone mirror:

Paste your draft. Ask: "Does this read cold? Rushed? How would the best version of me say this?"

Project kickoff:

"Here's the project: [paste]. Ask me clarifying questions, brainstorm approaches, pick the best one, build a timeline and task list, then start on the first three tasks."

The Actual Point of All Three Days

Strip away the hype, the countdown timers, and the tears about childhood poverty. Here's what they taught:

- Context is everything. AI is only as good as what you give it.
- Build the relationship before deploying the agent. Level 1 → 2 → 3. No shortcuts.
- Playbook everything repeatable. Write it once, run it forever.

- Give AI the bits. Protect the atoms. That's the whole game.
- 90% AI / 10% human. Ruthlessly automate what you don't love.
- Purpose deeper than tactics. Most people fail not from lack of tools but lack of a real why.
- Decide, commit, resolve. Not in your head. In action. Before you leave the moment.

*You are not going to be replaced by AI. You are going to be replaced by someone who uses AI.
The playing field has never been more level. Use it.*