

AI-Cademy Bootcamp Student Handbook v3

Oct 2, 2026 · @Jeremias JMan Maneiro

From Curious to Confident with AI

Your instructor: JMan

Welcome to the AI-Cademy Bootcamp

You didn't just buy a course. You made a decision that's going to change how you run your business.

For the next six weeks, I'm going to walk you through exactly how to make AI work for you. Not theory. Not hype. Real tools, real workflows, real results. It doesn't matter if you sell homes, mortgages, insurance, coaching, kitchen remodels or anything else. Every business runs on the same things: getting found, following up, and keeping clients happy. AI makes all three faster.

You asked, and I listened. Every lesson is recorded, so you can watch on your time. Between appointments, over coffee, after the kids go to bed. Each week is a set of short videos, 8 to 15 minutes each, and every Monday night I go live for office hours to review the lesson and your homework.

But here's the deal. Recorded doesn't mean optional. Each week ends with homework, and the next week doesn't unlock until your homework is submitted and approved. That's not punishment. That's accountability. It's the difference between a course you buy and forget, and a bootcamp that actually changes how you work.

We move together, one week at a time. Do the work, and when you walk out of Week 6, you'll be dangerous with AI.

JMan

Program Details

Detail	Information
Duration	6 weeks, plus a Week 0 orientation
Format	38 recorded video modules, 8 to 15 minutes each

Detail	Information
New week unlocks	Wednesday at 6:00 PM ET
Homework due	Sunday at 11:59 PM ET
Live office hour	Monday, 7:00 to 8:00 PM ET
Platform	The Bootcamp course at jmanai.com

What you get

- 38 recorded modules you can watch on your time, and rewatch anytime
- A live office hour every Monday to review the lesson and your homework
- Guided homework with personal feedback from JMan
- Lifetime access to the coursework
- A certificate and a Certified Graduate badge for your profiles
- Graduate pricing on AI-Cademy membership

Your Cohort Calendar (Cohort 2)

Week	Unlocks (Wed, 6:00 PM ET)	Homework due (Sun, 11:59 PM ET)	Office hour (Mon, 7:00 PM ET)
Week 0 and Week 1	Thu, Oct 1	Oct 4	Oct 5
Week 2	Oct 7	Oct 11	Oct 12
Week 3	Oct 14	Oct 18	Oct 19
Week 4	Oct 21	Oct 25	Oct 26
Week 5	Oct 28	Nov 1	Nov 2
Week 6	Nov 4	Nov 8 (final project)	Nov 9 (graduation)

How This Works

The Bootcamp at jmanai.com

Everything lives inside the Bootcamp course at jmanai.com. When you log in, you'll see each week as a lesson, each module as a video inside it, your homework upload at the end of each week, and your resources. Treat it as home base for the next six weeks.

Notes:

Your weekly rhythm

Every week follows the same pattern, so you always know what's next.

- Wednesday, 6:00 PM ET: the new week unlocks. Watch the modules in order.
- Wednesday to Sunday: practice as you go. Pause the videos and run the prompts with your own details.
- Sunday, 11:59 PM ET: homework is due.
- Monday, 7:00 PM ET: live office hour. We review the lesson, answer questions and upgrade homework live.
- Monday to Wednesday: JMan reviews and approves homework.

Record your wins, not just your notes. You'll want them in Week 6.

Before each week

- Log in at jmanai.com and open the new lesson
- Have ChatGPT and Claude open in two tabs
- Keep this handbook next to you for notes
- Have your voice profile handy (from Week 2 on)

Homework gates

Each week unlocks only after your previous week's homework is submitted and approved. No working ahead. This isn't punishment, it's accountability. Every week builds on the last, so if you skip homework, you get stuck. If you do the work, you move forward. Simple.

Homework submission rules

- Upload your homework to the Homework lesson at the end of each week at jmanai.com

- Deadline: Sunday at 11:59 PM ET
- JMan approves homework Monday to Wednesday, before the next week unlocks
- Running late? Reach out right away (see Getting Help). Don't go quiet.

Notes:

Getting Help

Monday office hours

Your best place for questions. Every Monday, 7:00 to 8:00 PM ET. Bring your homework, your wins and your questions. If you can't make it live, the replay is posted inside the Bootcamp.

Ask Us Anything

Stuck on a prompt, a tech issue or your homework between office hours? Post in Ask Us Anything inside the Bootcamp and expect a response within 24 hours.

Direct support

For urgent issues: jman@jmanseminars.com or +1 585-202-6612 (call, text or WhatsApp).

Tech Setup Checklist

Must-haves (before Week 1)

Tool or task	Done
Bootcamp login at jmanai.com	
ChatGPT account (chatgpt.com)	
Claude account (claude.ai)	
All three bookmarked	
Zoom ready for Monday office hours	

Nice-to-haves (before Week 4)

Tool	Done
Canva (free or Pro)	
A CRM you already use, or a free one like HubSpot	
Make.com account (free tier)	
Zapier account (free tier)	
Google account (for Docs, Sheets and Forms)	

Recommended upgrade path

You don't need to spend anything extra on day one. Here's when paid upgrades start paying for themselves:

When	Tool	Cost
Week 2 to 3	ChatGPT Plus or Claude Pro	About \$20/month
Week 3 to 4	Canva Pro	About \$120/year
Week 5	Make.com or Zapier paid plan	Varies

Notes:

Week 0 and Week 1: The AI Advantage

"Welcome to the future. It's friendlier than you think."

Module 0.1: Welcome to the Bootcamp

A welcome from JMan and what you'll walk away with in six weeks: a voice, a library, a system and a plan.

Notes:

Module 0.2: How This Bootcamp Works

Everything is recorded, so you watch on your time. We move together, one week at a time. Your rhythm: the week unlocks Wednesday at 6:00 PM ET, homework is due Sunday at 11:59 PM ET, office hour is Monday at 7:00 PM ET, and the next week unlocks once your homework is approved.

Notes:

Module 1.1: AI Isn't Coming, It's Here

Early movers win. Clients already expect faster responses, better content and sharper answers, and the gap between AI users and non-users widens every week. Most AI training fails because it's hidden upsells, trend-hopping and "10 best prompts" lists with no strategy. This Bootcamp is different: no fluff, a system built for your business, and tools you use the same day.

Notes:

Module 1.2: Your AI Toolkit

ChatGPT: the versatile workhorse for drafting, brainstorming and structured content. Claude: nuanced writing, excellent for tone, voice and long-form work. Create both accounts (free tiers work to start) and keep them open side by side.

Notes:

Module 1.3: The Anatomy of a Great Prompt

Every great prompt has four parts.

- Role: tell AI who it is
- Context: give it the situation
- Specificity: define the exact output you need
- Format: describe how you want it delivered

"Meh" prompt: Write a listing description.

"Wow" prompt: You are a luxury real estate copywriter. Write a 150-word MLS listing for a 4BR/3BA modern farmhouse in Austin, TX. Highlight the open floor plan, chef's kitchen, and walkable neighborhood. Tone: warm and aspirational.

This example happens to be real estate, but the four parts work for any business. Swap in your own role, offer, details and tone, and you've got your own Wow prompt.

Notes:

Module 1.4: Your First Prompts, Part 1

Your first five prompts: Offer Description, Prospect Follow-Up Email, Social Post, Industry Update and Client Follow-Up. This module covers the first three. The workflow is simple: copy, paste, hit enter, and swap the brackets for your own details.

What makes a great offer description: The Hook (open with the problem you solve), Key Features (3 to 4 things that make it valuable), The Result (what life looks like after), and a Call to Action (book, reply, click). Sell the result, not the person.

What makes a great follow-up: a subject line they recognize, a one-sentence thank-you, one specific thing they said, and a small, easy ask.

What makes a social post work: one topic, a conversational caption under 200 words, a question people want to answer, and a clear next step. People scroll past statements. They answer questions.

Practice Prompt 1: Offer Description

"You are an experienced copywriter for [your industry]. Write a compelling 150-word description of my [product, service or package] called [name] for [ideal client]. Key features: [list 3-4 features]. The result they get: [the outcome or transformation]. Tone: [warm/premium/casual]. Open with a strong hook and end with a clear call to action."

Practice Prompt 2: Prospect Follow-Up Email

"You are a friendly, professional [your role, e.g., financial advisor, contractor, consultant]. Write a personalized email to [Name], a potential client I just met at [event, call or meeting]. Thank them for their time, mention one specific thing they shared that stood out [detail], and suggest a quick follow-up call this week. Keep it under 150 words."

Practice Prompt 3: Social Post

"You are a trusted expert in [your industry] serving [your city or audience]. Write an engaging [Instagram/Facebook/LinkedIn] post about [topic: new offer, quick tip, lesson from a client win]. Make it conversational, include a question that invites comments, and end with a clear call to action. Under 200 words."

Notes:

Module 1.5: Your First Prompts, Part 2

Your past clients are your business. Most of your business comes from referrals and repeat clients, yet most businesses never follow up after the sale. Not once.

Fact-check AI numbers. AI doesn't know your numbers, your records do. Never publish a number you haven't checked. Your name is on it, not the robot's.

The iteration loop: Generate, Review (read it out loud), Tweak (coach it like a manager), Regenerate. When AI gets it wrong, three phrases fix almost everything: "Warmer." "Shorter." "Start over with this context."

AI Follow-Up Friday: one past client a week, every Friday. And save your prompts today, in a notes app, a Google Doc or Notion. Every prompt that works becomes a template you never write again.

Practice Prompt 4: Industry Update

"You are a trusted advisor in [your industry]. Write a brief update for [your audience] covering [month/quarter] in [your market or niche]. Include 3 trends or changes worth knowing, what they mean for your clients, and one action they should take now. Tone: informative but approachable. 200 words."

Practice Prompt 5: Client Follow-Up

"You are a thoughtful [your role]. Write a check-in email to a past client named [Name] who worked with me [6 months/1 year] ago on [project or service]. Ask how things are going, share one useful update or tip, and gently remind them I'm always happy to help anyone they know. Warm and genuine, under 100 words."

Notes:

Week 1 Homework: due Sunday 11:59 PM ET

- Run all 5 prompts in both ChatGPT and Claude.
- Screenshot your best output from each tool.
- Upload your single best prompt and output to the Week 1 Homework lesson at jmanai.com with a short note on what made it work.

Overachiever Assignment

- Write 3 variations of each prompt: different angles, tones or formats.

- Show a before-and-after: your worst prompt vs. your best, with notes on what you changed and why it worked better.

Pro tip from JMan: Don't try to be perfect. Your first prompts are supposed to be messy. That's how you learn what works.

Week 2: Sound Like You

"AI is only as good as the voice you give it."

Module 2.1: Why AI Content Sounds Like a Robot

AI content is generic (sounds like every other business), flat (no energy, no personality, no you) and robotic (clients can smell it and scroll past). AI was trained to please everyone, so it sounds like no one. If you don't give AI a voice, it borrows the average one. Tools are commodities. Voice is your moat.

Your AI Voice Profile captures your tone, energy, phrases and personality. It's the single most important thing you'll build in this Bootcamp.

Your voice inventory: three words clients use to describe you, five phrases you say all the time, three topics you could talk about for an hour.

Notes:

Module 2.2: Build Your Voice Profile

We're not inventing you. We're extracting you. Your voice already lives in emails that got replies, posts that got comments, proposals that got signed and videos where you sounded like you. Use writing you actually wrote, not emails AI drafted for you. Gather, Feed, Refine. Then show it to someone who knows you. That's the real test.

Practice Prompt 1: Voice Profile Builder

"Analyze the following writing samples and create a detailed voice profile. Identify my tone, energy level, sentence structure preferences, favorite phrases, and personality traits. Then write custom instructions I can paste into ChatGPT/Claude so every response sounds like me. Here are my samples: [paste 3-5 of your best emails, posts, or descriptions]"

Notes:

Module 2.3: Install Your Voice Everywhere

Without custom instructions, you start from scratch every time. With them, every conversation starts with your DNA. Install your profile in ChatGPT (Settings, Personalization, custom instructions) and in Claude (a project called My Voice, with your profile in the instructions and your best samples as files). Same prompt, night and day.

Practice Prompt 2: Social Post with Voice

"Using my voice profile [paste profile], write an Instagram post about [topic]. Match my exact tone and energy. Include a hook that stops the scroll, a personal story or insight, and a question to drive engagement."

Practice Prompt 3: Email with Voice

"Using my voice profile [paste profile], write a client follow-up email to [Name] who [situation]. It should sound exactly like I wrote it, with the same warmth, the same phrases, and the same energy."

Notes:

Module 2.4: One Idea, Ten Pieces of Content

You don't need more ideas. You need more mileage. One idea becomes a blog post, a social post, an email and a video script. Ask for a story version and a tip version of each, and one idea covers two weeks of content.

Practice Prompt 4: Content Repurposer

"Take this one idea: [your idea]. Turn it into 5 pieces of content: 1 Instagram caption, 1 Facebook post, 1 LinkedIn article intro, 1 email newsletter paragraph, and 1 short video script. Use my voice profile for all of them."

Notes:

Module 2.5: A Month of Content in 30 Minutes

Kill the "what do I post today?" question for good. Step 1: choose four weekly themes (Industry Insights, Behind the Scenes, Client Wins, Tips and Education). Step 2: generate content in batches. Step 3: review and personalize, add real stories, check every fact, get permission before featuring a client. Step 4: schedule and forget, then check in weekly to reply to comments. AI gives you the structure. You add the soul.

Practice Prompt 5: Content Calendar Generator

"Create a 4-week social media content calendar for my [type of business] serving [your market or audience]. Use these 4 weekly themes: [Industry Insights, Behind the Scenes, Client Wins, Tips/Education]. Include post ideas for Instagram, Facebook, and LinkedIn. Tone: [your tone from voice profile]."

Notes:

Module 2.6: Prompting Level 2

Three moves that take you from good to great. Chain prompting: draft, critique ("What's weak about this?"), refine. Role assignment: hire the specialist, not the temp. "Act as a top copywriter for [your industry] who has written for the best brands in the space." Few-shot examples: paste 2 or 3 of your best pieces, say what makes them work, then ask for a new one in the same style. Combine all three and you stop using AI and start directing it.

Notes:

Week 2 Homework: due Sunday 11:59 PM ET

- Complete your AI Voice Profile using the framework from the lesson.
- Create 3 content pieces with it: one social post, one email and one offer description.
- Upload your voice profile plus one before-and-after to the Week 2 Homework lesson at jmanai.com.

Overachiever Assignment

- Build a 30-day content calendar using your voice profile.
- Create one full week of posts across 3 platforms: social, email, and blog or video script.
- Upload the calendar plus 3 samples showing voice consistency across formats.

Pro tip from JMan: Feed the AI your best stuff. The more it knows your voice, the less editing you'll do.

Week 3: AI-Powered Pipeline

"Your marketing department just got a lot bigger."

Module 3.1: Offer Description Masterclass

Your words make the first impression. Great copy names the problem, shows the result and tells people exactly what to do. The Four-Move Framework: Hook, Features, Result, Call to Action. Specific beats superlative: "finished in 9 days" beats "amazing." Work in 2 or 3 search keywords naturally. Compliance reminder: promise only what's true, describe the result and not the person, and check your industry's rules. Every offer has a buyer. Your job is to find their words.

Practice Prompt 1: Offer Description

"You are a top-performing copywriter for [your industry]. Write a compelling description for my website or sales page for: Offer: [name]. What's included: [list]. Who it's for: [ideal client]. Price or starting price: \$[X]. What makes it different: [1-2 things]. Include an attention-grabbing opening, show what life looks like after, work in these search keywords naturally: [2-3 keywords], and end with a strong call to action. 150-200 words."

Notes:

Module 3.2: One Offer, a Week of Content

One great description seeds a whole week: the offer post, behind the scenes, a tip, a client win, the email, a short video and a question post. Translate it to reach clients in their preferred language, asking for natural wording and getting a fluent speaker to check it. Client win posts follow the client's problem, what you did and the result, always with permission.

Notes:

Module 3.3: Consultation Presentations

Every prospect eventually asks, "Why should I hire you?" Have the answer ready. Your outline covers their goals, what's happening in your industry, your process, what to expect, common questions, why you, and next steps. Build a value statement (who you help, the result you deliver, why you) and an FAQ of the 10 questions prospects ask most. AI doesn't know your industry's rules. You do.

Practice Prompt 2: Consultation Presentation Outline

"Create a consultation presentation outline for a new prospect considering [your service] in [your market]. Include: what's happening in the industry right now, my process step by step, what to expect at each stage, common objections and responses, and why working

with me is different. Format as a slide-by-slide outline with talking points."

Notes:

Module 3.4: Proposals That Win

The most prepared person in the room wins. A winning proposal covers their situation and goals, options at three levels, how you arrived at the price, your plan to deliver, the timeline and why you. You bring the numbers, AI brings the polish. If a client can't repeat your pricing logic to their spouse, it wasn't clear. Stop defending, start demonstrating. In the price conversation, adjust the scope before you discount. Send a same-day follow-up email before they talk to anyone else.

Practice Prompt 3: Proposal Outline

"Create a proposal presentation outline for a [type of client] considering [your service or project]. Include: their situation and goals, options and pricing with how I arrived at the price, my plan to deliver, timeline expectations, and what sets me apart. Include objection-handling talking points for each section."

Notes:

Module 3.5: AI as Your Practice Partner

Would you rather fumble the price question in front of AI, or in front of the client? AI pushes back, then coaches you. Never paste a real client's name, address or finances, practice with made-up details. Try voice mode and answer out loud, because clients hear nerves before they hear facts.

The Role-Play Prompt

"Play the role of a skeptical [type of client] I'm meeting for the first time about [your service]. Ask me the tough questions a real prospect would ask, especially about price. Be realistic, not hostile, not easy. Ask one question at a time and wait for my answer. When I type 'feedback,' coach me on what I did well and what to improve."

The price objection rep: answer a price question in your own words, type "Was that too defensive?", then type "Rewrite my answer in my voice." Compare the two. That gap is your coaching session. Run three rounds: price, "Why you and not the cheaper option?" and "I want to think about it."

Notes:

Module 3.6: Lead Gen and Your Network

Lead gen is a content game. The business that shows up consistently is the business people call. Four plays: community letters, lapsed customer outreach, referral partners and your network. A monthly rhythm: industry update, community spotlight, client win, tip. Three-tier industry updates: weekly snapshots, monthly deep dives, quarterly reports. Same data, three formats, and the numbers always come from your records, never from AI.

Practice Prompt 4: Community Letter

"Write a letter to [neighborhood, community or audience] in [city]. Mention a recent project or client result: [what we did and for whom, with their permission]. Position me as the local expert in [your field]. Include one useful insight and a soft call to action. Warm, professional, not salesy. Under 300 words."

Notes:

Module 3.7: Event Follow-Up and Your Prompt Library

The event is not the event. The follow-up is the event. Capture, Personalize, Sequence, Convert, and send Email 1 before you leave the parking lot.

Your prompt library is an asset. One doc, six sections: Offers, Presentations, Lead Gen, Social, Emails, Objections. Name every prompt so you can find it in ten seconds, keep the winning version, note what changed, date it, and share it with your team.

Practice Prompt 5: Event Follow-Up Sequence

"Write a 3-email follow-up sequence for someone who attended my [event, workshop, booth or open house] about [topic]. Email 1 (same day): thank them, ask what they took away. Email 2 (3 days later): share a relevant example or case study, ask about their timeline. Email 3 (7 days later): a useful update with a soft call to schedule a consultation."

Notes:

Week 3 Homework: due Sunday 11:59 PM ET

- Create AI-generated descriptions for 3 offers (real or practice).
- Build 1 consultation OR proposal outline using the templates from the lesson.
- Upload your best description plus your outline to the Week 3 Homework lesson at jmanai.com.

Overachiever Assignment

- Build a complete launch package for one offer: description, social posts, email campaign and sales page copy.
- Create BOTH the consultation and proposal outlines.
- Upload the full package plus both outlines.

Pro tip from JMan: Save your best prompts as templates. One great offer prompt saves you hundreds of hours over the life of your business.

Week 4: Never Miss a Deal

"The fortune is in the follow-up. AI never forgets."

Module 4.1: The Follow-Up Problem

Most deals don't die from lack of caring. They die from lack of follow-up. You're not lazy, you're buried: the buried inbox, the forgotten CRM, the unreturned voicemail, the proposal nobody chased. It's not a motivation problem, it's a system problem, and systems can be fixed. You don't need to be perfect. You need to be first.

Think in systems first: where does a lead land, what happens next, and only then do you automate it. Your pipeline has six stages: New Lead, Contacted, Consultation, Proposal, Active Client, Past Client.

Notes:

Module 4.2: Map Your Workflow

If you can't say where your last lead is in ten seconds, you need a map. Lead In (capture info and track the source), Nurture (automated follow-ups), Convert (qualify, consult, propose), Deliver (do the work, keep the client informed, hand off). Every handoff is a place a ball drops. Common gaps: slow response to new leads, no follow-up after a consultation, ghosting after an event, long silences while the work is underway. Don't go quiet after the proposal.

Practice Prompt 1: Workflow Map

"Help me map my complete sales workflow from first contact to finished job. Ask me questions about each step, one at a time: How do leads come in? What happens in the first 5 minutes? First 24 hours? First week? What's my consultation or appointment

process? Follow-up after the consultation? What happens once they say yes? After the work is done? Then identify the gaps where leads or clients might fall through the cracks."

Then ask AI to turn your answers into a gap table: Stage, What happens now, Where it breaks, The fix.

Notes:

Module 4.3: Email Sequences That Run Themselves

Not yet isn't no. Nurture sequences keep you top of mind, onboarding flows warm up new clients, and re-engagement wakes up leads who went quiet. You don't need all three today, you need the one your business runs on. A converting email has a subject line that gets it opened, a first line that gets it read, value before the ask, and one clear next step. Two rules for every email: permission first, and an easy way out.

Practice Prompt 2: Email Nurture Sequence

"Write a 5-email nurture sequence for new leads interested in [your service] in [your market]. Space them over 14 days. Email 1: warm welcome and what to expect. Email 2: an insight about their situation they'd find useful. Email 3: tips they won't find on Google. Email 4: a success story from a past client. Email 5: a soft ask to schedule a call. Use my voice profile. Each email under 150 words."

Practice Prompt 3: Re-Engagement Campaign

"Write a 3-email re-engagement sequence for leads who went cold 3-6 months ago. Each email should feel personal, not automated. Include a reason to re-engage (a change in my industry, a new offer, a seasonal deadline). Warm, low-pressure tone."

Notes:

Module 4.4: Your Follow-Up Library and Text Scripts

Strike while it's hot, same day wins. Your library covers New Lead, Post-Consultation, Post-Event, Anniversary, Industry Update and Check-In. The 5-touchpoint rule: call, text, email, social comment, handwritten note. The client anniversary email is a note, not a pitch. Plenty of happy clients never refer anybody, mostly because nobody asked. Text and DM scripts are short (under 160 characters), personal and easy to answer. Cold isn't lost, it's timing. Check in without checking in by bringing something useful. Text only with permission, and honor "stop" every time.

Practice Prompt 4: Post-Consultation Follow-Up

"Write a 3-message follow-up sequence after a consultation with a prospect about [their project or need]. Message 1 (text, same day): a quick check-in asking for their honest thoughts. Message 2 (email, next day): a detailed follow-up with a recap, options and next steps. Message 3 (text, 5 days later): a gentle check-in about their timeline."

Notes:

Module 4.5: CRM and Project Coordination

The CRM is the engine, AI is the fuel. The CRM doesn't close deals, the conversations it starts do. Use what you already have: HubSpot, Pipedrive, GoHighLevel, whatever. The platform doesn't matter, the principles do. The workflow: CRM flags it, AI drafts it, you personalize it, you send it. Automate reminders and confirmations, personalize anything about money, problems or big decisions. Keep client data private. Turn rough voice-to-text call notes into clean CRM notes in seconds, and score leads on behavior (hot, warm, cold). For active projects, use AI for checklists, timelines, client updates and vendor coordination, and check every date before it goes out. Send the update every Friday, even when nothing changed.

Practice Prompt 5: Project Update Template

"Create a template for weekly project updates to send to clients while we're working with them. Include: current milestone, next steps, timeline, what they need to do, and a reassuring personal note. Professional but warm."

Notes:

Module 4.6: Your 15-Minute Daily AI Routine

Fifteen minutes every morning: Check (overnight leads and CRM flags), Generate (let AI draft today's messages), Send (review, personalize, hit send). Every Friday, run the weekly follow-up ritual. Friday cleanup prevents Monday chaos. Pick your power three, the prompts you'll actually use every day.

Notes:

Week 4 Homework: due Sunday 11:59 PM ET

- Map one complete sales workflow, first contact to finished job, using the framework from the lesson.
- Create a 3-email follow-up sequence for your most common scenario.
- Upload your workflow map plus your email sequence to the Week 4 Homework lesson at jmanai.com.

Overachiever Assignment

- Build a complete follow-up library: new leads, post-consultation, post-event, past clients and your network.
- Add text message scripts for each.
- Upload the library with a brief explanation of your system.

Pro tip from JMan: Start with your most common scenario. Pick one that happens every week, perfect it, then build the others from there.

Week 5: Your 24/7 Team Member

"Build something that works while you sleep."

Module 5.1: The Automation Mindset

It's 11 PM and a prospect has a question. Who answers? Speed beats brilliance when someone is ready to buy. The automation mindset: when this happens, that fires automatically. Stop doing tasks, start designing systems.

A modern AI chatbot isn't the annoying pop-up from 2015. Your concierge is trained on your business, qualifies leads and books appointments 24/7. It's support staff, not a replacement: it handles the repeat questions and the first conversation, you handle the relationship and the yes. Build your automate-it list: every task you do more than three times a week that doesn't need your judgment.

Notes:

Module 5.2: Build Your First Chatbot

Fifteen minutes to an AI concierge that answers like you. Define one job, build the knowledge base, set the persona with your voice profile, refine, deploy. One job done well beats five jobs done badly. Train it on pricing and how you quote, your process, timelines, service area, payment or financing basics, and your value proposition. A Custom GPT remembers its instructions, learns from your files and lives at a link you can share. Deploy it on your website, social DMs, your Google Business Profile or text. Don't let it collect sensitive data, and always make it clear when people are talking to AI. Make it sound like you, serve like you, and sell like you.

Practice Prompt 1: Chatbot Training Content

"Create a comprehensive FAQ document for my [type of business] chatbot. Include 20 common questions my prospects and clients ask, with answers that sound like me. Cover: pricing, process, timeline, service area, payment or financing options, and what makes me different. Use my voice profile."

Practice Prompt 2: Chatbot Conversation Flow

"Design a chatbot conversation flow for qualifying a new lead on my website. Start with a greeting, then ask: What can I help you with? What's your timeline? Where are you located? What budget range are you working with? End by offering to schedule a call. Keep responses short and conversational."

Notes:

Module 5.3: Connect AI to the Tools You Already Use

Your AI can't see your stuff yet, so you're the go-between, copying and pasting all day. Three ways AI plugs in. Connectors let AI read your tools: sign in once and Claude can search your Drive or Gmail when you ask. Skills teach it your routines: a saved playbook it follows the same way every time. API keys let apps talk without you in the middle: a spare house key for software. Treat API keys like a password, never paste them in a chat or email, and revoke any key you lose. If you can't find API access in your CRM, ask their support: "Do you offer API access, and do you connect to Make or Zapier?"

Notes:

Module 5.4: Your First Automation in Make

The concierge is the front door. Automation is everything that happens after someone walks through it. Make.com is a visual, no-code automation builder: design it once, it runs forever. Today's lead flow: form submitted, contact added to your CRM, welcome email fires, you get notified. Run it once with a test before you switch it on. Common mistakes: too complex too soon, no testing, and automating a broken process.

Practice Prompt 3: Make.com Automation Plan

"Help me plan an automation for when a new lead fills out a form on my website. Map out each step: 1) Form submitted, 2) Add to CRM with tags, 3) Send welcome email, 4) Send me a notification with lead details, 5) Add to nurture sequence after 24 hours. Include what tools I need for each step."

Notes:

Module 5.5: Zapier for Your Event Follow-Up

Your most wasted asset is the event sign-in sheet sitting in a folder. Zapier runs on triggers (when this happens), actions (do that) and filters (only if conditions are met). Zapier is the simplest setup with a huge app library, Make is more visual with more control. Pick one and master it. Filter first: you never want to send a sales email to a current client or a vendor.

Practice Prompt 4: Zapier Workflow Design

"Design a Zapier workflow for my follow-up after [an event, workshop, trade show booth or open house]. Trigger: new row added to my Google Sheet sign-in sheet. Actions: create contact in CRM, send a personalized thank-you email, add to my event follow-up sequence, and text me a visitor summary."

Notes:

Module 5.6: Your Stack and the Mistakes to Avoid

Your complete AI stack: ChatGPT and Claude for content and copy, your concierge for 24/7 conversations, Make and Zapier to connect every handoff, and your CRM for pipeline and follow-up. The full loop: the concierge answers, serious leads fill out the form, automation updates the CRM and sends the email, and you show up for the conversation.

Avoid over-automating (know when to be human), under-personalizing (segment and customize) and set-it-and-forget-it (run a test lead through every automation on the first Monday of each month).

Practice Prompt 5: AI Stack Audit

"Help me audit my current AI tool stack. For each tool I use [list your tools], evaluate: What am I using it for? Does it overlap with another tool? Am I using it to its full potential? What am I missing? Create a simple scorecard."

Notes:

Week 5 Homework: due Sunday 11:59 PM ET

- Build your first chatbot in ChatGPT OR create your first automation in Make or Zapier.
- Upload a screenshot plus a description of what it does and how it helps your business to the Week 5 Homework lesson at jmanai.com.

Overachiever Assignment

- Build BOTH a chatbot and an automation.
- Connect them so the chatbot triggers the automation, or the other way around.
- Deploy at least one live on your website or in your workflow.
- Upload screenshots of both plus a walkthrough of how they work together.

Pro tip from JMan: Your chatbot doesn't need to be perfect on day one. Get it live, let real people use it, and improve it based on what they ask.

Week 6: The AI-First Business

"You came in curious. You're leaving dangerous."

Module 6.1: Look How Far You've Come

Six weeks ago you were curious. Today you have a voice profile, a prompt library, pipeline tools and a concierge working 24/7. These aren't lessons, they're assets you own. The best businesses aren't being replaced by AI, they're being multiplied by it. AI handles the volume, you handle the trust.

An AI-first business starts every task with one question: can AI draft this first? Score each part of your stack from 1 to 10: tools and prompts, voice profile, automations, concierge. Anything under 6 gets one fix this month. Bring your stack to the graduation office hour for a live review.

Notes:

Module 6.2: Advanced Prompting

Stop pasting your voice profile into every chat. The prompt ladder: basic prompts, system prompts, chain of thought, multi-step workflows. A system prompt gives AI a permanent role, personality and rulebook. It has four ingredients: your voice profile, your business context, your output formats and rules by request type. A system prompt is the job description you hand your assistant on day one. Store it in a Claude Project or ChatGPT custom instructions with your best samples, FAQ and prompt library, and you've built your business brain. Chain of thought breaks a complex task into steps, like pricing: list your costs, compare to competitors, recommend three price points with reasons.

Practice Prompt 4: System Prompt Builder

"Create an advanced system prompt for [ChatGPT/Claude] that includes: my complete voice profile, my business context (industry, market, specialty, client types), my preferred output formats, and rules for how AI should handle different request types (offer descriptions, emails, social posts, industry updates, proposals). Make it comprehensive but organized."

Notes:

Module 6.3: Staying Current Without Chasing Shiny Objects

Go deeper, not wider. There's a new tool every week, and most of them disappear within 90 days. Focus on fundamentals, because prompting, workflows and systems never go out of style. The 80 percent rule: get to 80 percent of what your current tools can do before you add anything new. Before you try a new tool, ask what it does that your stack can't. If you can't answer in one sentence, skip it.

Your AI routine. Daily: prompt-first workflows, content drafts, lead follow-up. Weekly: content batch, pipeline review, automation check-in. Monthly: stack audit, new tool evaluation, prompt refinement.

Practice Prompt 5: Monthly AI Review Template

"Create a monthly AI review template I can use to evaluate my stack. Include sections for: tools used this month, new prompts that worked well, automations running (any issues?), chatbot performance (leads captured, conversations handled), content output vs. the previous month, and next month's AI priorities."

Notes:

Module 6.4: Scaling with AI

Your AI system, running without you in the room. Three levels of scale: Solo Pro (do the work of three without burning out), Team Leader (train your team on the exact systems you built), Scale Up (more volume, same quality, no extra headcount). The stack in action: client finds you, concierge responds, CRM entry created, follow-up fires, you show up for the conversation. Every handoff in that chain is one line in your playbook. Keep the playbook to one page, because if it takes two pages, nobody reads page two. Never put passwords or API keys in it. Flying solo? Write it for the assistant you'll hire next.

Practice Prompt 3: Team Training Playbook

"Create a 1-page AI playbook I could hand to a new team member or assistant. Include: the 5 most important AI tools we use, how to access each one, the top 3 prompts for each tool, and the daily/weekly AI routine they should follow. Keep it simple enough that someone with zero AI experience can start using it immediately."

Notes:

Module 6.5: Your AI-First Business Plan

Five weeks of work turn into one plan. Your final project has two parts: every week's homework submitted, and your 90-day AI action plan. The plan has four parts: a daily routine, weekly tasks, monthly goals and one 90-day outcome. Get specific with real numbers (clients, revenue, hours saved) and real dates (day 30, 60 and 90). Vague plans get vague results. The first draft is the floor, not the ceiling.

Practice Prompt 1: 90-Day Action Plan

"Help me create a personalized 90-day AI action plan for my [type of business]. Include: a daily AI routine (15-minute morning workflow), weekly AI tasks (content batching, pipeline review), monthly goals (new automations, prompt refinement), and one big 90-day outcome I'm working toward. My current tools: [list]. My biggest challenge: [describe]."

Practice Prompt 2: AI Stack Audit

"Audit my complete AI tool stack. For each tool, document: tool name, what I use it for, monthly cost, estimated time saved per week, and ROI assessment. Then recommend: tools to keep, tools to replace, and tools I'm missing. My current stack: [list all tools and what you use them for]."

Notes:

Module 6.6: Graduation and What's Next

You didn't just watch six weeks of videos. You built a voice, a library, a system and a plan. Submit your final project and your certificate unlocks. Add your graduate badge to LinkedIn, your email signature and your website.

Your 7-day post-graduation challenge:

1. Run your morning routine.
2. Send one AI Follow-Up Friday note.
3. Post from your content calendar.
4. Test your concierge.
5. Check your automations.
6. Write your graduation post in your voice.
7. Plan next week.

Notes:

Final Project: due Sunday 11:59 PM ET

- Make sure every week's homework has been submitted.
- Complete your personalized 90-day AI action plan: daily AI routine, weekly AI tasks, monthly AI goals and your single biggest 90-day outcome.
- Upload it to the Week 6 Final Project lesson at jmanai.com. Once it's approved, your certificate unlocks.

Overachiever Assignment

- Audit your complete AI stack: every tool, what you use it for, what it costs and an ROI estimate.
- Create a 1-page AI playbook you could hand to a new team member or assistant.
- Upload both.

Pro tip from JMan: The businesses that win with AI aren't the ones who learn the most tools. They're the ones who master a few and use them every day.

What Happens After Graduation

AI-Cademy Membership

This is where you keep growing after the Bootcamp ends. Graduates get exclusive pricing, with details on the Week 6 graduation page.

Tier	Includes
Boost	Free core tools and community
Brain Builder	Advanced workflows, prompt library, live Q&A
Big Brain Pro	Full toolkit, 1:1 support, early access to everything

Big Brain Chatbots

Want a concierge on your website without building it yourself? Big Brain Chatbots builds a done-for-you AI concierge, trained on your business, that answers questions, qualifies leads and books appointments 24/7. It's the same technology you saw in Week 5, with graduate pricing.

Certified Graduate Badge

You earned it. Add it to your social profiles, your email signature and your website. It tells clients and peers you're AI-confident and ahead of the curve.

Alumni Community

Your cohort stays connected after graduation. Monthly alumni calls keep you accountable and up to date, and the network you built in six weeks keeps growing with you.

Frequently Asked Questions

What if I can't watch the week right when it unlocks?

That's the whole point of recorded modules. Watch any time between Wednesday at 6:00 PM ET and Sunday night. Just get your homework in by Sunday at 11:59 PM ET so you're approved before the next week unlocks.

What if I miss Monday office hours?

The replay is posted inside the Bootcamp. Post your questions in Ask Us Anything ahead of time and we'll answer them live, even if you're not there.

Can I work ahead?

No. Each week unlocks only after your previous week's homework is submitted and approved. Every week builds on the last, and the group moves together. That structure is what gets people to the finish line.

What if I fall behind on homework?

Reach out right away in Ask Us Anything or by email. Extensions happen, but don't ghost. If you communicate, we work with you. If you disappear, you get stuck.

Do I need to be tech-savvy?

No. We start with "here's how to create a ChatGPT account." If you can send an email and browse the internet, you can do this.

I'm not in real estate. Is this for me?

Yes. Every prompt and example works for any business: home services, lending, insurance, coaching, consulting, health and wellness, retail and more. Wherever you see brackets, drop in your own industry.

What if I already use AI?

Great. Weeks 1 to 3 may feel familiar, but you'll pick up new techniques. Weeks 4 to 6 are where you level up with follow-up systems, chatbots, automation and your full stack.

How do I contact support?

Ask Us Anything first, with a response within 24 hours. For urgent issues: jman@jmanseminars.com or +1 585-202-6612.

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