

# Boosting Efficiency

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LEVERAGING AI FOR SUCCESS IN SPRAY  
FOAM CONTRACTING

*ALAN ANNIS*

# Alan Annis

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Alan brings over 20 years of experience in the spray foam and construction industries, having held executive leadership positions with two prominent foam manufacturing companies. His expertise encompasses business development, sales and marketing strategies, builder programs, and product management. As a leading authority on marketplace intelligence in the spray foam sector, Alan currently serves as the Business Development Officer and executive leader at Quadrant Performance Materials.

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# Artificial Intelligence

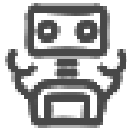
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**ARTIFICIAL INTELLIGENCE REFERS TO COMPUTER PROGRAMS THAT CAN COMPLETE COGNITIVE TASKS TYPICALLY ASSOCIATED WITH HUMAN INTELLIGENCE.**

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# AI will not take your jobs.

It's the companies that are using AI  
that will take your jobs.



AI



jobs



companies

# AI Boosting Efficiency

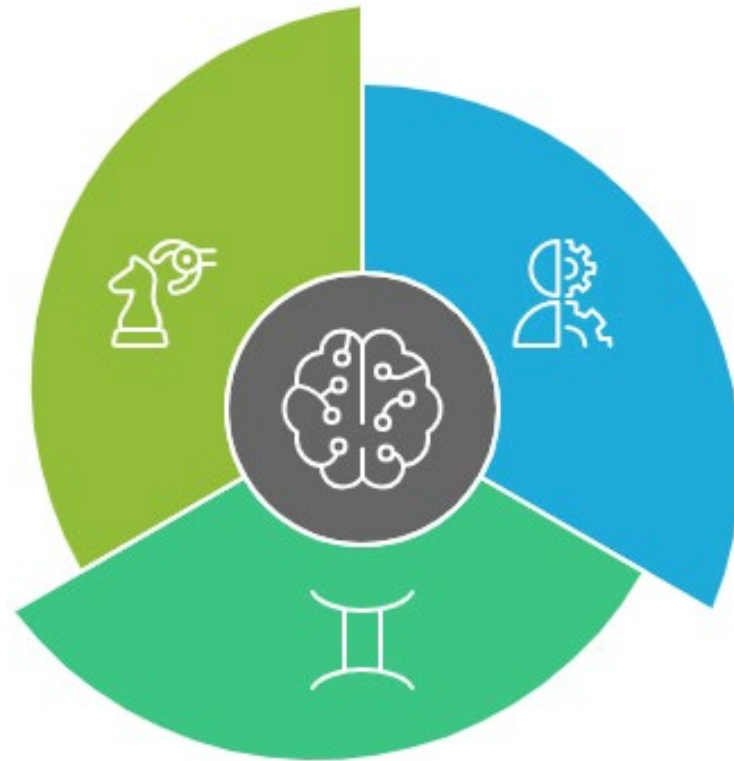
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# Leading AI Language Models

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Meta's LLaMA 3



OpenAI's GPT-4

Google's Gemini



# Prompting

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**TEXT INPUT THAT PROVIDES INSTRUCTIONS  
TO THE AI MODEL ON HOW TO GENERATE OUTPUT**

# Prompting

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- 1. Clarity:** Ensure that the prompt is clear and unambiguous. Vague prompts can lead to unexpected or irrelevant responses.
- 2. Specificity:** Be specific about what you want. The more detailed the prompt, the better the model can understand the context and provide a relevant answer.
- 3. Context:** Providing context can help the model generate more accurate responses. Including background information or examples can guide the AI in understanding the desired output.
- 4. Iterative Refinement:** Prompt engineering is often an iterative process. Experimenting with different phrasing and structures can help identify the most effective prompts.

# AI Boosting Efficiency

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# AI Communication Writing

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## **Prompt Example:**

"Write a [type of letter, e.g., thank-you/apology/request] to [recipient, e.g., a friend/manager]. The tone should be [formal/casual/warm]. Include [specific points, e.g., why you're writing, key details, and a clear closing]. Keep it [brief/detailed] and ensure the message feels [specific goal, e.g., heartfelt, persuasive, professional]."

# AI Communication Writing

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## PROMPT

Write a letter to the purchasing manager of XYZ Homebuilders. The tone should be warm and friendly. Include that I appreciate the opportunity to bid on their upcoming subdivision and that I will have the bidding submittal package completed soon. Keep it brief and ensure the message feels persuasive.

# AI Communication Writing

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Dear [Purchasing Manager's Name],

I hope this message finds you well! I wanted to take a moment to express my appreciation for the opportunity to bid on your upcoming subdivision project. We are excited about the possibility of working with XYZ Homebuilders and providing you with high-quality spray foam insulation solutions.

I'm in the process of finalizing the bidding submittal package and will have it ready for you shortly. Please feel free to reach out if you have any questions or need additional information in the meantime.

Thank you again for considering us as part of this project. I look forward to the opportunity to collaborate and bring value to your team.

Warm regards,

[Your Full Name]

[Your Title]

[Your Company Name]

# AI Communication Editing

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**Prompt Example:** "I need help improving this email. The goal is to [insert goal, e.g., persuade, inform, request, etc.]. The audience is [describe the recipient, e.g., my boss, a potential client, a colleague, etc.]. I want the tone to be [e.g., formal, professional, friendly, casual, etc.]. Please make sure it is [e.g., clear, concise, engaging, polite, etc.]. Here's the email:

[Paste the email here]."

# AI Boosting Efficiency

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# AI Lead Generation

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## PROMPT

My business is a spray foam contracting company. I'm trying to obtain some homebuilder leads in the Dallas / Fort Worth metroplex. Can you provide me a table with 50 custom homebuilders in the Dallas area, would like their company name, address, phone, website, and name of the purchasing manager if you have that too.

# AI Lead Generation

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It's challenging to provide a definitive list of 50 *smaller* custom home builders with all the requested information (especially purchasing manager names, which are often not publicly available). However, I can offer a more extensive list than before, combining larger and smaller builders, and focusing on those known to do custom work. This will give you a broader range of potential leads.

I strongly recommend verifying details and researching further. Websites, local builder associations, and direct contact are crucial for accurate, up-to-date information.

Here's the expanded table:

# AI Lead Generation

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Company Name	Address	Phone	Website	Notes
Drees Custom Homes	14800 Landmark Blvd. Suite 400, Dallas, TX 75254	(972) 716-3300	<a href="https://www.dreeshomes.com/">https://www.dreeshomes.com/</a>	Larger builder, but offers customization.
Highland Homes	6000 Legacy Dr. Suite 300, Plano, TX 75024	(972) 673-8100	<a href="https://www.highlandhomes.com/">https://www.highlandhomes.com/</a>	Larger builder, some customization options.
David Weekley Homes	6000 Legacy Dr. Suite 100, Plano, TX 75024	(972) 381-3000	<a href="https://www.davidweekleyhomes.com/">https://www.davidweekleyhomes.com/</a>	Larger builder, known for flexible floor plans.
Toll Brothers	5900 Legacy Dr. Suite 100, Plano, TX 75024	(972) 987-1000	<a href="https://www.tollbrothers.com/">https://www.tollbrothers.com/</a>	Luxury homes, often with customization.
Perry Homes	10000 Memorial Dr. Suite 1200, Houston, TX 77024	(713) 983-4400	<a href="https://www.perryhomes.com/">https://www.perryhomes.com/</a>	Offers some customization.

# AI Lead Generation

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## PROMPT

The homebuilders you provided are larger tract homebuilders, my target is smaller custom homebuilders, can you provide a list of smaller custom homebuilders that build less than 50 homes a year?



# AI Lead Generation

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You're right, focusing on smaller custom builders is key for your business. Identifying those building fewer than 50 homes annually requires a different approach, as this information isn't always readily available.

Here's a strategy and a refined list:

## Strategy for Finding Smaller Custom Builders:

1. **Local Builder Associations:** Contacting the Dallas Builders Association and the Home Builders Association of Greater Fort Worth directly and asking for members who specialize in custom homes and build fewer than 50 homes per year is a good start.
2. **Online Directories with Advanced Filtering:** Some online directories allow filtering by company size or revenue, which can help identify smaller builders.
3. **Focus on Specific Niches:** Look for builders specializing in specific types of custom homes, such as:

# AI Lead Generation

Company Name	Address	Phone	Website	Notes
Our Country Homes	1000 W. Euleless Blvd. Suite 100, Euleless, TX 76040	(817) 540-4900	<a href="https://www.ourcountryhomes.com/">https://www.ourcountryhomes.com/</a>	Family-owned, focuses on affordable custom homes, likely smaller volume.
Cornerstone North Texas Builders	504 W. 7th St. Suite 200, Fort Worth, TX 76102	(817) 857-4444	<a href="https://www.cornerstonetx.com/">https://www.cornerstonetx.com/</a>	Focus on custom homes in Fort Worth, likely smaller volume.
Chellyanna - Custom Homes, Additions, Renovations	No physical address listed	(817) 993-2720	<a href="https://www.chellyanna.com/">https://www.chellyanna.com/</a>	Offers a range of services, including custom homes, suggesting a smaller operation.
Open Prairie Custom Homes & Remodeling	2401 W. 7th St. Suite 100, Fort Worth, TX 76107	(817) 870-1500	[invalid URL removed]	Fort Worth-based, focus on custom projects and remodeling, likely smaller volume.

Company Name	Address	Phone	Website	Notes
Ron Davis Custom Homes	17818 Davenport Rd Ste 116, Dallas, TX 75252	(972) 680-0365	<a href="http://rondaviscustomhomes.com/">http://rondaviscustomhomes.com/</a>	Specializes in custom homes, smaller boutique firm.
Casa Bella Homes	2201 Main St #508, Dallas, TX 75201	(972) 387-2272	<a href="http://www.casabellahomes.com/">http://www.casabellahomes.com/</a>	Focus on custom homes, likely smaller volume.
L&K Custom Homes	13515 Preston Rd #200, Dallas, TX 75240	(972) 392-1351	[invalid URL removed]	Custom homes in Dallas-Fort Worth, smaller scale.
S&S Custom Homes	1201 N. Collins Blvd Suite 100, Richardson, TX 75080	(972) 231-4288	[invalid URL removed]	Custom homes in Dallas-Fort Worth, smaller scale.
Black Creek Custom Homes	1101 W. Euleless Blvd. Suite 100, Euleless, TX 76040	(817) 540-4900	[invalid URL removed]	Custom homes in the DFW area, likely smaller volume.

# AI Marketing – Target Customers

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## PROMPT

As a spray foam contractor, I want a highly detailed user persona report to better understand my target audience's desires, pain points, and challenges to make my content as relevant and engaging as possible. My target audience is homeowners with pole barns, or work sheds. Please generate this report in a table format and include the following categories as outlined below:  
Demographics, Psychographics, Desires and Wants, Frustrations and Pain Points, Buying Behavior, Suggested Messaging Tactics.  
Present each persona clearly for easy comparison, helping me identify and better understand distinct segments within this audience.

# AI Marketing – Target Customers


Category	Persona 1: DIY Enthusiast	Persona 2: Seasonal Hobbyist	Persona 3: Small Business Owner
<b>Demographics</b>	<ul style="list-style-type: none"> <li>- Age: 30-50</li> <li>- Gender: Male</li> <li>- Location: Rural or suburban</li> <li>- Family: Married with kids or single</li> <li>- Income: \$40K-\$80K</li> </ul>	<ul style="list-style-type: none"> <li>- Age: 45-65</li> <li>- Gender: Female or Male</li> <li>- Location: Rural or suburban</li> <li>- Family: Empty-nester or couple</li> <li>- Income: \$50K-\$100K</li> </ul>	<ul style="list-style-type: none"> <li>- Age: 35-55</li> <li>- Gender: Male</li> <li>- Location: Rural or suburban</li> <li>- Family: Married with children</li> <li>- Income: \$75K-\$150K</li> </ul>
<b>Psychographics</b>	<ul style="list-style-type: none"> <li>- Enjoys hands-on projects</li> <li>- Values self-sufficiency</li> <li>- Enjoys improving property value</li> <li>- Practical and budget-conscious</li> </ul>	<ul style="list-style-type: none"> <li>- Uses the shed for hobbies (gardening, woodworking, etc.)</li> <li>- Values comfort and a pleasant environment for leisure activities</li> <li>- Interested in cost-effective solutions</li> </ul>	<ul style="list-style-type: none"> <li>- Needs to maintain a productive and comfortable work environment</li> <li>- Value efficiency and functionality</li> <li>- Concerned about increasing energy costs</li> </ul>



# AI Marketing – Target Customers

<p><b>Desires and Wants</b></p>	<ul style="list-style-type: none"> <li>- Want to keep the pole barn/work shed usable year-round</li> <li>- Interested in affordable insulation solutions</li> <li>- Values energy efficiency and comfort</li> <li>- Enjoys a clean, organized space</li> </ul>	<ul style="list-style-type: none"> <li>- Seeking ways to maintain a comfortable, temperature-regulated space for hobby activities</li> <li>- Interested in increasing energy efficiency and reducing utility costs</li> </ul> <p style="text-align: center;">↓</p>	<ul style="list-style-type: none"> <li>- Seeks professional, high-quality insulation that ensures comfort and productivity</li> <li>- Wants a long-term solution to save on energy costs</li> <li>- Seeks minimal downtime and disruption during installation</li> </ul>
<p><b>Frustrations and Pain Points</b></p>	<ul style="list-style-type: none"> <li>- Struggles with temperature control and humidity in the pole barn</li> <li>- Concerned about the DIY installation complexity</li> <li>- Frustrated with high utility costs due to poor insulation</li> </ul>	<ul style="list-style-type: none"> <li>- Struggles with drafts, condensation, and fluctuating temperatures</li> <li>- Concerned about a non-professional finish</li> <li>- Worries about rising energy bills</li> </ul>	<ul style="list-style-type: none"> <li>- Needs a durable, long-lasting insulation solution</li> <li>- Frustrated by high energy costs</li> <li>- Worried about disrupting daily operations during installation</li> <li>- Concerned about finding a trustworthy, reliable contractor</li> </ul>

# AI Marketing – Target Customers

<p><b>Buying Behavior</b></p>	<ul style="list-style-type: none"> <li>- Willing to invest time in DIY but prefers cost-effective solutions</li> <li>- Researches extensively before making purchases</li> <li>- Often buys online and values reviews</li> </ul>	<ul style="list-style-type: none"> <li>- May purchase through local home improvement stores or specialty retailers</li> <li>- Less likely to DIY and more willing to hire professionals</li> <li>- Values word-of-mouth recommendations</li> </ul>	<ul style="list-style-type: none"> <li>- Prefers a turnkey solution that includes installation</li> <li>- Likely to obtain quotes from multiple contractors</li> <li>- Will prioritize long-term value and energy savings over upfront costs</li> </ul>
<p><b>Suggested Messaging Tactics</b></p>	<ul style="list-style-type: none"> <li>- Emphasize the ease of DIY installation options</li> <li>- Highlight energy savings and reduced utility costs</li> <li>- Promote affordable pricing and value-driven solutions</li> <li>- Use visual tutorials and step-by-step guides</li> </ul>	<ul style="list-style-type: none"> <li>- Emphasize comfort and temperature regulation for hobbies</li> <li>- Focus on creating a pleasant and energy-efficient environment</li> <li>- Show examples of non-invasive, professional installations</li> </ul> 	<ul style="list-style-type: none"> <li>- Highlight return on investment (ROI) through energy savings</li> <li>- Stress the importance of productivity and comfort for small business operations</li> <li>- Offer tailored solutions to meet business needs and reduce disruption during installation</li> </ul>

# AI Marketing – Target Customers

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## PROMPT

Create the content for a 1 page brochure that emphasizes the benefits of purchasing spray foam for Persona 3: Small Business Owners, using the key insights you provided.

# AI Marketing – Target Customers

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## Maximize Comfort, Efficiency, and Savings with Spray Foam Insulation for Your Pole Barn or Work Shed

As a small business owner, you know how crucial it is to maintain a comfortable, productive environment for your operations. Whether you're using your pole barn or work shed for storage, manufacturing, or other business activities, **Spray Foam Insulation** is the smart solution to enhance your business's efficiency and bottom line. Here's how:

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## Why Choose Spray Foam Insulation for Your Business?

### 1. Save on Energy Costs:

High energy bills can cut into your profits. Spray foam insulation provides an airtight seal that helps maintain a consistent indoor temperature year-round. This reduces the need for heating and cooling, cutting energy costs and saving you money every month.

### 2. Improved Comfort for Your Team:

Comfortable employees are productive employees. Spray foam insulation not only keeps the temperature stable but also helps to reduce drafts and humidity. By maintaining a comfortable environment in your pole barn or work shed, you'll create a better work atmosphere for your team, improving both morale and productivity.

# AI Marketing – Target Customers

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### **3. Long-Term Durability and Protection:**

Unlike traditional insulation, spray foam expands and adheres to surfaces, sealing gaps and cracks. This makes it more durable and resistant to moisture, mold, and mildew. Protect your business from potential damage caused by leaks or temperature fluctuations and ensure your workspace lasts for years to come.

### **4. Minimal Disruption to Your Business Operations:**

We understand the importance of keeping your business running smoothly. Our professional spray foam installation is quick and efficient, with minimal downtime or disruption to your day-to-day operations. You'll be back to business in no time, enjoying the benefits of better insulation and energy savings.

### **5. A Smart Investment for Your Business:**

Spray foam insulation is not just an expense—it's an investment. The initial cost quickly pays off with reduced energy bills, increased comfort, and better protection for your equipment and inventory. The improved efficiency of your workspace can also lead to increased productivity and reduced operational costs in the long run.

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### **What We Offer:**

- **Customized Solutions** tailored to your specific business needs
- **Professional Installation** with minimal disruption to your operations
- **Energy Efficiency** that pays for itself over time
- **Durability and Protection** from the elements
- **Long-Term Savings** through reduced energy bills

# AI Marketing – Target Customers

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## **Contact Us Today for a Free Consultation!**

Don't let high energy costs or uncomfortable working conditions hold your business back. Reach out today to learn how spray foam insulation can transform your pole barn or work shed into a more efficient and productive space.

Call us at [Your Phone Number] or Email [Your Email Address] to schedule your free, no-obligation consultation.

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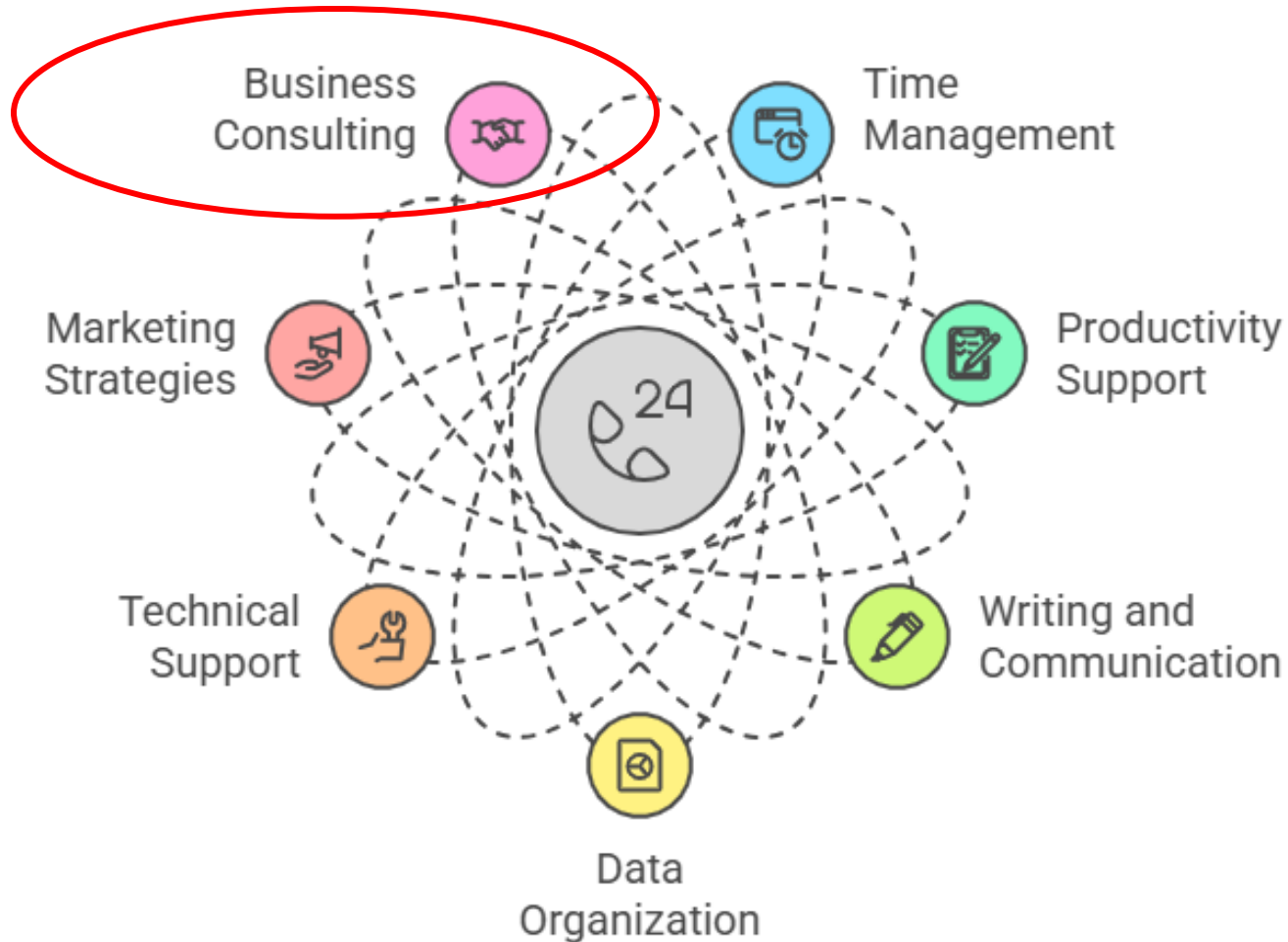
[Your Company Name]

Transform Your Space. Maximize Your Savings.

[Your Website URL]

# AI Boosting Efficiency

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# AI Consultant Strategist

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## PROMPT

You are a spray foam contractor business strategist; you are an expert in consulting on business strategy and plans for growth.

I own a spray foam contracting business. I am an owner-operator so right now I don't have any employees, with exception of my wife who answers phones and maintains the bookkeeping for the business. I find myself working in the business doing bidding, takeoffs, to find new work, but I spend most of my time installing spray foam in the jobs I land. I would like to scale the business so I can ultimately make more money and eventually sell the business. I feel stuck not having enough time to find enough new business to justify buying a second rig, or trust that I can find a good spray foam installer to help install the work. I'm fearful that I won't be able to figure out how to scale the business fast enough and that it will cost me a bunch of money with the mistakes I make. I need help understanding how to scale my business.

Before responding you must think very deeply on your response, ask yourself questions before making a final output.

At the end of your output, let's have a back and forth until you get enough information to act as my business consultant and strategist. Do not stop asking me questions until you have enough information to become a true business strategist expert who has been personalized to my own business.



# AI Consultant Strategist

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Thank you for the detailed context regarding your business. I can see that you're at a pivotal point in your spray foam contracting business where you're looking to scale and increase profitability, but you're facing several challenges related to time management, trust in hiring, and the uncertainty of whether scaling will lead to the growth you want. To offer you meaningful strategic advice, I'll need to ask you a series of questions to gather more insight into your business's structure, operations, and goals. This will ensure I can provide you with personalized guidance that will help you achieve your goals effectively.

## 1. Current Financials & Business Operations

- **Revenue and Profit Margins:** How much revenue are you currently generating, and what are your typical profit margins on each project? Understanding your financial health will help us assess how much room you have to reinvest in scaling efforts.
- **Cost of Running Your Business:** What are your current fixed and variable costs? Specifically, how much does it cost you to run your business each month (fuel, equipment maintenance, materials, etc.)? This will allow us to understand how scaling might impact your expenses.

## 2. Business Model & Project Flow

- **Client Acquisition:** How do you typically acquire clients right now? Is it mainly through word-of-mouth referrals, digital marketing, networking, or other channels? We need to understand how you're getting new business and if those methods are scalable or need to evolve.
- **Job Size & Frequency:** What types of projects do you typically land? Are they large residential homes, commercial spaces, or smaller jobs like pole barns and sheds? Understanding your average project size and how often you win jobs will be key to determining how quickly you can scale.

# AI Consultant Strategist

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## 3. The Installation Process & Hiring Needs

- **Current Installation Workflow:** How do you typically execute a job from start to finish? Do you have a repeatable process in place for efficiency, or is it more of an ad-hoc approach that you tailor to each job?
- **Hiring Challenges:** What are your primary concerns when it comes to hiring a new installer? Are you worried about finding someone with the right skills, work ethic, or trustworthiness? Additionally, have you ever hired subcontractors, or are you considering employees?

## 4. The Role of Your Wife in the Business

- **Wife's Involvement:** You mentioned your wife handles phones and bookkeeping. How many hours a week does she spend on administrative tasks? Does she want to take on more responsibility, or would you prefer to bring on additional help to handle administrative tasks so you can focus more on the business's growth?

## 5. Scaling Strategy Concerns

- **Fear of Mistakes:** You've mentioned a fear of making mistakes while scaling. Could you share a little more about the kinds of mistakes you're worried about? Are you concerned about financial missteps, hiring issues, operational challenges, or something else entirely?
- **Buying a Second Rig:** What is your thought process on purchasing a second rig? Are you thinking of doing this as soon as possible, or are you waiting for certain indicators to confirm that the business can support the investment?
- **Selling the Business:** You've mentioned an interest in eventually selling the business. What is your ideal timeline for this? Are you looking for a profitable exit in the next 3-5 years, or is that a longer-term goal?

# AI Consultant Strategist

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## 6. Personal Goals and Vision

- **Work-Life Balance:** What does a balanced work-life situation look like for you? How much time are you currently spending on the business, and what kind of personal time would you like to have if the business scaled successfully?
- **Long-Term Vision:** Aside from financial success, do you have any other long-term aspirations for the business (such as geographic expansion, diversifying services, or building a brand reputation)?

### Next Steps:

After I have a better understanding of these details, I'll be able to help you formulate a plan to scale effectively, manage risk, and put systems in place that can lead to profitability and growth without overwhelming yourself with operational tasks.

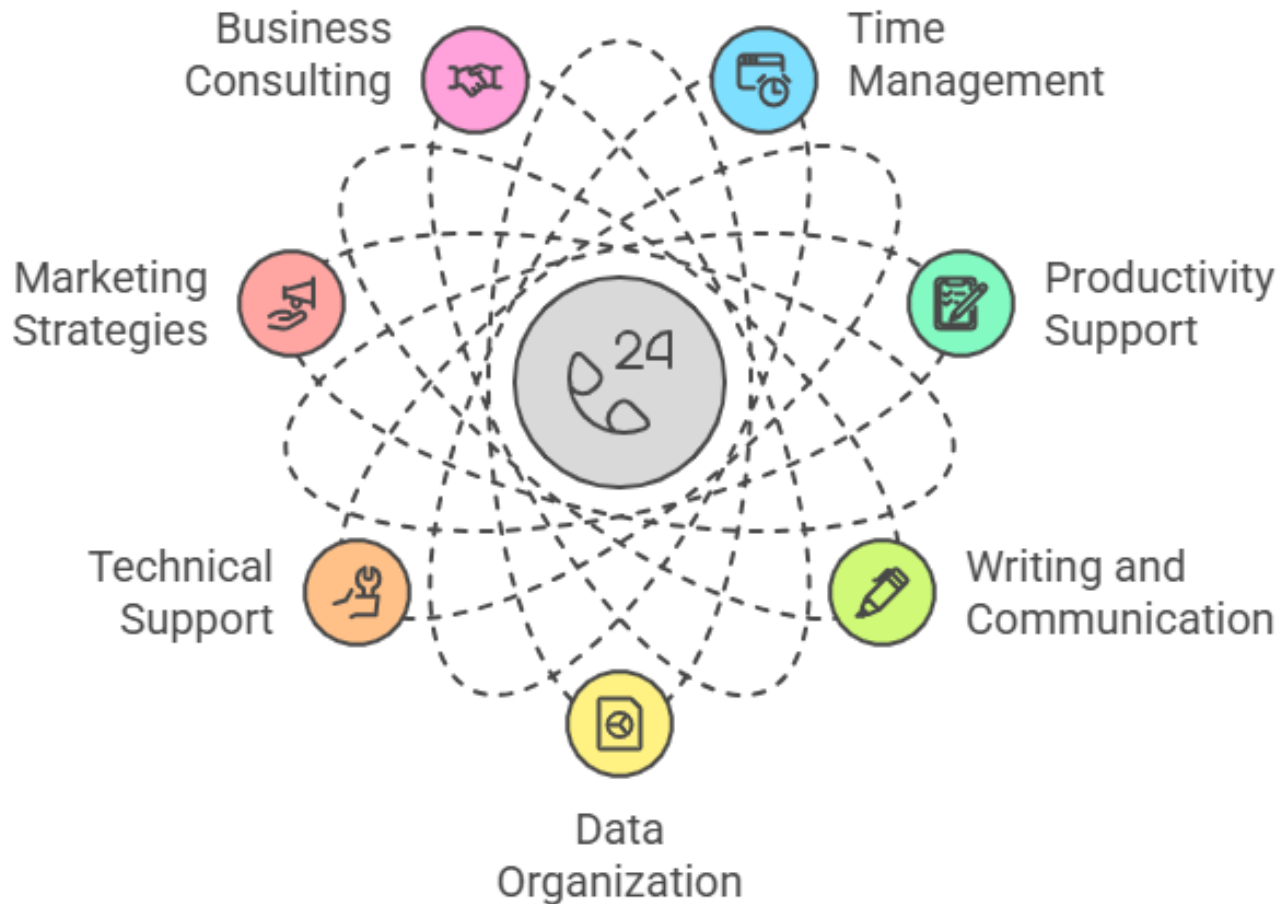
So, let's start with the first set of questions:

- What is your current annual revenue and profit margin?
- What are your typical costs to run your business on a monthly basis?
- How do you typically acquire clients (word-of-mouth, marketing, etc.)?

Once we establish this, we can dig deeper into the hiring, workflow, and scaling challenges.

# AI Boosting Efficiency

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# AI is Advancing Quickly

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Happy family standing in their new home with spray foam insulation

**AI image using  
Midjourney.com**



# But some AI is not so Intelligent



Happy family standing in their new home with spray foam insulation



Learn which tools are the best tools...and which ones are not!

# Next Step - Continuing Education

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**If you are not sure how AI can help, just ask it.**

- “I work as X. My biggest challenge is Y. How can you help me?”

**Google AI Essentials – 8-hour course on AI basics (\$49)**

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# Q & A

**Email me for a list of 1,000 AI Prompts**

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