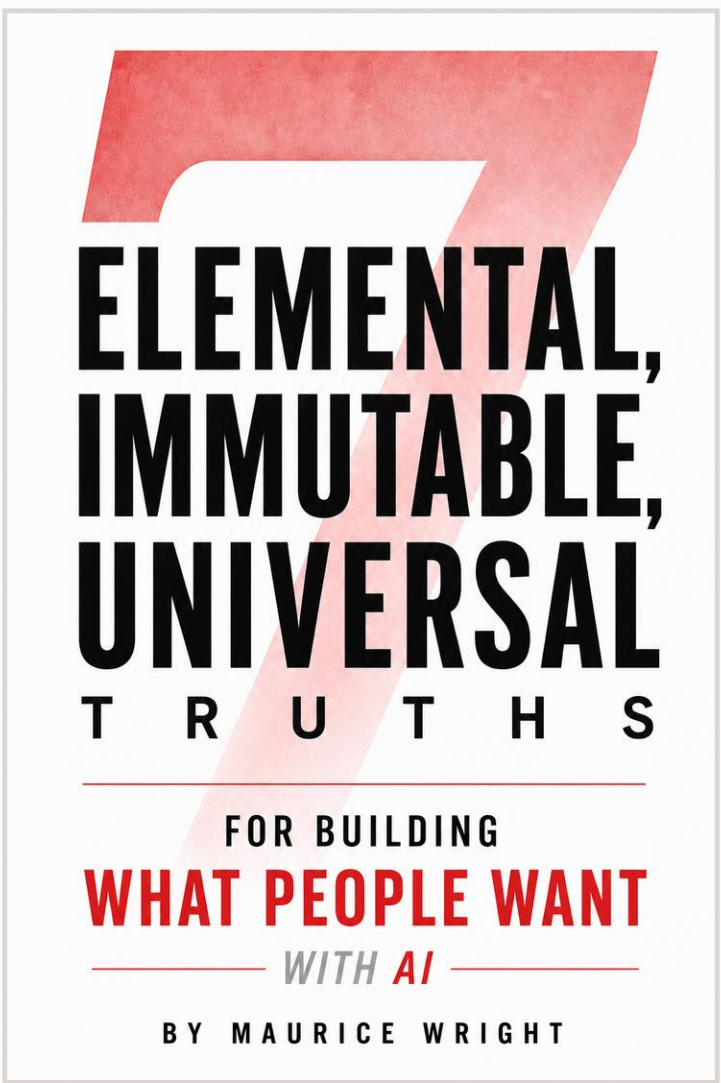


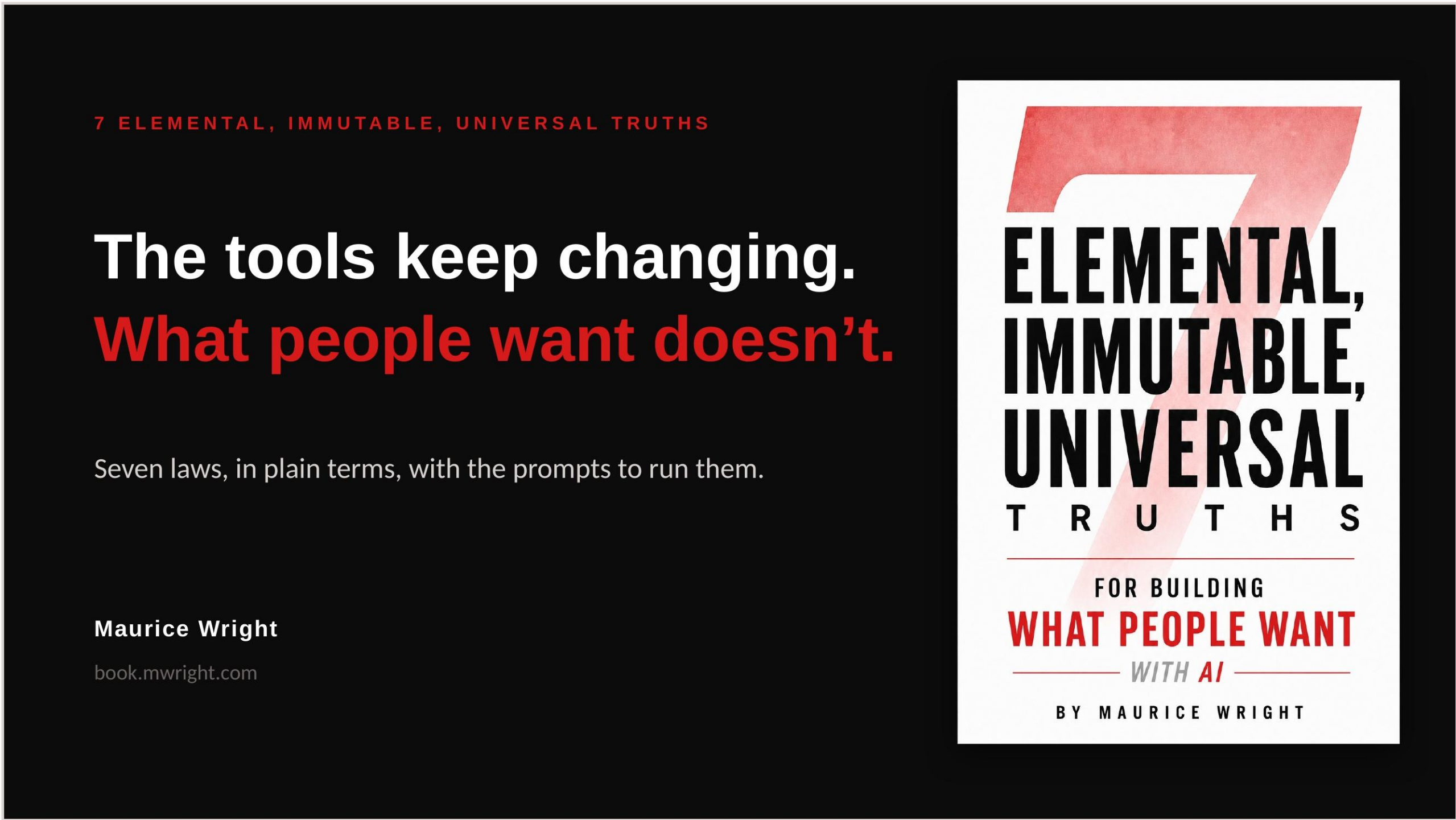


SEVEN TRUTHS. ANY TOOL.

7 Elemental, Immutable, Universal Truths

for Building What People Want with AI

Seven laws, in plain terms, with the prompts to run them.



WHAT PEOPLE WANT

What people want is a thoughtful product they can trust that can be produced reliably from a business they can count on.

They want a relationship with a company that can communicate their offering, that listens to make it better, and that understands their market.

And finally, they want to buy from a good corporate citizen.

Seven laws, three categories

Seven laws for making sticky ideas memorable and for connecting with people. Read them in order or a la carte.

MANIFESTING THOUGHT LAWS 1–3	Decide what you are actually making, borrow the process from someone bigger, then make it the same way every time. <i>Intention and Action · Big and Small · Being Consistent</i>
BUILDING RELATIONSHIPS LAWS 4–6	Start relationships one at a time, keep them through the good seasons and the bad ones, then scale them to a whole market. <i>Active and Passive Marketing · Wins and Losses · Rhythm and Fit</i>
REFLECTION LAW 7	Find out whether what you built was real value or just the look of it. Then take what you learned back to the top. <i>Karma and Value</i>

LAW 01 · LEADERSHIP THOUGHT

1

Intention and Action

What you get out is governed by what you put in. The “machine” is a mirror. It reflects the clarity of your mission.

Ask thoughtfully, then ask again.

- Know what you actually want before you ask. Give the machine the context only you have.
- The answer is never the prize. The conversation is.

COPY THIS PROMPT

What should I do first? Here is my situation: [your business, your customer, what you have tried, what is not working]. The single most important outcome I need is [one outcome].

Before you answer, ask me the five questions you would need answered to be useful. Then argue with my assumptions.

Use the lessons from Chapter 1 of the book “7 Elemental, Immutable, Universal Truths for Building What People Want with AI”

THE PARABLE

Felix, the print shop, and a machine called the Oracle.

7 Elemental, Immutable, Universal Truths · book.mwright.com

LAW 02 · PRODUCT / PROCESS / PROJECT MANAGEMENT

2

Big and Small

Big companies succeed at scale because they do small business things well.

Successful habits scale.

- Study the giants and shrink what they do to your size.
- Do not invent. Translate.

COPY THIS PROMPT

[The biggest company in my line of work] does this well: [one specific process, like how they follow up after a purchase, or how they decide what to build next].

I am one person with [your hours and budget]. Build me the one-person version I could run this month. Then tell me what changes when the idea is downsized.

Use the lessons from Chapter 2 of the book “7 Elemental, Immutable, Universal Truths for Building What People Want with AI”

THE PARABLE

Bertram’s great bakery, Marta’s nameless shop, and the miller who walked between them.

7 Elemental, Immutable, Universal Truths · book.mwright.com

LAW 03 · OPERATIONS

3

Being Consistent

Your identity is your constant frequency of action, what people can set their watch by.

Hold your note.

- Frequency held over time becomes identity.
- Choose your note first, then let the tools hold it steady when you can’t. Systematize the sound, keep the soul.

COPY THIS PROMPT

Here are twenty things I have written to customers over the last year: [paste emails, posts, replies].

Tell me what is consistent about my messaging. Tell me how I sound, what I reliably stand for, and where my positioning drifts. Then write it up as a standard I can maintain.

Use the lessons from Chapter 3 of the book “7 Elemental, Immutable, Universal Truths for Building What People Want with AI”

THE PARABLE

Bram, the fog bell, and the apprentice who wanted to build a horn.

7 Elemental, Immutable, Universal Truths · book.mwright.com

LAW 04 · SALES AND MARKETING

4

Active and Passive Marketing

Active builds today. Passive builds forever. It’s best when they act together.

Reach out and draw in.

- If the phone goes silent when you stop working, sow the garden.
- If you are magnetic but waiting, ignite the fire.

COPY THIS PROMPT

A passive garden could be considered as an ecosystem or a “playground” for a product. This might include loss-leaders, communities, live webinars, etc. Can you give me a prompt that I can use to create a list of items that they could add to their ecosystem that would act as a passive marketing “garden”.

Use the lessons from Chapter 4 of the book “7 Elemental, Immutable, Universal Truths for Building What People Want with AI”

THE PARABLE

Idris who chased the fish, Sana who built the traps, and the child who saw it.

7 Elemental, Immutable, Universal Truths · book.mwright.com

LAW 05 · CUSTOMER SUPPORT

5

Wins and Losses

Wins and losses are two sides of the same coin. The coin has value either way. What you learn is your advantage.

Study both the same.

- A win and a loss are the same event at different ends of the scale.
- Run two autopsies on a schedule: the loss autopsy, and the win autopsy.

COPY THIS PROMPT

My goal is to do less of the things that my clients/customers don’t like or don’t care about and to add more things that they like. Give me a prompt that I can use to create a list of things/features/offers that companies in my industry do that people don’t really care about or like, and give me a prompt that can help me identify what other companies in my industry do well that I am positioned to emulate.

Use the lessons from Chapter 5 of the book “7 Elemental, Immutable, Universal Truths for Building What People Want with AI”

THE PARABLE

Tomas the blacksmith, who lost an army and found forty customers.

7 Elemental, Immutable, Universal Truths · book.mwright.com

LAW 06 · PUBLIC RELATIONS / EVANGELIST

6

Rhythm and Fit

Markets move like the wind. Fit is when your actions can match it. Harness it.

Fly with the wind.

- Fit is the moment your push meets the swing and effort becomes a breeze.
- Tell persistence from stubbornness by one question: “Is anything responding?”

COPY THIS PROMPT

I want to post content that fits my market. [your audience. (example: businesses run by owner-operators that are approaching or completing a transaction of their business)].

I need to find trending content related to [your offering] that fits the needs of these types of people, and produce attractive charts, lists, and content that rides the trend. In other words, I want content that matches the rhythm of my market.

Use the lessons from Chapter 6 of the book “7 Elemental, Immutable, Universal Truths for Building What People Want with AI”

THE PARABLE

Lira, who ran all day with a kite, then waited for the wind to gather.

7 Elemental, Immutable, Universal Truths · book.mwright.com

LAW 07 · LEADERSHIP EVALUATION

7

Karma and Value

Value given returns; value taken returns too. Nothing escapes nature’s accounting.

Give more than you take.

- The ledger always balances. The world has a long memory now.
- Would I be comfortable if the customer could see what I am doing and why?

COPY THIS PROMPT

My business is [your business description]. How can I tell if what I do and how I do it is a net positive for my customers, my community, and for the planet. Tell me if there are any examples of businesses in my field that do a great job with this.

Use the lessons from Chapter 7 of the book “7 Elemental, Immutable, Universal Truths for Building What People Want with AI”

THE PARABLE

Cole and Wren, the same new net, and a boy that kept the accounts.

7 Elemental, Immutable, Universal Truths · book.mwright.com

Fill in the prompts

Copy a prompt, fill the brackets, then paste it in. The brackets contain your unique knowledge. AI can’t replace that.

- Fill the brackets**
Names, numbers, dates, what the customer actually said, etc. The AI knows everything about the world in general, but nothing about you.
- Read the answer**
A vague answer means a vague question. An answer that solved the wrong problem means you described the wrong problem.
- Ask again**
Three or four rounds in, AI starts to look like a genius. That is the result of an informed conversation.

SEVEN TRUTHS. ANY TOOL.

The rules don’t change.
The song is new every time.

Watch a jazz musician improvise for ten minutes with nothing written in front of them, never lost, never wrong. Ask how it is done and the answer is always the same. I am not inventing it. I am very good at a few old rules.

Maurice Wright
book.mwright.com

7 Elemental, Immutable, Universal Truths for Building What People Want with AI