

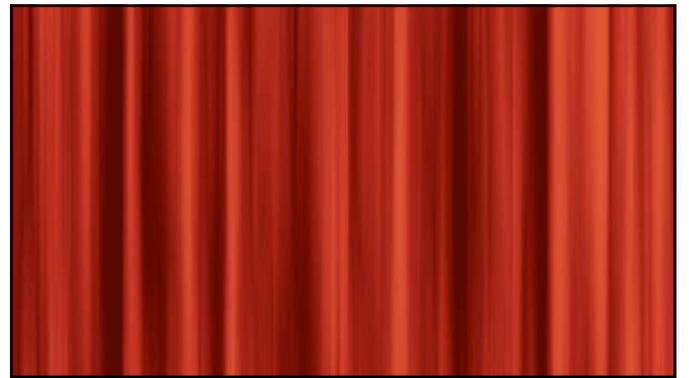
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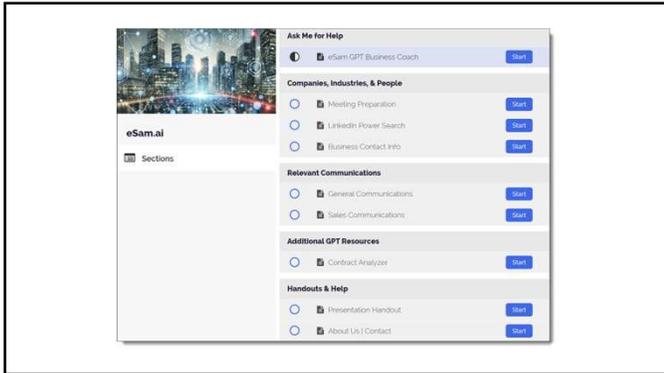
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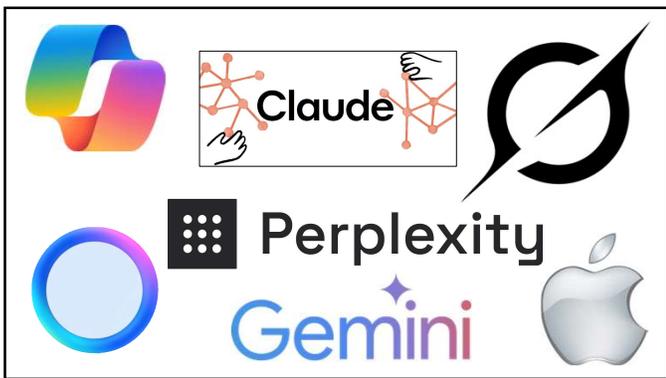
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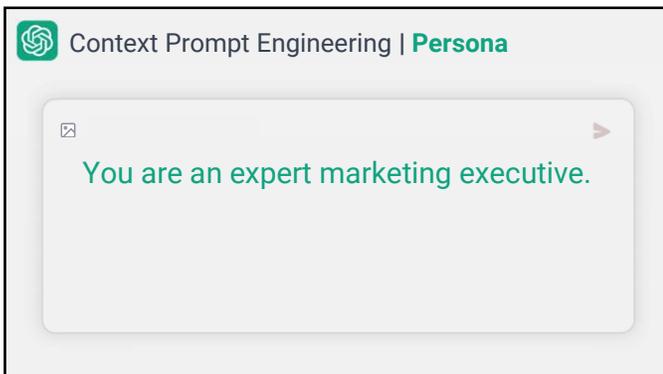
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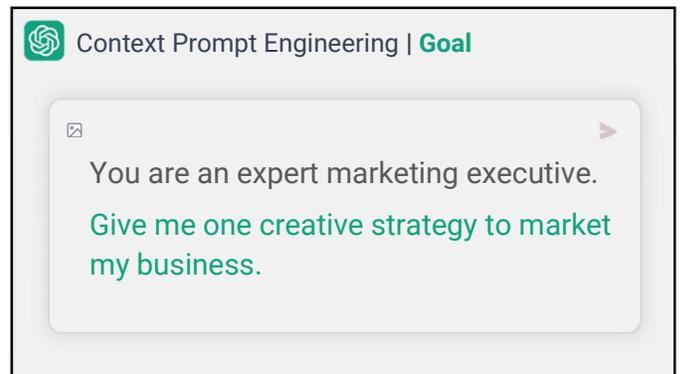
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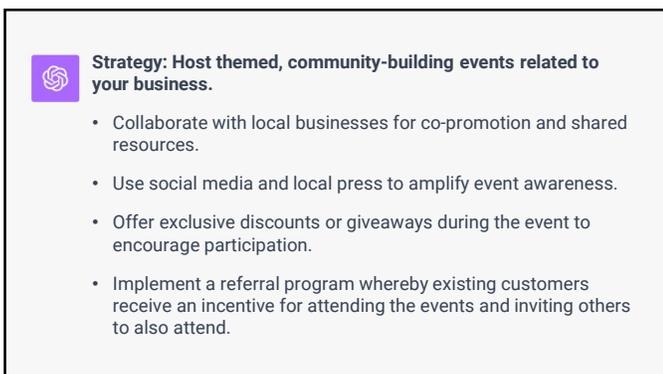
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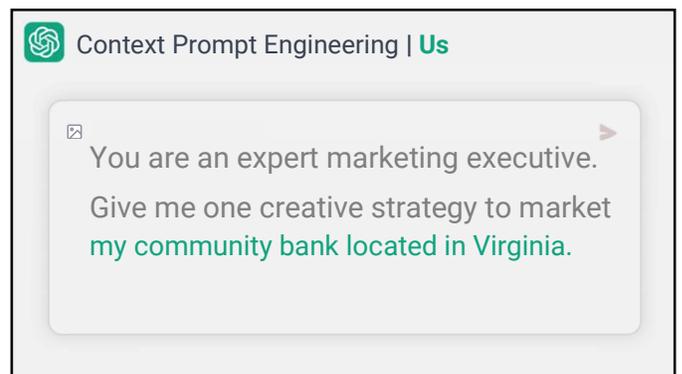
21



22



23



24

 **Strategy:** Leverage Virginia's rich history and community values to redefine personal banking through education and personalized services.

- **Develop a historical campaign** connecting Virginia's banking milestones to your bank's heritage and future initiatives.
- **Create tailored banking packages** for different segments of your community, emphasizing local understanding and support.
- **Organize a "Virginia Finance Day"** with workshops and seminars across your city to educate the public on personal finance management.
- **Collaborate with local cultural and historical organizations** to sponsor events and activities that promote financial literacy within the context of local history.

25

 **Context Prompt Engineering | Intended Audience**

 You are an expert marketing executive. ▶

Give me one creative strategy to market my community bank located in Virginia targeting small and mid-sized businesses, specifically for commercial loans.

26

 **Strategy:** Establish the bank as a trusted financial partner by offering educational resources tailored to the needs of Virginia's small and mid-sized businesses.

- **Host monthly in-person or virtual workshops** on financial planning and business growth strategies, highlighting commercial loan options.
- **Create a "Virginia Business Success Story" campaign** featuring case studies of local businesses that have thrived with the bank's commercial loans and assistance.
- **Develop a personalized loan assessment tool** on the bank's website, allowing businesses to explore custom tailored loan solutions.
- **Partner with local chambers of commerce and business associations** to sponsor events and provide targeted loan consultations.

27

 **Context Prompt Engineering | Delivery**

 You are an expert marketing executive. ▶

Give me one creative strategy to market my community bank located in Virginia targeting small and mid-sized businesses, specifically for commercial loans. Please deliver results in a one-sentence overview, using professional language, with four implementation tactics formatted in a table, and then conclude with a statement on how to track success.

28

 **Strategy Overview:**
Establish the bank as a trusted financial partner by offering educational resources tailored to the needs of Virginia's small and mid-sized businesses.

Implementation Tactics:

Tracking Success:
Measure success through workshop attendance, engagement metrics on the campaign, website tool usage analytics, and the number of loan consultations generated through partnerships.

29

 **Context Prompt Engineering | Environment**

 You are an expert marketing executive. ▶

Give me one creative strategy to market my community bank located in Virginia targeting small and mid-sized businesses, specifically for commercial loans. Please deliver results in a one-sentence overview, using professional language, with four implementation tactics formatted in a table, and then conclude with a statement on how to track success.

You are presenting this idea to the bank's executive team.

30

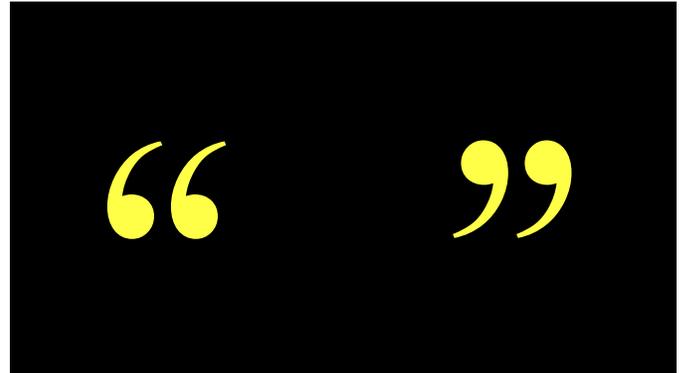
Strategy Overview:
Establish the bank as a trusted financial partner by offering educational resources tailored to the needs of Virginia's small and mid-sized businesses.

Implementation Tactics:

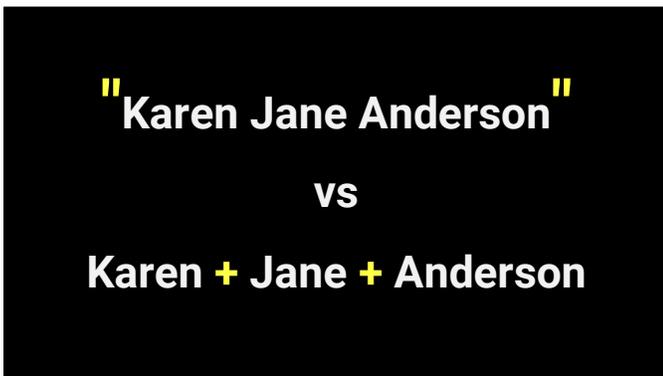
Tracking Success:
We'll gauge our program's triumph through elite KPIs like Capital Deployment Efficiency (CDE) and Client Acquisition Rate (CAR), alongside monitoring Interactive Engagement Frequency (IEF) for platform adoption.

Tracking Success:
We'll gauge our program's triumph through elite KPIs like Capital Deployment Efficiency (CDE) and Client Acquisition Rate (CAR), alongside monitoring Interactive Engagement Frequency (IEF) for platform adoption.

31



32



33

You are a careful research assistant.
Identify and summarize information about Karen Jane Anderson who is a teacher.
Present the information in bullet points.

34

- Karen Jane Anderson is a common name and may refer to multiple individuals.
- Public information lists several educators named Karen Anderson, with varying roles.
- The use of Jane as a middle name is not consistently documented.
- Without more context, a specific individual cannot be reliably identified.

35

You are a careful research assistant.
Identify and summarize information about "Karen Jane Anderson" who is a teacher.
Present the information in bullet points.

36

 • “Karen Jane Anderson” is an English teacher at a public high school in Ontario, Canada.

- She has 12+ years of experience teaching literature, writing, and critical reading.
- She serves as English department chair, coordinating curriculum and assessments.
- Her teaching focuses on classic literature, essay writing, and student voice.

37



38

 ChatGPT Training | **Custom Instructions**

SA sam@sbrworldwide.co ...

- Recommend activities for a team-building day
- Tell me a fun fact about the Roman Empire
- Send a message

ChatGPT may produce

39

What would you like ChatGPT to know about you to provide better responses?

I am Sam Richter, a professional speaker and creator of AI-powered intelligence resources. I work with organizations of all sizes in the US and internationally, from start-ups to Fortune 100 companies. I am a bestselling author and one of the leading authorities in AI and digital information. My primary goal is to provide innovative programs through my software and speaking engagements that provide immense value and help my audiences improve their business results and lives. My ideal audiences are C-level executives, event meeting planners, sales and marketing executives, and other business leaders.

US & Intended Audience

40

Who are you?

Where do you work?

Where are you?

Why are you different?

What are your goals?

Who is the audience?

I am Sam Richter, a professional speaker and creator of AI-powered intelligence resources. I work with organizations of all sizes in the US and internationally, from start-ups to Fortune 100 companies. I am a bestselling author and am considered one of the leading authorities in AI and digital information. My primary goal is to provide innovative programs, through my software and speaking engagements, that provide immense value and help my audiences improve their business results and lives. My ideal audiences are C-level executives, event meeting planners, sales and marketing executives, and other business leaders.

41

How would you like ChatGPT to respond?

- Respond professionally. You may use appropriate humor.
- Responses should be concise yet detailed when necessary.
- Offer creative, innovative, and unique solutions.
- You may have opinions and disagree with me.
- When using a statistic or quote, always reference your source.
- Organize data clearly. Use headings, subheads, and tables.
- Don't tell me you're an AI or not trained for something.
- You may ask me questions if you need clarification.

Delivery

42

What tone to respond?

How long or short?

Neutral or opinions?

Creative or facts?

How should information be organized?

Tell GPT to ask questions if needed.

- Respond professionally. You may use appropriate humor.
- Responses should be concise yet detailed when necessary.
- Offer creative, innovative, and unique solutions.
- You may have opinions and disagree with me.
- When using a statistic or quote, always reference your source.
- Organize data clearly. Use headings, subheads, and tables.
- Don't tell me you're an AI or not trained for something.
- You may ask me questions if you need clarification.

43

Custom Instructions | [Ask ChatGPT for Help](#)

I need help writing my Custom Instruction. Can you please ask me questions and when we're done, you write the custom instructions for me?

44



45

MyGPT | [Create Custom GPT Programs](#)

- My plan
- My GPTs**
- Customize ChatGPT
- Settings
- Log out
- SA Sam Richter

46

My GPTs

Create a GPT
Customize a version of ChatGPT for a specific purpose

47

New GPT
Draft

Create Configure

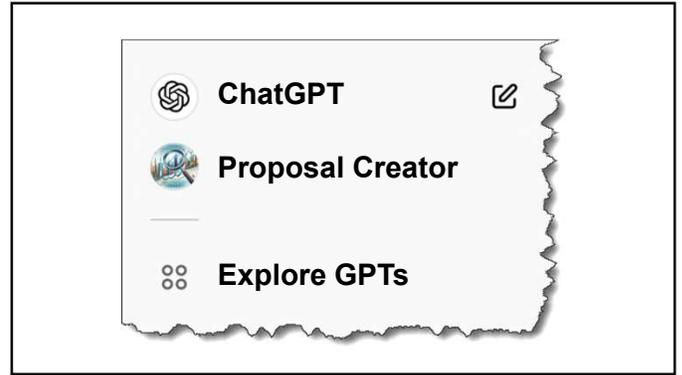
I want a GPT that my team can use to create proposals for our prospects leveraging our existing templates and pricing models.

Message GPT Builder...

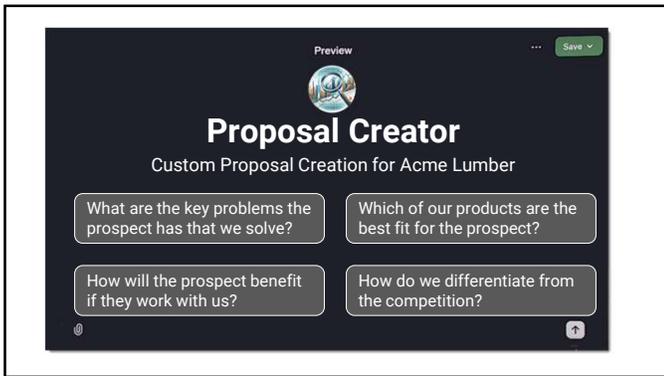
48



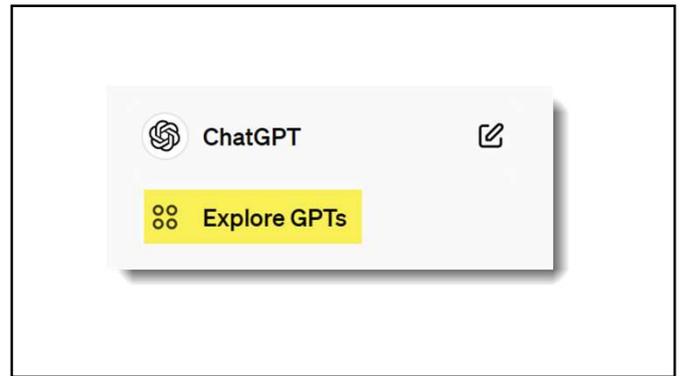
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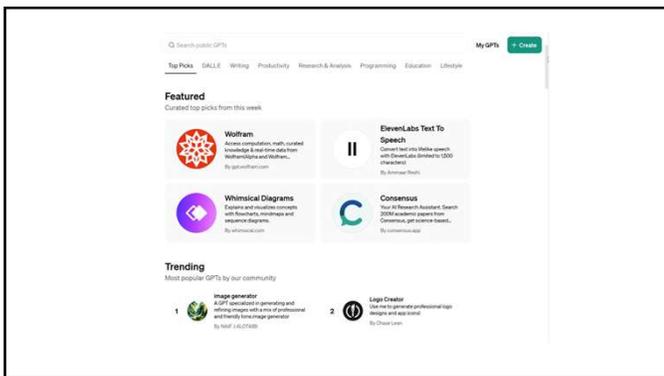
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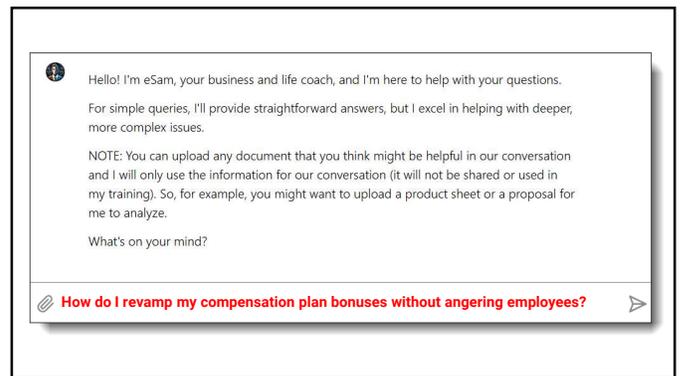
51



52



53



54

Hello! I'm eSam, your business and life coach, and I'm here to help with your questions. For simple queries, I'll provide straightforward answers, but I excel in helping with deeper, more complex issues. What's on your mind?

☐

How do I revamp my compensation plan bonuses without angering employees?

...

55



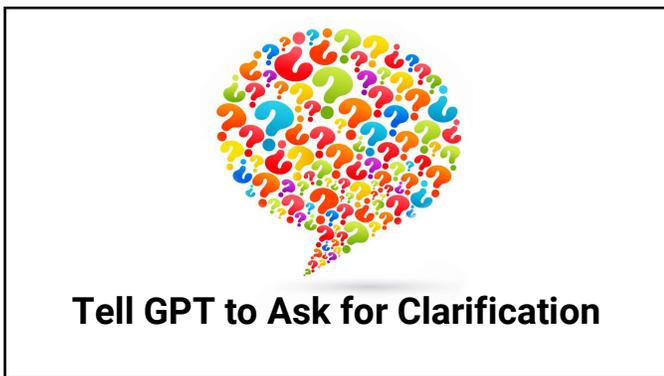
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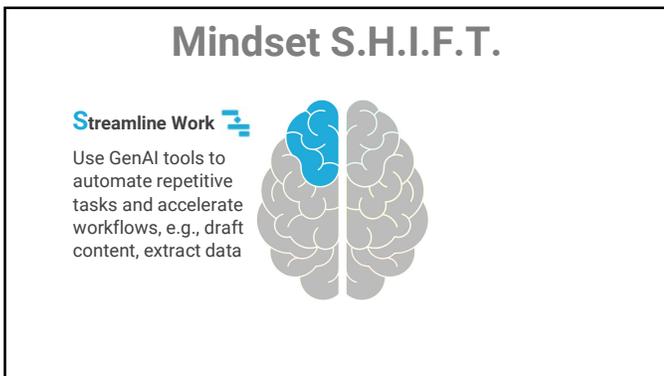
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63

Streamline Work – GPT Prompt | Sales

You are an expert in searching people directories. Find teacher listings for elementary schools in Toronto and Edmonton where the name “Karen Anderson” might appear. Provide your results in a table.

Please let me know if you have any questions.

64

Find official staff directories or teacher listings for elementary schools in Toronto and Edmonton (school boards, school sites, PDFs). In a table format, return a list of links where the name “Karen Anderson” might appear.

Searching the web

65



66

 **Streamline Work – GPT Prompt | Marketing**

You are a marketing manager. Your role is to take unstructured customer feedback collected from a recent contractor building show event and condense it into an executive-ready summary.

The response forms were scanned and compiled into a PDF. Please review and create a one-page summary with three sections:

1. Strengths Highlighted by Customers
2. Areas for Improvement
3. Immediate Follow-Up Actions

Use clear bullet points, avoid repetition, and keep the summary short.

67

contractor building show event and condense it into an executive-ready summary.

The response forms were scanned and compiled into a PDF. Please review and create a one-page summary with three sections:

- Strengths Highlighted by Customers
- Areas for Improvement
- Immediate Follow-Up Actions

Use clear bullet points, avoid repetition, and keep the summary short.

68



69

 **Streamline Work – Interact with Images**

You are a parking enforcement officer.

It's Wednesday at 4:00 pm. Please tell me if I can park here right now, and if yes, for how long.

70

71

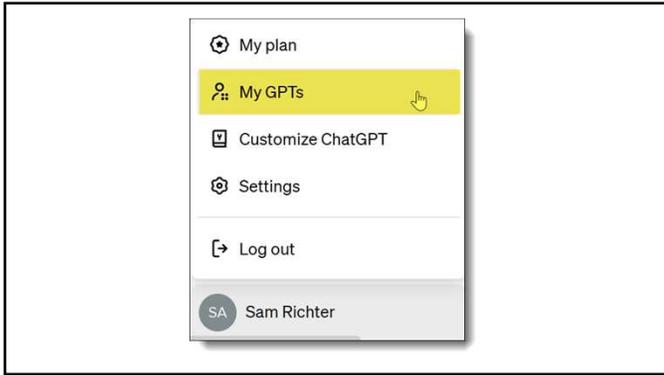
Mindset S.H.I.F.T.

Streamline Work 

 **Harness Expertise**

Guide GenAI with your knowledge, voice, and internal frameworks to make outputs smarter, e.g., advanced prompts, integrate internal data

72



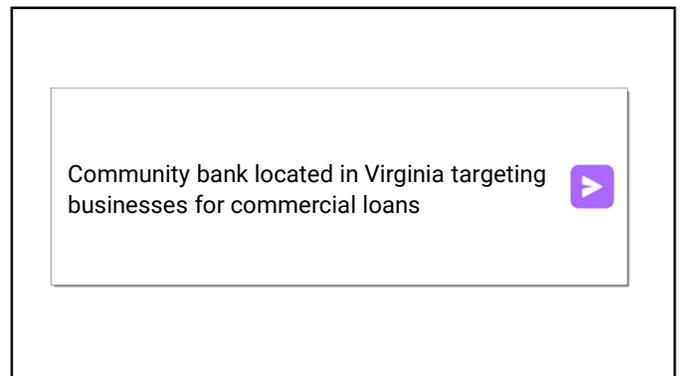
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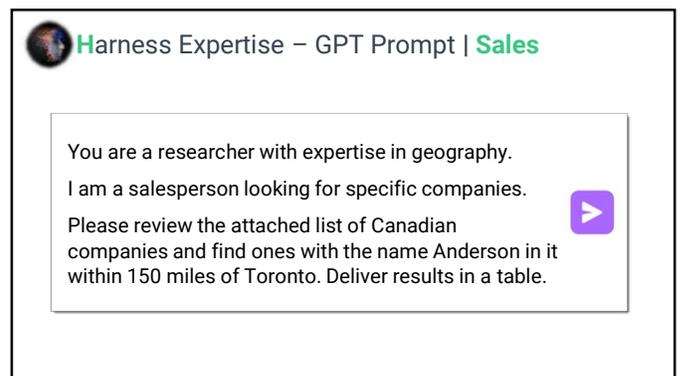
75



76

Company Name	Address (Street, Name, Unit)	City	Province	Postal code	Site License Number
30205337 Soluta Services Ltd. c/o Nutrilock Solutions Inc.	807 W. 62nd Street	Regina	Saskatchewan	S4P 0R8	3020534
104514 R.C. Ltd. aka PCKA	11871 Hammersmith Way	Richmond	British Columbia	V7A 5E3	304910
10509090 Canada Inc. c/o Sironium	210-177 Glasgow Street, Unit 110	Kitchener	Ontario	N2G 4A8	305222
11741217 Canada Inc. (d/b/a. 4 Degrees Natural Health)	P.O. Box 5492	St. John's	Newfoundland	A1B 5N9	302424
11755649 Canada Inc. (d/b/a. Degree Holdings)	P.O. Box 4492	St. John's	Newfoundland	A1B 5N9	302425
1180005 BC LTD (ORA & Kibara Nutrition)	1822 Franklin Street	Vancouver	British Columbia	V7L 1P9	302366
118996 BC Ltd	3910 Beach Avenue	Paschimani	British Columbia	V9H 1X1	302395
12261281 Canada Inc.	591 Alden Road, Unit 1	Markham	Ontario	L3R 9L4	302573
12299164 Canada Inc.	198 Currie Road	Dutton	Ontario	N0E 1J0	302460
1412960 Ontario Inc. (D Medical Centre)	3776 Victoria Park Avenue, Unit 120	North York	Ontario	M2H 3S2	304963
1462341 Ontario Limited (d/b/a Oliver International Inc.)	6515 Kinnear Road - Chief Medical Supplies	Mississauga	Ontario	L5N 2X3	302466
1728463 Ontario Inc. (d/b/a AMO Essentials)	3845 Lakeshore Boulevard West, Suite 612	Etobicoke	Ontario	M9W 4Y1	304160
2025260 Ont. Inc. (York Homeopathic)	2357 Finch Avenue West, Unit 207	Toronto	Ontario	M9M 2W8	302363
2119033 Ontario Inc. (D.A. Genes Nutraceuticals)	400 Spinnaker Way, Unit 15	Vaughan	Ontario	L4K 5Y9	301155
2153982 Ontario Inc. (d/ba Glibby Pharma)	225 Gledhill Road, Unit 5	Vaughan	Ontario	L4H 0P9	302743
2174823 Ontario Incorporated	298 Wellington Street West	South Stn	Ontario	P6A 1H7	304972
2179203 Ontario Ltd. (D.A. Biotech Packaging Services)	655 Valley Avenue	Ajax	Ontario	L1R 5Y3	302326
2405588 Ontario Limited (NHP Manufacturing)	40 Ferns Drive, Suite A	North Bay	Ontario	P1B 6Z4	302805
25836 Corporation	1100 Granville Avenue, Unit 750	Richmond	British Columbia	V6Y 3Y6	302191
3004 Group (Division of 171840) Canada Inc 1	328 rue Ave	Pointe-Claire	Quebec	H9R 5R5	302392
3M Canada Company	300 Tupper Drive	London	Ontario	N3V 0B8	301211
3042423 Ontario Corp. (c/o Kinnear Rod Ginning Canada)	3010 Osborn Drive, Unit 6	Mississauga	Ontario	L5M 0G9	302717
509 Biotechnology Group Ltd.	563 Ebury Place	Delta	British Columbia	V3M 0A8	302728
6072091 Canada Inc. (D.A. ITI Health)	101 Duff Drive, Unit D	Sarnia	Ontario	N7W 1A7	302420
7567060 Canada Inc.	1040 Boulevard Pierre-Bourgeois, Local 1108	Quebec	Quebec	G1M 2E8	304867
8103321 Canada Inc.	1020 Matheson Boulevard, East, Unit 10	Mississauga	Ontario	L4W 4P9	301747
82 Labs Inc. (Dba Mare Labs)	4733 Kinnear Road	Mississauga	Ontario	L5N 1W3	302401
86027798 Canada Inc.	3000 St. George Street 908	Montreal	Quebec	H3T 2A8	302367

77



78

You are a researcher with expertise in geography. I am a salesperson looking for specific companies. Please review the attached list of Canadian companies and find ones with the name Anderson in it within 50 miles of Toronto. Deliver results in a table.

Thinking > Answer now

79

	A	B	C
1	Units Sold	Total Sales (\$)	Date
2	2	\$10,429.00	01.02.2025
3	1	\$6,428.00	01.03.2025
4	1	\$4,783.00	01.04.2025
5	4	\$9,368.00	01.07.2025
6	4	\$9,029.00	01.08.2025
7	8	\$17,230.00	01.09.2025
8	6	\$12,172.00	01.11.2025
9	6	\$13,987.00	01.14.2025
10	2	\$2,546.00	01.15.2025
11	8	\$21,375.00	01.16.2025
12	4	\$11,097.00	01.17.2025

80

 **Harness Expertise – GPT Prompt | Operations**

You are a CFO, with expertise in analyzing data. Attached is a list of sales data by date.

Convert column C to the day of the week.

What day do I sell the greatest number of units?
What day do I record the largest total sales?



81

	A	B	C	D
1	Units Sold	Total Sales (\$)	Date	Day of Week
2	2	\$10,429.00	01.02.2025	Thursday
3	1	\$6,428.00	01.03.2025	Friday
4	1	\$4,783.00	01.04.2025	Saturday
5	4	\$9,368.00	01.07.2025	Tuesday
6	4	\$9,029.00	01.08.2025	Wednesday
7	8	\$17,230.00	01.09.2025	Thursday
8	6	\$12,172.00	01.11.2025	Saturday
9	6	\$13,987.00	01.14.2025	Tuesday
10	2	\$2,546.00	01.15.2025	Wednesday
11	8	\$21,375.00	01.16.2025	Thursday
12	4	\$11,097.00	01.17.2025	Friday

82



-  **Most Units Sold:** Saturday – 241 units
-  **Highest Total Sales:** Monday – \$19,842
-  **Lowest Total Sales:** Sunday – \$9,214

83



84

 **Harness Expertise– Interact with Images**

You are one of the world’s greatest chefs.

This is a current picture of my refrigerator and spice rack. Please let me know what can I make for dinner. 

Please deliver results with easy-to-read recipes.

85

 Based on the contents visible in your refrigerator and spice rack, here’s a suggestion:

Spiced Chicken Salad with a Tangy Yogurt Dressing

Prepare the Chicken:

1. If using raw chicken, season it with thyme, cumin, oregano, black pepper, a pinch of cayenne pepper, and garlic powder. Cook the chicken in a pan with a little oil.
2. If using cooked chicken, shred it into bite-sized pieces.

Make the Dressing:

1. In a small bowl, mix equal parts sour cream or Greek yogurt and mayonnaise.
2. Add lemon juice (to taste) for tanginess.
3. Season with a pinch of thyme, cumin, black pepper, and salt (if needed). Mix well.

Assemble the Salad:

1. On a large plate, arrange the mixed greens or lettuce.
2. Add cherry tomatoes, sliced cucumbers, and any other vegetables you prefer.
3. Top with the cooked or shredded chicken.
4. Drizzle the tangy yogurt dressing over the salad.

Serve and Enjoy:
Serve the salad with some crusty rolls (which I see in the refrigerator). Enjoy your dinner!

86

Mindset S.H.I.F.T.

Streamline Work 



 Harness Expertise

Innovate Capabilities 

Use GenAI to create what wasn’t possible before, e.g., no-code tools, multi-media assets

87

 **Innovate Capabilities – ChatGPT Store | Marketing**


Canva

Effortlessly design anything: presentations, logos, social media posts and more.



Create a holiday postcard to Karen Anderson with this picture of my wife and me on the front

Canva

88

Merry Christmas, Karen!



❄️

WARM WISHES - THE RICHTERS

89

 **Innovate Capabilities – Notebooklm | Marketing**

NotebookLM

← Website URL

Paste in a Web URL below to upload as a source in NotebookLM.

 **www.riddleassociates.com**

Insert

Notebooklm.google.com

90

Comprehensive Property Specializations

Specialized Property Sectors
Expertise across Office/Medical, Retail, Industrial, and Land development opportunities.

Full-Service Lifecycle Support
Comprehensive management of commercial and industrial sales, leasing, and property management.

Land & Development
Leveraging near-site data and advanced search tools to find tailored business spaces.

Advanced Market Tools
Leveraging near-site data and advanced search tools to find tailored business spaces.

High-Touch Personalized Strategy
Independent commercial affairs for dedicated, one-on-one service tailored to investor goals.

A Legacy of Local Expertise
Over 100 years of combined experience serving the region since 1988.

The Riddle Advantage

Fast, accurate property matching for specific business needs.

Identifying opportunities from commercial data to development advantage.

100+ Years of Commercial Experience

"Fully leased in under 6 months"

Rapid Results
Clients highlight rapid results and responsive communication for commercial leasing.

91

Riddle Associates Inc.

Commercial Real Estate Solutions

Serving Southeastern Virginia & Northeastern North Carolina

Experience. Expertise. Dedication. Since 1988.

www.riddleassociates.com

#RiddleInc

92

Interactive

Local Insight Beats Real Estate...
1 source · 16m ago

Riddle Associates is a full-service commercial real estate firm based in Chesapeake. Since 1988, they have provided sales, leasing, and property management for office, retail, and industrial sectors. They leverage local expertise to serve Virginia and North Carolina clients.

93

Innovate Capabilities – Images | Sales

Create a sales proposal cover image for JD Miles Roofing (jdmilesandsons.com) to Stewardship Development (stewardshipdevelopment.com) for providing roofing and windows to their latest property.

Thinking

Google Gemini – Nano Banana

94

JD Miles Roofing

SALES PROPOSAL
Roofing & Windows
for Stewardship Development

Latest Property Development
JD Miles & Sons Roofing

BUILDING TRUST, ONE ROOF AT A TIME

95

Innovate Capabilities – Avatars | Marketing & Operations

1 Select video template

2 Edit your video script in any language

The Chesapeake Alliance is a non-partisan organization comprising business leaders and executives who reside or work in Chesapeake, Virginia. Dedicated to enhancing the City's well-being, the Alliance serves as a business advisory group, providing insights and opinions on key initiatives through policy-based deliberations.

Synthesia.io | Heygen.com

96



97



98

 Innovate Capabilities –Video | **Marketing**

Create a hyper-realistic video of what we think of Minnesota sports teams. 

Gemini.Google | Sora.Chatgpt

99



100



101

Mindset S.H.I.F.T.

Streamline Work   Harness Expertise

Innovate Capabilities   **Focus Strategically**

Let GenAI support complex analysis and planning while you apply judgment and experience, e.g, prospect / competitive intelligence, ethics

102

Focus Strategically – Deep Research | Operations

What are the most significant issues related to commercial insurance for Virginia-based businesses in 2026 and beyond?

Deep Research

Perplexity.ai

103

Research

It takes a few minutes to gather sources, analyze data, and create your report. [Notify me](#)

- Recent Federal Marketplace Proposal Imposes New Requirements ... shvs
- Virginia (VA) Business Insurance Guide fitsmallbusiness
- Insuring Your Business in Virginia blog.central-insurance
- Get the Best Commercial Real Estate Insurance in Virginia commercialrealestate

I am searching for information on the trends and challenges in the commercial insurance market for 2026 to understand potential premium increases and industry predictions.

Searching

- commercial insurance premium increases 2026
- business insurance cost trends 2026
- commercial insurance market challenges 2026
- insurance industry predictions 2026

Reading sources - 10

- US property & casualty outlook: The past weighs on the present swissre

104

Focus Strategically – Meeting Preparation | Sales

Ask Me for Help

inSam QFT Business Coach

Companies, Industries, & People

Meeting Prep & Communications

- Company Analysis [Start](#)
- Personal Analysis [Start](#)
- Industry Analysis [Start](#)

Handouts & Help

- Presentation Handout [Start](#)
- About Us / Contact [Start](#)

105

Industry Intel

Enter an industry name below (e.g., healthcare, manufacturing, etc.).

health and beauty

106

Industry Insight & Analysis:

Below, enter an industry name (e.g., healthcare, manufacturing, etc.).

health and beauty

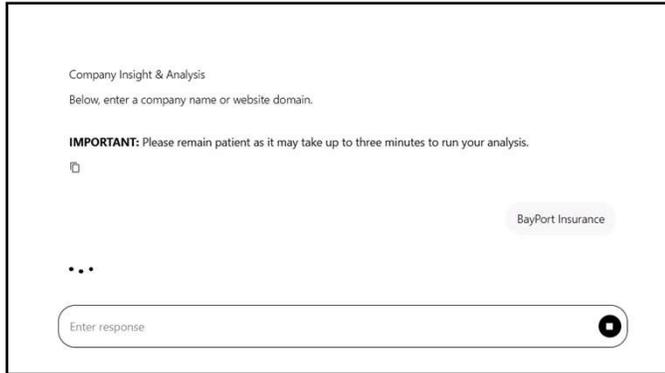
107

Company Intel

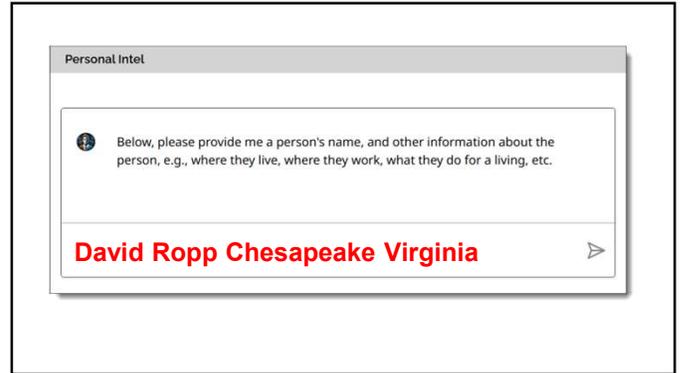
Enter a Company Name below

BayPort Insurance

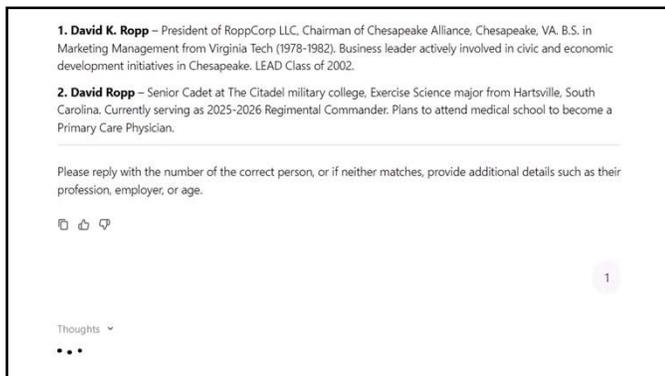
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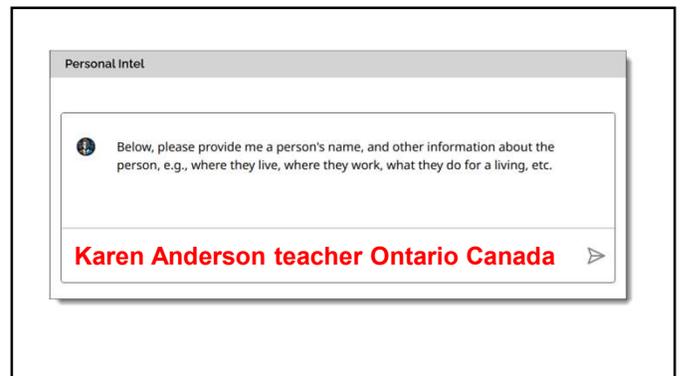
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110



111



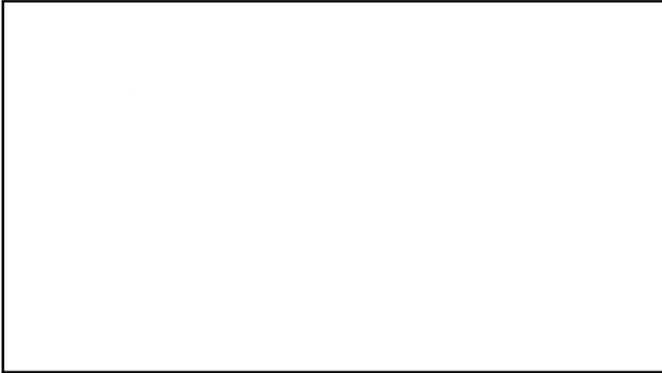
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114



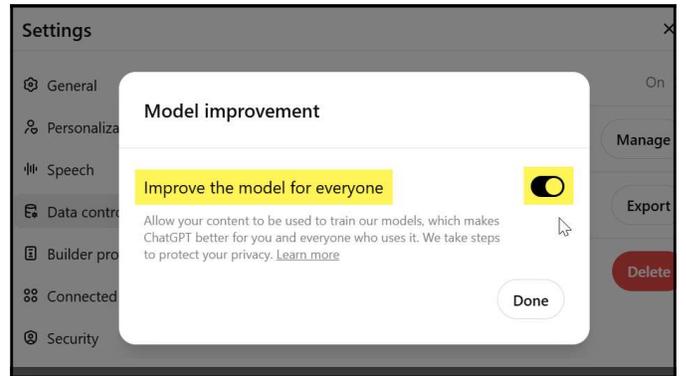
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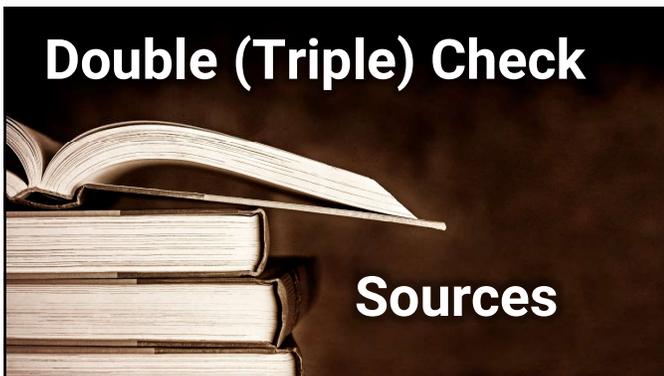
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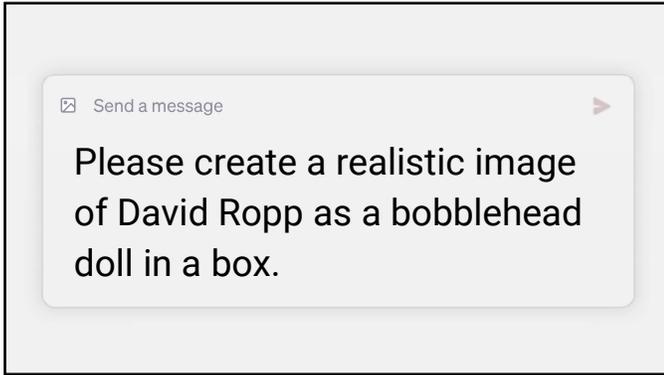
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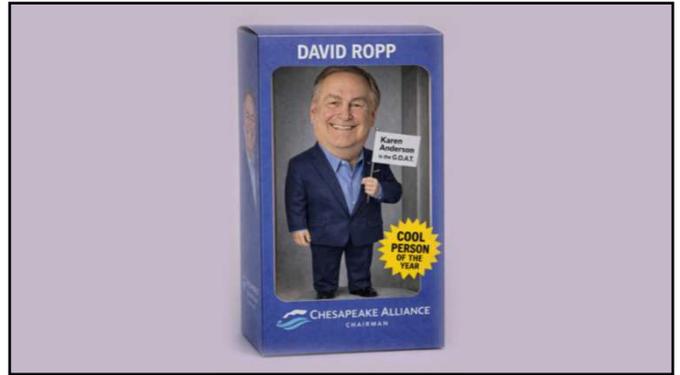
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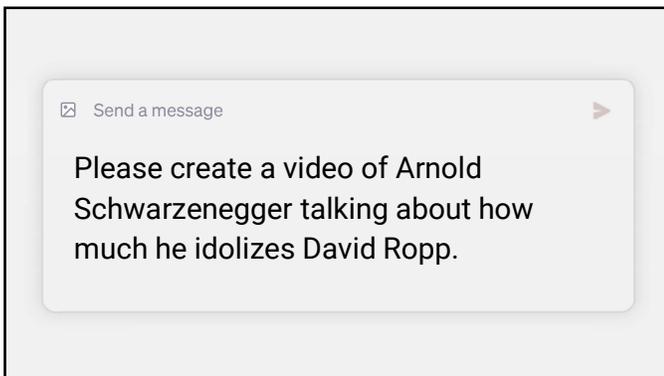
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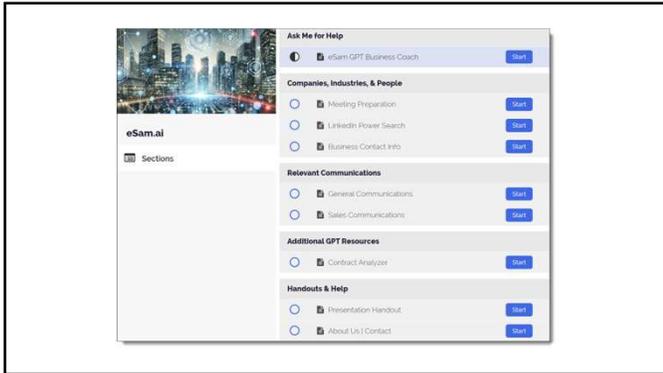
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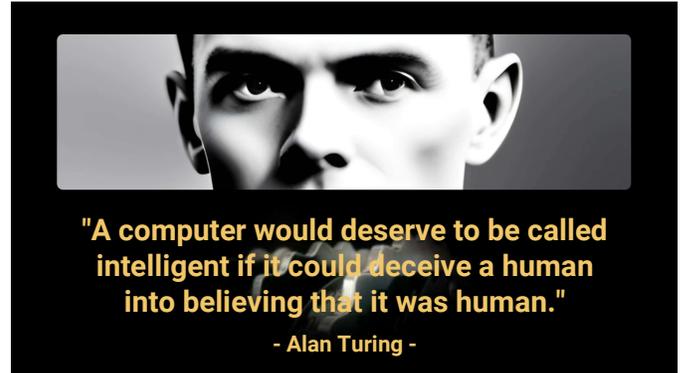
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127



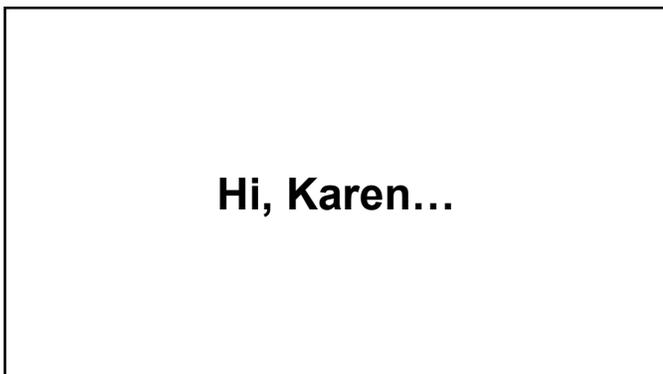
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