How to Start Winning With AI

THE BIG IDEA

AI will never be worse than it is today. You don't need a big plan. You need to get your hands on it and point it at one task at a time.

Part 1: Get moving

Waiting costs more than learning.

01 **Start now, not someday.**
Hormozi says AI will never be worse than it is right now. Skipping it is like running a company with no website.

02 **Give it one weekend.**
About 20 hours makes you proficient at a new skill, but people put off hour one for years. Get an AI to do one real task.

03 **Think tasks, not roles.**
Before you hire, list the 4 to 10 things that person actually does. Each task might be a workflow you can hand to AI first.

04 **Train it like a new hire.**
A new hire's first try is rarely perfect, and you wouldn't fire them. Give AI feedback and more examples instead of quitting.

05 **You're still competing with people.**
Humans with better tools beat humans with worse tools. Your competitors are people too, and the ones using AI get a head start.

Part 2: Your first steps

A simple drill you can start today.

01 **List what you do every day.**
Be specific. Not "run ads" but make campaigns, set budgets, write copy, check results, test headlines.

02 **Hand AI the first task.**
Type: "Help me automate this. What steps would you take?" It gives you a list.

03 **Do step one. Stuck? Screenshot it.**
Put the screen in and ask "What do I do now?" Repeat for each screen until it works.

04 **Define what good looks like.**
Vague words get vague work. Give it rules and real samples of your own writing. Each round of feedback makes it better, and a round takes minutes.

05 **Start with your own tasks.**
Hormozi suggests spending about 20% of your time automating your own work. If you don't, someone else will.

> "Everyone has an AI tutor at their fingertips that you're just not using."
>
> Alex Hormozi

DO THIS WEEK

- ☐ Write down every task you do in one normal day, as small as you can.
- ☐ Pick the first one and ask an AI: "Help me automate this. What steps would you take?"
- ☐ Block a few hours this weekend to follow its steps. Save what works.

Ask weekly: What did I teach AI to do this week?