



# BUILD A MORE AUTHENTIC BUSINESS

**Stay Rooted, Grow Smarter: The Soulful  
Business Owner's Guide to Building with AI**

# START HERE

You started your business with purpose. But between the strategy, content, admin, emails, and constant pressure to “do more,” it’s easy to lose your spark.

This workbook is here to help you get it back—by teaching you how to use AI in a way that supports your vision instead of diluting it.

You don’t have to sacrifice authenticity to scale. You don’t have to write every word yourself to sound like you. You just need a system that helps you protect your energy, amplify your voice, and make decisions based on alignment, not anxiety.

Inside this guide, you’ll:

- Define your zone of genius as a founder, creator, or service-provider
- Identify which tasks are taking you away from what you’re best at
- Learn how to delegate with discernment using AI
- Start building intuitive systems that feel as good as they function

Let’s build a business that works for you—and feels like you, all the way through.

# HOW TO USE THIS GUIDE

**This isn't homework. It's a co-creation.**

You can move through it all in one go, or dip in and out as clarity strikes. There's no "right" way to do this—just your way.

That said, here's how to get the most from it:

## **1. Start with You.**

The first few pages are designed to reconnect you with your zone of genius—the part of you that lights up when you're working in your magic. This is your foundation. You'll come back to it often.

## **2. Get Clear on What's Not Yours.**

Once you know what's you, it's time to gently name what isn't. The stuff that drains you. Slows you down. This isn't about judgment—it's about discernment.

## **3. Let AI Help.**

You'll find optional prompts throughout the guide that show you how to use ChatGPT (or your favorite AI tool) to assist with each exercise. You don't have to go it alone. Let AI reflect your insights back to you.

# HOW TO USE THIS GUIDE

## **4. Choose 1–3 Things to Offload.**

You don't need to reinvent everything at once. Just pick a few things that feel ripe for release—and we'll walk through how to delegate them with clarity and care.

## **5. Keep What Resonates. Leave What Doesn't.**

This is your creative process. You can use voice notes, handwriting, typed journaling, or even talk directly to ChatGPT as you go. Follow what feels natural. That's the whole point.

## **You ready?**

Let's build a workflow that honors your energy and amplifies your genius.

# SECTION ONE: DISCOVER YOUR ZONE OF GENIUS

A sacred inventory of what energizes you,  
magnetizes you, and makes you irreplaceable.

# INTRO

Let's get something straight: your **zone of genius** isn't just "what you're good at."

It's where skill meets soul. It's the work that feels like breathing. It's the part of you that people try to copy—but never quite can.

And chances are, it's **already happening**... you've just never named it.

This section is about noticing what's already there. You don't need to name a job title.

You don't need to monetize it.

You just need to be honest about what feels like you.

# **PART 1: GUIDED PROMPTS FOR DEEPER REFLECTION**

Use these however you want:

Voice note, talk to ChatGPT, freewrite in a notebook, or sit with them in stillness.

Each one is a door. Walk through the ones that open easily.

**1. What would you keep doing even if no one ever saw it?**

Think about the parts of your work or life that feel good just because. The things that feel satisfying even without recognition.

**2. What do you find yourself trying to make time for, even when life is full?**

These are often the first clues. What do you wish you had more time for?

**3. What do your closest people ask for your help with—again and again?**

Not coworkers. Not LinkedIn connections. The people who really know you.

**4. If you had a free afternoon and zero obligations, what might you start doing before you even realize you've started?**

It doesn't need to be productive. It doesn't even need to be "good." Just honest.

**5. What are the patterns in your obsessions?**

What have you gone down rabbit holes for? What keeps showing up in your life—books, articles, ideas, late-night thoughts?

**6. When was the last time you felt a weird, quiet kind of glow while working or thinking or creating something?**

You don't need to be lit up like a Christmas tree—just a flicker is enough.



## PART 2: YOUR PERSONAL SPARK MAP

Now write down anything that came through.

Think of it like a word cloud, collage, or curiosity board. Let it be messy.

You can also feed your thoughts into ChatGPT and ask for a reflection.

### **Optional Prompt for AI:**

Here's a list of things I'm drawn to, curious about, or feel good doing. Can you help me identify patterns or themes that point toward my zone of genius?

(Paste your journal or voice note transcript here.)

# PART 3: VALUES + ENERGY CHECK

Your zone of genius isn't just what you do—it's how you like to feel. Let's bring that in.

**Note** any of these words that feel **right**:  
creative, intuitive, grounded, decisive,  
playful, nurturing, curious, precise,  
visionary, calming, quick, bold, steady,  
expressive, collaborative, quiet,  
experimental, magical, practical

Add any of your own.

**Now finish this sentence:**  
I feel most myself when I'm...

# PART 4: YOUR ZONE OF GENIUS STATEMENT

## (WORKING DRAFT)

Now we pull it together—not to finalize, but to name it for today.

### **Fill in the blanks:**

My zone of genius lives at the intersection of \_\_\_\_\_ and \_\_\_\_\_.

It looks like \_\_\_\_\_, feels like \_\_\_\_\_, and usually shows up when I \_\_\_\_\_.

### **Example:**

My zone of genius lives at the intersection of intuitive insight and structured systems.

It looks like voice notes that turn into strategy.

It feels like relief.

And it usually shows up when I stop trying to force clarity and let it land.

# FEELING STUCK?

Sometimes the magic is hard to see when you're in it every day.

If you're having trouble naming what makes you feel most alive, or you just want a deeper reflection, this part's for you.

Let's bring in a little cosmic support.

Try looking up your Human Design chart.

It's free, takes a few seconds, and can reveal a lot about your natural strengths and energetic gifts.

Here's a good place to start:

[Get your free Human Design chart](#)

(You'll need your birth date, time, and location.)

Once you have your chart, look for something called your Incarnation Cross—it's a set of four numbers that look like this: XX/XX | XX/XX. These numbers correspond to four specific gates.

These four gates represent your core energetic gifts.

They're the themes you're here to explore, express, and embody.

# FEELING STUCK?

For example, here's mine:

Left Angle Cross of Alignment 2

My gates are: 28, 27, 33, and 13

These show up in me as:

- A deep hunger to find meaning (28)
- A nurturer who supports others through devotion and care (27)
- A desire to process and share stories from the past (33)
- A gift for listening deeply and holding collective memory (13)

Knowing this helped me reconnect with what already lives in me—the themes that show up again and again, whether I'm writing, coaching, building, or just being. It's not a formula. It's a mirror.

Want to explore yours?

Once you get your chart, you can look up your gates here:

- The Gates via Jovian Archive

You might find one sentence that rings through your whole body.

Let that be enough.

This isn't about nailing the answer.

It's about listening for what already feels like truth.

# SECTION TWO: AUDIT & DELEGATE WHAT'S OUTSIDE YOUR ZONE

Clear the clutter. Keep the magic.

# PART 1: THE DRAIN CHECK

Let's start by noticing what's weighing you down. These prompts are here to help you name it—not shame it.

## **Reflection Prompts (Journal, Voice Note, or ChatGPT Input):**

- What tasks have I been avoiding lately?
- What always ends up last on my to-do list?
- What feels like it takes way longer than it should?
- What do I dread—even if I'm “good” at it?
- What do I wish someone else could just take off my plate?

## PART 2: USE AI TO SORT THE PILE

Once you've got your list of draining or outside-the-zone tasks, you can ask ChatGPT to help you sort them based on what might be delegate-able.

### **Prompt to paste into ChatGPT:**

Here's a list of tasks I don't enjoy or that drain my energy. Can you sort them into categories: 1) things that could be done by AI, 2) things that probably need a human, and 3) things I could potentially drop altogether? (Paste your list after the prompt.)

This is especially helpful if you're overwhelmed and don't know where to start.



# PART 3: THE GENIUS FILTER

Use this little framework to label your tasks and get clearer on what stays, what goes, and what gets shared with a machine.

Task	Is it draining?	Is it repeat able?	Does it require my intuition/cr eativity?	Could AI help?	Keep, Drop, Delegate?
Example: Writing Instagram captions	Yes	Yes	Sometimes	Yes	Delegate
Example: Sending invoices	No	Yes	No	Yes	Delegate
Example: Writing my personal newsletter	No	No	Yes	Maybe	Keep
Example: Formatting blog posts	Yes	Yes	No	Yes	Delegate

You can recreate this as a handwritten list, a spreadsheet, or even talk it out in a voice note.

## PART 4: CHOOSE 1–3 THINGS TO EXPERIMENT WITH

Don't try to overhaul everything right now. Choose 1–3 tasks that feel ready to be offloaded—even partially.

### **Use these prompts to help you choose:**

- Which task makes me roll my eyes just thinking about it?
- Which task feels the most repetitive or robotic?
- Which task slows me down or clogs my flow?
- Which one would feel like a relief to not do manually?

### **Bonus AI prompt if you're not sure:**

From this list of tasks, which 1–3 would be easiest to start experimenting with AI delegation on—based on simplicity, time saved, and impact on my energy?

# SECTION THREE: DESIGN YOUR DELEGATION FLOW

Start small, stay aligned, and let AI carry  
the weight it's built for.

# INTRO

You've identified what feels heavy. Now it's time to experiment with offloading the right pieces—not just to get it done, but to free up space for the stuff that actually lights you up.

In this section, you'll choose 1–3 real tasks from your work or life and begin to build a **lightweight system** for how AI can support you. Think of this like co-designing with a really capable assistant who just needs great input.

We'll help you:

- Break the task down into manageable steps
- Identify which parts need your human touch
- Offload the rest to AI using intentional, custom prompts

Feel into what actually works for you

This is where your new workflow starts taking shape.

# PART 1: CHOOSE A TASK TO START WITH

Use the work from Section 2. Pick one of the tasks you circled or starred that feels most ripe for support. You can always come back and repeat this process with others.

## **Try asking yourself:**

- Where am I wasting the most time for the least reward?
- What task has low stakes but high drag?
- What would feel like a breath of fresh air if I didn't have to do it manually?

# PART 2: BREAK THE TASK DOWN

This helps you pinpoint exactly which parts are worth delegating—and where AI can realistically step in.

## Mini SOP Template:

- Task Name:
- Frequency:
- My Current Process (list the steps):
- Which steps feel intuitive / creative / sacred?
- Which steps feel repetitive / draining / easy to let go of?
- Which steps might AI support?

Optional AI prompt to help you break it down:

Here's a task I want to delegate. I'm going to describe how I currently do it. Can you help me break it into clear steps, and point out where AI could be most helpful?

(Paste your voice note transcript or bullet points here.)

# PART 3: WRITE A CUSTOM PROMPT FOR AI

Once you've broken the task down, you're ready to try delegating a piece of it.

We'll give you a fill-in-the-blank prompt to customize—and you can use this as a base for anything.

## **Prompt Template:**

Act as a [type of assistant or expert] to help me [goal or task] in a way that [desired tone, values, or feeling].

Here's what I need: [paste your notes, voice transcript, bullet points, or rough draft].

See the next page for examples.

# PART 3: WRITE A CUSTOM PROMPT FOR AI

## **Examples:**

Task: Writing social captions

Act as a social media assistant to help me write three Instagram captions based on this list of ideas. Keep the tone warm, personal, and a little playful. Here's what I've got: [bullets or voice note summary]

Task: Drafting a weekly newsletter

Act as a marketing writer to help me turn this voice note into a first draft for my weekly newsletter. I want it to feel honest and story-driven, not salesy. Here's what I said: [paste or summarize voice note]

Task: Summarizing a meeting

Act as an executive assistant and help me turn these messy notes into a clear summary with action items. Keep it simple and direct. Here are the notes: [paste]



# PART 4: EXPERIMENT + REFLECT

Once you try the prompt, reflect on how it felt. Did the AI output surprise you? Save you time? Miss the mark? Don't worry if it wasn't perfect—you're learning your own rhythm.

## **Reflection Prompts:**

- How much time did this save me?
- Did I feel more or less in flow?
- What would I tweak about my prompt next time?
- What do I want to try offloading next?

## PART 5: STACK THE WINS

If you've successfully delegated one task, that's your new template. Now you can start building out a few other workflows using the same structure.

It doesn't have to be a full system yet—it just needs to feel lighter than it did before.

- The goal is less stress, more alignment.
- Start small. Keep it sacred. Build it slow if you need to.
- Your workflow is meant to serve you—not the other way around.

# SECTION FOUR:

## 20 THINGS YOU CAN OFFLOAD TO AI (RIGHT NOW)

You don't have to do it all. Let's make your  
assistant earn its keep.

# INTRO

Still not sure what to delegate?

Here's a little secret: if it's repeatable, predictable, or just annoys the hell out of you, AI can probably help.

This list includes 20 common tasks that creatives, business owners, and deep-feelers like you often carry—but don't have to. For each task, you'll find a **starter prompt**—think of it like the kindling that gets your fire going.

This is not a copy/paste situation.  
It's the beginning of a conversation.

**Use the prompt to set the tone—and then stack all your thoughts, bullet points, voice note transcripts, or messy drafts beneath it.** That's where the magic really happens. The more YOU you put in, the better the AI can support you.

You don't need to use them all. Just pick one that feels like relief.

# THE LIST

## 1. Social Media Captions

Help me write [number] Instagram captions using the information below. Keep the tone [describe your tone: casual, inspiring, irreverent, etc.].

[Add your post ideas, product features, or key messages here.]

## 2. Email Newsletter Drafts

Help me turn the following notes into a newsletter draft. I want it to feel [tone: honest, story-driven, helpful, etc.].

[Paste voice note transcript, rough bullets, or idea dump here.]

## 3. Summarizing Notes or Voice Memos

Summarize the notes below into a clean outline with bullet points and action items.

[Paste notes, meeting minutes, or messy transcript here.]

## 4. Blog Post First Drafts

Write a first draft of a blog post using the outline below. Keep the tone [tone] and include [anything important: a CTA, personal story, etc.].

[Add outline or bullet points here.]

## 5. Product Descriptions

Write a product description using the details below. Make it feel [tone: storytelling, luxurious, playful, simple, etc.].

[Add product specs, story, or vibe notes here.]

# THE LIST

## **6. Course or Offer Landing Page Copy**

Help me write a landing page for my offer using the information below. Keep it clear, warm, and aligned with my brand voice. [Add all offer details, benefits, tone, testimonials, and audience notes here.]

## **7. Customer Service Templates**

Write 2–3 response templates for the customer situations described below. Keep the tone human, kind, and reassuring. [Add your FAQs, tricky moments, or examples here.]

## **8. Instagram Story Scripts**

Help me write a short script for 5 Instagram story frames based on the content below. Keep it conversational and add a clear CTA. [Add your idea, product info, or story topic here.]

## **9. Voice Note to Written Content**

Turn the following voice note transcript into a caption (or email/blog post). Keep it in my natural tone and tighten it up for clarity. [Paste transcript or summary here.]

## **10. Meeting or Coaching Session Recaps**

Write a summary of this meeting that includes key takeaways and action steps. Make it easy to read and actionable. [Paste your raw notes or transcript here.]

## **11. SEO Keywords + Meta Descriptions**

Based on the content below, give me a list of relevant SEO keywords and write a natural-sounding meta description. [Add your blog post, page copy, or topic here.]

# THE LIST

## 12. Brainstorming New Content Ideas

Based on the themes below, generate 10 content ideas that are aligned with [describe your vibe or audience].

[Paste your current topics, niche, or goals here.]

## 13. Naming Offers or Products

Help me come up with 5–10 name ideas for the offer described below. I want the name to feel [describe desired vibe: fun, wise, luxury, bold, etc.].

[Add product/offer details and tone here.]

## 14. Organizing and Categorizing Notes

Organize the notes below into clean, labeled categories for easier use.

[Paste your notes or brainstorm dump here.]

## 15. Outlining a Workshop, Course, or Talk

Help me outline a [workshop/course/talk] based on the concept below. Include 3–5 main sections with brief descriptions.

[Add your theme, goals, and any ideas so far.]

## 16. Translating Complex Ideas Simply

Rewrite the explanation below in simple, everyday language while keeping the meaning intact.

[Paste your paragraph, script, or teaching point here.]

# THE LIST

## **17. Drafting Proposals or Pitches**

Write a proposal for the idea described below. Make it feel confident, grounded, and clear about the value.

[Add project description, context, and goals.]

## **18. Turning Testimonials into Marketing Copy**

Rewrite the testimonials below into short blurbs I can use for social media or my website. Keep the heart of what was said.

[Paste testimonials here.]

## **19. Repurposing Content (e.g. blog → captions)**

Turn the content below into [number] short-form captions for social media. Highlight key points or emotional takeaways.

[Paste blog post or article here.]

## **20. Writing Job Descriptions or Hiring Posts**

Write a job description for the role described below. Make it clear, aligned with our values, and friendly.

[Add details about the role, company vibe, and must-haves.]

## **Want to Customize It Further?**

### **Here's a bonus prompt to layer into any of the above:**

Before we start, here's how I like to communicate: [describe your tone, values, and style—e.g., conversational, poetic, bold, grounded, heart-led, etc.]. Please reflect this in everything you write for me.

### **Let this list be a launchpad, not a limit.**

If something else is draining you, plug it into ChatGPT and ask for help.

AI works best when it's working with you—not instead of you.



**WRAP UP +  
INVITATION:  
YOU DIDN'T JUST  
DELEGATE. YOU  
MADE SPACE FOR  
WHAT MATTERS.**

# YOU JUST REALIGNED YOUR BUSINESS WITH YOU

And it's only going to get better from here.

This wasn't just about efficiency.

It was about authenticity—about realigning your business with your values, your voice, and your energy.

You've already started building a new kind of system. One that protects your zone of genius, filters out the noise, and keeps your presence strong without burning you out. That's how you scale with authenticity.

**And if you're feeling ready to deepen this shift, you're going to love what's next...**

# INSIDE THE AI EQUATION: BUILDING YOUR AI FOUNDATION,

we go beyond the one-time delegation and build long-term systems that keep your work aligned and your time protected.

You'll learn how to:

- Delegate and automate without losing your voice or connection
- Build soul-aligned systems for marketing, content, and communication
- Work smarter and truer—without selling your soul to the algorithm

Use code **GENIUS15** if you're ready to keep this momentum going.

Just go to **[937mktg.com/training](https://937mktg.com/training)**.

If not, just know: you've already started something that matters.

## **EITHER WAY, KEEP THIS TRUTH CLOSE:**

You don't need to do more to be worthy.

You don't need to rush into mastery.

You just need to do what's most you.