

Transcript - About Lighthouse Intelligence

Welcome to Lighthouse Intelligence, and thanks for taking a few moments to find out more about who we are, what makes us unique, and how we can help you in ways no one else can.

Now, to make that clear, I need to tell you a bit about my story.

For 36 plus years, I've been guiding people into expanded states of mental, emotional, spiritual, and financial freedom as a writer, speaker, teacher, and coach, while pursuing other entrepreneurial goals too.

I came to be known as “The Freedom Architect,” because of my focus on empowering people to experience those different states of freedom.

On my crazy journey, I became a New York Times bestselling author, an Inc 500 entrepreneur with Blue Ocean Software, having hit number 55 on that list of the 500 fastest growing companies in the us, and we ultimately sold that company for \$177 million cash.

I've also been blessed to have the opportunity to help transform the lives of hundreds of thousands of people in more than 100 countries through my books, my courses, and my live events.

When AI first appeared, I ignored it. I was busy, and I didn't realize how important and powerful it would become. But I was later inspired by an associate to investigate it for my business and my personal life.

Oh my God, I absolutely fell in love with AI, and I was blown away by what it could do and how it could help me in my businesses and my personal life.

Plus, AI was so much fun to use. I don't remember having so much fun in a really long time as I started to have, when I started to use AI.

I got super excited about what I call “partnering with AI” and how it could help me in the future personally and professionally.

But I also found that the AI world was very confusing and extremely overwhelming. I needed to figure out the best ways to partner with AI versus just using AI.

I needed to figure out the best ways to partner with AI versus just using AI, and that's a very important distinction for us, for creating products, services, and books, marketing, promotion and social media automation, admin and workflows

for getting things done and managing my businesses, and to help me with health and wellness, buying decisions and other personal issues and dynamics.

Most importantly, I needed to figure out how to partner with AI for content creation, since content is the engine that drives my businesses:

- Videos
- Graphics
- Emails
- Social media posts
- Lead magnets
- Ads, podcasts
- Blog posts
- Website pages
- Online courses
- Nonfiction books
- And my first novel that I'm working on as we speak

But what I discovered is there are so many AI tools, strategies, and workflows, each one screaming:

“You must use this”

“You must do it this way

“This one's the best”

Each one had a pretty steep learning curve, and the quick start trainings and support from the companies often sucked.

I didn't have the time, the energy, or the desire to experiment and dive in and learn everything, and I wasn't going to tool hop.

Plus every day new tools, new strategies, and new workflows would appear screaming the same things, which made the problem even worse.

Questions, questions, questions, questions, questions kept appearing as I tried to optimize my use of AI and the benefits that I could receive from it.

What are the best AI tools, strategies, and workflows to use for my unique business and life?

What's the best way to actually use those best AI tool strategies and workflows to maximize the benefits I get personally and professionally and keep everything lifestyle friendly for me, which is critical in my life?

Building lifestyle friendly businesses is a big part of what Lighthouse Intelligence helps clients to do.

More on that later.

I love learning, new challenges and mastering new skills, so I took a deep dive into AI.

I discovered there are a lot of quicksand pits you can get stuck in, dead ends, where you end up wasting time, money, and energy, and stress patterns of just crazy overwhelm, confusion, and the like, especially as it relates to your true self, your unique voice, and your unique message, getting lost in what I call the AI noise shuffle.

As I shared earlier, trying to figure out what to do and how to do it gets overwhelming fast.

I eventually answered all those questions that I'd been struggling with.

I developed a unique expertise about partnering with AI versus just using AI. Again, there's a big difference.

I found a way to stay on top of things as AI continues to evolve in crazy fast ways.

And what came as quite a surprise to me, I started noticing I was having experiences with AI and gaining insights that none of the experts were talking about, which has actually been the pattern all of my life and career. So I'm not quite sure why that was a surprise, but it was a surprise.

I began to think there must be other people like me, authors, speakers, coaches, small business owners, Solopreneurs, who are interested in AI but don't know the best ways to partner with it in their unique businesses and lives for maximum benefit and in a lifestyle friendly way, which improves your quality of life, not just the business results you produce.

So since I was ready for a new challenge, since I see the AI explosion as a huge moment in human history that I want to be part of, and since AI helps make new forms of freedom possible, which aligns with my brand and my passion, I decided to start Lighthouse Intelligence with my son, Aidan, to help people like me, authors, speakers, coaches, small business owners, and Solopreneurs.

After making that decision, we spent eight months getting more AI education and AI certifications to prepare us for helping clients.

We also linked up with people, resources and alliances to help us help you.

As an author, speaker, coach, small business owner, or Solopreneur, like me. You have unique wants, needs, and challenges with:

Creating products and services, including books. If you're an author

Creating content to share on social media

Marketing and promotion

Automation, admin and workflows for getting things done and managing your business.

We can help you cut through the AI confusion and overwhelm with all of that, and shine a light on the AI tools, strategies, and workflows that will work best for you.

Plus, it's important for you to know there's an art to balancing AI and human involvement in your projects. If you don't balance that optimally, there will be problems.

We'll help you master that art and avoid the problems.

We can help you partner with AI in tons of ways, but our number one specialty is helping you partner with AI for marketing and creating content.

Why?

Because marketing and content are the engines that drive your business, and it's something I've had a lot of experience with throughout my career.

As I mentioned, there are quicksand pits and traps that you can fall into when partnering with AI for marketing and creating content.

We can help you avoid them and free yourself if you accidentally get caught.

If you want support implementing our recommendations, we'll help you do it in the quickest, the most cost effective, the most lifestyle friendly, and the most human centered way for you.

By the way, when it comes to AI as we see it, it's not **just** about productivity, saving time growth, sales, and profit.

While most AI consultants focus solely on using AI to boost productivity, efficiency, growth, and profits, we focus on helping you partner with AI to enhance your business in those ways ... of course we do ... and enhance your quality of life, which so many people ignore or sacrifice, or leave alone.

No jargon, no overwhelm, just clear practical guidance from people who know your world, because we live it ourselves every day.

On top of a unique focus and level of expertise, we created a unique way to work with our clients.

We call it:

“The Freedom Framework, An AI System With Soul.”

It's a custom designed membership program that allows us to help you in the best ways possible.

To explore the AI freedom framework, click the button below this video, the blue button that says, “Explore how we can work together.”

We'd love to help you partner with AI to enhance your business and your life.

It's our passion.