Fill in the AI Playbook with your information

We're going to teach the AI to understand your company's **value proposition**, your **Ideal Customer Profile (ICP)**, and provide context about each **identity**, so it can generate highly personalized messages for every contact.

👉 To get started, go to **Genesy > AI Playbook** from the left-hand menu.

You'll be working in the first two tabs:

- **Company Information**

- **Personal Information**

You may follow the instructions in video or the instructions in text right below:

👀 Watch it in video

Step 1: Enter Company Information

In the **Company Information** tab:

- Fill in the **Website** and **LinkedIn URL** fields so the AI can gather relevant public data about your company.

- Click **Fill with AI** and let the system auto-complete as much information as possible.

- Review and adjust the content as needed.

The AI will retrieve:

- **Company Information**: Name, industry, number of employees, a short description, etc.

- **Products & Services**: A breakdown of what you offer, with descriptions and value propositions.

- **Ideal Customer Profile (ICP)**: Who your ideal customers are, based on your target market.

- **Competitors**: Key competitors for better market context.

- **Testimonials**: Quotes from your customers that the AI can reference.

- **FAQs**: Questions and answers about your business and products.

💡 You can always click **+ Add another** to insert more entries in any section.

Step 2: Enter Personal Information

In the **Personal Information** tab:

- Select one of your identities from the list.

- If the LinkedIn URL isn't connected yet, paste it in and click **Fill with AI**.

- The AI will enrich the profile with relevant details.

- Review and edit as necessary.

🔁 Repeat this step for each identity you want to use to send messages or launch AI campaigns.

That's it!

You've now taught the AI how to undestand what you sell, who do you sell to,and who you are

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What Are *AI Variables* and *AI Campaigns*?

The other two tabs in the AI Playbook — **AI Variables** and **AI Campaigns** — serve a different purpose. They don't provide context but guide how the AI should **take action**.

AI Variables

These are one-time actions the AI can take on a contact or company, such as:

- Classifying

- Segmenting

- Enriching

- Generating a custom message

👉 Learn more:

AI Campaigns

These are message prompts the AI uses to **continue conversations** after a lead replies to a message in your sequence.

👉 Learn more:

AI Campaigns