Chapter 10: The 11 PM Deck: A Consultant's Cheat Code

It's 11:03 PM on a Tuesday. The city lights outside my office window are a blurry watercolor of red and white. My laptop pings. It's an urgent-but-polite email from a high-value prospect. Their 9 AM all-hands meeting just had a speaker cancel. Can I step in?

The ask: A fully customized, one-hour workshop. For their *entire* executive team. Tomorrow. At 9 AM.

A younger version of myself would be panicking right now. He'd be brewing a pot of coffee that could restart a dead man's heart, staring down the barrel of an eight-hour night of grueling, manual research and pixel-pushing in PowerPoint. He'd be miserable.

I check the clock. 11:04 PM.

I smile. I'll be in bed by midnight.

This, my friend, is the 1-Hour Workshop Cheat Code.

Look, my whole platform is built on being the "honest consultant".[1] I don't sell hype. I don't give clients tools they don't need, and I don't build on a "garbage truck on fire".[1] But being honest doesn't mean you have to be inefficient. And this... this is *very* efficient.

The client isn't paying me for my *time*. They're paying for my expertise and a bespoke solution. They're about to get one. They just don't need to know it took me 60 minutes instead of the 10 hours they'll *think* it took.[1]

The Blank Page and the Serhant Problem

I crack my knuckles and open a new chat with Claude. Let me walk you through this, step-by-step.

The 9 AM client is Serhant, the high-profile, aggressive real estate firm. They're smart, they

move fast, and they don't suffer fools.[1]

The goal: Create a 10-slide deck to educate their team on N8N automation opportunities, tailored *specifically* to their business goals for 2026.[1]

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Step 1: The 35-Minute Deep Dive

First things first. I need intel. Not just a quick Google search. I need a full corporate dossier.

I lean in and type my first prompt. This is the research phase.

> "Research the company Serhant and come up with a list of areas and/or departments where they may benefit from adding N8N automations in the business. Be specific and dive deeper into what opportunities in 2026 they may be able to tap into using these automations." [1]

Let's pause. Look at that prompt. I'm not asking, "What is Serhant?" I'm giving the AI a *role*—a strategy consultant. I'm giving it a specific *tool* (N8N) and a *time horizon* (2026). This is how you get gold instead of garbage.

I hit 'Enter' and lean back. I'm using Claude's "deep research feature".[1] It's more comprehensive than a normal search, but it burns your context window like rocket fuel. You have to plan for that. And I always do.

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A Consultant's Sleight of Hand: The Docx Workaround

Now, here's the move everyone else misses. They get sloppy.

That 13-page research document is brilliant, but it's eaten up a massive chunk of the AI's limited memory—the context window. Amateurs would try to generate the deck in the *same chat*. They'd ask for 10 slides, and the AI would fail, run out of memory, or produce a lazy, half-baked summary.[1]

You *never* do it in the same chat.

Instead, I type my second prompt:

> "Can you create a fully synthesized document based on your research that I could pass on to my team? Create a docx file that's well-formatted and has really easy-to-read sections." [1]

Claude generates the file. I save it.

I "crystallize" all that research into an artifact—a docx file.[1] Then, I close the chat, open a brand *new* one, and import that 13-page document.

Boom. I've preserved all 13 pages of meticulous research, but I have a full, fresh context window to actually build the deck. That's the sleight of hand.[1]

Step 2: Building the Deck (and Stealing the Brand)

It's 11:40 PM. I'm in the new chat. I upload the 13-page docx and type my second main prompt.

> "I want to create a full deck, ideally optimized to Serhant's (the real estate firm) brand colors. I want to put together a full 10-page deck... I've attached a document with key opportunities. It's important we create a slide deck to educate them on... what N8N is, how it works... and how they could benefit from it." [1]

I add a few instructions for how the PowerPoint should look, and hit 'Enter'.[1]

This is the part that still gets me. I didn't give it a logo. I didn't give it a brand guide. I didn't give it a single hex code. Seconds later...

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Slide 1: Title Page. And there it is. The official Serhant logo, pulled right from the web, perfectly placed. The background is a deep, corporate blue. Claude found their *exact* dark blue hex codes.[1]

Slide 2: What N8N is. Clean, professional, structured. It correctly identifies it as an "open-source workflow automation platform".[1]

Slide 4: Game-Changing Features. It's even pulling N8N-specific features like "Text-to-Workflow" and "Agent Builder".[1] This makes *me* look like an N8N expert.

Slide 7: Expected ROI and Benefits. This is the money slide. A detailed breakdown, pulled straight from my research doc, showing *them* how *they* will make money.[1] This slide alone just justified my entire fee.

I look at the final 10-slide deck.[1] It's clean. It's professional. It's an example of a slide I would have *literally* created myself, and it would have taken me an hour *just for the design*, let alone the nine hours of research.[1]

The Knowledge Arbitrage Principle

I lean back, coffee in hand, and look at the screen. You see this deck? It looks like a traditional, old-school PowerPoint.

And *that* is the most powerful part of the trick.

This is what I call the "knowledge arbitrage principle".[1]

Look, "people of the old world"—our enterprise clients in finance, law, and real estate—have a pre-existing mental model for "value." Value, to them, looks like a polished, structured, bespoke PowerPoint. It looks like *human effort*.

That flashy "Gamma aesthetic"? It screams "low-effort".[1] It looks like you "probably didn't put in the work".[1] It's the AI equivalent of showing up in a tracksuit.

This workflow exploits that perception gap. It uses AI to generate the content at 10x speed but packages it in the *visual language of human effort*.

[1]

They see this structured, branded, slightly 'boring' PowerPoint, and they think I was up all night, slaving away just for them.[1]

This is knowledge arbitrage. Two wins: I cheat time, and I display myself in the best way possible. The client's perception of value stays high, while my time investment drops 90%.[1]

Rinsing and Repeating: The Generic Industry Deck

And this trick isn't just for specific clients. Let's try a different use case: a *generic* workshop deck for an entire industry. Say... "ChatGPT Enterprise for Real Estate".[1]

I'll use what I call a "crappy prompt" on purpose, but with one key technique: "time anchoring".[1]

> "Research all the latest and greatest features in ChatGPT that an enterprise interested in real estate would care about as of **October 2025**. Do full research..." [1]

That "October 2025" anchor is key. It forces Claude to prioritize the *absolute newest* sources.[1]

And look what it finds: "GPT-5 launch (August 2025)." "The new Atlas browser." "Company Knowledge feature." And the kicker... "Zillow app integration with connectors".[1]

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Slide 1: Workshop Goals.
Slide 4: GPT-5 Intelligence (Core facts).
Slides 5-6: Company Knowledge feature (The 'what,' 'why,' and 'how').
Slide 7: 'Built for Real Estate' (This is the magic—it automatically found the Zillow app integration and wrote example queries for it!)
Slide 10: Real estate use cases at a glance. 1
All tailored to the real estate industry, automatically.

The 60-Minute Victory

I check the clock. 11:58 PM.

I have two enterprise-grade, fully custom decks ready for my 9 AM meetings. I dictate about 10 minutes of feedback for a few minor tweaks, and they're done.[1]

I shut my laptop.

Total time: 60 minutes.[1] The client will never know. And they shouldn't. They're not paying for my effort. They're paying for my expertise. And I just delivered.

Chapter Debrief: Your Cheat Code Blueprint

So, you want to try it? This is a powerful tool. But like any tool, it has rules.

When to Use This Workflow

When do you pull this out of your back pocket? I use it constantly.

- **Paid workshop prep:** This is the big one. Client-specific decks in one hour.
- **Last-minute presentations:** Got a 9 AM delivery from an 11 PM request? This is your savior.
- **RFP responses:** Need to show deep company knowledge, fast? This.
- **Discovery call follow-ups:** Want to blow them away? Send a "Here's what I researched about your company" deck an hour after the call.
- **Free webinars:** If you're starting out, this is your *ultimate* lead-gen cheat code. The time investment is so low, you can do them all the time.[1]

My Pro-Tips (The Rules of the Game)

A few ground rules to make this work.

1. Use **deep research** when you can. It burns context, but the results are better.
2. Always use a **time anchor** like I did with "October 2025." It keeps your info fresh.
3. *Never* forget the **docx export workaround**. This is the most important part. Don't do it all in one chat.
4. **Brand colors.** Either ask for them specifically or just let Claude find them. It's magic.
5. Start with **10 slides**. You can always ask it to expand to 20 or 30 *after* the first generation.
6. Be **specific about the page count**. If you ask for "a deck," it might error out. Ask for "a 10-page deck."
7. And seventh, if it's for a paid client, for God's sake, **review it**. Add your own personal touches. 80% of the work is done, but that last 20% is you.[1]

Common Mistakes (The Landmines)

And here's where everyone else screws this up.

- **One:** They try to do it all in **one chat**. The context window dies.[1] I told you this.
- **Two:** They use that flashy **Gamma-style** for a traditional enterprise client. It reads "lazy." Know your audience.[1]
- **Three:** They **skip the docx step**. The research is lost. The deck is shallow.[1]
- **Four:** They **forget to specify the industry**. The deck is generic and weak.[1]
- **Five:** They **don't review it**. Claude is smart, but it can hallucinate. You're the expert, not it. Act like it.[1]

This workflow isn't just a party trick. It's a fundamental change in your business. The old way: 9 to 12 hours of manual prep. The new way: one hour.[1]

This is how you scale. This is how you deliver massive value while protecting your most valuable asset: your time.

Now go use it.

Works cited

1. Consulting Playbook Framework.xlsx