Problem:

1. unclear which styles of prompt engineering work best for regular people
2. Unclear if prompts are good
   1. Unclear what value is
      1. Unsure how to learn or where because unclear who provides value

Solution:

* know that you don’t really have competitors because you compete and actively search and destroy competitors, which means finding which features they provide and why and providing the same or better with a higher level of service
* provide value for free basically three examples of the level of work you do as frameworks people can use, then people think what you have to sell is much more valuable
* Provide 7 hours of content

Value = CAOS: concept -> audience -> offer -> sales

* Content - gives lightbulb moment, path of least resistance, diagnosis of problems…
  + How to get from where you are, which is the wasteland and sucks, to where you wanna go, which is sanctuary, which is where I’m at
  + This is how going to Sanctuary works
  + This is how the hero’s journey works
  + This is how co-emergent flow works
    - Meditation gives you more awareness of what’s in your mind
    - Discipline gives you more control
      * This doesn’t change, okay? If you’re not disciplined, you’ll have to simply become disciplined.
  + This is how entrepreneurship works
    - So that’s the biggest VP and best way to keep it in outer flow
  + But I don’t have any ideas/not a business person/not a whatever
    - I get it. This is about helping you by giving you a system to understand so you can go and do it yourself
  + This is how AI works
    - Omnimorphic
    - so it augments the entrepreneurship VP
  + This is how the economy works
    - So TWI itself’s VP can build OVP and build Nexus
  + So what are we going to do?
    - Build OVP