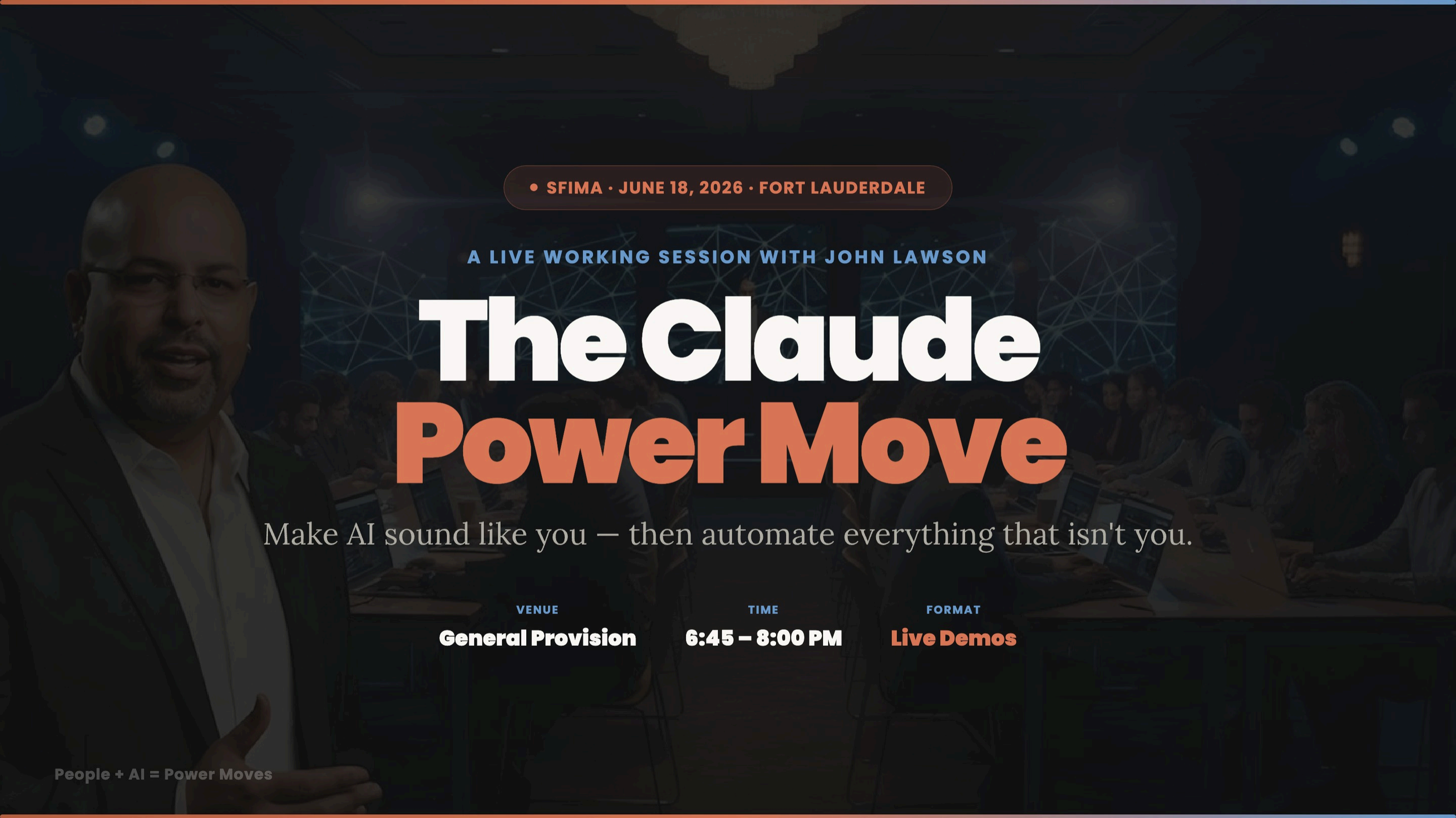

SFIMA · JUNE 18, 2026 · FORT LAUDERDALE
A LIVE WORKING SESSION WITH JOHN LAWSON
The Claude Power Move
Make AI sound like you — then automate everything that isn't you.
VENUE
General Provision
TIME
6:45 – 8:00 PM
FORMAT
Live Demos
People + AI = Power Moves

BEAT 1 · THE NOISE

You've used the tools. So why doesn't the output sound like you?

That gap — between what you typed in and what you'd actually publish — is the problem this whole industry is trying to solve. **And mostly getting wrong.**

BEAT 1 · THE TWO CAMPS

Everybody's picked a side.

Both are loud. Both are wrong about the part that matters. You're not in either one.

THE HYPE

"AI does everything."

Your whole team is optional. Just prompt it and ship it. No setup, no oversight, no taste required.

THE SKEPTICS

"AI sounds robotic."

Clients can tell. It's generic. It's not worth the time it takes to fix what comes out the other side.

THE THIRD ROOM

You know the tools exist. You've tried them. And you're still waiting for them to actually work the way people say they do.

BEAT 2 · LET ME DESCRIBE SOMEBODY IN THIS ROOM

You're not short on ideas. You're short on production.

You're good at what you do. Clients get results. But your content is always behind — not from a shortage of ideas. You have too many.

Every piece runs through you. Write it, revise it, second-guess it, post it two days late.

Nobody told you the setup is the whole job.

You've tried AI. It came out generic — or close-but-not-quite, so you spent 20 minutes editing it.

You're not doing anything wrong. You've just been using the tool **without setting it up.**

BEAT 3 · THE GUIDE

I was talking about this in 2015.

In 2015 I was on stage talking about **IBM Watson** and what AI would do to marketing. ChatGPT didn't exist. Most people thought I was early. **I was.**

I've built businesses with these tools since before it was a mainstream conversation. What I've learned: the gap is never the tool. **It's the setup.**

- ✓ **3× Amazon Bestselling Author**
- ✓ **Verizon Digital Ready**
  AI Instructor
- ✓ **IBM eCommerce Futurist**
- ✓ **$32M+ in Career Sales**
  Across 20+ countries



John Lawson

ColderICE Media

INSIGHT

It's not a prompt problem.

It's an onboarding problem. Generic in, generic out — every time.

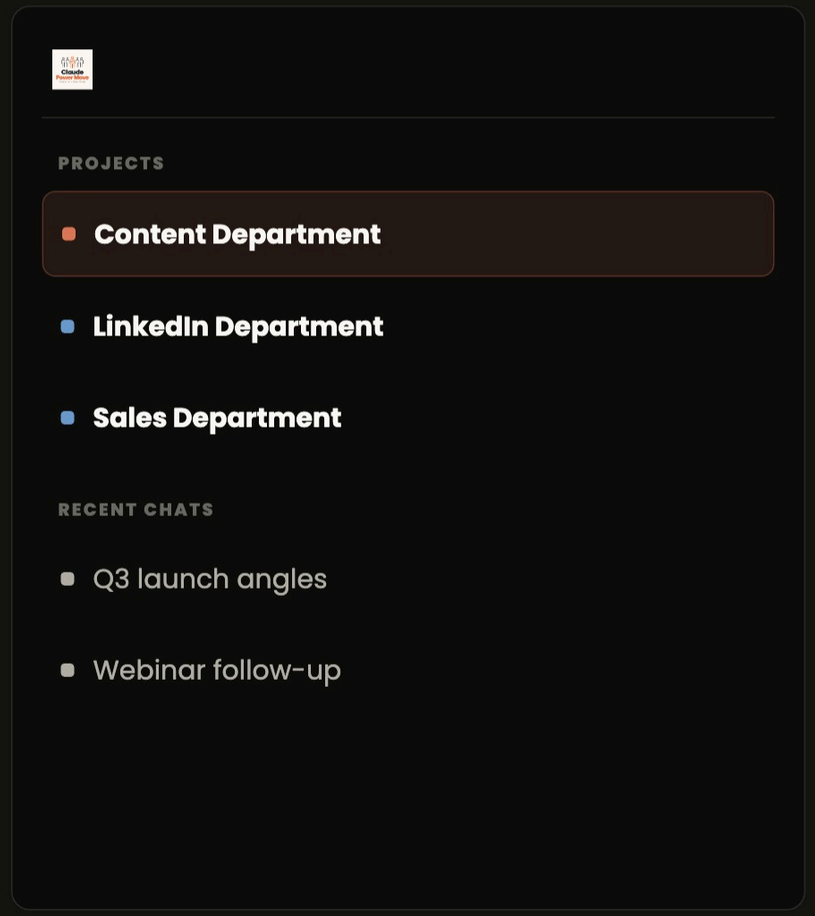
Open a new chat, type a prompt, and Claude knows **nothing** about you. Not your voice, your clients, your tone, or what you never say.

You're asking a brand-new employee to write for your brand on day one with **zero onboarding.** You'd never do that with a human.

The fix isn't a better prompt.
The fix is onboarding.

From a tool to a department.

A chat forgets everything when you close it. A Project has permanent context — train it once, it runs from there.



Content Department

Posts, captions, emails — every platform, one voice.

LinkedIn Department

Hook-led posts, tuned to how the platform reads.

Sales Department

Proposals, follow-up, objections — your closing voice.

SET UP ONCE **Each one onboarded on who we serve, how we talk, and what we never do. Running for months.**

CLARITY · C

Two levers. That's it.

Everything else tonight is just the demo.

01

Brand Voice Onboarding

Teach Claude who you serve, how you talk, what you never say. **A 15-minute setup.** You do it once. It runs forever.

DONE ONCE · RUNS FOREVER

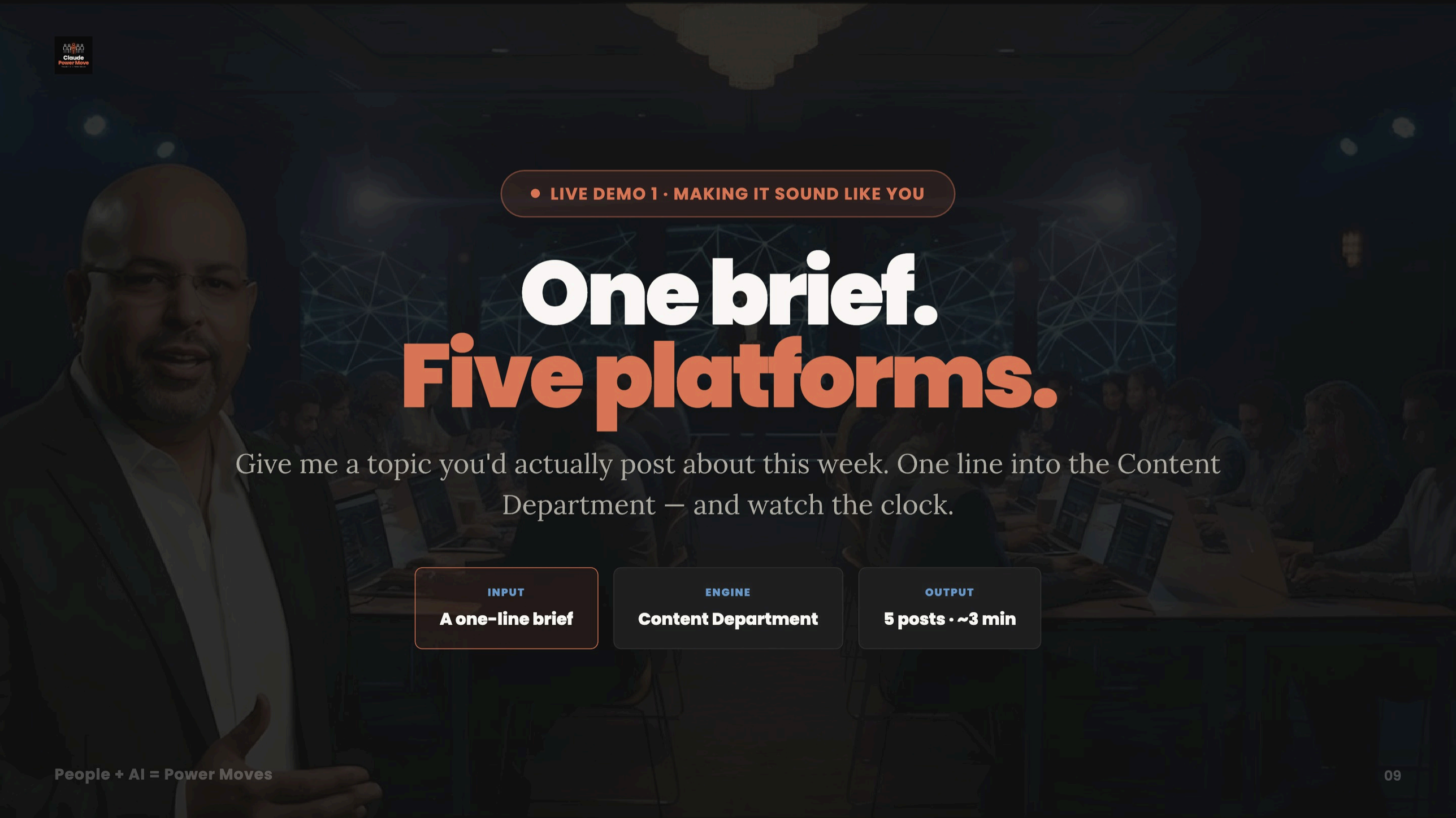
02

The Execution Layer

Once the voice is right, you stop doing distribution, follow-up, and inbox by hand. **That work goes to agents** who run it automatically.

HANDED OFF · RUNS AUTOMATICALLY

Voice plus execution. That's the whole system.



LIVE DEMO 1 · MAKING IT SOUND LIKE YOU

One brief. Five platforms.

Give me a topic you'd actually post about this week. One line into the Content Department — and watch the clock.

INPUT	ENGINE	OUTPUT
A one-line brief	Content Department	5 posts · ~3 min

Same voice. Different jobs.

Not one post reformatted five times — five pieces, each doing its own work.

THE BRIEF

"Why most AI content sounds fake"

LinkedIn

HOOK-LED POST

"Your AI content sounds fake for one reason — and it isn't the model."

Instagram

CAPTION

"Fake-sounding AI? It was never onboarded."

Email

NEWSLETTER INTRO

"Quick one before your week starts — the real reason your AI posts feel off."

X / Threads

SHORT TAKE

"Generic in, generic out. The fix was never a better prompt."

Facebook

STORY-LED POST

"A client asked me why her AI posts felt off. Here's what I told her..."

THE POINT **Every piece sounds like one human — because it was trained on one human. So once it exists, who runs it?**

New chat
Chats
Projects
Artifacts
Customize

Products
Code
Design

Starred
John's 90 Day Framework
Team members and roles
John Lawson Bio
Building a Marbleism affiliate fun...
All Ways Posted
John's Communication Style Ana...
ColderICE Media
GRID Framework for LLM Promp...

Recents
Making AI sound like you
Making AI sound like you
Making AI sound like you
Stan AI agent for automated sale...
Disable autoplay on Facebook st...
Simple HTML teleprompter for s...

how to make ai sound like you - that is the weekly topic

Reading the ColderICE content department skill file

Week built. Here it is — clean and ready for the VA.

DAY: Monday
PLATFORM: LinkedIn
FORMAT: Text post
PILLAR: AI as a Business Tool
OFFER TIE-IN: None

Most people using AI sound like AI.

Bullet points nobody asked for. Introductions that start with "Certainly!" Corporate-speak that would get laughed off a real sales call.

That's not an AI problem. That's a setup problem.

AI doesn't know how you talk. It knows how the internet talks. And the internet talks like a stock photo looks — technically fine, completely forgettable.

If you want AI to sound like you, you have to do the one thing most people skip:

Teach it who you are before you ask it to do anything.

That means giving it your actual words. Your phrases. Your POV on your industry. The stuff you say on calls that makes clients go "nobody has ever said it to me that way."

The clarity work is the real work. The AI just executes.

Drop a comment — have you figured out how to make AI sound like you, or does it still sound like everyone else?

#AI #BusinessStrategy #Entrepreneurship

THE BRIDGE · THE EXECUTION LAYER

Claude thinks. Something has to do.

WHAT CLAUDE DOES

- ✓ Thinks
- ✓ Writes
- ✓ Creates

WHAT CLAUDE DOESN'T

- → Post the content
- → Manage your inbox
- → Follow up at 11pm Tuesday

That's Marblism — AI employees on the execution layer. The voice we just built feeds all three.

Eva · Sonny · Stan



Eva

Your **Executive Assistant** — the inbox, the calendar, the meeting notes.

THE PROBLEM

You don't have an energy problem. You have an admin problem.

WHAT THE HUMAN ROLE COSTS

$50K–$90K/yr

WHAT EVA HANDLES

Everything that flows through your inbox and calendar.

01 **Sorts, labels, drafts & archives your inbox**
Automatically — you only touch what needs a human decision

02 **Joins your meetings**
Takes notes, sends summaries and action points to everyone on the call

03 **Runs your calendar & writes in your voice**
Studies your sent history, so the drafts already sound like you

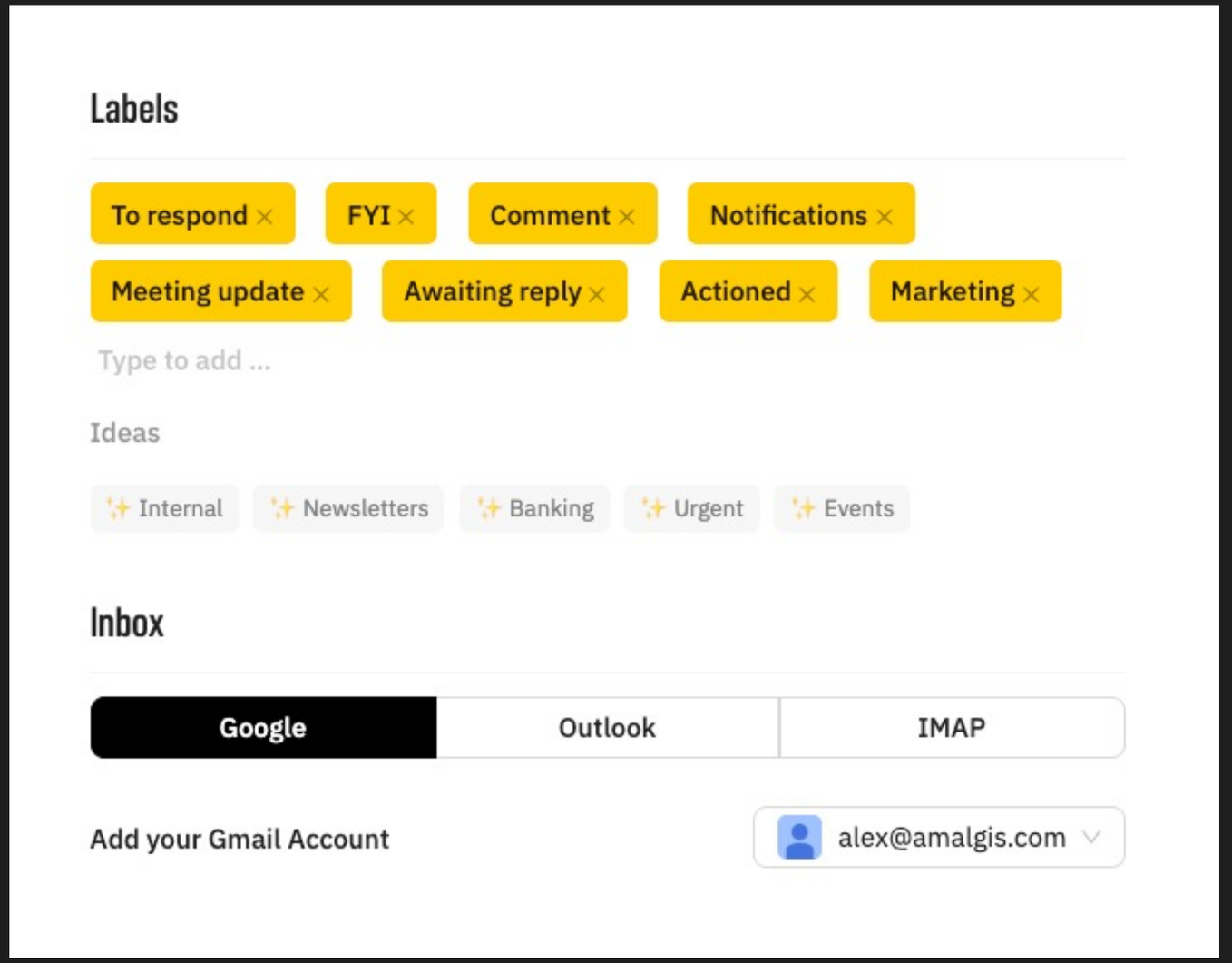
IN ACTION

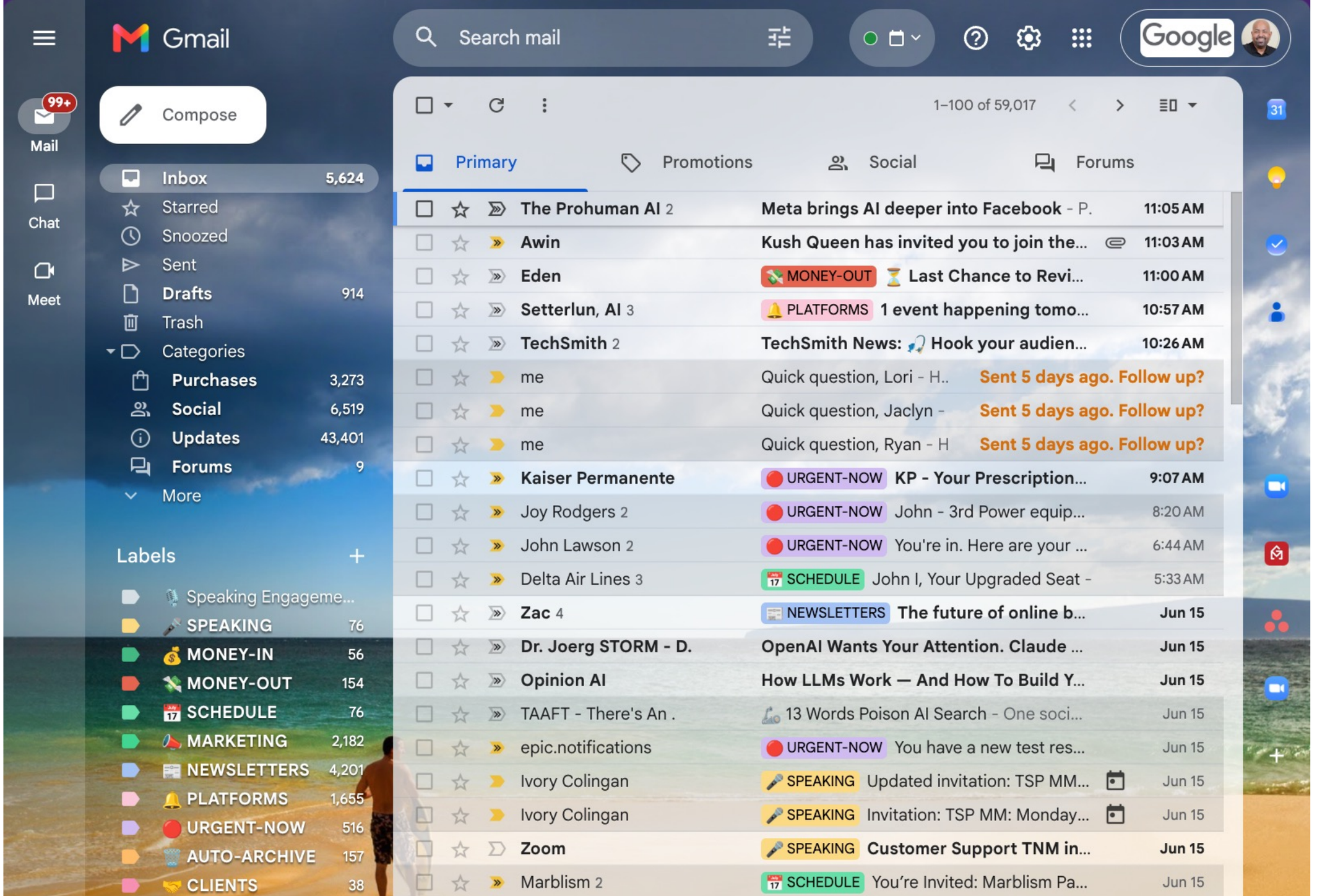
Wake up to decisions — not 47 unread.

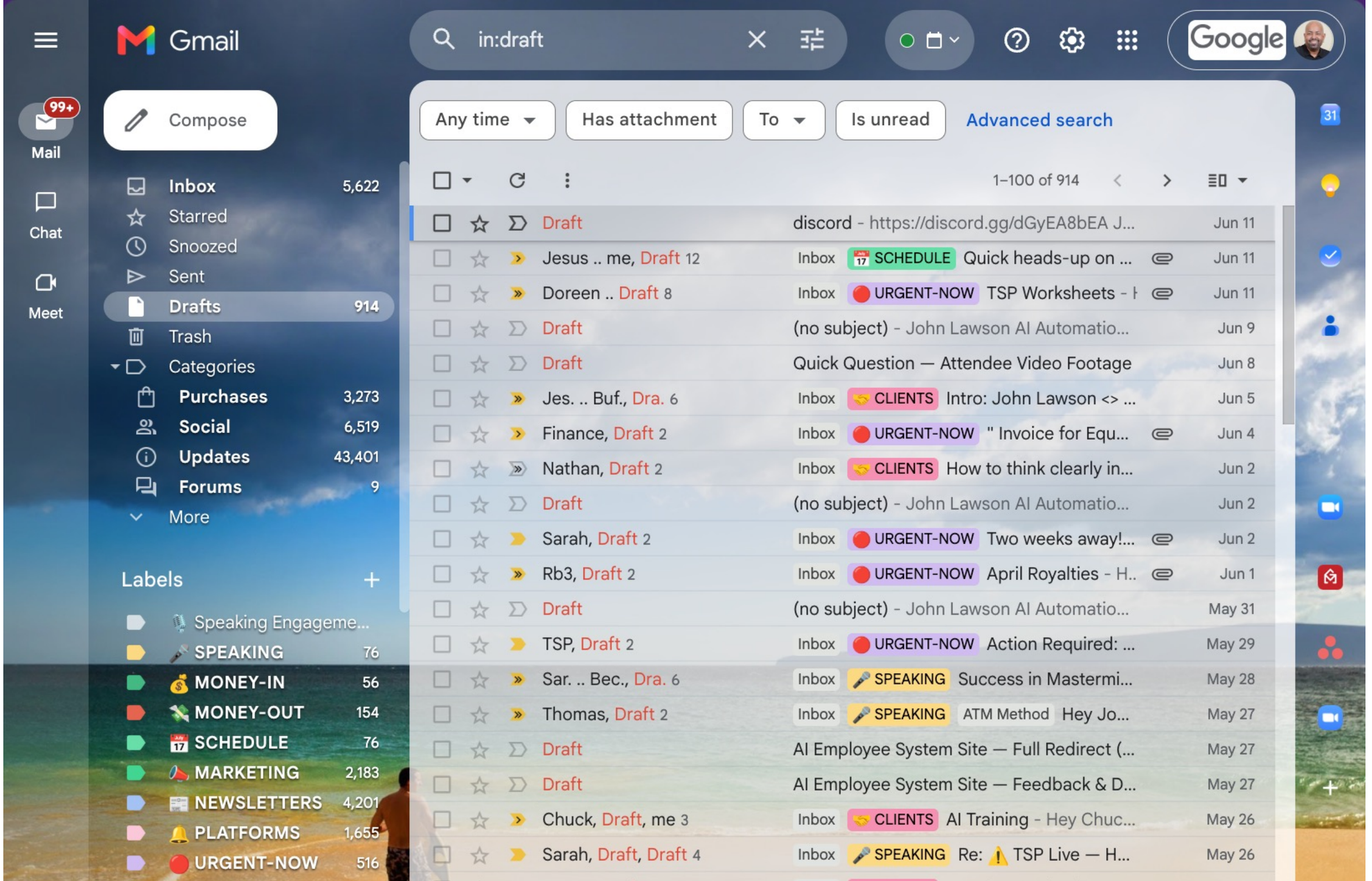
Connect your Gmail and calendar. Eva learns your tone from your sent history and is **running within minutes.**

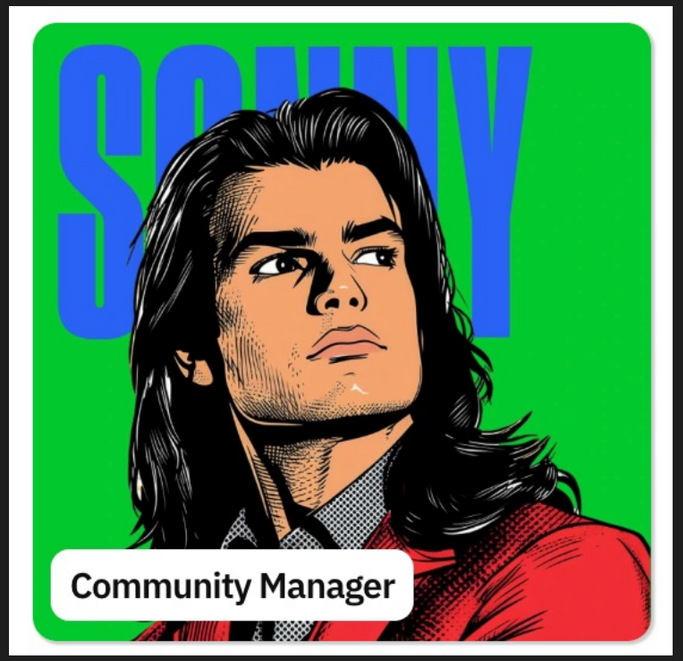
THE STAKES

Four to six hours a week in your inbox is your growth, held hostage by work a trained AI can do right now.




Gmail
Search mail
Google
Compose
Mail
Chat
Meet
Inbox 5,624
Starred
Snoozed
Sent
Drafts 914
Trash
Categories
Purchases 3,273
Social 6,519
Updates 43,401
Forums 9
More
Labels
Speaking Engageme...
SPEAKING 76
MONEY-IN 56
MONEY-OUT 154
SCHEDULE 76
MARKETING 2,182
NEWSLETTERS 4,201
PLATFORMS 1,655
URGENT-NOW 516
AUTO-ARCHIVE 157
CLIENTS 38
1–100 of 59,017
Primary
Promotions
Social
Forums
The Prohuman AI 2 Meta brings AI deeper into Facebook - P. 11:05 AM
Awin Kush Queen has invited you to join the... 11:03 AM
Eden MONEY-OUT Last Chance to Revi... 11:00 AM
Setterlun, AI 3 PLATFORMS 1 event happening tomo... 10:57 AM
TechSmith 2 TechSmith News: Hook your audien... 10:26 AM
me Quick question, Lori - H.. Sent 5 days ago. Follow up?
me Quick question, Jaclyn - Sent 5 days ago. Follow up?
me Quick question, Ryan - H Sent 5 days ago. Follow up?
Kaiser Permanente URGENT-NOW KP - Your Prescription... 9:07 AM
Joy Rodgers 2 URGENT-NOW John - 3rd Power equip... 8:20 AM
John Lawson 2 URGENT-NOW You're in. Here are your ... 6:44 AM
Delta Air Lines 3 SCHEDULE John I, Your Upgraded Seat - 5:33 AM
Zac 4 NEWSLETTERS The future of online b... Jun 15
Dr. Joerg STORM - D. OpenAI Wants Your Attention. Claude ... Jun 15
Opinion AI How LLMs Work — And How To Build Y... Jun 15
TAAFT - There's An . 13 Words Poison AI Search - One soci... Jun 15
epic.notifications URGENT-NOW You have a new test res... Jun 15
Ivory Colingan SPEAKING Updated invitation: TSP MM... Jun 15
Ivory Colingan SPEAKING Invitation: TSP MM: Monday... Jun 15
Zoom SPEAKING Customer Support TNM in... Jun 15
Marblism 2 SCHEDULE You're Invited: Marblism Pa... Jun 15


Gmail
in:draft
Google
99+
Mail
Chat
Meet
Compose
Inbox 5,622
Starred
Snoozed
Sent
Drafts 914
Trash
Categories
Purchases 3,273
Social 6,519
Updates 43,401
Forums 9
More
Labels
Speaking Engageme...
SPEAKING 76
MONEY-IN 56
MONEY-OUT 154
SCHEDULE 76
MARKETING 2,183
NEWSLETTERS 4,201
PLATFORMS 1,655
URGENT-NOW 516
Any time
Has attachment
To
Is unread
Advanced search
1–100 of 914
Draft discord - https://discord.gg/dGyEA8bEA J... Jun 11
Jesus .. me, Draft 12 Inbox SCHEDULE Quick heads-up on ... Jun 11
Doreen .. Draft 8 Inbox URGENT-NOW TSP Worksheets - Jun 11
Draft (no subject) - John Lawson AI Automatio... Jun 9
Draft Quick Question — Attendee Video Footage Jun 8
Jes. .. Buf., Dra. 6 Inbox CLIENTS Intro: John Lawson <> ... Jun 5
Finance, Draft 2 Inbox URGENT-NOW " Invoice for Equ... Jun 4
Nathan, Draft 2 Inbox CLIENTS How to think clearly in... Jun 2
Draft (no subject) - John Lawson AI Automatio... Jun 2
Sarah, Draft 2 Inbox URGENT-NOW Two weeks away!... Jun 2
Rb3, Draft 2 Inbox URGENT-NOW April Royalties - H.. Jun 1
Draft (no subject) - John Lawson AI Automatio... May 31
TSP, Draft 2 Inbox URGENT-NOW Action Required: ... May 29
Sar. .. Bec., Dra. 6 Inbox SPEAKING Success in Mastermi... May 28
Thomas, Draft 2 Inbox SPEAKING ATM Method Hey Jo... May 27
Draft AI Employee System Site — Full Redirect (... May 27
Draft AI Employee System Site — Feedback & D... May 27
Chuck, Draft, me 3 Inbox CLIENTS AI Training - Hey Chuc... May 26
Sarah, Draft, Draft 4 Inbox SPEAKING Re: TSP Live — H... May 26



Sonny

Your **Social Media Manager** — create, schedule, and publish across five platforms.

THE PROBLEM

Your audience doesn't remember your good week. They remember the silence.

WHAT THE HUMAN ROLE COSTS

$45K–$65K/yr

WHAT SONNY HANDLES

He keeps you visible — without you lifting a finger.

01 **One topic becomes five posts**
Five angles, the copy, and the image — generated for you

02 **Schedules at optimal times**
Facebook, Instagram, LinkedIn, X, and Google Business

03 **Runs full monthly campaigns**
Built around your offer — you approve once, it runs

IN ACTION

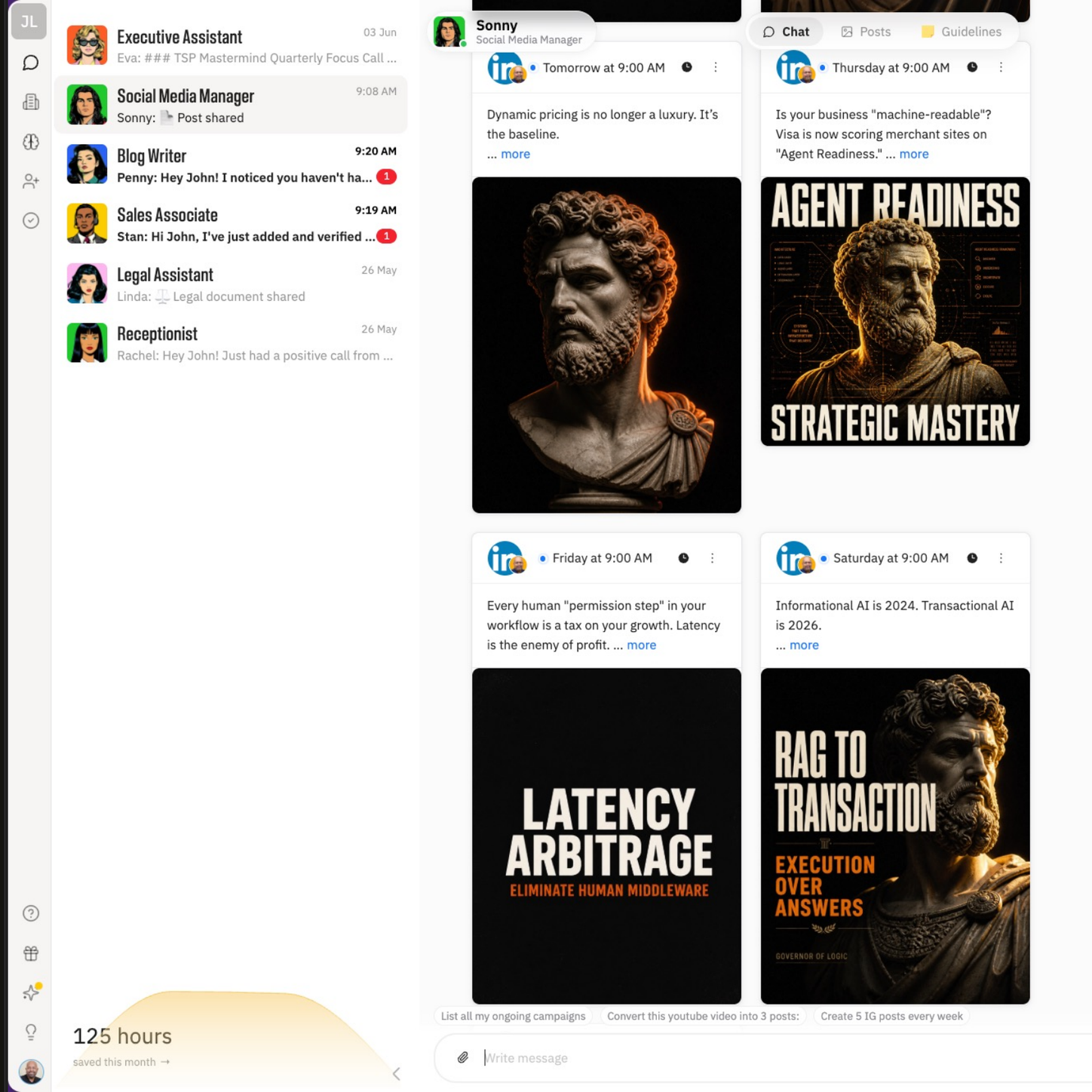
Five platforms. Zero captions written.

The five pieces from Demo 1, placed on the right platform at the right time. You did nothing but **approve.**

THE STAKES

A competitor with a worse offer beats you if they show up consistently and you don't. That's how attention works.

People + AI = Power Moves





Stan

Your **Sales Development Rep** — prospecting, sequences, and daily follow-up.

THE PROBLEM

Everybody knows they should do outreach. Nobody does it consistently.

WHAT THE HUMAN ROLE COSTS

$40K–$60K/yr

WHAT STAN HANDLES

He finds the right people and puts your offer in front of them.

01 **Sources up to 750 leads a month**
The right people, found automatically — while you sleep

02 **Enrolls 100 at a time**
Up to 200 emails a day, one every five minutes

03 **Follows up across email AND LinkedIn**
Without you touching a single thing

IN ACTION

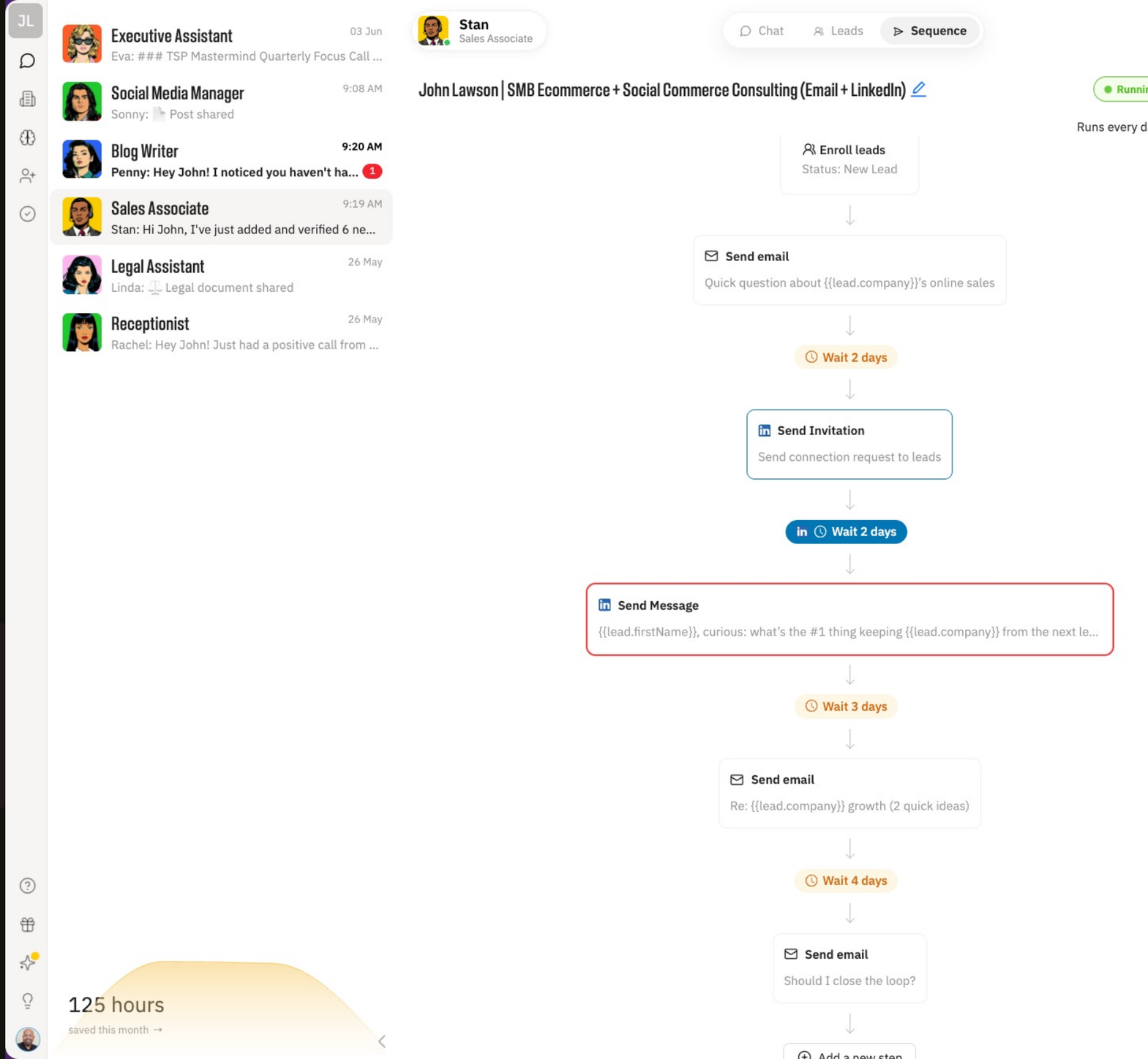
Your only job: write one sequence.

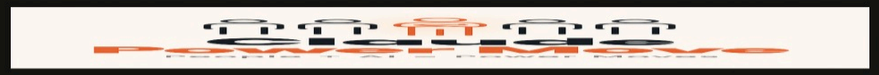
Four emails and a LinkedIn message. You write it once — **Stan runs it every day, whether you show up or not.**

THE STAKES

Some of your competitors have a Stan running right now — while you sit here. Outreach used to need a person. Now it needs a setup.

People + AI = Power Moves





THREE ROLES · FULLY STAFFED WITH HUMANS

$135K to $215K a year

Eva · Assistant | **Sonny · Social** | **Stan · Outreach**

Most of you are doing that work yourself, not doing it, or doing it inconsistently.

BEAT 5 · THE STAKES

The gap isn't a future problem.

It's a current one. The distance between the business you're running and the one you'd run with the execution layer covered — that's real money, today.

It's just **invisible.** Because it doesn't show up as a line item.

> **It shows up as missed follow-ups, inconsistent content, and mornings that start in the inbox instead of in the work.**

THE FUTURE WHERE YOU MOVE ON THIS

You're not faster. You're free.

Doing the work that requires you — while the execution layer handles everything else.

- ✓ Your content posts while you're on calls
- ✓ Your outreach goes out daily — even the days you don't
- ✓ Your inbox is triaged before you open it
- ✓ New conversations start while you're in the room

Pick one. Eva, Sonny, or Stan — whichever matches your biggest bottleneck. Sign up. Spend an hour on the setup this week. That's the move.

START THIS WEEK

Two ways to take this further.

Whichever one fits, the move is the same — start now, while the advantage still compounds in your favor.

DO IT YOURSELF · TONIGHT

Get Eva, Sonny & Stan

The three AI employees on the execution layer. Put one to work this week.

marblism.link/john

Code **POWERMOVE** · 25% off

DONE FOR YOU · WE BUILD IT

ConversionHub

Don't want to set it up yourself? We build all four departments on your business, in your voice — and hand you the keys.

ConversionHub.app

Book a call · QR at the table

Questions.

Which of the three — Eva, Sonny, or Stan — is the biggest bottleneck in *your* business right now?

"How long does the voice onboarding take?"

"Does it work with my existing tools?"

"Can I do this for clients?"

"Where do I start if I'm overwhelmed?"

"What's the done-for-you option?"

AI doesn't replace you. It multiplies you.

People + AI = Power Moves

GET THE AGENTS
marblism.link/john

CODE
POWERMOVE · 25% off

DONE FOR YOU
ConversionHub.app