



BenefitLab.ai

Where benefits knowledge meets practical AI.

Leverage for Insurance Agents

Part 3

Amplifying with AI



Lesson 22: Why You Should Listen to Me About AI



Knowledge



Strategy



Growth



Why You Should Listen to Me About AI



Background

- Over the past couple of years, I've spent a lot of time focused on AI.



9-month AI/ML program
(top 5 out of 125)



UT Austin immersion
(built first RAG)



3-month LLM/RAG/agentic program
(top 3)

- All of that **without a coding background.**



Focused. Intentional. Results.
Real experience. Real outcomes.



More Important **Than That**

✓ But honestly, that's **not**
the most important part.

✓ The most important
part is **usage**.

✓ I've been using AI **daily**
since shortly after
ChatGPT came out.



Real **experience**.
Daily **practice**.
Real **results**.



Daily Use

- ✓ Business workflows
- ✓ Personal workflows
- ✓ Ongoing experimentation



This is something I use **constantly**, not occasionally.



BUSINESS WORKFLOWS

Helping me save time, improve quality, and serve clients better.



PERSONAL WORKFLOWS

Making me more organized, focused, and effective.



ONGOING EXPERIMENTATION

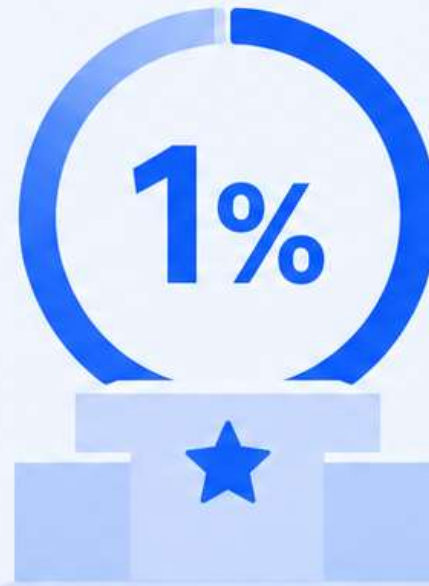
Continuously testing new tools, prompts, and approaches.





Top 1% !!!

- ✓ At the end of last year, I was told I was in the **top 1%** of ChatGPT users worldwide.
- ✓ Which is **actually** a little embarrassing.
- ✓ But it also means I've spent a lot of time figuring out what **actually** works.



Top 1% of ChatGPT users worldwide



A lot of testing.



A lot of learning.



Real-world results.

What AI Actually Is

- At a basic level, these tools help you:
 - think faster
 - write faster
 - process information faster
- That's the core function.



Think faster

Get ideas, answers, and clarity in seconds.



Write faster

Create better content in less time.



Process information faster

Summarize, analyze, and turn information into action.



That's the core function.

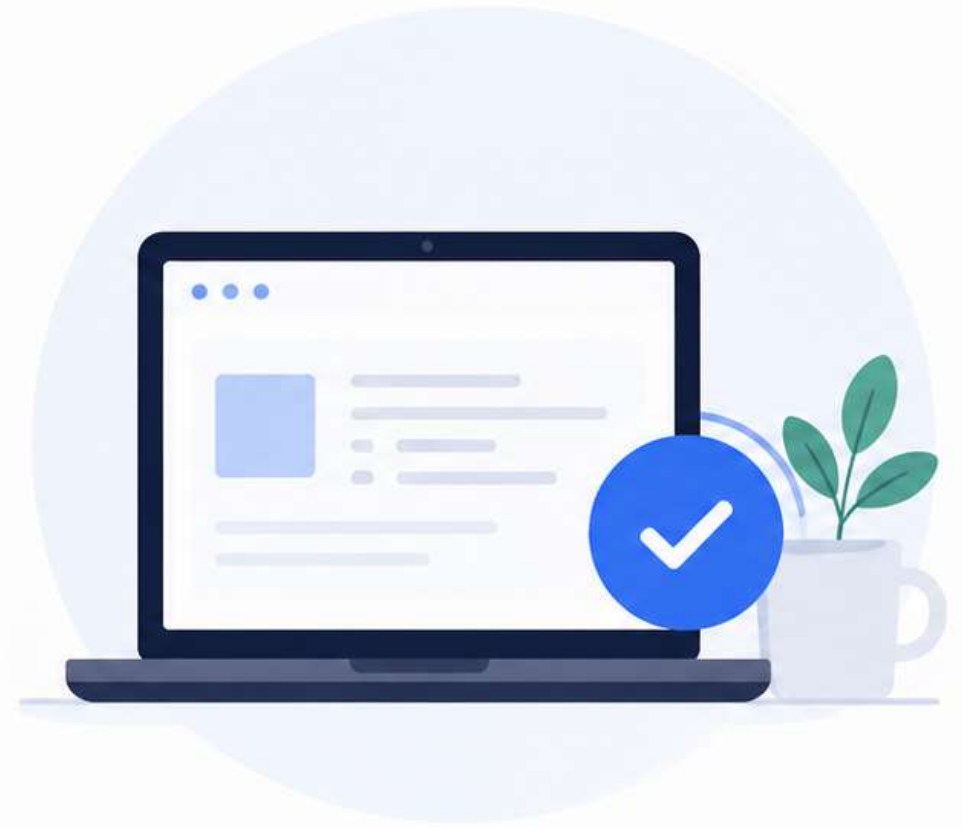
Not Theory – Practical Use



Today is **not** about how these models are built.



It's about how you **actually** use them in your day-to-day work.



We focus on **real work, real workflows, real results.**

Everything we talked about in Part 2 was about **leverage**.



Reducing work.



Reusing what you've already done.



Building systems instead of reacting.

AI Is the Multiplier



AI fits on top of all of that.



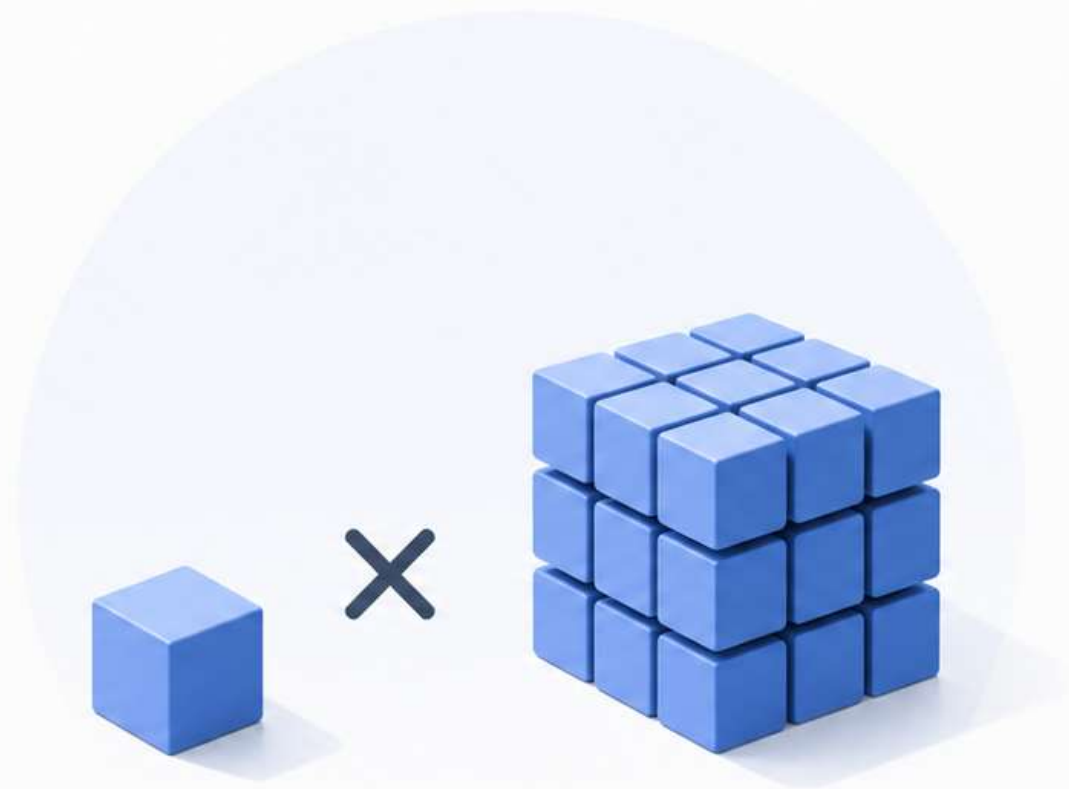
AI is not the starting point



It's the multiplier



Multipliers only work when there's something real to multiply.



**So today, we're going to
focus on how to take
what you've already built...**

- and use AI to amplify it.

