From Gifts to Strategy:
Your 4-Platform AI Roadmap

ChatGPT → Google Gemini → Claude → NotebookLM

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Award Winning AI Certification Trainer & Keynote Speaker

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What You'll Do Today

In the next few minutes, you will move through four powerful AI platforms in sequence — each one building on the last. By the end you'll have:

- ✅ A list of AI-powered business or career ideas tailored to your gifts
- Real market research validating your best idea
- A practical go-to-market strategy based on your actual schedule
- ✅ Four shareable content assets: audio, video, slides & infographic

💡 Pro Tip: You do NOT need to be a tech expert. You just need to be honest about what you're good at and what you love. The AI does the heavy lifting from there.

Your 4-Step Workflow at a Glance

#	PLATFORM	YOUR MISSION
1	ChatGPT	Ideate AI-powered opportunities from your gifts & skills
2	Google Gemini	Research market value, demand, gaps & competition
3	Claude	Build your personalized go-to-market strategy
4	NotebookLM	Turn your strategy into 4 ready-to-use content assets

Follow this guide step by step. Each section tells you exactly what to do, what to type, and what to save.

STEP 1

ChatGPT
chatgpt.com

Free
(Plus = $20/mo)

Step 1: ChatGPT — Ideate Your Ideas

🔧 Setup — Getting Started with ChatGPT

Cost: Free plan available. ChatGPT Plus is $20/month for faster responses. The free plan works perfectly.

Step-by-step setup:

1. Go to chatgpt.com in any browser
2. Click "Sign Up" — use your Google or email account to create a free account
3. Once logged in, click "New Chat" to open a fresh conversation
4. Type (or paste) your prompt in the message box at the bottom and press Enter

🎯 Your Mission: Ideate AI-Powered Opportunities

Tell ChatGPT about your gifts, talents, and expertise — and ask it to brainstorm AI-powered opportunities. Be as honest and specific as you can.

Before you type — answer these for yourself:

- What are you really, really good at?
- What do people always ask you for help with?
- What do you get paid to do (or have been paid to do)?
- What could you talk about for hours without getting tired?

📋 **COPY & PASTE THIS PROMPT**

I want to brainstorm how I can use AI to create new opportunities, services, or income streams based on my background and strengths.

Act as a strengths-based career strategist.

Here is what I'm good at and what I love to do:
[List 3–5 things you're talented at or known for — be specific]

Here is what I get paid to do or have expertise in:
[Describe your job, profession, or the skills you've built over time]

Here is what I love and am passionate about:
[Share 1–2 things you genuinely love — even if they seem unrelated to work]

1. Identify 10 high-income or high-impact career paths aligned with these strengths.
2. Explain why each path fits someone with my background.
3. Identify which of these paths are being accelerated or transformed by AI.
4. Rank the top 3 based on future growth, demand, and revenue scalability.
5. Suggest how someone in my position could differentiate in this space.

I am open to ideas across these categories: consulting or coaching, digital products, speaking or training, services, or content-based businesses.

💾 Save Your Output — Document 1 My Ideas

ACTION: Read through all the ideas. Pick your top 1–3 that excite you most. Then ask for more detail:

📋 **COPY & PASTE THIS PROMPT**

I love ideas #[write the numbers here]. Can you give me more detail on each — including what a first version might look like, what I'd need to get started, and what the biggest challenge might be?

Then organize everything — my original gifts, all ideas, and the expanded details on my favorites — into one clean document I can copy.

- Highlight and copy ChatGPT's full response
- Paste into a new Google Doc or Word document
- Title it: "Document 1 — My Ideas from ChatGPT"
- Save it — you'll need this for Step 2

💡 Pro Tip: Don't overthink which ideas to pick. Go with what makes your heart beat a little faster. You're not locked in — this is exploration.

Create Your Gemini Prompt for Market Research

ACTION: Read through all the ideas. Pick your top 1–3 that excite you most. Then ask for more detail:

📋 **COPY & PASTE THIS PROMPT**

I love ideas #[write the numbers here].

Create a prompt for Google Gemini to perform deep research based on what you know about me and the information you discovered above.

EXAMPLE: Here is Bethanie's prompt based on speaking and teaching A Certifications

📋 **COPY & PASTE THIS PROMPT**

You are my Deep Research analyst, product strategist, and speaking business advisor.

Context about me (use this to tailor the research):
- I'm a keynote speaker and educator focused on human-centered AI adoption.
- My strengths: explain AI in simple language; help people overcome fear and build confidence; create psychological safety; turn soft skills into leverage and career opportunities.
- My preferred delivery models: keynotes + cohort-based certifications or workshops (high-impact, practical, confidence-building).
- My brand positioning: practical, empowering, warm, strategic; focuses on behavior change and leadership adoption, not just tools.

Mission of this research:
I want to build a scalable speaking + certification business in the AI leadership / AI literacy space. I need a research-backed strategy for: positioning, offers, pricing, target buyers, competitive differentiation, and go-to-market.

Research tasks (do ALL of these, and cite sources throughout):
1) Market Demand and Budget Reality
- Identify which buyer segments are spending on AI training + speakers right now (examples: conferences/associations, corporate L&D, HR, ERGs, sales enablement, leadership development, government, healthcare, finance, legal).
- For each segment: typical budget ranges (if available), buying triggers, procurement friction, decision-maker titles, and sales cycle length.
- Include at least 5–10 real examples (events, organizations, or programs) that have purchased AI keynotes, AI workshops, or AI literacy training recently.

2) Competitive Landscape (speaking + certification)
- Identify 10–15 comparable providers (speakers, trainers, cohort programs) in "AI for leaders," "AI literacy," "human-centered AI," "AI adoption," or "AI change management."
- For each: positioning angle, signature framework (if any), offer formats, public pricing (if available), target market, and differentiators.
- Summarize patterns: what's overused/commoditized vs. what's rare and valuable.

3) Differentiation Strategy for Me (high conviction)
Based on the research, propose 3 differentiated positioning options that fit my strengths:
- Option A: "Fear-to-Fuel AI Leadership" (or similar)
- Option B: "Psychological Safety + AI Adoption"
- Option C: "Soft Skills → Leverage in the AI Era"

For each option: core promise, audience, business outcome, proof points, and the 1–2 sentences I would put on a website hero section.

4) Offer Architecture (Keynote → Workshop → Certification Cohort)
Build an offer ladder that includes:
- A flagship keynote (30–60 minutes): title ideas, key outcomes, outline, and audience takeaways
- A 90–120 minute workshop add-on: hands-on exercises, sample agenda, and deliverables
- A cohort-based certification: cohort duration options (2–4 weeks), curriculum outline, assignments, office hours structure, and what the certification validates
- A corporate licensing/enterprise version: what changes, how it's delivered, pricing structure suggestions
Make sure the certification is framed as skill validation and career leverage, not just "attendance."

5) Pricing and Revenue Scalability
Provide pricing recommendations with rationale and benchmarks:
- Keynote fee ranges by market segment
- Workshop add-on pricing
- Cohort pricing per seat (B2C and B2B)
- Corporate package pricing (team cohorts)
- Sponsorship or partner models (if relevant)
Include a "scalability plan" that shows how to avoid being stuck trading time for money.

6) Messaging That Converts (without hype)
Write:
- A positioning statement (1–2 sentences)
- 5 hero headlines + subheads
- 10 talk titles with short descriptions
- 10 workshop titles with outcomes
- 7 objection-handling bullets for buyers who think:
"We already have tools," "Our people are overwhelmed," "AI is risky," "We don't want to scare employees," "We tried training and it didn't stick."

7) AI Trends Impacting This Market (next 12–24 months)
Identify the AI/workplace trends that will increase demand for human-centered adoption training and leadership AI literacy.
Translate each trend into a "why now" argument for buyers.

Sources and quality requirements:
- Use current sources and include citations/links for key claims (budgets, demand, market examples, benchmarks).
- Prioritize credible sources: reputable media, analyst reports, major consulting firms, universities, established industry organizations, and official company/event pages.
- If data is uncertain, state uncertainty and provide ranges or multiple viewpoints rather than guessing.

Output format:
- Start with a 1-page executive summary.

- Then provide sections matching the tasks above.
- Use tables where helpful (buyers, competitors, pricing).
- End with a recommended “Top 3 strategy” for me and a 90-day action plan.

Before you begin:
- Propose a research plan (what you’ll look for, what sources you’ll prioritize).
- Then execute the research and deliver the report.

STEP 2

Google Gemini

gemini.google.com

Free (Advanced = $19.99/mo)

Step 2: Google Gemini — Research Your Market

🔧 Setup — Getting Started with Google Gemini

Cost: Free plan available with a Google account. Advanced plan ($19.99/mo) is optional — the free version works great.

Step-by-step setup:

5. Go to gemini.google.com in any browser
6. Sign in with your Google / Gmail account (the same one you use for Google Docs or Gmail)
7. Click "New Chat" or start typing in the message box
8. Have your LinkedIn profile URL ready (go to LinkedIn, click your profile, copy the URL from your browser)

🔍 Your Mission: Research Market Value & Viability

Gemini specializes in deep research with live web data and citations. Give it your ideas from ChatGPT AND your LinkedIn profile URL so it can assess your ideas against your real background.

OPTION1:

Paste your custom prompt from ChatGPT into Google Gemini

OPTION 2: Start fresh in Gemini

Before you paste: Replace all bracketed sections with your actual information.

📋 **COPY & PASTE THIS PROMPT**

I'm exploring a few AI-powered business or career ideas and I need you to research their viability. Here is my context:

MY LINKEDIN PROFILE:
[Paste your LinkedIn profile URL here — example: linkedin.com/in/yourname]

MY TOP IDEAS FROM BRAINSTORMING:
[Paste the 1–3 ideas from your ChatGPT Document 1 here — include the name and description]

For each idea, please research and provide the following in a structured format:

1. MARKET VALUE & WHAT PEOPLE WILL PAY
   - Typical price range for this type of service or product
   - Who specifically would pay for this and why

2. MARKET GAPS & ORGANIZATIONAL PAIN POINTS
   - What problems are companies or individuals experiencing that this idea solves
   - Industries where this gap is especially acute

3. SOCIAL PROOF & DATA
   - Reports, statistics, case studies, or research showing this is a growing investment area
   - Please cite specific sources where possible

4. COMPETITION ANALYSIS
   - How competitive is this market right now
   - Major players and gaps a newcomer could fill

5. LOW-HANGING FRUIT
   - Fastest, lowest-cost way to test or launch one of these ideas
   - What I could realistically do in 30–60 days with limited time

6. GO-TO-MARKET POTENTIAL
   - 2–3 realistic entry paths given my background

Please include citations and data sources. Organize your response so I can easily copy into one document.

💾 Save Your Output — Document 2 My Research

ACTION: Export or copy Gemini's full research into a new document.

How to export to Google Docs:

- Look for the Share or Export icon in Gemini's response
- If the option appears, click "Export to Google Docs" — it creates a new doc automatically
- If not, highlight all the research, copy it, and paste into a new Google Doc
- Title it: "Document 2 — My Market Research from Gemini"
- To save as Word or PDF: File → Download → Microsoft Word (.docx) or PDF

💡 Pro Tip: Gemini's research is a goldmine. Don't skip the citations — those stats will make you sound like the expert you already are when you pitch yourself or write content.

STEP 3

Claude

claude.ai

Free (Pro = $20/mo)

Step 3: Claude — Build Your Strategy

🔧 Setup — Getting Started with Claude

Cost: Free plan available. Claude Pro is $20/month for longer conversations. The free plan works for this exercise.

Step-by-step setup:

9. Go to claude.ai in any browser
10. Click "Sign Up" and create a free account with your email or Google account
11. Click "New Chat" to start a fresh conversation
12. Have Document 1 (ChatGPT ideas) AND Document 2 (Gemini research) open and ready to copy from

🧭 Your Mission: Build a Personalized Go-To-Market Strategy

Claude is where your ideas and research come together into a real, actionable strategy. Claude excels at nuance, relationships, and real-world constraints. Give it everything — your ideas, your research, and your actual situation.

Important: Paste or upload the full content of BOTH Document 1 AND Document 2 into this prompt where indicated.

OPTION 1 - More Comprehensive Prompt

📋 **COPY & PASTE THIS PROMPT**

I have done ideation with ChatGPT and market research with Google Gemini. I want you to help me build a practical, personalized go-to-market strategy.

=== DOCUMENT 1: MY IDEAS (from ChatGPT) ===
[Paste the full content of Document 1 here]

=== DOCUMENT 2: MY RESEARCH (from Gemini) ===
[Paste the full content of Document 2 here]

=== MY CURRENT REALITY ===

Hours I can dedicate to this per week: [e.g., 5 hours / 10 hours / 20 hours]
My biggest constraint right now: [e.g., full-time job, young kids, limited budget]
What I'm most excited about: [Name your top 1–2 ideas]
What success looks like to me in 90 days: [Describe what you want to be true]

Please build a strategy covering:

1. MY WARM NETWORK (People Who Know, Like & Trust Me)
- How to think about my warm network: LinkedIn, phone, coworkers, associations, email, church/community
- A simple, non-pushy message I can use to introduce what I'm doing
- How one of these people could become my very first client or referral source

2. LOW-HANGING FRUIT (Fastest Paths to Traction)
- The 2–3 most realistic things I can do in the next 30 days to gain momentum
- Could I speak somewhere, volunteer, join an association, or do a free session to build credibility?

3. PARTNERSHIP & AFFILIATE OPPORTUNITIES
- Organizations or people who already have access to my target audience
- How to position as a value-added partner, not a competitor
- What that outreach would look like

4. MY 90-DAY GO-TO-MARKET PLAN
- Based on my available hours, a week-by-week breakdown for 90 days
- Focus for Month 1, Month 2, Month 3
- The ONE thing I should do first

5. HOW TO USE AI IN MY WORKFLOW
- Top 3–5 ways I can use AI tools right now to save time and move faster

Please be specific, practical, and honest. I want a real strategy — not a generic one.

Option 2 - Shorter option from demo

📋 **COPY & PASTE THIS PROMPT**

Based on everything we've discussed, please compile a complete strategy document. Include:
- My top idea(s) and why I chose them
- My 90-day go-to-market plan
- My warm network action steps
- My partnership and low-hanging fruit opportunities
- My AI workflow tips

Format it clearly so I can copy and paste it into a document.

🔄 Keep the Conversation Going

Claude remembers everything you've shared in your current conversation. Use that — keep asking, push back, and refine:

- "What if I only have 5 hours a week? How does the plan change?"
- "I'm nervous about outreach. Can you give me exact words to use?"
- "Which idea has the highest chance of success given my background?"
- "What am I not seeing that I should consider?"
- "Give me a simple one-page action plan I can tape to my wall"

💾 Save Your Output — Document 3 My Strategy

ACTION: When you're done, ask Claude to compile your final strategy document:

- Copy Claude's full response
- Paste into a Google Doc or Word document
- Title it: "Document 3 — My AI Strategy"
- Save it — you'll need all 3 documents for Step 4

💡 Pro Tip: The magic is in the back-and-forth. Don't just read Claude's first response and move on. Treat it like a sparring partner. Push, question, and refine until the strategy actually feels like yours.

Bethanie's Claude Output

Lovable Bonus

If you decide to build a website in Loveable, here is the prompt to use.

📋 **COPY & PASTE THIS PROMPT**

Can you please help me create a prompt that I can use for lovable to create a bright, modern website that highlights the value of what I am delivering to the market.

Bethanie's Lovable prompt

📋 **Bethanie's Lovable prompt**

Build a modern, high-converting single-page website for an AI leadership consultant and keynote speaker named Bosslady, founder of Marley Nonami Incorporated. The brand sits at the intersection of human-centered AI

adoption, psychological safety, and enterprise transformation.

DESIGN DIRECTION

Use Stripe.com's color palette as the inspiration:
- Deep navy/indigo (#0A2540) as the primary dark background color
- Bright electric blue/violet gradient accents (#635BFF to #0570DE)
- Clean white (#FFFFFF) and soft light gray (#F6F9FC) for section backgrounds
- Gradient text effects on key headlines (violet-to-blue)
- Generous white space throughout
- Rounded corners on cards and buttons (border-radius: 8–12px)
- Subtle drop shadows on cards
- Smooth gradient hero background (dark navy to deep indigo/purple)
- Modern sans-serif typography — use Inter or Plus Jakarta Sans
- CTA buttons: bright gradient fill (blue to violet) with white text
- Section dividers using soft diagonal or wave separators like Stripe uses

The overall feel should be: premium, trustworthy, forward-thinking, and warm — NOT cold or overly technical.

SITE SECTIONS (in order)

SECTION 1 — NAVIGATION (Sticky Header)
- Logo: "Marley Nonami" in clean white bold text, left-aligned
- Nav links (right-aligned): Speaking | Certifications | About | For Organizations | Contact
- CTA button (gradient fill): "Book a Discovery Call"
- On scroll: add slight frosted glass background to nav bar

SECTION 2 — HERO

Full-width dark gradient background (navy to deep indigo/violet).

HEADLINE (large, gradient text effect on key words):
"Your Team Has the Tools.
Now Build the Humans Who Use Them."

SUBHEADLINE (white, 20px, max-width 600px, centered):
"Bosslady is the human-centered AI adoption strategist who transforms workforce fear into organizational fluency — through keynotes, certifications, and enterprise change management frameworks built for Corporate America."

TWO CTA BUTTONS side by side:
- Primary (gradient): "Book a Keynote"
- Secondary (white outline): "Explore Certifications"

Below the CTAs, add a single trust line in small gray text:
"Trusted by enterprise teams including Nielsen"

Add a subtle animated gradient orb or flowing gradient background element in the hero (similar to Stripe's hero animation style — soft purple/blue color blobs gently moving).

SECTION 3 — THE PROBLEM (Light gray background #F6F9FC)

Small all-caps label above headline: "THE CHALLENGE"

HEADLINE:
"92% of Companies Are Investing in AI.
Only 1% Are Actually Ready."

Body copy (two columns on desktop, stacked on mobile):
Left column:
"Organizations are spending billions deploying AI tools — and watching adoption stall at the human level. The bottleneck isn't the technology. It's the fear, the resistance, and the absence of psychological safety that makes change feel impossible."

Right column:
"60% of employees haven't used generative AI for a single critical business task. Not because the tools don't work — because the culture isn't ready. That's the gap Marley Nonami was built to close."

Add three horizontal stat cards below (white cards, subtle shadow, blue accent left border):
- "92% of organizations are increasing AI investment"
- "Only 1% classify themselves as AI-mature"
- "60% of employees haven't used AI for critical tasks"

Source attribution in tiny gray text: "Source: McKinsey, Gartner"

SECTION 4 — THE SOLUTION (White background)

Small all-caps label: "THE APPROACH"

HEADLINE (dark navy, centered):
"We Don't Train Your Team on Software.
We Transform How They Think About Change."

Three feature cards in a row (icon + headline + body):

Card 1 — Icon: shield or brain
Title: "Psychological Safety First"
Body: "Before any tool is introduced, we build the cultural foundation that makes adoption inevitable. Teams learn to experiment without fear, fail safely, and innovate confidently."

Card 2 — Icon: layers or sparkle
Title: "Soft Skills as Competitive Leverage"
Body: "Empathy, communication, and critical thinking aren't replaced by AI — they're amplified by it. We teach leaders to use AI as a force multiplier for what makes them distinctly human."

Card 3 — Icon: chart or target
Title: "Certified, Measurable Outcomes"
Body: "Forget certificates of attendance. Our cohorts require verified capstone projects, ensuring organizations receive proof of capability — not just participation."

SECTION 5 — OFFERS / SERVICES (Light gray background)

Small all-caps label: "HOW WE WORK TOGETHER"

HEADLINE:
"One Engagement. Lasting Transformation."

Four service cards in a 2x2 grid (white cards, gradient top border accent, rounded corners):

Card 1 — KEYNOTES
Icon: microphone
Title: "Keynote Speaking"

Body: "High-energy, data-backed mainstage experiences that shift organizational mindset from AI anxiety to AI fluency. Designed for enterprise conferences, leadership summits, and corporate all-hands."
Tag: "$15,000 – $25,000"
Link: "Learn More →"

Card 2 — WORKSHOPS
Icon: users/group
Title: "Executive Workshops"
Body: "Hands-on, 90–120 minute immersive sessions for leadership teams. Includes live Anxiety Audits, AI charter drafting, and practical prompting exercises built for senior decision-makers."
Tag: "$12,500 – $15,000"
Link: "Learn More →"

Card 3 — CERTIFICATIONS
Icon: badge/award
Title: "AI Fluency Certification"
Body: "A rigorous 3-week cohort-based program for leaders and teams. Project-validated credentials that prove operational AI competency — not just familiarity. Available B2C and B2B enterprise."
Tag: "From $995/seat | $7,500/team"
Link: "Learn More →"

Card 4 — ENTERPRISE
Icon: building
Title: "Enterprise Licensing"
Body: "Full organizational deployment of the AI Fluency framework — including Train-the-Trainer certification, LMS integration, and proprietary framework licensing for global rollout."
Tag: "Custom Pricing"
Link: "Book a Consultation →"

SECTION 6 — ABOUT / CREDIBILITY (Dark navy background)

Split layout — left side: professional photo placeholder (circular or soft rounded rectangle frame with gradient border), right side: text.

Small all-caps label (blue accent): "MEET BOSSLADY"

HEADLINE (white):
"30+ Years at the Intersection of Technology and Human Potential"

Body (light gray text):

"Bosslady is the founder of Marley Nonami Incorporated and one of Corporate America's most sought-after voices on human-centered AI adoption. With over three decades of enterprise technology experience, she specializes in the one thing most AI training ignores entirely: the humans who have to use it.

Her frameworks — built on psychological safety, change management, and soft skill amplification — have helped enterprise teams transform AI resistance into measurable competitive fluency. She has partnered with organizations including Nielsen to design custom AI certification programs, and she brings that same rigor to every stage and boardroom she enters.

She is a sought-after keynote speaker and the creator of the AI Fluency Certification — the project-validated credential redefining what it means to be AI-ready in Corporate America."

Three credibility stats below body text (horizontal, white numbers, blue label):
- "30+ Years | Enterprise Technology Experience"
- "Nielsen | Marquee Enterprise Client"
- "$400B | Corporate Learning Market We Serve"

CTA (gradient button): "Book a Discovery Call"

SECTION 7 — SOCIAL PROOF / TESTIMONIALS (White background)

Small all-caps label: "WHAT LEADERS ARE SAYING"

HEADLINE:
"The Training That Actually Changes Behavior"

Three testimonial cards (white, soft shadow, large quotation mark in gradient blue at top of each card):

[Placeholder testimonials — style only, copy to be replaced]:

Card 1:
"This wasn't another AI workshop that left us with a slide deck and no direction. We left with a real charter, real confidence, and a team that actually wants to use AI now."
— VP of Talent Management, Fortune 500 Healthcare System

Card 2:

"Bosslady reframed everything. Our leadership team went from anxious to genuinely excited in three hours. That shift is priceless."
— Chief Learning Officer, Financial Services Firm

Card 3:
"The certification program is unlike anything we've seen. Our managers completed real projects. We have proof they can do this — not just a certificate that says they sat through a class."
— Director of Organizational Development, Global Enterprise

Add logo placeholder row below testimonials (5 generic company logo placeholders in gray, labeled "Enterprise Clients & Partners").

SECTION 8 — SPEAKING / UPCOMING (Light gray background)

Small all-caps label: "ON THE STAGE"

HEADLINE:
"Bringing the Human-AI Conversation to the World's Most Important Rooms"

Upcoming speaking highlight card (wide card, dark navy background, white text, gradient accent border):
Event: "Black Enterprise Women of Power Summit 2026"
Description: "Interactive AI Fluency Certification Session for Corporate America Professionals"
CTA button: "Learn More"

Below that, two column content:
Left: List of talk titles (5, pulled from the offer section above)
Right: "Book Bosslady for Your Event" form with fields:
- Name
- Organization
- Event Date
- Event Type (dropdown: Corporate Keynote / Conference / Workshop / Leadership Retreat / Other)
- Message
- Submit button (gradient)

SECTION 9 — FOR ORGANIZATIONS (White background)

Small all-caps label: "ENTERPRISE SOLUTIONS"

HEADLINE:
"Your People Are Already Afraid of AI.
Address It Before It Costs You."

Four objection-reframe tiles in a 2x2 grid (light blue-tinted card,
dark navy text, bold italic objection, regular body reframe):

Tile 1:
Objection: "We already deployed Copilot."
Reframe: "Deploying software doesn't produce adoption. Without
psychological safety and behavioral change, your AI investment
yields zero ROI."

Tile 2:
Objection: "Our people are already overwhelmed."
Reframe: "This training doesn't add to their workload — it teaches
them how to use AI to clear it. Every session creates immediate
time savings."

Tile 3:
Objection: "We tried AI training. It didn't stick."
Reframe: "Because they were trained on software syntax, not behavior.
Our certification requires real projects — proving permanent change,
not temporary familiarity."

Tile 4:
Objection: "We can't take people off the floor."
Reframe: "Our curriculum is built in high-impact sprints for busy
leaders. Every hour invested returns hours of automated efficiency
in the same week."

CTA below grid (centered, gradient button):
"Schedule an Enterprise Consultation"

SECTION 10 — NEWSLETTER / LEAD MAGNET (Dark navy gradient background)

HEADLINE (white, centered):
"Get 'The Human Advantage' — Weekly"

Subheadline (light gray):
"Data-backed insights on AI adoption, psychological safety, and
human-centered leadership. Built for the executive who needs to
lead through transformation — not just talk about it."

Email capture field + CTA button (gradient): "Subscribe Free"

Small text below: "Join enterprise leaders navigating the AI era
with clarity and confidence. No hype. No jargon. Just strategy."

SECTION 11 — FOOTER (Dark navy)

Left: "Marley Nonami Incorporated" logo/name + tagline:
"Human-Centered AI Adoption for Corporate America"

Center: Nav links (Speaking | Certifications | About |
For Organizations | Contact | LinkedIn)

Right: "Ready to Transform Your Organization?"
CTA button (gradient outline): "Book a Discovery Call"

Bottom bar: Copyright line + Privacy Policy + Terms

TECHNICAL REQUIREMENTS

- Fully responsive (mobile-first)
- Smooth scroll behavior between sections
- Subtle scroll-triggered fade-in animations on section entry
  (similar to Stripe)
- All CTA buttons have hover state (slight glow or brightness lift)
- Hero gradient background has a subtle animated movement effect
- Sticky navigation with frosted glass on scroll
- Use Inter or Plus Jakarta Sans as the primary font throughout
- All form fields styled consistently with rounded borders and
  blue focus states
- Fast load — optimize all images and use lazy loading

STEP 4

NotebookLM
notebooklm.google.com

FREE

Step 4: NotebookLM — Create Your Content Assets

🔧 Setup — Getting Started with NotebookLM

Cost: 100% Free. NotebookLM is a Google product and only requires a free Google account.

Step-by-step setup:

13. Go to notebooklm.google.com in any browser
14. Sign in with your Google account
15. Click "New Notebook" to create a fresh notebook
16. You'll see a panel on the left labeled "Sources" — this is where you upload your 3 documents

📂 Upload Your 3 Documents

NotebookLM learns everything from the documents you give it. Upload all three:

Document 1: My Ideas from ChatGPT

Document 2: My Market Research from Gemini

Document 3: My AI Strategy from Claude

How to upload:

- Click "Add Sources" in the left panel
- Choose "Upload" and select your saved .docx or .pdf file
- Or choose "Google Drive" to import directly from your Drive
- Repeat for all three documents
- Give your notebook a title, such as: "My AI Strategy — [Your Name]"

💡 Pro Tip: You can also paste notes or add your LinkedIn profile URL as an additional source to make the outputs even more personalized.

🎨 Create Your 4 Content Outputs

Once your documents are uploaded, NotebookLM will analyze all three. Now create these four assets:

	OUTPUT	WHAT YOU GET
🎙️	**Audio Overview**	A podcast-style conversation summarizing your strategy — great for listening on the go
🎬	**Video**	A short video you can share or save as a reference
📊	**Slide Deck**	A presentation-ready set of slides based on your strategy documents
🖼️	**Infographic**	A visual one-pager summarizing your path forward

▶️ How to Generate Each Output

Audio Overview:

- Look for the "Audio Overview" button in the top-right area of your notebook
- Click it — NotebookLM generates a podcast-style conversation about your strategy
- Press play and listen! You can also download the audio file

Video, Slide Deck & Infographic:

- Look for the "Studio" or "Create" menu at the top of your notebook
- Select each output type one at a time: Video, Presentation, Infographic
- NotebookLM will generate each one — this may take a moment
- Download or share each one when ready

Step 5: Lovable — Set up a whole website

🔧 Setup — Getting Started with Lovable

Cost: Setup a Free accoun to start. Sign up with this link to get 10 free credits.
You will probably need a paid account if you are going to use Lovable

Lovable Bonus

If you decide to build a website in Loveable, here is the prompt to use.

📋 **COPY & PASTE THIS PROMPT**

Can you please help me create a prompt that I can use for lovable to create a bright, modern website that highlights the value of what I am delivering to the market.

Bethanie's Lovable prompt

📋 **Bethanie's Lovable prompt**

Build a modern, high-converting single-page website for an AI leadership consultant and keynote speaker named Bosslady, founder of Marley Nonami Incorporated. The brand sits at the intersection of human-centered AI adoption, psychological safety, and enterprise transformation.

DESIGN DIRECTION

Use Stripe.com's color palette as the inspiration:
- Deep navy/indigo (#0A2540) as the primary dark background color
- Bright electric blue/violet gradient accents (#635BFF to #0570DE)
- Clean white (#FFFFFF) and soft light gray (#F6F9FC) for section backgrounds
- Gradient text effects on key headlines (violet-to-blue)
- Generous white space throughout
- Rounded corners on cards and buttons (border-radius: 8–12px)
- Subtle drop shadows on cards
- Smooth gradient hero background (dark navy to deep indigo/purple)
- Modern sans-serif typography — use Inter or Plus Jakarta Sans
- CTA buttons: bright gradient fill (blue to violet) with white text
- Section dividers using soft diagonal or wave separators like Stripe uses

The overall feel should be: premium, trustworthy, forward-thinking, and warm — NOT cold or overly technical.

SITE SECTIONS (in order)

SECTION 1 — NAVIGATION (Sticky Header)
- Logo: "Marley Nonami" in clean white bold text, left-aligned

- Nav links (right-aligned): Speaking | Certifications | About |
  For Organizations | Contact
- CTA button (gradient fill): "Book a Discovery Call"
- On scroll: add slight frosted glass background to nav bar

SECTION 2 — HERO

Full-width dark gradient background (navy to deep indigo/violet).

HEADLINE (large, gradient text effect on key words):
"Your Team Has the Tools.
Now Build the Humans Who Use Them."

SUBHEADLINE (white, 20px, max-width 600px, centered):
"Bosslady is the human-centered AI adoption strategist who transforms workforce fear into organizational fluency — through keynotes, certifications, and enterprise change management frameworks built for Corporate America."

TWO CTA BUTTONS side by side:
- Primary (gradient): "Book a Keynote"
- Secondary (white outline): "Explore Certifications"

Below the CTAs, add a single trust line in small gray text:
"Trusted by enterprise teams including Nielsen"

Add a subtle animated gradient orb or flowing gradient background element in the hero (similar to Stripe's hero animation style — soft purple/blue color blobs gently moving).

SECTION 3 — THE PROBLEM (Light gray background #F6F9FC)

Small all-caps label above headline: "THE CHALLENGE"

HEADLINE:
"92% of Companies Are Investing in AI.
Only 1% Are Actually Ready."

Body copy (two columns on desktop, stacked on mobile):
Left column:
"Organizations are spending billions deploying AI tools — and watching adoption stall at the human level. The bottleneck isn't the technology.

It's the fear, the resistance, and the absence of psychological safety that makes change feel impossible."

Right column:
"60% of employees haven't used generative AI for a single critical business task. Not because the tools don't work — because the culture isn't ready. That's the gap Marley Nonami was built to close."

Add three horizontal stat cards below (white cards, subtle shadow, blue accent left border):
- "92% of organizations are increasing AI investment"
- "Only 1% classify themselves as AI-mature"
- "60% of employees haven't used AI for critical tasks"

Source attribution in tiny gray text: "Source: McKinsey, Gartner"

SECTION 4 — THE SOLUTION (White background)

Small all-caps label: "THE APPROACH"

HEADLINE (dark navy, centered):
"We Don't Train Your Team on Software.
We Transform How They Think About Change."

Three feature cards in a row (icon + headline + body):

Card 1 — Icon: shield or brain
Title: "Psychological Safety First"
Body: "Before any tool is introduced, we build the cultural foundation that makes adoption inevitable. Teams learn to experiment without fear, fail safely, and innovate confidently."

Card 2 — Icon: layers or sparkle
Title: "Soft Skills as Competitive Leverage"
Body: "Empathy, communication, and critical thinking aren't replaced by AI — they're amplified by it. We teach leaders to use AI as a force multiplier for what makes them distinctly human."

Card 3 — Icon: chart or target
Title: "Certified, Measurable Outcomes"
Body: "Forget certificates of attendance. Our cohorts require verified capstone projects, ensuring organizations receive proof of capability — not just participation."

SECTION 5 — OFFERS / SERVICES (Light gray background)

Small all-caps label: "HOW WE WORK TOGETHER"

HEADLINE:
"One Engagement. Lasting Transformation."

Four service cards in a 2x2 grid (white cards, gradient top border accent, rounded corners):

Card 1 — KEYNOTES
Icon: microphone
Title: "Keynote Speaking"
Body: "High-energy, data-backed mainstage experiences that shift organizational mindset from AI anxiety to AI fluency. Designed for enterprise conferences, leadership summits, and corporate all-hands."
Tag: "$15,000 – $25,000"
Link: "Learn More →"

Card 2 — WORKSHOPS
Icon: users/group
Title: "Executive Workshops"
Body: "Hands-on, 90–120 minute immersive sessions for leadership teams. Includes live Anxiety Audits, AI charter drafting, and practical prompting exercises built for senior decision-makers."
Tag: "$12,500 – $15,000"
Link: "Learn More →"

Card 3 — CERTIFICATIONS
Icon: badge/award
Title: "AI Fluency Certification"
Body: "A rigorous 3-week cohort-based program for leaders and teams. Project-validated credentials that prove operational AI competency — not just familiarity. Available B2C and B2B enterprise."
Tag: "From $995/seat | $7,500/team"
Link: "Learn More →"

Card 4 — ENTERPRISE
Icon: building
Title: "Enterprise Licensing"
Body: "Full organizational deployment of the AI Fluency framework — including Train-the-Trainer certification, LMS integration, and proprietary framework licensing for global rollout."
Tag: "Custom Pricing"

Link: "Book a Consultation →"

SECTION 6 — ABOUT / CREDIBILITY (Dark navy background)

Split layout — left side: professional photo placeholder (circular or soft rounded rectangle frame with gradient border), right side: text.

Small all-caps label (blue accent): "MEET BOSSLADY"

HEADLINE (white):
"30+ Years at the Intersection of Technology and Human Potential"

Body (light gray text):
"Bosslady is the founder of Marley Nonami Incorporated and one of Corporate America's most sought-after voices on human-centered AI adoption. With over three decades of enterprise technology experience, she specializes in the one thing most AI training ignores entirely: the humans who have to use it.

Her frameworks — built on psychological safety, change management, and soft skill amplification — have helped enterprise teams transform AI resistance into measurable competitive fluency. She has partnered with organizations including Nielsen to design custom AI certification programs, and she brings that same rigor to every stage and boardroom she enters.

She is a sought-after keynote speaker and the creator of the AI Fluency Certification — the project-validated credential redefining what it means to be AI-ready in Corporate America."

Three credibility stats below body text (horizontal, white numbers, blue label):
- "30+ Years | Enterprise Technology Experience"
- "Nielsen | Marquee Enterprise Client"
- "$400B | Corporate Learning Market We Serve"

CTA (gradient button): "Book a Discovery Call"

SECTION 7 — SOCIAL PROOF / TESTIMONIALS (White background)

Small all-caps label: "WHAT LEADERS ARE SAYING"

HEADLINE:
"The Training That Actually Changes Behavior"

Three testimonial cards (white, soft shadow, large quotation mark in gradient blue at top of each card):

[Placeholder testimonials — style only, copy to be replaced]:

Card 1:
"This wasn't another AI workshop that left us with a slide deck and no direction. We left with a real charter, real confidence, and a team that actually wants to use AI now."
— VP of Talent Management, Fortune 500 Healthcare System

Card 2:
"Bosslady reframed everything. Our leadership team went from anxious to genuinely excited in three hours. That shift is priceless."
— Chief Learning Officer, Financial Services Firm

Card 3:
"The certification program is unlike anything we've seen. Our managers completed real projects. We have proof they can do this — not just a certificate that says they sat through a class."
— Director of Organizational Development, Global Enterprise

Add logo placeholder row below testimonials (5 generic company logo placeholders in gray, labeled "Enterprise Clients & Partners").

SECTION 8 — SPEAKING / UPCOMING (Light gray background)

Small all-caps label: "ON THE STAGE"

HEADLINE:
"Bringing the Human-AI Conversation to the World's Most Important Rooms"

Upcoming speaking highlight card (wide card, dark navy background, white text, gradient accent border):
Event: "Black Enterprise Women of Power Summit 2026"
Description: "Interactive AI Fluency Certification Session for Corporate America Professionals"
CTA button: "Learn More"

Below that, two column content:

Left: List of talk titles (5, pulled from the offer section above)
Right: "Book Bosslady for Your Event" form with fields:
- Name
- Organization
- Event Date
- Event Type (dropdown: Corporate Keynote / Conference / Workshop / Leadership Retreat / Other)
- Message
- Submit button (gradient)

SECTION 9 — FOR ORGANIZATIONS (White background)

Small all-caps label: "ENTERPRISE SOLUTIONS"

HEADLINE:
"Your People Are Already Afraid of AI.
Address It Before It Costs You."

Four objection-reframe tiles in a 2x2 grid (light blue-tinted card, dark navy text, bold italic objection, regular body reframe):

Tile 1:
Objection: "We already deployed Copilot."
Reframe: "Deploying software doesn't produce adoption. Without psychological safety and behavioral change, your AI investment yields zero ROI."

Tile 2:
Objection: "Our people are already overwhelmed."
Reframe: "This training doesn't add to their workload — it teaches them how to use AI to clear it. Every session creates immediate time savings."

Tile 3:
Objection: "We tried AI training. It didn't stick."
Reframe: "Because they were trained on software syntax, not behavior. Our certification requires real projects — proving permanent change, not temporary familiarity."

Tile 4:
Objection: "We can't take people off the floor."
Reframe: "Our curriculum is built in high-impact sprints for busy leaders. Every hour invested returns hours of automated efficiency in the same week."

CTA below grid (centered, gradient button):
"Schedule an Enterprise Consultation"

SECTION 10 — NEWSLETTER / LEAD MAGNET (Dark navy gradient background)

HEADLINE (white, centered):
"Get 'The Human Advantage' — Weekly"

Subheadline (light gray):
"Data-backed insights on AI adoption, psychological safety, and human-centered leadership. Built for the executive who needs to lead through transformation — not just talk about it."

Email capture field + CTA button (gradient): "Subscribe Free"

Small text below: "Join enterprise leaders navigating the AI era with clarity and confidence. No hype. No jargon. Just strategy."

SECTION 11 — FOOTER (Dark navy)

Left: "Marley Nonami Incorporated" logo/name + tagline:
"Human-Centered AI Adoption for Corporate America"

Center: Nav links (Speaking | Certifications | About | For Organizations | Contact | LinkedIn)

Right: "Ready to Transform Your Organization?"
CTA button (gradient outline): "Book a Discovery Call"

Bottom bar: Copyright line + Privacy Policy + Terms

TECHNICAL REQUIREMENTS

- Fully responsive (mobile-first)
- Smooth scroll behavior between sections
- Subtle scroll-triggered fade-in animations on section entry (similar to Stripe)
- All CTA buttons have hover state (slight glow or brightness lift)
- Hero gradient background has a subtle animated movement effect

- Sticky navigation with frosted glass on scroll
- Use Inter or Plus Jakarta Sans as the primary font throughout
- All form fields styled consistently with rounded borders and blue focus states
- Fast load — optimize all images and use lazy loading

Quick Reference — All Platforms at a Glance

PLATFORM	URL	COST	YOUR DOC
ChatGPT	chatgpt.com	Free / $20/mo	Document 1
Google Gemini	gemini.google.com	Free / $19.99/mo	Document 2
Claude	claude.ai	Free / $20/mo	Document 3
NotebookLM	notebooklm.google.com	**FREE**	4 Outputs

Remember This.

AI doesn't replace your gifts. It amplifies them.

You walked in here with decades of expertise. You're walking out with a strategy.

Now go execute.

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