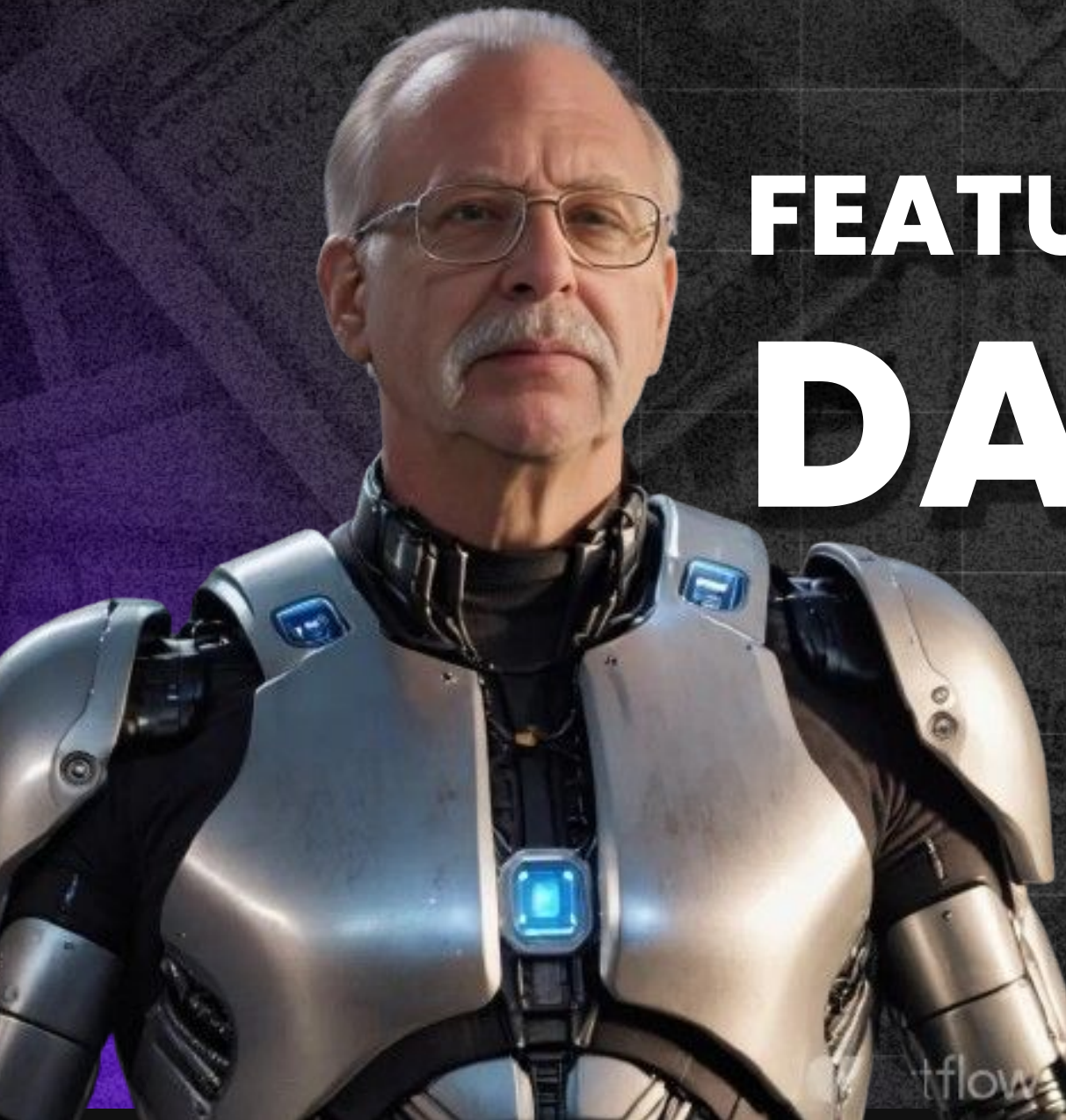


No B.S. Debate: **Opportunities with AI**

FEATURING:

DAN KENNEDY





Head of Growth



Kevin Barber

"Be grateful, yet unsatisfied"

Head of Growth @ Lean Labs

→ The digital growth team behind some amazing brands...

Obsessed with Replicating Growth

→ Inc. 5000 High Impact HubSpot Partner "2CC Award"

→ Faculty Member for DigitalMarketer & M3 Mastermind

→ Father of 3 | Man of Faith | Tampa, FL

→ I ❤️ riding bikes 🚴 & building brands 🚀

→ I believe AI will change how we do work.



DEBATE:

3 KILLER AI Agents to Drive Revenue in '25

Even if you're nearly brand new!



Dan VOTES:



ALIGN



REFINE



DECLINE



You guys win even if I lose!



✗ “AI” v1 is Dead.

The era of “**affordable indian**” is soon to be replaced by AI.

- Low Cost will soon be “No Cost”
- No Leverage in done-for-you labor based services.

*is
now*

✓ AI of 2025:

AI is a HUGE opportunity **if** you can solve **pain in the ass problems**:

- “**Customized**” AI software configured & sold to the herd
- **Upsell** AI Subscriptions (mrr)
- Premium for the **Select Few**





USE “ARTIFICIAL INTELLIGENCE”

This is a labor-based mindset!



“INTELLIGENCE AUGMENTATION”

Customize AI solutions for companies to solve their costly problems with a scalable solution!



► DEBATE GOAL

AI is the #1 Framework of the Future

IF you leverage it right!

Tenant 1: Solve an Evergreen,
Costly, **Pain in the Ass** Problem.

Tenant 2: Position yourself in front of a trend. This
is the definition of opportunity. AI is the next wave.

Tenant 3: Supply the shovels, but **not the digger!**
Reinvest revenue into skill development & mastery.

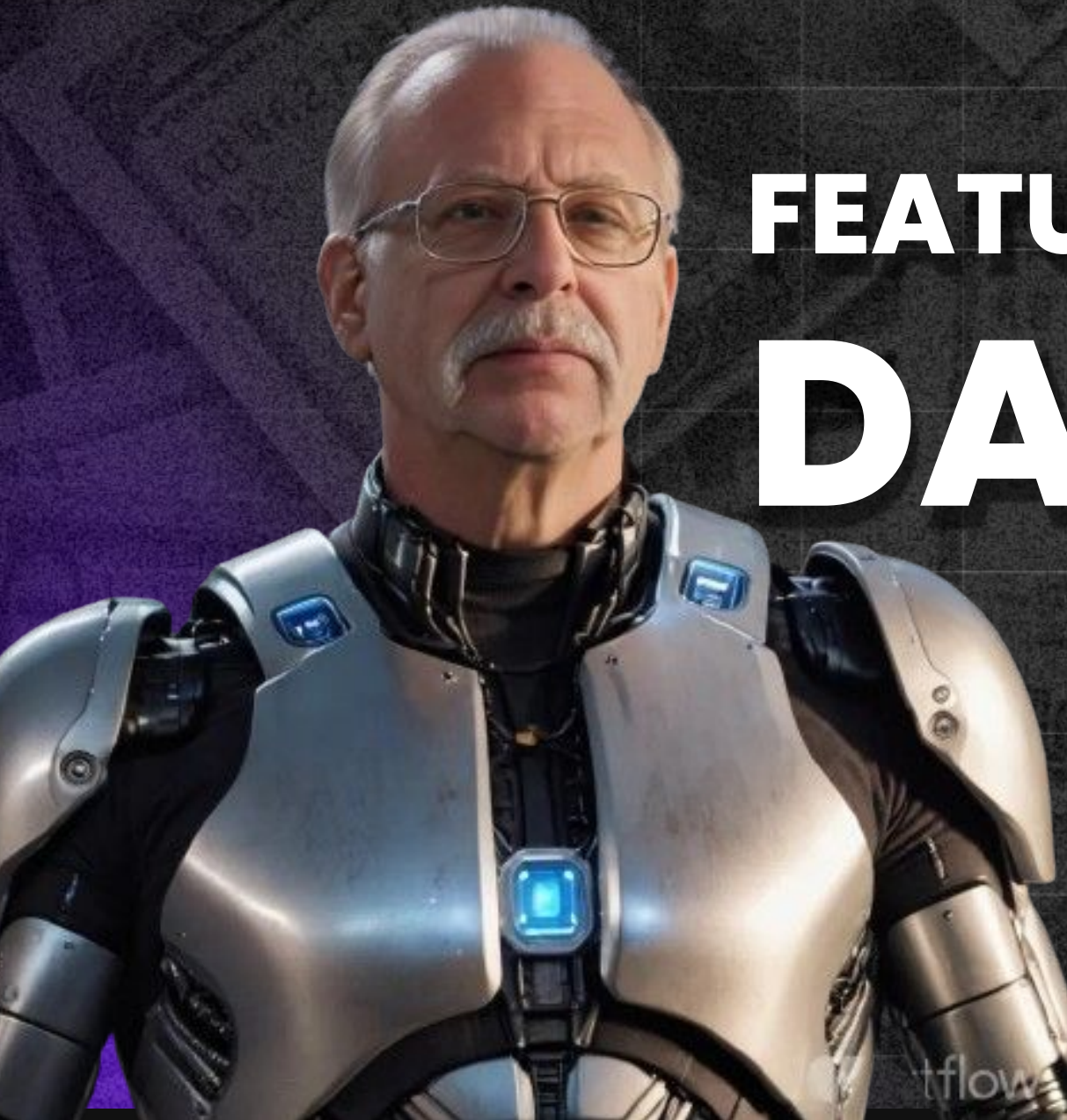


No B.S. Debate: Opportunities with AI

FEATURING:

DAN KENNEDY

Concept #1



Sales Call EVALUATIONS

UPLOAD:

Upload **Sales Call** transcripts to a LLM pre-trained a popular sales methodology. Include the company's qualifying questions & rules.

ANALYZE:

AI identifies if steps were missed and delivers the rep a score. It will also analyze the buyer's statements, concerns & objections.

OPTIMIZE:

Reps gets coaching after every call, improving results rapidly. Companies get rep scorecards + learn what buyers need to see.



Dan's VOTE:



ALIGN



REFINE



DECLINE 🤔

You guys win even if I lose!

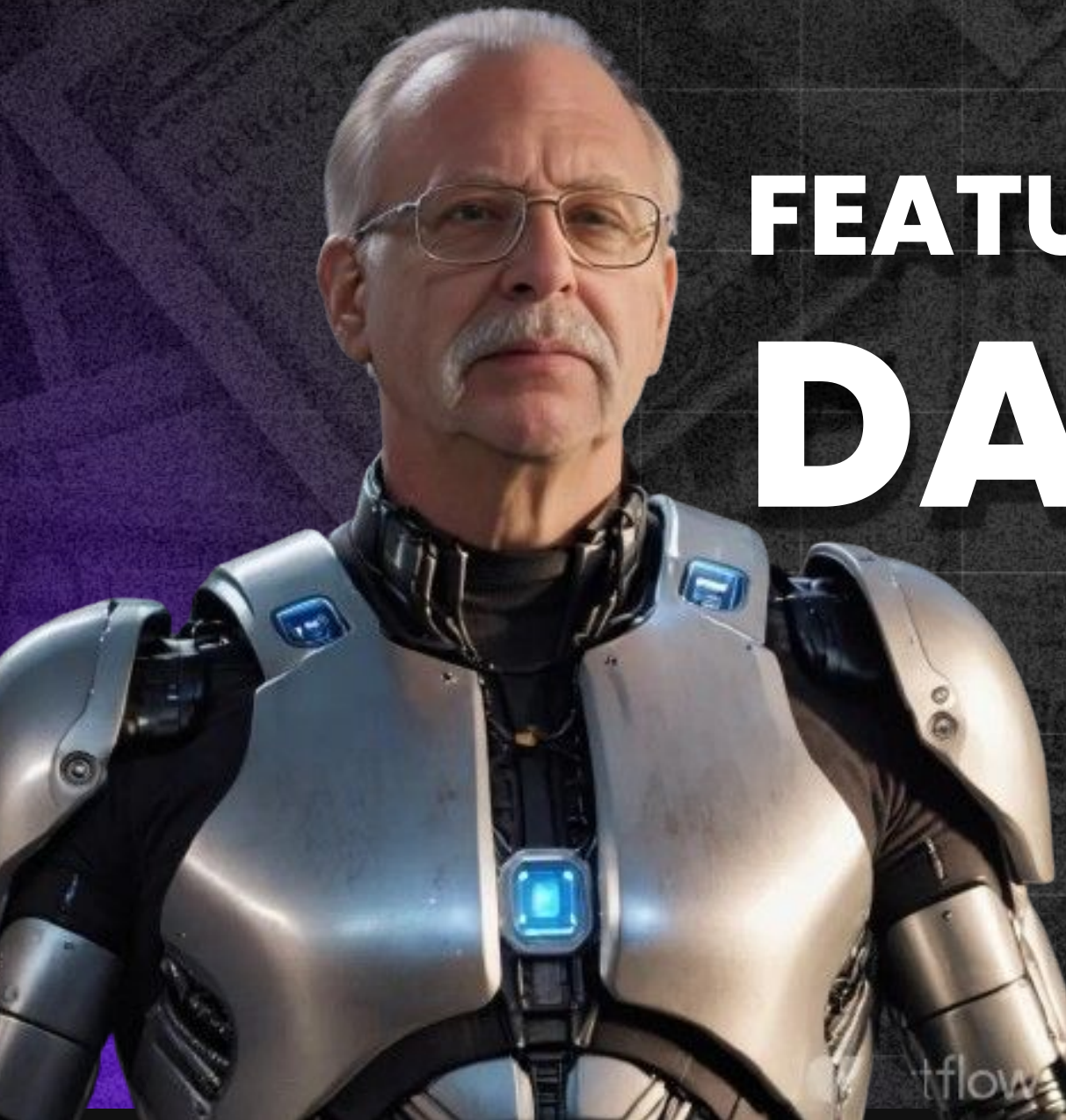


No B.S. Debate: **Opportunities with AI**

FEATURING:

DAN KENNEDY

Concept #2



© Lean Labs

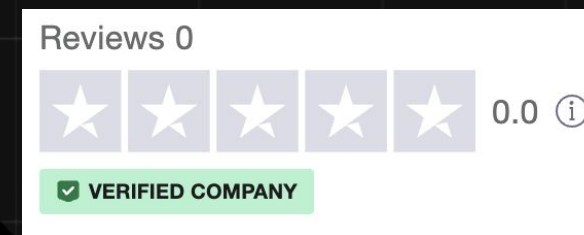
@TheKevinBarber

How Buyers Buy:

Are buyers likely to give you 30–60 minutes for a consult or demo...

but not spend **2 seconds** to **Google you first?**

Real Life Example:



☆☆☆☆☆ 0.0 [Write a Review!](#)

★★★★☆ Rating: 3 · 2 reviews

VS

★★★★☆ 64 reviews | 6 discussions

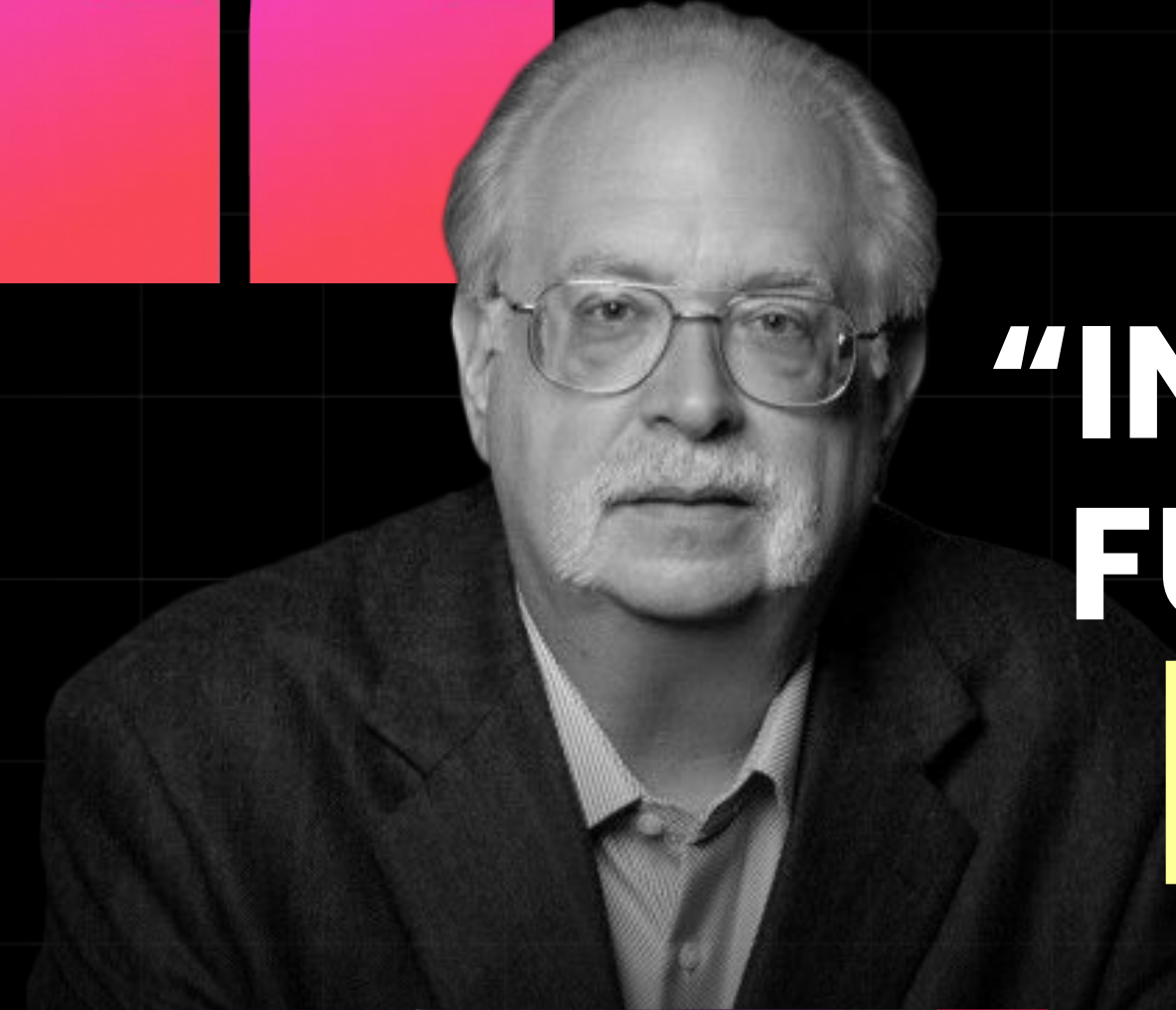
★★★★☆ 80 reviews

4.5 ★★★★★ 796 Ratings

4.4 ★★★★★ 354 Ratings

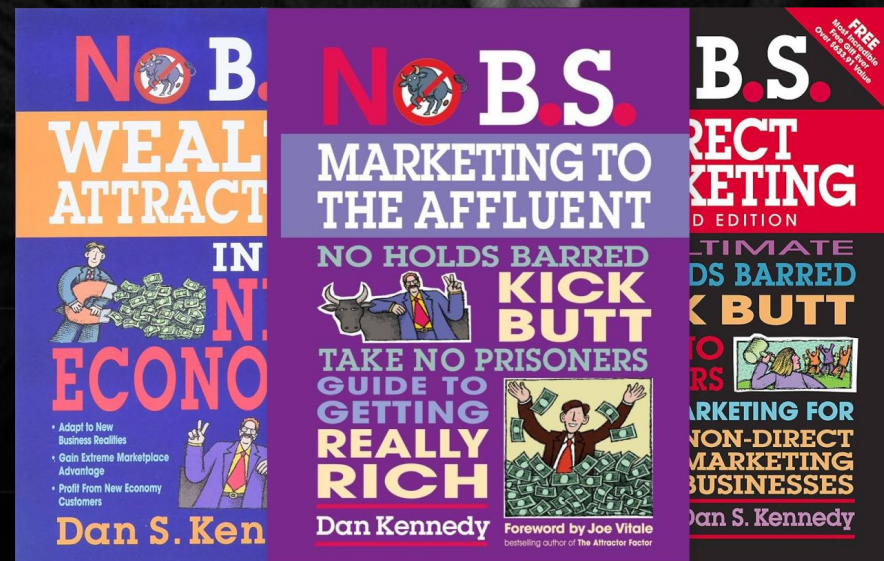
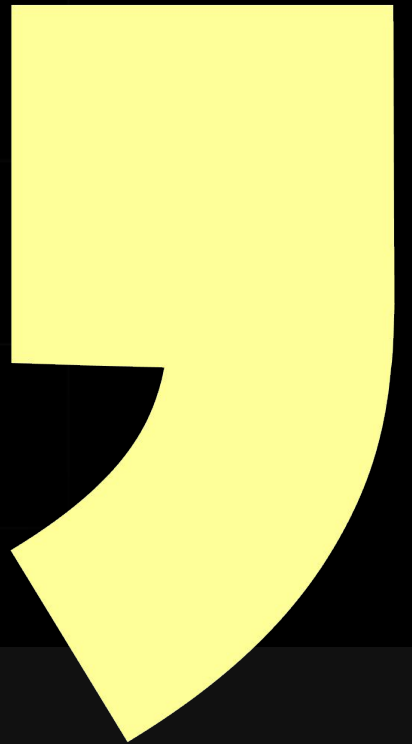
★★★★★ Rating: 4.5 · 175 reviews





“IN A WORLD
FULL OF BS...
PROOF
IS KING”

- Dan Kennedy



Simple Survey:

1. What problems or issues did you need to solve?
2. What made you decide to try this solution?
3. What were your initial thoughts or hesitations before buying?
4. How has the solution helped you address your initial problem?
5. What specific results have you experienced? Business impact?
6. How would you describe your experience with this company?
7. What would you say to someone considering this solution?

3
sec

✓ AI suggests:

"Our outdated website wasn't converting customers. After Lean Labs audited our site & showed their approach, we were convinced they could level up our website.

They respected our vision, but showed us exactly what we needed to build to increase performance.

Our booked meetings **grew 50%**, generating **\$300,000 in revenue** in just **4 months**, which was awesome!

If you work with Lean Labs, be open to their expert advice. They'll help you make the right changes for amazing results."



#2: REPUTATION

Proof is king in a world with AI.

1. Use 🤖 to analyze websites & identify un-backed claims.
2. Use 🤖 to reach out & **draw attention** to the **gap**. (SendPotion)
 - i. MOST if not ALL Testimonials **FAIL** to back key claims.
 - ii. Demonstrate how the Trust Gap creates a Revenue Gap.
 - iii. Remind them WHY they haven't solved this already. (Time & \$\$\$)
3. Intro your AI solution as their customized **reputation rocket**!
4. Configure the company's bot to focus on **key proof points**.
5. Approach marketing agencies with your easy **service extension**!



#2: REPUTATION

*AI writes **better** testimonials than buyers!*

SURVEY:

Send a **Survey Link** to Buyers (you'll configure this).
They answer simple questions in their own words.

SUGGEST:

AI will turn the interview into a **best-practice testimonial**
written in THEIR voice, using **their survey inputs** to create it.

SHARE:

Upon Easy Approval, entice them to **SHARE** their experience!



→ Record the interview & use AI to deliver an edited video! \$\$



Dan's VOTE:



ALIGN



REFINE



DECLINE 🤔

You guys win even if I lose!



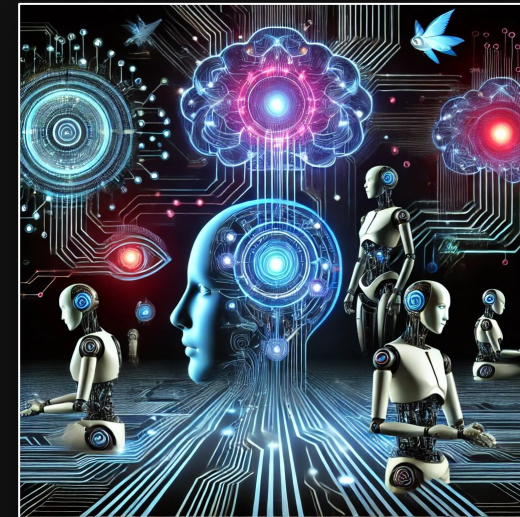
Who would **love** to
see how a bot is built?



2 Testimonial Bots



Before & After Bot ↗



Jobs to be Done Bot ↗

Cloneable Bots! Reverse Engineer and Start Building!

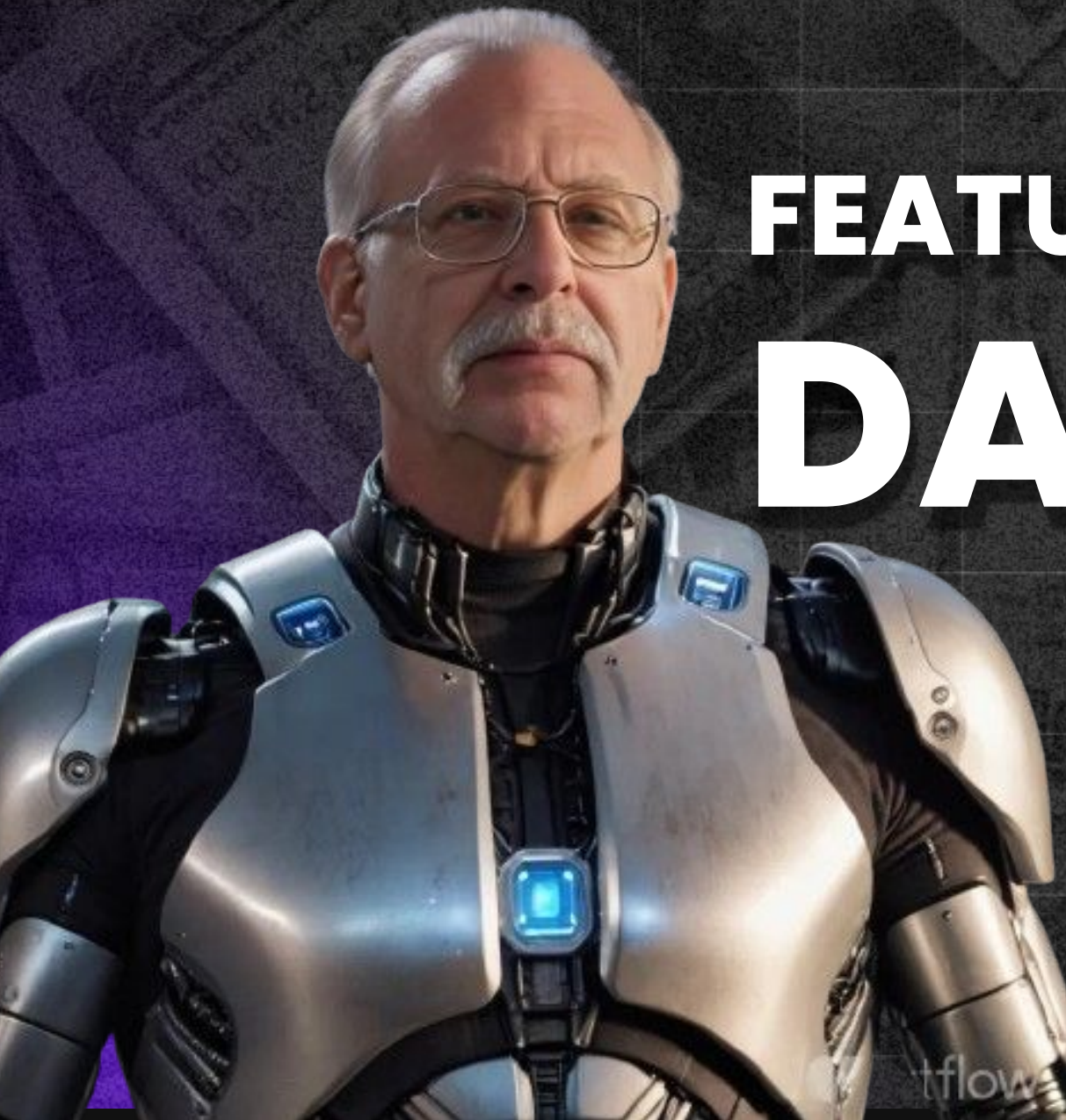


No B.S. Debate: **Opportunities with AI**

FEATURING:

DAN KENNEDY

Concept #3



#3: AUGMENTATION

INJECT:

Upload **Company Docs, Videos, Podcasts, Books & more.**
Configure the bot to **ONLY** answer based upon these documents.

INVITE:

Make the bot (or bots) available to sales, support, & new hires.
They can ask questions & get insightful answers within 3 seconds.

INSIST:

The bot lives on **YOUR** account & you'll update it anytime they wish. They pay a configuration fee + a monthly subscription fee.



#3: **EASY** AUGMENTATION 's

Answer the Damn Phone:

Configure Bland.ai bots for companies... charging on a subscription.

Answer Buyer Questions:

Take the same info you ingested for internal use and create a GPT
To answer buyer questions & store the engagement in HubSpot.

Augment Marketing Agencies:

An easy way to partner with agencies is to build them a free bot.
→ Reciprocity → Liking → Authority → Scarcity (subscribe or lose)



The end...

Or is this the beginning?

Thank You Dan Kennedy!
Bonus: Free Gifts to Audience...



Which one do you like?



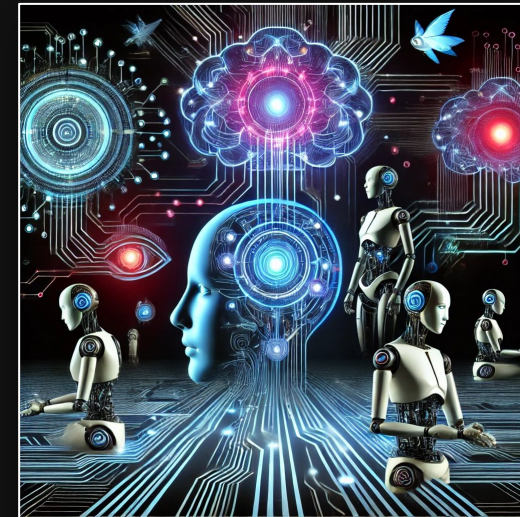
**No shortcuts. No
half-ass solutions.
Deserve to Win!**



2 Testimonial Bots for Beginners



[Before & After Bot ↗](#)



[Jobs to be Done Bot ↗](#)

Cloneable Bots! Reverse Engineer and Start Building!





**BEFORE & AFTER
TESTIMONIAL**



JTBD TESTIMONIAL



**MEETING PAGE
TESTIMONIAL**



**USER GENERATED
VIDEO**



IDEAL SUCCESS STORY



**COLD CUSTOMER
PROFILE**



**QUALIFIED CUSTOMER
PROFILE**



**WHAT BUYERS ARE
THINKING**



ONBOARDING



**VALUE PROPOSITION
GRADER**



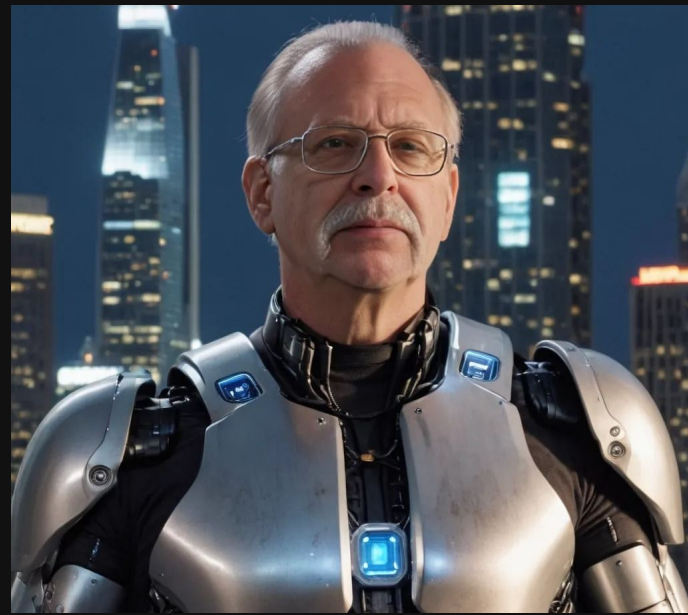
**VALUE PROPOSITION
BUILDER**



**CONTENT CATEGORY
CREATOR**



Books + Bots = Rapid Growth!



Kennedy Copy Bot ↗



Ethical Persuasion Bot ↗

*Read. Write. Review. Revise.
How much you **earn** is directly tied to the skills you **learn**!*







How'd I do?

Please add a value for this session in the webinar Q&A or chat.

If you act on these ideas, what was it worth? \$50, \$500, \$5,000, or \$50k?

Please enter the \$ value you'd give it now!





The end...

Or is this the beginning?

“Be Grateful, Yet Unsatisfied”

– Kevin Barber

