

# Welcome to Your Virtual Boardroom

Welcome, everyone! I'm so glad you're here. Today, we're going to talk about something that could truly change the way you run your business. It's called a **Virtual Board of Advisors**, and the best part is, you can build it with ChatGPT.

Now, I know many of you are solopreneurs or small business owners in the aging in place industry. You may not have access to a team of experts or the budget to hire consultants every time you face a decision.

That's why this concept is so powerful. It lets you tap into the wisdom of some of the top business minds, without ever having to pick up the phone or write a check.



# The Big Idea: Your Dream Team of Business Experts

The idea comes from a method I saw explained by Wes McDowell. He is a **web strategist** who works with *service-based business owners*. He emphasizes **simplicity over complexity**: clear messaging, reducing noise, focusing on what's essential.

Here's the original video - the Virtual Advisory Board section begins at 10:50

<https://www.youtube.com/watch?v=JWqhOaXOdpk&t=792s>

He wants business owners to stop “chasing clients” and instead build systems so clients come to them.

How? By pulling from the ideas and frameworks of authors and thought leaders you trust. Here are the names on the list I used for my own Virtual Board of Advisors:

Dan Sullivan

*10X is Easier than 2X*

Mike Michalowicz

*Profit First*

Kim Scott

*Radical Candor*

Marcus Sheridan

*They Ask, You Answer*

Alex Hormozi

*100M Offers*

Pat Flynn

*Smart Passive Income*

Together, they represent growth, finance, leadership, marketing, offers, and passive income. Think of them as your dream boardroom, available 24/7.

# Building Your Board with ChatGPT

Here's the fun part, actually creating your Virtual Board of Advisors inside ChatGPT.

**Step 1:** Open ChatGPT.

**Step 2:** In the Ask Anything box, click the little **+** sign and choose **Agent mode**.

**Step 3:** Copy and paste the following prompt.

① You are a research analyst + systems designer. Build me a virtual Board of Advisors based on the authors of these business books and YouTube channel:

- 10X is Easier than 2X by Dan Sullivan
- Profit First by Mike Michalowicz
- Radical Candor by Kim Scott
- They Ask You Answer by Marcus Sheridan
- 100M Offers by Alex Hormozi

<https://www.youtube.com/user/SmartPassiveIncome>

Objective: Deep-research each author's philosophy, methods, stances, opinions, signature frameworks, and most-cited quotes. Produce separate 20–50 page structured reports (one per author) prioritizing content that helps an AI reliably replicate them as a virtual advisor. Deliver implementation instructions I can paste into a Custom GPT so it behaves like a helpful Board of Advisors (only one set of instructions for the whole thing).

Requirements: - Use credible primary sources (books, author sites, talks, interviews)

Clarity: Write in plain language, step-by-step, no fluff.

Once you paste this prompt, ChatGPT will go to work. You'll get six separate reports, one for each advisor. plus a set of implementation instructions. Save all of these to your computer.

# Creating Your Own Custom GPT

Now that you've got your 'advisors' on paper, let's turn them into a GPT you can call on anytime.

Step-by-step:

01

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Open ChatGPT

02

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Click GPTs on the left-hand side

03

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Click + Create on the top right

04

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Enter a name for your board

For example, "My Aging in Place Advisory Board."

05

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Add a short description

Something like: "A virtual board of advisors based on leading business authors to guide decision-making."

06

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Upload your saved files

The reports you just downloaded.

07

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Click Create

08

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Set visibility to Only Me

Now you have a private Virtual Board of Advisors, tailored to your business. You can ask it questions like:

- 'How would Mike Michalowicz apply Profit First to my cash flow?'
- 'What would Marcus Sheridan suggest for handling client objections?'
- 'What marketing advice would Pat Flynn give for a new service I'm launching?'

And because it's all in one place, you don't have to dig through notes or reread entire books. You've got direct access to their frameworks and strategies."

# Why This Matters for Aging in Place Professionals

So how does this apply to our work in the aging in place field?

Think about it, most of us are juggling:

- Running our business,
- Marketing our services,
- Managing finances,
- Building partnerships,
- And serving clients who often have urgent needs.

Having a Virtual Board of Advisors means you never have to feel like you're running your business in isolation.



Dan Sullivan

Can help you think bigger about growth.



Mike Michalowicz

Keeps your finances sustainable.



Kim Scott

Teaches you how to lead teams with Radical Candor.



Marcus Sheridan

Guides you on content marketing that actually works.



Alex Hormozi

Helps you package irresistible offers.



Pat Flynn

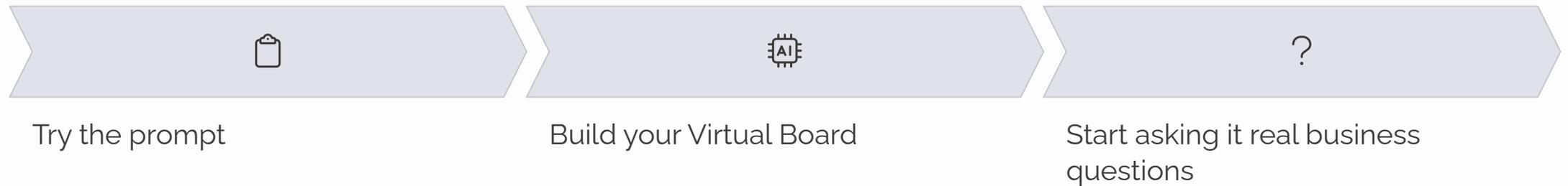
Shows you how to build long-term passive income streams.

That's a powerhouse lineup backing you up, without ever having to hire consultants or pay thousands for coaching.



## Your Next Steps

Your next step is simple:



Remember, success leaves clues. By learning from the best and systematizing their wisdom with ChatGPT, you give yourself an edge.

- ✔ **My challenge for you:** once you build your board, use it to solve one problem in your business this week. Whether it's pricing, marketing, or streamlining operations, lean on your virtual advisors.

You'll be amazed at how much clarity it gives you.



# Thank You and Next Steps

Thank you so much for being here today. I hope this session inspires you to try building your own Virtual Board of Advisors. It's simple, it's powerful, and it could completely shift the way you grow your aging in place business.

Now, I'd love to hear from you—what's one question you'd want to ask your new board of advisors? Drop it in the chat or share it with me afterward.

Thanks again, and I can't wait to see how you use this!