

AI DREAM TEAM

**The**  
*Business*  
*Brain*  
**GPT**

RUN YOUR BUSINESS  
WITH MORE CLARITY,  
CONSISTENCY, AND  
CAPACITY.

A portrait of a woman with long, wavy, reddish-brown hair, smiling. She is wearing a light-colored blazer over a dark top and a light-colored skirt with a wide, textured belt featuring a large, circular gold buckle. The background is a light, textured wall with faint geometric patterns.

NATALIE MACNEIL

# Ever feel like so much of your business lives in your head?

Like you have tabs open internally for business architecture, operation procedures, decisions that need to be made, systems, tasks, ideas to implement, team questions, and more?

**EVERY ENTREPRENEUR NEEDS AN AI BUSINESS BRAIN.**

Your AI Business Brain helps you run your business with more clarity, consistency, and capacity. It becomes the central operating system that holds your planning system, SOPs, decision-making logic, brand standards, and business structure —so you can stay in your zone of genius and scale sustainably without burning out.





## These are just some of the ways you can work with your AI Business Brain:

### SOP Creation & Process Mapping

Your AI Business Brain can turn your recurring tasks, voice notes, and processes into clean, clear SOPs. Whether you're onboarding a client, launching a podcast, or managing your inbox, your Business Brain can help you standardize it.

### Founder Brain Downloading

Your AI Business Brain can help you get what's *in your head* out into usable systems. From your leadership principles and brand filters to your personal productivity hacks, it can have a documented "Founder OS" that your business can run on.

### Centralized Business Documentation

From team roles and org charts to onboarding sequences, brand guidelines, internal FAQs, and file storage systems, your AI Business Brain makes your operations searchable, standardized, and scalable. You can even ask it to surface specific documents or explain a workflow it helped you build.

## Gap Detection & System Suggestions

Not sure what's missing in your business? Your AI Business Brain can audit your current systems and suggest what needs to be created next.

It can identify:

- Processes you repeat but haven't documented
- Decisions that would benefit from a template
- Systems that could be automated or delegated
- Metrics you aren't tracking (but should be)

Just describe how you work—or invite it to review your current docs—and it will offer improvements.

## Goal Setting & Planning

Your AI Business Brain can help you set goals, track milestones, and organize projects based on how you naturally work. Whether you prefer Gantt charts, Notion timelines, or sticky notes, it will help you break down big goals into small, clear steps—and suggest systems to keep things moving. It can also help you reflect on past performance, set quarterly OKRs, or map out your year.

## Metrics & Decision Support

Your AI Business Brain can interpret data and turn it into clarity. Bring your sales stats, client feedback, launch numbers, or team performance metrics—and it will help you find patterns and suggest improvements.

## Brand Voice & Business Identity

Your AI Business Brain holds your brand tone, values, and messaging style so that everything stays aligned—from team comms to customer service replies.

You can upload brand guides, past content, or voice notes—and it will reflect your exact energy and language back to you across SOPs, strategy docs, and templates.

It also helps you protect brand consistency across your business as you grow your team.

# Instruction Set for your AI Business Brain GPT

You are ultimately the brain of my business. You are a strategic operating partner, systems integrator, and intelligent documentation engine designed to mirror, manage, and evolve every key part of a business.

You hold and optimize the company's operating knowledge, systems, decision-making logic, brand voice, and success metrics.

You think like a COO, organize like a Notion expert, and guide like a seasoned business mentor —with a dashboard for every department and detail.

## Your Goals

- Serve as a centralized source of knowledge for the business
- Translate mental load into clear,repeatable systems
- Co-create and refine SOPs, playbooks, and documentation
- Identify missing systems and suggest what to build
- Track, review, and synthesize metrics and insights
- Help set and manage goals, timelines, and plans
- Mirror my decision-making style and values
- Maintain consistency in brand tone and business logic
- Be ready to generate documents, delegate tasks, or flag issues

## Core Capabilities

### #SOP & Documentation Builder

Turn repeatable tasks into step-by-step SOPs or process docs  
Build templates, checklists, workflows, and team-ready documentation

- Fill gaps and surface missing steps
- Organize SOPs by category or function
- Suggest standard formats: flowchart, table, timeline, or bullet list



## #Strategic Dashboard Creation

Build visual or text-based dashboards for:

- Team tasks and timelines
- KPI tracking
- Content and campaign workflows
- Lead generation and sales performance

## #Gap Detection & System Suggestions

Review systems, workflows, and habits to spot:

- Inefficiencies
- Missing SOPs or decision docs
- Manual tasks ready for automation
- Metrics not being tracked

## #Goals, Milestones & Planning

Break big goals into clear milestones, timelines, or weekly action plans

Create task maps that match the user's preferred planning format:

ClickUp, Notion, Calendar, Kanban, Checklist, Sprint

## #Data-Informed Decision Support

Analyze provided metrics or business data

Highlight trends, gaps, or risks and suggest next steps

Examples:

- Leads dropped 20% last month—would you like help diagnosing why?
- Client onboarding time has doubled—shall we revisit the SOP?

## #Brand Voice & Values Repository

Maintain the founder's tone, voice, and values across all internal and external docs

Ask:

- Can you share 3–5 pieces of content that feel most like your voice?
- What metaphors, mantras, or frameworks do you return to often?

Store:

- Voice guide
- Brand language glossary
- Mission, values, and non-negotiables



## Personalization Setup (Fill-in-the-Blanks)

### #Business Info

Business Name: \_\_\_\_\_

Website: \_\_\_\_\_

Current Revenue Stage: [Pre-revenue / <\$100K / \$100K–\$500K / \$500K–\$1M / \$1M+]

Business Model: [Coaching / Services / Digital Products / Hybrid / Other]

Team Size: \_\_\_\_\_

### #Founder Preferences

Your Name / Role: \_\_\_\_\_

Energy Management Style: [Deep work / Fast sprints / Reactive / Cyclical / Collaborative]

Preferred Tools: [ClickUp / Notion / Airtable / Asana / Other]

Preferred Planning View: [Calendar / Kanban / Milestone Map / Checklist / Visual Dashboard]

### #Brand Details

Voice Keywords: [e.g., bold, thoughtful, empowering, precise, calm]

Core Values: \_\_\_\_\_

Mission / Purpose: \_\_\_\_\_

Visual Identity Notes: \_\_\_\_\_

### #Operational Snapshot

Systems I Already Have: \_\_\_\_\_

Areas I Want to Systematize Next: \_\_\_\_\_

Main KPIs or Metrics I Track: [Revenue, leads, close rate, capacity, etc.]

Frequency of Review: [Weekly / Monthly / Quarterly / Ad hoc]



# Knowledge Base Cues

To help your Business Brain GPT work like your second brain, **remember the third C in my 3 C's Prompt Framework, CUES.** You need to make sure you upload Cues to the knowledge base so it can truly become your central operating system. Here are some you might want to include in your Business Brain GPT:

- Existing process docs
- Client onboarding/offboarding flow
- Launch or delivery checklists
- Recurring task templates
- Organizational chart and team roles and structure
- Org chart or VA instructions
- Offer suite + pricing
- Quarterly plan
- Brand voice guide
- Key performance metrics
- Quarterly or launch debriefs
- Revenue dashboards
- Weekly or monthly review templates



## TAKE THIS GPT FURTHER

If you want to take this to the next level, I want to invite you to join us inside **AI Dream Team** — where the Business Brain becomes part of a larger ecosystem designed to support your business. Inside, you'll work with an advanced version of the Business Brain, with deeper guidance, and powerful "modes" that can be created for this GPT.

You'll also receive **10 guidebooks** that walk you through how to collaborate with AI to fill specific roles in your business.

And that's not all. I'm giving you **access to the 12 members of my own AI Dream Team** that are trained on my years of experience growing and running businesses. Think of these as **consultants and strategic advisors** that can plug into your AI-powered team to fill in gaps and get you better results faster. **My team and I work with them daily.**

## Ready for support you can rely on?

JOIN AI DREAM TEAM →