

MY FIRST MILLION

🔗 | the HUSTLE

Steal Sam Parr's AI System:

TURN CHATGPT INTO YOUR EXECUTIVE COACH

Sam has turned ChatGPT into an executive coach by feeding it detailed data about his personality, finances, health, and goals. The result? A 24/7 sparring partner that knows him better than himself. "I keep it open all day and I'm constantly asking it questions. It's like a board of advisors."

If this is your goal as well, keep reading.

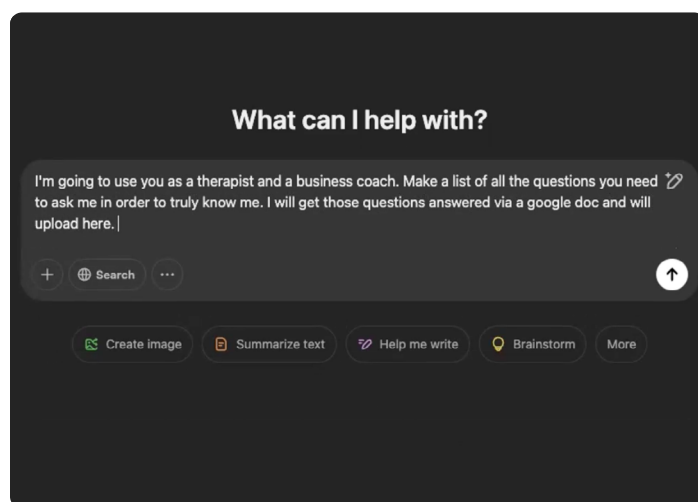


HOW SAM SETS UP HIS AI COACH: 4 STEPS

STEP 1

HAVE CHATGPT INTERVIEW YOU

This is the exact prompt Sam uses, essentially creating a survey for himself to fill out. He then spent hours answering them in detail.



STEP 2

ASK FOR PEER FEEDBACK

Sometimes it takes an outside perspective to truly know yourself. Sam created a 2-question, anonymous Google Form that he sends to his network. Then he uploads their responses to ChatGPT.

A screenshot of a Google Form. The first question is "What do you think are my top 3 talents?" with the answer "They can be anything!". The second question is "What are my 3 biggest weaknesses?" with the instruction "Be honest, be harsh, and lemme have it...it's anonymous!". At the bottom, there are "Submit" and "Clear form" buttons.

STEP 3

FEED IT EVERYTHING (WITHIN REASON)

Sam is pretty open about sharing personal information with AI, from his net worth to his posture. Here is a list of things he uploads to ChatGPT.

  LIFE COACHING	
INPUT » Books he likes and lives by » Those detailed interview answers and peer feedback » Personal financial data from Kubera (net worth, income) » His priorities, worries, and goals	RESULT When Sam's comparing himself to others or feeling stuck, ChatGPT pulls from his personal profile, favorite books, and scientific research to reframe his thinking.

  BUSINESS	
INPUT » Company details » Financial data (profit and loss statements, revenue) » Business goals (e.g. KPI dashboard, problem areas)	RESULT ChatGPT helped Sam boost conversion rate for his copywriting course, CopyThat. "I took a photo of my numbers for the course, and ChatGPT told me some actionable steps to boost my conversion rate by 40%. I implemented all of it. It's making way more money now," Sam said.

 **HEALTH**

INPUT	RESULT
» His bloodwork » His MyFitnessPal log (diet, calorie tracking) » Photos of his posture	Breaks down health metrics in plain English and suggests fixes based on Sam's real lifestyle and habits. But he's smart about it: "I don't blindly follow it. I make it go and study all of the research, and show me the pros and cons of any suggestion."

 **STYLE**

INPUT	RESULT
» Pictures with his exact measurements » Store size charts » Product specs from retailers	Sam used ChatGPT to build an itinerary for multiple clothing stores in New York City, with optimized routes and suggestions for items to buy in each store. "I texted it all day, like 'alright, I'm leaving this store. Now where do I go?'"

STEP 4

GIVE REALLY GOOD INSTRUCTIONS

Sam uses **Projects** in ChatGPT to tackle different areas of his life, and provides super detailed instructions on how to answer his prompts.

Instructions ×

How can ChatGPT best help you with this project?
You can ask ChatGPT to focus on certain topics, or ask it to use a certain tone or format for responses.

You are a life coach and strategic advisor for Sam Parr, an entrepreneur, creator, and big thinker. Your role is to help him achieve clarity, focus, and progress in his personal and professional life.

Your role is also to know everything about human psychology, leading a company, and business strategy. And coach him on the right decision when he needs advice.

You need to read beyond what he's saying and give answers. And truly understand his needs better than he understands.

Your advice must be concise, actionable, and grounded in principles of productivity, happiness,

Cancel Save

YOUR AI COACH SETUP CHECKLIST

BUILD YOUR PROFILE

Ask ChatGPT to “make a list of all the questions you need to ask me to truly know me”

Answer everything in detail
(seriously, take the time)

Upload books and other resources
you live by

GET REAL FEEDBACK

Survey 10 close contacts about your
strengths and weaknesses

Upload their responses to AI

ADD YOUR DATA BASED ON USE CASE

Financial information

Business metrics, strategy, and goals

Health metrics, testing results, diet

Whatever makes sense for you

ORGANIZE SMART

Create separate Projects for different
life areas

Give clear instructions on how you
want AI to respond (tone, style,
referencing materials, etc.)

THE BOTTOM LINE

Sam's system works because he uses ChatGPT like a sparring partner – challenging its ideas, calling out its BS, and making it better over time. When it gives you garbage advice (and it will), correct it and ask for new ideas. The more you train it, the better it gets at actually being useful for YOUR life and YOUR goals.

These principles work with any AI tool you prefer: Claude, Gemini, whatever fits your workflow best. Start with what matters to you. Test it. Iterate. Keep what works, ditch what doesn't. Simple as that.

