
The biggest ideas from today's stage — condensed for top producers who want to build profitable high-impact businesses. Swipe up, save this, and put one idea to work TODAY!

Craig Zuber — The 10-Year Letter

Author, [10 Year Letter](#)

- The exercise: write a letter to yourself 10 years from today, describing the life you're living — then pull that future backward to today.
- Why 10 years: one year keeps you trapped in your current circumstances; 20 feels ungraspable. Ten is the sweet spot for real possibility.
- How to start: anchor in family — how old are they now, how old in 10 years? Write through the awkward parts.
- Write it as a narrative about your life, not a checklist of goals — and include the impact on other people along the way.
- Once you author your future, you own it. You move from being a victim of circumstances to a person of opportunity.

Amy Porterfield — Build the Bridge from Feed to Database

NYT bestselling author, *Two Weeks Notice* · former Director of Content Development for Tony Robbins

- The real problem isn't content, it's structure. Hours in, zero leads out means you're volunteering for social media, not marketing on it.
- “Your database is your business.” (Gary Keller) If a post doesn't feed your database, it's a waste of your time.
- The agents winning today aren't the funniest or the most viral — they're the ones who build the bridge from feed to database.

THE FRONT DOOR FRAMEWORK

CURB APPEAL	FRONT DOOR	LIVING ROOM
Content that asks for nothing. Entertain, inform, be obsessively local. Post proof, not perfection.	Content that invites action — a magic-word comment, a link, a DM — captured with a tool like ManyChat.	Where the real relationship is built, off social media (e.g., a local Substack). This is the nurture.

- A tiny offer (\$27–\$47) filters for your most serious buyers — in a world where AI made free content infinite, free is now worthless.
- Decide before you post: is this Curb Appeal or a Front Door? Every post needs a job.

“If it’s not your brand, it can never be your business.” — Gary Keller

John Lee — The WAVIT Framework for AI

International speaker on AI and personal branding

- 5 levels of AI: LLM → Task-level → Agentic → AGI → Superintelligence. Aim to operate at the Agentic level — AI doing tasks for you, not just answering questions.

W . A . V . I . T

- Written — let AI draft emails, presentations (Gamma.app), and meeting summaries.
- Audio — an AI voice assistant can scan your inbox, flag hot leads, and draft follow-up content; use voice-to-text (e.g., Whisper) instead of typing.
- Video — YouTube has overtaken traditional TV. Build an AI avatar (HeyGen, Seedance) to create content and UGC-style ads at scale.
- Images — generate walkthrough videos and marketing assets directly from your listing photos.
- Team — “vibe automations”: train your AI to prospect for new agents, draft outreach, and run it as a standing daily task.

“Where the attention goes, the money flows.” — John Lee

Dan Buettner — Lessons from the Blue Zones

National Geographic Fellow · led the original research behind the Blue Zones

- The Blue Zones — the 5 places on earth with the highest concentration of people living past 100: Okinawa (Japan), Sardinia (Italy), Nicoya (Costa Rica), Ikaria (Greece), and Loma Linda (California).

- Only about 20% of longevity is genetic. The rest comes from environment and daily habits — which means it's a system you can build.

THE POWER 9 — HABITS SHARED ACROSS EVERY BLUE ZONE

- Move Naturally
- Downshift Rituals
- Plant Slant
- Belong (Faith)
- Right Tribe (Moai)
- Purpose (Ikigai)
- 80% Rule
- Wine at 5
- Loved Ones First

“Longevity is not a pursuit — it ensues from the right environment.” — Dan Buettner

Shawn Johnson East & Andrew East — Finding Your Second Wind

Olympic gold medalist gymnast & former NFL player · co-hosts, *Couple Things* podcast

- Your “First Wind” is chasing what's next; your “Second Wind” is defining what matters here and now — before the finish line keeps moving on you.
- Control what you can control: focus on inputs (reps, showing up) rather than outcomes (results, scoreboards) — the two are not the same thing.
- Build a Second Wind Scorecard: set a timer for 3 minutes per life category (finances, family, health, faith, community) and write everything you want without editing. What's left is your new compass.
- Make it measurable — vague goals stay ambiguous. If it matters, measure it (e.g., “2 date nights a month,” “4 family dinners a week”).
- Every goal needs a constraint: define what you're not willing to sacrifice to get there.

“Define what success looks like, or it will be defined for you.” — Shawn Johnson East

WANT TOMORROW'S NOTES TOO?

Comment “NOTES” on our latest Reel and we'll send each day's recap straight to your inbox.