

THE COMPANY CORTEX

Jay's Pro Tips

5 insider tips from Jay the AI Guy to get the most out of your Company Cortex

TIP 01: ONE NOTEBOOK PER DEPARTMENT

Don't dump everything into one giant notebook. Create separate notebooks for Sales, Onboarding, Customer Service, Marketing, and Operations. Each department has different questions, different documents, and different needs.

WHY IT MATTERS: Focused notebooks give better, more relevant answers. When NotebookLM only has sales documents, every answer is laser-focused on sales. Mix in HR policies and your answers get diluted.

✓ **ACTION STEP:** Create your first departmental notebook today. Pick the department that gets the most questions and start there.

TIP 02: SOURCE HYGIENE BEFORE UPLOADING

This is the #1 mistake: people upload messy, poorly formatted documents and wonder why AI gives garbage. Fix your headers. Remove junk formatting. Organize content in logical sections with clear labels.

WHY IT MATTERS: AI reads your documents literally. Broken formatting + missing headers + random fonts = the AI struggles to understand structure. 10 minutes of cleanup = dramatically better output.

✓ **ACTION STEP:** Before uploading ANY document: clear title, clean headers, logical sections, no junk formatting, saved in a supported format.

TIP 03: START WITH YOUR MOST-ASKED QUESTIONS

Test your Cortex by asking the questions your team and customers ask most. “What’s our return policy?” “How do I handle a refund?” If the Cortex answers well, you’re on track. If not, your source docs need work.

WHY IT MATTERS: Most-asked questions = highest-ROI use case. Every good Cortex answer = one less interruption in your day.

✓ **ACTION STEP:** Write your top 10 most-asked questions. Upload relevant documents. Test each one. Fix gaps.

TIP 04: USE AUDIO OVERVIEWS FOR TEAM TRAINING

NotebookLM’s Audio Overviews generate podcast-style conversations about your documents. Two AI hosts discuss your SOPs and training materials in an engaging format. Available in 80+ languages.

WHY IT MATTERS: Not everyone learns by reading. Audio Overviews let team members absorb info while commuting or doing other tasks. Takes about 60 seconds to generate.

✓ **ACTION STEP:** Generate an Audio Overview of your most important training doc. Share it with your team as a “listen on your commute” resource.

TIP 05: CONNECT YOUR CORTEX TO JOURNEYBUILDER

Your Company Cortex isn’t just internal. Use that knowledge to power Voice AI and Chat Agents inside JourneyBuilder. Your AI agents answer customer questions using YOUR actual business information — not generic responses.

WHY IT MATTERS: This is where it all connects. NotebookLM organizes knowledge. Gamma creates presentations. Voice AI serves customers. JourneyBuilder ties it all together — CRM, automations, scheduling, social.

✓ **ACTION STEP:** Talk to Jay about connecting your Cortex to JourneyBuilder’s Voice AI and Chat Agent features. Book a discovery call.

READY TO BUILD YOUR COMPANY CORTEX?

 Build your Cortex:	notebooklm.google.com
 Brain Dump Workshop (\$97, includes Course):	REGISTER
 Join the community:	facebook.com/groups/jaytheaiguy
 Done for you:	Meet With Jay

“Your business already has a brain. It’s just scattered across 47 Google Docs, a pile of PDFs, and your head. The Company Cortex fixes that.”

— Jay Vics, Jay the AI Guy