



QUICK START GUIDE



Build Your Company Brain in a Weekend.

*Organize what you have. Extract what's in your team's heads.
Talk to all of it.*

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#CompanyCortex · #AllInOneGrowth



You Already Have the Answers.

Your business doesn't have an information problem. Every answer you need already exists. The trouble is it's scattered across browser tabs, buried in a Drive nobody can search, sitting in recordings nobody transcribed... and locked inside the heads of the people who actually know how things work.

A Company Brain fixes both halves of that problem:

1 It organizes

the knowledge you can already see — your files, your folders, your archives.

2 It extracts

the knowledge you can't — what's only in someone's head, or in how they do something online.

Then it lets you **talk** to all of it — with answers grounded in your own documents. No hallucinations. No guessing. Ask it anything you'd ask your most experienced employee... and it answers with citations from **your** files.

"Stop searching for files. Start chatting with your entire business."

Three Tools. Three Jobs. No Overlap.

NL

NotebookLM

FREE

Where your brain lives.

The 6 notebooks = your Brain in a Box. Grounded answers pulled from your own documents, with citations. The best home if you have a Google Workspace account.

CX

Cortex App

FREE

The extractor.

An AI interviewer hops on a virtual meeting and asks the questions — you just talk — then it produces a clean, formatted document. The Chrome extension captures online processes click-by-click with screenshots. Exports to NotebookLM or Claude. No Google Workspace? Cortex can **be** your home, too.

CP

Claude Projects

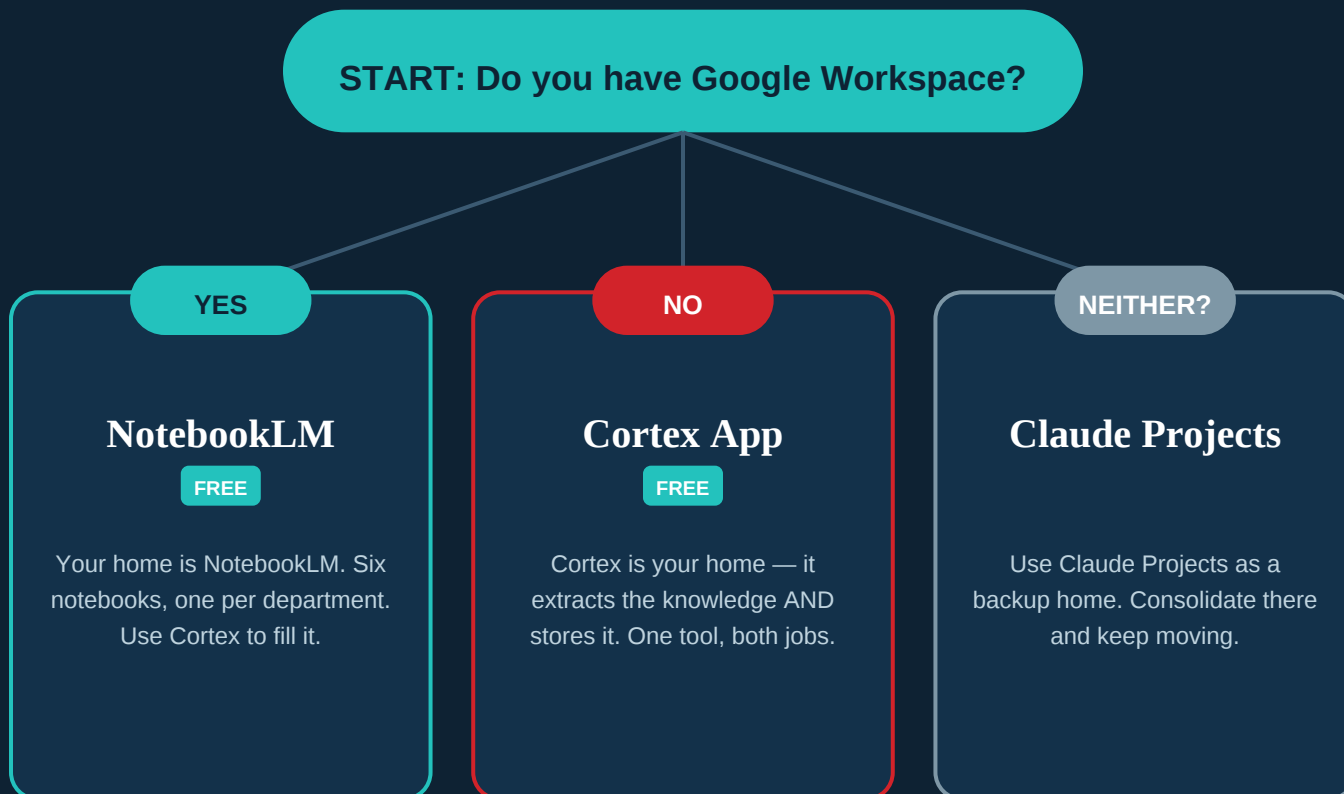
The backup home.

A solid place to consolidate and store your knowledge — but only if you don't have NotebookLM or Cortex. Pick one home and keep it simple.

The flow:

EXTRACT > **STORE** > **ACTIVATE**

Where Should Your Brain Live?



There is no wrong answer. Pick where it lives and start.

Six Notebooks. Six AI Brains.

One per department. Build ONE this week.



01

HR

Handbook, onboarding, PTO, benefits, job descriptions



02

SALES

Playbook, pricing, case studies, objections, call scripts



03

OPERATIONS

SOPs, contracts, compliance, vendors, meeting transcripts



04

MARKETING

Brand guidelines, blog archive, personas, SEO, emails



05

RESEARCH

Industry reports, competitor intel, trends, strategy docs



06

LEADERSHIP

Strategic plans, exec notes, vision, decisions, OKRs

Start with your most painful department. Prove it. Then expand.

Your Weekend Build Plan.

1

STEP 1 — Claim your free Cortex account. FREE

Go to create-sop.jaytheaiguy.com. No card needed. This is your extraction tool... and a home if you need one.

2

STEP 2 — Pick ONE department.

Your most painful one. The one where “ask Donna” is the current system.

3

STEP 3 — Gather your 10 most important documents.

Don't overthink it. The handbook, the SOPs, the pricing sheet... whatever already exists for that department.

4

STEP 4 — Interview your “Donna.”

Open Cortex, start an interview, let the AI ask the questions. Talk for a few minutes. Download the clean doc it makes. Online process? Use the Chrome extension instead.

5

STEP 5 — Store it + ask it.

Drop your docs and your new Cortex doc into the right notebook — NotebookLM if you've got Workspace, Cortex or Claude Projects if not. Then ask it a real question and watch it answer from YOUR documents.

That's it. One notebook. One weekend. A brain you can talk to.

Don't Know What to Ask? Start Here.

FOR YOUR HR BRAIN

"What's our policy on PTO rollover?"

"Walk me through onboarding steps for a new hire."

"Create a 5-question quiz from our compliance training."

FOR YOUR SALES BRAIN

"What are our top 5 objection responses for pricing pushback?"

"Write a follow-up email sequence for a stalled deal."

FOR YOUR OPERATIONS BRAIN

"Flag any clauses in this contract that conflict with our standard agreement."

"Summarize the action items from Tuesday's meeting."

The brain only answers from your own documents. Ask it anything you'd ask your best employee.

When You're Ready to Go Bigger.

JOIN THE FREE COMMUNITY

FREE

Other small business owners building their brains... wins, questions, and weekly AI workshops.

facebook.com/groups/jaytheaiguy >

BUILD IT WITH US

The Brain Dump Workshop — we interview you and build your Company Cortex live, together. Includes the Company Cortex Course. Just \$47.

jaytheaiguy.com/brain-dump >

PUT YOUR BRAIN TO WORK

Once your brain is built, JourneyBuilder is the body — websites, chat agents, and automations that act on what your brain knows. 30-day free trial.

getjourneybuilder.com >

**Your company's intelligence
is already in there.**

We're just waking it up.



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