

The Digital Companion to *Winning In The Age Of AI*

This playbook is designed to turn insight into action.

While my book, *Winning In The Age Of AI*, provides the strategic principles for building trust, influence, and long term advantage, this digital companion exists for one reason: **application**.

Each prompt in this playbook aligns directly with a chapter in the book. Together, they form a practical system you can use to think more clearly, act more decisively, and execute with greater precision.

This separation is intentional. Strategy endures. Technology evolves. A digital format allows these prompts, workflows, and examples to stay current as AI tools and models advance, ensuring what you apply remains effective over time.

How to Use This Playbook

This is not a document to read from start to finish. Use it as a reference and a working tool.

Begin with the chapter you are currently engaging with in the book. Copy the corresponding prompt. Customize the inputs honestly. Apply the output directly to your real situations, conversations, and decisions.

Return to it often. Revisit prompts as your context changes. The value compounds through use, not consumption.

What You'll Find Inside

This playbook includes:

- A master prompt library aligned to every chapter
- Practical scripts designed for immediate use
- A living resource that will be updated as AI capabilities evolve

You already hold the strategy in your hands. This playbook is the engine that brings it to life.

Yours,

Razy Shah

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Chapter 1: Be Remembered

Prompt Title: The Opportunity Engine

"I want to move from being 'busy' to being 'memorable' for a key person in my network. I need to design a high-impact action that delivers specific value to them.

The Context:

My Role: [Insert your Job Title/Skillset]

The Target Person: [Insert their Name/Title]

What They Care About: [Paste their recent LinkedIn post, company news, or a specific problem they mentioned]

Please act as a strategic advisor and suggest 3 specific 'High Impact' actions I could take for them this week.

Constraints:

Do not suggest generic 'check-ins' or 'coffee chats.'

Focus on **Education** (teaching them something relevant), **Curation** (saving them time), or **Connection** (solving a problem). * The action must be something I can deliver within 60 minutes."

Chapter 2: Give Value First

Prompt Title: The Invisible Headache Finder

"I want to offer proactive value to a contact, but I don't know what they need right now.

The Contact: [Name], [Job Title] at [Company Name] (Industry: [Industry]).

Recent Context: [Paste a recent post, company news headline, or note from your last meeting].

Based on this role and context, please identify:

The Invisible Headache: What is a likely operational or strategic annoyance they are dealing with right now that isn't public knowledge?

The Value Drop: Suggest 3 specific, low-effort things I could send them (a specific article type, a tool, a checklist, or a connection) that would solve a piece of that headache.

The Draft: Write a 2-sentence email subject line and body that delivers this value without being salesy."

Chapter 3: Leave A Mark

Prompt Title: The Perfect Gesture Generator

"I want to perform a memorable, high-touch gesture for a professional contact based on a detail from my Gesture Log. I need 3 specific ideas that are **not** generic (no Starbucks cards or generic 'congrats' emails).

The Contact: [Name], [Role].

The Detail I Know: [e.g., They just finished a grueling fundraising round AND they love sci-fi novels / They are moving their family to London / They are struggling with hiring engineers].

My Budget: [e.g., \$0 - \$50].

Please suggest:

The Resource: A specific book, article, or tool I could send.

The Connection: A specific type of person I could introduce them to who solves their current problem.

The Artifact: A physical item or handwritten note idea that references the detail above."

Chapter 4: Build Quiet Visibility

Prompt Title: The Curator's Lens

"I want to share a high-value insight with my professional network (Industry: [Insert Industry]). I want to be seen as a thoughtful curator who spots trends early.

Please act as a Market Researcher and:

The Scan: Identify 3 emerging trends or news stories from the last month that are impacting my industry but are not yet 'mainstream' knowledge.

The Angle: For each trend, provide a 'Contrarian Take' or a 'Hidden Opportunity' that I could highlight.

The Draft: Select the strongest one and draft a short, professional LinkedIn post that follows this structure: The Hook (The Trend) -> The Insight (Why it matters) -> The Question (Asking for others' thoughts)."

Chapter 5: Be Their First Call

Prompt Title: The First Call Radar

"I want to position myself as the 'First Call' for a specific type of professional problem. I need to identify the external signals that indicate this problem is about to happen.

My Expertise: [Insert your specific skill, e.g., 'Crisis PR', 'Turnaround Management', 'Cloud Migration'].

My Ideal Client: [Insert target role/industry].

Please act as a Market Analyst and:

The Trigger Events: Identify 3 specific public signals (e.g., 'a CTO leaves,' 'a Series B funding announcement,' 'a regulatory change') that suggest this client needs my help **right now**.

The Angle: For one of these triggers, suggest a metaphor or angle that captures the urgency of the situation.

The Outreach: Draft a short, value-first message I could send that says, 'I saw the news, and based on experience, you might be facing [Problem]. Here is a resource that helps.'"

Chapter 6: Show, Don't Just Tell

Prompt Title: The Micro-Demonstration Validator

"I am preparing a 'Micro-Demonstration' for a potential client in the [Insert Industry] industry. Their biggest pain point is likely [Insert Pain Point].

Act as a skeptical decision-maker in this industry.

Critique my proposed solution: [Insert Your Idea].

List 3 specific objections you would have immediately.

Suggest one tangible 'Quick Win' I could show you in under 3 minutes that would prove my competence without me saying a word."

Chapter 7: Lead With Listening

Prompt Title: The Deep Dive Prep

Role: You are an expert negotiation strategist and behavioral psychologist.

Context: I am meeting with [Name/Title] from [Company]. They recently [mention news/post/earnings call]. The stated goal of the meeting is [Goal].

Task 1 (The Worldview): Based on their role and recent company news, what are the top 3 unstated pressures or fears they might be facing right now?

Task 2 (The Discovery): Generate 5 'High-Value Questions' designed to uncover these deeper pressures. Focus on 'How' and 'What' questions that force them to reflect, rather than 'Yes/No' questions.

Task 3 (The Pattern): Here are my notes from our last interaction: [Paste Notes]. What themes or anxieties are recurring that I might have missed?"

Chapter 8: Give Them a Story

Prompt Title: The Legend Maker

"Role: You are an expert at narrative strategy and personal branding. **Context:** I want to turn a recent professional action into a 'sticky' story that others will repeat.

The Input:

The Situation: [Describe the project/crisis, e.g., Client wanted to launch on TikTok.]

The Trap (Standard Approach): [What would a typical provider do? e.g., Take the money and run the ads.]

The Move (My Action): [What did I do differently? e.g., Refused the budget to protect their ROI.]

The Task: Generate 3 distinct 'Referral Hooks' that a client might say to a peer.

The 'Integrity' Hook: Focus on how I protected their interests over my own.

The 'Expert' Hook: Focus on the specific insight/competence I displayed.

The 'Hot Take' Hook: Make it sound like casual, high-stakes gossip (e.g., 'He's the only one who...').

Constraint: Keep each hook under two sentences. Make them sound spoken, not written."

Chapter 9: Nurture Champions

Prompt Title: The Champion Deepener

"I want to deepen my professional relationship with [Name], who works as [Role] in [Industry]. They recently spoke about [Topic/Challenge] in [Source: Interview/Article/Post].

Please analyze their public profile and recent activity to identify three distinct, high-value ways I could be helpful to them right now without asking for anything in return.

Focus on:

An emerging trend in their specific niche they should know about.

A specific type of professional introduction that would likely solve a problem for them.

A unique resource (book, tool, or report) that aligns with their current stated goals.

For each option, draft a brief, 2-sentence note I could send that focuses entirely on adding value."

Chapter 10: Make Introductions Matter

Prompt Title: The Bridge Builder

"I need to introduce [Person A] to [Person B].

Person A Profile: [Insert LinkedIn Bio or Summary of Person A, focusing on their current needs/goals]

Person B Profile: [Insert LinkedIn Bio or Summary of Person B, focusing on their specific expertise/strengths]

Please write a concise, high-impact email introduction.

Guidelines:

Frame the connection around a specific mutual benefit or shared interest.

Highlight one specific achievement or strength for each person that makes them credible to the other.

Use a tone that is professional, warm, and confident.

Keep it under 150 words. * End with a clear hand-off."

Chapter 11: Make the Elegant Ask

Prompt Title: The Elegant Ask Drafter

"I need to make a request to [Name/Role], who is [Relationship Context: e.g., a busy mentor, a former client].

The Problem: [Describe your challenge in 1 sentence].

The Ask: [Describe what you need: e.g., a 15-min call, an intro, feedback on one slide].

Please draft an email that:

Validates their expertise (Why them?).

Makes the ask extremely specific and low-friction (Time-boxed).

Provides a clear 'out' so they can say no without guilt.

Tone: Professional, humble, but direct."

Chapter 12: Make Champions Shine

Prompt Title: The Gratitude Loop Closer

"I just completed a successful project/meeting that was set up by [Champion's Name].

The Win: [Describe the successful outcome/result in 1-2 sentences].

The Insight: [Describe the specific insight/decision the Champion made that allowed this to happen].

Please write a short, 'forwardable' email update I can send to my Champion. **Goal:** The email should be written so they can simply hit 'Forward' to their boss or peers to show off the success.

Structure:

Thank them for the opportunity.

Bullet point the 3 key wins/results (make them punchy).

Explicitly credit **their** judgment for the success.

Keep it professional and metrics-driven.

Chapter 13: Turn Personal Into Repeatable

Prompt Title: The "Gesture" Synthesizer

"I want to send a thoughtful gesture to [Name], who is a [Role].

Context from our last chat: They mentioned they are struggling with [Challenge: e.g., hiring gen z, scaling to a new market] AND they mentioned they love [Interest: e.g., sci-fi books, marathons].

Please suggest 3 specific, low-friction gestures or value-adds I could send them today. **Criteria:**

One 'Resource' idea (an article/book summary).

One 'Connection' idea (type of person I should intro them to).

One 'Personal' note draft that ties the business challenge to the personal interest metaphorically."

Chapter 14: Map Your Influence Ecosystem

Prompt Title: The Ecosystem Navigator

"I am a [Current Role] looking to break into the ecosystem of [Target Industry/Role, e.g., Angel Investing in Southeast Asia].

Please act as a network strategist and identify:

The Hubs: What are the top 3 annual conferences or events where the movers and shakers in this space **actually** go (not just the massive public ones)?

The Watering Holes: What are the specific newsletters, podcasts, or online communities where this group exchanges ideas?

The Language: What are the top 3 current topics or debates driving conversation in this circle right now?

Goal: I want to know where to show up and what to talk about to signal I belong."

Chapter 15: Craft Your Signature

Prompt Title: The Signature Audit

"I want to audit my professional 'Signature'—the vibe or reputation I project in my writing.

Below are [3-5] anonymized samples of my recent emails/messages to clients and colleagues.

Please analyze them and tell me:

The Primary Traits: What 3 adjectives would a stranger use to describe the sender? (e.g., Urgent, Helpful, Brusque, thoughtful).

The Hidden Signals: What underlying values seem to drive this person? (e.g., Speed vs. Accuracy, Transaction vs. Relationship).

The Gap: If I **want** to be known as [Desired Trait, e.g., 'Calm Strategic Advisor'], what am I doing wrong in these emails?

[Paste Emails Here]"

Chapter 16: Play The Long Game

Prompt Title: The "Dormant Tie" Reviver

"I want to reconnect with [Name], a [Former Client/Colleague] I haven't spoken to in [Number] years.

Our History: We worked together on [Project/Context] where we bonded over [Shared Interest/Success].

My Goal: To re-establish contact warmly, with absolutely NO sales pitch and NO 'ask'.

Please draft 3 options for a short message (LinkedIn or Email):

The 'Nostalgia' Angle: Reference a specific memory of our work.

The 'Thinking of You' Angle: Reference a recent trend/article relevant to their industry.

The 'Life Update' Angle: Brief, casual check-in.

Constraint: Keep it under 75 words. Ending should be low pressure (e.g., 'Hope you're thriving')."

Chapter 17: Be a Generous Connector

Prompt Title: The "Network Intersection" Finder

"I want to identify valuable connections within my network.

Person A: [Name] is working on [Project/Goal] and struggling with [Problem].

Person B: [Name] is working on [Project/Goal] and has expertise in [Skill].

Person C: [Name] is working on [Project/Goal] and needs [Resource].

Please analyze these profiles.

Identify the strongest potential match between two of these people.

Explain the specific 'Value Proposition' of introducing them.

Draft a short blurb I can send to both to suggest the intro."

Chapter 18: You're One Relationship Away

Prompt Title: The Room Reader

"I am attending [Event Name/Gathering Type] where the attendees are primarily [Role/Industry, e.g., Series A Founders in Fintech].

Please act as my research assistant.

The Zeitgeist: What are the top 3 'hair-on-fire' problems this specific group is facing **right now** (e.g., specific regulatory changes, funding shifts)?

The Contrarian View: Give me one counter-intuitive perspective on these problems that would spark a good debate.

The Icebreaker: What is a high-quality question I can ask that signals I understand their world, without pitching anything?"