

— THE TAKEAWAY

Start with a story.

What you saw tonight — and how to do it yourself.

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— THE INSIGHT

The problem is almost never your idea.

It's the distance between what you're saying and what people are hearing. When those two things align, you have coherence and resonance. That's when your idea connects. That's when a brand reaches a person.

To grow your idea, you have to grow as a person.

— CARRY THESE

Three things to carry with you.

01

Your story is not about you

It's about the person hearing it. Think about the emotional impact you're hoping for — not the features you want to list.

02

Anticipate being your client

What are they afraid of? What do they need to believe before they'll move? Meet them where they are, not where you wish they were.

03

Emotion first, logic second

Put things in an emotionally powerful order, not just a logical one. Logic tells people what to think. Emotion tells them what to do.

Do this yourself — the method.

1 Get interviewed

Ask a friend or colleague to interview you about your idea for 20 minutes. Don't prep. Just talk. Record it.

2 Capture the transcript

Use Wispr Flow, Otter, or any transcription tool. You want every word — yours and the interviewer's questions.

3 Paste into AI — and iterate

Paste the transcript and Q&A into Claude, ChatGPT, or similar. Ask it to find the story. Push back. Revise. Paste again. Each round gets tighter.

HINTS FOR THE INTERVIEWER

- Ask “what problem does this solve?” early — then keep asking it differently
- When they list features, ask “why does that matter to the person paying you?”
- Listen for the surprising thing they say — that's usually the real story
- Push on jargon. If you don't get it, neither will their audience
- Ask “if this works, what changes in the world?” — that's the ending they need

— THE PROMPTS

Paste these in after your transcript.

HEAR IT BACK

"Here is a transcript of me talking about my work. Don't summarise it and don't improve it. Tell me what you heard: what I do, who it is for, and what I appear to believe. Then tell me what a stranger would still not understand."

AIM AT ONE PERSON

"Stop describing my product. Describe one specific person at the moment my work changes something for them. Name what they were doing, what got in their way, and what is different afterwards."

BE MY CLIENT

"Answer as my client, not as an assistant. You are the person who has to pay for this and then defend that decision to someone else. What are you afraid of? What would you have to believe before you moved? Where exactly does my story lose you?"

JUDGE ME, BEFORE AND AFTER

"Here are my two versions. For each one: who do you think this person is, what do they deserve, and would you take the meeting? Be blunt. Do not be encouraging."

POINT IT FORWARD

"Most of what I just said is about where I have been. Rewrite it so it is about where I am going: the specific problem I am solving next, and who it is for. Cut anything that is only history."

FIND THE METAPHOR

"Give me five plain-language metaphors for what this actually does, taken from ordinary life — no industry words, no technology. Then tell me which one a sceptic would find hardest to argue with."

REORDER FOR FEELING

"Reorder this in the most emotionally powerful order rather than the most logical one. Show me both versions side by side and tell me what each one makes me feel first."

KEEP ME HONEST

"Find every promise I am making in this. For each one, ask me what would have to be true in my operation for me to keep it. Mark the ones I probably cannot."

When what you're saying is what
people are hearing, **everything
changes.**

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If your story isn't landing, that's what we do.