



© THE 10XGEN™ 2-DAY INTENSIVE · PALM BEACH GARDENS, FL

Two days. One clear strategy.

And an AI clone to scale it.

One message your whole organization can repeat, in front of the people most likely to act — and enough of you to keep it there. This is the guide to the two focused days where we build both: the framework, the AI clone you build in the room, everything you walk out with, and how to take a seat.

- ✓ A complete growth strategy — voice, audience, message, campaign
- ✓ A working AI clone — filmed, trained and rendered in the room
- ✓ A 90-day plan, a content calendar, and every file in your own name

2 Days

Inside the 10XGen studio

8 Seats

Per cohort. One room.

Sep 29–30
Oct 27–28

2026 · pick your dates

\$8,000

Per seat

THE 10XGEN FRAMEWORK™

Ten questions. One clear answer.

Every scattered opinion in the room gets pointed at the same ten questions — in order. By the end of two days, your leadership isn't debating direction. You're aligned on it — and you have a working tool that turns that direction into content.

1

Discover

Where do we actually stand? A full audit of brand, site, message & audience.

2

Define

What is our Voice of Influence™ — the thing only you can say?

3

Audience

Who needs to hear us — and who is most likely to act?

4

Message

What will actually move them?

5

Create

What stories will make them care?

6

Content

How will the story travel across channels?

7

Reach

How do we find and reach the right people?

8

Activate

How do we move them from attention to action?

9

Measure

What's actually working — and what do we change?

10

Multiply

How do we turn attention into impact — and impact into legacy?

BUILT IN THE ROOM • INCLUDED IN THE TWO DAYS

Your AI clone.

Your AI clone is trained on the strategy you just built.

Which is what makes it worth having. It knows your message, who you're talking to, and the campaign you're running, because you spent day one deciding all three. Bring one idea on a Tuesday morning: it drafts in your language, you approve it, and you have a video, three shorts, a post and an email — all saying the one thing you decided in the room. No shoot to book, no script to write, no hour you don't have.

LAYER 01

The Brain

A private AI workspace loaded with your Voice of Influence™, messaging framework, audience map, big idea, offers, stories and proof. It doesn't guess how you sound — it has the source material.

BUILT WITH YOU, IN THE ROOM

LAYER 02

The Voice

A verified voice model trained on clean studio recordings captured on day one — your cadence, your emphasis, your warmth. Reusable for video, audio and voiceover.

CAPTURED ON DAY ONE

LAYER 03

The Face

A consented digital twin, filmed on our set with your wardrobe and lighting handled — so it looks like your brand, not a stock avatar in a beige room.

FILMED ON OUR SET

LAYER 04

The Engine

The weekly operating system that makes it repeatable: idea → script → your approval → render → publish. Plus the 90-day calendar it runs against.

YOUR OPERATING SYSTEM

You own all of it. Every account is created in your name and every file — the studio footage, the voice model, the avatar, and the AI workspace with your strategy inside it — belongs to you. You can walk away the day it's finished and keep using it without us.

- ✓ Clone Charter — what it may say, and never say
- ✓ Your verified voice model
- ✓ Your on-camera avatar, filmed on our set
- ✓ Your AI brain, trained on your Playbook
- ✓ Your first finished clone video
- ✓ A 90-day content calendar built from your campaign
- ✓ A simple weekly routine for publishing
- ✓ Every account and file in your name

THE EXPERIENCE

Strategy in the morning. Cameras rolling by the afternoon.

We do the homework before you arrive, build your strategy live on day one, and turn it into a campaign — and a working clone — on day two.

BEFORE YOU ARRIVE**We do the homework**

We evaluate your website, brand, messaging, social, content, customer and donor journey, campaigns, and digital footprint. Your findings go to you and your team directly — so you walk in already knowing where you stand, instead of spending the morning explaining yourself.

DAY ONE**Find your voice, your people, your message** **CLONE**

From the audit readout to a Voice of Influence™ only you could claim, the people most likely to act, and language your whole team can repeat. Then we move to the production set: your avatar is filmed and your voice captured, with wardrobe, lighting and direction handled.

Outcomes: Voice of Influence™ · Priority Audience Map · Messaging Framework · avatar & voice captured

DAY TWO**Turn your story into a campaign — and a machine** **CLONE**

Your Playbook becomes your clone's source of truth — trained, tested and corrected live. Then the Big Idea, the content engine, the activation strategy, and your first finished clone video, scripted and rendered and signed off before you leave. The day closes with the 10X Reveal and your 90-day plan.

Outcomes: Big Idea · Content Blueprint · Activation Strategy · 90-Day Campaign Blueprint · Impact Scorecard · your working AI clone

Day one runs 9:00–5:00 and day two wraps by 4:00, at the 10XGen studio in Palm Beach Gardens, with meals provided both days. Everything you need to start publishing is built inside those two days.

YOU WALK OUT WITH

The 10XGen Playbook™ — and a clone that runs it.

Not notes from two days of meetings. Decisions, language, audiences, campaigns, a 90-day execution plan the whole room owns — and a working tool that turns all of it into content.

01 Website + Marketing Audit

02 Growth Opportunity Report

03 Voice of Influence™

04 Priority Audience Map

05 Messaging Framework

06 Campaign Big Idea

07 Content Blueprint

08 Audience Activation Strategy

09 90-Day Campaign Blueprint

10 Impact Scorecard + Growth Plan

WHEN YOU'RE READY TO SCALE IT

The two days give you everything you need to run.

INCLUDED

Your working system

You leave with the strategy, the clone, the 90-day plan and the publishing workflow — all in your own accounts. Nothing further is required to start publishing the week you get home.

WHAT'S NEXT

Campaign Activation & Audience Data

When you want paid reach behind the campaign you just built, we can take it further together with our privacy-safe, AI-powered acquisition platform — 250M+ U.S. adults and 15,000+ attributes — to reach the exact people most likely to act. A separate engagement, scoped to your goals.

THE INVESTMENT

You leave with a strategy and a machine — not a notebook.

For context: a fractional CMO averages around \$12,000 a month. A brand and campaign strategy engagement runs \$15,000–\$50,000 and takes months. A clone build alone is usually a separate five-figure project. At \$8,000 per seat the strategy, the clone, and the plan are all included.

\$8,000 / seat · 8 seats per cohort

- ✓ Pre-work audit of your website, brand & marketing
- ✓ Two facilitated days in the 10XGen studio
- ✓ Voice, audience & messaging development
- ✓ Campaign Big Idea & content blueprint
- ✓ The complete 10XGen Playbook™
- ✓ Studio filming + voice capture for your clone
- ✓ Your avatar, voice model & AI brain
- ✓ Your first finished clone video
- ✓ A 90-day campaign plan & content calendar
- ✓ Your publishing routine, scorecard & full handoff
- ✓ Meals both days
- ✓ Post-intensive strategy review call

◆ Your clone runs on a small monthly software subscription billed to your own account — which is what keeps ownership entirely with you

COHORT ONE

September 29–30, 2026

Tuesday & Wednesday · Palm Beach Gardens, FL

8 SEATS

COHORT TWO

October 27–28, 2026

Tuesday & Wednesday · Palm Beach Gardens, FL

8 SEATS

Ready to take a seat?

Only 8 seats per cohort. Pick your dates and register — or apply and we'll confirm it's a fit first.

[Register at 10XGen.ai →](#)