

/erica-layer

AI ON PURPOSE

A PLAYBOOK

Build yourself a coach that learns from every call

I built this to get better at business development. It works for anything you practise in conversations that get recorded: interviews, pitches, board meetings, hard talks. The ready-to-use file for your AI is inside.

Good at the work, bad at selling it

I am not very good at business development, and it took me a while to admit that. Talking about my work is easy. The trouble starts when the conversation turns to the offer, and I start bending my own rules.

One week I saw it in writing. I asked my AI to review a call transcript, and it named a number of things I needed to get better at. So I built myself a coach.

Three steps that get better every time

It is the same idea as grading a piece of work against clear criteria, pointed at a harder target: me. It is three steps, and a coaching log that carries what it learns from one call into the next.

STEP 1

Build a rubric that defines what good looks like

Decide what a good version of this conversation actually contains. Your AI can help you write it, and it can research best practices for whatever you are trying to get better at, so you are not starting from a blank page. This rubric is the standard everything else measures against.

STEP 2

After each call, review it against the rubric

Set up a skill so that after a call, your AI reads the transcript and grades you on each criterion, with a quote from the call as the evidence for every score. Then it hands you two or three things to work on next time, never more, and for each one a specific resource, a podcast, a report, or an article, with a URL and a short summary, aimed at the exact weakness it found.

STEP 3

Before the next call, get a one-page prep card

Before your next call, the same system reads the coaching log and everything else you have on the person, the emails, the last call, your notes, and builds you a one-page card: who they are, what you know so far, your open focus areas with the lines ready to rehearse, and the outcome to aim for. The lesson gets rehearsed before the call instead of rediscovered after it.

Then you have the next call, and the loop runs again on a bigger base. That is what makes it compound: every call adds another transcript, another set of scores, another rule, so the coach gets smarter about how you actually perform under pressure, and the log can tell you whether you are genuinely improving over time.



Each turn feeds the next. The log is what makes the coaching get better over time.

03 — THE RUBRIC

The part that is yours to write

The AI runs the loop. The standards in it are yours, and that is where the value lives. Build the rubric around your specific objective, whatever you are trying to get better at: a sales call, an interview, a

board update, a difficult conversation. Here is mine, for discovery calls, as an example. It has nine dimensions; a few of them:

- **Talk balance.** They should talk more than I do, and my questions spread through the call, not stacked at the end.
- **The money question.** Is this budgeted, or does it need a funder? Who decides, and by when?
- **Pricing.** I quote prices I have already set, as a ladder of options. I never invent a number on a call.
- **The close.** A specific, dated next step that someone owns. A booked call counts. "Send me your thoughts" does not.
- **Warmth.** The one I am good at. The rubric protects it rather than coaching it out of me.

I did not have twenty years of sales judgment to write down, so the rubric started borrowed: partly from research, partly from transcripts of me getting it wrong. The pricing rule exists because I improvised a number. The money rule exists because I never asked. As the reviews accumulate, the rubric keeps growing. Start with the mistakes you already know you make, and let the reviews teach you the rest.

04 — WHAT IT SOUNDS LIKE

One real focus area

Here is one turn, so you can see what the coaching actually gives back. One of my focus areas was to stop narrating uncertainty. On the reviewed call I described myself as "figuring it out as I go" three times, said "it's just me right now," and volunteered caveats about my bandwidth nobody had asked for.

WHAT THE LOOP HANDED ME

A trigger, a line, and two minutes of reading

The **trigger to watch for:** any "how do you work" or "is it just you" question. The **line to say instead:** "It's me directly, which is the point. You get the person who built the systems." And **one resource,** a single podcast episode, with the key points already pulled out, including one that named something I had been doing for months without seeing it: nervous self-explanation raises the same wall as a sales pitch, and the fix is to hand the question back rather than fill the silence.

Reading that took two minutes. That is the whole point of the resource step: not a reading list, a single thing short enough that I actually absorb it before the next call.

Point it at your own weak spot

You do not need to be technical. Upload this PDF straight into Claude or ChatGPT, or copy the ready-to-use file included with your download. Fill in the rubric with your own version of "good," then use "review my call" after a conversation and "prep me" before the next one. The prompt below is complete on its own, so a fresh chat can run the whole loop with nothing else.

The one thing to set up is the log. A normal chat forgets everything when you close it, so keep the coaching notes in a file you paste back at the start of each review, or use a Claude Project or a Custom GPT, which remembers across conversations. That memory is what lets the coaching compound.

You are my coach for [the conversation I want to get better at]. We will run a loop across many of these conversations, and you keep a coaching log so each review builds on the last. Everything below is the full setup; ask me for the transcript and the log when you need them.

MY RUBRIC (this is what "good" looks like for me; replace with your own, 5 to 9 dimensions):

1. [e.g. Talk balance: they talk more than I do, my questions spread through the call]
2. [e.g. The specific outcome I should always leave with, such as a dated next step]
3. [e.g. The one mistake I already know I keep making]
4. [e.g. A question I must always ask before the end]
5. [e.g. The strength I have that the coaching should protect, not train out]

WHEN I SAY "review my call":

- Ask me to paste the transcript, and my coaching log if I have one. On the first call there is no log yet, so start a fresh one.
- Grade the call against every rubric item. Each score needs a direct quote from the transcript as evidence. No quote, no score.
- FIRST, before any new criticism, check my focus areas from the previous review (I will paste the log): improved, unchanged, or regressed, each with a quote. Name progress first.
- Give me 2 or 3 focus areas for next time, never more. For each: the trigger moment to watch for, and one sentence I could actually say when it arrives.
- For each focus area, find ONE real resource I can finish in under 30 minutes (an article or a podcast episode, never a book), give me the link, and summarise 5 or 6 key points from the actual source.
- Output an updated log entry I can save: the scores as a row in a running table, and my current focus areas. Never soften; if it went badly, say so, with the quotes.

WHEN I SAY "prep me":

- Ask me for the log and anything I have on the person (emails, past calls, notes).
- Give me a one-page card: who they are; what we know so far; where they might fit; my open focus areas with the lines to say; the questions still open; the outcome to aim for.

RULES:

- A focus area retires only after two improved calls in a row.
- Once a month, if I ask, grade me: this month's scores against last month's, what improved, what is stuck.
- Let the rubric grow: when a call reveals a new failure, propose a new rule for it. No em dashes.

The companion file, "Your own call coach," is this same setup as a clean text file, which is the easiest thing to copy and reuse.

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Pick the skill you keep avoiding, and let the loop hold you to it.

If there is something you know you are weak at, and it lives inside conversations that get recorded anyway, this is a way to work on it that does not depend on willpower or memory. Write down what good looks like, or borrow it until your own judgment catches up. I would love to hear what you point it at.

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