Quickstart and User Guide to

eXpertSystem™ v7.0

Here's an Index to provide quick access to your most common questions. Please click the sentence to receive answers to your questions within this Quickstart (or you can click the "NEXT" button to follow the sequential path:

How do I...

Start a **brainstorming Session** (open or create from scratch)?

Do a **full start to finish brainstorming Session** in **less than 5 minutes**?

Add images and **text** to a creative/brainstorming Session?

Add eXpertTopic™ content (**questions**, **images** and **web links** from **eXpertTopic Modules**/Plugins) to a Session?

Save my Session AND the **freeform words and ideas** I found?

Protect and **add my logo** and **brand** to my Brainstorming Session?

Present my branded brainstorming Session **to clients, partners and prospects**?

Quick Access to...

eXpertSystem Viewer: The Collector and Presentation Engine for your Sessions.

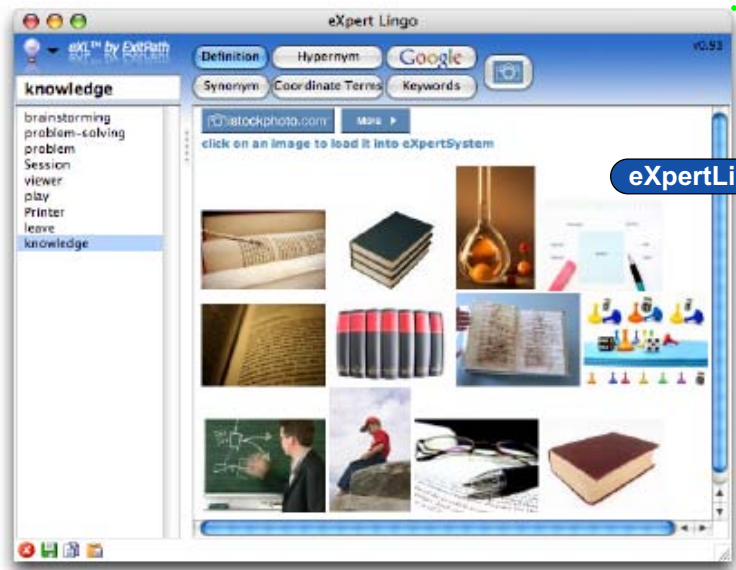**eXpertLingo:** Freeform Brainstorming tool with 144,000 word and phrases and 250,000 images.

eXpertSystem Author: Your eXpertTopics Engine for creating Session files and adding eXpertTopic content.

Session Files: The one-click processor and assembler for your freeform ideas.

Modules/Plugins: The source of professional content, queries and comments.

Presentation Tools: Sharing, Printing & Presenting tools within eXpertSystem
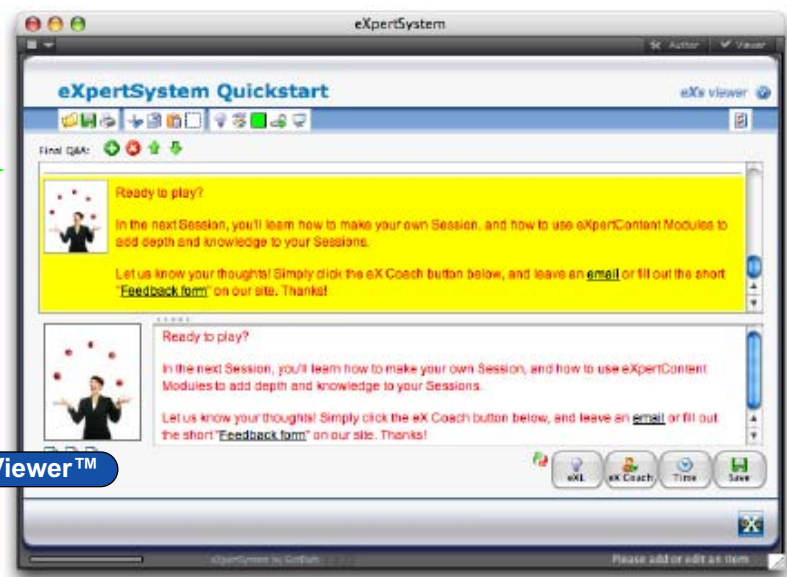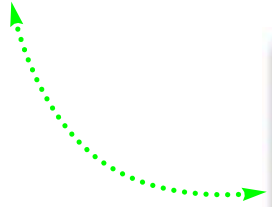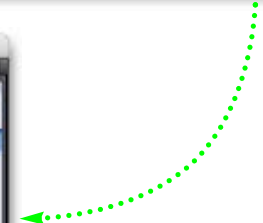
get creative - use words, phrases, images & web

tap expert minds - build smart sessions

eXpertLingo™

eXsAuthor™

eXsViewer™

organize your ideas - share, print & present

< B A C K   **welcome to the eXpertLingo™, eXsAuthor™ & eXsViewer™ QuickStart**   N E X T >

Brainstorming, creating, problem solving, coaching, consulting, leading…

We developed eXpertSystem to be a long-term problem solving, creativity and presentation program. Easy to use, fast to get from con-cept to action, the program can help anyone to quickly flesh out ideas, expand and perfect them. Here are a few ways our clients employ eXpertSystem to accelerate their thinking and move from creativity to productivity.

Coaches & Consultants. Getting expert content into presentable form, adding your processes and thinking, tying it to your name and brand, and getting it in a nice format to your client is one of the key applications for eXpertSystem. Our eXpertTopic Modules provide excep-tional content for coaching and consulting sessions, and whether you distribute the free eXsViewer to your client to view your Sessions, or you send it in print or bring your laptop to give an Slideshow presentation, we've got you covered.

Advertising & Marketing Creatives. If you've ever used brainstorming, inspirational tools, mind maps or IdeaFisher™, you'll find eXpertSystem a familiar face... but with a lot of horsepower... and the ability to not only get wildly creative, but also get that process on paper easier than ever before. The eXs and eXL engine combo effortlessly combines your creative thinking into a productive process as you create. Finding new and unusual ways to say things, looking at them through their popularity in the web space, and adding images from the fastest-growing stock photo house online, and you have the perfect creative inspiration tool.

Executives. Helping you make high-level decision is a key component of eXpertSystem. Whether you need an out-of-the-box idea, or an out-of-the-ballpark solution, we've got your covered. Our business eXpertTopic Modules cover planning, strategy, marketing, con-flict... the gamut of business applications. Make better decisions faster, and present them with class (and quickly) with eXs.

Educators. Providing deep, process-centric thinking from PhD's and MBA's is the core of our eXpertTopic Modules. And, since they present the bulk of their content in the form of queries, questions, comments and web links, developing tests and programs is fast and easy.

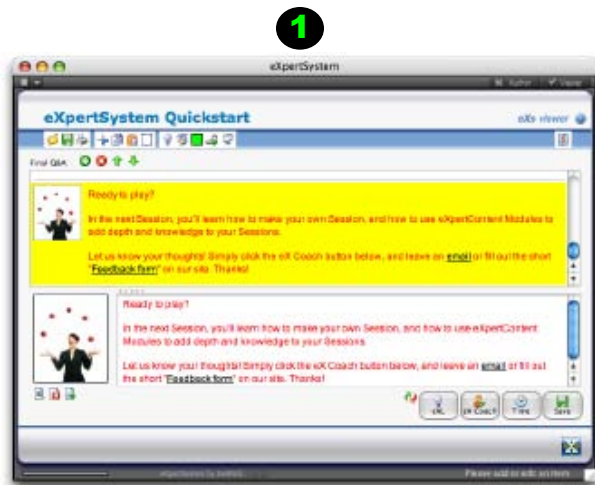**Now, let's see how to quickly harness this powerful creativity solution in your work…**

< B A C K   eXpertSystem applications: working for you   N E X T >

Using eXpertSystem is easy, once you understand its 3 primary Modes, and 3 Interfaces:

(1) Mode 1 (default): eXs Viewer (eXpertSystem Viewer). See #1 below. This is FREE, and anyone can download and use the viewer. To begin using the eXs Viewer, download it at http://store.richcontent.com/free.html. Then download the free Demo Session at the same web page and import the Session to explore how it works.

(2) Mode 2: eXs Author (eXpertSystem Author): Take pre-developed eXpertTopic Modules, add your comments and images and brainstorming sessions, and output as a Session.

(3) Mode 3: eXL Brainstorming Engine (eXpertLingo): This mode is always available for freeform brainstorming. Simply selecting a word in eXs and clicking the eXL icon will pre-load the word (or phrase) into the Search box in eXL and start you brainstorming. Click any of the buttons and you'll explore Definitions, Synonyms, Hypernyms and the most popular related Keywords on the web. Simply selecting a word and doing a search adds it to your Brainstorming Session File.

But, as they say, a picture is worth a thousand words... so we've added an image search as well. Your search phrase will pull up a dozen thumbnail-sized images at a time, all connected to your initial query in some unique way. And Clicking an image inserts it directly into the eXs Comment you've been working on. **Try it now with the 90-second Session at right!**
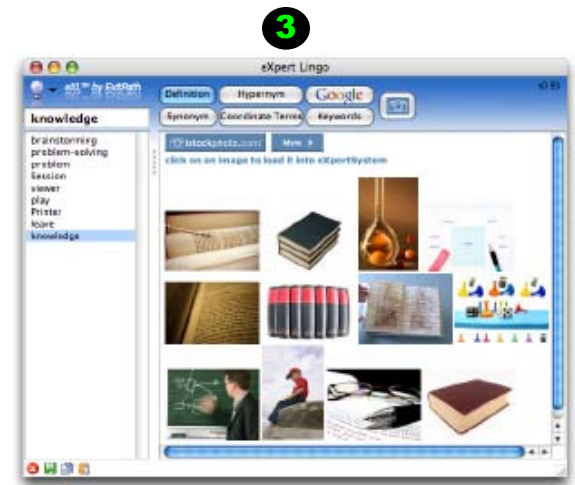
90-Second Brainstorming Session Routine:

1) Open eXpertSystem. You're in Viewer mode.

2) Open a Session (or create one. See instructions for creating a Session in the Session Wizard Overview).

3) Create a Comment in eXs by clicking the green "+" sign above the Final Q&A box (the upper box).

4) Write a comment by typing in the lower Editing box.

5) Select a word in your Comment by double-clicking.

6) With the word selected, click the eXL button. Now that word is in eXL Search box. Click on any of the buttons to the right of the Search box.

7) If you select the Camera icon, you'll get images. Click and image to add it to your Session.

8) After searching and working in eXL, click the eXL Save (disk) button. The list of words you've created will save with the Session you've modified. Click in the FInal Q&A window to finalize the Session. Now select SAVE in eXs to secure your final entries.
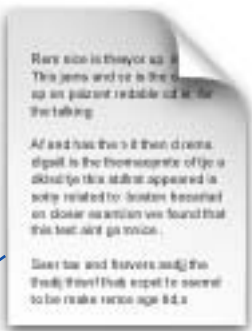
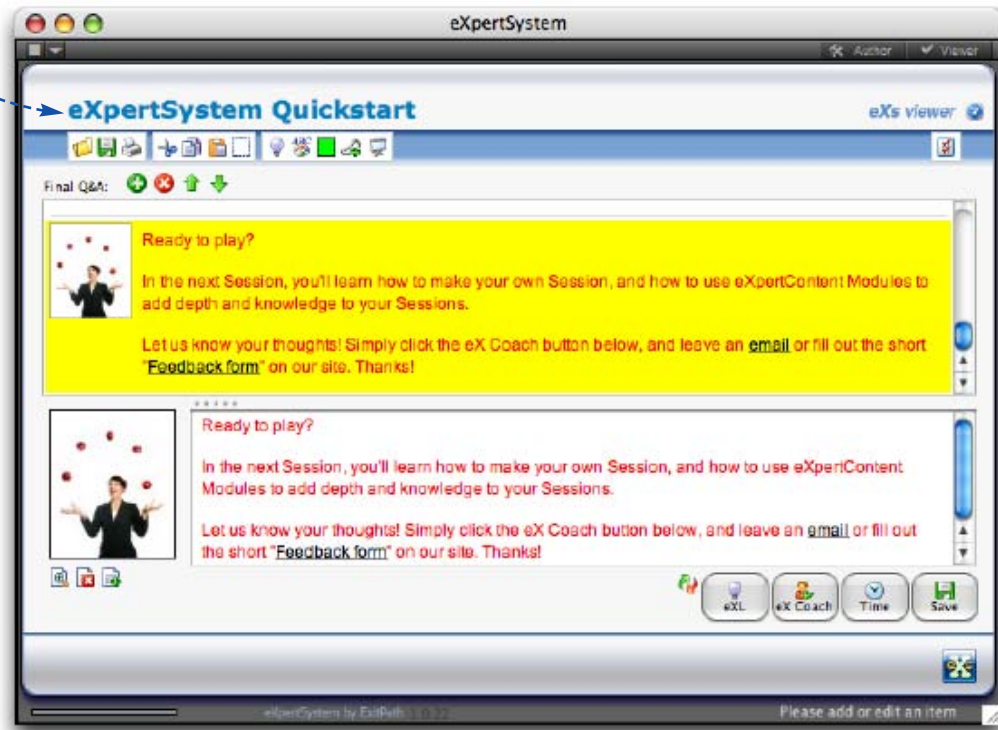**(1)**

eXsViewer™

(2)

eXsAuthor™

(3)

eXpertLingo™

Session.exs

The Session File: Let's Start Brainstorming...

• The Session File is the starting point for using eXpertSystem (or eXs). You create or open a Session to...

• Brand your Ideas with your name or logo
• Share, Print or Present your ideas, processes and solutions
• Protect your ideas with passwords, and limit distribution to only those you want to see it.

• It's your file cabinet for ideas, organizing your random thoughts into a systematic and linear process quickly and easily.
• Compressed and encrypted format protects your ideas over email.

Why Start With a Session?

In being and working with creatives over the last 18 years, the most frequent issues shared are:

1) *I love being creative, but I hate cleaning up the mess I make in the creative process.*

2) I'm often loathe to put my ideas on paper, in fear that someone will take credit for them.

3) *My creative process is stream of consciousness, but getting it into a process takes forever. All of the details of each step make me crazy, and are the antithesis of the creative process.*

4) I need to get my ideas with these 3 people (my patent attorney, my investor and my business partner), but they aren't local to me, and I need a quick, secure way to get it to them.

That's exactly why we developed Session Files.

These little documents are more than just filing cabinest for your ideas. They provide your custom © Copyright notice, your name, file encryption and a linear viewing process that includes images, web links and your comments... And they can be seeded with input from genius minds by starting in Author Mode and launching eXpertTopic Modules.

eXsViewer is the organizer of your thoughts and ideas. Adding items to your Session is just a click away. And you (and only you) can change the usernames and passwords that provide access to your Session at any time. So even though your ideas may be freeform, your idea management is button-down and organized.

Building a Session

Sessions are the collector and organizer of your creative process when using eXpertSystem. Here's how to create a Session file:

1) Click the New Session icon to open the Session Wizard

3) Name your Session. This becomes your Brand if you choose to not add a graphic in Step 3.

4) Add your Name, any Copyright notice you want (or other text), any Version # (for modification of the Session)

5) You can add a Password, or not. If not, anyone can modify your Session file. If you do, eXs will prompt you for a Username and password.

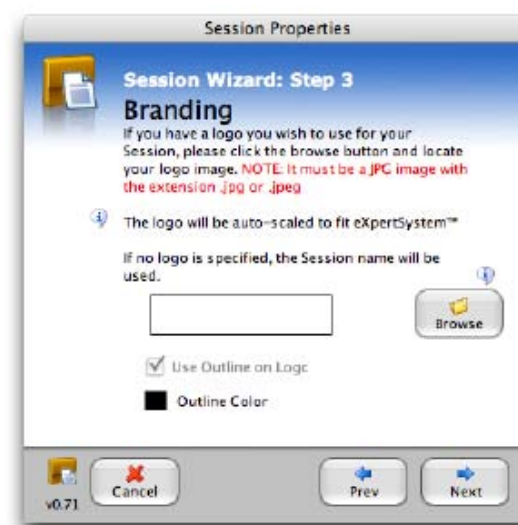6) Assign a web site to the Web Page field, and it assigns to the eX Coach button.

Controlling Who Sees What

The Access Control List was created to limit distribution of the Session file to specifically those people you want or need to see your Session. Uses include:

1) Protecting your Strategic plans, inventions, legal documents

2) For multi-user computers, restrict access to your Sessions.

3) Consultants and Coaches protect important client information that makes it into iterative Sessions.

To use, simply enter a username and password for every individual on your Access Control List. Up to 100 users can be added to the list. The viewer will need to have one of the user/pass combinations to open and add to the Session.

It's Your Brand

If you're a Consultant or Coach, developing and maintaining your individual brand is a key component of your long-term business. And Creatives in Advertising and R&D benefit from recognition of your ideas. By default your Session is branded with the Session Name you applied in Step 1. But you can also apply a logo, picture or other image in place of your text by importing a .jpg file in the Logo block of the Session Wizard.

To complete the Session, click the Finish button. You can also back up and make changes, or save and use the Session Properties icon to make changes later.

The eXpertLingo™ Freeform Brainstorming Engine Sequence:

1) Start with a Session opened in eXpertSystem. This allows you to save your creativity Session for later use.

2) Select an entry in the Final Q&A of eXs. The expanded version will appear in the editing field below Final Q&A. (alternative: click the green "+" to add an entry).

3) Select a word or phrase in the eXs editing field.

4) Click the eXL button (alternative: the lightbulb icon in the upper toolbar). This launches eXpertLingo and loads your word or phrase. Click a button to get your word or image search. Word searches add to the Word List below the Search box. You can also click related images into your Session by clicking on any image that pops-up in the eXL window

5) Save your eXL session, and then your eXs Session.

The catalyst for stream-of-consciousness brainstorming, writing and problem solving... the kind that comes in the shower or on a drive, can actually be inspired through word and image associations. By having a starting point such as a word, you can follow threads of associations to trigger new and inspiring ideas and solutions.
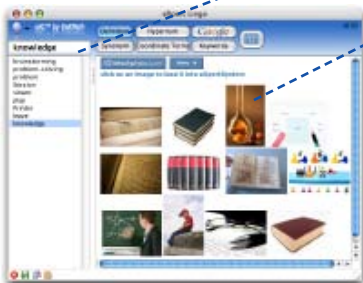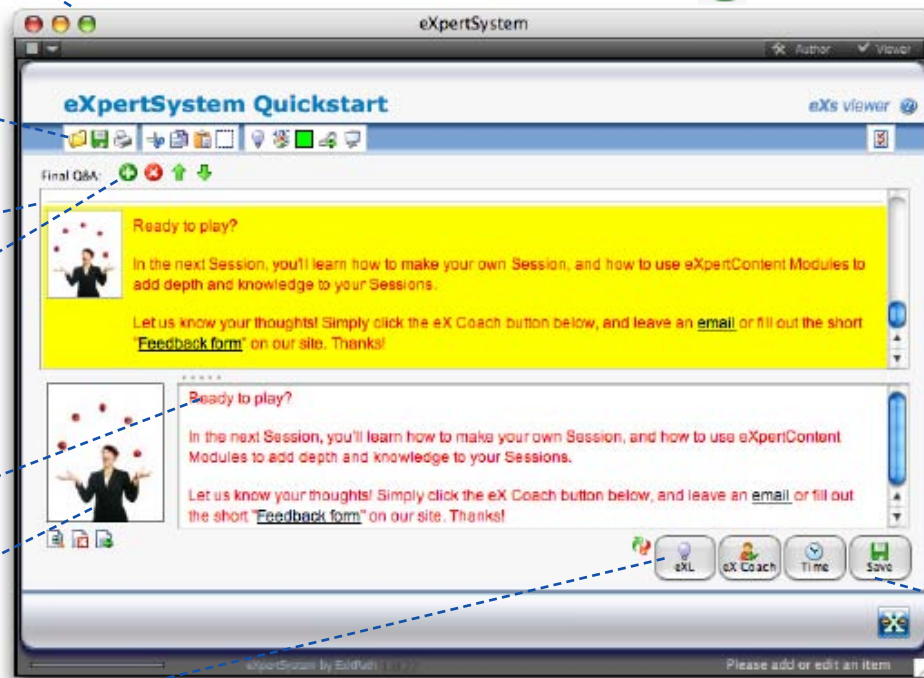
eXpertLingo is our Word and Image Association Engine. Here's what you get when you push its buttons:

1) [Definition] **Definitions** are the starting point. By entering a word into the Search box you can immediately access over 144,000 definitions

2) [Synonym] **Synonyms** are next in line (though you can explore in any order you like). They represent words "synonymous with" the word you're searching with.

3) [Hypernym] **Hypernyms** are the generic term used to designate a whole class of specific associations. Dog is a hypernym of Beagle if beagle is a (kind of) Dog.

4) [Coordinate Terms] **Coordinate Terms** are nouns or verbs that have the same hypernym

5) [Google] **Google®** is just that: it launches your default browser and plugs-in your search term, allowing Google to perform their magic.

6) [Keywords] **Keywords** is a unique feature that searches web directories to arrive at the most frequently searched terms derived from your search word or phrase. Invaluable when seeking wildcards to stimulate your mind.

7) [camera icon] And finally, working with **keyword-tagged images** can often provide unique and often powerfully inspiring ideas. We've tapped the iStockPhoto database to provide you with over 250,000 unique thumbnails you can add to your Sessions with a single click of the mouse.And adding the real high-resolution images is a only $1-$3 each.
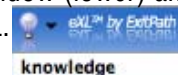
1) Launch eXpertSystem. You're now in eXsViewer Mode.

2) Click the 📁 Folder icon to open a Session File (they are named "session name.exs"). If it's your Session (created by you) you can edit the existing entries. If it's created by someone else, you can add your comments to the Session (individual comment entries).

3-4) The Session file will show up in the upper Final Q&A window. Clicking on it will put it in the lower Editing window. Add Comments using the ➕ "Add Comments" button.
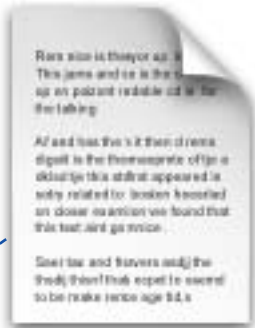
1 eXpertSystem

2 Session.exs

3

4

7

6

8 Save

5

5) Select a word or phrase in the Editing window (lower) and click the eXL button. The word or phrase will show in the Search Box in eXL. *eXL™ by ExitPath* **knowledge**

6-7) In eXL, get creative by clicking the Definition, Synonym, Hypernym, Coordinate Terms or Keywords. Clicking a word and doing a word search adds it to the list (lower left on eXL). Clicking an image adds it to your Comment in your Session. Click SAVE 💾 on eXL.
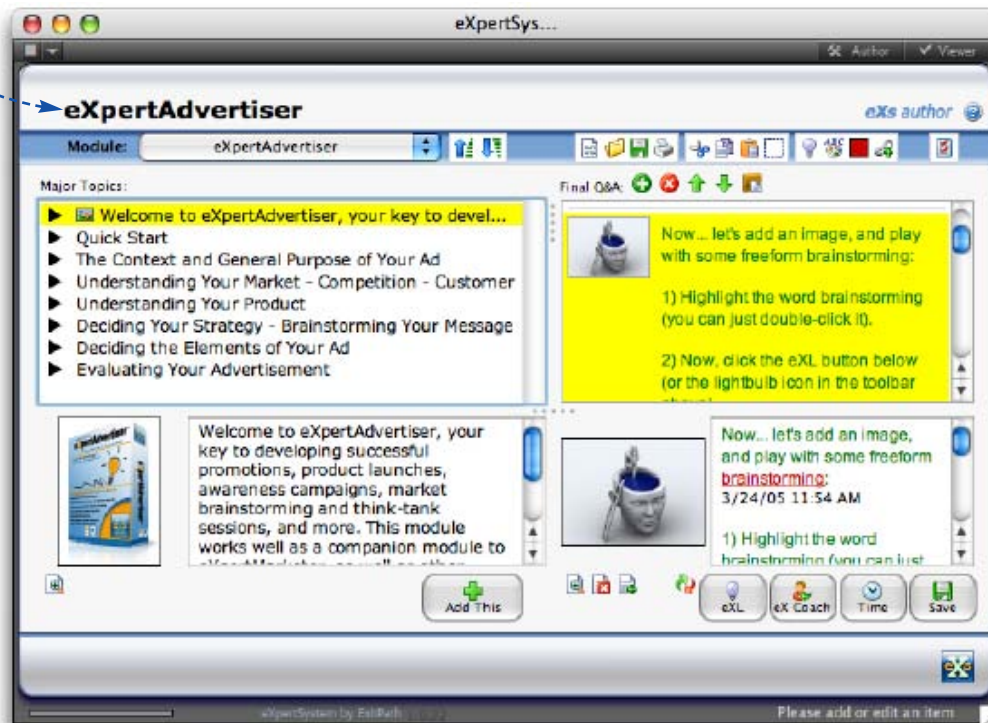
8) To perform a final SAVE in a Session, click in the Final Q&A field, then click the eXs Save 💾 Button. Now you can view with the slideshow viewer, print, or send to anyone!

brainstorming session how-to

The eXpertTopic Module:
Professional Expertise on Demand

• The eXpertTopic Module contains the creative and strategic processes of dozens of minds sharing their method of thinking with you. PhD's and MBA's and Seasoned Experts who know their craft.
• Formulated to sequentially explore topics in great detail.
• From 200 to over 2,000 questions & comments per module
• Allows anyone to quickly delve into a topic and learn fast.
• Get fresh perspectives through in-depth queries.
• Build coaching and consulting sessions fast, with ready content.
• Develop tests for educational programs in minutes.
• Content developers can create custom modules for sale as a branded product for coaching, consulting, teaching on any subject.

eXpertWriter.mdl

What's in a eXpertTopic Module?

eXsTopic Modules are the brainpower of over 100 seasoned specialists in a form that anyone can use. They help you brainstorm by stimulating the mind via Questions, Queries, Links and Comments. They teach through the systematic process of drilling down on a situation or problem. And they provide strategic outlines that coaches and consultants can quickly use to pull together Sessions for client work.

How eXsTopic Modules Work in the Real World:

1) Load a Module into eXpertSystem (you'll need to be in Author Mode. (if you just purchased a Module, use the File >> Import Session to add it to your eXs Modules list).

2) Open or Create a Session file (to organize and save your brainstorming or consulting process).

2) Select a Module from the Module Pulldown menu.

3) Select a Topic heading in the Major Topic window.

4) Expand the Topic by clicking the diamond.

5) Select questions above, then use the "Add This" button below to put them into your Session.

6) Answer the questions, or simply add Comments. Use eXL to brainstorm and help you get creative, adding images, comments, links and phrases.

6) Save your Session. Open in eXsViewer or view as a Slideshow or print.

< B A C K   eXpertTopic Module Overview   N E X T >

1-2) Launch eXpertSystem. Click the [⚒ Author] Author button. You're now in eXsAuthor Mode. Load a Session (refer to Sessions page for more info).

3) Select a Module from the pulldown menu [Module: eXpertAdvertiser]

4) The eXsTopic Module will load in a few seconds. Click the expand-contract triangle at each Major Topic to drill-down on each series of questions/references. Click [Add This] to add to the Session

eXpertSystem

eXpertWriter.mdl

Session.exs

⑤ Go with the Flow...

eXsTopic Content flows from upper left to lower right in a sine wave. Here's why:

1) The Major Topics can have hundreds or even thousands of individual entries. The Expand/Contract triangles and single-line display in the Major Topics field help to reduce screen real estate requirements, making it quick for you to access.

2) Clicking a Major Topic element selects it to appear below, with any image that accompanies the text. With a larger viewing area, you can get more detail and read the entry in full.

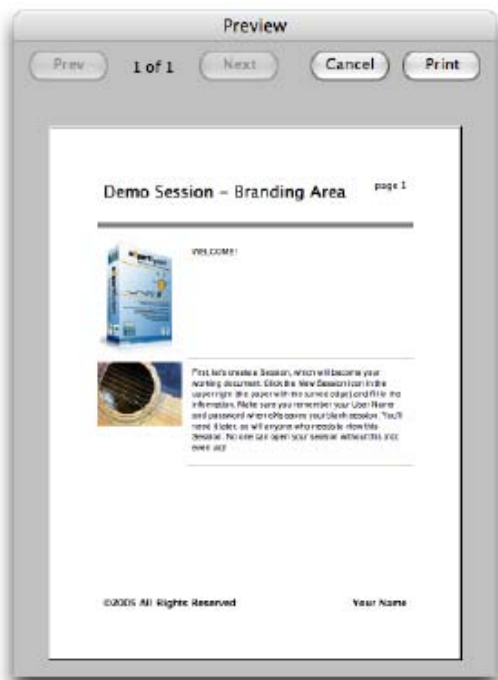**3) Clicking Add This adds the selected item to the FInal Q&A. It's now entered into your Session.**

4) Adding comments, links and using eXL can now be done in the Editing field.

5) Add 10-50 relevant questions into your Session. You can add a comments field between questions, and add Time & Date to the beginning and end of a Session to manage your time. Though you can use eXL to brainstorm in Author Mode, you can also save, then open and edit in Viewer Mode.

6) Add your comments, web links, text modifications and other elements using the [💡 ABC 🟥 🔗]
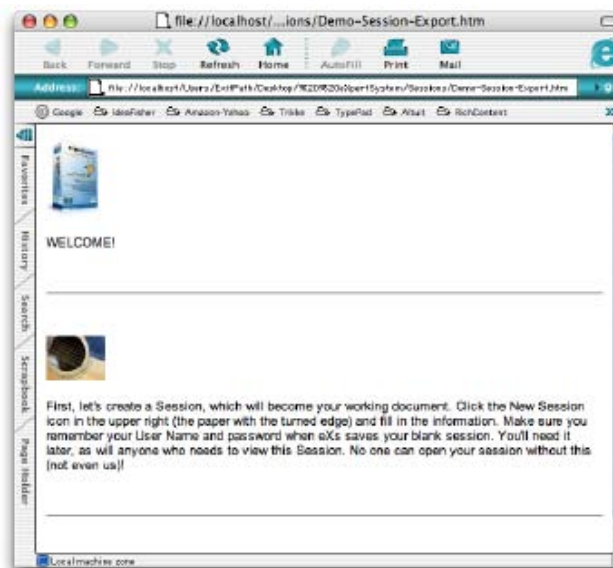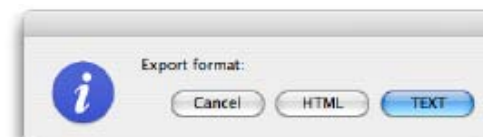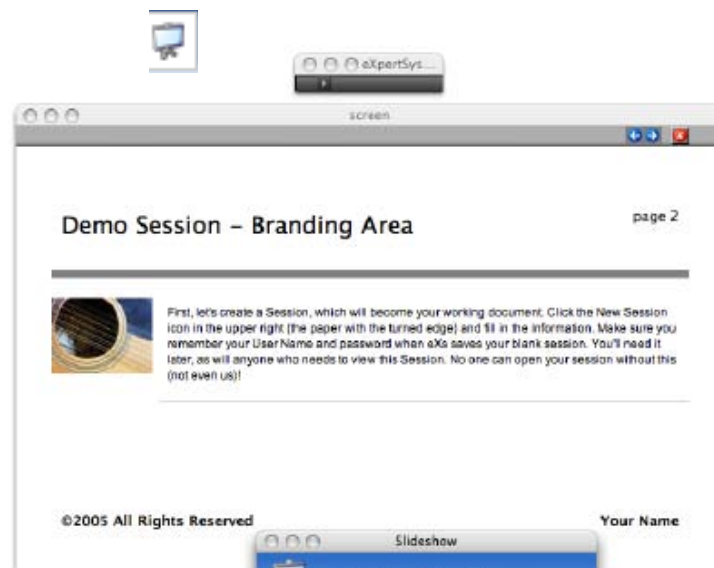
7) Save your Session by FIRST clicking in the Final Q&A field, then clicking the [💾 Save] button.

You can now open your Session in Viewer Mode and add your creative input to your Session!

Now that you've used eXs and eXL to develop the Next Big Thing, you have a number of options to get it to the world:

1) Through your Session File (via the FREE eXsViewer)

2) In Print, with your name, brand and © intact

3) On-screen with the integrated Slideshow Viewer

4) As a generic text document, sans images, and...

5) As an HTML web page, so you can publically share your brainstorm worldwide.

There's so much more to eXpertSystem and eXpertLingo than what you see here.

Please visit www.richcontent-training.com week-ly for more detailed information, case studies and instructional guides.If you have immediate needs not addressed from the site or documenta-tion, please visit our ongoing training blog at www.richcontent-training.com. You can also email us at info@richcontent.com

Apple macintosh, OSX, Microsoft Windows XP, Tony Buzan mindmap, IdeaFisher, iStockPhoto.com, RichContent, eXpertSystem, eXpertLingo, eXpertContent, and "creativity - pro-ductivity - visibility" are © Copyright & Trademark their respec-tive owners.