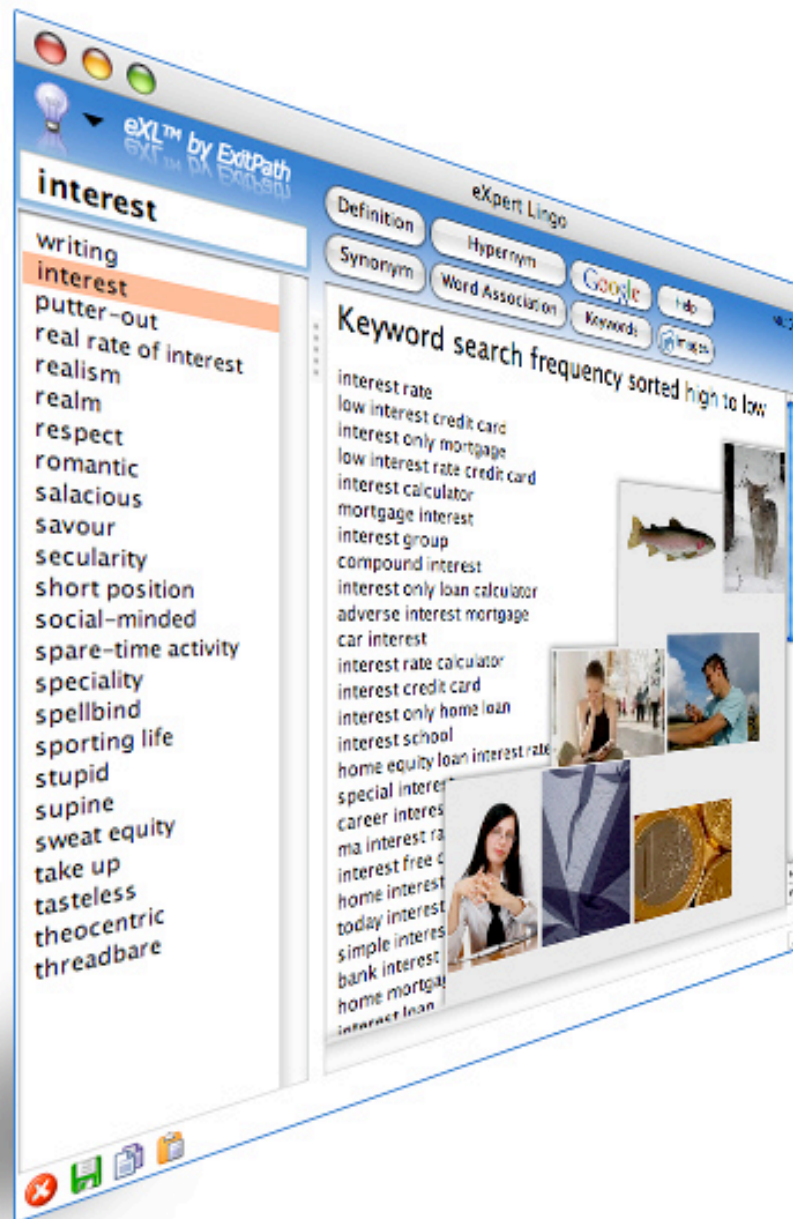


# eXpertLingo Primer:

## How to use eXpertLingo+eXpertSystem to Go From Idea to Presentation in 10 Minutes



When we developed eXpertLingo, it was to help speed up and expand the creative process using "Associative Thinking".

**Associative Thinking** is *the process of following threads between ideas by connecting words, phrases, ideas, memories, experiences, concepts...*

You use **Associative Thinking** all the time in comedy, in innovation, in problem solving, copywriting, in brainstorming.

eXpertLingo accelerates and expands this process by providing you with millions of associated words and phrases, and hundreds of thousands of images. Some of these elements are obvious, others completely new. **By connecting the dots between thoughts**, you arrive at completely new ideas and ways of seeing a problem or situation.

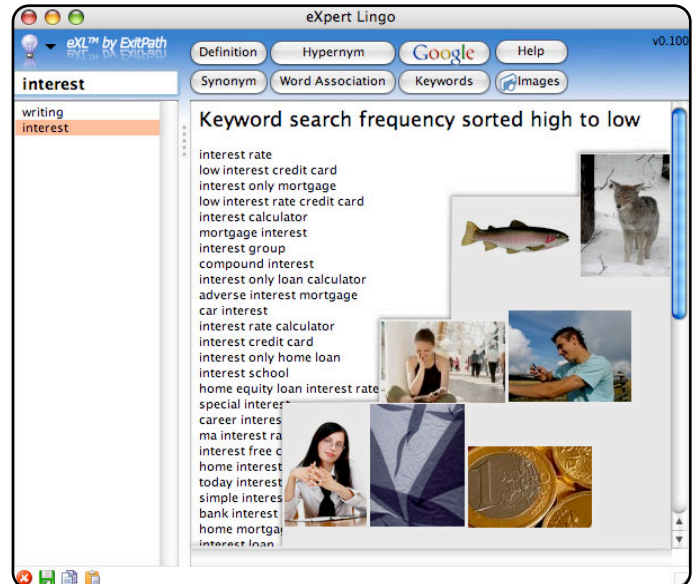
**Start with a word or phrase**, and let eXpertLingo take you down dozens, hundreds or thousands of paths to explore ideas from every angle. **The program automatically records the words and phrases you're exploring, so you can always backtrack your creative process.**

But these explorations can get rather messy, with hundreds of threads running all over the place.

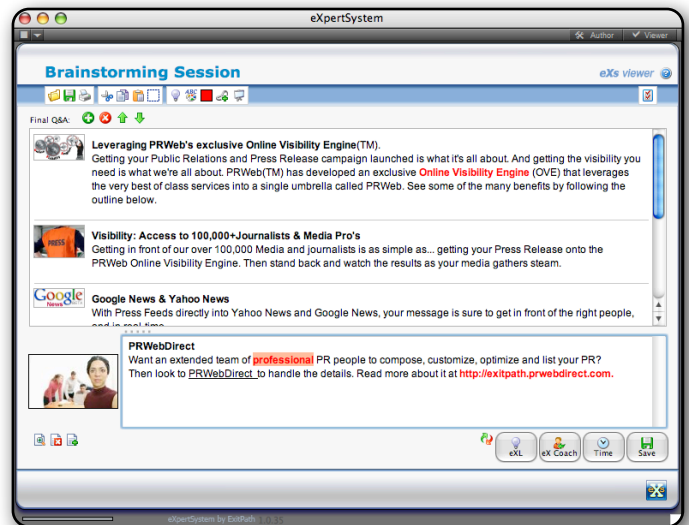
So we added a dynamic outlining and storyboarding tool called eXpertSystem.

eXpertSystem organizes your ideas, sorts, provides editing tools and allows you to brand your work. Then you can present it with the integrated Slideshow Presenter, print to paper, or save as a web page.

## eXpertLingo = Creativity Engine



## eXpertSystem = Idea Organizer



The following pages will show you how to quickly get started with eXpertLingo+eXpertSystem.

These elements are only the surface of what you can do, but it's the essentials you need to make effective use of this software suite.

**Remember to have fun**, and if you run into any "gotcha's", please visit [www.expertlingo.com](http://www.expertlingo.com) and view our more detailed info on every part of the program. **Thanks, and happy brainstorming!**

## From Idea to Presentation in 10-Minutes

**eXpertLingo™** is the world's most advanced Associative Thinking Engine, tapping into four dynamic databases totaling over 4,300,000 unique words and phrases, and over 400,000 images.

With our regular database updates, your creative searches never go out of date and always surprise you with inspiring and creative results.

You quickly build and save a list of inspiring topics, and then simply drag or click them into eXpertSystem to effortlessly organize your thinking process.

The screenshot shows the eXpertLingo v0.100 interface. The search term 'interest' is entered in the top left. The main window displays 'Keyword search frequency sorted high to low' with a list of terms and associated images. A vertical bar on the right side of the interface provides a summary of the data volume for each category:

- 3,230,000 KeyWords & Phrases
- 1,000,000 Word Associations
- 400,000 Photos & Images
- 140,000 Word Definitions
- 66,000 Hypernyms
- 91,000 Synonyms

Within minutes of launching **eXpertLingo**, you will be exploring dozens of associations, triggering creative thinking and creating "a-HA!" moments that are easy to trace back to their original inspiration with eXpertSystem.

Used by **Advertising Creatives, Writers, Filmmakers, Engineers, Public Relations Professionals, Pastors, Comedians, Executives, Salespeople, Coaches & Consultants, Speakers, Teachers and Students...**

## Idea Organization with a Click

**eXpertSystem** takes your "stream of consciousness" brainstorming and organizes it with a click and a drag. Its fast, easy and keeps you focused on your creativity, not the heavy lifting of organization (often the antithesis of creativity!). It's a powerful, simple to use mind map that's also easy to understand.

Whether you're tapping the seasoned expertise from within the eXpertTopic modules, or creating your own Module to merchandise your expertise, eXpertSystem will help you move from Creativity to Productivity.

The screenshot shows the eXpertSystem software interface. The main window is titled "QuickStart" and displays a list of "Major Topics" on the left, including "Why is NOW an important time to begin...", "How will you set aside time and energy to...", and "What is the source of the project? For e...". The right side shows a "Final Q&A" section with a question "begin this work?" and an answer "A special knowledge or interest in a historical or contemporary event or situation". The interface includes a toolbar with various icons and a bottom status bar that reads "eXpertSystem by ExitPath 1.0.35".

- 13,300 eXpertTopic Questions in 16 Modules**
- Integrated Outliner Create Custom Modules**
- Import Images From Desktop or eXL**
- Create Sessions Branded & Secure**
- Export To HTML & Text**
- Connect To Your Client**

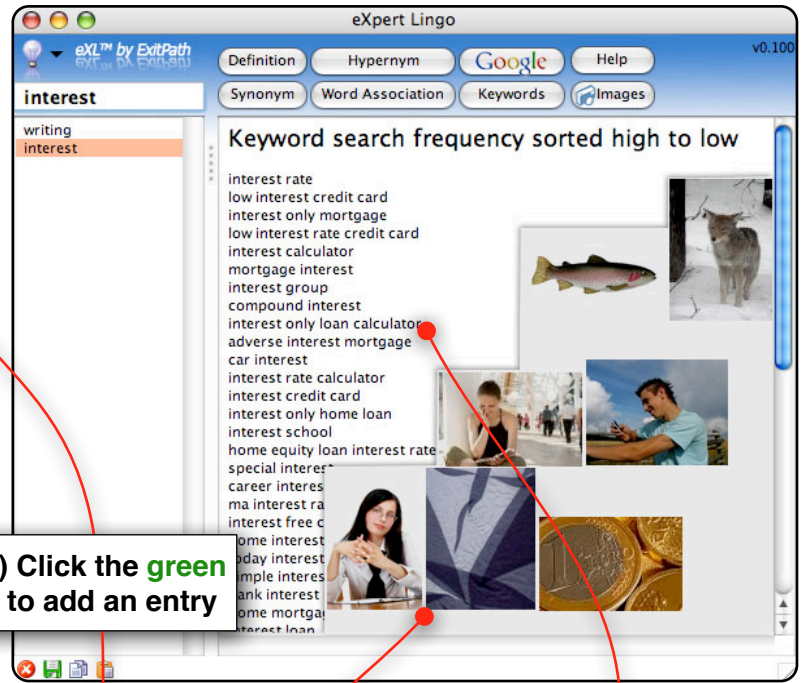
**eXpertSystem doesn't bog you down in complex operations:** everything you need to manage and organize your creativity Sessions is a click away.

For **Professionals** who **Coach, Consult, Teach** or spend time **sharing ideas**, eXpertSystem creates **Branded, Password-Protected, Copyright labeled Sessions** that put YOU in control of your content. **It's the fastest, most elegant solution for creating dynamic, editable content that still protects your ideas... and those of your client.**

## Creating Your First Session

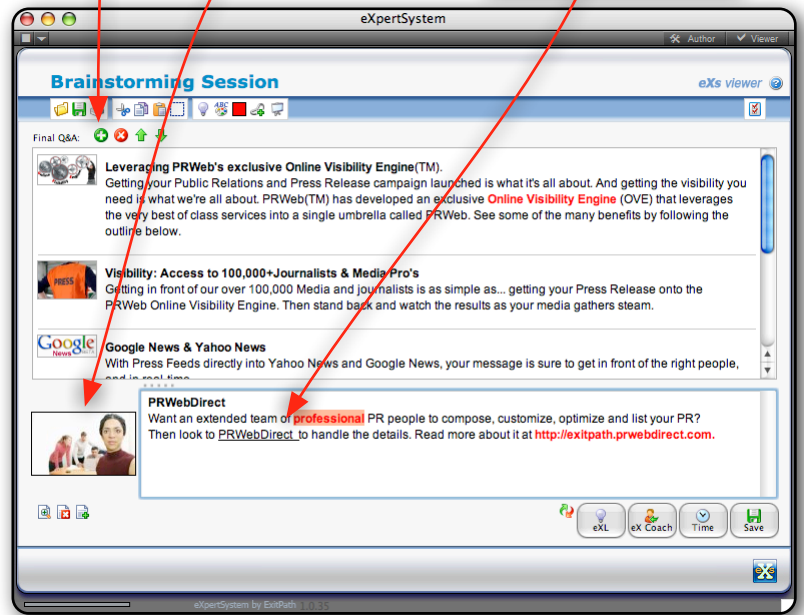
The process of quickly Storyboarding Ideas with **eXpertLingo** + **eXpertSystem** is simple:

- 1) Install and launch eXpertSystem.
- 2) Create a Session File. This is where you'll store and organize your Brainstorming Session.
- 3) Open the Session in eXpertSystem Viewer.
- 4) Click the green "+" button to add an entry.
- 5) Type a thought or idea, words or phrases in the bottom Editing field in eXpertSystem.
- 6) Highlight a word where you just finished typing in the Editing field.
- 7) Click the eXL button (the lightbulb).
- 8) eXpertLingo comes forward, with your selected word in the search field.
- 9) Click any of the buttons to the right of the search field.
- 10) Select and drag any interesting results to the left-hand field in eXL. This is your Brainstorming "History".
- 11) Copy and Paste or Drag any words or phrases into the bottom editing field in eXpertSystem.
- 12) Select the "Images" button in eXpertLingo and click one. It will add to your current entry.
- 13) Start a new entry by clicking the green + button in eXs again. Repeat for each entry.
- 14) See? It's THAT simple. Remember to SAVE after each entry is completed, and before closing the program.



(12) Simply Click images into eXs

(10) Select and copy text into eXs



## Print or Present Your Session

Presenting and sharing your creative process, coaching, consulting and advertising Session is fast and easy with **eXpertLingo + eXpertSystem:**

- 1) Open a Session file in eXpertSystem.
- 2) Click the small "Printer" icon on the eXpertSystem toolbar.
- 3) Click "Print" in your printer dialog.
- 4) A Print Preview screen will appear after a short time. Use this view to see how many entries are on each page, and if you need to change the size of the text or images to make a clearer presentation.
- 5) When you're happy with the look of the final document, click the Print button on the upper right of the Print Preview and you'll see your Session on paper, branded, Copyright Notice and the Session Author's name, all in place for easy sharing.

To view a Slideshow of your Session:

- 1) Select the Slideshow Button on the eXs toolbar (far right on the toolbar).
- 2) Select the screen size and text size for your presentation (small – normal – large).
- 3) View your presentation!

Again, your Brand, Copyright and Name are also persistent on the presentation, so you always know who authored the ideas being presented.

Branded with Your Logo, Name or Product

Clear, Organized Presentation

© Copyright Notice

Creative Credit

Triggering your Creative Process with a certified expert's Questions and Comments is a key to both expanding your mind, and drilling-down on an idea. We make it easy with eXpertTopic Modules. Here's how to get started:

- 1) Create a Session file in eXpertSystem
  - 2) Open the Session in Author Mode (click the button in the gray bar that says "Author" to access Author Mode)
  - 3) Select an eXpertTopic Module from the Module pulldown menu. There are 17 Modules to choose from, and many additional modules in development.
- (NOTE: eXpertSystem also has a Module Development engine built right in. Go to [www.expertlingo.com](http://www.expertlingo.com) to learn how to use it).
- 4) Click the EXPAND triangles on any Topic to explore the questions. When you click a question, it highlights in Yellow to indicate which question you're reviewing.

5) The expanded preview of the question sits below the Major Topics field. This is where you review the question, view any attached images and then ADD to the Session using the Add This button. Any questions you've added to your Session are indicated with a green check-mark.

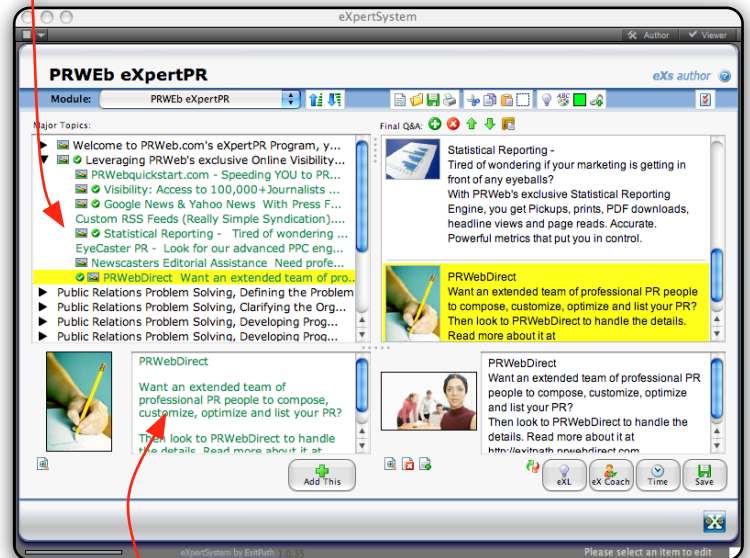
6) Once you've added a series of Questions and Comments to your Session, I recommend you SAVE, and then click the VIEWER button (next to the AUTHOR button on the far right of the gray bar). Viewer is where you'll edit.

7) Open the Session in Viewer Mode and begin answering the questions, using eXpertLingo to help with word associations, definitions, keywords and images.

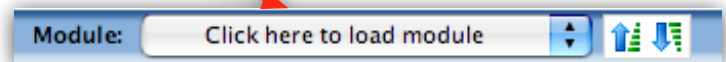
8) Save your Session and Print or Present!

## Adding Questions in Author Mode

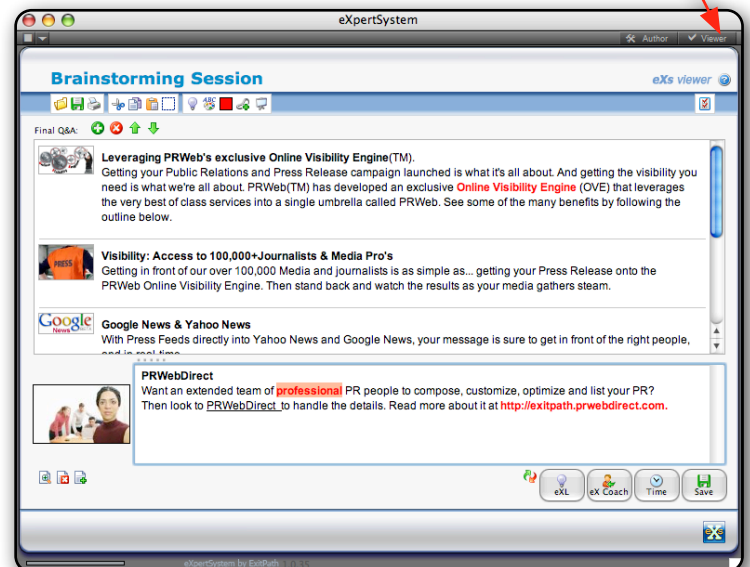
Check-Mark indicators Keep Track of Progress



eXpertTopic Questions and References Provide Instant Drill-down on a subject



More room for Editing in Viewer Mode



## Brand & Secure Your Sessions

eXpertSystem has built-in capabilities to:

- **Brand to You**, the Author, with **Name** and **Logo**
- Add a custom **Copyright Notice**
- **Add Security** to Your Sessions
- Provide Clients with a **Custom Link to Your Web Site**.

See the images at right, and also visit [www.expertlingo.com](http://www.expertlingo.com) for more specific detail.

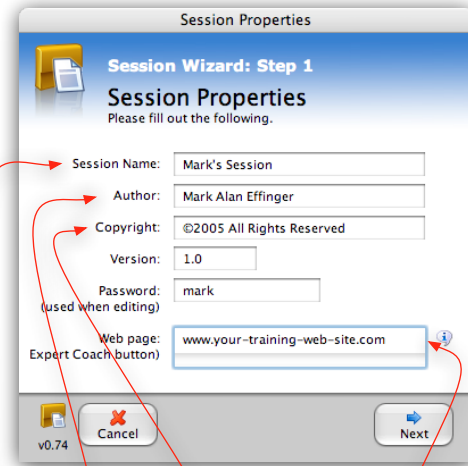
Once you have the basics down, using eXpertSystem+eXpertLingo is easy:

- 1) **Create a Session**
- 2) **Add entries to your Session**
- 3) Use eXpertLingo to **explore dozens of creative "threads" and associations.**
- 4) **Save, Print and Present.**

We actually use eXpertSystem every day to develop solutions, get creative, train, coach and consult.

A few additional comments to help you have a more effective Creative Session:

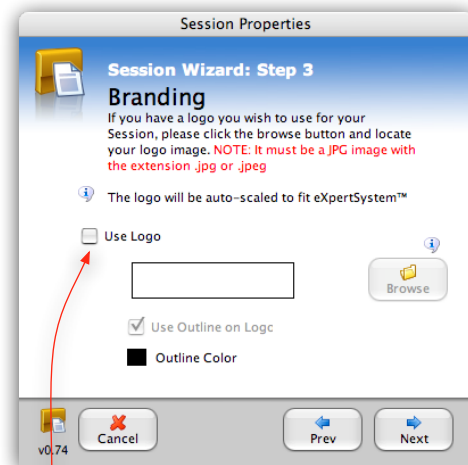
- 1) **Use a fast internet connection.** DSL, Cable, T-1, WiFi... the faster the connection, the faster you can brainstorm.
- 2) **Don't fret about "getting it right".** The creative process is messy. eXpertSystem will help you clean and organize it later.
- 3) **Remember that your final Session is not locked in stone.** You can easily edit every element of it. Visit [www.expertlingo.com](http://www.expertlingo.com) for more detailed info and specific case studies.



**Brand, Author, Copyright & Web Site Link**



**Access Control – Securing Your Sessions**



**Add Your Logo (Replaces the Session Name)**



## Wrap it Up!

OK, so now we know some of the very basic steps to create a brainstorming Session with eXpertLingo+eXpertSystem.

Let's do a quick wrap:

1) **eXpertLingo** is your tool for Word and Image Associations. Plug in a word, and click a button.

2) **eXpertSystem** is for organizing your creative process. **Click the green "+" to create an entry,**

- **Type text** into your Session.
- **Click images** into your session
- **Copy and Paste words** from eXL

3) **eXs Author Mode** provides eXpertTopic Modules to refine your thinking using questions and comments, links and images.

4) The **Printer icon** allows you to print your Session.

5) The **Slideshow icon** allows you to present your Session on screen.

**But what ELSE can you do?**

Lots.

Go to [www.richcontent.com](http://www.richcontent.com) and explore the links on the many applications of eXpertLingo+eXpertSystem. And **visit [www.expertlingo.com](http://www.expertlingo.com)** to visit our ever-expanding training site, view case studies, and see new programs while still in beta.

## Applications & User Profiles

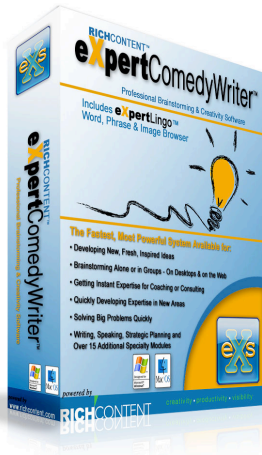
**What can you do with eXpertSystem?:**

- **Brainstorm** an idea
- Create a **Presentation**
- Make a Groundbreaking **Advertisement**
- Write a **Screenplay**
- **Coach** a Client
- Provide Expert **Consulting**
- Develop Winning **Press Releases**
- Write and Present a **Sermon**
- Draft a **Comedy Skit**
- Develop a **Strategic Plan**
- **Evaluate** an Idea's Viability
- Lead a **Private Investigation**
- Create a **Marketing Plan**
- Give a **Name to a New Product**
- Craft a **Winning Speech**
- And...

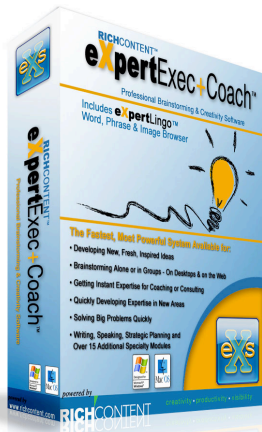
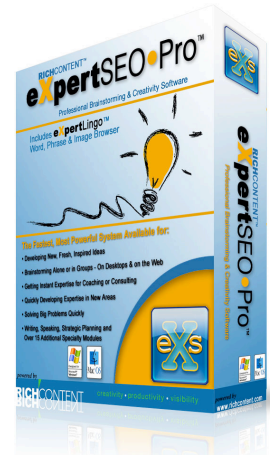
**Who Uses eXpertSystem?:**

- **Entrepreneurs** who need Expert Input
- **Blog Writer's** in Need of Inspiration
- **Managers** looking to make a killer presentation
- **Comedians** seeking the perfect turn of phrase
- **Pastors** Seeking Inspiration
- **Inventors** Looking to Develop & Protect their Ideas
- **Advertising Creative's** Seeking a New Angle
- **PR Agencies** Looking to Quickly Develop High-impact Headlines
- **Coaches** Looking to provide iterative coaching sessions to clients, with expertise from MBA's and business leaders on tap and instantly available
- **Students** writing term papers
- **Home Schoolers** developing tests for their kids
- **Content Creators** looking for an effective, secure way to distribute content (the eXpertSystem viewer is always free, so distribution worldwide is easy).

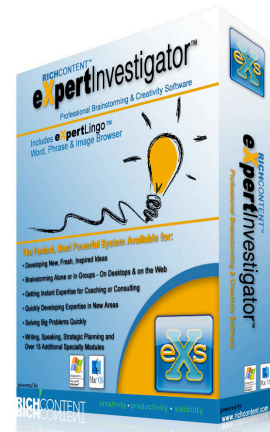
## eXpertLingo+eXpertSystem Product Bundles



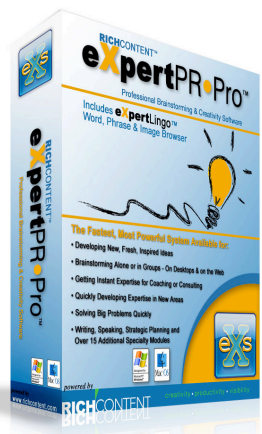
**Creativity comes in all flavors, and at RichContent we've created a dozen packages that give you the raw brainstorming power of eXpertLingo, the organizational power of eXpertSystem, and the wisdom and knowledge of experience with integrated eXpertTopic Modules.**



**Each bundle is developed specifically to meet your needs... whether you're an Executive Coach, a wannabe Comic Genius, or the next Columbo.**



**Priced at a significant discount from individual eXpertSystem+Modules, and some containing "extras" like our PRiPro with two eBooks to help you quickly and effectively maximize your Public Relations Campaigns.**



**Visit [www.richcontent.com](http://www.richcontent.com) to learn more and pick up your free downloads.**

