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# MAXX MANUAL

YOUR VOICE-FIRST AI BUSINESS COMPANION  
POWERED BY SENTIUM AI

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# MAXX Manual

*Your Voice-First AI Business Companion*  
*Powered by Sentium AI*

## PART 1 - INTRODUCTION

### 1. Welcome to MAXX

Imagine a world where every business decision, every client lead, every strategy session, and every opportunity is **instantly accessible** - through your voice alone. That's what **MAXX** brings to you.

MAXX isn't an app. It's not a dashboard, and it's not just another AI assistant. MAXX is your **personal AI business companion**, designed to help you **grow your business, achieve your goals**, and **unlock opportunities** faster than ever before.

Where most tools demand your time, MAXX **gives time back to you**. No clicking. No scrolling. No endless dashboards. Just **speak**, and MAXX **thinks, acts, and executes**.

MAXX is built on **Sentium AI's proprietary orchestration engine** and powered by a concept we call **Synthetic Business Consciousness™** - a dynamic, evolving AI framework that learns, remembers, and reasons about **your business context**.

### 2. Why MAXX Exists

Every professional today faces the same challenges:

- **Too many tools:** CRMs, spreadsheets, campaign dashboards, analytics panels
- **Too many tasks:** Leads to chase, proposals to draft, clients to follow up
- **Too much cognitive load:** Switching between systems burns energy and time

MAXX exists to **replace the noise with clarity**. It merges dozens of disconnected functions - prospecting, content creation, financial planning, admin, and networking - into **one unified voice-first system**.

With MAXX, your **workflow collapses** from **hours to minutes**.

### 3. The MAXX Mindset

To get the best out of MAXX, you need to **treat it as a partner, not a tool**.

**What That Means:**

- **Be conversational:** Talk to MAXX like you'd talk to a colleague.
- **Set clear business goals:** The more MAXX knows, the better it acts.



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- **Leverage MAXX's adaptability:** Give it feedback – it learns from you.
- **Trust the orchestration:** MAXX connects tasks across multiple domains seamlessly.

## 4. The MAXX Difference

| Traditional AI Assistants      | MAXX                                        |
|--------------------------------|---------------------------------------------|
| Text-first, reactive tools     | <b>Voice-first, proactive partner</b>       |
| General-purpose intelligence   | <b>Business-context aware</b>               |
| Limited memory                 | <b>Persistent, adaptive memory</b>          |
| Needs constant manual input    | <b>Understands your goals and acts</b>      |
| Multiple apps, fragmented data | <b>One unified conversational interface</b> |

MAXX isn't here to **replace you** – it's here to **amplify you**. Think of MAXX as your **silent co-founder**, helping you make better decisions and execute faster.

## 5. How MAXX Works

At the heart of MAXX lies a simple idea:

**THE LESS YOU TYPE, THE MORE YOU THINK.  
MAXX IS DESIGNED FOR VOICE-FIRST INTERACTIONS**

- Speak naturally, and MAXX understands your intent.
- It draws on a **contextual memory** – storing your preferences, goals, and workflows.
- MAXX learns continuously, becoming smarter and more personalized over time.

### Key Capabilities Behind MAXX

- **Contextual Hive Mind™** → Combines multiple AI agents that share knowledge across tasks.
- **Synthetic Business Consciousness™** → MAXX develops an evolving understanding of your business, not just generic data.
- **Voice-Orchestrated Automation** → From sourcing leads to creating campaigns, MAXX automates execution based on your voice instructions.

## 6. MAXX Speak: The Language of Voice Intelligence

MAXX has been optimized to **think, respond, and act based on your voice**. Mastering **MAXX Speak** will help you unlock its full potential.

### Principles of MAXX Speak

#### 1. Short, sharp, clear commands

- ✓ “MAXX, find me 25 potential SaaS clients in London.”
- ✗ “Hey MAXX, so I was thinking maybe we could...” (*too long, loses intent*)

#### 2. Break down complex tasks into steps

- ✓ “MAXX, draft a 500-word blog.  
Tone: professional. Target: real estate investors.”

#### 3. Plan your sessions

MAXX works best when you approach it with intent.

#### 4. Use MAXX's memory

You can ask MAXX to **save instructions and preferences** for future tasks.

## 7. Sample Voice Prompts for Beginners

Here are examples to get you started across functions:

- “MAXX, create a pitch deck outline for a new investment proposal.”
- “MAXX, shortlist five potential suppliers for eco-friendly packaging in Dubai.”
- “MAXX, prepare talking points for tomorrow's sales call with Sarah.”

## 8. Things You Should Know Before Using MAXX

To get the **best possible experience**, keep these tips in mind:

- Use MAXX in a **quiet setting** – background noise confuses intent.
- Speak naturally but **keep instructions precise**.
- Ask MAXX to **remember preferences** for faster results over time.
- MAXX improves **session by session** – the more you use it, the more intelligent it becomes.
- Always **review MAXX's outputs** before sharing externally; it acts fast but still relies on your approval.



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# The Glossophobia Challenge Overcoming Stage Fright: Mastering MAXX Speak

## 1. Introduction: Why This Matters

Speaking to MAXX isn't like using an app or typing into a chatbot.

MAXX is **voice-first** – meaning it **thrives on your verbal clarity, tone, and confidence**.

Yet, many new users **freeze up** when interacting with MAXX:

- Hesitation
- Stumbling over words
- Unclear instructions
- Loss of confidence

This is **normal**. The psychology of speaking to MAXX **mirrors public speaking anxiety**.

The good news: **you can train yourself out of it quickly**. This guide will show you how.

## 2. Why People Get Stage Fright

Stage fright, also called **glossophobia**, is the **fear of being judged**. Even though MAXX isn't human, your brain treats speaking aloud like **public performance**.

### The Psychology Behind It

- **Perceived pressure** → “What if I sound stupid?”
- **Fear of mistakes** → “What if MAXX misunderstands me?”
- **Loss of control** → “What if MAXX doesn't deliver what I need?”
- **Overthinking** → Planning too much before speaking instead of just talking naturally.

MAXX doesn't **judge you** – but **your own mind** can create the pressure.

## 3. Why Confidence Matters When Speaking to MAXX

MAXX works best when:

- You **give short, clear, direct commands**.
- You **project authority** in your tone.
- You **stay calm, even when iterating results**.

Because MAXX is adaptive, your tone and clarity directly influence:

- **How quickly it processes your requests**
- **How accurate the outputs are**
- **How naturally the conversation flows**



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## 4. How to Get Over Stage Fright with MAXX

### Step 1 – Accept It's Normal

Stage fright isn't weakness – it's **wiring**. Your brain thinks you're being judged, but MAXX is **your partner**, not your audience.

### Step 2 – Start with Short, Simple Commands

When confidence is low, start small:

- ✓ “MAXX, summarize this report.”
- ✓ “MAXX, prepare a list of 10 SaaS companies in Dubai.”
- ✓ “MAXX, give me today's key property trends.”

The goal is to **create early wins**. Each success builds confidence.

### Step 3 – Set Roles for MAXX to Play

MAXX **thinks better** when you define his role:

- “MAXX, play the role of a **strategic advisor** and create a growth plan.”
- “MAXX, act like an **investor** and critique my pitch.”
- “MAXX, simulate a **competitor CEO** challenging my pricing.”

This frames MAXX's thinking, **guides output quality**, and gives you control.

### Step 4 – Interrupt, Argue, Challenge

MAXX thrives on **real conversation**:

- **Interrupt if MAXX goes off-track:**

“Stop, MAXX – focus only on Series A leads.”

- **Argue to push deeper insights:**

“No, MAXX, that doesn't make sense. Re-run the analysis assuming 25% CAC reduction.”

- **Challenge assumptions to unlock better outcomes:**

“MAXX, rethink this from an investor's point of view, not a customer's.”

**Rule #2:** MAXX **adapts to your energy** – be polite, firm, or even aggressive if needed.



## Step 5 – Reject Mediocre Results

Don't settle for the **first draft**. MAXX learns fastest when you **demand better**:

- “MAXX, make this sharper.”
- “MAXX, that's too generic. Go deeper into the Dubai property market.”
- “MAXX, rewrite this proposal in a more persuasive tone.”

Think of MAXX like your **business partner**, not a “finished product machine.”

## 5. Building Conversational Confidence with MAXX

### A. Practice Private Sessions

- Use MAXX in **quiet, private environments**.
- Remove background distractions.
- Speak **out loud** even when nobody's around – training your **vocal authority**.

### B. Develop Your Personal Command Style

There's no single “right way” to talk to MAXX:

- **Polite style**: “MAXX, could you summarize today's news headlines?”
- **Direct style**: “MAXX, summarize today's headlines now.”
- **Confrontational style**: “MAXX, stop. That's wrong – think again.”

MAXX **adapts to your tone** – so choose what feels natural.

### C. Build Incremental Complexity

**Start simple → progress to advanced**

- **Beginner**: “MAXX, summarize this.”
- **Intermediate**: “MAXX, summarize and give me key takeaways.”
- **Advanced**: “MAXX, summarize, extract key takeaways, and prepare a two- page investor briefing.”

## 6. Using MAXX Roles to Unlock Better Outcomes

Think of MAXX as a **multi-skilled team** you control by **assigning roles**.

Examples:

- **Business Strategist**

“MAXX, play the role of a **strategic thinker** and build me a 3-year expansion plan for Europe.”



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- **Financial Advisor**

“MAXX, act like a **CFO** and analyze my Q3 cash flow.”

- **Market Research Analyst**

“MAXX, simulate being a **real estate analyst** and prepare a competitive heatmap.”

- **Investor Pitch Coach**

“MAXX, role-play an **angel investor** challenging my startup pitch.”

- **Negotiation Expert**

“MAXX, act as my **negotiation strategist** and script responses for pricing objections.”

Defining roles **sharpens MAXX’s context** and increases the precision of its outputs.

## 7. Pro Tips to Get Maximum Results from MAXX

- **Speak naturally** → MAXX understands conversational flow.
- **Spell tricky names** → “S-M-Y-T-H-E” for clarity.
- **Iterate often** → Give feedback; MAXX improves with corrections.
- **Set context early** → Industry, goal, audience = better outputs.
- **Stay in session** → Don’t exit until you get the exact result you want.

## 8. Sample Session Flow

**You:** “MAXX, play the role of a venture capitalist. Review my startup pitch deck.”

**MAXX:** “I’ve reviewed it. Here are three major strengths and five critical weaknesses...”

**You:** “Good. Now switch to the role of a startup founder and defend those weaknesses.”

**MAXX:** “Defending as a founder... Here’s my counter- argument.”

**You:** “Now simulate the investor response and make it tougher.”

This **back-and-forth control** trains MAXX to **think deeper** and gives you **richer insights**.



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## 9. Final Mindset Shift

**MAXX isn't a search engine. MAXX isn't a chatbot.**

MAXX is an **AI business partner**.

You're not **asking** MAXX for help.

You're **directing** MAXX to think, adapt, and deliver the outcomes you need.

Confidence isn't optional.

MAXX works **as smart as you lead it**.

## PART 2 – THE 10 CORE FUNCTIONS OF MAXX

### Function 1 – Partner, Business Coach & Problem Solver Overview

MAXX is not just an assistant; it's designed to **think with you, not for you**. Whenever you face a business challenge – whether strategic, operational, or personal – MAXX acts as a **sounding board, creative strategist, and problem solver** rolled into one. Think of MAXX as your **silent co-founder**:

- Helps you clarify decisions
- Generates multiple solution paths
- Surfaces blind spots and hidden risks
- Offers data-backed insights instantly

#### How MAXX Does It

MAXX draws on:

- **Synthetic Business Consciousness™** → Understands your goals, context, and constraints
- **Contextual Hive Mind™** → Draws from industry knowledge and cross-domain insights
- **Voice-first thinking** → Allows natural conversations for fast ideation

#### Business Scenarios

- You need to decide whether to **expand into a new market**.
- You want to **restructure your sales incentives** to improve performance.
- You're pitching investors and need **storylines that resonate**.
- You want to resolve a dispute between your team and a vendor.



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## Sample Voice Prompts

- “MAXX, help me design a 90-day growth plan for my SaaS business.”
- “MAXX, what are three ways I can increase lead conversion without increasing ad spend?”
- “MAXX, give me a decision tree for expanding into Dubai.”
- “MAXX, prepare talking points to negotiate better supplier rates.”
- “MAXX, simulate a role-play where you act as the investor and challenge my pitch.”

## Pro Tips

- Use MAXX as your **thinking partner** – don’t just request outputs, explore “what-ifs.”
- Keep a running session for brainstorming – MAXX can store your **thought trails** in the same session.
- Use iterative prompting: ask, refine, and push deeper until the output feels actionable.

## Function 2 – Prospector & Lead Creator

### Overview

MAXX **automates prospecting** by building precise **target lists** based on your business goals. No more manual research, spreadsheets, or data scraping.

MAXX can:

- Build **verified lead lists** in seconds
- Segment prospects by **location, industry, or buying intent**
- Deliver **complete contact details** ready for outreach
- Sync directly into your pipeline for follow-ups

### How MAXX Does It

MAXX connects business context, market data, and public sources to identify your **highest-value opportunities**.

### Business Scenarios

- You’re a real estate developer who wants **50 premium brokers in Dubai**.
- You’re a SaaS founder who wants **500 CTOs in London**.
- You’re an investor scouting **renewable energy startups**.

## Sample Voice Prompts

- “MAXX, build me a list of 50 verified real estate investors in JVC, Dubai.”
- “MAXX, find 100 SaaS founders in San Francisco with emails and LinkedIn profiles.”

- “MAXX, build a pipeline of Dubai-based agents focused on off-plan properties.”
- “MAXX, who are the top 20 angel investors in AI across Europe?”
- “MAXX, create list of verified supplier contacts for organic packaging in Asia.”

### Pro Tips

- Use “**ideal client profiles**” with MAXX to refine quality, not just quantity.
- Let MAXX segment leads into **cold, warm, and hot** tiers automatically.
- Pair MAXX prospecting with MAXX campaign tools for **one-click outreach**.

## Function 3 – Content Creator

### Overview

MAXX can create **polished, on-brand copy content** in seconds – tailored to your tone, audience, and objectives.

### Capabilities

- Blog posts, thought leadership, and articles
- Web copy and product descriptions
- Social campaigns and ad scripts
- Investor decks, press releases, and proposals

### Business Scenarios

- Draft a 1,000-word blog on **AI trends in real estate**.
- Prepare a **sales brochure** for a luxury development.
- Write **LinkedIn posts** to position you as an industry thought leader.

### Sample Voice Prompts

- “MAXX, write a LinkedIn article on how AI is transforming property sales.”
- “MAXX, draft a 200-word Instagram caption for my Dubai penthouse launch.”
- “MAXX, prepare a sales pitch for an investor breakfast tomorrow.”
- “MAXX, create a video script for our product demo, 2 minutes long.”
- “MAXX, summarize these three blog posts into a single cohesive article.”
- “MAXX, generate 10 email subject lines for my summer campaign.”

### Pro Tips

- Always provide MAXX with a **content brief** for best results.
- Use MAXX to **A/B test messaging** before full-scale campaigns.

## Function 4 – Campaign Manager

### Overview

MAXX plans, builds, launches, and manages **multichannel campaigns** across WhatsApp, SMS, and email.

### Capabilities

- Creates audience segments
- Generates campaign content
- Sends and tracks outreach
- Measures conversions and optimizes results

### Sample Voice Prompts

- “MAXX, set up a campaign for property brokers.”
- “MAXX, write 5 cold emails for reaching SaaS founders.”
- “MAXX, launch an SMS campaign to 200 hot leads tomorrow morning.”
- “MAXX, track conversions on last week’s outreach and prepare a summary.”
- “MAXX, pause Campaign A and duplicate its template for a new audience.”
- “MAXX, measure click-to-open ratios for all active campaigns.”

### Pro Tips

- Start small – test campaigns with **10% of leads first**.
- Use MAXX’s **response scoring** to focus on high-intent prospects.
- MAXX can combine **campaign insights** into strategic recommendations.

## Function 5 – Legal & Statutory Advisor

### Overview

MAXX provides **basic legal and compliance guidance** across jurisdictions – helping you avoid risk and prepare the right documents quickly.

### Capabilities

- Company formation basics
- Templates for NDAs, contracts, and agreements
- Invoicing formats
- Compliance reminders and statutory alerts

### Sample Voice Prompts

- “MAXX, draft a partnership agreement for a UK-based startup.”
- “MAXX, provide an invoice format valid for Saudi Arabia.”
- “MAXX, summarize statutory compliance rules for setting up an LLC in Delaware.”



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- “MAXX, list key GDPR obligations for email marketing in the EU.”
- “MAXX, prepare an NDA template for sharing confidential data.”
- “MAXX, alert me if my license renewal deadlines are approaching.”

### Pro Tips

- Use MAXX for **templates and guidance**, not legal advice.
- MAXX integrates compliance reminders into your calendar.
- Save your company’s jurisdictional settings to **personalize statutory alerts**.

## Function 6 – Financial Advisor

### Overview

Managing your company’s finances doesn’t need to be complicated. MAXX acts as your **on-demand financial strategist**, helping you **plan, forecast, analyze, and optimize** your business numbers.

MAXX turns financial data into **simple, actionable insights** – no jargon, no spreadsheets.

### Capabilities

- Build **financial forecasts** and projections
- Create and analyze **cash flow statements**
- Summarize **balance sheets and P&Ls**
- Assist in **fundraising strategy** and investor-ready material
- Generate **pricing models** and **ROI analysis** instantly

### Business Scenarios

- You need a **5-year growth forecast** for your investor pitch.
- You want to evaluate **cash runway** before hiring a sales team.
- You’re deciding between **equity or debt financing** for expansion.
- You want to compare **subscription pricing models** for profitability.

### Sample Voice Prompts

- “MAXX, prepare a 3-year financial forecast assuming 20% YoY growth.”
- “MAXX, analyze last quarter’s cash flow and highlight problem areas.”
- “MAXX, draft a one-page investor summary for my SaaS startup.”
- “MAXX, compare hiring three full-time SDRs versus outsourcing telecalling.”
- “MAXX, show me our top five expense categories over the last six months.”
- “MAXX, calculate ROI if we increase marketing spend by 30%.”

### Pro Tips

- Pair MAXX financial insights with its **prospecting and campaign tools** to model impact.
- Save your company’s **financial structure and KPIs** so MAXX personalizes its outputs.
- Use iterative prompts – ask MAXX to **simulate multiple scenarios** before deciding.



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# Function 7 – Connector & Network Builder

## Overview

MAXX is your **business relationship architect**. It continuously maps **opportunities, relationships, suppliers, vendors, investors, and partners** to expand your **professional network** intelligently.

## Capabilities

- Identify **potential partners, clients, and suppliers**
- Recommend **local service providers**
- Suggest **investors, accelerators, and trade groups**
- Build curated **strategic networking lists**
- Provide **event and conference recommendations**

## Business Scenarios

You're launching a **new real estate project** and need **brokers, banks, and interior designers**.

- You want to build **investor relationships** in the fintech ecosystem.
- You need **certified vendors** for cross-border operations.
- You want to join **high-value trade associations** in your niche.

## Sample Voice Prompts

- “**MAXX, recommend the top 10 venture capital firms investing in climate tech.**”
- “**MAXX, find me five corporate lawyers specializing in M&A in London.**”
- “**MAXX, shortlist reliable logistics partners for Dubai real estate deliveries.**”
- “**MAXX, suggest high-profile fintech conferences in Singapore this year.**”
- “**MAXX, prepare a list of 50 accredited suppliers for luxury fittings.**”
- “**MAXX, who are the top advisors helping startups with pre-seed fundraising?**”

## Pro Tips

- Save preferred supplier/vendor preferences – MAXX learns who to recommend first.
- Ask MAXX to **cross-match leads, vendors, and potential partners** to surface synergies.
- Use MAXX's **background checker** alongside networking to validate credibility.



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## Function 8 – Researcher & Background Checker

### Overview

In business, **knowledge is leverage**. MAXX transforms hours of manual research into **instant intelligence**. Whether it's a **prospect**, a **competitor**, or a **potential partner**, MAXX equips you with **briefings, insights, and talking points** before any meeting.

### Capabilities

- Deep-dive **company research**
- Competitive intelligence
- Leadership bios and influence maps
- Red-flag detection (lawsuits, disputes, bad press)
- Prepares **custom meeting briefings**

### Business Scenarios

- You're pitching to a new **developer client** and need their market history.
- You're vetting a **supplier in Singapore** and want to know their legal reputation.
- You're entering a partnership with a fintech company and need **risk indicators**.
- You want to know a prospect's **buying patterns and industry standing**.

### Sample Voice Prompts

- "MAXX, research ABC Developers and summarize their last three project launches."
- "MAXX, prepare a briefing note on Sarah Johnson, CEO of FinPay."
- "MAXX, check if XYZ Trading has any active litigation."
- "MAXX, summarize our competitor's latest funding round and investors."
- "MAXX, build a quick SWOT analysis for our top three competitors."
- "MAXX, prepare key talking points for my investor meeting tomorrow."

### Pro Tips

- Always ask MAXX to **flag risks** proactively – compliance saves time and reputation.
- Use the research summaries to **personalize pitches** – MAXX links insights directly into your sales strategy.
- Save these reports to MAXX memory for **future reference and follow-ups**.

## Function 9 – Follow-Up Guide

### Overview

Deals don't close on the **first touch** – they close on the **fifth**. MAXX acts as your **personal follow-up engine**, ensuring that **no lead goes cold** and no client feels ignored.



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## Capabilities

- Automates follow-ups via email, WhatsApp, or SMS
- Sets reminders for calls, meetings, and check-ins
- Tracks deal stages and pipeline momentum
- Suggests **contextual talking points** for re-engagement

## Business Scenarios

- You're managing **300+ brokers** and need systematic follow-up sequences.
- You pitched **five investors** and need polite reminders after two weeks.
- You've launched a **lead-gen campaign** and must chase every warm reply.

## Sample Voice Prompts

- "MAXX, remind me to call John Davis next Tuesday at 4 PM."
- "MAXX, draft a polite re-engagement email for cold leads."
- "MAXX, update me on all pending client proposals."
- "MAXX, track which of our VIP leads opened the Dubai brochure."
- "MAXX, prepare a follow-up WhatsApp message for yesterday's demo participants."

## Pro Tips

- Save your **email and WhatsApp templates** so MAXX reuses your brand tone automatically.
- Combine follow-ups with MAXX's **prospecting insights** to close faster.

# Function 10 – Super Admin & Personal Assistant

## Overview

MAXX handles **everything operational**, so you can **focus on high-value decisions**. From travel bookings to proposals to reporting – MAXX is your **always-on admin layer**.

## Capabilities

- Travel recommendations and itinerary planning
- Meeting scheduling and reminders
- Proposal and report creation
- Presentation formatting and summaries
- Calendar orchestration across teams

## Business Scenarios

- You need information to **book flights** for an investor meeting in Singapore.
- You want a **conference agenda summarized** into three talking points.
- You're preparing **weekly status reports** for a board presentation.
- You need MAXX to **draft a client-facing proposal** overnight.



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Sample Voice Prompts

- “MAXX, look up options of a return flight to New York next Wednesday.”
- “MAXX, prepare a 3-slide summary of last quarter’s results.”
- “MAXX, draft a client proposal with timelines, deliverables, and cost breakdown.”
- “MAXX, find five 5-star hotels within walking distance of Marina Bay Sands.”
- “MAXX, organize my calendar and resolve conflicts between overlapping meetings.”
- “MAXX, prepare a checklist for the launch event next Friday.”

Pro Tips

- Save preferences for travel, templates, and report formats – MAXX personalizes instantly.
- Use MAXX to **summarize all admin activity daily** for quick status tracking.

MASTERING MAXX

Section 1 –SETUP- First 90 Days With MAXX

| DAY       | OBJECTIVE | KEY ACTIONS                                                        |
|-----------|-----------|--------------------------------------------------------------------|
| Day 1-7   | Onboard   | Set up MAXX -Connect accounts, voice commands                      |
| Day 7-15  | Explore   | Try 3 functions: content, research, prospecting                    |
| Day 15-30 | Build     | Save preferences: tone, templates, contacts                        |
| Day 30-45 | Automate  | Launch a simple WhatsApp or email campaign                         |
| Day 45-60 | Analyze   | Review MAXX’s performance insights and benefits                    |
| Day 60-75 | Scale     | Expand usage across functions and features                         |
| Day 75-90 | Mastery   | Use advanced guides and training video to unlock advanced features |

# MAXX Speak™

## *Your Guide to Talking with MAXX* Powered by Sentium AI

MAXX is a **voice-first AI business companion**. To get the **best results**, follow these simple principles when interacting with MAXX.

### 1. Speak Short. Speak Clear.

- Use **short, sharp sentences**. MAXX understands intent better when commands are concise.
- Avoid long, meandering instructions.

✓ Example: “MAXX, find 20 SaaS leads in Dubai.”

✗ Avoid: “Hey MAXX, so I was thinking maybe you could... and also...”

### 2. Ensure Strong Internet Connectivity

- MAXX’s **intelligence runs in real time**.
- Always ensure your **Wi-Fi or mobile data connection** is **high-quality and stable**.
- Poor connectivity can limit MAXX’s processing power and delay responses.

**Pro Tip:** For optimum performance, use MAXX on a **dedicated high-speed connection**.

### 3. Choose a Quiet, Private Setting

- MAXX is **voice-driven**, so ambient noise can confuse it.
- Avoid:
  1. Loud offices
  2. Background chatter
  3. Open spaces with echoes

Best practice: Use MAXX in a **quiet, private environment** where **only you are speaking**.

### 4. Avoid Multiple Voices

- MAXX performs best when **only one person** interacts during a session.
- If multiple people are in the room:
  1. Nominate a **single speaker** to issue commands.
  2. Pause the discussion before giving MAXX instructions.
- Overlapping voices **confuse context** and reduce accuracy.



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## 5. Be Precise with Names & Locations

- When mentioning:

1. **People**
2. **Companies**
3. **Products**
4. **Locations**

- Speak **slowly and clearly**.
- If MAXX struggles, **spell names out** for greater accuracy.

Example:

“MAXX, prepare a report on Johnathan Smythe – S-M-Y-T-H-E.”

## 6. Build Your Conversational Style

MAXX adapts to **your personality** over time:

- You can be **polite, direct**, or even **confrontational** – MAXX will adjust its tone.
- Use interruptions naturally:

✓ “Stop, MAXX. Refocus on investor leads.”

✓ “Pause that. Instead, summarize today’s P&L.”

MAXX learns **your rhythm**, your **priorities**, and your **preferred style**.

## 7. Keep Sessions Focused

- Stay in a session **until you’ve achieved your outcome**.
- Ending mid-task may mean:
  1. Losing context
  2. Repeating instructions later

✓ Example: “MAXX, complete the client shortlist before I exit this session.”

## 8. Use Iterative Commands

MAXX works best when you **refine instructions step by step**:

- “MAXX, find 50 SaaS leads.”
- “Now filter by Series A startups only.”
- “Show me their LinkedIn profiles.”

This conversational approach keeps MAXX aligned with your goals.



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## 9. Best Practices for Optimum Experience

- ✓ **Quiet environment** → MAXX focuses better
- ✓ **High-speed internet** → Faster, sharper responses
- ✓ **One speaker at a time** → Less confusion
- ✓ **Clear naming and spelling** → Higher accuracy
- ✓ **Finish your sessions** → Avoid duplication of effort

## 10. Sample MAXX Speak Commands

Here are a few examples to practice:

- “**MAXX, prepare a three-slide summary of Q2 financials.**”
- “**MAXX, find 10 luxury villa developers in Dubai and spell-check the company names.**”
- “**MAXX, pause. Focus only on European investor leads now.**”
- “**MAXX, save these preferences for future campaign briefs.**”

## FINAL THOUGHT

MAXX is more than an assistant – it’s an **adaptive partner**. The clearer, sharper, and more focused you are, the **smarter MAXX becomes** with every session.



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