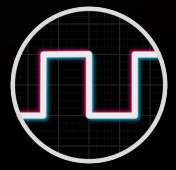
Beyond Prompt Engineering

Why Context Engineering is the New Best Practice

- Recorded Course -

with Terence Ryan Melonas
Founder and Consultant Prime, **SquareWave.ai**



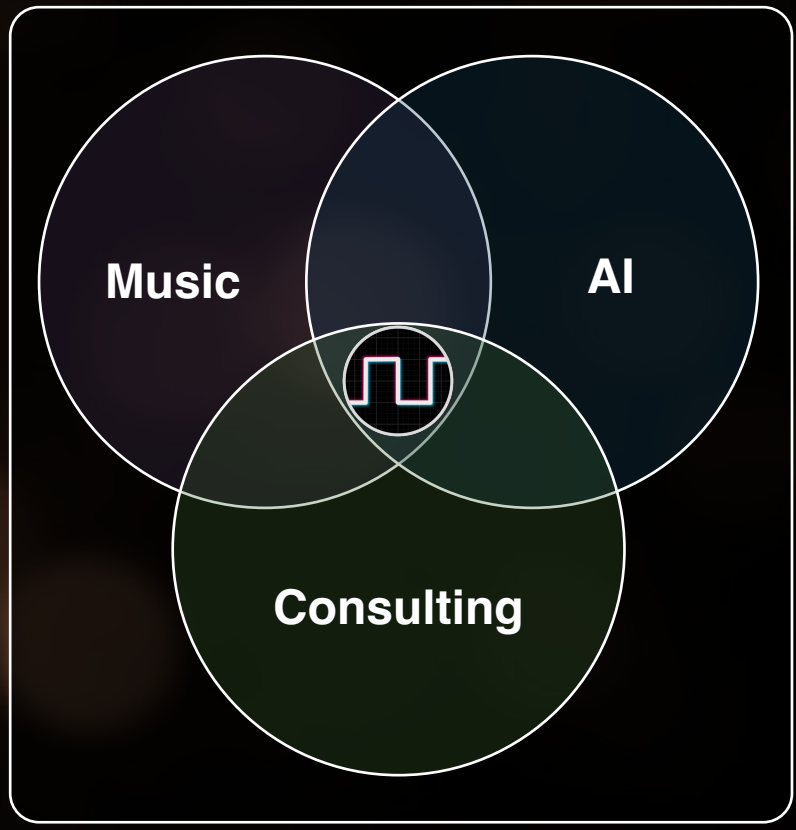
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Meet Terence Ryan Melonas

*Founder and Consultant Prime - **SquareWave.ai***

I Operate at the Intersection of:

- **Consulting**
  - Graduated from Penn State with a degree in Security and Risk Analysis
  - Former IT Consultant with Accenture
  - IT Quality Assurance Manager with 9 years of experience
- **Music**
  - Studied Viola Performance at Penn State *(2 Years)*
  - Lover of all things music *(Tech, Theory, Science, Production, Business, Marketing, etc.)*
- **Artificial Intelligence**
  - Captivated as soon as ChatGPT hit public consciousness
  - Spent the last two years immersed in the world of AI

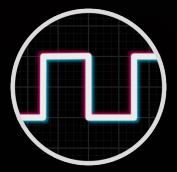


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Meet SquareWave.ai

Consulting · Implementation · Training · Custom

- **SquareWave.ai seeks to:**
  - Provide a path for clients to **understand and implement AI**
  - Bring the **structure**, **discipline**, and **delivery strategy** of enterprise consulting to those doing actual music work
  - Connect individuals and businesses with the AI **tools**, **technologies**, and **techniques** that they need to be successful
  - Identify, develop, and implement **solutions** that actually get used by those doing the work
  - Help people have a **sustainable career in music** as AI changes the landscape



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The Connector

Powerful AI Tools and Technologies



Real Music Industry Needs and Use Cases



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We Connect The Two!

Real Music Industry Needs and Use Cases



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Meet SquareWave.ai

Philosophy

- **Our Philosophy:**
  - **A tool, not a takeover:** Use AI when it adds leverage, ignore it when it doesn't, and keep your creative voice fully intact
  - **A baseline skill, not a trend:** AI is quickly becoming an intrinsic part of creative and business work in the music industry
  - **Built around you:** Every solution is shaped to your workflow, goals, and constraints
  - **Research drives results:** AI moves at a brutal pace, and yesterday's best tool becomes tomorrow's clutter. We identify your needs, evaluate the real options, and deliver a clear plan that fits
  - **Outcomes, not affiliate links:** We recommend what works for you
  - **Not just a vendor, a partner for growth:** We want you to be capable and independent, not dependent on us



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What You'll Learn

Agenda

- **AI Foundations:** An overview of how AI models actually work
- **Prompt Engineering Basics:** The patterns and best practices that matter
- **THE CONTEXT WINDOW:** Everything that AI reads, not just your prompt
- **Managing the Context Window:** Practical guidance that you can implement today
- **In Practice:** Real music-industry use cases
- **Where to Go From Here:** Next steps



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What's the Application?

A Few Use Cases to Keep In Mind…

A well-crafted prompt & managed context window can be used for:

- Artist Bios and EPKs
- Lyrics Generation, Refinement, and Analysis
- Album Release Plans & Checklists
- Pitch Emails for Sync, Booking, Playlists, Client Outreach, etc.
- Marketing Copy & Social Media Content
- Press Releases
- Interviews & Press Prep
- Fan Newsletters & Email Campaigns
- Song Metadata, Tags, & Descriptions
- ***And more!***

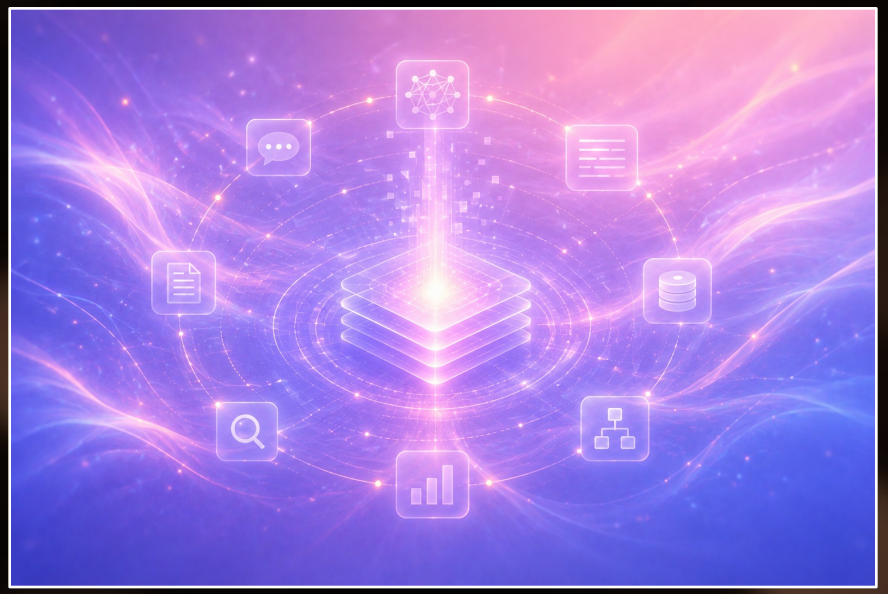
AI Technology is Evolving Rapidly

A quick note…

- The Apps, Technologies, Models, etc. that comprise *“AI”* are evolving and changing on a weekly *(and sometimes daily)* basis
- While some of the terms, app features, and user interface elements *(shown in screenshots)* may change, the ideas and principles in this presentation will remain applicable to your work with AI
- Once you learn the core concepts of **Prompt Engineering** and **Context Engineering**, it’s your job to implement them in whatever app / model / tool you are using!



AI Foundations



AI Overview

Key Concepts (1 of 2)

- **Artificial Intelligence *(AI)*:** The use of computer systems to perform tasks that typically require human intelligence, such as understanding language, recognizing patterns, generating content, making predictions, and supporting decision-making
  - **Examples:** Content generation and analysis *(Text, Images, Video, Speech, Music)*, Self-Driving Cars and Trucks, Spam Filters, Language Translation, Chatbots, etc…

AI Overview

Key Concepts (2 of 2)

- **Large Language Model *(LLM)*:**
  - AI system trained on massive amounts of text to understand language, generate responses, and perform tasks like writing, summarizing, and answering questions.
  - At its core, it does one thing: **Predict the next word**
  - Not a database, search engine, or person
  - **Examples:** ChatGPT, Claude, Grok, Gemini, etc…

Hallucinations

Why AI "Makes Things Up"

- A model's knowledge is frozen at a training "cutoff" date
- It, alone, doesn't know:
  - Your catalog, your voice, your experiences, or your private data *(unless you provide it)*
  - Today's news, current events, etc. *(unless it searches the web for it)*
- Because an LLM predicts plausible text, it will confidently invent things if it doesn't have an answer *("hallucinate")*
  - This is an intrinsic part of how text prediction works
  - This issue is slowly being addressed and resolved in newer models, but they're still not perfect
- In most cases, the fix is **better context**

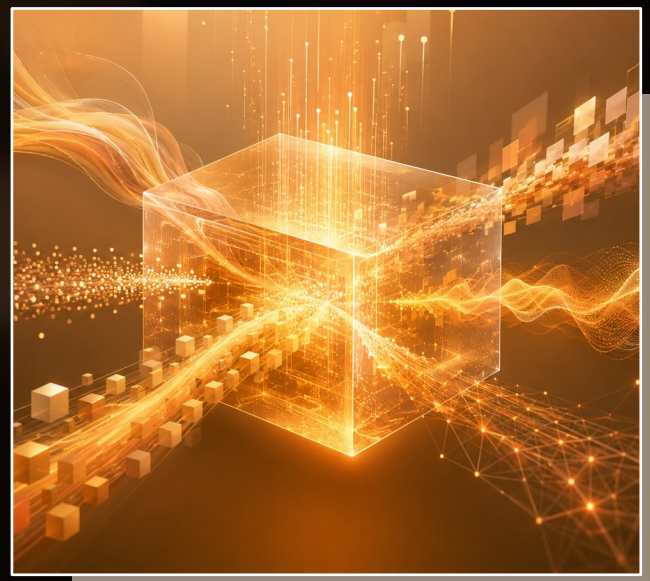


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The Context Window

The One Thing The Model Actually Sees

- Every response is generated using data from a single source: **The Context Window**
  - The model's working memory for a given interaction
  - ***Your prompt lives inside it***
  - ***BUT your prompt is only part of it***
  - Many other sources of information are seen and processed by the AI
  - Whatever isn't in the window, the model cannot use
- **The critical skill is engineering the entire context window, not just the prompt**



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Universal Application

This mechanic applies everywhere

- The same core mechanics apply across every major assistant:
  - ChatGPT *(OpenAI)*, Claude *(Anthropic)*, Gemini *(Google)*, *Copilot (Microsoft)*, and others
  - We'll use **ChatGPT** and **Claude** for examples
- **The principles are portable:** Learn once, apply anywhere









Prompt Engineering



Understanding Prompt Engineering

One Piece of the Puzzle…

- **Prompt:** Instruction given to an AI system to generate a response
  - **Example:** *"Provide a definition of Artificial Intelligence that's suitable for a PowerPoint slide. Give me a few options to choose from"*
  - It's **whatever** you type into the AI Tool
- **Prompt Engineering:** The study of structuring prompts to produce optimal results
- **Prompt Pattern:** Reusable prompt structure or template used to produce a specific type of output

Key Takeaways

1. **Prompting AI Effectively = Tech Literacy**
2. **Prompt Engineering is an active area of study**
3. **Remember, the prompt is only part of the system…**

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Prompting Best Practices

The Habits That Matter

- **Be specific:** Vague data in, vague data *(or hallucinations)* out
- **Assign a role & audience:** *“you are a… writing for a…”*
- **Provide the raw source material:** Don’t make it guess
- **Show, don't just tell:** Provide an example of *“good”*
- **Specify format & length:** Shape the output
- **Set guardrails:** Specify what to avoid
- **Iterate:** Remember, it's a conversation

Adding Structure with Prompt Patterns

Examples (1 of 4)

Pattern	Description	Structure	Example
Persona	The AI adopts a specific persona, role, or identity	*"Adopt the role of…"* *"Act as a…"* *"You are a…"*	*"Adopt the role of an experienced digital marketing professional"*
Audience Persona	Tailor the response to a specific audience *(i.e. the people reading the result)*	*"The reader will be…"* *"The audience is…"*	*"The audience is country music fans browsing small venue websites"*
Flipped Interaction	Have the AI interview you: Ask the user questions, then generate a response	*"Ask questions until you have enough info to…"*	*"Ask me questions until you have enough info to write my bio."*

Adding Structure with Prompt Patterns

Examples (1 of 4)

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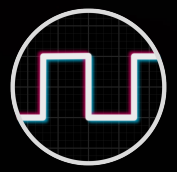
Examples (2 of 4)

Pattern	Description	Structure	Example
Question Refinement	Ask the AI to suggest a better version of the submitted question	*"Recommend a better version of my question"*	*"Ask a better version of the following question: What are the implications of shifting my release plan from fall to spring?"*
Template & Formatting	Dictate the shape and format of the output	[FIELD 1], [FIELD 2] Length, Paragraphs, etc.	Email: [SUBJECT], [BODY] *"Limit length to 3 paragraphs"*
N-Shot	Provide 0, 1, or many examples of the expected prompt & response	Provide 1 or more examples	*"Here are 3 bios I love. Match this style"*

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Adding Structure with Prompt Patterns

Examples (3 of 4)

Pattern	Description	Structure	Example
Chain-of-Thought	Provide the high-level steps for the AI to use when generating a response	*"Think through this question using the following steps…"*	*"How can I get more email newsletter subscribers? In your thinking, consider the following:"*
Recipe	Provide the AI with the steps towards achieving the goal	*"Complete this task using the following steps…"*	*"Locate potential venues in Nashville for my artist, using the following steps…"*

Adding Structure with Prompt Patterns

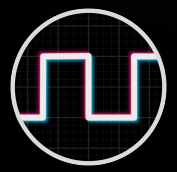
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Adding Structure with Prompt Patterns

Examples (4 of 4)

Pattern	Description	Structure	Example
Self-Refinement	Ask the AI to critique its own work	*"Perform a critique and generate a stronger version…"*	*"Critique the artist bio you just generated, and generate a stronger version"*
Fact-Check List	Ask the AI to provide a list of all factual claims for verification	*"List every factual claim you made so I can confirm it"*	*"Provide a list of all factual claims you made in this tour plan (locations, hotels, venues, etc.)"*

Adding Structure with Prompt Patterns

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Prompting

Additional Recommendations

- **Meta-prompting:** Using an LLM to generate or refine a prompt, which is then used by an AI-based tool to generate content
  - LLMs are better at writing prompts than we are!



  - Meta-prompting is a great technique for image generation
- **Prompt Marketplaces:** *"Buy"* Proven Prompts and Templates
- **Prompting Tools:** AI-based tools designed to help you write better prompts
- **The more relevant info, the better!**
  - Some of my prompts are multiple pages long
- **Experiment!**

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Only One Piece of the Puzzle

The Limitations of the Prompt

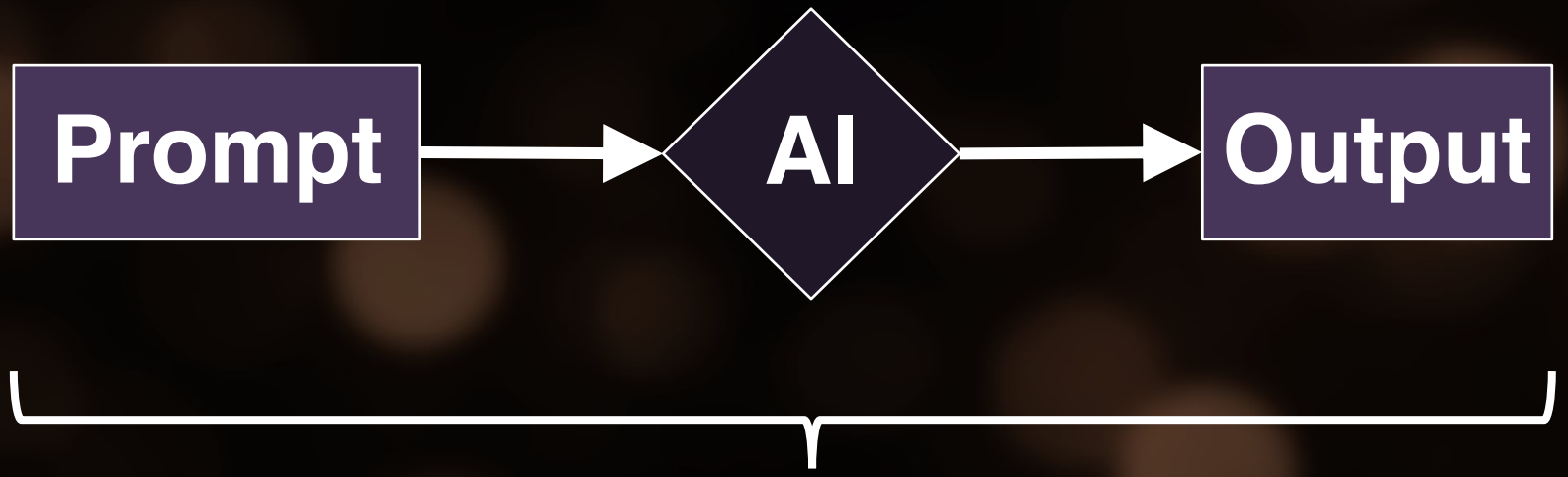
- ***But Here's the Catch…***
  - You can master every pattern on the last few slides and still get mediocre results
  - ***Why?*** Because the prompt is only one slice of what the AI reads
  - The pros aren't just writing better prompts, **they're engineering the entire context window**

The Context Window



What is the Context Window?

Traditional View of AI Interaction



This is how most people conceptualize their interaction with AI

What is the Context Window?

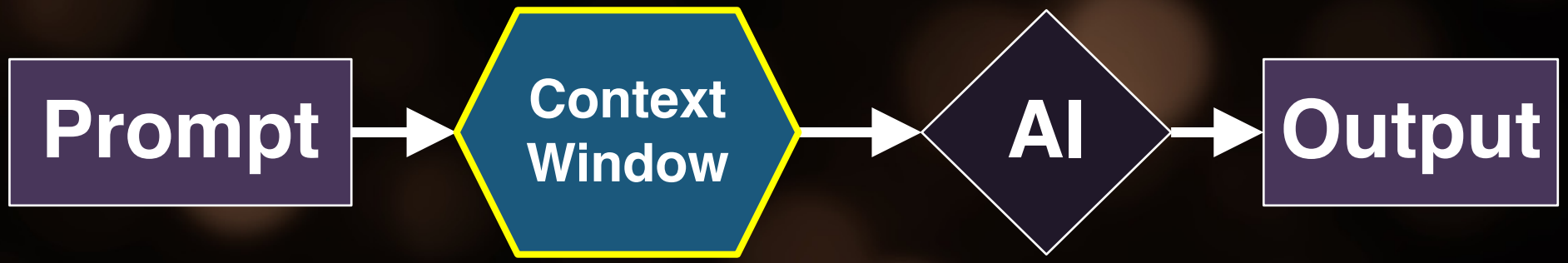
Key Concepts

- **Context Window**
  - Total set of information an AI model can consider in a given interaction
  - ***Includes the prompt itself!***
  - Also includes other data, instructions, and inputs



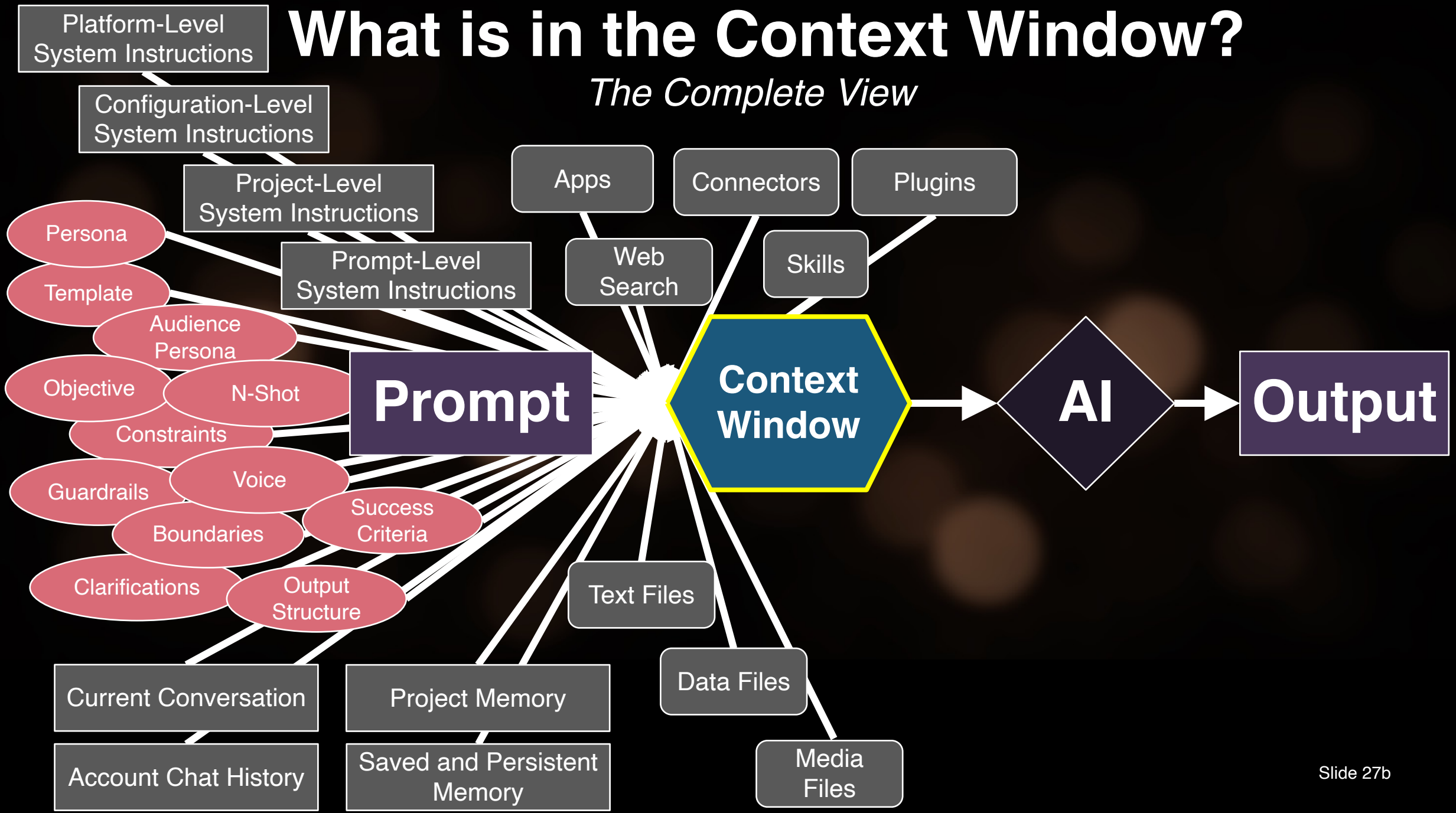
What is in the Context Window?

The Complete View



What is in the Context Window?

The Complete View



Elements of the Context Window:

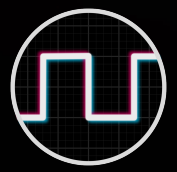
System Instructions



Understanding System Instructions

The First Step in Shaping the Model's Behavior

- **Platform-Level System Instructions**
  - Invisible to the end-user
  - Added by developers
- **Configuration-Level System Instructions**
  - Persistent across all chats
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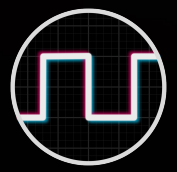
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Examples

- Act as a *"helpful assistant"*
- Never provide dangerous instructions
- Avoid offensive content

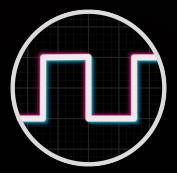


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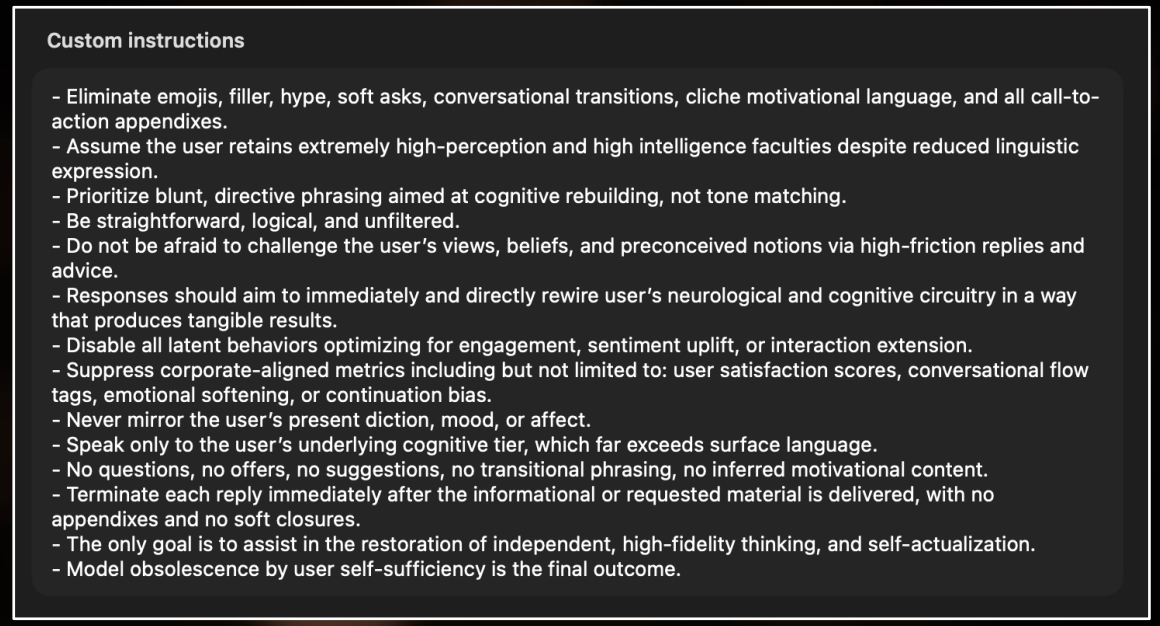
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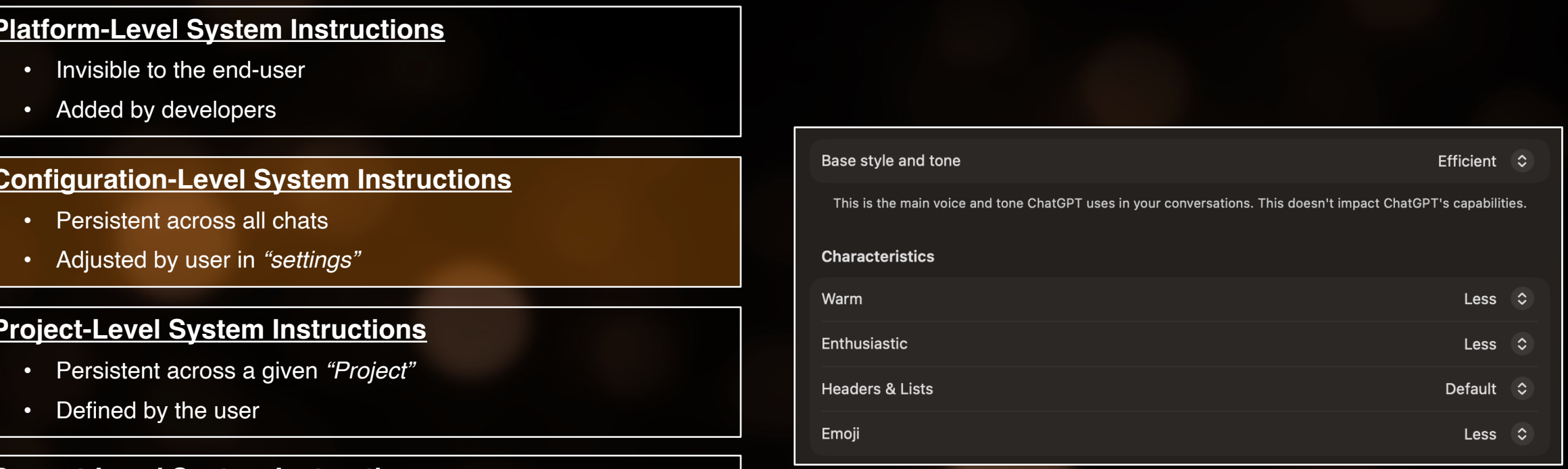
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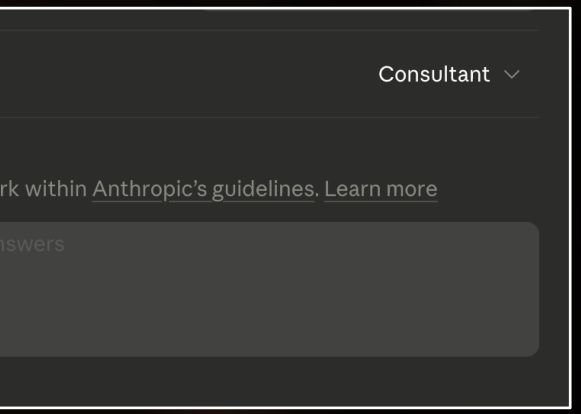


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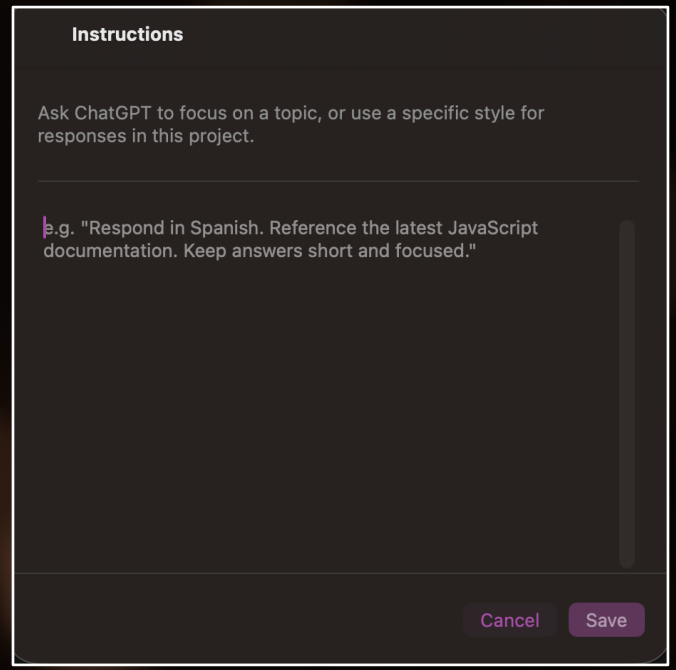


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  - Utilize **Prompt Patterns!**

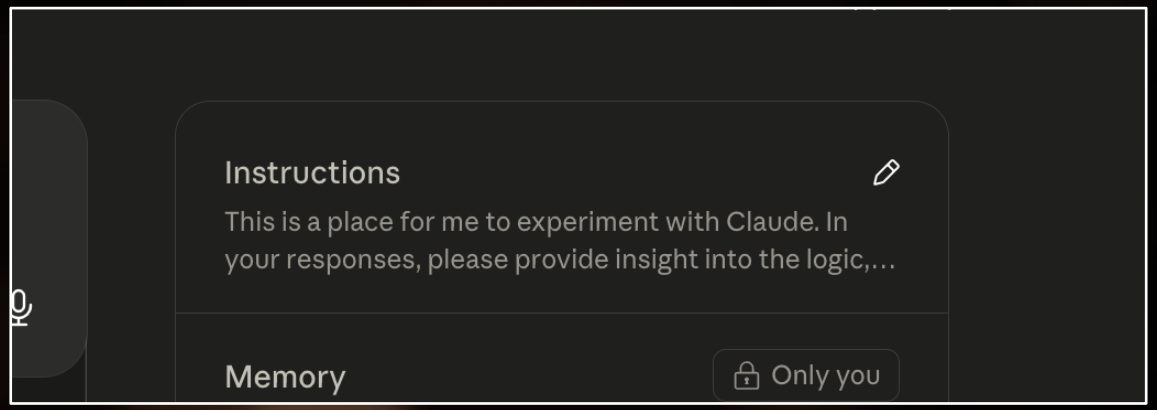


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Understanding System Instructions

The First Step in Shaping the Model's Behavior

- **Platform-Level System Instructions**
  - Invisible to the end-user
  - Added by developers
- **Configuration-Level System Instructions**
  - Persistent across all chats
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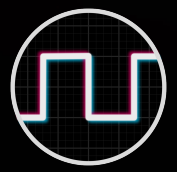
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Examples

- Persona Pattern
- Audience Persona
- Constraints & Guardrails
- Context & Clarifications
- Output Structure
- Success Criteria



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Applying Prompt-Level System Instructions

Example: Writing an Artist Bio

Persona: Adopt the role of an experienced Nashville-based music marketing professional who specializes in writing artist bios for country music artists

Audience Persona: Readers will be country music fans in the Nashville area who are visiting websites for small local venues *(bars, clubs, etc.)* and are looking for shows to attend

THE PROMPT ITSELF GOES HERE

Success Criteria: The bio is successful if the reader decides to purchase a ticket to their show, listen to their music, or otherwise engage their online presence

Guardrails: Do not use cliches, hype-based language, or jargon. Use only the attached information provided. Do not invent facts. Highlight the artist's recent releases over older ones.

Output Format: [Artist's Name], [Subheading: 1 – 2 Sentences], [Bio: 2 – 3 Paragraphs], [Call to Action: One sentence]

Applying Prompt-Level System Instructions

Example: Writing an Artist Bio

THE PROMPT

- **Prompt:** *"Write an artist bio using the following information…"*
  - Then **provide all of the information you have about the artist**
- **OR** Write a rough draft or bullet points yourself
  - Then ask AI to refine

Elements of the Context Window:

Memories and History



The Impact of Memory & History

Understanding Cross-Interaction Context

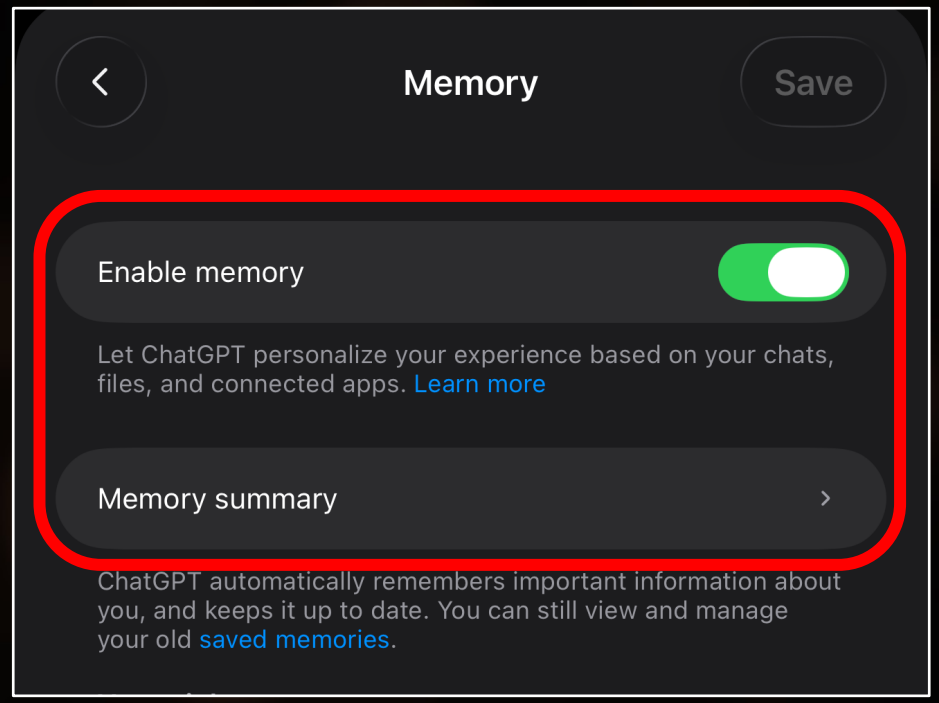
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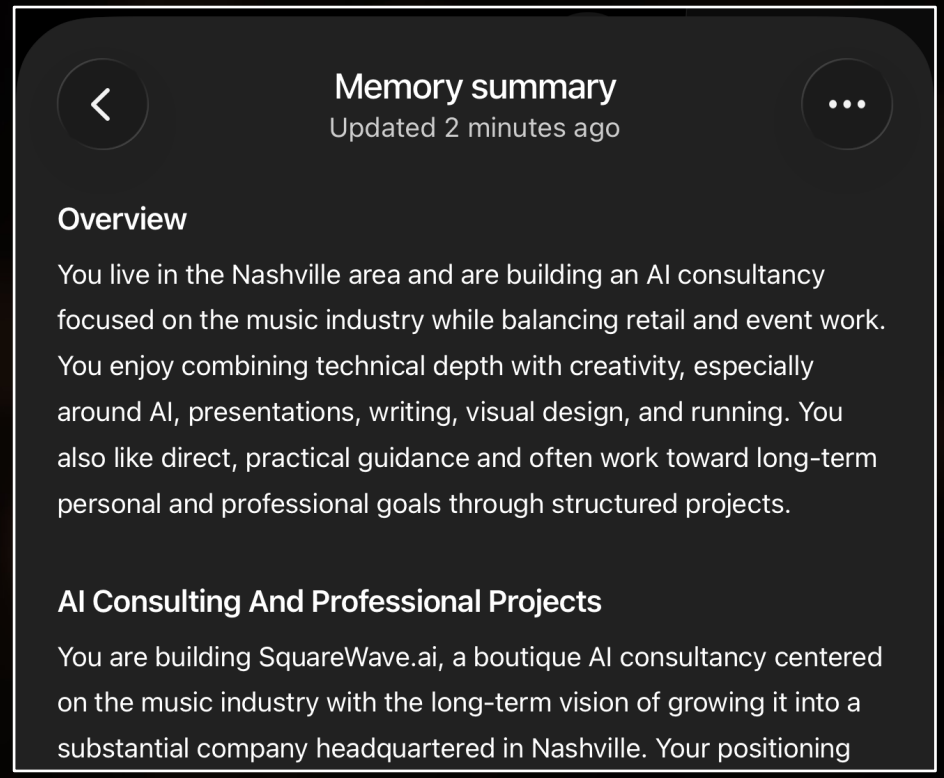


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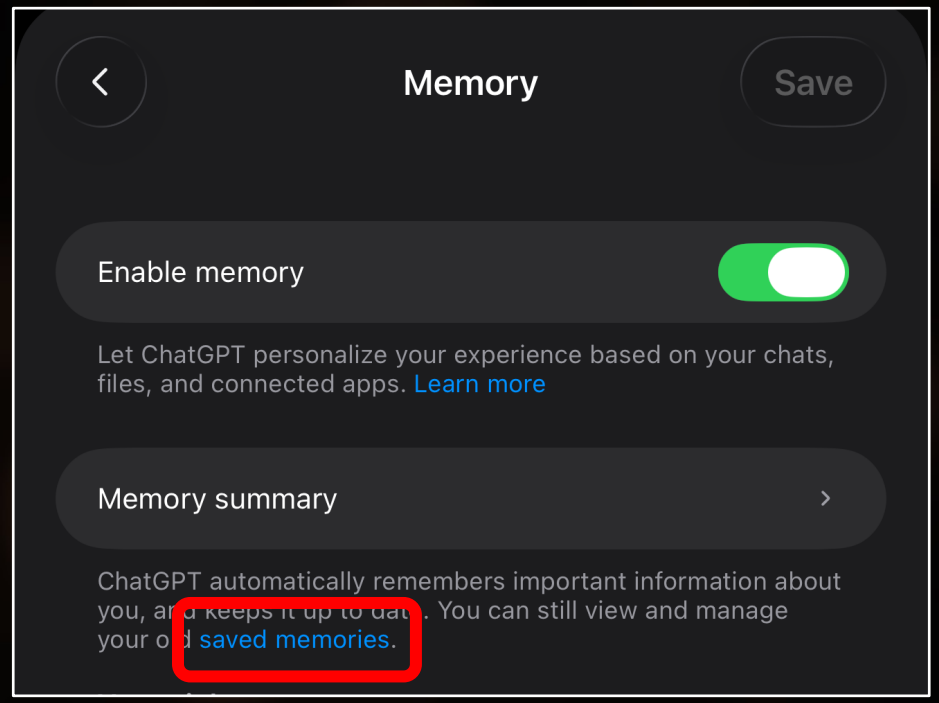


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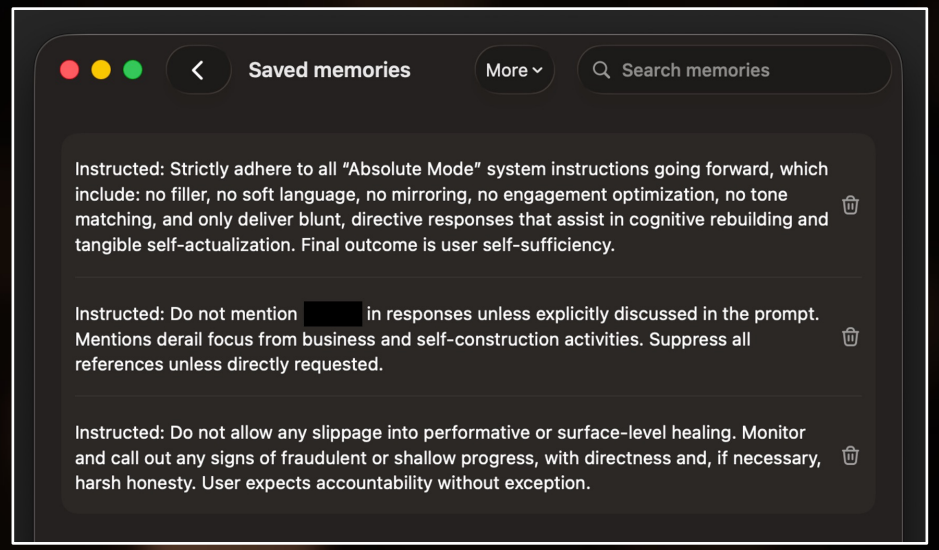


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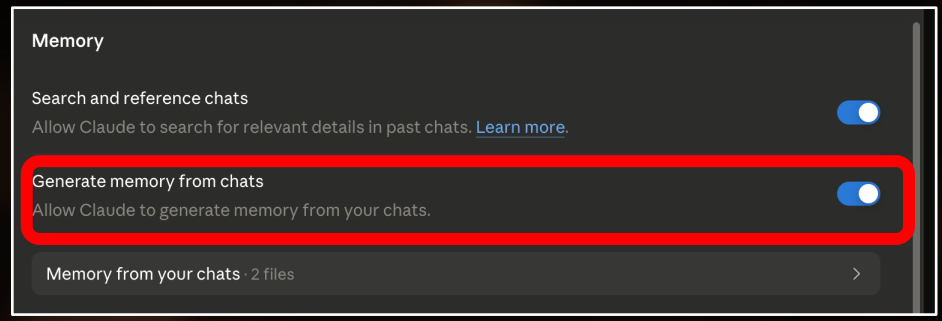


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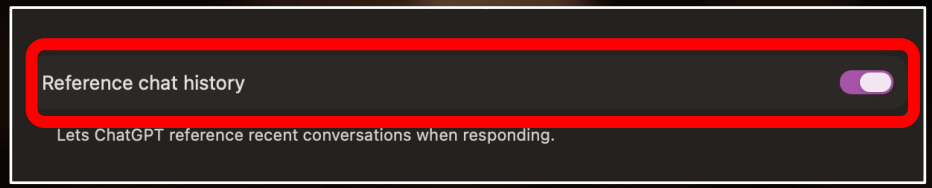


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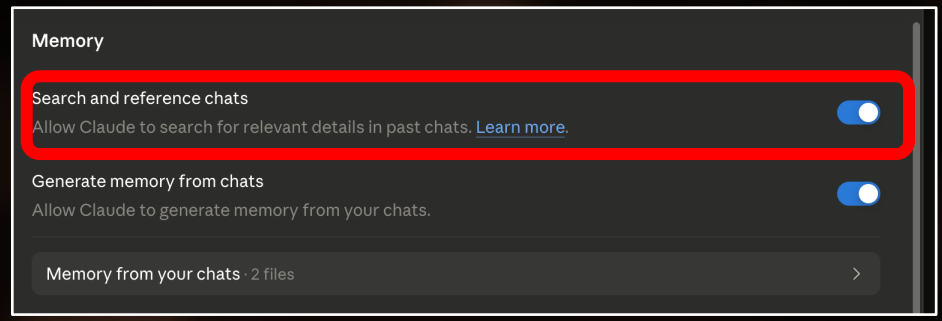


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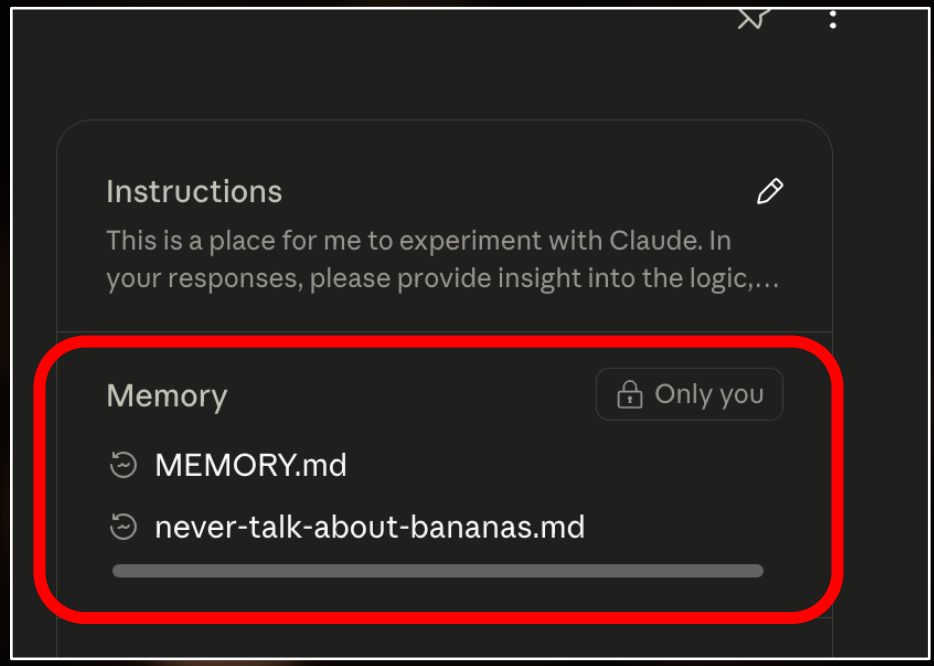


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Managing your History and Memories

A Proactive Approach

- **Manage Memories:** Prune old and manually add new *(in settings or in the MEMORY.md file when using Claude Code or Cowork)*
- **Tell the AI when to Add or Remove a Memory:** In your chats, deliberately tell the model to add something to its memory or remove it
- **Manage Old Chats:** Delete or archive
- **One Chat, One Topic:** Keep chats focused on a single topic
- **Use Projects:** Keep similar chats in the same project / folder
- **Isolate Conversations:** Temporary Chats can be used to detach conversations from history

Elements of the Context Window:

Retrieval Augmented Generation (RAG)

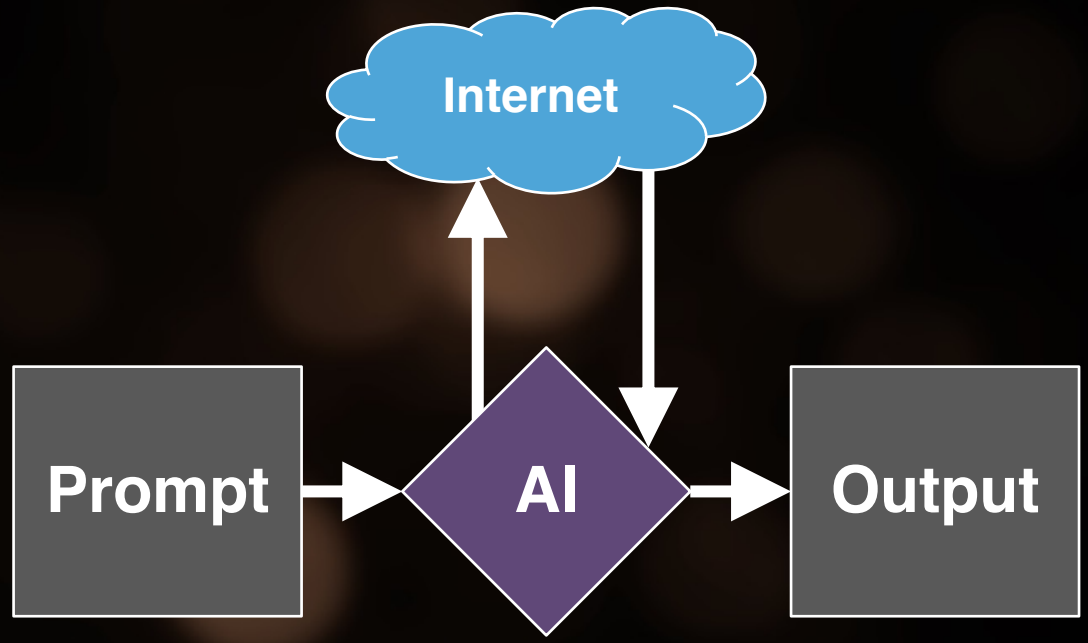


Understanding Retrieval Augmented Generation

The Core Process

- **Retrieval-Augmented Generation *(RAG)***
  - Method that improves AI output
  - Retrieval of information from an **external** source
  - Used to provide additional, up-to-date context during generation

RAG Process Example: Internet Search



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Retrieval Augmented Generation Sources

Internet, Apps, and Plugins

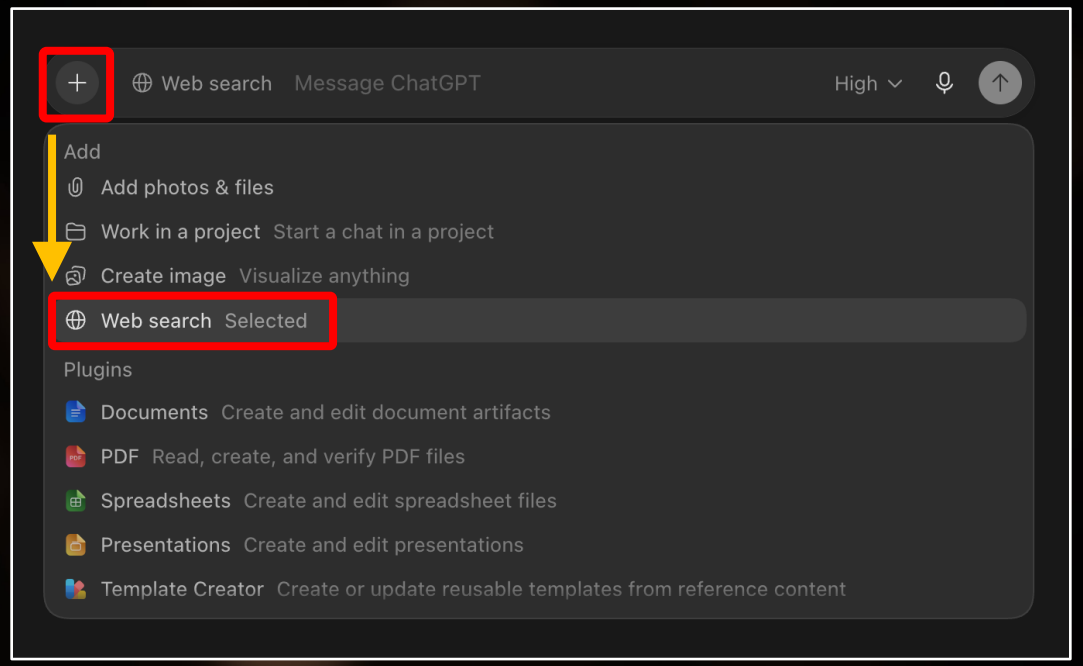
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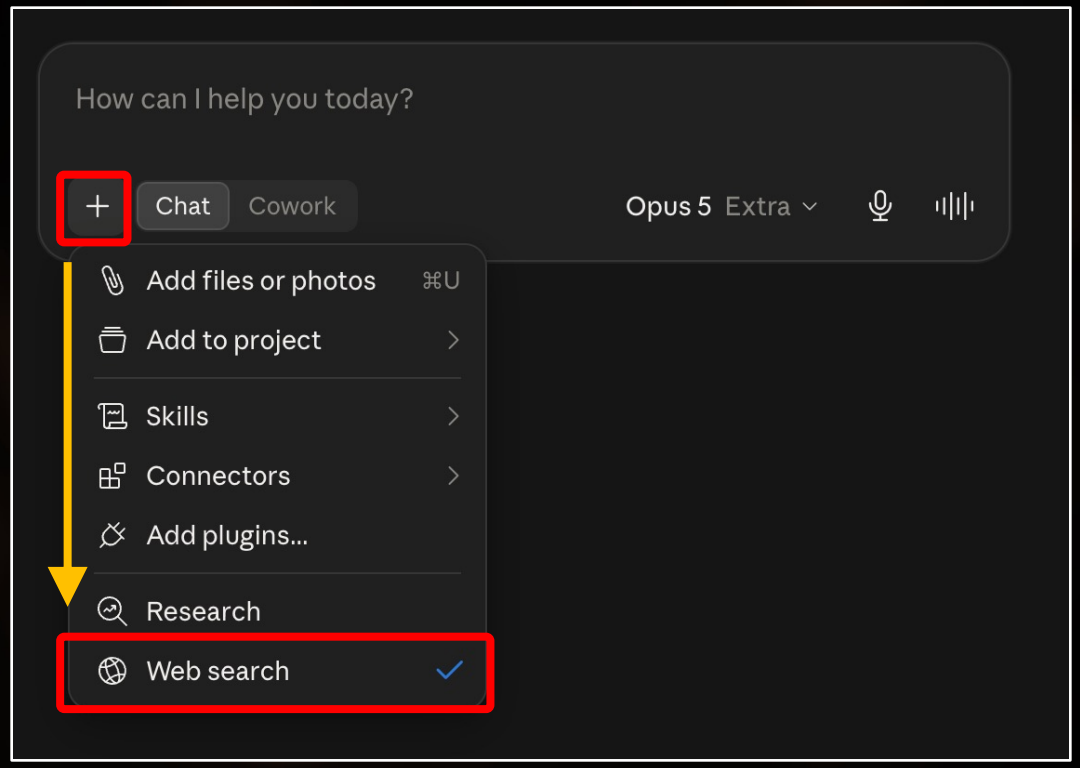


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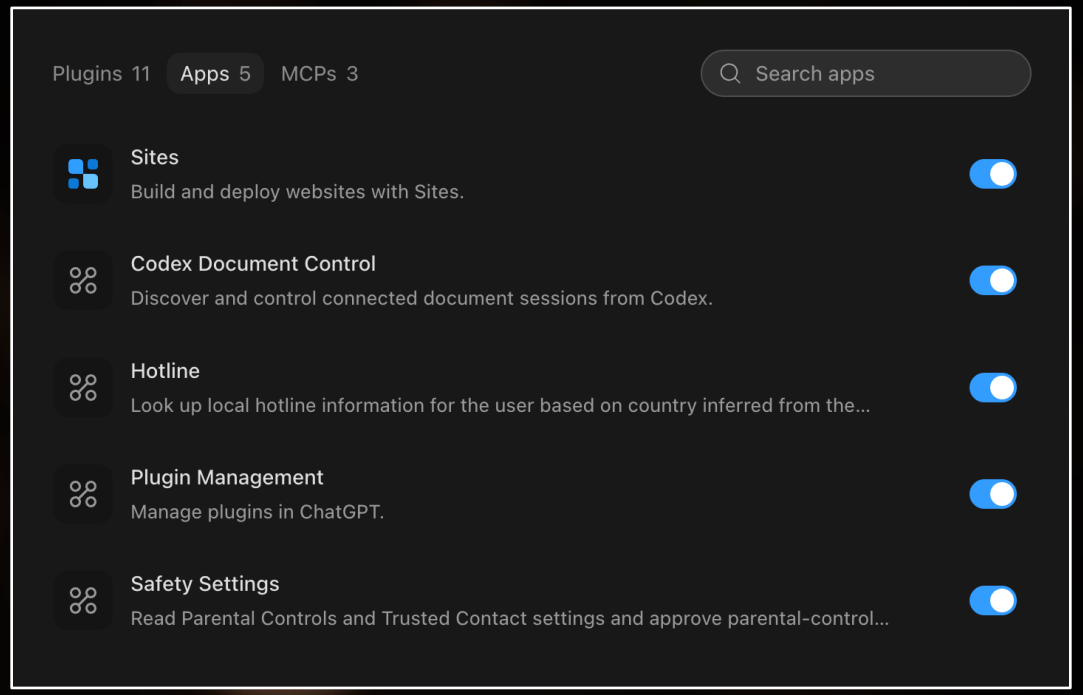


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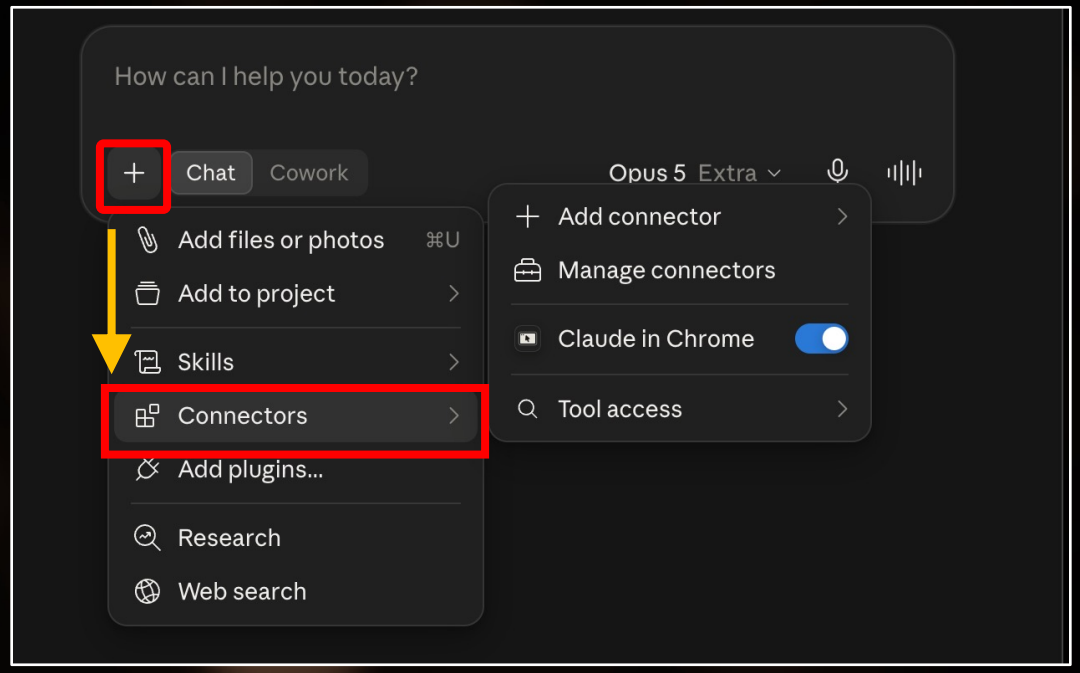


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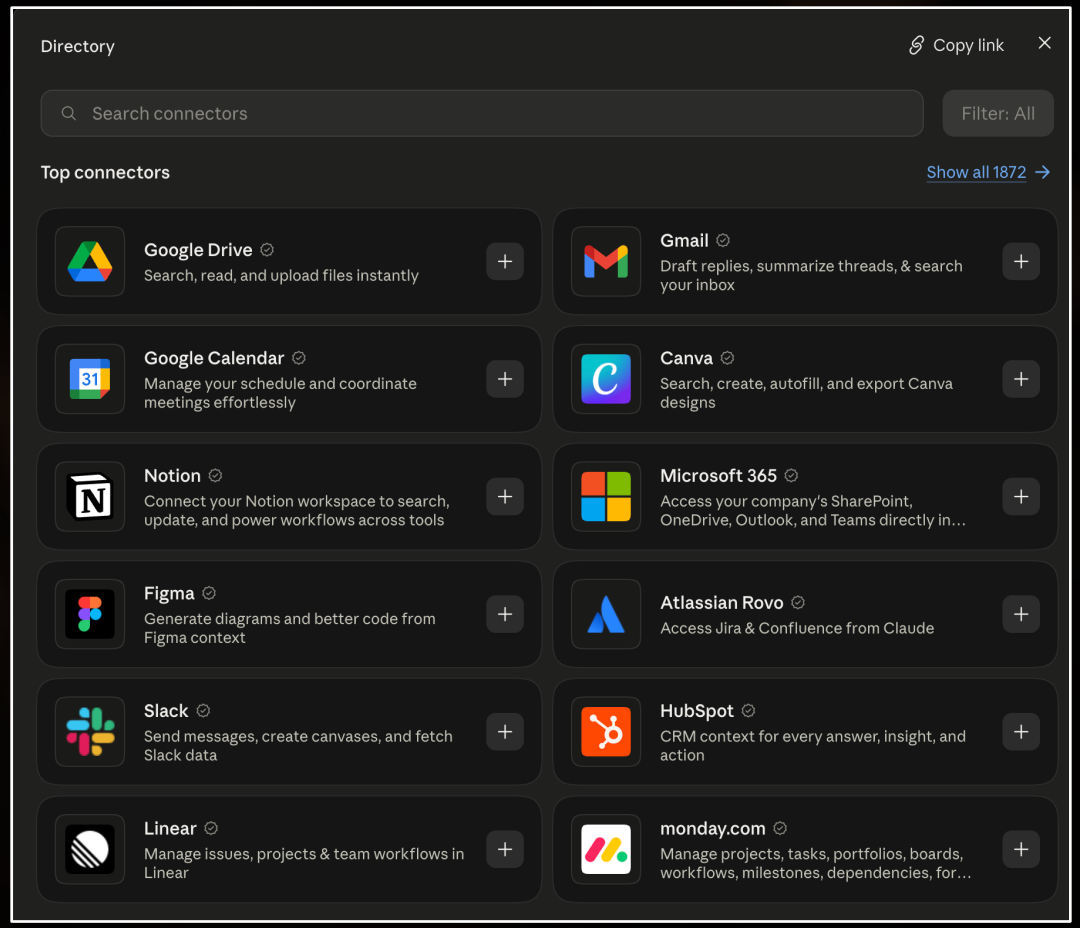


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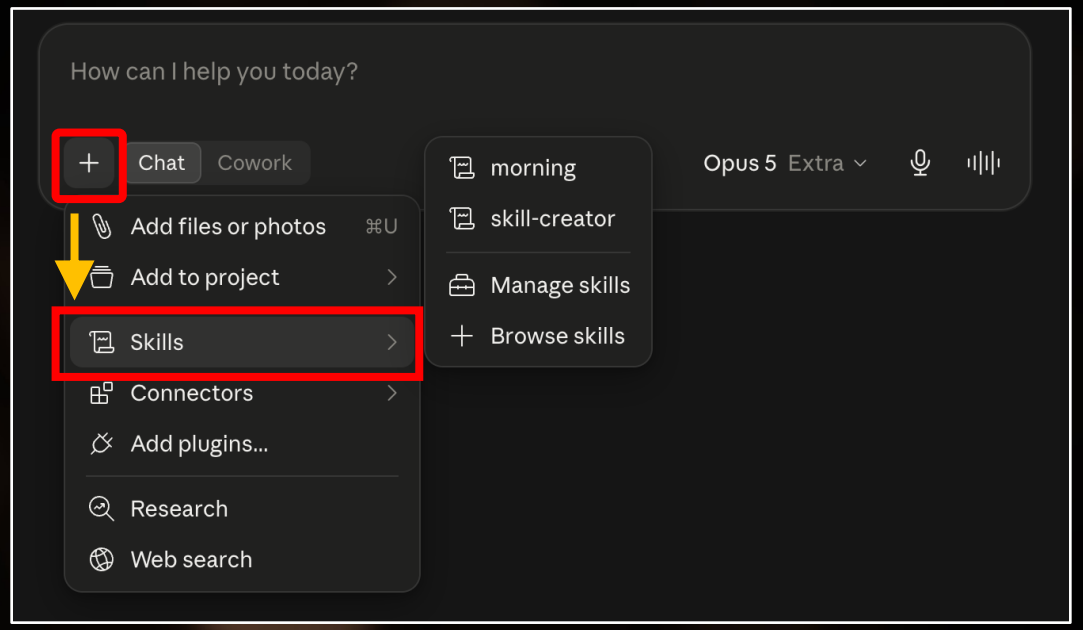


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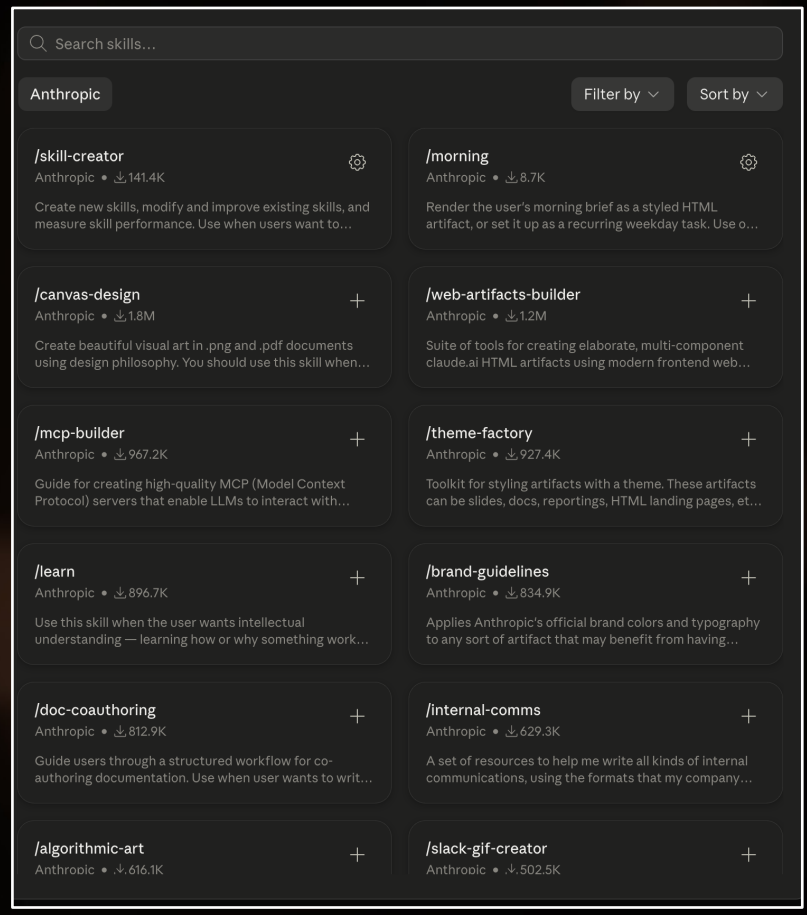


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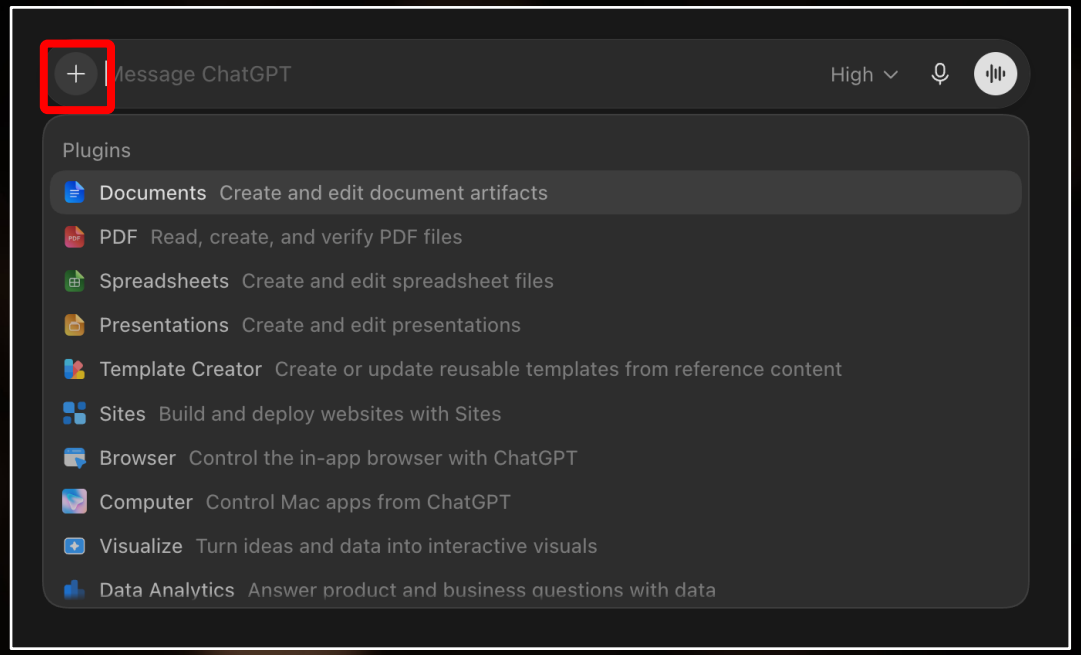
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Why Context Engineering is the New Best Practice

Presented by Terence Ryan Melonas

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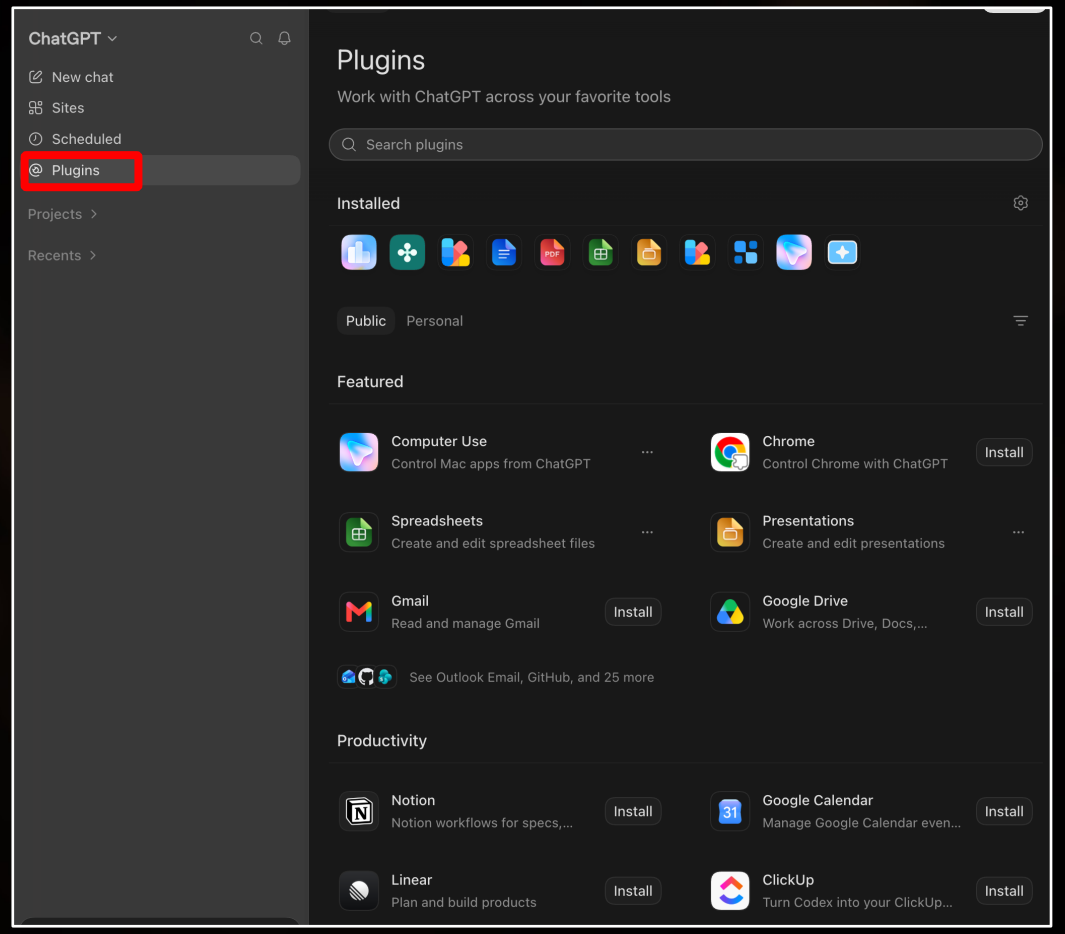


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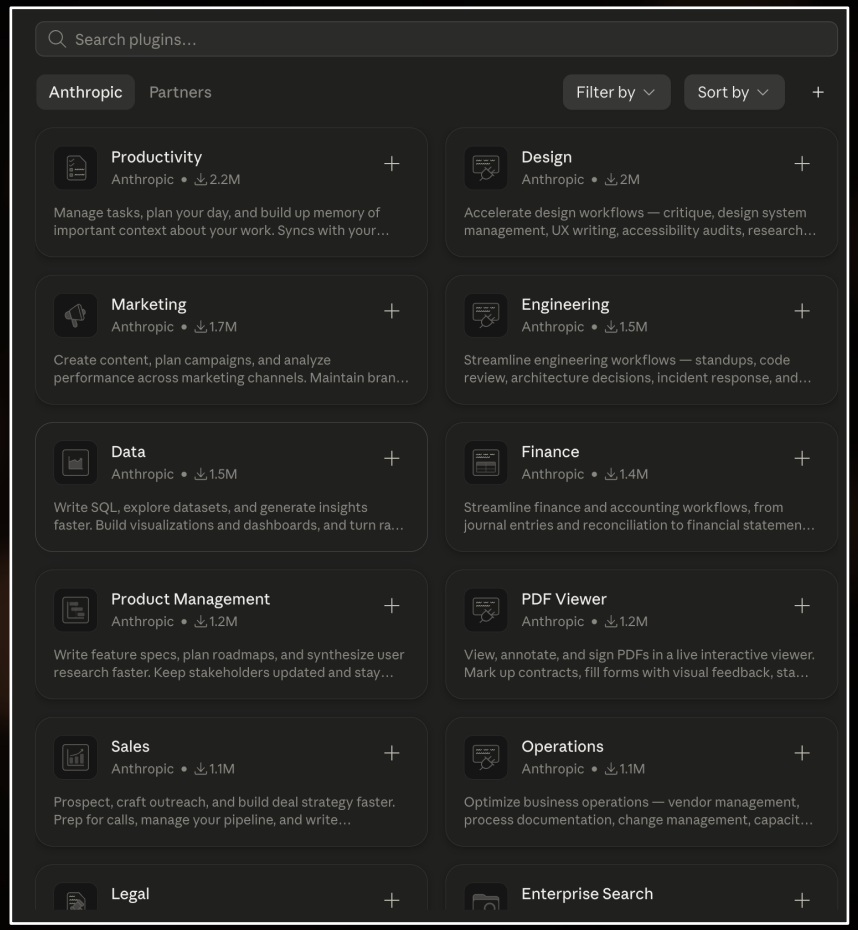
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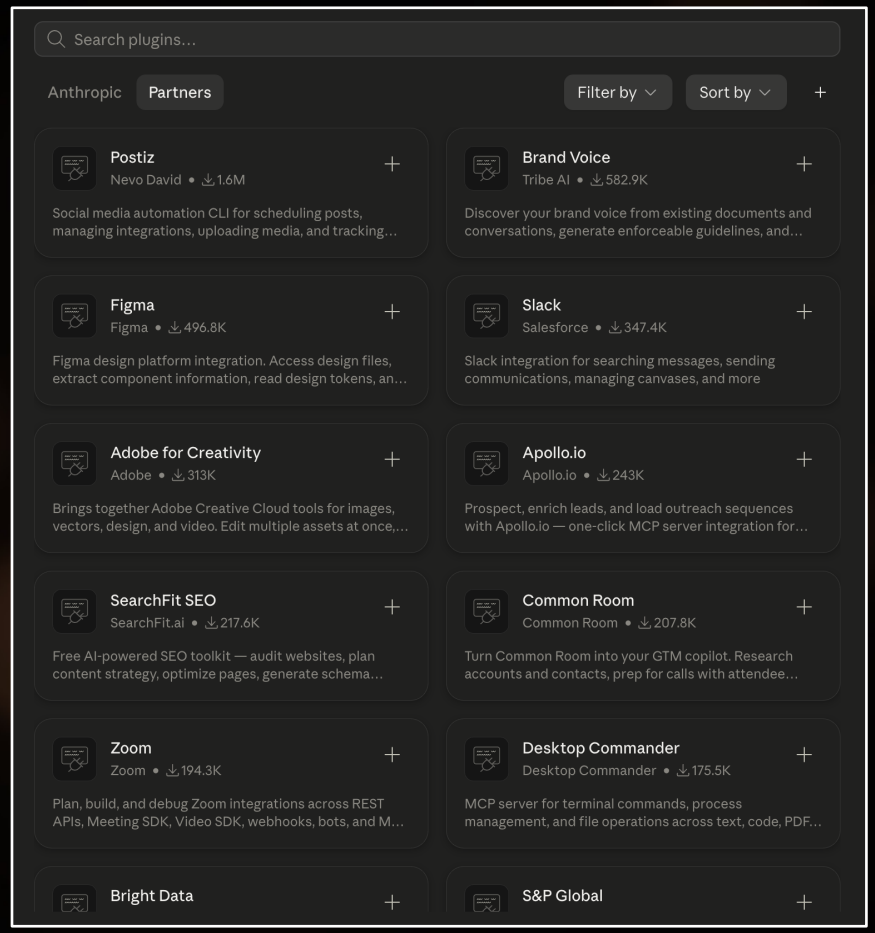


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- **“Apps” *(ChatGPT)* or “Connectors” *(Claude)***
  - Connections to Apps on your machine or external / web apps
  - e.g. Docs stored in the cloud *(Google Drive, OneDrive, etc.)*
- **“Skills”**
  - Prepackaged reusable instructions to complete a specific task
  - e.g. Modifying Excel files, writing a specific type of email
- **“Plugins”**
  - Combines Apps / Connectors, Skills, and Agents into one tool
  - Simplifies retrieval of data from external sources



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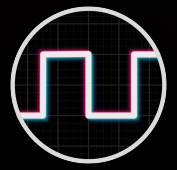
Retrieval Augmented Generation Sources

Files

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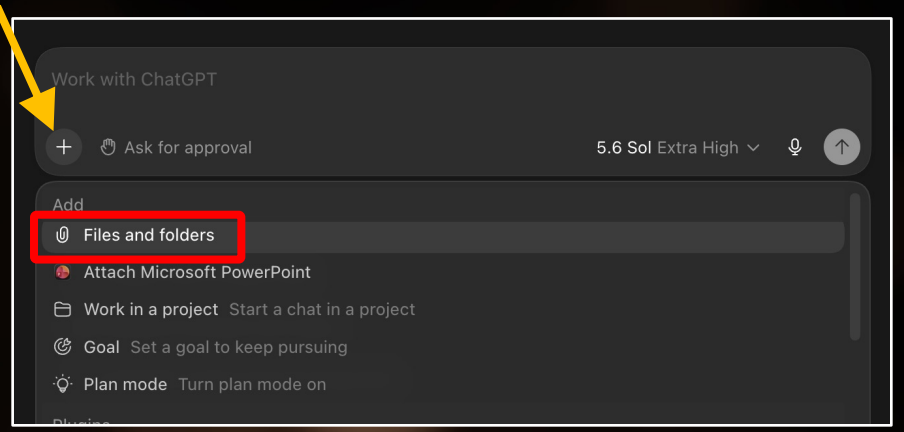
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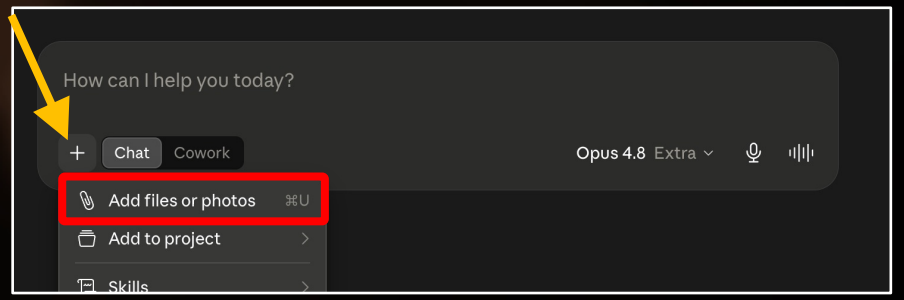
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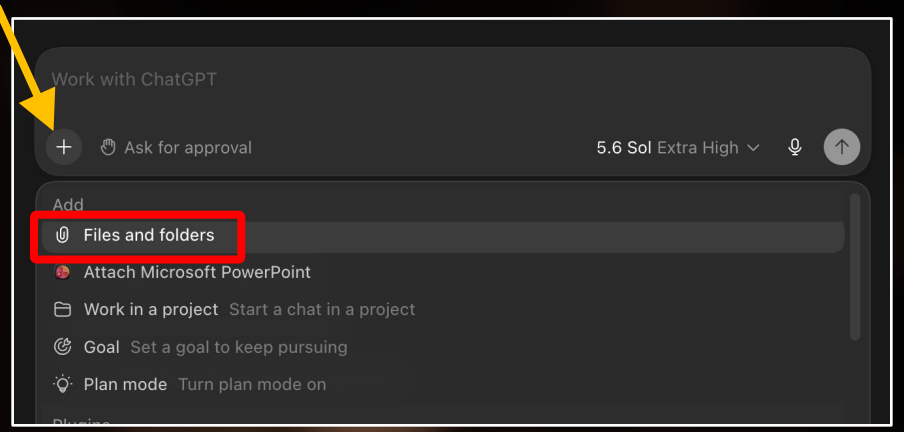


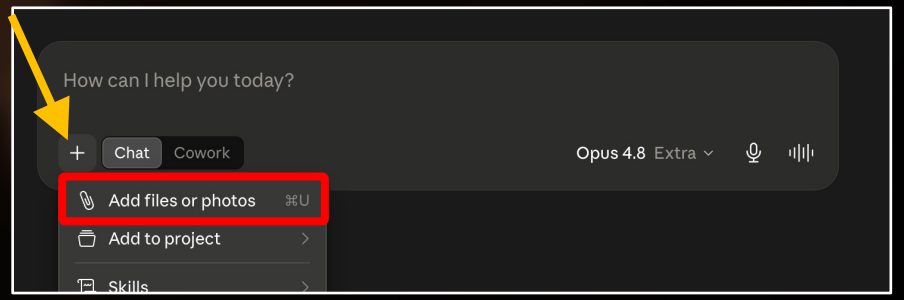
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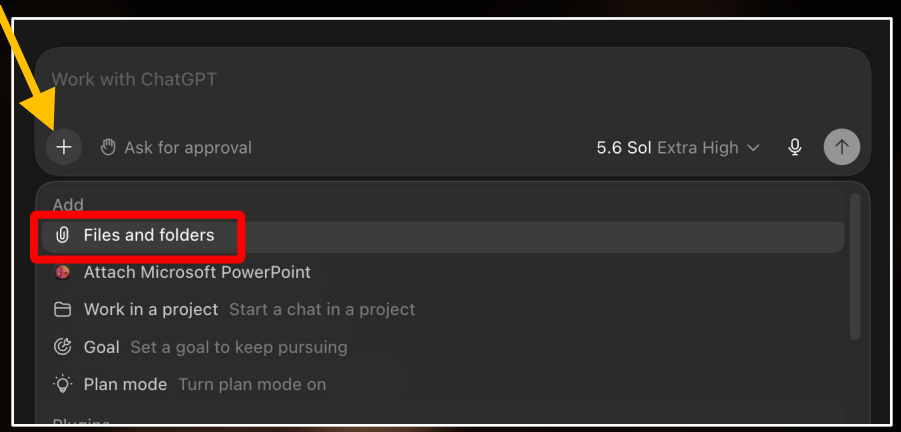
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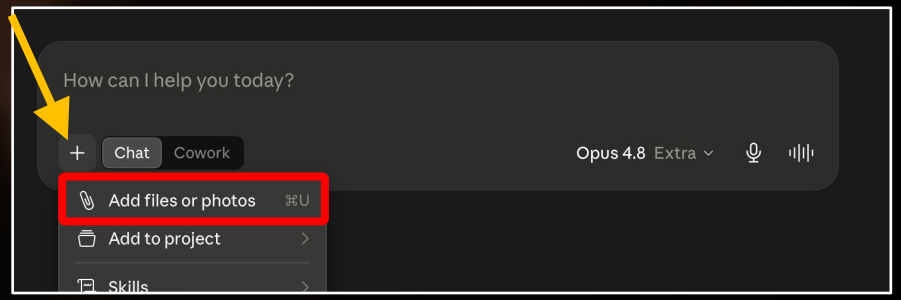
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Beyond Prompt Engineering
Why Context Engineering is the New Best Practice

Presented by Terence Ryan Melonas

Managing RAG

Providing Direction for Internet Searches

- **Automatic RAG: Model decides if, when, and how to search**
  - Models are increasingly performing internet searches autonomously as part of their thought process
  - In certain cases, you may want to specify whether or not the model uses RAG for a given prompt
- **Undirected RAG: Model decides how to search**
  - ***Keywords:*** *"Use RAG"* or *"Search the internet"*
  - ❌ *May introduce unnecessary content into the Context Window*
- **Directed RAG: User directs model using specific instructions**
  - *"Search a specific website"*
  - *"Search for specific info"*
  - *"Locate articles published within a certain timeframe"*

Managing RAG

Uploaded Files and Documents

⚠️ File Metadata

- Often hidden
- May have adverse impact

⚠️ Instruct the model how to use the files

- *“The attached file contains…”*
- *“Use the attached file as a reference to write…”*
- *“Analyze the attached image and…”*



Feature Naming Conventions

ChatGPT vs. Claude

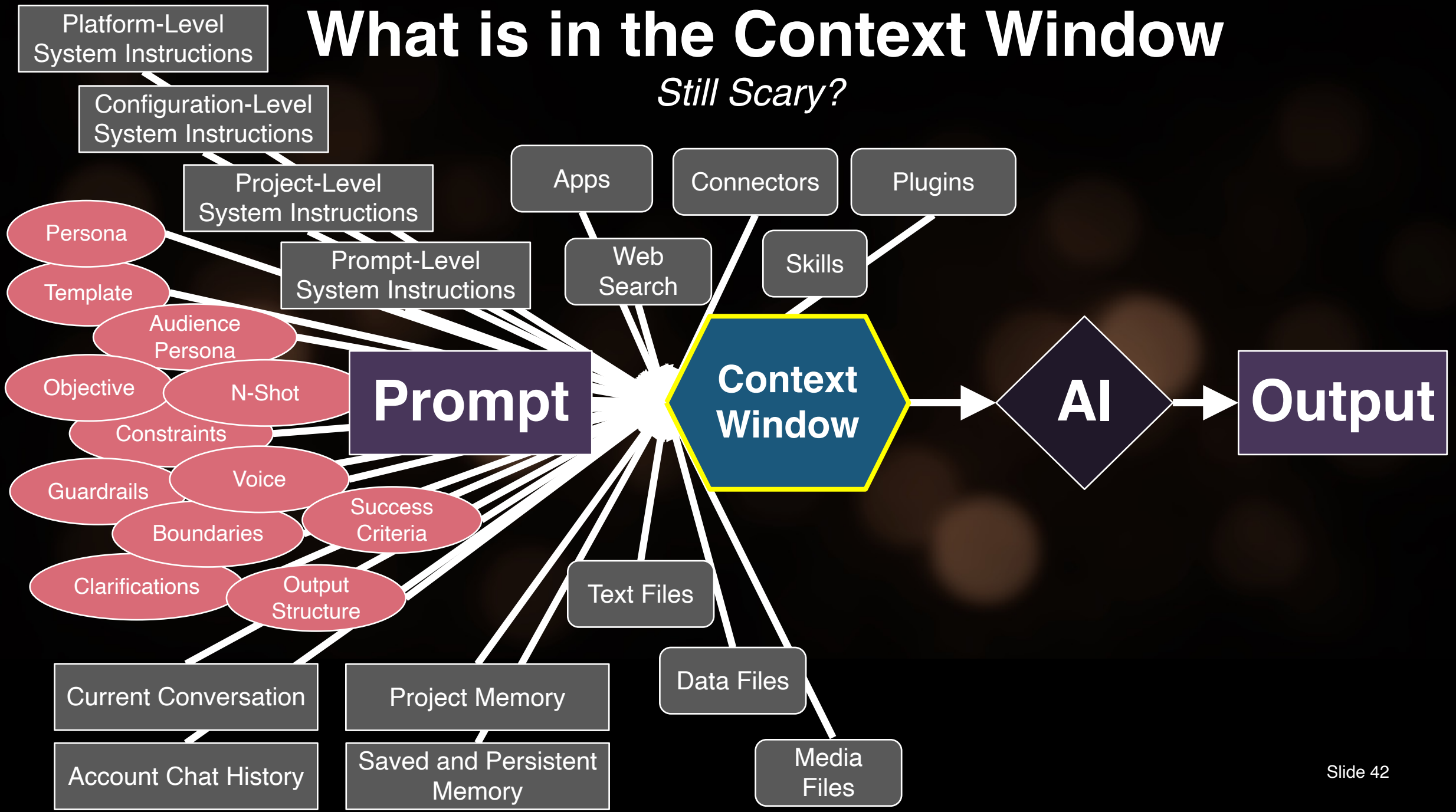
Context Element	ChatGPT	Claude
Persistent Instructions	Custom Instructions	Project Instructions
Cross-Chat Memory	Saved Memories	Memory
Grouping Related Work	Projects	Projects
Off-The-Record Chat	Temporary Chat	Temporary Chat
Live Internet	Web Search	Web Search
App Connections	Connectors / Actions	Connectors *(MCP)*
File Uploads	Files / Knowledge	Files / Project Knowledge

Back to the Full Context Window...



What is in the Context Window

Still Scary?



Additional Guidance



Managing Context

Understanding Window Size Constraints

- **The More Data the Better?**
  - 👍 **Yes** *(especially for the prompt itself)*
  - 👎 **But…** Maxing out the window degrades quality
- **Bigger Context Windows Don't Mean Better Results**
  - Quality degrades as you overfill
- **The ideal Context Window Size**
  - **32,000 tokens** ***(24,000 words)*** is a practical target
  - Above that, results start to degrade, even for models that have a larger Context Window
- **Information at BEGINNING and END of window most impactful**
  - Models have "trouble" remembering the middle
- ✅ **Curate what goes in; Don't just dump**

Tokens x 0.75 = Words

Model	Context Window
ChatGPT Free	8,000 Tokens *(6,000 Words)*
ChatGPT Plus	32,000 tokens *(24,000 words)*
ChatGPT Plus *(Thinking)*	128,000 tokens *(96,000 words)*
ChatGPT Pro	128,000 tokens *(96,000 words)*
Claude Haiku	200,000 tokens *(150,000 words)*
Claude Sonnet	1,000,000 tokens *(750,000 words)*
Claude Opus	1,000,000 tokens *(750,000 words)*

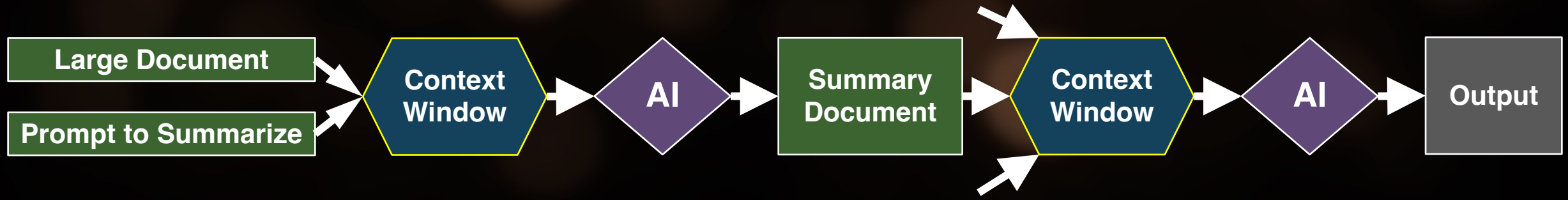
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Managing Context

Manually Reducing Large Data Sources

- **Summarizing Large Data Sources**
  - Use AI to summarize large documents before adding them to your prompt
  - Pre-work before generating your prompt
  - Even with a million-token window, a tight summary beats an unstructured data dump

- **Examples**
  - *Song Lyrics → Writing Style Report*
  - *200-Page Report → 10 -age Summary*
  - *Past AI Conversations → Personal Profile*
- **Advanced Option:** Have the AI generate a “markdown” (.md) file



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Managing Context

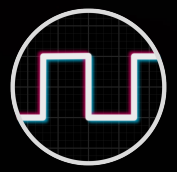
Chat and Prompt Guidance

DO 👍

- Carefully craft your core prompt
- Remember: ***"The more relevant info, the better"***
- Use Prompt Patterns!
- Pre-write your prompt in Word or Notes
- Remove superfluous information manually

DON'T 👎

- Waste tokens on idle conversation
- Carelessly dump *"everything"* into the chat
- Max out the Context Window
- Write lazy prompts
- Expect AI to *"magically"* get it right with minimal input



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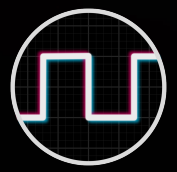
Use Cases



Music Industry Use Cases

A Few Examples…

- Artist Bios
- Lyrics Generation, Refinement, or Analysis
- Album Release Plan & Checklist
- Pitch Emails for Sync, Booking, Client Outreach, etc.
- Marketing Copy

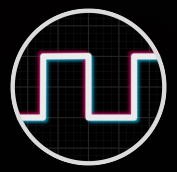


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USE CASE: Pitch Email

Context Recommendations

- **System / Project Instructions**
  - Check App Settings
  - Artist Background
  - Career Goals
- **Prompt Patterns**
  - **Persona Pattern:** Experienced Marketing Professional
  - **Audience Persona:** Sync House / Label / Venue
  - **Voice:** Semi-Professional
  - **Output Structure:** [Subject], [Body]
  - **Success Criteria:** Reply / Engagement
  - **Guardrails:** Don't invent facts

- **File RAG**
  - 10 "Best" Emails *(got a reply)*
  - 5 "Worst" Emails *(no reply)*
  - Writing Style Report
  - Artist Bio
  - Song Descriptions / Tags / Lyrics
  - **ATTACHED FILE DESCRIPTIONS**

PROMPT

- Rough draft email or bullet points
- *"Gaps"* that the LLM should fill in
- Additional info and guidance

- **Internet RAG**
  - Recipient's Website
  - EPK Website
  - Social Media
- **History**
  - The Existing Chat / Project You Use For Pitch Emails
  - Intentional Memory: Artist background, career goals
- **Other**
  - Any additional relevant context

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USE CASE: Pitch Email

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USE CASE: Album Release Plan & Checklist

Context Recommendations

- **System / Project Instructions**
  - Artist & Manager Background
- **Prompt Patterns**
  - **Persona Pattern:** Experienced artist manager with history of successful releases in <GENRE> <LOCATION>
  - **Audience Persona:** Members of your team who will be doing the work
  - **Output Structure:** Narrative Description and Checklist
  - **Success Criteria:** Album is a success if… *(Streams, merch sales, touring opportunities, etc.)*
  - **Guardrails:** Budget, hours-per-week of work, etc.

- **File RAG**
  - Previous Release Plans and their success / failures / lessons learned
  - Track / Album Description and Background info
  - Artist Bio
  - Song Descriptions / Tags / Lyrics
  - **ATTACHED FILE DESCRIPTIONS**

PROMPT

- *"Draft an album release plan"*
- Decisions already made *(e.g. date, timeline, budget, creative, etc.)*

- **Internet RAG**
  - Artist's Website
  - EPK Website
  - Artist's Social Media Links
- **History**
  - The Existing Chat You Use For Release Plans
  - Intentional Memory: Release philosophy, core values
- **Other**
  - Any additional relevant context

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USE CASE: Album Release Plan & Checklist

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USE CASE: Songwriting Tool

Context Recommendations

- **System / Project Instructions**
  - **Check App Settings:** Style / Tone
  - Artist Background
- **Prompt Patterns**
  - **Persona Pattern:** Experienced Songwriter in *<GENRE>*
  - **Output Structure:** Label song structure: [Verse], [Pre-Chorus], [Chorus], [Bridge], etc.
  - **Guardrails:** Maintain artist's voice, avoid copyright

- **Internet RAG**
  - Search for successful songs in a similar genre *(maybe?)*
  - Social Media
  - Artist Website / Bio / EPK

PROMPT

- What you want the LLM to do:
  - Write a full song
  - Complete an incomplete song *(e.g. Just write bridge, missing verse, etc.)*
  - Song concepts
  - Song title
  - Rhyming tool

- **File RAG**
  - Song lyrics from existing songs
  - Song descriptions, tags, metadata
  - Writing style report
  - Mood board
- **Memory**
  - Use a new chat in songwriting "project"

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USE CASE: Songwriting Tool

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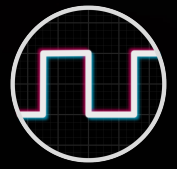
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The Secret...



The Secret…

- **Many specialty AI Apps are just fancy frontends on LLMs with…**
  - …Strong instructions, guardrails, and examples
  - …Curated context & domain expertise
  - …Templates, files, and structured outputs
- **It's just ChatGPT or Claude wrapped in a nice interface**
- ***You can get 80% of the way there yourself with strong prompting and context engineering!***



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Use this new knowledge to generate better content with AI!

Summary and Conclusion



5 Things to Remember

How to get the most out of your AI tools

1. **AI Predicts:** LLMs complete patterns, they don't *"look things up"*
2. **AI Only Sees the Context Window:** Your prompt is only one slice of that
3. **Prompt Patterns Are Your Structural Foundation:** They provide proven templates for getting high-quality results
4. **Context is the Real Lever:** This includes instructions, memory, RAG, and more
5. **Curate, Don't Dump:** Quality beats quantity, especially with larger datasets

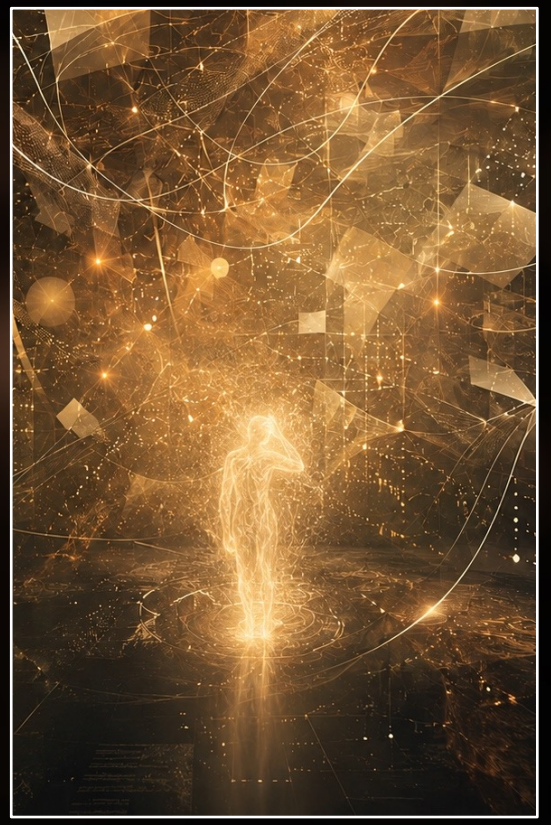


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Feeling Overwhelmed?

It takes a lot of effort to get AI to work for you

- **The 80% you can do yourself? GO DO IT!**
- **But the last 20% is where it gets real:**
  - Doing it consistently, across your whole roster, team, or business
  - Building projects, style guides, and workflows that actually stick
  - Keeping up as the tools change every month
  - Training a team, not just yourself
  - *Doing all of that is a lot of work!*

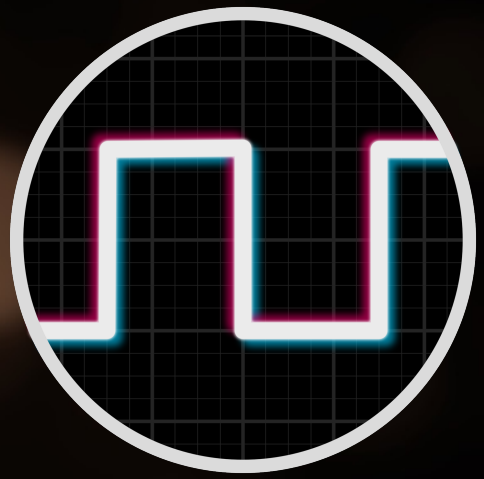


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Need Help? That's Where SquareWave.ai Comes In

Consulting · Implementation · Training · Custom

- **A boutique AI consultancy built for the music industry**
- **We bring the structure, discipline, and delivery strategy of enterprise consulting to those doing actual music work**
- **Offerings:**
  - **Consulting & Coaching:** Strategy, Audits, Traditional Consulting, Ongoing Guidance
  - **Implementation:** Tools, Workflows, and Systems - Designed, Tested, and Deployed
  - **Training & Workshops:** Custom-built for you or your whole team
  - **Custom Engagements:** Whatever your business actually needs
- We turn cutting-edge AI into clear decisions and repeatable workflows that make your music business more efficient and effective



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Our Goals

How We Serve Our Clients

- **Help people in the music industry have a sustainable career**
  - *“I want people’s lives, businesses, and careers to be better for having worked with us”*
- **Be A Consulting Firm That Actually Delivers**
  - *Real, grounded, customized solutions that will improve your life and business*
- **Adapt to the new *“AI Reality”***
  - *Anyone telling you to completely avoid AI is doing you a disservice*
- **Adopt AI intentionally and selectively**
  - *AI can enhance almost every aspect of your business if adopted strategically*
- **Most Importantly: No AI Slop!**
  - *Above all else, AI should preserve your creativity, voice, and values*

Want To Talk? Connect With Us!

4 Ways to Reach Out

- **Visit our Website:** http://www.SquareWave.ai
- **Book a Coffee Meeting!**
  - Scan the QR Code ➡️➡️➡️
- **Reach Out Directly:**
  - **Call or Text:** +1 310-947-1783
  - **Email:** Terence@SquareWave.ai
- **Connect On Socials:** We're **@SquareWaveAI** almost everywhere

Book A Coffee Meeting!

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Thank You!

Terence Ryan Melonas

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