

Goal: One focused day to level up your AI skills. No client work. Just you, building tools that make your work faster.

BEFORE THE DAY

Pick ONE Tool to Master

- **Claude Code** - the AI you'll chat to
- **Cursor** - the place to chat (terminal or VS Code)
- **Lovable / Bolt** - build apps without code

Setup (Night Before)

- Claude account created and working
- Block your calendar - no calls, no emails
- Tell clients you're unavailable
- Pick 3 workflows to potentially automate
- Have a written SOP for at least one workflow
- Prepare sample data to test with

The Rule: No client work. This is an investment day.

THE DAY: SCHEDULE

Time	Activity
9:00	Coffee. Review 3 workflow ideas. Pick smallest.
9:30	Warm-up (30 min): Tutorial
10:00	Build #1: First automation
12:00	Lunch. Walk away from screen.
1:00	Build #2: Second workflow
3:00	Build #3: Stretch goal
5:00	Document what you built. Screenshots.
5:30	Post to LinkedIn/X

Warm-Up Resources

Claude Code: mikerhodes.circle.so/c/claude-code/

Setup: code.claude.com/docs/en/setup

Cursor: cursor.com/download

Lovable: docs.lovable.dev/tips-tricks/from-idea-to-app

WORKFLOW IDEAS BY ROLE

PPC Freelancer

- Search term categorization tool
- Client report narrative generator
- Competitor ad scraper + analyzer
- Negative keyword generator from URL
- Weekly performance summary
- Budget pacing calculator

Content / SEO

- Brief-to-outline generator
- Headline variation tool
- Content audit analyzer
- Meta description generator
- Keyword clustering tool
- Competitor content gap finder

Strategy / Consulting

- Proposal generator from brief
- Meeting prep agent
- Competitive analysis workflow
- Pricing calculator
- Scope creep detector
- Invoice narrative generator

HOW TO APPROACH EACH BUILD: THE SCOUT FRAMEWORK

Letter	Meaning	What to Do
S	Success	Define what "done" looks like. Be specific: "Categorize 100 search terms in 30 seconds"
C	Context	Give the AI background: your niche, client types, examples of good/bad outputs
O	Outline	Sketch the steps before building. What's the input? What's the output?
U	Upskill	Use AI to extend your capabilities - let it write code, analyze data, draft copy
T	Tune	Iterate and improve. First version won't be perfect. Test with real data.

Start small: Your first build should be something you can finish in 2 hours. "Categorize search terms" is better than "Build a complete client dashboard." Small wins build momentum.

SUCCESS METRICS

- At least ONE working prototype
- Screenshots/recording of it working
- List of what to improve next time
- One LinkedIn/X post about what you learned

THE MINDSET SHIFT

Before: "I should learn AI someday when I have time." / "I feel so behind!"

After: "I built three tools in one day. One saves me 2 hours a week."

Copy these prompts as starting points. Replace the [BRACKETS] with your specific details.

PPC: SEARCH TERM CATEGORIZATION

PROMPT: Search Term Categorizer

I need to categorize search terms for a Google Ads account.

Business: [DESCRIBE - e.g., "E-commerce selling premium kitchen knives"]

Goal: Identify which search terms to add as negatives

Categories:

- KEEP: High buying intent, relevant to what we sell
- NEGATIVE: Wrong intent, wrong product, competitor names, informational queries
- REVIEW: Need more context to decide

For each term, output: Search Term | Category | Brief Reason

Here are the search terms:

[PASTE SEARCH TERMS - one per line]

PPC: CLIENT REPORT NARRATIVE

PROMPT: Weekly Report Narrative

Write a client-friendly summary of this week's Google Ads performance.

Client: [CLIENT NAME]

Their business: [WHAT THEY SELL]

Main goal: [LEADS / SALES / BRAND AWARENESS]

This week's data:

- Spend: [AMOUNT]
- Conversions: [NUMBER]
- Cost per conversion: [AMOUNT]
- vs. last week: [UP/DOWN %]

Key changes made: [LIST ANY OPTIMIZATIONS]

Write a 3-paragraph summary:

1. Overall performance (one sentence verdict + key numbers)
2. What's working and why
3. What we're doing next week

Tone: Professional but conversational. No jargon. Confident.

CONTENT: BRIEF TO OUTLINE GENERATOR

PROMPT: Article Outline from Brief

Create a detailed article outline from this brief.

Topic: [TOPIC]

Target keyword: [KEYWORD]

Word count target: [NUMBER]

Audience: [WHO IS READING THIS]

Goal: [What should reader do/know after reading?]

Competitor articles to beat: [PASTE URLs or key points they cover]

Generate an outline with:

- H1 headline (include keyword naturally)
- H2 sections with brief notes on what each covers
- H3 subsections where appropriate
- Suggested word count per section
- 2-3 unique angles competitors missed

CONSULTING: PROPOSAL GENERATOR

PROMPT: Proposal First Draft

Write a proposal for a prospective client.

Client: [NAME]

Their business: [WHAT THEY DO]

Problem they described: [THEIR WORDS FROM SALES CALL]

Their budget indication: [AMOUNT or "not discussed"]

My services: [WHAT YOU DO]
Recommended package: [WHICH SERVICE]

Generate:

1. Opening paragraph (acknowledge their problem, show you understand)
2. Proposed solution (2-3 sentences)
3. What's included (bullet points)
4. Timeline
5. Investment: [LEAVE BLANK FOR ME TO FILL]
6. Why me (2-3 differentiators)
7. Next steps

Keep it under 1 page. Professional but warm tone.

WHEN IT'S NOT WORKING

- **Output too generic?** Add more specific context about your niche
- **Wrong format?** Explicitly say "Output as a table" or "Use bullet points"
- **Tone is off?** Add: "Tone: [casual/professional/technical]"
- **Too long/short?** Specify word count or "Keep it to 3 paragraphs"

ITERATION PHRASES

- "That's close, but make it more [specific feedback]"
- "Try again, but this time focus on [X]"
- "Good structure. Now make the language more [casual/formal]"
- "Can you add [missing element] to this?"

The magic of real data: Prompts work 10x better when you paste in actual client data instead of hypotheticals. The AI can see patterns you'd miss.

THIS WEEK

- Use your prototype on real client work
- Note what breaks or needs improvement
- Refine the prompt based on actual results
- Save working prompts somewhere you'll find them

THIS MONTH

- Schedule next Builder Day (monthly is ideal)
- Build the next thing on your list
- Track time saved from your first tool
- Share what you built with peers

BUILDING A HABIT

- **Rule of Five:** If you do something 5x/week, automate it
- **Friction log:** Note annoying tasks as you hit them
- **Monthly Builder Day:** Block it in your calendar now

The freelancer advantage: You don't need permission. You don't need budget approval. Just one day where you say "no client work, only building."

COMMON FIRST BUILDS THAT ACTUALLY STICK

High Success Rate

- Search term categorizer
- Report narrative generator
- Meeting prep from calendar
- Email reply drafts

Medium Complexity

- Proposal from brief
- Competitor analysis
- Content outline generator
- Invoice narrative

Stretch Goals

- Multi-step workflows
- Data analysis dashboards
- Client-facing tools
- Automated alerts

SHARE WHAT YOU BUILD

Post your results with **#BuilderDay**

Seeing what others build is motivating, and you might get ideas for your next sprint. Plus, it's great content for your feed.

Post Template

"I took a Builder Day yesterday - no client work, just building AI tools for my workflow.

Built: [WHAT YOU MADE]

Time saved: [ESTIMATE]

Biggest lesson: [ONE INSIGHT]

#BuilderDay"

WANT TO GO DEEPER?

SCOUT Framework - A repeatable method for applying AI to any task → 8020brain.com/scout

Progression Phases - From "AI-Curious" to "AI-First" - where are you? → 8020brain.com/progressions

Want Personalised AI Strategy Advice?

Book a 28-minute AI Discovery Call (€249). We'll dig into your specific business — where you're spending time, what's frustrating you, and where AI can genuinely make a difference. You'll leave with specific next steps you can act on. Not a sales pitch.

Book now: mikerhodes.com.au/book-discovery