

**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	<b>Warm-up</b> (30 min): Tutorial
10:00	<b>Build #1:</b> First automation
12:00	Lunch. Walk away from screen.
1:00	<b>Build #2:</b> Second workflow
3:00	<b>Build #3:</b> 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/](https://mikerhodes.circle.so/c/claude-code/)

Setup: [code.claude.com/docs/en/setup](https://code.claude.com/docs/en/setup)

**Cursor:** [cursor.com/download](https://cursor.com/download)

**Lovable:** [docs.lovable.dev/tips-tricks/from-idea-to-app](https://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
<b>S</b>	<b>Success</b>	Define what "done" looks like. Be specific: "Categorize 100 search terms in 30 seconds"
<b>C</b>	<b>Context</b>	Give the AI background: your niche, client types, examples of good/bad outputs
<b>O</b>	<b>Outline</b>	Sketch the steps before building. What's the input? What's the output?
<b>U</b>	<b>Upskill</b>	Use AI to extend your capabilities - let it write code, analyze data, draft copy
<b>T</b>	<b>Tune</b>	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](https://8020brain.com/scout)

**Progression Phases** - From "AI-Curious" to "AI-First" - where are you? → [8020brain.com/progressions](https://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](https://mikerhodes.com.au/book-discovery)

TRACK YOUR ROI

Task	Old	New	Saved
Search term review	45 min	10 min	35 min/wk
Client report narrative	30 min	8 min	22 min/client
Meeting prep	20 min	5 min	15 min/call
Proposal draft	2 hrs	30 min	1.5 hrs

Even 30 minutes saved per week = 26 hours per year. That's almost a full work week.

WHERE TO SAVE YOUR PROMPTS

- **Simple:** Notion page or Google Doc with your best prompts
- **Better:** Claude Projects (saves context between sessions)
- **Advanced:** CLAUDE.md file in your project folders