Getting Started with Ads to AI

Your Roadmap to AI-Powered Google Ads Management

You're in the right place.

While most Google Ads professionals are still wondering whether AI will change their work, you're here learning how to use it. That's not a small thing. Thank you for your trust.

This guide maps out the journey from manual work to AI-powered operations and helps you find your starting point.

The Six Phases of AI Automation

You're somewhere on this path right now. Understanding where helps you see what's ahead—and decide where you want to jump to.

View the interactive map: 8020brain.com/progressions

PHASE 1
Stop Doing Manual Work

Get back 5-10 hours per week. Automate data collection with Google Ads Scripts, build self-updating dashboards.

PHASE 2
Add AI Analysis

AI helps you understand what data means. Manual workflows, =AI functions in Sheets, prompt development.

PHASE 3
Automate the Insights

AI analysis runs on schedule. You review, not create. API integration, structured output, scheduled workflows.

PHASE 4
Add Business Context

AI gives personalized advice. Knowledge base building, memory systems, understands your constraints.

PHASE 5
Build Your Business Brain

Work ON not IN business. Unified knowledge system. Feels like having a team of 5 working 24/7.

PHASE 6 (FUTURE)
Self-Improving Agency

AI that learns, fixes itself, and acts proactively. Continuous monitoring, autonomous execution.

Start Where You Are

Most new members fall into one of two buckets:

QUICK VALUE

ALL-IN ON AI

Start with Automated Reporting

The easiest entry point. Within hours, you'll have scripts pulling data automatically and dashboards that update themselves.

- Spending 5+ hours/week on manual reporting
- New to automation, want a quick win
- Not ready for significant time investment

Course: mikerhodes.circle.so/c/level-1-automated-reporting/

Start with the Brain

Comprehensive AI infrastructure from day one. Research, content, automation, and decision support in one system.

Requires commitment: 60-90 minutes setup time, plus learning Claude Code. If you're already feeling behind on AI, this might add to that initially.

But if you're ready—this is the ideal path. You'll have capabilities most won't develop for years.

Setup: 8020brain.com/setup

FIND YOUR STARTING POINT

Not sure which bucket you're in? Use the **Onboarding Tool at mikerhodes.com.au/onboarding** — an AI conversation that identifies your phase and creates a personalized learning path. Free, no email required.

Courses & Skill Maps

Each phase has a skill map showing exactly what to learn. The courses teach the skills for each level.

View all skill maps: 8020brain.com/progressions

AVAILABLE   **Level 1: Automated Reporting**

33 videos, 6-8 hours. Foundation, Data Collection, Processing, Delivery. mikerhodes.circle.so/c/level-1-automated-reporting/

JAN 2026   **Level 2: AI Analysis**

Add AI analysis to your automated data. Manual workflows, Sheets AI, prompt engineering.

FEB 2026   **Level 3: Automated Insights**

Make AI analysis fully automatic using APIs and structured output.

MAR 2026   **Level 4: Business Context**

Build knowledge bases and memory systems for personalized AI advice.

Brain Setup (if starting there)

A 7-step guided process at **8020brain.com/setup**

1-2	**3-4**	**5-6**	**7**
Welcome & IDE	Dependencies & API Key	Install Claude & Brain	Verify & Go

Optional: Google Ads API + MCP (8020brain.com/setupapi) — query Google Ads data directly in Claude Code. Additional 45-60 min setup. Not required for scripts.

Want hands-on help? Book 2 hours 1-on-1 to get brain and API set up together: **mikerhodes.com.au/consulting**

Community Resources

AI Videos
mikerhodes.circle.so/c/ai-learning/

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

8020brain Space
mikerhodes.circle.so/c/8020brain/

AI Questions
mikerhodes.circle.so/c/ai-questions/

Quick Reference

RESOURCE	URL
Onboarding Tool	mikerhodes.com.au/onboarding
Progression Phases & Skill Maps	8020brain.com/progressions
Brain Setup Guide	8020brain.com/setup

API/MCP Setup	8020brain.com/setupapi
1-on-1 Setup Help	mikerhodes.com.au/consulting
Level 1 Course	mikerhodes.circle.so/c/level-1-automated-reporting/

Your First Week

If Starting with Automated Reporting

1. Use the onboarding tool to confirm your phase
2. Start Level 1 course (Section 1: Foundation)
3. Complete your first script by end of week
4. Post your wins in Circle

If Starting with the Brain

1. Set aside 60-90 minutes for uninterrupted setup
2. Follow 8020brain.com/setup step by step
3. Run your first Claude Code command
4. Explore the skills directory
5. Post in the 8020brain space

Either path: Introduce yourself in the community. Watch the most recent weekly video. Pick ONE thing to focus on. Ask questions when stuck.

Welcome to the community. Your quest begins now.