

# Getting Started with Ads to AI



## Your Roadmap to AI-Powered Google Ads Management

MEMBER GUIDE • JANUARY 2026

### Why This Exists

Nine years ago, I started using the word "ExtraHuman" to describe what I thought AI could become.

Not artificial intelligence that replaces humans. Something better: AI that makes us more of what we already are. More creative. More capable. More ourselves.

#### Augmentation

AI amplifies your skills instead of replacing them. You bring the judgment and creativity; AI handles the repetitive work.

#### An Extra Human

A well-built AI system is like having another person on your team—one who knows your business and works while you sleep.

#### The Extra-Human Stuff

When AI handles busywork, you focus on what makes you irreplaceable: judgment, creativity, and relationships.

This is what Ads to AI is building toward. Not just automation for its own sake, but systems that free you to do your best work.

The key is **skills**—captured specifications that teach AI what "correct" looks like for your business. Instead of explaining what you want every time, you explain it once. Turn your SOPs into skills. Turn your repeated tasks into automations. Build context that makes AI genuinely useful.

#### 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.

This guide maps out the journey and helps you find your starting point. There's no single "right" path—where you begin depends on where you are today.

### 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](https://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 5

#### Build Your Business Brain

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

### PHASE 4

#### Add Business Context

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

### 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

#### 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/](https://mikerhodes.circle.so/c/level-1-automated-reporting/)

### ALL-IN ON AI

#### 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](https://8020brain.com/setup)

### FIND YOUR STARTING POINT

Not sure which bucket you're in? Use the **Onboarding Tool** at [mikerhodes.com.au/onboarding](https://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](https://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/](https://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](https://8020brain.com/setup)

1-2

Welcome & IDE

3-4

Dependencies & API Key

5-6

Install Claude & Brain

7

Verify & Go

**Optional:** Google Ads API + MCP ([8020brain.com/setupapi](https://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](https://mikerhodes.com.au/consulting)

## Community Resources

### AI Videos

[mikerhodes.circle.so/c/ai-learning/](https://mikerhodes.circle.so/c/ai-learning/)

### 8020brain Space

[mikerhodes.circle.so/c/8020brain/](https://mikerhodes.circle.so/c/8020brain/)

### Claude Code Course

[mikerhodes.circle.so/c/claude-code/](https://mikerhodes.circle.so/c/claude-code/)

### AI Questions

[mikerhodes.circle.so/c/ai-questions/](https://mikerhodes.circle.so/c/ai-questions/)

## Quick Reference

RESOURCE	URL
Onboarding Tool	<a href="https://mikerhodes.com.au/onboarding">mikerhodes.com.au/onboarding</a>
Progression Phases & Skill Maps	<a href="https://8020brain.com/progressions">8020brain.com/progressions</a>
Brain Setup Guide	<a href="https://8020brain.com/setup">8020brain.com/setup</a>

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API/MCP Setup	<a href="https://8020brain.com/setupapi">8020brain.com/setupapi</a>
1-on-1 Setup Help	<a href="https://mikerhodes.com.au/consulting">mikerhodes.com.au/consulting</a>
Level 1 Course	<a href="https://mikerhodes.circle.so/c/level-1-automated-reporting/">mikerhodes.circle.so/c/level-1-automated-reporting/</a>

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## Your First Week

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### 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](https://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.

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**Welcome to the community. Your quest begins now.**