FROM THE WORKSHOP · HOW TO GIVE AI YOUR BRAIN

THE BUSINESS BRAIN MAP

what to put in. what to build first.

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In the workshop, I asked the same AI the same question three times. I got three very different answers.

Nothing changed but the Brain.

Your AI is not broken. It just has never met you. This map shows you what to hand it, and in what order.

You are not behind. You are one Brain away.

WHAT THE WORKSHOP SHOWED

THE EMPTY BRAIN guessed. Polite, generic, could be anyone's business.

THE OVERLOADED BRAIN had everything and got confused. Old offers, old prices, mixed voices.

THE ORGANIZED BRAIN sounded like you, knew your offers, and pushed back when something did not fit.

more is not better. organized is better.

Missed the workshop? Watch it here: https://aibrainworkshop.com

TRY THIS TODAY · TEST YOUR AI

Ask your AI these three questions:

1. Who is my ideal client, and what are they struggling with right now?
2. Which of my offers should I recommend to someone who just found me, and why?
3. Write a short welcome email to a new client, in my voice.

If it guessed, made something up, or sounded like anyone but you, it does not know you yet. That is what the Brain fixes.

01 · THE TEN TILES OF A BUSINESS BRAIN

One Brain. Ten tiles. Core sits at the center. Everything else stands on it.

#	DEPARTMENT	WHAT LIVES HERE
1	**CORE**	Who you are, how you sound, what you sell, who you sell it to. Build this first.
2	**STRATEGY**	Your goals, your priorities, and the decisions you have already made.
3	**SALES**	How money gets made, from first inquiry to yes.
4	**MARKETING**	How people find you, in your buyer's real words.
5	**CLIENT EXPERIENCE**	How clients are served, kept, and grown.
6	**OPERATIONS**	How work moves through your business.
7	**FINANCE**	How money is tracked. The process, never your balances.
8	**TEAM**	How people are hired, trained, and handed work. Never personnel files.
9	**AUTOMATION**	What already runs without you.
10	**AI EMPLOYEES**	Your AI staff. Each one has one job and works from your Brain.

you do not need all ten this week. you need core.

STEP 1 OF 3 · BRAIN

02 - BUILD CORE FIRST

Core is the part every answer comes from. Get these four right and your AI starts sounding like you.

COMPANY

☐ What you do, in one sentence your ideal audience understands

☐ Mission, vision, values, founder story and differentiators

☐ Who it is for, and who it is not for

☐ The standards behind your work: what "done right" means to you

VOICE

☐ 3 to 5 pieces of your real writing: an email, a post, a story, a hard conversation

☐ Words and phrases you actually use

☐ Words you would never say

☐ The test: read the AI's answer out loud. Does it sound like you on your best day?

☐ What you will never do, say, or sell

OFFERS

☐ Every offer you sell today, by its exact name

☐ What each one includes, and what it does not

☐ Who each one is for, and the result they get

☐ Your prices and terms, as they are today

AVATAR

☐ Your ideal client, described from real people you have served

☐ What they say before they buy, in their own words

☐ What stops them from buying

☐ What changes for them after they work with you

No mission, values or founder story written down yet? Most founders do not. Answer the questions out loud, record yourself, and that recording becomes your source.

then ask your AI those three questions again. hear the difference.

03 - GATHER WHAT YOU ALREADY HAVE

Do not start from a blank page. Your business already wrote most of your Brain. Pull these:

1. Your website and social profile links
2. Your About page or bio
3. Your client avatar, offers and pricing
4. Your best emails
5. Articles, blogs, newsletters
6. Recordings or transcripts of you talking: sales calls, client calls, lives, podcasts, voice memos

your brain needs what is true, not what is pretty.

NEVER PUT IN: passwords and logins, your clients' personal details, health information, payroll or personnel files.

SET UP YOUR CORE

1. Make one folder in Google Drive: 🧠 [Your Business Name or Initials] Business Brain
2. Inside it, make a folder called Core. Write your four Core docs there as Google Docs, using the checklists in section 02: Company, Voice, Offers and Avatar.
3. In Claude, create a Project with the same name and connect those four Google Docs to it.
4. Paste the starter instructions below into your Project's instructions. Then ask the three questions from Try This Today again and read the answers out loud.

when something changes, update the doc in drive. one home, one truth.

> COPY AND PASTE: YOUR STARTER INSTRUCTIONS
>
> You work inside my business, [Your Business Name]. Before you answer, check the docs in this Project. Write in my voice, using my Voice doc. Only use the offers, prices and facts in my docs. If something is not in the docs, ask me instead of guessing. If what I ask for goes against my standards, tell me.

STEP 2 OF 3 · BUILD

04 · THEN GIVE IT ONE JOB

Once the core is in, pick one job your first AI employee does for you, working from your Brain.

one job. not twelve.

Need ideas? Pick one:

- Your weekly email to your list
- Social posts from one idea or one live
- Replies to the questions people ask you every week
- A follow-up email after a sales call
- A first draft of your offer or sales page
- A welcome email for new clients

you do not write. you approve.

The job I am handing off first:

_____

What I will do with that time back:

_____

STEP 3 OF 3 · LEAD

05 · THEN GROW IT, ONE DEPARTMENT AT A TIME

Add the next department when your business asks for it. For most founders that is Sales and Marketing next, because that is where the money moves.

build the brain first. the staff work from it.

HI, I'M SHERIST.

Okay, real talk. If you're reading this with too many tabs open, a to-do list that keeps growing, and that tight feeling in your chest because everything depends on you... I know that feeling. I lived there for years.

For most of my career, I was the human Business Brain. I spent twenty years running a BPO and VA agency, hiring and training people to work inside other people's businesses. The offers, the clients, the decisions, the back office support, what needed to happen next. All of it lived in my head, and everything ran through me. I called it being good at my job. My stress and overwhelm called it something else.

Then my health stopped asking nicely. I went through extreme mold toxicity. I had a brain injury that changed how I process, remember and hold information. I could not keep being the only place my whole business lived.

My brain was the whole system. Until the day it wasn't. So I built the system a brain of its own.

That's the Business Brain. I moved what my business knew out of my head and into one organized place: my offers, my voice, my clients, how I like things done. Now my AI works from that, instead of from me remembering everything. Not AI for the sake of AI. A smarter way to build a business that supports the human who created it.

That's what I do now at The SaaSy Business. I build Business Brains and AI workforces, so businesses can survive their founder's worst day. (3x HighLevel Gold SaaS Award winner, if you like receipts.)

And here's the thing. You do not need a medical event to justify this. You already know what it costs to be the only place your business lives. I just got the invoice early.

You were never broken. You're not behind. Your business just needs a brain that isn't only yours.

Start with the core. I'll show you how.

Sherist

TWO WAYS TO BUILD THE CORE

On your own with this Map, or live with me in three sessions.

JOIN THE BOOTCAMP · THEAIBRAINBOOTCAMP.COM

WANT TO FOLLOW ALONG? HERE'S WHERE I SHOW UP.

SHERIST RODRIGUEZ Instagram @sherist · TikTok @sherist · Facebook: Sherist Rodriguez Media

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Free community: SaaSy Systems on Facebook · facebook.com/groups/saasysystems

The SaaSy Business · A LIV Global Holdings company
Claude Partner Network member, Claude Certified Architects.