

From Instructions to Action

What is in your head, to work getting done.

Quick Start Guide
Friday AI Workshop | Skills Series, Week 4 of 4

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The Gap Nobody Mentions

Look at what happened in the first three weeks of this series. You installed a skill and used it. You learned to find more without getting burned. You built one from your own business.

Every single time, the AI did the work and handed it back to you.

It writes the email. You send the email.

It writes the review response. You post the review response.

You are still the delivery mechanism. That is the gap. Closing it takes one more piece.

Skills vs Connectors

A skill is the recipe. A connector is the key to the kitchen.

Two different things. You need both. A **skill** tells the AI how to do the job your way: your steps, your standards, your rules. A **connector** gives the AI the ability to reach your actual tools and do the thing.

What it is	Skill: instructions. Connector: access.
What it gives you	Skill: the job done your way. Connector: the job actually done.
Without it	Skill: generic output. Connector: output you deliver yourself.

Everything in Weeks 1 through 3 was recipes. This week is keys.

What MCP Is, Without the Jargon

You will see this acronym. Here is all you need.

Before this existed, every AI tool needed a custom hookup to every other tool. Every combination was its own project. It was a mess of adapters.

MCP is the standard plug.

That is it. That is the whole idea. One connection standard instead of a hundred custom ones.

If the software you are using says connectors instead of MCP, use whichever word is on your screen. They are pointing at the same thing.

The Stack Map



Brain. Playbook. Body.

The Four Boxes

Box 1: Your Knowledge

What happens here: in your head, in scattered files, in the way you have always done it.

The problem it solves: it is not written down anywhere the AI can read, and it walks out the door when someone leaves.

Box 2: Structure

What happens here: the knowledge gets pulled out and organized into something usable. Real SOPs, not vague notes.

The problem it solves: you cannot teach an AI a process you have never actually written down.

Box 3: The Skill

What happens here: the structured process becomes a skill the AI reads and follows. Every time. Your way.

The problem it solves: consistency. No more re-explaining, no more drift, no more depending on who is doing the task that day.

Box 4: Execution

What happens here: the connector lets the work actually get done. Sent, scheduled, logged, filed.

The problem it solves: you stop being the delivery mechanism.

Most businesses have Box 1 and nothing else. That is not a failure. That is where everybody starts.

Which Box Are You Missing?

Be honest about this. It determines your next step.

Missing Box 2?	Your knowledge is real but it lives in your head. You know how everything works and nobody else does. Start by getting it out.
Missing Box 3?	You have documented processes but you are still doing them manually or re-explaining them to your AI every time. Start by turning your best-documented process into a skill.
Missing Box 4?	You have skills that work and you are still copying and pasting the output into other tools. Start with connectors.
Have all four?	Then the question is how many processes are running through them, and the answer is usually one when it could be a dozen.

The Honest Part About Automation

Once you connect an AI to your actual tools, it can do things without asking you first. That is the point. It is also the risk.

For the first ninety days, keep a human in the loop on anything customer-facing.

Let it draft. Let it queue. Let it schedule.

Let a person hit send.

Once you have watched it work for three months and you genuinely trust it, loosen up. Not before.

Where to draw the line, roughly

Safe to automate early	Internal notes, logging, filing, tagging, drafting into a queue, scheduling reminders to yourself.
Keep a person on it longer	Anything a customer sees. Anything with a price in it. Anything with a commitment in it. Anything that would be awkward to walk back.

The businesses that get burned are not the ones who moved slowly. They are the ones who turned everything on at once because it was exciting.

What Good Looks Like at Each Stage

Month 1	One skill, used manually, several times a week. You are still hitting send. You are getting a feel for whether the output is genuinely good.
Month 2	Two or three skills. Output drafts into a queue automatically. A person reviews and releases.
Month 3	The low-risk stuff runs on its own. Internal logging, filing, reminders. Customer-facing work still gets a human look.
Month 4+	You expand the automated set based on what has actually earned trust, not based on what is possible.

That pace feels slow when you are excited. It is the pace that survives.

Your Next Step

Look at the stack map. Find your missing box.

- **Missing Box 2?** The knowledge extraction conversation is where to start.
- **Missing Box 3?** Go back to the Week 3 worksheet and build another skill.
- **Missing Box 4?** That is a platform conversation and it depends on what you already run.
- **Not sure?** That is the most common answer and it is worth a conversation rather than a guess.

What Is Next: Build Your Crew

The employees you do not have to put on payroll.

For four weeks you taught one AI how your business works. Next you stop having an assistant and start having a team.

By the end of it you will have a team of eight working for you. They do not call in sick, they do not quit, and they work while you sleep.

The eight hires

The Content Marketer	Writes in your voice, on your topics, on a schedule.
The Social Media Manager	Turns one idea into a month of posts across your platforms.
The SEO Strategist	Gets you found by people searching for what you do, where you do it.
The Video Spokesperson	Puts a face and a voice on your business without a camera crew.
The Ads Manager	Writes, tests, and briefs the campaigns instead of guessing.
The Receptionist	Answers, qualifies, and books while you are on a job.
The Sales Rep	Follows up on every quote, every time, without being reminded.
The Reputation Manager	Asks for the review, answers every one, and turns customers into referrals.

Each one gets a job description, gets onboarded with your business knowledge, and goes to work. Same brain, eight jobs.

How It Connects to What You Just Learned

This is not a new topic. It is the next floor of the same building.

What skills gave you	One set of instructions the AI follows your way, every time.
What the Crew gives you	Eight of them, each with a defined job, all reading from the same business knowledge.
Why the order matters	You cannot staff a team until you can write a job description. That is what the last four weeks were.

Before it starts

Ask Jay Anything. An open session before the new series kicks off. No slides, no pitch. Bring your messiest AI problem and we will work on it live.

It is also where the full org chart gets walked through, so if you are deciding whether the Crew series is for you, that is the session to come to.

Where everything lives now

Replays, templates, and resources go into the community first. The workshop replays live there, along with everything from these four weeks.

Join the community:
clients.journeybuilder.io/communities/groups/jay-the-ai-guy-community

Facebook group:
facebook.com/groups/jaytheaiguy

Teach it once. Use it forever.

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