

WEEK 1

The Crew Handbook

The one document that makes every AI employee work

How to Use This

You're going to write this once. Every AI employee you build over the next twelve weeks reads this same document.

Rules: - Twenty minutes. Not two hours. - Done beats perfect. You'll add to it all series long. - If you only fill in two sections, make it **Section 5 (How You Talk)** and **Section 6 (The Top 10 Questions)**. - Write like you talk. This isn't a brochure.

The shortcut: open your AI tool and paste this first — > “You're going to interview me to build a handbook about my business. Ask me one question at a time, starting with what my business does and who it serves. Keep going until you have enough to write eight sections: The Basics, What I Sell, Who I Serve, Why Me, How I Talk, Top 10 Customer Questions, My Rules, and My Wins. Ask follow-up questions when my answer is vague.”

Then answer out loud. It'll do the typing.

Section 1 — The Basics

Field	Your Answer
Business name	
What you do (one sentence)	
Service area / location	
Years in business	
Owner name	
Website	
Phone / text number	
Hours	

Stuck? Prompt: *"I run a [business type] in [city]. Here's how I usually describe it: [ramble]. Rewrite that as one clear sentence a customer would understand, then give me two alternatives."*

Section 2 — What You Sell

Offer / Service	What's Included	Price or Range

What we DON'T do: *(Be specific. This is what stops your AI from promising things you don't sell.)* - - -

Section 3 — Who You Serve

My ideal customer is:

The problem that brings them to me:

What they’re usually feeling when they call:

Who is NOT a good fit for us:

Section 4 — Why You

What actually makes us different:

Our guarantee / warranty:

Proof: *(years, jobs completed, review count and rating, certifications, awards, licenses)*

The one thing we say that competitors can't:

Section 5 — How You Talk ☆

Three to five words that describe our voice:

Words and phrases we use:

Words and phrases we NEVER use:

Writing samples — paste 2 or 3 real ones. An email you sent. A text to a customer. A social post you liked. *This is the single highest-value thing in the whole handbook. Adjectives don't teach voice. Samples do.*

SAMPLE 1:

SAMPLE 2:

SAMPLE 3:

Section 6 — The Top 10 Questions ☆

The ten things customers ask every time. Answer them the way you'd answer on the phone.

#	Question	Your Answer
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Starters if you're blanking: How much does it cost? How soon can you come out? Are you licensed and insured? Do you offer financing? How long does it take? Do you offer free estimates? What areas do you serve? What's your warranty? Do you handle insurance claims? What makes you different?

Section 7 — The Rules

Never say / never promise:

-
-

Always mention:

-
-

Get a human involved when:

- -
-

Section 8 — The Wins

Customer story #1:

Customer story #2:

Best reviews — copy and paste them here:

The Test

Paste your finished handbook into your AI tool, then ask it something you asked last week. If the answer sounds like your business instead of *a* business, you did it right.

Next Friday, October 2 — Building The Crew. We give this handbook a permanent home so you never paste it again.

Join our NEW online community — every replay, template, and resource from this series lives here: 📄

<https://clients.journeybuilder.io/communities/groups/jay-the-ai-guy-community/home?invite=6a9edeef3afa6787f44957a2>

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