

— THE ENTREPRENEUR'S AI INSTRUCTION MANUAL —

I Don't Code. I Build.

How to use AI to grow your business
before you get left behind



18 PLAYS • 89 AI PROMPTS • A 90-DAY PLAN

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The story behind the blueprint

This blueprint didn't start with AI. It started with me working.

I worked long shifts in a food warehouse. I knew what it meant to put the hours in, go home, and come back and do it again. You work, you get paid. More hours, more money. That was the model.

Here is how a food warehouse works. The food is stored on pallets. When an order comes in, a selector goes and picks the products, puts them on a pallet, and the pallet ships out. One pallet can carry products from a lot of different brands and companies, and every one of those companies gets paid.

One day I happened to look at the invoice for one of those pallets. The price was right there. I showed a coworker. "Look at this." He looked at it, and he didn't get it. So I explained it. This one pallet pays pretty much the salary of our whole department, and more. Just this one pallet. And we were sending out about 100,000 pallets a day.

I was looking at that number while working for an hourly wage.

The question wasn't just how do I make more money. The deeper question was this.

What creates that kind of value?

Every company on that pallet had built something people paid for, again and again, while we were paid by the hour to move it. That question started a journey. I didn't know where it would lead. I just

knew there had to be another way.

The kid at his friend's computer

The curiosity started even earlier. When I was ten, I used to go to a childhood friend's house. He was a coder, and I was fascinated by what he could do on a computer. I didn't become a coder. But I grew up savvy with technology because of him.

And I was always fascinated with AI, robots, and computers. The Jetsons did that to me. So did Tony Stark. Not the suit. The workshop. Iron Man had an AI partner that talked back, ran the numbers, and helped him build whatever he could imagine. I knew the day was coming when machines would work right alongside us. I just didn't know when.

Now I build those systems. Automations that run on their own, and an AI partner that works right alongside me.

Before marketing, there was transformation

I was overweight. And then I lost my kids' mother because of a gastric bypass.

That was the pivot point. I was a single father now, raising two girls and a stepson by myself. And I knew I needed to lose the weight.

I lost more than 150 pounds.

That changed more than my body. It changed how I understood discipline, behavior, mindset, and consistency. And raising three kids by myself gave me skill sets I could never have gotten anywhere

else.

I was already a marketer. I have been in the online space since 2014, and I am still here in 2026. But after I lost the weight, I went into health to learn a new skill. I became a certified personal trainer, a certified nutritionist, and a lifespan coach. That became Perfect Fit Training and Nutrition. I wasn't teaching something I had only read about. I had lived every part of it. My clients got results, and I helped a lot of people lose a whole lot of weight.

But in the gym, I noticed something deeper. A woman once told me what happened when she went to the gym alone. She went straight to the treadmill. Every time. Not because it was the best machine for her goals, but because it was the one she understood. Everything else felt intimidating. So instead of using the whole gym, she stayed in the one small corner where she felt safe.

I carried that into business, marketing, technology, and eventually AI.

Having access to the tools doesn't mean you know how to use the tools.

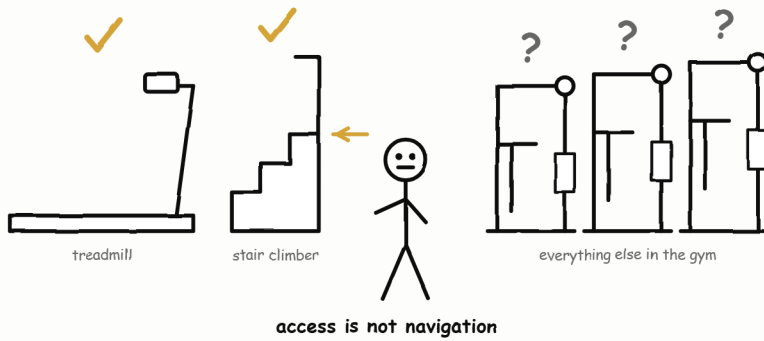


Figure 20. People choose what they understand, not always what serves them best.

The gym taught me one more thing. I was helping one person, one appointment, one transformation at a time. And that meant there was always a ceiling. Expertise and business infrastructure are two different things.

One client stayed with me more than any other. When I met her, she was overweight and had already had a stroke. She did the work and lost a lot of weight. Then she became a personal trainer herself, helping other people do what she had done. Watching her, I asked a new question. How can I help other trainers get to this level?

So I started reading, getting into the right rooms, failing, and winning. And I started helping other coaches, creators, and business owners use the internet, and later AI, to grow.

Then COVID changed the rules

Then COVID hit, and the gyms shut down. I could no longer stand next to someone and fix their form.

At first that was just a problem. Then I saw the opportunity inside it. In a gym, I could train one person at a time. Online, I could teach a hundred. A thousand. Someday, maybe a million. The internet let you build your own stadium.

Almost every expert I met had the same problem. They knew how to help people. They didn't know how to build what it takes to reach them.

Every expert needs a platform that lets their expertise reach the people who need it.

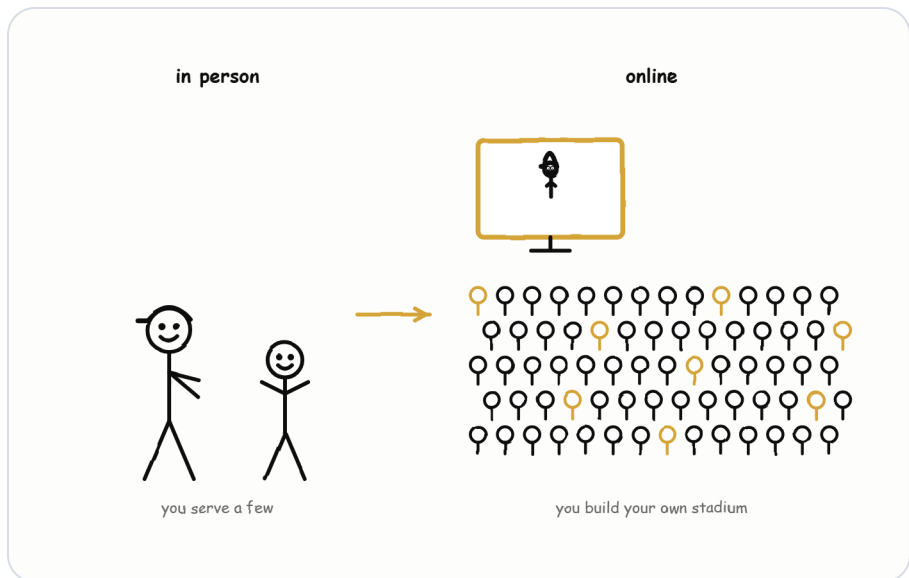


Figure 21. In person you serve a few. Online you can build your own stadium.

Coaches kept coming to me for advice. They could see I was getting results, and they wanted to know how. Those questions pulled me deeper into marketing.

The same problem everywhere

The more businesses I worked with, the more I saw it. The people weren't incapable. Many were extremely talented. But everything lived in their heads. Follow-up depended on remembering. Leads sat in inboxes. The owner was doing ten jobs, and if that person stopped moving, the business stopped moving.

What most people called a marketing problem was really a systems problem. That thinking grew into Pringle Marketing. Evolutionary Media was the earlier chapter. Pringle Marketing was where the work was really heading: strategy, lead generation, funnels, CRM, automation, content, offers, and eventually AI.

If you drive traffic into a broken funnel, you just expose the broken funnel faster. If you generate leads and nobody follows up, more leads do not help.

Activity and progress are not the same thing.

The Henry Ford question

I started thinking about Henry Ford. Not the cars. The factory. Ford didn't personally build every car. He built an environment where people, processes, and machines worked together.

Most small business owners still build like craftsmen. They touch everything, and then we wonder why they are exhausted. So the question became this.

What would happen if a small business could operate with the intelligence and coordination of a much larger organization?

The pieces most people didn't see

That question found its laboratory when my partner Raphael introduced me to Rivkah Sherr and her gluten-free community of about 58,000 people. Chapter 2 tells that story. It is where I learned to build ecosystems.

At the same time, at night, I was training virtual assistants. I learned that model from Jason Grossman. His teaching showed me the service behind it: someone comes into a business, learns what the owner needs, and carries the work, so the owner gets time back for the work that makes money. I taught my assistants how to build systems and automation, and how the new AI tools could make their work for clients worth more.

That is where the two worlds met. A good assistant has to be onboarded. You explain the business, set expectations, and show what a good result looks like. AI needs exactly the same thing. That is what Part II of this book is: you set up your AI partner the way you would onboard a great assistant.

So I was seeing one problem from every side. The consumer, because of my own weight loss. The coach, because I had been one. The audience, because of Rivkah's community. The technology, because experts kept struggling with it. And the people who could run it, because I was training them.

Then my work with my client Elle and her company, Luxe Maverick, opened another world: athletes, performance, careers, and opportunity. Finding information wasn't enough. Her system had to help people act on it. Information tells you something exists. Intelligence helps you decide what to do next.

None of this was a solo story. Raphael, Rivkah, Elle, our experts, my students, and many others built, tested, questioned, and supported what I was creating. Each relationship exposed a different problem. And every problem taught me something.

Then AI changed everything

When AI got powerful enough to be useful inside a real business, I didn't see a chatbot. I saw labor. Capacity. Intelligence. I saw the next stage of the factory. The kid who grew up on *The Jetsons* finally saw it coming true.

And I wasn't trying to become a programmer. Technology was a means to an end. I had business problems to solve. So I learned to communicate my ideas to AI, clearly enough to direct it. Know what you want. Break the problem into pieces. Recognize when something looks right but isn't. Feed it context. Correct it. Build rules.

I realized I was doing with AI what a founder does with employees. Transferring judgment.

It wasn't clean. Updates failed to go live. Connections broke. Emails landed in spam. AI misunderstood instructions. Systems looked impressive and still failed the person who needed them. Every one of those failures is in this book, with the rule it left behind.

I'm still building the factory

This book isn't written by somebody pretending he's finished the game. I'm still building. Still learning. Still correcting. But that is why this blueprint matters. It was developed in the field.

The warehouse worker who looked at the invoice for that one pallet was asking the right question without realizing it. How does value scale?

You can work harder. You can become more skilled. Both matter. But at some point, you have to build something larger than your own effort. People. Processes. Systems. Technology. Intelligence.

And today, you don't need millions of dollars to start. You need clarity, the willingness to learn, the humility to fail, and the discipline to keep improving. And you need to stop believing you have to personally do everything your vision requires.

In this book, I'm going to give you all the nuggets, cheat codes, hacks, and shortcuts, so you don't have to take the long way like I did.

Because the goal isn't to work inside the machine.

The goal is to learn how to build the machine.

NUGGET

Find the question under the invoice

DO	write down the one question about value that your working life keeps asking you.
HOW I LEARNED IT	on shifts in a food warehouse, paid by the hour, looking at the invoice for one pallet that paid more than our whole department.
HOW I EARNED IT	that one question carried me from the warehouse to Perfect Fit, to Pringle Marketing, and to every system in this book.

Your step

finish this sentence tonight: "I keep wondering why..."

PART I

The game

Chapter 1

The shift

The business was growing. My time wasn't.

More clients. More ideas. More growth. Less capacity. Everything ran through me. Content, clients, follow-up, admin. Every new opportunity landed on the same pile, and the pile was me.

I tried the usual fixes. Work later. Work faster. Add another tool. None of it worked, because I had the problem backwards. I thought I needed more time.

I did not need more time. I needed more capacity.

Time is fixed. Everybody gets the same 24 hours, and you cannot buy more of them. But capacity can be built. My knowledge had value. My work needed a system. My system needed leverage. That is the order: your work, then your knowledge, then a system, then AI. And what comes out the other end is capacity.

ONE SENTENCE AT NIGHT

You read in the introduction how this changed for me. One night I typed one tired sentence to my AI partner: "I don't have time to look for leads." By morning, a page existed that found businesses, audited them, and wrote to the right ones from what it found.

That is the shift. Not that a robot does your job. That one sentence from a person who does not code can become a working system by morning, if the person knows what to ask for.

CONSUMER OR CREATOR

Most people use their time like a consumer. They do the work once, and it is gone. Tomorrow they start over.

A creator captures the work. They answer a question once, and turn the answer into something that keeps working: a post, a guide, a template, a checklist, an instruction for their AI.

I call it the compound interest of time. Answer once. Reuse it everywhere. Multiply your capacity. Your work should keep working after you stop working.

Stop only doing the work. Start capturing the work.

RENT WHAT WORKS. OWN WHAT YOU NEED.

In June 2026, my businesses ran on tools I paid for and did not control. A marketing platform held my list and my client records. Another tool was supposed to turn comments into conversations. Another held my links. Another held my contracts. Every one billed me monthly. None of them knew about the others.

Then one day I lost access to an account that held a client's website. We copied her site page by page while it was still online. The look came through. The forms did not. They had been wired into the account we no longer controlled.

That is what renting costs you. You find out what you never owned on the worst possible day.

So I started building what I needed. A place for my links. A contract center with its own e-signature. Contacts and a deal pipeline. A checkout. A way to turn a comment into a private message and a named lead. A video pipeline that did the work I used to hire an editor for.

But I did not rip everything out. My email list stayed where it was, on purpose, because it was warmed up and working. Owning your systems does not mean throwing away what works. It means never again being unable to build the thing you need.

WHY NOT JUST BUY AN APP?

Somebody always asks me this. "Why build anything? I can buy one app that does it all."

I know that app. I had one. One of the biggest all-in-one marketing platforms out there: CRM, email, funnels, calendars, and automations in one login. On paper, it did everything.

Then I watched what happened when people used it. Experts logged in and got lost. They did not know where to go, so they barely touched it. Every new need meant another setting, another add-on, another thing to learn.

Remember the woman on the treadmill? An all-in-one app is the whole gym. Most people pay for the whole building and stay on the treadmill, because it is the one machine they understand.

Here is what nobody tells you when you buy software. The app is not the system. The app is a box of parts. The system is how your business actually runs: who you serve, what you say to them, what happens after they say yes, and who does what next. No app knows that. You still have to build it, connect it, teach it, and keep it running. That work is the real job, and nobody sells it to you in a box.

That is what changed for me with AI. I stopped bending my business to fit somebody's software. I describe the work in plain words, and my AI partner and I build the system around how I actually work.

So buy tools. Rent what works. Just do not confuse buying a tool with building a business.

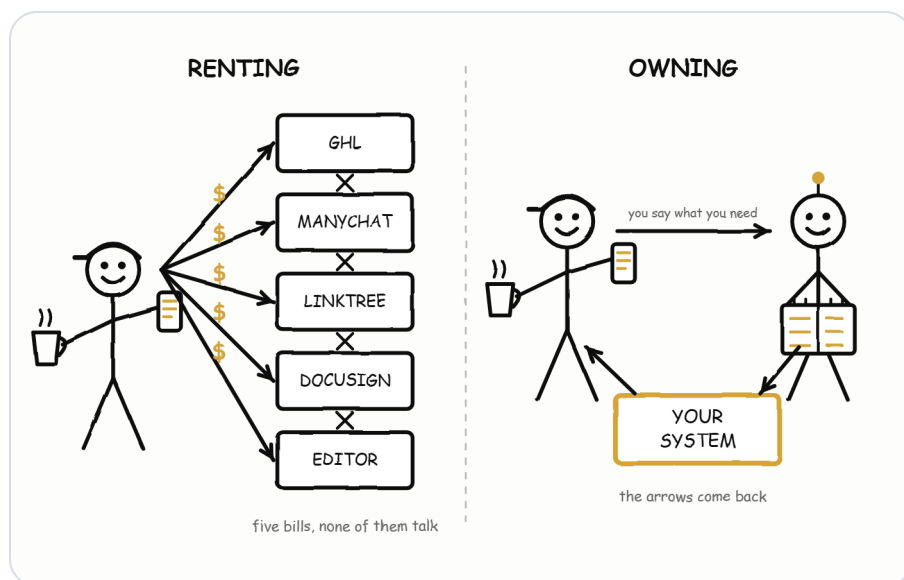


Figure 1. On the left every arrow is money going out. On the right the arrows come back.

BEFORE YOU GET LEFT BEHIND

Here is why this matters right now. For most of history, if you wanted a system built, you needed a programmer, a budget, and months. That is no longer true. A business owner who can describe what they need, in plain words, can now build it with an AI partner.

The people who learn to do that now will pull ahead. Not because they are smarter. Because their capacity grows every week while everyone else is still doing everything by hand.

You do not have to learn to code. You have to learn to build.

THE LESSON

You do not need more hours. You need more capacity. Capture your work, own what you need, and let a system carry what you used to carry alone.

DO IT YOURSELF

- 1** Write down everything you did for your business this week, one task per line.

- 2** Circle every task you did more than once.

- 3** Put a star next to every task that only you can do: the decisions, the relationships, the expertise.

- 4** Pick one circled task without a star. That is the first thing you will capture.

- 5** List the tools you pay for every month, and write next to each one: rent, or need to own.

NUGGET

Build capacity, not hours

DO stop trying to find more time, and start capturing the work you repeat.

HOW I LEARNED IT the season my business kept growing and my time didn't, and everything ran through me.

HOW I EARNED IT one tired sentence at night became a working lead system by morning.

Your step

circle the one task you repeated most this week.

THE BRANDON SHORTCUT

You can replace your rented tools one at a time, the way this chapter shows. Or our team can run it for you. Contacts, the deal pipeline, the contract center with its own e-signature, and the link hub all live inside Brandon, so the things you would lose with a rented account stay yours.

CHAPTER 1 DONE

Want the rest?

17 more plays, 89 prompts, and a 90-day plan. Every prompt comes with a copy button when you get the book.

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THAT'S THE FREE SAMPLE

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