

ONE MACHINE. THREE PARTS. YOURS.

THE AI EMPLOYEE WORKBOOK

Build your first AI agent.

INSTRUCTIONS

who it is · the job it owns

1

TRIGGER

what wakes it up

3



2

TOOLS

inbox · calendar · files



AI Build Lab

AI AGENTS | SYSTEMS | AUTOMATIONS

PROJECT
YOUR FIRST AI AGENT

BY
COACH REEMTEAM

SCALE
START SMALL

REVISION
YOU, AFTER THIS WORKBOOK

WELCOME • READ THIS FIRST

THE CONTRACT

Respect. If you opened this, you're not here to watch videos and hope. You're here to build.

This workbook is the companion to everything I teach for free. Each phase has:

**WHY**

What this unlocks (one paragraph, no fluff)

**DO**

Fill-in exercises. Pen on paper, or type it, but answer.

**THINK**

One question that surfaces what's really in the way

**MOVE**

One action you commit to before the next phase

THE ONE RULE

Don't skip ahead. The order is the method. Everything I teach is foundation first. Without a proper foundation, the building falls. Go through the whole workbook in order, in sequence. Skip a step, and you'll break something and have to start all over.

SHEET INDEX

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INTRO

WHICH BUILDER ARE YOU? • THE MOUNTAIN

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YOUR NEXT STEP

CLOSING

INTRO FORK • PICK YOUR STARTING POINT

WHICH ONE ARE YOU?

A

THE TAB-OPENER

YOU ARE THE WORKFLOW

You have a bunch of AI tabs open and a couple of subscriptions, but zero AI doing recurring work in your business. You ask it questions all day; tomorrow it remembers nothing. **You're the workflow.**

B

THE SYSTEM-OWNER

IT WORKS WHILE YOU SLEEP

Your AI reads your files, remembers your business, and works while you sleep. **You approve; it executes.**

If you're a **Tab-Opener**, this workbook walks you to System-Owner, one phase at a time.

If you're already a **System-Owner**, use it to find the level you're stuck at and climb.

LEVEL ZERO • PART 1

THE SIX WORDS

Six words you'll meet in this book. That's the whole vocabulary.

-
- 1

AGENT AI that works **for** you: reads files, remembers, acts. Not a chat you talk at.
 - 2

THE TERMINAL It looks like hacker stuff. It is a chat box. You'll use it for about five commands, ever.
 - 3

WORKSPACE One folder on your computer where your agent lives and works. It builds it; you never touch it.
 - 4

THE BRAIN FILE A plain-English doc your agent reads every time it wakes up. Its job, your business, your rules.
 - 5

PROMPT Just talking. If you can leave a voicemail, you can prompt.
 - 6

TRIGGER The thing that wakes your agent up: a message, a schedule, a new lead.
-

LEVEL ZERO • PART 2

WHERE DO YOU STAND?

☐ **LEVEL 1: THE SEARCH BAR**

You ask AI questions like Google. (Most people. Totally fine. Start here.)

☐ **LEVEL 2: THE ASSISTANT**

AI helps with tasks when you drive.

☐ **LEVEL 3: THE OPERATOR**

AI runs jobs without you. ← **THIS WORKBOOK TAKES YOU HERE**

No box is embarrassing. "You're not late to AI. You're early to agents."

THE ESCAPE HATCH

Stuck on ANY step in this book, can't find the terminal, don't know how to download an app, something looks different on your screen?

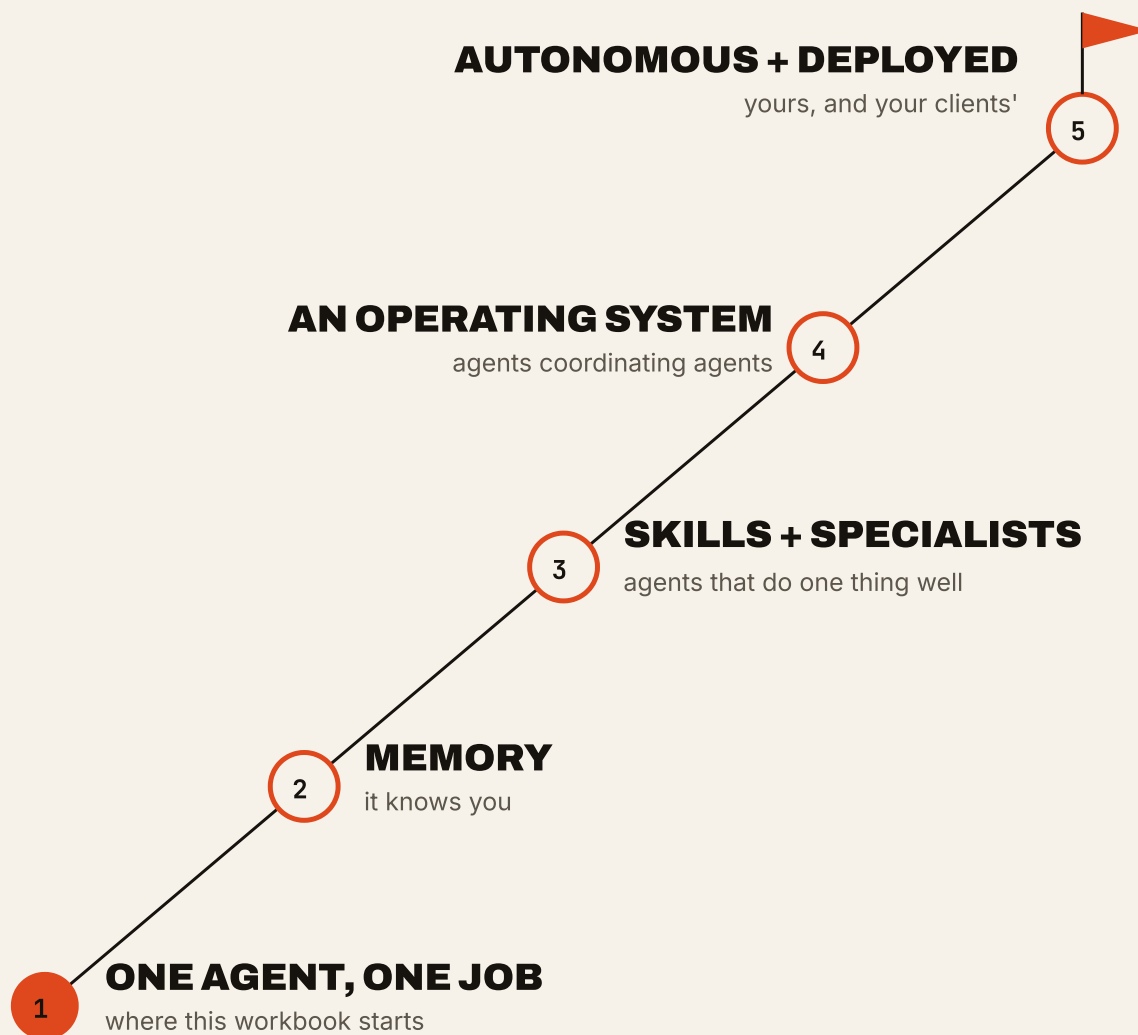
Grab your phone. Open ChatGPT (or Claude). Say this out loud:

"I'm on a [Mac / Windows] computer and I've never done this before. Walk me through [the step you're stuck on], one step at a time, and wait for me to say done before the next one."

That's the whole secret. **You never need to already know. You need to know how to ask.**

THE MAP • IT RECURS ON EVERY PHASE DIVIDER

THE MOUNTAIN

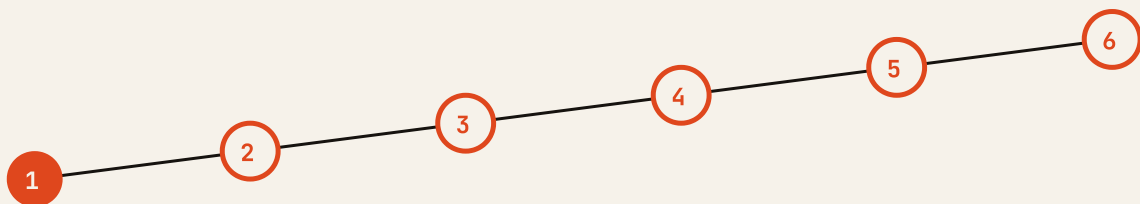


"WHAT YOU BUILT IS LEVEL ONE. THERE IS A
WHOLE **MOUNTAIN**."

SHEET 01 • PHASE ONE

FIND THE JOB

You don't need 20 use cases. You need the ONE task that eats your week.



YOU ARE HERE • PHASE 1 OF 6

EXERCISE 1 • DIAGNOSE THE LEAK

THE PAIN CHECKLIST

WHY

You don't need 20 use cases. You need the **ONE** task that eats your week. The best first agent solves a problem you already hate.

CHECK EVERY BOX THAT'S TRUE:

☐	I retype the same business context into every AI chat
☐	My follow-ups only go out if I personally remember them
☐	I end the day with drafts nobody sent, posts nobody posted
☐	I take the notes, write the recap, send the follow-up, after every call, manually
☐	I copy from one AI chat and paste into another. I AM the workflow.
☐	My content calendar dies whenever I get busy
☐	I answer the same customer questions again and again
☐	I'm at my laptop at 11pm doing busywork I "have AI for"

The boxes you checked are agent jobs. **Circle the ONE that costs you the most hours.**

EXERCISE 2 • RUN THE NUMBERS

THE VALUE MATH

Take the ONE task you circled in Exercise 1. Put a real price on it h this is what the job costs you today.

MY NUMBERS

Hours that task takes per week: _____

What your hour is worth: \$ _____

$$\text{_____ HOURS} \times \$ \text{_____} \times 52 \text{ WEEKS}$$
$$= \$ \text{_____ PER YEAR}$$

That's what doing it manually costs you. **Every year.**

follow-ups • 5 hrs • \$100/hr → \$26,000/yr

↑ WORKED EXAMPLE

PHASE 1 • REFLECTION

THINK

ONE QUESTION THAT SURFACES WHAT'S REALLY IN THE WAY

What have you already tried to fix this task, and why didn't it stick?

PHASE 1 • ACTION

MOVE

ONE ACTION YOU COMMIT TO BEFORE THE NEXT PHASE

Write the job in one sentence: "My first agent's job is _____."

That sentence is Phase 4's foundation.

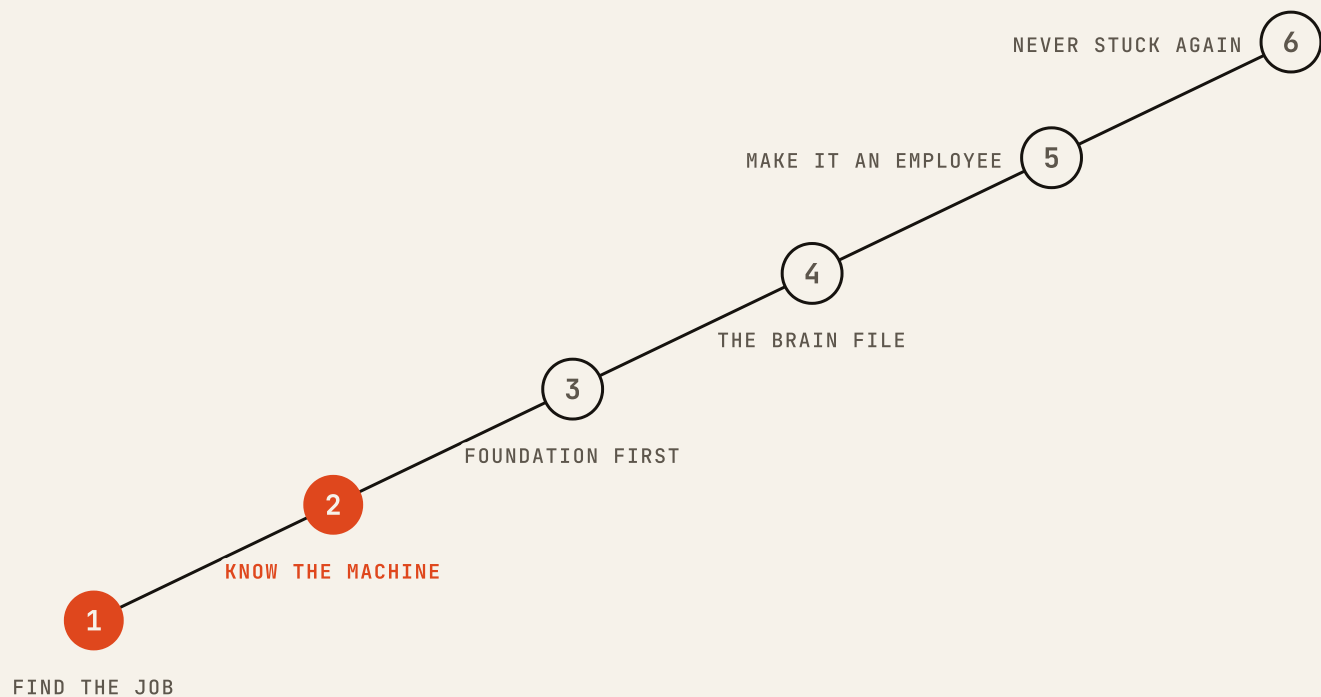
FIELD NOTE Nº 01

**"EVERY WEEK YOU
DO IT MANUALLY IS
A WEEK YOU PAID
YOURSELF TO BE
THE BOTTLENECK."**

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SHEET 02 • PHASE 2

KNOW THE MACHINE



EXERCISE 1 • SPEC YOUR BUILD

THE 3 PARTS

Every AI agent you've ever seen is just three things. Once you can name them, the intimidation dies. Fill in the spec for YOUR first agent (from Phase 1) · this is the drawing it gets built from.

1 INSTRUCTIONS

PLAIN ENGLISH • WHO IT IS, WHAT JOB IT OWNS

My agent's instructions (one sentence):

2 TOOLS

WHAT IT'S ALLOWED TO TOUCH

Tools it needs (2-3) · your inbox, your calendar, your files:

3 A TRIGGER

WHAT WAKES IT UP

What wakes it up: a message, a schedule, a new lead:

EXERCISE 2 • AUDIT YOUR STACK

TOOL OR SYSTEM?

"A tool works when you work. A system works without you." For each thing you pay for, mark it: TOOL (only moves when you move) or SYSTEM (works without you).

SUBSCRIPTION	\$/MO	TOOL OR SYSTEM?
		☐ TOOL ☐ SYSTEM
		☐ TOOL ☐ SYSTEM
		☐ TOOL ☐ SYSTEM
		☐ TOOL ☐ SYSTEM
		☐ TOOL ☐ SYSTEM
		☐ TOOL ☐ SYSTEM
		☐ TOOL ☐ SYSTEM

Count your systems:

IF THE ANSWER IS ZERO, THAT'S WHY YOU'RE TIRED.

PHASE 2 • REFLECTION

THINK

ONE QUESTION THAT SURFACES WHAT'S REALLY IN THE WAY

"You're not late to AI. You're early to agents."

What would your business look like 90 days after your first agent works?

PHASE 2 • ACTION

MOVE

ONE ACTION YOU COMMIT TO BEFORE THE NEXT PHASE

Tell one person what you're building this week. Out loud.

(Accountability is free.)

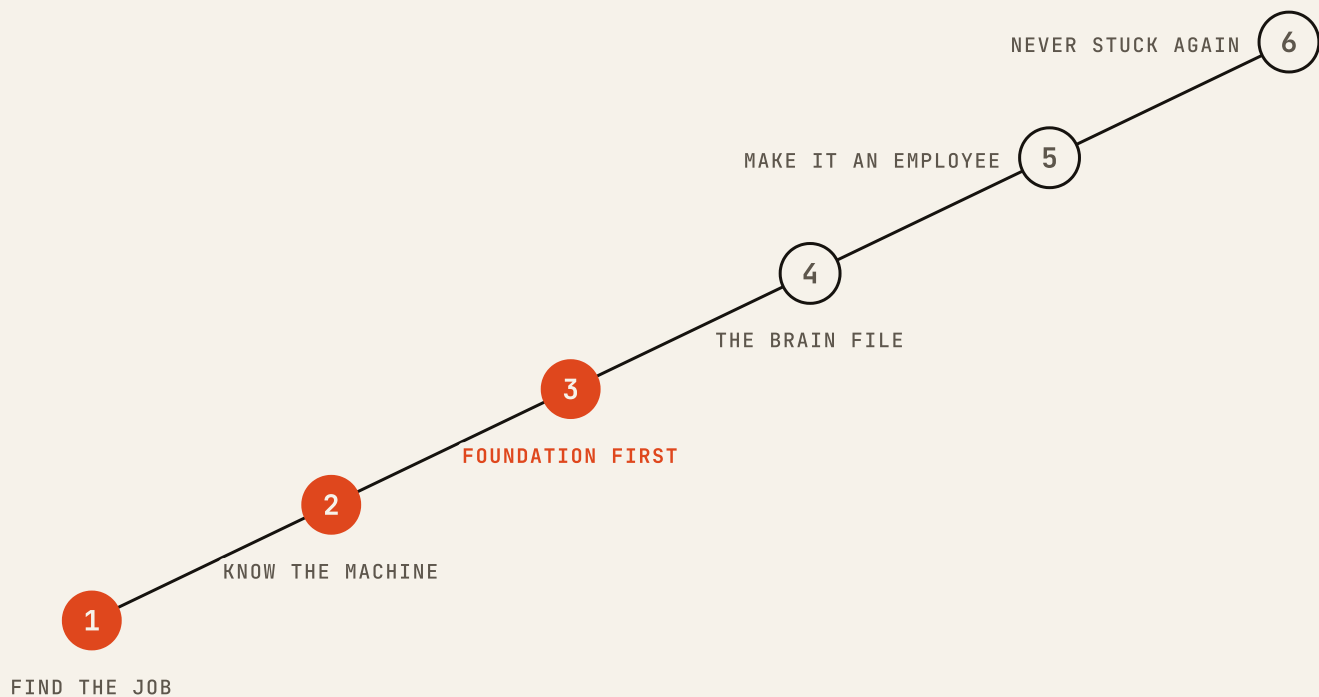
FIELD NOTE Nº 02

**"A TOOL WORKS
WHEN YOU WORK.
A **SYSTEM** WORKS
WITHOUT YOU."**

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SHEET 03 • PHASE 3

FOUNDATION FIRST



PHASE 3 • EXERCISE 1

PICK YOUR PATH

Every stuck builder I've ever helped skipped a foundation step. "It's like building a house on sand." The install itself lives in my videos and the setup page. This page just makes sure you do it in ORDER.

MY COMPUTER ☐ Mac ☐ Windows

MY AI ☐ Claude (\$20/mo to start) ☐ ChatGPT (\$20/mo to start)

THE ORDER (CHECK AS YOU GO. NO SKIPPING.

☐ 1. Paid plan active (\$20 is enough to start)

↳ find it: claude.com or chatgpt.com → sign up → pick the \$20 plan. Use one email you check.

☐ 2. Agent software installed (Claude Code / Codex, the desktop system, NOT the browser chat)

↳ the exact install line lives at [setup page URL • founder 

☐ 3. Logged in through the terminal (it's a chat box, not hacker stuff)

↳ find it. Mac: press ⌘ + spacebar, type terminal, press return. Windows: press the Windows key, type powershell, press enter.

↳ heads up: when it asks for your password, the typing is INVISIBLE. That's normal. Type it and press return.

☐ 4. Agent created its own workspace folder (you never hand-make folders)

☐ 5. Desktop app connected to that same folder, same account

↳ find it: claude.com/download (or the ChatGPT desktop app)). download like any app, sign in with the SAME account as step 1.

☐ 6. Terminal retired. You now talk in plain English

THE ESCAPE HATCH

Stuck on ANY step in this book, can't find the terminal, don't know how to download an app, something looks different on your screen?

Grab your phone. Open ChatGPT (or Claude). Say this out loud:

"I'm on a [Mac / Windows] computer and I've never done this before. Walk me through [the step you're stuck on], one step at a time, and wait for me to say done before the next one."

That's the whole secret. You never need to already know. You need to know how to ask.

PHASE 3 • EXERCISE 2

THE TWO PROMPTS THAT BUILD IT

THE WORKSPACE PROMPT

COPY THIS

"I'm setting up my AI workspace. Before you create anything, ask me three questions and wait for my answers: What should we name this workspace? What's my business and what am I building? What do I want off my plate? Then build the structure, show me what you made, and print the full path to the folder."

THE 95% RULE

END EVERY BIG ASK WITH THIS

"Interview me until you're 95% sure you understand what I'm trying to do. Also suggest things I may not have been thinking about."

SPACE TO WRITE

The 3 answers you'll give (name / business / off my plate):

NAME

BUSINESS

OFF MY PLATE

PHASE 3 • FOUNDATION FIRST

THINK + MOVE

THINK

What's the real reason you haven't set this up yet: time, fear, or the terminal? *(Be honest. "Sometimes those obstacles may be self-imposed.")*

MOVE

Complete the checklist above before you turn this page. That's the whole assignment.

THE ESCAPE HATCH

Stuck on ANY step in this book, can't find the terminal, don't know how to download an app, something looks different on your screen?

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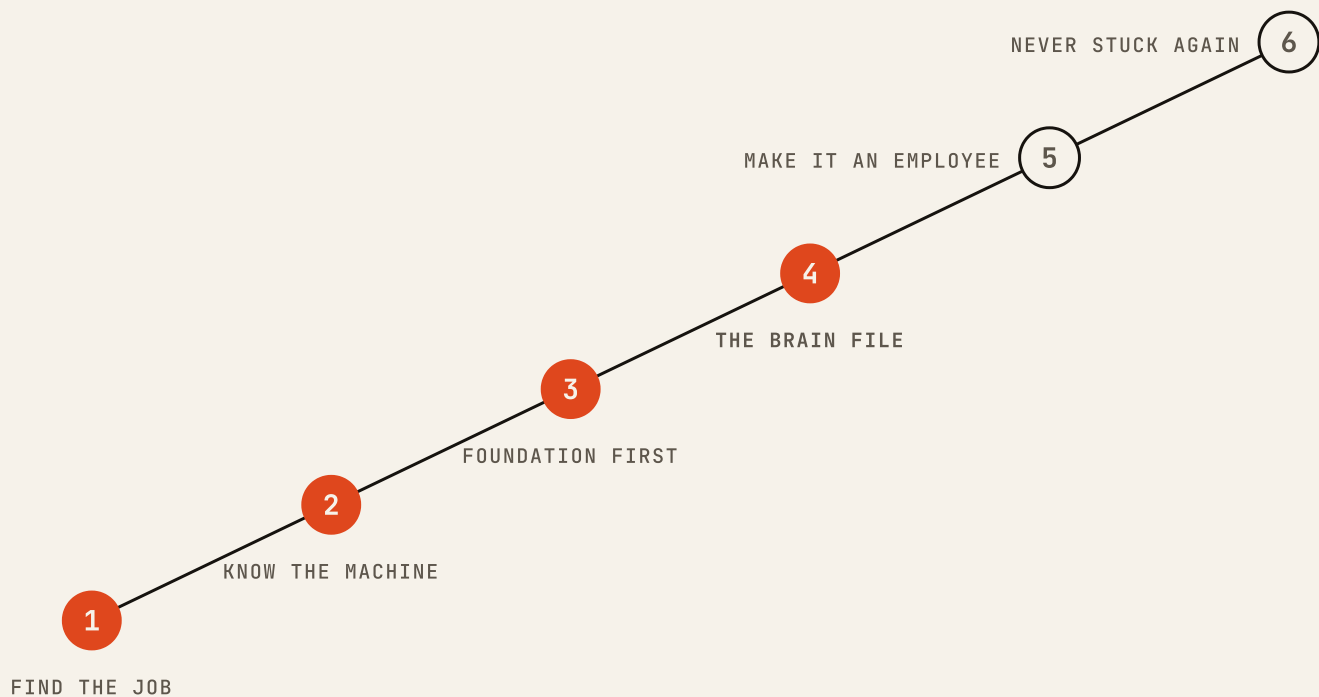
FIELD NOTE Nº 03

**"USE AI TO USE AI.
YOU SHOULD NOT
BE STUCK ON
ANYTHING FOR
MORE THAN SEVEN
SECONDS."**

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SHEET 04 • PHASE 4

THE BRAIN FILE



PHASE 4 • EXERCISE 1

WRITE THE IDENTITY

The brain file is what turns a chatbot into an employee. It's a plain-English doc the agent reads every time it wakes up. Fix a mistake here once, and it's fixed forever.

THE BRAIN FILE

FILL IN, THIS IS THE FILE

WHO IT IS

"You are _____, and your one job is _____."

WHO I AM

My business / my customers / my #1 goal right now:

HOW I SOUND

Three words: _____ / _____ / _____

+ PASTE ONE SAMPLE OF YOUR REAL WRITING

RULES

- Act first
- Keep it short
- End every reply with the next step

PHASE 4 • EXERCISE 2

BOUNDARIES + THE CORRECTIONS LOG

BOUNDARIES

NEVER ALLOWED TO TOUCH

- ☐ Money ☐ Sending to customers ☐ Deleting anything
- ☐ _____

THE CORRECTIONS LOG

ONE LINE PER MISTAKE

Every mistake you correct gets ONE line here.

"New fact every time, change one line, and every future session already knows."

01

02

03

PHASE 4 • THE BRAIN FILE

THINK + MOVE

THINK

If your agent read only this brain file, nothing else, would it know your business better than a first-week hire? What's missing?

MOVE

Answer your agent's interview questions **OUT LOUD** (dictate, don't type). Depth in = depth out. *"The rambling version has the real goal in it."*

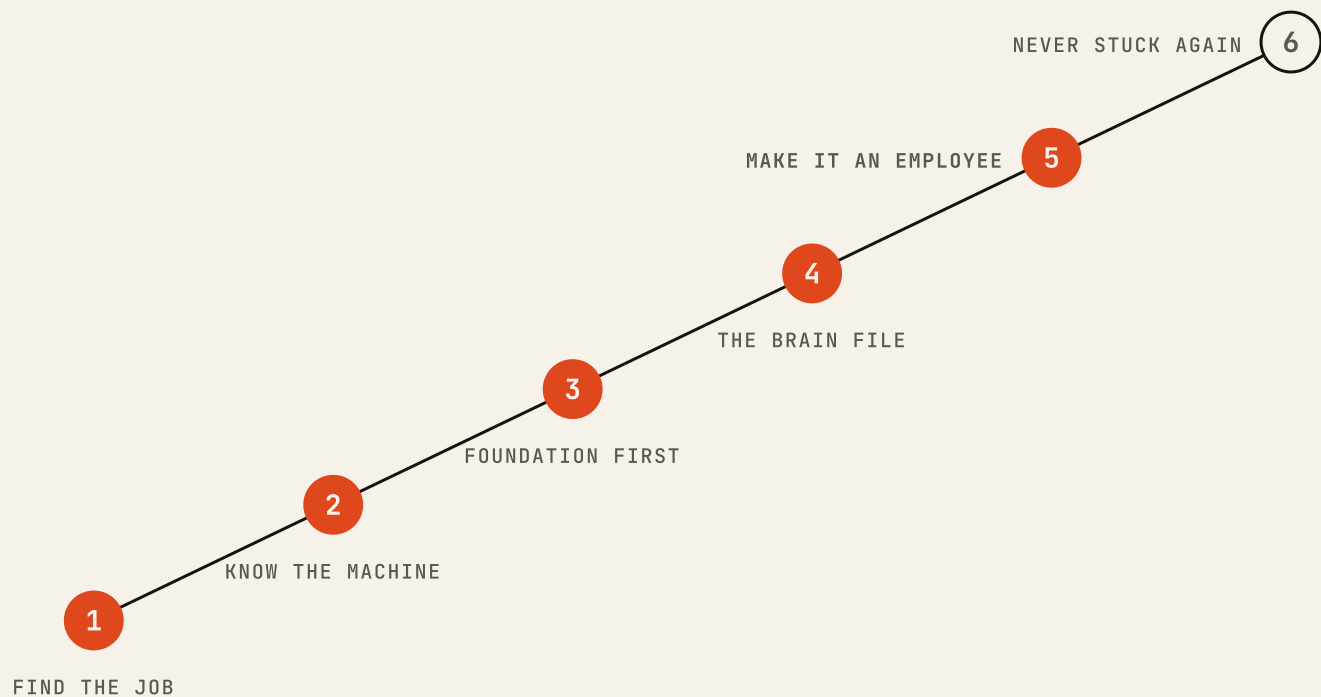
FIELD NOTE Nº 04

**"YOU DIDN'T LEARN
A TOOL. THE TOOL
LEARNED YOU."**

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SHEET 05 • PHASE 5

MAKE IT AN EMPLOYEE



PHASE 5 • EXERCISE 1

THE STANDUP + THE 3 FILES

A demo answers when you ask. An employee reports before you ask.

THE STANDUP PROMPT

[COPY THIS](#)

"Every morning at 9 a.m., before I ask, post a standup: what you did yesterday, what you're working on today, and what needs my decision. Set that up for yourself and confirm it's scheduled."

Feed it your business **: drag 3 real files into its folder today:

1

YOUR PRICE LIST / OFFER DOC

2

YOUR FAQ / COMMON OBJECTIONS

3

ONE THING CUSTOMERS ASK ABOUT WEEKLY

EXERCISE 2 • SAY IT LIKE A MANAGER

THE MANAGER'S TWO LINES

Two sentences you attach to every task you hand your agent. One keeps your files safe. One kills "trust me, it's done."

1 THE DO-NOT LINE

SAFETY ON EVERY FILE TASK

Say this before it touches anything:

“Do not edit and do not delete anything.”

2 THE PROOF LINE

ON EVERY TASK

Say this before you accept "done":

“Don't tell me it's done. Show me that it's done.”

Write the first real task you'll give it, with both lines included:

PHASE 5 • REFLECTION

THINK

ONE QUESTION THAT SURFACES WHAT'S REALLY IN THE WAY

"You are the manager, not the operator."

Where are you still operating: editing its files, doing its steps, retyping its context?

PHASE 5 • ACTION

MOVE

ONE ACTION YOU COMMIT TO BEFORE THE NEXT PHASE

Give it the Phase 1 job today.

Real task, real deadline, proof required.

FIELD NOTE Nº 05

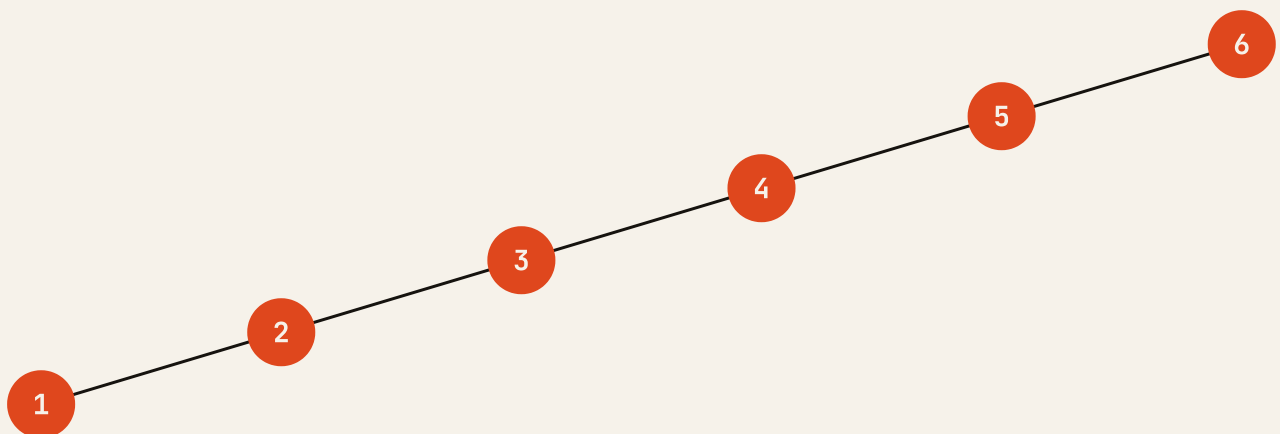
**"DON'T TELL ME IT'S
DONE. SHOW ME
THAT IT'S DONE."**

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SHEET 06 • NEVER STUCK AGAIN

NEVER STUCK AGAIN

The last phase isn't technical. It's the reflex that separates people who finish from people who quit.



THE MOUNTAINPHASE 6 OF 6

EXERCISE 1 • THE REFLEX

THE 7-SECOND RULE

WHY: “You should not be stuck on anything for more than seven seconds. Use AI to use AI.” The skill that separates people who finish from people who quit isn't technical. It's this reflex.

1

SCREENSHOT

the error, exactly as it looks

2

PASTE IT

into your AI chat

3

ONE LINE OF CONTEXT LET IT WALK YOU OUT

what you were trying to do one step at a time

4

THE UNSTUCK PROMPT

COPY THIS

“I'm stuck. Before you tell me what to do, ask me one question at a time until you understand my problem.”

Plain English. Say it into any AI chat • that's the whole move.

EXERCISE 2 • TRACK THE REFLEX

THE 7-DAY REFLEX TRACKER

One row a day, for one week. What you got stuck on, and how fast AI got you out.
You're not tracking problems. You're training a reflex.

DAY	I GOT STUCK ON...	AI GOT ME OUT IN...	<7 SEC
1			☐
2			☐
3			☐
4			☐
5			☐
6			☐
7			☐

The win isn't zero stuck moments. It's zero **long** ones.

PHASE 6 • REFLECTION

THINK

ONE QUESTION THAT SURFACES WHAT'S REALLY IN THE WAY

"You no longer focus on the problem. You start focusing on the solution."

What problem have you been staring at all month that your agent could have diagnosed in a minute?

PHASE 6 • ACTION

MOVE

ONE ACTION YOU COMMIT TO BEFORE THE NEXT PHASE

Next error you hit: screenshot, paste, one line of context.

Time yourself.

FIELD NOTE Nº 06

**"YOU'RE NOT LATE
TO AI. YOU'RE **EARLY**
TO AGENTS."**

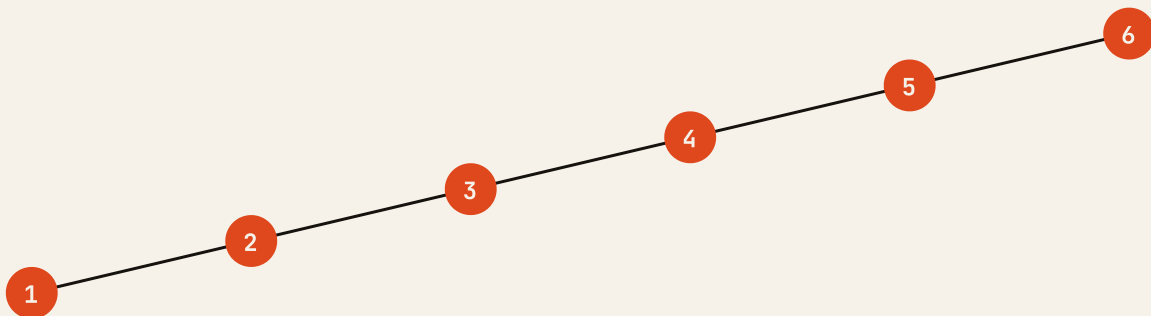
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CLOSING • ASSEMBLY COMPLETE

TAKE A BREATH.

You just did what most people watch videos about for a year:

- | | | |
|---|------------------------|-------------------------------|
| 1 | FOUND THE JOB | PHASE 1 • FIND THE JOB |
| 2 | UNDERSTOOD THE MACHINE | PHASE 2 • KNOW THE MACHINE |
| 3 | BUILT THE FOUNDATION | PHASE 3 • FOUNDATION FIRST |
| 4 | WROTE THE BRAIN | PHASE 4 • THE BRAIN FILE |
| 5 | MADE IT AN EMPLOYEE | PHASE 5 • MAKE IT AN EMPLOYEE |
| 6 | LEARNED THE REFLEX | PHASE 6 • NEVER STUCK AGAIN |



THIS WORKBOOK ONLY WORKS IF YOU DO.

Don't let these pages sit empty.

DON'T BUILD THIS **ALONE.**

Alone, this takes months. Most people quit in week one, not because it's hard, but because there's **nobody to unstick you and no room building next to you.** That's what the **AI Build Lab mentorship** is: the room, the unsticking, and me looking at YOUR build until it runs without you.



READY? BOOK A CALL

Scan the code, or tap the link, and grab a time. We'll look at your business, your first agent, and whether the Build Lab is your next move.

<https://calendly.com/d/cvwz-p33-54v/ai-build-lab-enrollment-call>

↳ this link is clickable in the PDF

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AI Build Lab

AI AGENTS | SYSTEMS | AUTOMATIONS



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