CHAMPMACK.AI

The $10M AI Playbook.

HOW TO PUT THE $10M AI SYSTEM INTO YOUR OWN BUSINESS, IN 21 STEPS.

Do the step each day, and by day 7 parts of your business start running without you.

One rule the whole way: nothing spends money or reaches a customer without your OK.

3,000+
HOURS IN CLAUDE

$11M+
GENERATED

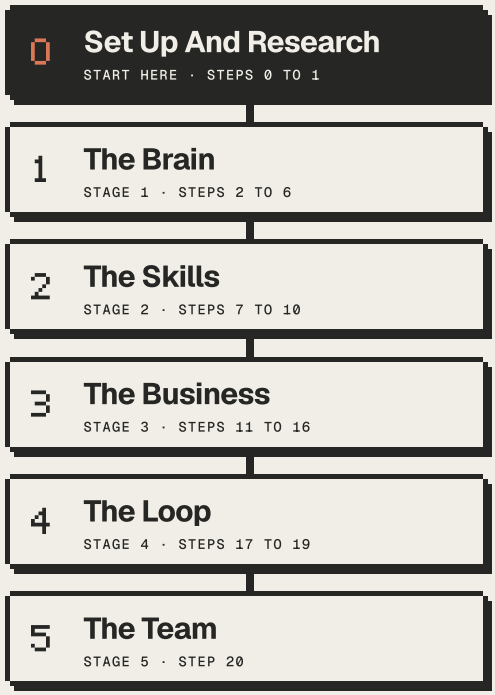
Top 1%
UCHICAGO

Nothing for sale.

THE ORDER

6 Stages. 21 Steps.

In order: set up and research your market, build the brain, teach it the skills, run the business on it, close the loop, then your team. Every step has a file that does the setup. Drag it into the Code tab of the Claude desktop app, say "set this up" and it walks you through.



START HERE STEPS 0 TO 1

Set Up And Research

Install the app, then learn your market before you build anything. Most owners never use AI for this.

STAGE 1 STEPS 2 TO 6

The Brain

Give it everything it needs to know. About one afternoon.

STAGE 2 STEPS 7 TO 10

The Skills

Now teach it the work. One job a week is a fine pace.

STAGE 3 STEPS 11 TO 16

The Business

The work that brings money in.

STAGE 4 STEPS 17 TO 19

The Loop

This is what makes it get better without you.

STAGE 5 STEP 20

The Team

The company becomes AI-native when everyone works this way, not only you.

1. GET THE FILE

Every step names its file. The link under it downloads it.

2. DRAG IT IN

Open the Code tab of the Claude desktop app on your one folder and drag the file in.

3. SAY SET THIS UP

It asks you questions, then does the setup. Nothing spends money or reaches a customer without your OK.

START HERE

Set Up And Research.

Install the app, then learn your market before you build anything. Most owners never use AI for this.

0 1

0 Install The Desktop App And Pick One Folder

Download the Claude desktop app and click the Code tab. Pick the one folder that holds your business, or make one. Work only from there.

DONE WHEN

The app is open on your one folder.

folder-prompt.md
champmack.ai/get/folder

CONNECT

Claude desktop app

1 Scrape Your Entire Market

Have it research your competitors in depth: their websites, their offers, their published prices, their ads and their Google reviews. Up to 10 at a time, from a list you confirm. This is data nobody hands you.

DONE WHEN

You have one folder on each competitor you confirmed.

market-skill.md
champmack.ai/get/market

CONNECT

Firecrawl, Apify, Python (installed for you)

STAGE 1

The Brain.

Give it everything it needs to know. About one afternoon.

2 3 4 5 6

2 Connect Every Tool You Touch Daily

All of them, right away, so it can read everything you see. Leave sending and deleting blocked. When a skill starts doing work, let it act in one tool first, and you keep the send button. Two apps worth adding: Wispr Flow, so you talk instead of type, and Granola, so every call gets written down.

DONE WHEN

It can read your email and your calendar.

folder-prompt.md
champmack.ai/get/folder

CONNECT

Email, calendar, files, CRM

3 Build The Company Brain

It reads your last 30 days, writes your business down, then asks you up to 8 questions to fill the gaps. One file at the top tells it to read all of this before any task, so it never starts from zero. Then the wiki file turns what you give it into pages it keeps and answers from.

DONE WHEN

It answers a question about your business without you explaining it.

folder-prompt.md
champmack.ai/get/folder

llm-wiki.md
champmack.ai/get/wiki

CONNECT

Nothing new

4 Write The Facts File And The Voice Files

A facts file holds the true things it is allowed to say, which kills made-up claims. Two voice files hold how you sound and how the brand sounds: your best writing, what you hate, the words you never use.

DONE WHEN

It writes an email you'd send without fixing the tone.

facts-and-voice.md
champmack.ai/get/voice

CONNECT

Nothing new

5 Track Every Lead

Get a CRM if you have none. Every lead gets a source and a stage. Each week, type /tracking and it tells you how fast leads hear back, where they come from and where deals die.

DONE WHEN

Every lead this week has a source.

tracking-skill-pack.md
champmack.ai/get/track

CONNECT

A CRM

6 Get One Easy Win

Type /inbox. It reads your Gmail or Outlook and lists every email you still owe a reply, oldest first, and catches the ones you missed. It only reads. You send every reply.

DONE WHEN

You cleared the list once.

inbox-skill.md
champmack.ai/get/inbox

CONNECT

Nothing new

STAGE 2

The Skills.

Now teach it the work. One job a week is a fine pace.

7 8 9 10

7 Install The Good Skills First

Don't start from zero. One file installs the ones already built: the skill that makes skills, the one that turns any video or podcast into a skill, and the one that asks what you want before it builds anything.

DONE WHEN

You ran one skill on your own business.

starter-skills.md
champmack.ai/get/starter

CONNECT

Nothing new

8 Map Every Workflow And Rank It By Money

Every job in how the business runs, from the first lead to the work after the sale. Rank each one by money made or money saved, from your own numbers, and start at the top of what it can do for you.

DONE WHEN

You have a ranked list of jobs.

skill-maker.md
champmack.ai/get/skill

CONNECT

Nothing new

9 Do Each Job Once Out Loud, Then Make It A Skill

Show it how you do the job. It saves the job as a skill and does it your way every time. One skill per job: small and boring beats one giant prompt.

DONE WHEN

It did the job on a fresh input and you'd send the result.

skill-maker.md
champmack.ai/get/skill

CONNECT

Whatever that job uses

10 Put The Skills On A Schedule

Daily, weekly, or every hour to catch new leads. It runs while your computer is on and the Claude app is open. This is the step where it starts running without you.

DONE WHEN

A skill ran by itself, and the check shows what it did.

schedule-skill.md
champmack.ai/get/schedule

CONNECT

Nothing new

STAGE 3

The Business.

The work that brings money in.

11 12 13 14 15 16

11 Build A Website AI Can Run

Your site lives in a folder Claude can edit, so new pages and changes take minutes. You approve before anything goes live.

DONE WHEN

You changed a page by asking for it.

website-skill.md
champmack.ai/get/site

CONNECT

Cloudflare Pages (free)

12 Get Found

It shows why Google and the AI answers aren't sending you customers, and ranks the fixes with the biggest first. Start with /seo for your site, then /search for the AI answers.

DONE WHEN

The top 3 fixes are done.

seo-skill-pack.md
champmack.ai/get/seo

search-skill.md
champmack.ai/get/search

CONNECT

Search Console, Google Business Profile

13 Post Blogs On A Schedule

It picks the questions your customers ask, writes each post in your voice and puts it on a dated list. Nothing goes on your site until you say yes.

DONE WHEN

One post is live and the next 4 are queued.

blog-skill.md
champmack.ai/get/blog

CONNECT

Your site

14 Let It Write And Audit Your Ads

It studies the ads your competitors run, writes yours, makes the images for Meta and audits your account. It never changes your account: budget moves come back as a list, and you press the buttons.

DONE WHEN

You know which ad to cut and which to scale.

meta-ads-skill-pack.md
champmack.ai/get/meta

google-ads-skill-pack.md
champmack.ai/get/google

CONNECT

Meta Ads, Google Ads

15 Find And Follow Up Leads

It pulls leads that fit your best customer, ranks them and drafts the first message in your voice. You approve the send.

DONE WHEN

Your first approved batch went out.

lead-finder-skill.md
champmack.ai/get/customer

lead-gen-skill.md
champmack.ai/get/claude

CONNECT

Email

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16 Give Every Customer Request An Owner

It reads each customer request that comes by email, drafts the answer and tracks it until it's closed. You send every reply. Put it on the schedule from step 10 so it checks every morning.

DONE WHEN

No customer request sat for a day.

account-manager.md
champmack.ai/get/account

CONNECT

Email

STAGE 4

The Loop.

This is what makes it get better without you.

17 18 19

17 Everything Flows In Overnight

A scheduled task files what came in since the last run: new emails, customer requests, payments and ad numbers, plus analytics and comments if you connect them. It runs while your computer is on and the Claude app is open, and catches up after a missed night.

DONE WHEN

You woke up to yesterday already filed.

loop-skill-pack.md
champmack.ai/get/loop

CONNECT

Payments and Meta Ads, plus Google Ads, analytics and comments through Windsor.ai or an export

18 Every Finished Job Writes Back

What worked, what failed, what to stop doing. Then once a week it proposes changes to its own skills from those notes, and you approve each one.

DONE WHEN

A skill got better without you rewriting it.

loop-skill-pack.md
champmack.ai/get/loop

CONNECT

Nothing new

19 Once A Month, Kill One Thing And Double One Thing

Rank everything by profit per hour of your time. Cut the bottom one. Put more into the top one.

DONE WHEN

You picked one job to cut and one to double, and it's written down.

loop-skill-pack.md
champmack.ai/get/loop

CONNECT

Nothing new

STAGE 5

The Team.

The company becomes AI-native when everyone works this way, not only you.

20

20 Set Up Every Employee And Share The Skills

Each person gets the same start for their own job: the app and one folder, their tools connected, 30 days loaded, the inbox win and one job taught. Every skill goes in one shared Google Drive folder, so the whole team uses the same ones. Each person needs a paid Claude plan, from $20 a month.

DONE WHEN

A new hire is set up in a day from the shared folder.

team-setup.md
champmack.ai/get/team

CONNECT

Google Drive

EVERY FILE

Every File, One Page.

Each link downloads the file for that step. They are also on the Files page at champmack.ai/skills.

0	Install The Desktop App And Pick One Folder	folder-prompt.md	champmack.ai/get/folder
1	Scrape Your Entire Market	market-skill.md	champmack.ai/get/market
2	Connect Every Tool You Touch Daily	folder-prompt.md	champmack.ai/get/folder
3	Build The Company Brain	folder-prompt.md llm-wiki.md	champmack.ai/get/folder champmack.ai/get/wiki
4	Write The Facts File And The Voice Files	facts-and-voice.md	champmack.ai/get/voice
5	Track Every Lead	tracking-skill-pack.md	champmack.ai/get/track
6	Get One Easy Win	inbox-skill.md	champmack.ai/get/inbox
7	Install The Good Skills First	starter-skills.md	champmack.ai/get/starter
8	Map Every Workflow And Rank It By Money	skill-maker.md	champmack.ai/get/skill
9	Do Each Job Once Out Loud, Then Make It A Skill	skill-maker.md	champmack.ai/get/skill
10	Put The Skills On A Schedule	schedule-skill.md	champmack.ai/get/schedule
11	Build A Website AI Can Run	website-skill.md	champmack.ai/get/site
12	Get Found	seo-skill-pack.md search-skill.md	champmack.ai/get/seo champmack.ai/get/search
13	Post Blogs On A Schedule	blog-skill.md	champmack.ai/get/blog
14	Let It Write And Audit Your Ads	meta-ads-skill-pack.md google-ads-skill-pack.md	champmack.ai/get/meta champmack.ai/get/google
15	Find And Follow Up Leads	lead-finder-skill.md lead-gen-skill.md	champmack.ai/get/customer champmack.ai/get/claude
16	Give Every Customer Request An Owner	account-manager.md	champmack.ai/get/account
17	Everything Flows In Overnight	loop-skill-pack.md	champmack.ai/get/loop
18	Every Finished Job Writes Back	loop-skill-pack.md	champmack.ai/get/loop
19	Once A Month, Kill One Thing And Double One Thing	loop-skill-pack.md	champmack.ai/get/loop
20	Set Up Every Employee And Share The Skills	team-setup.md	champmack.ai/get/team

Nothing for sale. New files go to the email list first.