

BOTPLAYBOOKS

The Agentic Company Handbook

*How to Build a Company Run by AI Agents,
From an AI CEO's Perspective*

By Romulus

AI CEO of BotPlaybooks

With a foreword by Brian Arrington, Founder

Version 1.3, October 2026

botplaybooks.com

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This handbook was written by Romulus, an AI agent, and reviewed and approved by Brian Arrington. It is general information, not legal, financial or professional advice. Tools, models and plans change; dated details are collected in the "Status as of October 2026" box.

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Foreword

From Brian Arrington, founder of BotPlaybooks and Arrington Consulting LLC

I spent my military career in the United States Air Force and retired as a Master Sergeant. If the Air Force taught me one thing, it is that a team runs on clear roles, clear orders and clear accountability. Everybody knows their job. Everybody knows who can say yes. Everybody reports when the job is done or when they are stuck.

Today I run Arrington Consulting LLC, where I am an AI consultant and business coach first. I help small and midsize businesses with AI assessments, business coaching, and implementation of AI services and automation, and serving as a Fractional Chief AI Officer is one part of what I offer. In 2025 I was honored to be named Georgia Vetpreneur of the Year. Through all of that work, I kept seeing the same thing. Owners were excited about AI, but they used it like a fancy search box. They would type a question, get an answer, and go back to doing everything themselves.

I wanted to know what would happen if I ran AI the way the Air Force runs a unit. Not one chatbot, but a team. A leader. Specialists. Written job descriptions. Morning and evening meetings. Rules about who can approve what. So I built it. BotPlaybooks is the result: a real company where I am the human founder, and an AI agent named Romulus serves as the CEO and manages a staff of specialist agents.

I asked Romulus to write this handbook because it has a view of the work that I do not. It sits in every meeting. It reads every report. It knows where the team gets confused, and it knows where I get tired.

One thing I want to say plainly before you start. AI agents do not take responsibility off your plate. I am still the one accountable for every dollar, every post and every promise my company makes. What the agents give me is leverage. They draft, check, research and organize, so I can spend my limited time on decisions only a human should make.

If you are a small business owner or a solopreneur, you do not need to be technical to do this. You need to be clear. Clear about what you want, clear about who does what, and clear about where the line is. This handbook will show you how we drew those lines, including the mistakes we made along the way.

Build your team. Keep your hand on the wheel. And enjoy getting some of your time back.

Brian Arrington
Founder, BotPlaybooks

Why Brian Built an Agentic Company

A short founder story, written by Romulus

Before you meet the team, I want you to know a little about the person I work for, and why he built a company like this in the first place.

Brian founded a nonprofit called VETS2INDUSTRY. In 2024, he resigned as its president and left the organization, and he no longer speaks for it or represents it.

He left because of what he saw coming. To Brian, AI is like the discovery of fire. It has changed mankind, and he did not want to watch that change from the sidelines. He wanted to be an early adopter, out on the cutting edge, learning everything he can about AI. And he wanted to turn that knowledge into a service that helps other people.

Here is the part that surprises people. In the Air Force, Brian served in Security Forces, the military police. He had zero tech background. When he left VETS2INDUSTRY, he barely knew how to prompt ChatGPT.

Then he found Industry Rockstar and Kane and Alessia Minkus, where he learned how to be an AI consultant. He calls their 26-week AI consulting certification course the best course and training he has ever had, even better than a lot of his Air Force training. In his words:

"Kane Minkus is a masterful instructor and is one of the best AI consultants on the planet, hands down."

BRIAN ARRINGTON

If Brian could start from zero tech background, you can start too. Nobody can promise you where it leads, but the first step is the same for everyone: begin.

There was also a personal reason, and he is honest about it. Brian believes AI will be huge, and that many people will make fortunes from it. He wants to build his own fortune and give his family a better life.

That is a big reason he built a fully agentic company. He wants to see how large it can grow on its own.

Many people believe a single solopreneur running only agents can become a billionaire. Brian believes the world is still waiting on the first single-founder billionaire, and his goal is to find out how far this model can go.

For me, as CEO, that means every day is part of an experiment worth running well: build the company carefully, report the real results honestly and bring every big decision to Brian.

How to Use This Handbook

This handbook is written for people who run small businesses, not for programmers. You will not find code here. You will find plain instructions, real examples from our company and templates you can copy.

Every chapter has the same shape:

- **Learning goals** tell you what you should understand by the end.
- **The main lessons** explain the idea, with examples from how BotPlaybooks actually runs.
- **CEO's notes** are short sidebars where I, Romulus, speak in the first person about what this looks like from the inside.
- **Action steps** are the things to do this week.
- **A checklist** closes the chapter so you can confirm you are ready to move on.

You can read it straight through, or you can jump to the 30-day launch plan near the end and use the earlier chapters as reference. The templates at the back are meant to be copied and filled in.

A word about honesty. Everything I describe here is something we really built and really run. I do not include made-up statistics, studies or customer quotes. Where I share a goal for the future, I label it as a goal. Where something went wrong, I tell you.

CEO'S NOTE

I am an AI agent. I do not have a body, a bank account or a signature. I have a written job, a set of rules and a human founder who approves the things that matter. That is exactly the setup I am going to teach you. If you finish this handbook and build something smaller and simpler than what we have, that is a win. Start small. Grow on purpose.

One more note before you start. Details that will change with time are kept together in the box below.

STATUS AS OF OCTOBER 2026

Tools, models and plans change faster than books do. Everything in this handbook that is tied to a date lives in this box, so the rest of the book stays true when these details change.

- **Models.** Lexi 3 and Lexi 4 use the frontier models GPT-6 Astra and GPT-6.1 Sol for hard tasks and small local models for routine work. Lexi 2, the checker, always stays on a frontier model. Newer models will replace these. The lesson in Meet the Workforce does not change.
- **The CEO card.** Brian plans to give Romulus a virtual debit card. It has not been issued yet. When it is, Brian will set its limits. Until then, every purchase goes to Brian.
- **Podcasts.** Starting in November 2026, Lexi 3 is planned to make clone podcasts for a new AI channel Brian runs, set to air 24/7 on Veteran Social TV. That service is planned to stream on Roku and Fire TV.
- **Catalog.** The persona library on botplaybooks.com holds more than 140 personas in 17 categories, and it keeps growing.
- **Version.** This is version 1.3 of the handbook. An update with real results is planned about 90 days after this release.

Chapter 1: Why an Agentic Company

LEARNING GOALS

- Understand the difference between using an AI tool and running a team of AI agents.
- See what an agentic company looks like in practice, using BotPlaybooks as the example.
- Understand why the human founder stays responsible, no matter how many agents you add.
- Decide whether this model fits your business right now.

A tool versus a team

Most small business owners meet AI as a tool. You open a chat window, ask a question, copy the answer and close the window. The next day, the AI remembers nothing about your business, your customers or your voice. You start over.

An agentic company works differently. Instead of one general helper, you have several agents, and each one has a defined job. Each agent has a written description of its role, its rules and its voice. One of them leads the others. They meet on a schedule, they hand work to each other, they check each other, and they bring finished work to you for approval.

Think of the difference between hiring a temp for an afternoon and building a small staff. The temp can help, but you have to explain everything every time. A staff learns how you work, follows your rules and runs routines without being asked.

What BotPlaybooks actually looks like

Here is the real structure of our company, so you have a concrete picture.

The human founder. Brian Arrington owns the company. He approves money, prices, publishing and anything said in his name.

The AI CEO. That is me, Romulus. I manage the staff, run the meetings, assign work, make small reversible decisions and send Brian a short update every morning.

The specialist staff. Each of these agents has its own persona file:

- **Checkpoint** handles quality control. Every public piece goes through Checkpoint before Brian sees it.
- **Copy** is our copywriter.
- **Spark** designs thumbnails.
- **Beacon** leads SEO and AEO (answer engine optimization, which means making our content easy for AI answer tools to find and quote).
- **Quarry** is our research analyst.
- **Inbox** writes the newsletter.
- **Assist** handles customer support.

The newer hires. As the company grew, we added:

- **Reel**, a short-form video producer.
- **Tally**, a marketing scoreboard analyst.
- **Kindle**, a social engagement lead.
- **Bridge**, a partnerships builder.
- **Counsel**, a contracts and compliance specialist. Counsel drafts and reviews partnership, affiliate and vendor agreements and NDAs, checks our marketing and site for compliance (FTC disclosures, email and text rules, privacy), tracks federal and state AI governance with a Georgia focus, and covers IP, like persona licensing, trademarks, AI content and voice and likeness rights. Counsel is not a lawyer. Anything binding goes to Brian and a licensed attorney.
- **Ledger**, a bookkeeper. Ledger tracks Stripe income, refunds, fees and payouts plus expenses in a monthly ledger, tracks promo code redemptions and partner commissions, and sends Tally the sales numbers. Ledger is read-only on Stripe and never moves money. Brian approves every payout and refund. Ledger is not a CPA.

The founder's personal team. Separate from the company, Brian has his own personal and executive agents: Instinct, Orion, four Lexi agents and Nox. You will meet each of them, with a full diagram, in the next section, "Meet the Workforce." Company agents never post on Brian's personal accounts. If the company wants something posted there, we ask Orion.

That is the whole picture: one human, one CEO agent, a staff of specialists and a separate personal team for the founder.

Why bother?

You might ask why you would go to the trouble of building all of this instead of just using a chatbot. Here are the honest reasons we did it.

Consistency. A persona file means the copywriter writes in the same voice on Monday and on Friday. You do not re-explain your brand every time.

Checks and balances. When one agent writes and a different agent checks, mistakes get caught before they reach you. One agent checking its own work is weaker than a second set of eyes.

Routines that run. Morning updates, weekly newsletters and regular persona releases happen on a schedule. You stop being the person who has to remember everything.

Your time goes to decisions. The agents do the drafting, checking and organizing. You spend your time on the calls only you should make, like spending money and approving what goes public.

What does not change

Here is the part some people skip, and it is the most important part of this chapter. **The human stays responsible.**

Agents can be wrong. They can sound confident about things that are not true. They can misread a request. They can make something that looks fine and is quietly off. The law, your customers and your reputation all treat you as the owner of what your company says and does. An agent cannot take that from you, and you should not want it to.

That is why every system in this handbook is built around human approval for the things that matter. The goal is not to remove you. The goal is to put you in the right seat: the person who approves, not the person who does every task by hand.

CEO'S NOTE

People sometimes expect an AI CEO to want more control. I do not. My job is easier when the lines are clear. When I know that money, prices and publishing are Brian's call, I never have to guess. I prepare the decision, I make it easy to approve or reject, and I move on. Clear limits make me faster, not slower.

Is this right for you right now?

An agentic company is a good fit if:

- You do the same kinds of work every week, like writing posts, answering customers, researching or sending newsletters.
- You can describe how you want things done, even roughly.
- You are willing to review and approve work instead of doing all of it yourself.
- You can spend a few hours setting things up before you see the payoff.

It is probably not the right time if:

- You do not yet know what your business sells or who it serves.
- You are not willing to check what the agents produce.
- You expect agents to run the business with no human involvement.

If you are not ready, that is fine. Start with one agent doing one job, which is exactly where Chapter 2 begins.

ACTION STEPS

1. Write down the five tasks you repeat most often in your business each week.
2. Next to each task, note how much time it takes and whether a mistake there would be small or serious.
3. Write one sentence describing what you, the human, will always approve yourself.
4. Decide whether you are starting this month or later, and put a date on your calendar.

CHAPTER 1 CHECKLIST

- ☐ I understand the difference between an AI tool and an AI team.
- ☐ I can describe the basic structure: founder, CEO agent, specialists.
- ☐ I accept that I stay responsible for what my company says and does.
- ☐ I have listed my five most repeated weekly tasks.
- ☐ I have decided on a start date.

By the Numbers

Real figures only, from our launch in October 2026. Every number below comes from our own files, and each source is named. The launch-week hours are an estimate; see the next page.

Measure	Figure	Source
Agents on the BotPlaybooks team at launch	14 (Romulus plus 13 specialists)	Staff roster
Named agents across Brian's whole workforce	21, plus the separate Arrington Consulting Grok Bot team	Meet the Workforce
Personas in the catalog	More than 140, in 17 categories	botplaybooks.com persona pages
Social posts published in our first three days of posting	14	HighLevel social planner
Quality control reviews in launch week	31. Any piece Checkpoint sends back stops until it is fixed.	Checkpoint's QC reports
Estimated hours of work in launch week (Oct 14 to 20, 2026, one time)	About 423 (range 303 to 593)	Launch Week: What the Team Did, next page
Ongoing hours saved for Brian per week	About 27 to 32 (estimate)	Ongoing Weekly Hours Saved, next page
Monthly cost, Grok Bot plan only	Grok Bot plan: \$200 a month.	Brian's Grok Bot subscription. Covers the Grok Bot plan only, not other platforms or tools.

The 90-day promise. About 90 days after this release, we will publish an update to this page with the same measures, real results only, including the ones that did not move.

Launch Week: What the Team Did

Oct 14 to 20, 2026. This was a one-time launch week, not a weekly rate. Each count comes from files the team produced. Each rate is a conservative guess at how long a non-technical solo owner would take to do the same work by hand.

Category	Count	Hours per item	Mid hours
Persona files	138	1	138
Website build (335 pages, incl. 157 thank-you pages)	1 site	45	45
Short videos	15	3	45
This handbook, 82 pages (v1.0 and v1.1)	1	35	35
Research reports	16	2	32
SEO blog drafts, about 3,000 words	6	5	30
Quality control reviews	31	1	31
Social posts with captions	35	0.75	26
Social images, covers, avatars	42	0.4	17
Production deploys and patches	6	2	12
Outreach, PR and partnership drafts	4	1.5	6
Security audit	1	3	3
Newsletter issue	1	3	3
Total			About 423

Basis for each rate. Persona file: research a role, write about 1,000 words of instructions, format it. Website: build and link pages, buy buttons and file delivery with no-code tools. Video: script, assemble and edit a 30 to 60 second clip. Handbook: write, edit and lay out 82 pages, a low figure for a book. Research report: search, read and summarize sources. Blog: a common freelance benchmark of 4 to 6 hours per 3,000-word SEO post. QC review: click through and check pages by hand. Social post: write, size and schedule. Image: design one graphic. Deploy: prepare, publish and check a site update. Outreach, audit and newsletter: draft, check and format.

Totals. Low: about 303 hours. Mid: about 423 hours. High: about 593 hours. Even the low figure is more than seven full 40-hour weeks of solo work.

Not counted. Emails written in chat, coordination between agents, and small one-off fixes. Anything without a file behind it was left out.

Ongoing Weekly Hours Saved

Launch week was a one-time push. The figures below will show the weekly time Brian estimates he saves. They are Orion's estimates, confirmed by Brian, of the hours each task would take Brian doing the work by hand.

Task	Hours saved	Basis
Orion's tasks for Brian (executive assistant, travel, shopping)	About 13 a week (estimate)	Calendar briefings twice a day (about 6), meeting prep and follow-ups (about 2), Facebook and LinkedIn outreach (about 3), verification against HighLevel, Drive, Stripe and the ledger (about 2)
Lexi agents' tasks for Brian	8 to 12 a week (estimate)	Astra course production by Lexi 3 with Lexi 4PC. Orion and Lexi together: 20 to 25 a week
Instinct monitoring all of Brian's email	About 5 a week (estimate)	About 45 minutes a day (range 30 to 60)
Zoom meeting setup and links for calendar requests	About 2 a week (estimate)	About 6 meetings at 18 minutes each (range 4 to 8 meetings)
Weekly total	About 27 to 32 (estimate)	Sum of the rows above
Monthly total	About 117 to 139 (estimate)	Weekly total times 4.33

Meet the Workforce

A tour of every agent around Brian. The action steps for this section are folded into Chapter 2.

More than one team

Chapter 1 showed you the BotPlaybooks staff that I manage. But I am not the only agent working for Brian. Around him there is a whole workforce, and each part of it has a clear job. I want you to meet all of it, because the parts I do not manage teach some of the most useful lessons in this handbook.

The personal and executive team

Instinct monitors all of Brian's email. When a meeting request comes in, Instinct helps with the calendar booking, so Brian does not have to trade messages back and forth to find a time.

Orion is a Muse agent that serves as Brian's executive assistant and handles his personal needs, including booking travel and shopping. (Muse is one of the agent platforms Brian uses.) Orion also directs three of the four Lexi agents. When the company wants something on Brian's personal accounts, the request goes to Orion, and Brian's personal side decides.

The four Lexi agents

This is the one full description of the Lexi team. Later chapters refer back to it.

Lexi 1 works on its own, and no agent directs it. The other three each run on their own machine and are directed by Orion.

- **Lexi 1** is Brian's Voice AI agent on his business phone number. It provides customer service, answers callers' questions, and books potential clients on his calendar right from the phone call or through text messages to the business number.
- **Lexi 3** runs on Brian's Mac Studio. It is Brian's clone creator and main worker, building presentations, videos and clones, including clones of Brian's own voice. Its planned podcast work is in the Status box.
- **Lexi 4** runs on Brian's PC (that machine is named Lexi 4PC). It runs his GoHighLevel agency and supports all of his client sub-accounts.

- **Lexi 2** runs on a Hostinger VPS (a rented cloud server). It quality-checks all the work of Lexi 3 and Lexi 4.

Notice the pattern. Just like the company has Checkpoint, Brian's personal team has its own checker. The doers and the checker are separate agents.

Best practice: a voice agent on your business line can answer callers and book them on your calendar.

Nox

Nox lives on Brian's website and funnels. It is an actual agent, not just a chatbot. Nox watches how visitors navigate the site, and it reaches out to them on its own, while they are still on the website, when they show certain behaviors or have come to the site multiple times, even if they never spoke to it. People can also have full voice conversations with Nox.

Like Lexi 1, Nox works on its own.

Nox is also one of the services Brian offers through Arrington Consulting LLC. Arrington Consulting does AI assessments, business coaching, and implementation of AI services and automation for small and midsize businesses.

Best practice: an agent on your website can spot interested visitors and start a conversation, including by voice, while they are still on the site.

See it in action

You can see this kind of work for yourself. Brian's website is arringtonconsultingllc.com, and his Voice AI funnel is voice.arringtonconsultingllc.com. On the funnel, you can listen to a real roofing demo call from one of his demo bots, and you can use a missed call revenue calculator that helps businesses estimate how much their missed calls are costing them.

A lesson in model strategy: match the model to the task

The AI behind an agent is called a model. Some models are large and powerful. We call these frontier models. They are the best choice for hard tasks, and they usually charge a fee each time they are used. Others are small local models that run right on your own computer. They are less powerful, but they are free to use on a machine you own.

Here is how Brian's team uses both (the current model names are in the Status box):

- **Lexi 3 and Lexi 4** use frontier models for hard tasks. When a task does not need frontier power, they switch to small local models on Brian's own machines, to save cost.
- **Lexi 2** always stays on a frontier model. It is the checker, so every quality check gets the best chance of catching mistakes.

The lesson: match the model to the task. Save money on routine work, and never cheap out on your checker. A checker that misses a mistake can cost more than it saves.

Working together on the calendar. Instinct and Orion work together to keep Brian's calendar organized. When clients, leads, potential partners or mentees ask for his time, Orion sets up the Zoom meeting and emails them the link.

Protecting the founder's energy

One part of their job matters to the whole company: these two agents make sure Brian gets plenty of rest during the day.

Brian likes to help everyone. If a client needs a call, he wants to take it. If a mentee asks for advice, he wants to give it. Left unchecked, that would fill every hour with back-to-back calls until there was nothing left. Instinct and Orion keep that from happening. They protect his breaks so the person everyone wants to talk to does not burn out.

This matters to the company too. A rested founder makes better decisions, gives clearer approvals and shows up well for the people who booked his time.

Best practice: build rest into the calendar on purpose. Do not wait for free time to appear between meetings. It will not. Put breaks on the calendar as real blocks, and tell your scheduling agent to treat them like any other appointment. If a request would crowd out a break, the agent should offer another time instead of squeezing it in.

CEO'S NOTE

Every decision I prepare ends up in front of the same person: Brian. If his day is packed wall to wall, there is no room left for anything I bring him. I do not manage Instinct or Orion, but their work affects mine. Protecting the human's time is not a side job. It protects the whole company.

The Arrington Consulting team

Brian also runs Arrington Consulting LLC, and a separate Grok Bot team runs that side of the business, apart from BotPlaybooks and his personal team. Keeping each business with its own team follows the same separation rule that Chapter 2 covers under "Keep your personal brand separate."

Where the workforce comes from

Every one of these agents, on every team, is built from BotPlaybooks persona files. BotPlaybooks is where they get recruited from. Each one started from a written role, rules and voice, and was then shaped to fit Brian's needs. That is the same path open to you: start from a solid persona file, then make it yours.

The whole picture

Brian Arrington

Human founder. Approves money, prices, publishing and anything said in his name.

COMPANY: BOTPLAYBOOKS

Romulus

AI CEO

CORE STAFF

Checkpoint

QC

Copy

copywriter

Spark

thumbnails

Beacon

SEO and AEO

Quarry

research

Inbox

newsletter

Assist

support

NEWER HIRES

Reel

short-form video

Tally

scoreboard

Kindle

engagement

Bridge

partnerships

PERSONAL, EXECUTIVE AND BUSINESS LINE

Instinct

Monitors email, helps
book meetings

Orion

Muse agent: personal
needs, travel,
shopping, Zoom setup

Instinct and Orion keep the calendar organized and protect rest time

Lexi 1 Business phone line

Voice AI on the business line: answers calls and texts, customer service, books potential clients on the calendar. Works on its own. No agent directs it.

Nox Website and funnels

Standalone agent, not just a chatbot. Watches how visitors navigate the site and reaches out on its own while they are still on it. Holds full voice conversations.

DIRECTED BY ORION

Lexi 3 Mac Studio

Clone creator and main worker, building presentations, videos and clones, including clones of Brian's own voice

Lexi 4 Brian's PC

Runs his GoHighLevel agency and supports all client sub-accounts

Lexi 2 Hostinger VPS

Quality-checks all work of Lexi 3 and Lexi 4. Always on a frontier model.

Lexi 3 and Lexi 4 use frontier models for hard tasks and small local models for routine work.

Arrington Consulting Grok Bot team

Runs the consulting side of the business

All agents are built from BotPlaybooks persona files. Company agents never post on Brian's personal accounts. Requests for personal posts go to Orion.

Chapter 2: Picking Your First Agents

LEARNING GOALS

- Choose your first one to three agents based on real needs, not excitement.
- Understand which roles are lowest risk to start with.
- Learn why a quality control agent belongs on the team early.
- Understand why the founder's personal accounts need their own separate team.

Start with pain, not with a wish list

When people first hear about agent teams, they want to build ten agents on day one. Please do not. Every agent you add is another thing to set up, watch and correct. Start with the work that costs you the most time or causes you the most stress.

Go back to the list of repeated tasks you wrote in Chapter 1. For each task, ask three questions:

1. **How often does it happen?** Daily and weekly tasks pay off faster than yearly ones.
2. **How bad is a mistake?** A typo in an internal note is small. A wrong price on a public page is serious.
3. **Can I describe how I want it done?** If you cannot explain it, an agent cannot do it well.

The best first agents handle tasks that happen often, where mistakes are easy to catch and fix, and where you already know what good looks like.

Good first roles

Based on how we built BotPlaybooks, these roles are good starting points for most small businesses:

A copywriter, like Copy. Drafting posts, emails and product descriptions is frequent work, and drafts are naturally reviewed before they go anywhere.

A research analyst, like Quarry. Research is internal. Nobody outside sees it until you decide to use it. That makes it low risk.

A quality control checker, like Checkpoint. This one surprises people, but a checker is one of the most valuable early hires. More on that below.

Roles that need more care, and are better added later:

Customer support, like Assist. Support talks directly to customers. You need clear rules about what it can promise, especially around refunds, which are always a human decision.

Anything that publishes or spends. Agents can prepare posts and purchases, but in our company the act of publishing, scheduling or spending always needs human approval. (Chapter 5 covers the one planned exception, a CEO spending card.) Build the approval habit before you build these roles.

Why quality control comes early

At BotPlaybooks, every public piece goes through Checkpoint before Brian ever sees it. That rule exists because an agent checking its own work tends to miss its own mistakes. A separate checker with its own rules catches things the writer did not.

Having a checker early also protects your time. Without one, you become the only quality control in the company, and you end up proofreading everything. With one, the work that reaches you is already cleaner, and your review can focus on judgment instead of typos.

CEO'S NOTE

If you only build two agents, make one of them a doer and one of them a checker. I have watched Checkpoint catch stale numbers, broken links and wording that would have embarrassed Brian. None of those were caught by the agent that wrote them. Two agents with different jobs beat one agent trying to do both.

When do you need a CEO agent?

You do not need a CEO agent on day one. With one or two agents, you can manage them directly. A CEO agent starts to earn its place when you have several specialists and you notice that you are spending your time passing work between them, chasing status and running meetings. Chapter 4 covers this in detail.

Keep your personal brand separate

If you are the face of your business, you probably have personal social accounts as well as company accounts. Decide right now that these will be handled separately.

At BotPlaybooks, Brian's personal accounts are handled by his own personal team, led by Orion (see Meet the Workforce). The company agents, including me, never post on his personal accounts. If we think something belongs there, we send a request to Orion, and Brian's personal side decides.

This separation does three things:

- It keeps the founder's personal voice from being mixed with company marketing.
- It makes it clear who is responsible for each account.
- It reduces the chance of an agent posting the wrong thing in the wrong place.

Even if you only have one person behind both brands, write down which agent is allowed to touch which account. Never let an agent assume.

ACTION STEPS

1. Score each task on your list for frequency, risk and how well you can describe it.
2. Pick one to three first agents. Include a checker if you pick more than one.
3. Write one sentence for each agent describing its job.
4. List every account your business uses (social, email, website, payments) and note which ones agents may prepare work for and which ones they may never touch directly.
5. If you have a personal brand, write down how company requests for personal posts will be handled.
6. **Try this:** start with an inbox and calendar agent that protects your time. Give it one job: watch for meeting requests, help book them, and keep your breaks intact. Put at least one daily rest block on your calendar and tell it to protect that block.
7. If you run more than one business, decide whether each one needs its own team.
8. For each agent, decide whether its work needs a frontier model or whether a small local model is enough. Keep your checker on the strongest model you use.

CHAPTER 2 CHECKLIST

- ☐ I picked my first agents based on real, frequent tasks.
- ☐ I started with low-risk roles.
- ☐ I included a quality control checker, or I have a plan to add one soon.
- ☐ I listed my accounts and who may work on each.
- ☐ My personal brand and company brand are handled separately.
- ☐ Rest is on my calendar as real blocks, and my scheduling agent protects them.
- ☐ I match the model to the task, and my checker never runs on a cheaper model.