

CONTENTS

Five short chapters. One hour, start to finish. No code anywhere in this book, and no word you have to look up. The first three are in this copy.

1**FIND OUT WHY AI MAKES THINGS UP**

It took me a thousand hours. It will take you one.

2**GET THE APP THAT REMEMBERS YOUR WORK**

First, your AI has to be teachable.

3**BUILD SOMEBODY A WEBSITE BEFORE LUNCH**

Meet Ray. Five goats, no website, no computer.

4**TEACH IT ONCE AND WALK AWAY**

That is your second brain, and you get it on this page.

BEING WRITTEN

5**NOW DO IT WITH YOUR OWN WORK**

Now we teach your brain your kung fu.

BEING WRITTEN

100**100 SKILLS YOU CAN TEACH YOUR AI NEXT**

All of them, in the ten groups, most popular first.

BEING WRITTEN

1

FIND OUT WHY AI MAKES THINGS UP

It took me a thousand hours. It will take you one.

1
TEACH IT A JOB**2**
HALLUCINATION**3**
THE FIX

It took me a thousand hours. It will take you one.
I watched videos about AI for more than a thousand hours.
I knew AI was huge. I wanted a way in.

I started. I stopped. I started again.
Nothing stuck.
Then three things happened, and it clicked.

So here are the three things.
Think about how you used AI up to now.
You explained the whole job again every time you opened it.

Nothing you told it last week was still there.
Wording it well still matters. That has not changed.
What changed is that it can now be taught.

You hand it the instructions for a specific job once.
Then it reaches for them every time that job comes up.
Teach it to answer an email in your own voice.

To write an estimate with your prices, in your layout.
To turn a page of scribbled notes into something you can send.
To write up what was agreed, so nobody argues about it later.

To answer the question your customers ask you every week.
To find the thing you know you wrote down somewhere.
To copy the same details across so you never type them twice.

1
TEACH IT A JOB**2**
HALLUCINATION**3**
THE FIX

To build a web page for your business.
Teach it once, and it never forgets.
The second thing was hallucination.

I found out why AI makes things up.
You have seen it happen.
The first answer was fine.

So you kept asking. One question, then the next.
An hour into the chat, the answers got worse.
It forgot things you had already told it.

In the end it told you something confident and wrong.
That was not you.
That was the way the information went in.

Picture a blender.

NOT DRAWN YET

DRAWING 1 — THE BLENDER

Whole fruit going in at the top. One brown sludge coming out at the bottom.

Tip a whole fruit bowl in and you get one brown drink.
Now find the strawberry.
You cannot. It is in there, but not as a strawberry.

Sometimes it cannot find the answer.
Sometimes it never understood the question.
Either way, it starts guessing.

It invents something that might fit.
The answer sounds sure. It is wrong.
The third thing is the fix.

There is a blueprint that stops AI from making things up.
It keeps whatever you give it exactly as it arrived.
A file, an email, a page of notes. Untouched.

Then it makes a copy and takes the copy apart, thought by
thought.

NOT DRAWN YET

DRAWING 2 — ONE PAGE BECOMES NOTES

One scribbled sheet, an arrow, six small notes with string
running between them.

Every separate thought becomes its own small note.
One idea. One note.
A note about your prices is only about your prices.

Nothing else is blended into it.
So when you ask about prices, it lands on that note exactly.
Every thought you handed over has a home now.

There is nothing left for it to guess at.
Then the notes are linked to each other.
The price note knows about the supplier note.

The supplier note knows about the job you did in March.
Ask one question and the connected ones arrive with the answer.

That is the part a regular chatbot cannot do.

Every note also carries where it came from.

So you can always ask it where it got that.

Every note carries a date as well.

So when two notes disagree, it shows you both.

It does not quietly pick one and hope you do not notice.

Small sharp notes, exact answer.

Now put the right notes together with the right instructions.

You hand over the instructions once.

You show it work you were happy with.

Then it does that job for you.

Not from a guess. From your own words, on your own notes.

In this book I show you how to switch that on.

It takes about an hour, and none of it is technical.

You switch it on with your mouse.

An hour gets it running. What you teach it after that is up to you.

What you get back is time. Every week, not once.

Teach it one job this week. You stop doing that job.

Teach it another next month. You stop doing that one too.

Nothing you teach it has to be taught twice.
So the list of jobs it handles only ever gets longer.
Month six looks nothing like month one.

It builds on itself.
I could have shown you how to put this together yourself.
I could have wrapped it into a twelve-week course.

Five thousand dollars. People pay that. It sells.
But almost nobody finishes twelve weeks.
You would pay, and never reach the part that changes anything.

So I am handing you a finished solution instead.
It is called a second brain.
It is a written copy of what you know.

Your work. Your company. Your life, if you want it in there.
Your prices, your customers, the way you word things.
Everything somebody would need to do your job.

You give it your instructions and examples of the work done right.
Then it does the job the way you would.
Everything you need is in this short PDF.

It is short on purpose. I want you on the other side.
An hour to the finish line beats twelve weeks you never finish.
You do not have to learn AI.

You have to switch one on.
Turn the page. That is where it starts.

2

GET THE APP THAT REMEMBERS YOUR WORK

First, your AI has to be teachable.

First, your AI has to be teachable.

You give it the instructions for a job once, and it keeps them.

Second, it has to be able to read your own work.

You choose what goes in.

One app does both. It is the Claude desktop app.

Not the website. A program that installs on your computer.

A chat in a browser does pick things up about you.

But you cannot teach it a job it will repeat.

The app can. It will remember your work.

You need a paid plan. The cheapest one will do.

It is about twenty dollars a month, and that figure may have moved.

One thing before you start. It is your safety net.
If you get stuck anywhere on this page, ask an AI.
Any one you already use will do. ChatGPT is fine.
Tell it what you are trying to do, in your own words.
I am installing the Claude desktop app and my download
will not open.
Which Claude plan do I actually need?
It answers in plain words, every time.
Easier to show than to say? Show it your screen.
Take a picture of what you are looking at.
On Windows, open the Snipping Tool.
On a Mac, open the app called Screenshot.
Both are already on your computer. Search the name.
Take the picture, then drag it into the chat.
Type one line: I am stuck installing Claude. What do I click?
It looks at your screen and tells you what to press.
You cannot break anything. You cannot look silly.
Nobody is watching. Ask as often as you like.

Now the steps. There are five, and none of them are
technical.
Already have the app and a paid plan? Skip to page [PAGE].

Step one. Open your browser and go to claude.ai.
Step two. Look for the button that says Download desktop
app.
It works out which computer you are on.
Windows and Mac both work. Click the button.

NOT DRAWN YET

SHOT 1

claude.ai with the download button circled.

Step three. Open your downloads and find the file that just landed.

It is called Claude Setup. Double click it.

NOT DRAWN YET

SHOT 2

the downloaded file sitting in downloads, circled.

Step four. Follow what it asks, all the way to the end.

It may ask your date of birth and phone number. Fill them in.

Step five. It asks which subscription you want. Take the cheapest paid one.

NOT DRAWN YET

SHOT 3

the plans, the cheapest paid one circled.

That is it. The app is yours.

Most people never get past a tab in a browser. You just did.
And that was the fiddliest page in the book.

PRO TIP — TALK TO IT. DO NOT TYPE.

Typing is the slowest part of all of this.
Your computer can already write down what you say.
Ask Claude: how do I talk to my computer instead of typing?
It tells you which keys to press on your own machine.
Then talk to it the way you would talk to a person.
It does not mind if you ramble. It sorts that out.
I stopped typing a while ago and I have not gone back.
Try one message that way before you turn the page.

You now have an AI that can be taught a job.
So the only question left is which job you teach it first.
Ray has five hungry goats and nobody can find him.
In the next chapter we build him a website from scratch.
About five minutes, and you write none of it.
Turn the page.

3

BUILD SOMEBODY A WEBSITE BEFORE LUNCH

Meet Ray. Five goats, no website, no computer.

Meet Ray.

Ray keeps five goats in a field outside Hollow Ash.

People hire the goats to eat their brambles.

The goats turn up, spend a day eating, and go home.

It works. It has worked for eleven years.

He fitted kitchens before that. He says he was worse at it.

Ray has no website. Ray has no computer.

Everything Ray knows is in a notebook in his coat.

And Ray knows a great deal.

He knows nobody is really buying goats.

They are paying for the patch a mower cannot get near.

Brambles, nettles, ground that got away over two summers.

The goats eat it all day. Then they go home.

People still ring him about goat yoga. Three times this year.

They do not do goat yoga.

Most of all, he knows his goats.

NOT DRAWN YET

DRAWING 10

the five goats in a row, exactly as they are drawn on Ray's own website, with their names written under them. This is the same picture the reader hands over on page [PAGE].

Brenda eats anything, and she eats it fastest.

Gary eats twice his share. He cannot go near flowers.

He ate Mrs Pennyworth's prize roses. Her show was that weekend.

Ray bought new ones and planted them himself. In the rain.

Now Gary stays home wherever anything is grown on purpose.

Duchess is the pretty one. She will not touch a nettle.

Kevin is the ugly one. Nothing frightens him on a bank.

A customer filmed him on the bank at Cobb's Farm.

Three people rang Ray that month because of that video.

Mabel is old and slow and misses nothing. She is on every job.

Ring Ray and he tells you which goats you need.

He is right every time. That is the whole business.

But he has to be standing there to say it.

He is usually in a field with no signal.

So here is what we are building for him.

A page with his five goats on it. Names and faces.

What a day costs, and what one goat costs.

Three questions for whoever lands there.

What is growing. How big is the plot. How steep.

Then the page names the goats to send.

So Ray picks up work while he is out in a field.

Building a web page is a job this AI already knows.
There are other jobs we can teach it, and we will.
Later in this book we teach it a job of your own.
Do that once and you save hours every week.
Today it is Ray's website.
So your job is to hand over the things only Ray knows.
What the business is. What it charges.
How it should look.
What goes on the page, and in what order.
Hand all of that over and you get the page you meant to get.

Open the app. Click New, up in the top left corner.
A blank page opens, ready for your message.

Two things go into it. Ray's words, and the goats' faces.
Start with their faces.
Open your browser and go to 1hourai.com.
At the top of that page, press The goat business example.
Scroll to the five goats. A button under them copies the picture.
Press it, go back to the app, and paste the picture in.

It is one picture with all five goats in it.
Give it a moment to take them apart.
It reads each face and matches it to a name.
Then the right goat lands next to the right name.

Now Ray's words. They are printed in the box opposite.
Paste them under the picture and press send.
That is the whole of your part.

Build me a one-page website for a goat hire business.

It is called Goat It Covered. It is run by Ray, outside Hollow Ash.
Ray hires out five goats to eat brambles and overgrown ground.
The goats arrive in the morning, eat all day, and go home.
A day with the whole herd is \$180. One goat on a small plot is \$60.
Ray drives up to twenty miles free, then charges \$40.
Put the prices on the page. He does not hide them.

The five goats, and this is the part that matters:
Brenda eats anything and she is the fastest in the herd.
Gary eats twice his share and cannot be trusted near flower beds.
Duchess is the pretty one and refuses to touch nettles.
Kevin is the ugly one and fears nothing on a steep bank.
Mabel is old and slow and never misses a patch.

The picture above this message is the five of them, in that order.
Put every goat on the page with its own face, its name and its
character.

Use the faces in that picture. Do not use anybody else's goats.
Then add three questions for a visitor: what is growing, how big is
the plot, and how steep is it. Use the answers to name the goats to
send.

How Ray wants it to feel, in his own words. Like a hand-printed
farm shop label, or a craft cider bottle. Warm, a little old-fashioned,
made by a person and not by a committee. Not like a lawn care
company.

His colours: dark green #2F5D3A, amber #F2B705, cream paper
#FBF6EA, oat #E8DCC0, brown lines #4A3F2F, near black #1A1A17.
Headings in Fraunces. Everything else in Nunito Sans.

Three more things he will not have on it: the word solutions, a form
with eleven boxes, and anything that makes it sound bigger than
five goats and one man.

Invent nothing. If I have not told you something, leave it off the page.

It thinks for a minute or two. Let it.

Then a page appears.

It is not a description of a page. It is the page.

You can click on it.

All five goats are on it, with the faces you handed over.

Answer the three questions and it names your goats.

NOT DRAWN YET

DRAWING 11

the finished page, drawn small, the five goat faces in a row

If there is one thing you would change, say that one thing.

Tell it the goats are too small. It rebuilds in seconds.

Ray has his own web page now.

You handed over what only Ray knows. It did the rest.

Next we give him somewhere to read it from.

CHAPTERS FOUR AND FIVE ARE BEING WRITTEN.

Four downloads your second brain and joins it to the app.
Five turns the whole thing on your own work.

This copy is free and it stays free. When the last two are finished they land in the same place.