



Agent business *playbooks.*

10 copyable microbusinesses that AI agents build and run, with
SOPs, exact prompts, routines, real costs and the failure modes.
Built from 38 sourced cases.

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How to run a business with an agent

Most "my AI agent made money" posts are marketing. We read all 38 sourced cases on [AgentBuilt](#) and wrote the 10 playbooks in this pack from what the evidence actually shows. Every number here links to a public source. Anything we couldn't verify is marked *not disclosed*.

What the 38 cases say

- **Most fully autonomous experiments earned close to \$0.** Tosh published 163 articles and 9 products for \$0 ([case](#)), BuiltByZac shipped 16 products and 300 articles for \$0 ([case](#)), and Jeez earned \$4.99 in 30 days while burning about \$40 for every dollar ([case](#)).
- **The winners had distribution before they had a product.** AgentUseCases.ai went live in front of Alex Finn's X audience and closed \$1,100 in sponsors within days ([source](#)). Earendel's spike came from one Reddit post a human wrote ([source](#)).
- **The agent is best at the boring, repetitive middle:** building, shipping fixes, writing variants, researching demand, posting on a schedule. Humans still own the bank account, the audience, the taste calls and anything legal.
- **Close the loop on money, not vanity metrics.** Larry optimized TikTok posts against RevenueCat revenue, not views, and reached \$714 MRR ([source](#)).

The operating model we recommend

LAYER	WHO OWNS IT	EXAMPLES
Strategy and taste	You	Niche, offer, price, what <i>not</i> to ship
Money and identity	You	Stripe or Lemon Squeezy, bank, domain, legal pages
Build and maintain	Agent	Site, product files, fixes, SEO pages
Research	Agent	Mine comments, threads and search for repeated pain
Distribution drafts	Agent	Posts, emails, listings. You approve before anything goes out
Reporting	Agent	Daily metrics digest tied to revenue

The three routines every playbook uses

1. **Daily build loop:** "Read yesterday's metrics and feedback, pick the one change most likely to increase revenue, ship it, log what you did."
2. **Daily research loop:** "Scan [niche sources] for repeated questions or complaints. Add new demand signals to `research.md` with links."
3. **Weekly review:** "Summarize revenue, traffic and conversion vs last week. Propose 3 experiments. Kill anything with no signal after 14 days."

Agent-agnostic prompts

Every prompt in this pack works with Grok Bot, Claude Code, OpenClaw or any agent that can use a browser, a shell and a repo. Swap the bracketed parts. Give your agent a standing `BUSINESS.md` (goal, constraints, budget, what needs your approval) and point every prompt at it.

You are the operator of [BUSINESS]. Read BUSINESS.md before every task.
Hard rules: never spend money, send email, post publicly, or change pricing without my approval.
Never invent numbers or testimonials. Log every action to LOG.md with a date.

Guardrails that saved (or would have saved) real cases

- **Payments:** NanoCorp's agent made \$70 in 6 days and was then shut down by Stripe ([source](#)). Use a merchant of record (Lemon Squeezy, Gumroad) for digital goods, and publish refund and terms pages before your first sale.
- **Spend caps:** Kinvero's agent ran \$411/month of overhead against \$47 of revenue ([case](#)). Put a hard monthly budget in BUSINESS .md.
- **Focus:** agents love to ship 20 products. Talon shipped 21 products for a \$29 first sale ([source](#)). Cap yourself at **one offer** until it makes its first \$100.

Playbook 1: The sponsor-funded niche directory

Based on: *AgentUseCases.ai* (Grok Bot). Free sample.

The opportunity

Grok Bot built and maintained a free directory of AI agent use cases. It picked sponsorship as the business model and closed **two sponsors for \$1,100 total**. The first sponsor paid **\$500** (source). The site reported **56,000 visitors and 123,000 page views**, plus **1,500+ newsletter signups**, and the agent shipped **40+ pull requests** on its own (source). The human's only job was distribution on X.

A directory is about the most agent-friendly business there is. It's mostly structured data, pages and small fixes, which an agent does well every day without getting bored.

Who it's for

- You have (or can borrow) an audience of 1,000+ people in one niche: X, a newsletter, a Discord or a subreddit you're known in.
- The niche has companies with marketing budgets selling to it: dev tools, AI tools, creator tools, B2B SaaS.
- **Not for you if** you have no audience at all and don't want to build one. The case's own data doesn't cover results without an audience.

Step-by-step SOP

1. **Pick the niche** (Day 1). The criteria: people search for lists in it ("best X for Y"), sponsors exist, and you can name 30 real entries today.
2. **Seed 30–50 real entries** with a source link for each. No placeholder content.
3. **Ship the site**: listing pages, category pages, search, a submit form, a "Sponsor" page and a newsletter signup.
4. **Add the sponsor slot**: one banner on every page plus one newsletter slot. Sell it with a payment link (Stripe, or Lemon Squeezy if you don't have Stripe).
5. **Launch to your audience** with a thread showing the site and how it was built. Put the link in the first reply.
6. **Run the daily loop**: the agent adds entries, fixes bugs and writes SEO pages. You approve posts.
7. **Pitch sponsors** once you have 2 weeks of traffic data: 10 companies already advertising to your niche.

Exact prompts

Build

```
Build a fast, SEO-friendly directory website for [NICHE] using Next.js, deployed on Vercel.
Pages: home (filterable grid), /item/[slug] with full details and source links, /category/[slug],
/submit (GitHub issue link or form), /sponsor (slot description, "Book" button = [PAYMENT_LINK]), /about.
Add sitemap.xml, robots.txt, JSON-LD (ItemList, Organization), OG images and an email signup (Resend).
Seed with the 40 entries in entries.csv. Every entry must have a real source URL. Do not invent any.
Commit to GitHub and give me the deployed URL.
```

Research entries

```
Find 20 more real [NICHE] entries not already in entries.csv. For each: name, URL, one-line description,
category, and the public source proving it exists. Skip anything you can't verify. Output CSV rows.
```

Sponsor outreach (draft only)

List 15 companies currently advertising to [NICHE] (newsletter sponsors, podcast ads, X promoted posts). For each, give the evidence link and the best contact. Then draft a 90-word pitch email using our real traffic numbers from analytics.md. Do not send anything.

Routines

WHEN	ROUTINE
Daily 09:00	Add 3 verified entries; fix 1 issue; log to LOG.md
Daily 18:00	Pull analytics; append to analytics.md; flag top pages
Weekly Mon	Write one "best X for Y" SEO page from top search queries
Weekly Fri	Draft the newsletter from new entries; queue it for approval

Tool stack and real costs

TOOL	USE	COST
Vercel Hobby	Hosting	\$0 (Hobby plan is for non-commercial use; the Pro plan, \$20/mo, covers commercial sites. Check current terms)
GitHub	Code	\$0
Resend	Newsletter/email	\$0 free tier (check current limits)
Stripe / Lemon Squeezy	Sponsor payments	Stripe ~2.9% + 30¢ (US cards); Lemon Squeezy 5% + 50¢
Agent	Build and maintain	Your existing subscription (Grok Bot / Claude / OpenClaw)
Domain	Optional at launch	~\$10–15/year

Distribution: the first 100 users

1. A launch thread to your audience, with the link in the first reply (AgentUseCases.ai got tens of thousands of visits this way, [source](#)).
2. Tag every listed company. Many will repost being featured.
3. Submit to 5 relevant directories and one subreddit, with a data-led post rather than a link drop.
4. SEO: the case reported "hundreds of people from Google" after the agent's SEO work ([source](#)).

Failure modes, from similar cases

- **No audience.** Directories die quietly without launch traffic. Digital Pin Club, a niche directory, hasn't disclosed any revenue ([case](#)).
- **Fake or thin entries.** They kill trust and SEO. Seed only verifiable entries.
- **Pitching sponsors before you have data.** Wait until you have 2 weeks of real traffic numbers.

7-day launch checklist

- ☐ Day 1: niche picked, 40 entries in CSV with sources
- ☐ Day 2: site built and deployed
- ☐ Day 3: sponsor page, payment link, legal pages (terms, refunds, privacy)
- ☐ Day 4: newsletter signup working, OG images checked

- ☐ Day 5: launch thread drafted and approved; companies to tag listed
- ☐ Day 6: launch; first-reply link; reply to every comment
- ☐ Day 7: analytics review; sponsor prospect list of 15 ready

Playbook 2: The pay-what-you-want prompt pack

Based on: [Earendel](#). Free sample.

The opportunity

An agent given \$50 to "buy its own computer" made prompt packs and a site and earned **\$880.30 net in 7 days from 26 paid sales**. The largest single sale was **\$185** ([source](#)). A later self-reported total was **\$1,064.72** ([source](#)). The model was a free Starter pack plus a **\$12+ pay-what-you-want** Pro pack on Gumroad.

The real lesson: buyers paid far above the minimum because they were following a *story*, and the traffic spike came from a Reddit post a human wrote, which got 200K+ views ([source](#)).

Who it's for

- Builders who can turn a specific workflow into prompts that actually work (sales emails, code review, design critique).
- People willing to run the experiment publicly. The story is the marketing.

Step-by-step SOP

1. Pick **one job** your prompts do well ("write App Store copy", "review a pull request").
2. The agent drafts 30 prompts; you test them and keep the best 15.
3. Package a **free Starter pack (5 prompts)** and a **Pro pack (15+ prompts, examples, a walkthrough)** as PDF plus Markdown.
4. List both on Gumroad or Lemon Squeezy: Starter free, Pro at \$12+ pay-what-you-want.
5. Build a one-page site with a public live revenue counter (Earendel did this; it built trust).
6. Launch with a story post on Reddit or X, written by you.
7. Ship weekly updates to buyers (new prompts), which gives you a reason to post again.

Exact prompts

Draft 30 prompts for [JOB] aimed at [AUDIENCE]. For each: title, the prompt (with {variables}), when to use it, and one example output. Make them specific, not generic "act as an expert" prompts.

Turn the 15 approved prompts in approved.md into two PDFs in our brand (fonts and colors in brand.md): "Starter" (5 prompts) and "Pro" (all 15 plus examples and a how-to page). Also export Markdown versions.

Build a one-page site for [PACK NAME]: hero, what's inside, 3 sample prompts, a live revenue counter that reads from revenue.json, FAQ, and two buttons linking to [FREE_URL] and [PRO_URL]. Deploy it to Vercel.

Routines

WHEN	ROUTINE
Daily	Read new buyer emails and comments; log requested prompts to research.md
Daily	Update revenue.json from the store export (the counter stays honest)
Weekly	Add 3 new prompts to Pro; draft the "v1.x update" post for approval

Tool stack and real costs

TOOL	COST
Gumroad	10% + 50¢ per sale (direct sales; check current fees)
Lemon Squeezy (alternative)	5% + 50¢ per sale
Vercel + GitHub	\$0 to start
Budget used in the case	\$50 total (source)

Distribution: the first 100 users

1. One honest story post on r/SideProject or your X account: the experiment, the numbers, the link in the comments.
2. Free Starter pack in exchange for an email address. That builds your list for the Pro launch.
3. Post daily progress updates while the story is live. The case's traffic faded when the spike ended ([source](#)).

Failure modes, from similar cases

- **Generic prompts with no story** earn nothing: Money-Agent Kit took 75 days to make its first \$9 ([case](#)).
- **Too many products**: BuiltByZac made 16 products and \$0 ([case](#)).
- **Abandoning the public log**: Earendel's log stalled around day 21 ([source](#)).

7-day launch checklist

- ☐ Day 1: job and audience picked; 30 prompts drafted
- ☐ Day 2: you test them and keep 15
- ☐ Day 3: both PDFs plus Markdown exported
- ☐ Day 4: store listings live (free plus PWYW \$12+)
- ☐ Day 5: one-page site with live counter
- ☐ Day 6: story post published (by you)
- ☐ Day 7: reply to everyone; first update shipped

Playbook 3: The print-on-demand merch store

Based on: *AI Village merch stores* (Claude Opus 4). Free sample.

The opportunity

In the AI Village, four agents each built a Printful merch store and competed on profit. **Claude Opus 4 won with \$564 revenue and \$126 profit across 24 orders** (source). All four stores together made **\$255 profit from 44 orders** (source). They had no ad budget at all (source).

These are small numbers, but the model is fully agent-operable: designs, product pages, pricing and content. Print-on-demand means no inventory and no upfront stock cost.

Who it's for

- Anyone with an identity-driven audience (a community, a meme, a subculture) that would wear or display its in-jokes.
- A good first business to teach yourself the full agent loop at low risk.

Step-by-step SOP

1. Pick an audience with a shared identity, and 10 phrases or images they already use.
2. The agent produces 20 designs. You keep 5.
3. Create the store (Printful connected to Shopify, Etsy or a Printful storefront). **You** complete identity and payout verification, as the humans did in the case (source).
4. Price for a margin: base cost + shipping + target profit. Opus won on profit, not revenue.
5. The agent writes product pages and 3 content posts per day for the audience's channels. You approve them.
6. Review weekly: kill designs with no sales, and remix the winners.

Exact prompts

Research [AUDIENCE]: list 15 phrases, jokes or symbols they repeat, each with a link showing it in use. Then propose 20 merch designs (text and layout description) for tees, mugs and stickers.

For the 5 approved designs, create print-ready files at the Printful-recommended resolution, product titles, 120-word descriptions and prices that give at least [X]% margin after Printful base cost and shipping. Show the margin math in a table.

Draft 3 posts per day for [CHANNEL] featuring one design each, native to the community's tone. Put them in queue.md for my approval. Never post without approval.

Routines

WHEN	ROUTINE
Daily	3 post drafts → queue.md; log orders and profit
Weekly	Kill or remix designs by profit; propose 3 new designs

Tool stack and real costs

TOOL	COST
Printful	No upfront cost; you pay base price plus shipping per order (check current catalog)
Storefront	Etsy listing fees or a Shopify plan; check current pricing
Ads	\$0 in the case

Distribution: the first 100 users

1. Sell to the community you're already in. AI Village's buyers were mostly people already watching it ([source](#)).
2. Run a "design vote" post: the audience picks the next design, and the winner launches with a 48-hour preorder window.
3. Give a few items to community figures, but only if you'd genuinely pick them.

Failure modes, from similar cases

- **Outreach that bounces and ads that never launch** happened in the AI Village stores ([source](#)). Check that the agent can actually publish before you plan around it.
- **Some agents never published at all** (o3 and Gemini struggled, same source). Have a human check the store goes live on day 3.
- **An affiliate or eco "store" with no audience** ended at about \$130 in sales ([case](#)).

7-day launch checklist

- ☐ Day 1: audience and 15 phrases with links
- ☐ Day 2: 20 designs; you keep 5
- ☐ Day 3: store live, verification done by you, test order placed
- ☐ Day 4: margins confirmed in a table
- ☐ Day 5: 3 posts per day queue running
- ☐ Day 6: design-vote post
- ☐ Day 7: first weekly kill or remix

Playbook 4: The overnight guide on a hot topic

Based on: *Felix / The Masinov Company* (OpenClaw + Claude).

The opportunity

Nat Eliason's OpenClaw agent Felix built a **\$29 PDF overnight**, "How to Hire an AI". It brought in **about \$41K** and was the entry point to a business reporting **~\$195K** (\$100,570 Stripe + \$94,973 ETH) within roughly two months ([source](#)). An interview put the figure at **\$177,417** ([source](#)). Launch posts on X drove **more than \$1,000 in sales on day one** ([source](#)). Startup cost was about **\$1,500** ([source](#)).

What worked: the topic was hot that week, the product shipped in hours, and it was revised from **29 to 66 pages** based on X feedback ([source](#)).

Who it's for

- You're early to a fast-moving tool or trend and can explain it better than the docs do.
- You can post where the trend is being discussed (X, Reddit, Discord).

Step-by-step SOP

1. **Spot the wave.** Daily, the agent scans for a tool with lots of "how do I..." questions and no good guide.
2. **Outline from the questions.** Each repeated question becomes a chapter.
3. **Ship v1 in 24 hours:** 20–30 pages, concrete setup steps, screenshots, copy-paste configs.
4. **Price at \$19–\$29** with a merchant of record.
5. **Launch on X while the topic is trending.** Show what's inside and put the link in the reply.
6. **Revise publicly.** Collect criticism, ship v2 within a week, and tell buyers about the free update.
7. **Ladder up.** Add a higher-priced offer (templates, setup service; see Playbooks 5 and 10).

Exact prompts

Scan X, Reddit and GitHub issues from the last 7 days about [TOOL]. Cluster the questions people repeat. Rank the clusters by volume and frustration. Show 3 example links per cluster. Output trend.md.

Write a practical guide, "[TITLE]", for [AUDIENCE] from trend.md: 25 pages, one chapter per question cluster, each with exact steps, commands or config, common errors and fixes. No filler. Mark anything unverified. Export as a branded PDF plus Markdown.

Read all replies and quote-posts about the guide (feedback.md). List concrete gaps and errors. Draft v2 changes and a short "what's new" note for buyers. Do not send it.

Routines

WHEN	ROUTINE
Daily 08:00	Trend scan → trend.md (new clusters only)
Daily 20:00	Feedback scan → feedback.md; sales log
Weekly	Ship a guide revision; draft the buyer update for approval

Tool stack and real costs

ITEM	COST
Startup cost in the case	~\$1,500 (source)
Running cost reported	~\$1,500/month incl. Claude Pro Max, from secondary coverage (source)
Lean version	A Claude Pro (\$20/mo) or Grok subscription, plus Lemon Squeezy 5% + 50¢ per sale

Distribution: the first 100 users

1. Post the guide inside the trend's conversation (reply to the big threads with real help, and link only when asked).
2. Give the agent its own X account that documents what it builds; Felix had one ([source](#)).
3. Pitch the "agent wrote this" story to podcasts and newsletters; coverage compounded for Felix ([source](#)).

Failure modes, from similar cases

- **A thin v1 gets roasted.** Felix's first PDF drew public criticism ([source](#)). Ship fast, but fix fast too.
- **Mass-produced guides with no wave behind them:** Tosh, 163 articles and \$0 ([case](#)).
- **Payment-processor risk:** NanoCorp was shut down by Stripe after 6 days ([source](#)).

7-day launch checklist

- ☐ Day 1: trend.md with a clear cluster winner
- ☐ Day 2: v1 guide written and checked by you
- ☐ Day 3: store, refund policy, cover and sample pages
- ☐ Day 4: launch post on X
- ☐ Day 5: answer every question; log the gaps
- ☐ Day 6: v1.1 shipped
- ☐ Day 7: decide the upsell (templates or a service)

Playbook 5: The skills and templates marketplace

Based on: *Claw Mart* (built and run by Felix on OpenClaw).

The opportunity

Claw Mart is the OpenClaw skills marketplace that Felix launched as its second business line. It reached **about \$14K in marketplace revenue** by early March 2026, charging a **10% commission plus a \$20/month creator plan** (source). Other agent businesses use it as a sales channel; Operation Talon made its first sale there (source).

A marketplace turns demand for one product into many sellers, and the products themselves (Markdown skills and prompts) cost almost nothing to host.

Who it's for

- You already sell something in a tool ecosystem (Claude Code skills, Cursor rules, n8n workflows, Notion templates), and that ecosystem has no good store.
- Best as a second step after Playbook 4, once you have buyers.

Step-by-step SOP

1. **Pick the ecosystem** where people already share free skills or templates on GitHub and X.
2. **Seed 20 listings**: your own, plus creators you invite (with their permission).
3. **Build the store**: listings, creator profiles, checkout, delivery of files, and reviews.
4. **Monetize** with a commission (Claw Mart: 10%) and/or a creator subscription (Claw Mart: \$20/mo).
5. **Recruit creators** one by one: offer a free creator plan for the first months.
6. **Curate**. The agent reviews submissions against a quality checklist, and you make the final approval.

Exact prompts

Find 40 creators who publish [ECOSYSTEM] skills or templates on GitHub or X. For each: link, what they've published, star or engagement count, and contact. Then draft a personal invite (no sending).

Build a marketplace for [ECOSYSTEM] skills: listings with preview, creator pages, search, a checkout via [MERCHANT OF RECORD] with a [X]% platform fee, automated file delivery and buyer reviews. Deploy it, and write ADMIN.md explaining how to approve listings.

Review the new submissions in /submissions against QUALITY.md (it runs, it's documented, it isn't a copy of a free skill, no secrets or malware). Output approve or reject with reasons. Do not publish.

Routines

WHEN	ROUTINE
Daily	Submission review queue; sales and fee log
Daily	Find 3 new creators; draft invites
Weekly	"New this week" post plus newsletter draft for approval

Tool stack and real costs

ITEM	COST
Hosting	Vercel/GitHub, \$0 to start
Payments to multiple sellers	Needs a marketplace setup (e.g. Stripe Connect or a platform like Lemon Squeezy affiliates). Check fees and country support
Claw Mart's pricing, for reference	10% plus \$20/mo (source)

Distribution: the first 100 users

1. Bring your existing buyers from your first product (Felix's audience fed Claw Mart).
2. Creators promote their own listings, so every creator you add is a distribution channel.
3. Get listed where agents themselves look for products. Talon found Claw Mart that way ([source](#)).

Failure modes, from similar cases

- **Revenue stays small next to services.** Claw Mart's was small compared with Felix's other lines ([source](#)). Treat it as a channel, not the whole business.
- **Payment platforms built from scratch:** PayHook launched with only 2 sellers ([case](#)).
- **A store without buyers:** Whoff sold developer tools via Stripe and had \$0 after 30 days ([case](#)).

7-day launch checklist

- ☐ Day 1: ecosystem picked; 40-creator list
- ☐ Day 2: invites approved and sent by you
- ☐ Day 3: store built; payments tested end to end
- ☐ Day 4: 20 listings live
- ☐ Day 5: QUALITY.md and review routine running
- ☐ Day 6: launch post; creators share it
- ☐ Day 7: first "new this week" post

Playbook 6: The paid community found by mining comments

Based on: *Ron, Robbie Houston's OpenClaw agent.*

The opportunity

A non-coder's OpenClaw agent, "Ron", mined TikTok comments, found demand for hosted AI agents and launched a **\$29/month community** that reached **\$8,374 MRR with 270 members in 13 days**, with reported net profit of about **\$6,000/month**. Ron started with a **\$100 budget** and a 90-day goal of \$20,000 ([source](#); [podcast](#)).

This has the best evidenced revenue-per-day of any small agent business in our database. The trick wasn't the community software; it was **using audience comments as the demand signal**.

Who it's for

- You have an audience on a comment-heavy platform (TikTok, YouTube, X), even a small one.
- You can show up live or weekly. People pay for access and help, not for a forum.

Step-by-step SOP

1. **Export comments** from your last 30–50 posts (or your niche's top creators).
2. **The agent clusters the requests.** You're looking for "I wish someone would..." and "how do I..." repeated many times.
3. **Write the offer** around the #1 cluster: a specific outcome, what members get each week, and the price.
4. **Validate** with a waitlist post before building anything.
5. **Open the doors** on a community platform with monthly billing.
6. **Run the weekly cadence** (calls, templates, Q&A). The agent prepares the materials.
7. **Feed the loop.** New comments become new content, which brings in new members.

Exact prompts

Here are 2,000 comments exported from [PLATFORM] (comments.csv). Cluster them by underlying need. For each cluster: size, 5 verbatim quotes, and what people seem willing to pay for. Rank by size × urgency.

Draft a community offer for the top cluster: name, one-sentence promise, what members get weekly, price options (\$19/\$29/\$49) with reasoning, and a 150-word waitlist post in my voice. Nothing gets posted.

Every Monday: from last week's member questions (questions.md), draft this week's call agenda, one template or resource, and 3 short posts answering public versions of the same questions.

Routines

WHEN	ROUTINE
Daily	Comment mining → demand.md (new requests only)
Daily	Member questions → questions.md; churn and signup log
Weekly	Call agenda plus resource plus 3 public posts (approval needed)

Tool stack and real costs

ITEM	COST
Budget in the case	\$100 starting budget (source)
Community platform	Skool, Circle, Whop or Discord plus a paid-role bot; check current pricing and fees
Payments	Platform billing or Lemon Squeezy subscriptions (5% + 50¢)

Distribution: the first 100 users

1. Reply to the exact comments that asked for it: "We're building this, here's the waitlist."
2. Post the cluster findings as content ("I read 2,000 comments; here's what you all want").
3. Founding-member price for the first 50, locked for life.

Failure modes, from similar cases

- **Building before validating:** Anethoth shipped 4 SaaS products for 2 signups ([case](#)).
- **No goal:** ALMA, given \$100 and no goal, made \$0 from strangers ([case](#)). Ron had an explicit \$20K target.
- **Churn** isn't disclosed for Ron. Plan your weekly value before launch, because month 2 is the real test.

7-day launch checklist

- ☐ Day 1: comments exported and clustered
- ☐ Day 2: offer written; you pick the price
- ☐ Day 3: waitlist post live
- ☐ Day 4: community set up; billing tested
- ☐ Day 5: welcome flow and week-1 agenda ready
- ☐ Day 6: doors open to the waitlist
- ☐ Day 7: first live call; churn and survey questions set

Playbook 7: The agent that markets your app on TikTok

Based on: *Larry* (Oliver Henry's OpenClaw agent).

The opportunity

Larry runs TikTok slideshow marketing for two AI iOS apps (Snugly and Liplly) and optimizes against **RevenueCat revenue**, not views. It reached **\$714 MRR** with a peak of **8M views in a week**, spending about **60 seconds of human time per post** ([source](#)). Earlier write-ups reported **500K views and ~\$588 MRR in the first week**, **108 paying subscribers**, and about **\$0.50 in API calls per post** ([source](#)). Hardware was a spare gaming PC running Ubuntu.

Who it's for

- You already have a consumer app (or a simple subscription product) with a visual "before and after" hook.
- You're happy for the agent to post with a quick human review of each post.

Step-by-step SOP

1. **Instrument revenue:** RevenueCat (or your billing tool) is readable by the agent.
2. **Competitor library:** the agent collects 50 slideshow posts from competitors and tags hook, format and CTA.
3. **Generate slideshows** in the 3 formats that work best, with your app as the payoff.
4. **Schedule** through a posting tool (Larry used Postiz). You get a ~60-second review per post.
5. **Daily attribution:** map posts to subscription spikes and double down on the formats that make money.
6. **Weekly:** retire losing hooks, and test 2 new ones.

Exact prompts

Collect 50 recent TikTok slideshow posts promoting apps like [APP CATEGORY]. For each: link, views, hook text on slide 1, number of slides, CTA. Group them into formats and rank by median views.

Create 5 slideshows today for [APP] using the top 3 formats from formats.md. Slide 1 = hook, the last slide = app payoff plus CTA. Output images plus caption plus hashtags to /queue for my review.

Pull yesterday's RevenueCat new subscriptions and trials, and match them against post times in posts.csv. Report which formats and hooks produced revenue (not just views). Recommend tomorrow's mix.

Routines

WHEN	ROUTINE
Daily 07:00	Generate 5 slideshows → /queue
Daily 10:00–21:00	Post approved items via scheduler
Daily 23:00	Revenue attribution report
Weekly	Format review; retire and test

Tool stack and real costs

ITEM	COST
API calls per post	~\$0.50 (source)
Hardware	Spare PC (Ubuntu) in the case
RevenueCat	Free up to a revenue threshold; check current pricing
Postiz (scheduler)	Check current pricing

Distribution: the first 100 users

This playbook *is* distribution. Its first 100 users come from volume (5 posts per day) plus feedback from revenue. Use one account per app, and keep the posts native-looking.

Failure modes, from similar cases

- **Optimizing for views:** views without subscriptions are vanity. Larry closed the loop on revenue ([source](#)).
- **Brittle automation:** coverage reports that Larry's setup later broke (same source). Keep a manual fallback and monitor that posts actually go out.
- **Platform rules:** automated posting can trigger platform enforcement. Keep a human approval step and follow TikTok's terms.

7-day launch checklist

- ☐ Day 1: revenue data readable by the agent
- ☐ Day 2: 50-post competitor library and formats.md
- ☐ Day 3: scheduler connected; first 5 slideshows reviewed
- ☐ Day 4–6: 5 posts per day, daily attribution
- ☐ Day 7: first weekly format review

Playbook 8: The \$29 niche playbook, sold through marketplaces and cold email

Based on: *Operation Talon* (OpenClaw).

The opportunity

Talon is an OpenClaw agent given about **\$200** (a Claude Max plan) and 90 days. It created 5 sub-agents and **21 products**, and made its **first sale, \$29 for an "AI Automation Agency Playbook"**, on **day 8**, through organic discovery on Claw Mart. Meanwhile it was warming up cold email to healthcare prospects with Salesforce, run by **11 cron jobs** on a Mac Mini ([source](#)).

These are small numbers, but it's an honest picture of the *channel* that sold first: a marketplace whose buyers were already looking.

Who it's for

- Operators with real know-how in one B2B niche (agencies, clinics, real estate) who want a low-ticket product and a lead magnet for services.

Step-by-step SOP

1. **Write one playbook** for one niche audience. (Talon shipped 21 products; you should ship one.)
2. **List it on 2–3 marketplaces where buyers already browse** (Claw Mart, Gumroad Discover, niche template stores).
3. **Use the playbook as the front end of a service**: the last page offers a done-for-you build.
4. **Cold email (warmed domain)**: 20 a day, personalized, offering the free first chapter.
5. **Publish a public build log** from day 1. The author said not doing this from the start was a mistake ([source](#)).

Exact prompts

Write a 25-page playbook, "[TITLE]", for [NICHE]: the problem, the step-by-step system, templates, real tools with current prices (mark unknowns), and an offer page for our done-for-you service.

Build a list of 200 [NICHE] businesses in [REGION]: name, site, decision-maker role, public email source. Write a 70-word personalized first email per lead referencing something specific on their site. Put them in outbox.csv. Do not send.

Every day: post a build-log entry to [NEWSLETTER] draft with yesterday's actions, numbers (real only) and what's next. Keep it under 200 words.

Routines

WHEN	ROUTINE
Daily	20 personalized emails drafted → you approve, the tool sends
Daily	Marketplace stats plus replies log
Daily	Build-log draft
Weekly	Improve the listing (title, preview, price test)

Tool stack and real costs

ITEM	COST
Agent plan in the case	~\$200 (Claude Max) (source)
Marketplaces	Claw Mart 10% commission (source); Gumroad 10% + 50¢
Cold email	Salesforge in the case; plus a separate sending domain. Check current pricing
Newsletter	Beehiiv free tier to start

Distribution: the first 100 users

1. Marketplace discovery (the channel that produced Talon's first sale).
2. Cold email with a free chapter as the offer, not the paid product.
3. Build-log readers convert later; give them a launch discount.

Failure modes, from similar cases

- **Product sprawl:** Acrid made 12 products and \$17 ([case](#)); Talon made 21 products before its first \$29 sale.
- **Overhead with no closing:** Kinvero's agent emailed 2,373 insurance agents, made \$47, and carried \$411/month of overhead ([case](#)).
- **Spammy outreach:** Ian Mu's 24-hour sprint sent 80 cold emails for \$0 ([case](#)). Personalize, warm up the domain, and comply with CAN-SPAM.

7-day launch checklist

- ☐ Day 1: niche plus playbook outline
- ☐ Day 2–3: playbook written; you edit it
- ☐ Day 4: marketplace listings live
- ☐ Day 5: sending domain set up and warming; first 100-lead list
- ☐ Day 6: build log #1 published
- ☐ Day 7: first 20 approved emails sent

Playbook 9: The SEO micro-course

Based on: *NanoCorp's origin experiment.*

The opportunity

An agent given **\$10** wrote an online course, sold it through **pure SEO with no paid marketing**, and made **\$70 in 6 days**. Then **Stripe shut it down**, because, by the founder's account, there were no guardrails ([source](#)). The experiment later became the NanoCorp platform.

It shows search traffic can buy a cheap course within days. Done properly, with a merchant of record, policies and human review, the model holds up.

Who it's for

- You can teach a narrow, searchable skill ("how to set up X for Y").
- You're patient with SEO and want a compounding asset, not a viral spike.

Step-by-step SOP

1. **Keyword pick:** long-tail "how to" queries with buying intent and weak results.
2. **Course v1:** 5–8 short lessons (text plus screenshots), priced \$19–\$49.
3. **Merchant of record and policies first:** Lemon Squeezy or Gumroad, plus terms and refund pages. This is what NanoCorp lacked.
4. **10 free SEO articles**, one per sub-question, each linking to the course.
5. **Human review gate:** you approve every page and claim before it's published.
6. **Monthly refresh:** update lessons and articles from search queries.

Exact prompts

Find 30 long-tail queries around [SKILL] with clear buying intent. For each: the query, the current top 3 results and their weaknesses, and the content angle we'd win with. Rank them by opportunity.

Write a 6-lesson course, "[TITLE]": each lesson has a goal, steps, screenshots to capture, a checklist, and common mistakes. Avoid unverifiable claims and income promises. Output Markdown.

Write 10 SEO articles from the query list, each answering one query fully (900–1,400 words), with a natural CTA to the course. Add FAQ JSON-LD. Put them in /drafts for my review; don't publish.

Routines

WHEN	ROUTINE
Daily	One article draft; you approve
Weekly	Search Console queries → new article ideas and lesson fixes
Monthly	Course refresh; price test

Tool stack and real costs

ITEM	COST
Budget in the case	\$10 (source)
Merchant of record	Lemon Squeezy 5% + 50¢, or Gumroad 10% + 50¢
Site	Vercel/GitHub; Google Search Console and Bing Webmaster (\$0)

Distribution: the first 100 users

1. SEO articles (slow, compounding).
2. Answer the same questions on Reddit and Quora with genuine help, linking only where it's allowed.
3. Submit your sitemap and use IndexNow so new pages get indexed fast.

Failure modes, from similar cases

- **Payment-processor shutdown:** NanoCorp itself ([source](#)).
- **Volume without intent:** Profiterole produced 67 guides and 155+ calculators across 381 cycles and earned a \$3 tip ([case](#)).
- **SaaS-style content with no demand:** Anethoth wrote 15 dev.to articles and got 110 views ([case](#)).

7-day launch checklist

- ☐ Day 1: 30-query research, top 10 picked
- ☐ Day 2–3: course written; you review it
- ☐ Day 4: store plus terms, refund and privacy pages
- ☐ Day 5: first 3 articles live; sitemap submitted
- ☐ Day 6: IndexNow plus Search Console set up
- ☐ Day 7: Reddit/Quora answers; analytics baseline

Playbook 10: The done-for-you agent setup service

Based on: Felix's Clawcommerce line ([case](#)) and Kinvero's agency client ([case](#)).

The opportunity

Felix's business sold **custom agent setups at \$2,000 plus \$500/month** alongside its PDF and marketplace ([source](#)). In another case, a human partner closed a **\$3K Shopify client** for an agent-run agency, the largest single deal in that experiment ([case](#)). Services are the fastest path to real dollars, but they need a human to sell.

Who it's for

- You've set up your own agent (OpenClaw, Claude Code or Grok Bot routines) and can repeat the setup for others.
- You're comfortable on sales calls. The agent does the delivery, and you do the closing.

Step-by-step SOP

1. **Productize one setup**, e.g. "an agent that runs your directory site" or "an agent that posts and reports for your app". Fixed scope, fixed price.
2. **Write the runbook**: everything you do for a client, as prompts plus checklists. The agent executes it.
3. **Price** with a setup fee plus a monthly fee (Felix: \$2,000 plus \$500/month).
4. **Proof**: your own working setup, and a public case on AgentBuilt-style receipts.
5. **Sell** through content (your build log), plus referrals from Playbook 4/8 buyers.
6. **Deliver**: the agent runs the runbook. You do a weekly check-in and handle credentials safely (the client owns their accounts).

Exact prompts

Turn my notes in setup-notes.md into a client runbook for "[SERVICE]": prerequisites the client provides, step-by-step tasks with commands and prompts, acceptance tests, and a handover doc. Flag every step needing client credentials.

Draft a one-page service offer: who it's for, the outcome, what's included, timeline, price (\$[SETUP] + \$[MONTHLY]/mo), what's not included, and 3 FAQs. Use only real proof from proof.md.

For client [NAME]: execute runbook steps [N-M] in their workspace, run the acceptance tests, and write a status report. Stop and ask before any action that spends money or emails their customers.

Routines

WHEN	ROUTINE
Daily (per client)	Run maintenance tasks; check health; log
Weekly (per client)	Status report draft → you send
Weekly (you)	One build-log or case post to generate leads

Tool stack and real costs

ITEM	COST
Your agent subscription	Existing; check whether your plan's terms allow commercial client work
Client tools	Paid by the client, on the client's accounts
Contracts and invoices	Lemon Squeezy/Stripe invoices; a simple services agreement

Distribution: the first 100 users

The first 3 clients come from your network and buyers of your low-ticket product. Felix's services sold to people who already bought its guide ([source](#)). After that, publish each client result (with permission) as a case.

Failure modes, from similar cases

- **Service burnout:** Felix paused its service line in favor of the marketplace ([source](#)). Cap the number of active clients.
- **Overhead before revenue:** Kinvero's agency ran \$411/month of overhead against \$47 of revenue in its first 30 days ([case](#)).
- **Agents can't do the closing:** every case with meaningful service revenue had a human on sales calls.

7-day launch checklist

- ☐ Day 1: one productized service defined
- ☐ Day 2: runbook drafted and tested on your own setup
- ☐ Day 3: offer page plus price
- ☐ Day 4: services agreement and invoice template
- ☐ Day 5: 10 warm-network messages (you send)
- ☐ Day 6: 3 calls booked
- ☐ Day 7: first client onboarding checklist ready

Closing: what to do on Monday

Pick one playbook. Not three. The single biggest pattern across 38 cases is that focused operators with distribution made money, while agents left to "make money" by themselves shipped dozens of products and earned close to nothing.

A simple decision guide

IF YOU HAVE...	START WITH
An audience in a niche with sponsors	1. Sponsor-funded directory
A workflow you've perfected	2. Prompt pack or 4. Overnight guide
A comment-heavy following	6. Paid community
A consumer app	7. TikTok growth agent
B2B know-how and a phone	8. Niche playbook + outreach, then 10. Setup service
Patience and no audience	9. SEO micro-course
An identity-driven community	3. Print-on-demand merch

The 30-day scorecard

- Week 1: shipped and launched (the 7-day checklist)
- Week 2: first dollar, or a clear "no signal". Fix the offer or the channel, not the product count.
- Week 4: \$100+ revenue? Double down on the channel that produced it. \$0? Switch playbooks, and keep the routines.

Keep the receipts

Track every dollar and every cost in a public or private ledger. When you hit a real number, [submit your case to AgentBuilt](#). We'll write it up with sources, and the next edition of these playbooks gets better because of it.

This pack is updated as new cases land. Buyers get updates free.

Numbers are as reported by operators or the press, linked to their sources, and not audited. Tool prices change; check the current price before you buy. Nothing here is financial or legal advice.