



ISSUE 01 / FIELD NOTES

10 AI builds that bought back my time.

Practical things you can ship this weekend.

THE PROMISE

Ten practical AI builds. Each one buys back time you're currently spending on something you don't need to be doing yourself. None of them require a degree, an API budget, or a weekend offsite.

THE METHOD

Each item follows the BUILD framework: **B**rief the problem, **U**nderstand the tool, **I**mplement the smallest useful version, **L**earn what worked, **D**eepen by teaching it forward. If you can ship one of these this weekend, you're already ahead of 95% of people writing prompts in chat windows.

THE RULE

Anyone can learn AI. The gate is intimidation. This document is a sledgehammer.

01

DAILY OPS

Auto-summarize every meeting into action items

Record the call (Otter, Granola, or Apple's built-in voice memo), drop the transcript into Claude with a 5-line prompt asking for owner + due-date pairs, paste the output into Notion. From a one-hour meeting to a tight bullet list of owned next-actions in under 90 seconds. The voice you'd use yourself, not the voice of a generic SaaS summary.

Stops dropped commitments. Replaces the meeting-notes role you were borrowing from your own attention.

02

WRITING

Build a custom GPT that writes in your voice

Take 10 of your real emails, posts, or messages. Paste them into a Custom GPT with the instruction: "You write like the author of these messages. Keep the rhythm, vocabulary, and length. Avoid the words I never use." Save it once, use it forever. The trick is the negative training: tell it what you don't sound like, not just what you do.

Your voice becomes a reusable asset, not a daily performance.

03

AUTOMATION

Spin up a one-page site in 30 minutes

Claude Code + Next.js + Vercel. Describe the site in three sentences, let Claude scaffold it, edit one section at a time, ship. The full stack you used to outsource fits in a single afternoon. The trick is keeping the prompt to outcome, not implementation: "one hero, three sections, sentence-case, dark."

First-mover sites for new ideas stop being a \$5K decision.

04

RESEARCH

Use Perplexity for the question. Claude for the answer.

Perplexity will surface sources fast. Claude will reason on them. Run them in series: paste the Perplexity result, then ask Claude to weigh the strongest claim, spot the strongest counter-claim, and tell you what's missing from the summary. Two minds, two hops, one decision.

You stop confusing speed-of-search with depth-of-thought.

05

OPS

Generate SOPs from a 5-minute screen recording

Loom or QuickTime, record yourself doing the task once. Pipe the audio through Otter, drop the transcript into Claude with: "Turn this into a numbered SOP with screenshots placeholders. Use sentence case. Assume the reader has never seen the tool." You've just delegated the most expensive part of training: you only had to do it once.

Every task becomes an asset the second time it happens.

06

PRODUCTIVITY

Wire a morning brief: calendar + news + tasks

Schedule a 7:00 AM job: Perplexity pulls top 3 stories in your industry, Claude reads your calendar + Notion task list, and outputs a 4-line brief: today's anchor meeting, today's real priority, today's headline you should actually read. Five minutes of orientation replaces twenty of doom-scroll.

Mornings stop being a coin-flip about what to focus on.

07

LEARNING

Treat AI like a 24/7 office hours

When you don't understand something, don't Google it. Ask Claude to explain it three ways: like you're 12, like you're a peer, like you're going to teach it tomorrow. The third one is the test. If the explanation collapses there, you don't actually understand it yet — ask again.

Google explains. Claude teaches. Knowing the difference compounds.

08

CONTENT

One idea, three formats, ten minutes

Have one good idea? Paste it into Claude with: "Turn this into a LinkedIn post (under 1,300 chars), a tweet thread (5 tweets), and a 60-second video script. Same voice, different rhythm." You stop publishing once a week. You start publishing four times a day from the same source idea.

Audience growth is a distribution problem, not an ideas problem.

09

SAFETY

Build responsibly. Never expose an API key.

When you ship, treat keys like cash. Environment variables only. .env in your .gitignore. No keys in commit messages, screenshots, or Claude transcripts you share publicly. Rotate keys quarterly. The fastest way to ruin a builder reputation is to be the person whose key got scraped from a public repo.

Responsible AI is the only AI worth shipping.

10

MINDSET

Ship the smallest useful version, then teach it

The BUILD framework: Brief, Understand, Implement, Learn, Deepen. The fifth phase is the multiplier. Once you've shipped a thing that works, write the version you wish you'd had at the start. Three lines. A single Loom. A one-page guide. Teaching what you just learned is how you compound.

Authority isn't a credential. It's a habit of finishing then sharing.

THREE WAYS TO KEEP GOING

Take a next step.

01 / Subscribe to the newsletter.

Free tips, real builds, every week. keybuilds.ai

02 / Work with me directly.

Brand deals, speaking, advisory, templates, custom skills. key@keybuilds.ai

03 / Hire Key's Touch.

Mid-market and enterprise AI implementation. Done-with-you and done-for-you. keystouch.com

04 / Make your site citable in AI search.

The **AI Search Visibility Kit (AISV)** — 14-component package that gets your site cited by Google AI Overviews, Perplexity, ChatGPT, Gemini, Copilot, and Claude. \$997 add-on with a website build, \$1,997 standalone retrofit, included on premium tier. Reference implementation: keybuilds.ai itself.

Email key@keybuilds.ai with subject 'AISV Kit'.

05 / Join the next “Burn the Gate” cohort.

5-week live AI cohort. 12-20 seats. Ship your first working AI build with Key + peers. Apply via key@keybuilds.ai with subject 'Burn the Gate'.

“Authority isn’t loud. It’s a track record.”

— KEY BUILDS AI