

Start a New Business

No business yet, or no idea what it should be? Start with what you already know.

Step by step

1 Tell it about you (15–30 min)

Your work history, skills, hobbies, what people ask you for help with, and how much time and money you can put in.

2 Find your edge

What do you know better than most people? A trade, a hobby, an industry you've worked in for years.

3 Pick one idea and test it

Before building anything, talk to about 10 people who might pay. It helps write the questions and sort the answers.

4 Build it simple

A clear offer, a starting price, and a basic one-page website. It can draft all three with you.

5 Connect your tools

When you're ready, connect your email, Google Calendar, a spreadsheet, or a Plaud recorder, one at a time. Then it can track leads, book calls, and turn recorded conversations into next steps.

6 Go get your first customers

List who to reach out to, write the messages together, and follow up. Have it draft for your approval first.

Example questions to ask

"Based on everything I've told you, where do I have an edge?"

"Give me 3 business ideas that use what I know. Who would pay for each, and why?"

"Write 10 questions I can ask potential customers to see if this is worth doing."

"Help me draft a simple one-page website for this idea."

"Where can I find my first 10 customers?"

Real example

I sell forklifts for a living. Starting from that edge, Grok Bot helped me build LiftRoster (liftroster.com), forklift operator compliance software. Your edge doesn't have to be fancy. It just has to be yours.

What to expect in week 1

DAY 1

The big brain dump: your background, interests, and what you're good at.

DAYS 2–3

It comes back with questions and a few ideas. Push back, ask why, and narrow it to one.

DAYS 4–7

Line up your 10 conversations. Expect a back-and-forth, not a finished business.

Good first tasks

☐ Pick a niche from your edge

One idea, built on what you already know.

☐ Validate with 10 conversations

Real people, real feedback, before spending money.

☐ Build a simple site

What you offer, who it's for, how to reach you.

☐ Land your first customers

Start with people you know, then branch out.

Safety note: Start without passwords or bank info. Connect tools one at a time when you're ready, you stay in control of what it can access, and have it ask before it sends anything important.

Results aren't guaranteed. You still do the work and make the decisions.

Make Your Existing Business More Money

Already up and running? Let it find where you're leaking time and money.

Step by step

- 1 Map your week (15–30 min)**
A normal week: what you do daily, who handles what, what you sell, prices, costs, and what drives you crazy.
- 2 Find your top 3 leaks**
Slow quotes, missed follow-ups, unused subscriptions, jobs that aren't worth the price.
- 3 Connect your tools**
One at a time: your quoting/invoicing/CRM (I use ShopMonkey), email, Google Calendar, Plaud. Then it can build quotes, create customers, and book appointments inside them.
- 4 Fix follow-ups and quotes**
Set a rule once, like "every week at 10 AM, follow up on unpaid invoices past 30 days." It drafts, you approve.
- 5 Tighten up marketing**
Find what actually brings in customers. Do more of it.
- 6 Set up a weekly briefing**
A weekly check-in so the changes stick.

Example questions to ask

"Here's what a normal week looks like for me. Where am I wasting the most time?"

"Where might I be losing money without noticing?"

"How could I lower my overhead without hurting quality?"

"Write a follow-up for people who got a quote but never replied."

"Every Monday, give me a short briefing on what to focus on this week."

How I use it

I record sales conversations on a Plaud voice recorder. My assistant grabs the recording, automatically or when I ask, and sends the right info to the right helpers on my team. Follow-up emails get drafted for me to approve before they go out.

What to expect in week 1

DAY 1

Map your week out loud. The messy details are where the money is.

DAYS 2–3

It points out likely leaks. Pick the top 3 to work on.

DAYS 4–7

Fix one thing, like quotes or follow-ups, and start your weekly check-in.

Good first tasks

☐ **Map your week**
A clear picture of where your hours and dollars go.

☐ **Find your top 3 time/money leaks**
Ranked by what's easiest to fix first.

☐ **Fix follow-ups and quotes**
Templates plus a weekly rule, so nothing slips.

☐ **Set up a weekly briefing**
A short Monday check-in to keep you on track.

Safety note: Start without passwords or bank info. Connect tools one at a time when you're ready, you stay in control of what it can access, and have it ask before it sends anything important.

Results aren't guaranteed. You still do the work and make the decisions.