

Build Your Agent Army

Six moves, all plain English, no code. Marketing is the lens. It is not the limit.

An **agent** is a scheduled Claude task: it reads your data, reasons, and produces. **You decide** before anything spends or publishes. An **army** is many of them, some feeding each other.

First time? Wire your ad data to Claude first: about twenty minutes, steps at the URL below.

1 State the goal

Let Claude interview you. Don't write the perfect prompt; say what you want and answer its questions.

"My goal is an agent that emails me a weekly report I'll actually read. Help me build it. Ask me what you need."

2 Shape the output together

Push back like an editor reviewing a draft, in plain language.

"Kill the table. Add wasted-spend. Keep it under a page."

3 Test it live

Run it once on your real data, eyes on it. Never schedule a job you haven't watched work.

"Run it on the last 7 days."

4 Package it as a skill

One sentence turns the conversation into a tool your business owns.

"Turn this into a skill I can run by name."

5 Put it on the clock

Schedule it in the cloud; laptop closed, it still fires. The guardrail sentence goes in every schedule.

"Every Monday at 8 AM, run it and email me. If anything's broken, tell me instead of sending a report."

6 Keep the human gate

Agents read, analyze, draft, and warn. They don't spend, publish, or change systems. A human decides.

Nothing to paste. The rule, not a phase.

AGENT #1 · THE REPORTER

weekly-google-ads-summary · Mondays 8:00 AM. Does the work.

AGENT #2 · THE HONESTY AGENT

agent-health-check · Mondays 7:45 AM, before the report. It flags; it never fixes.

Run the six moves twice. The second build goes faster. That speed is the method working.

YOUR BATTLE PLAN

Build in-house

Run the agent yourself. Full control.

Hybrid

Keep pieces of the partner relationship, agent the rest.

Keep the partner

And demand more. You now know what more looks like.

Choose from a position of knowing. **The Monday move: build ONE this week.**

EVERY CONVERSATION LINE, READY TO COPY

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Send it to whoever runs your marketing. The page opens with a section written for exactly that forward.