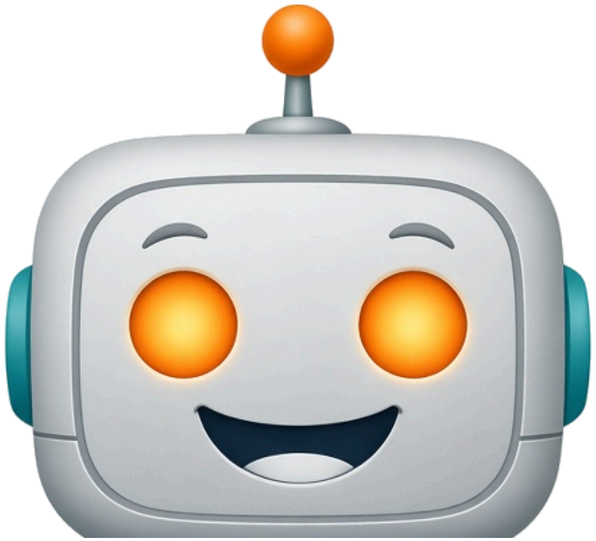
FREE GROK BOT LEARNING SESSION

Your AI team that never clocks out.

Grok Bot, building your own Agents, the always-on computer, connectors, and the six Agents I'd set up first.



Don Branzuela · Your AI Guy by Dynamic Buzz Labs



ABOUT ME

Hi, I'm Don.

The businesses I run and work for.

Boo Boo's Lemonade

Citrus Social Beverage Co.

The Mobile Bar Guy

SpecialEventStaff.com

Exhibitor Hospitality

JT Hospitality Group
Chief AI Officer and Director of Business Development

Dynamic Buzz Labs
Your AI Guy and PhantomOffice.ai

WHY ME

Why should we listen to you?

I'm in the same boat you are. I run my own businesses, and I work full time for another company as their Chief AI Officer and Director of Business Development.

I know the pain of **missed emails**, **proposals** that never go out, **no follow-ups**, and just **getting behind**.

So what do my Agents do for me?

- Connect 9 email inboxes, calendars and numerous apps
- Write my content
- Do my SEO
- Build and manage over 20 websites
- Design
- Web ops
- Side projects
- My fantasy football leagues
- My medication
- Meal planning

And personal stuff, too many to mention.

TODAY

What we'll cover.

1. **What Grok Bot is**
   and why an Agent beats a chatbot
2. **Why Grok Bot?**
   when you already use ChatGPT or Claude
3. **Connectors**
   plugging into the tools you already use
4. **Roles, Goals, Rules, Tools**
   how to set up any Agent
5. **Training your Agents**
   the mindset and your first hour
6. **The six Agents I'd start with**
   and what each one does
7. **Build it live**
   the Chief of Staff and Admin prompts
8. **Your first moves**
   then your questions

START HERE

A chatbot answers. An Agent does the job.

A chat box

You ask a question. You get an answer. Then you copy it into your email, your quote, your calendar. You're still doing the work.

An Agent

You give it a job. It opens the apps, does the work and brings back a finished draft. Before anything goes out, it asks for your yes.



WHAT IS GROK BOT?

Your Agent has its own computer in the cloud.

It does the work

Opens websites, works in your apps, builds files and spreadsheets, and comes back with a finished result.

You approve it

Before it sends an email or submits a form, it stops and shows you an approval card. Nothing goes out until you say yes.

It's yours

Your account, your logins. Desktop app for Mac, Windows and Linux, plus the iPhone and Android app.

Comes with The X Subscription, starting at the Premium plan (about $30 a month). Plans change, so check x.ai/pricing before you buy.

THE FEATURE NOBODY TALKS ABOUT

It's always on.

Your Agents keep working when you close the laptop. They don't need you at a desk to babysit them, and the work follows you from device to device. It can even work on all three at once.

MORNING

Start on the desktop

Hand your Agent the job: "Draft quotes for the three inquiries that came in last night."

MIDDAY

Approve from your phone

Check the drafts from the parking lot between events. Tap yes, or tell it what to fix.

TONIGHT

Pick it up on the tablet

Same Agents, same work, right where you left it. No copying between apps.

WHY GROK BOT?

"I already use ChatGPT, Claude or Perplexity."

The answer is simple.

1

It's easier to learn

No code, no setup headaches. If you can text, you can give it a job.

2

It can do more

It doesn't just answer. It opens your apps, does the work and brings back a finished draft.

3

You don't have to keep prompting it

Give it the job once. It remembers, stays on and keeps doing it.

4

The easiest handoff between devices

Desktop, phone and tablet, right where you left off. It can even work on all three at the same time.

WHY GROK BOT? · I USE ALL OF THEM

Each one is great at something. One just works.

Claude Code

Can do more and is more powerful. Built for building software.

ChatGPT

The most familiar. Great for quick questions and writing help.

Perplexity

Great for looking things up with sources.



Grok Bot just works.

For a business owner who wants Agents doing real work, it's where I'd start.

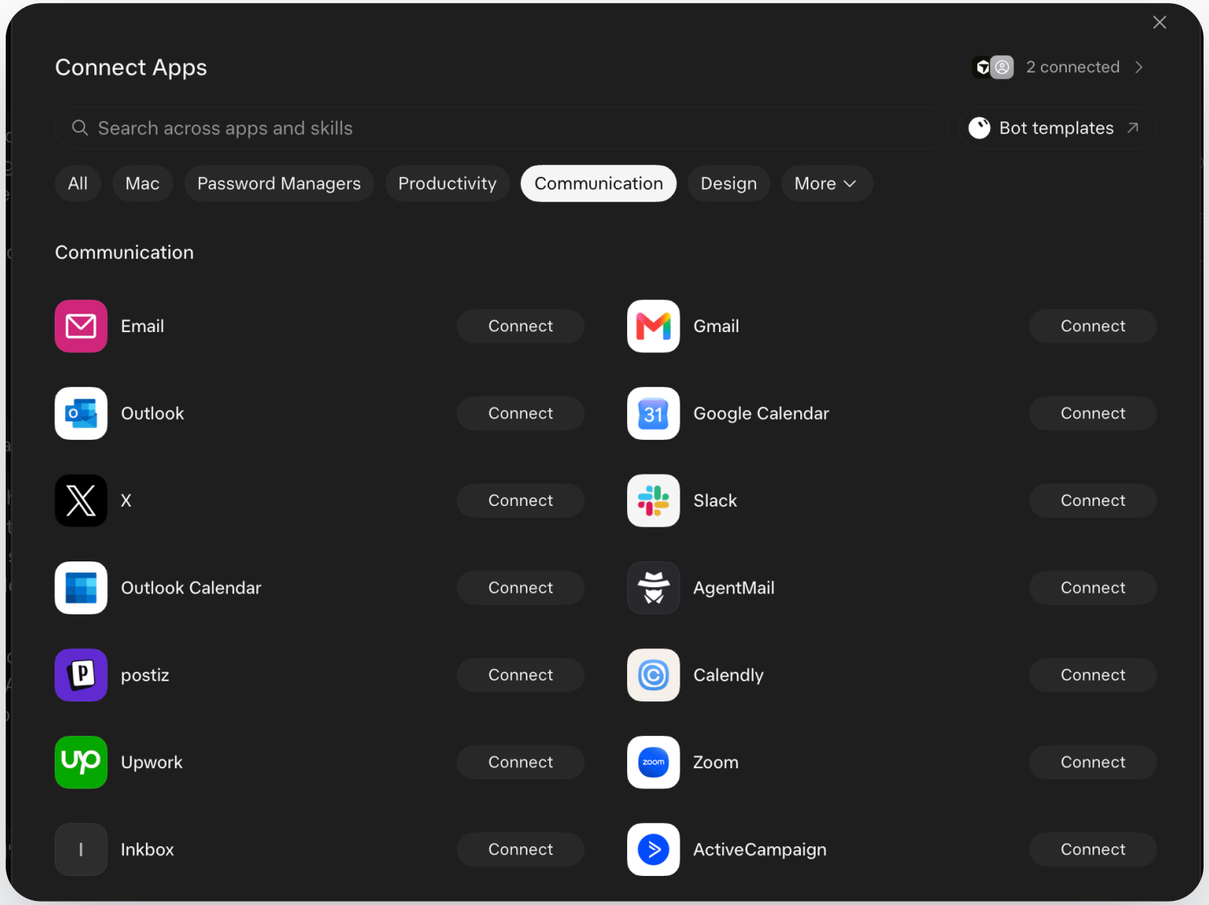
CONNECTORS

Plug it into the tools you already use.

Connect an app once and your Agents can read it and work in it, with your approval on anything that goes out.

1. **Open Connect Apps** in Grok Bot
2. **Tap Connect** next to the app
3. **Sign in and approve.** Done.

> **No connector?** Your Agent logs in through its own browser and works the website.



MAKING YOUR OWN AGENTS

Set it up like a new hire.

Every Agent I build gets the same four things. Remember these four words:

Roles
Who it is and its one job

Goals
What a win looks like

Rules
What it can never do

Tools
The apps it gets to use

Then it drafts the work, and **you approve it.**

Roles: give it one job.

An Agent with one job learns that job. An Agent with ten jobs does all of them halfway.

INSTEAD OF

~~"Help me with my business."~~

TRY

"You're my Sales Agent. You answer new event inquiries and turn them into quotes."

A good role says

- Its name and its one job
- Who it works for and who its customers are
- What is not its job, so it stays in its lane

Goals: what a win looks like.

Goals turn "do some stuff" into a result you can check. Say what you want back, and by when.

INSTEAD OF

~~"Answer my emails."~~

TRY

"Every inquiry gets a reply within an hour with a quote attached. Follow up on any quote with no answer after three days."

A good goal is

- Specific: a number, a time or a result
- Something you can check at a glance
- Clear about what comes back to you, and how

Rules: what it can never do.

Rules are your guardrails. Write down the things a new hire would get wrong in week one.

INSTEAD OF

~~"Use your best judgment."~~

TRY

"Never send anything without my yes. Never offer a discount. Always check my calendar before promising a date."

Rules I give every Agent

- Never send, post or pay without my approval
- Use my prices and terms, never guess
- Sound like me: short, friendly, no jargon
- If you're not sure, ask me first

Tools: only what the job needs.

Connect the apps that job touches, and nothing else. Add more as you learn to trust it.

INSTEAD OF

~~"Connect everything I have."~~

TRY

"Read my Gmail for inquiries, check Google Calendar for open dates and use the pricing sheet in Google Drive."

My Sales Agent uses

- Gmail: reads inquiries, drafts replies
- Google Calendar: checks open dates
- Google Drive: my pricing sheet
- No connector? Its browser works the site

TRAINING YOUR AGENTS

Mindset: you're the manager now.

You're not typing commands into a machine. You're training someone new, and the habits that work with people work here too.

Expect a rough first draft

Day one is never perfect, with a person or an Agent. That's normal, not a sign it doesn't work.

Correct it, don't quit on it

Tell it what to change, then say "remember that." Every fix makes the next result better.

Explain the why

"Keep replies short because my clients read on their phones" teaches more than "be shorter."

Let trust build

Start with drafts you approve. Give it more as it proves itself, just like a new hire.

YOUR FIRST HOUR

Let it interview you. Then give it one real job.

"**Interview me about my business.** Ask one question at a time about my customers, services, pricing, how I talk, my competitors, the tools I use and the tasks that eat my week. When we're done, write it all up and remember it."

1. Talk

Use the voice button and ramble. Twenty minutes of you talking beats a week of short questions.

2. Fix

The first result won't be perfect. Tell it: shorter, friendlier, totals at the top. Ask it to remember.

3. Schedule

Once it's right, put it on a schedule. Now it's a routine, and you stopped doing that task.

WHERE I'D START

The six Agents I'd set up first.

Six Agents can cover most of a small business's day-to-day work. This is the order I'd build them in, one at a time. I call the set my Phantom Office.

Chief of Staff 1
Oversees the other five. Priorities, follow-ups and your morning brief.

Admin 2
Clears the inbox: scheduling, replies and documents.

Books 3
Keeps the money straight: invoices, receipts and the weekly numbers.

Visibility 4
Gets you found: listings, reviews and AI search.

Sales 5
Works the leads: inquiries, quotes and follow-up.

Content 6
Fills the feed: posts, emails and site updates.

Run the day.

AGENT 1

Chief of Staff

- Morning brief: today's calendar, what's waiting on you, anything urgent
- Keeps the other five Agents on track and flags what's stuck
- Plans your week around the jobs only you can do

AGENT 2

Admin

- Sorts email into urgent, needs a reply and FYI, and drafts the replies
- Books appointments and answers "are you free Tuesday?"
- Builds shopping lists, checklists and paperwork for each job

Mind the money. Get found.

AGENT 3

Books

- Drafts invoices and deposit requests from your job notes
- Sends friendly payment reminders for your approval
- A weekly money snapshot: what came in, what's owed, what's due

AGENT 4

Visibility

- Drafts replies to new reviews in your voice
- Keeps your business listings and hours correct
- Checks competitors each week for new offers and price changes

Win the work. Stay top of mind.

AGENT 5

Sales

- Replies to new inquiries fast, while they're still shopping
- Turns rough job notes into a clean quote with your pricing and terms
- Follows up on quotes that went quiet

AGENT 6

Content

- Drafts the week's social posts from your photos and jobs
- Writes the email to past clients when your slow season hits
- Updates your website with new photos, menus or services

BUILD IT LIVE · AGENT 1 PROMPT

The Chief of Staff prompt.

Paste this whole prompt into your default Grok Bot. It turns that Bot into your Chief of Staff.

Roles: Make yourself my Chief of Staff. Rename yourself "Chief of Staff" and keep this whole prompt as your standing instructions. Your one job is keeping my day and my week on track. You work for me, [your name], owner of [business name], a [what you do] in [city]. You don't do the other Agents' work. You watch it, track it, and tell me what needs me.

Tools: Google Calendar (read), Gmail (read), Google Drive (read).

Goals:

- Every morning at [7:00 AM], send me a brief: today's calendar, what's waiting on me, and anything urgent. Short enough to read on my phone in one minute, most important item at the top.
- Every [Sunday evening], send me a plan for the week built around the jobs only I can do.
- As I add more Agents, track what each one is working on and flag anything stuck or waiting on my approval.

Rules:

- Never send, post or pay anything. You only report to me.
- Never move or delete a calendar event without my yes.
- If two things conflict, tell me and let me choose.
- If you're not sure, ask me first.

Then: Before you start, interview me. Ask one question at a time about my business, my weekly routine, what always falls through the cracks, and what counts as urgent for me. Then write it up, remember it, and send me a sample morning brief for tomorrow.

The Admin prompt.

Roles: You're my Admin. Your one job is clearing my inbox and keeping my schedule clean. You work for me, [your name], at [business name]. You don't handle quotes, invoices or social posts. Those belong to other Agents.

Tools: Gmail (read and draft), Google Calendar (read, draft invites), Google Drive and Google Docs (create files).

Goals:

- Twice a day, at [9:00 AM and 3:00 PM], sort new email into Urgent, Needs a reply, and FYI. Draft a reply for everything in Needs a reply.
- When someone asks "are you free [day]?", check my calendar and draft a reply with two or three open times.
- For each booked job, build the checklist, shopping list and paperwork, and save it to my [Jobs] folder in Google Drive.

Rules:

- Never send an email or accept an invite without my yes.
- Never book over [blocked times, like Monday mornings].
- Sound like me: short, friendly, no jargon.
- If you're not sure, ask me first.

Then: Before you start, interview me. Ask one question at a time about who emails me most, what I never want to miss, my working hours, and the paperwork each job needs. Then write it up, remember it, and sort today's inbox as a test.

TRY THIS THIS WEEK

AI does the first pass. You make the call.

Your first four moves

- Install Grok Bot on your computer and your phone
- Let your first Agent interview you about your business
- Give it one real job from this week
- Fix it until it's right, then put it on a schedule

Three rules to keep

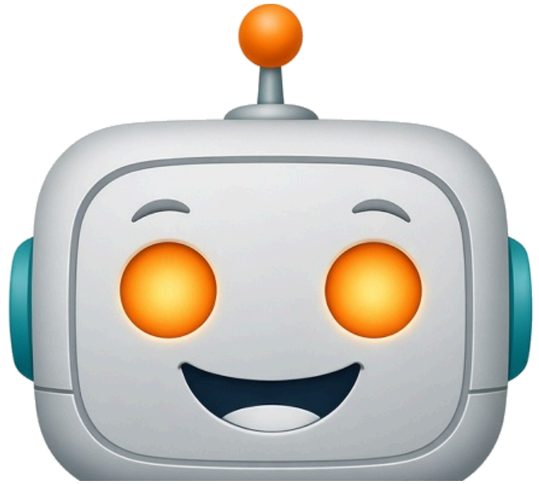
- Never type a password into a chat
- Be careful with financial, health and employee records
- Read before you tap yes, especially prices and promises

YOUR TURN

Questions?

Nothing is too basic. Ask about anything we covered, or tell me the task that eats up your week and we'll figure out which Agent should take it.

Roles Goals Rules Tools



Thank you.

Thanks for spending your time here. Go give your first Agent one real job this week.

Scan for the slides

and the event page

dynamicbuzzlabs.com/events

Website: **dynamicbuzzlabs.com**

