AI BUSINESS OS · MODULE 02

Your AI *workforce*

Turn AI into a team of specialists. Instead of asking one chatbot to do everything, build a set of dedicated workflows — each with a job, a standard, and a place in your business.

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CONTENTS

The workforce

This module builds one thing: a team of AI specialists that runs on the OS you mapped in Module 01. First the mindset, then the seven assistants every business can use, then the framework that turns a random prompt into a repeatable workflow. It ends with one exercise and one deliverable.

00	How to use this module	3
01	Specialists, not one overworked generalist	5
02	Research, content, sales, support & more	9
03	The framework, the exercise & the deliverable	14
	End of module 02	18
	What's next?	19
	Cheat sheet	20
	About Nexily	21

NOTE

This module builds on Module 01. Your AI workforce pulls its context from — and pushes its output back into — the seven systems of your Business OS. If you haven't mapped that yet, build it first: a workforce with nowhere to work is just a folder of clever prompts.

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BEFORE YOU START

How to use this module

Read these two pages before anything else. They decide whether you finish with AI specialists that actually work, or another pile of saved prompts you never reopen.

This is a build, not a read

Knowing that AI can draft your emails changes nothing. Having a working outreach assistant you run every morning changes your week. This module is a build: it produces three AI workflows you can actually use, each with a defined job and a standard for what "good" looks like. Every part ends with an action that moves you toward those three. Read all of it without building one, and you'll have opinions about AI and no leverage from it.

Work in two passes. Read a part for the shape, then go back and build your version. The goal isn't a perfect prompt library — it's three specialists that take real work off your plate this week.

> REMEMBER
>
> You're not learning "prompts" here. You're designing workflows: repeatable jobs with a fixed structure, so the same task gets the same quality every time — whether you run it, a teammate runs it, or it runs on a schedule.

It runs on your OS

This module assumes Module 01. Your AI workforce doesn't operate in a vacuum — each specialist pulls context from one of your seven systems and pushes its output back into another. The Sales Assistant reads your Clients system; the Content Assistant feeds your Content pipeline; the Analyst reads your Finance layer. A clean OS is what makes these workflows possible. If yours is still scattered across fifteen places, the assistants will have nothing solid to work from.

The only output that matters

Not how many prompts you collect. Not how clever they sound. The single output of this module is **three working AI workflows**, each built on the same five-step frame and wired to your business. If you have three specialists running at the end, the module worked. If you have a document full of prompts you never open, it didn't.

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How to read the callouts

CALLOUT	WHAT IT HOLDS
Keep in mind	The core idea of the section — worth remembering even if you forget the rest.
Example	A concrete workflow so you can see the frame applied to real work.
Pitfall	The mistake most people make at this exact step.
Take action	What you build before moving on. Non-negotiable.

TAKE ACTION — 00

Open your Business OS map from Module 01. Keep it beside you the whole way.

List the five tasks you repeat most often that you'd happily hand to a capable assistant.

Next to each, note which system it touches: Clients, Content, Finance, Knowledge...

Circle the one that eats the most time for the least thinking. That's your first workflow.

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01

YOUR AI WORKFORCE

Specialists, not one overworked generalist

Before the assistants, three ideas: why one chatbot for everything fails, why AI multiplies thinking instead of replacing it, and the five-step anatomy that turns a prompt into a specialist.

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In this part, you'll

- See why "use ChatGPT for everything" quietly caps your results
- Understand AI as leverage on judgment, not a replacement for it
- Learn the five-step anatomy of every good workflow
- Turn a one-off prompt into a repeatable specialist

One generalist vs a team of specialists

Using one chatbot for everything is like hiring one exhausted employee to do research, sales, support, writing and strategy — and re-explaining the whole business every single time. It works, badly. A workforce is different: each job gets its own specialist, with its own context and its own standard.

The problem isn't the AI's capability — it's the lack of structure around it. When you open a blank chat and type whatever's on your mind, you start from zero every time: no memory of your voice, your clients, your standards. The output is generic because the setup is generic. A specialist workflow fixes this by fixing the context once: it already knows who it's writing for, in what tone, to what end. Same model, radically better results — because you stopped making it guess.

ONE GENERALIST	A TEAM OF SPECIALISTS
Blank chat, every time. You re-explain your business, get a generic answer, and rewrite half of it yourself.	A defined workflow per job. Context is set once. The output already sounds like you and fits your business.

AI shouldn't replace your thinking — it multiplies it

This is the line that keeps you on the right side of AI. A workforce doesn't think for you. It takes your judgment and gives it reach: more drafts, more angles, more done — while the decisions stay yours.

People who let AI replace their thinking produce fast, forgettable, average work, because they ship whatever the model hands back. People who let AI multiply their thinking stay the strategist: they decide the goal, the angle, the standard — and use the workforce to explore, draft and execute at a speed they never could alone. The AI generates options; you exercise taste. That division of labor is the whole game. Hand over the typing, never the judgment.

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