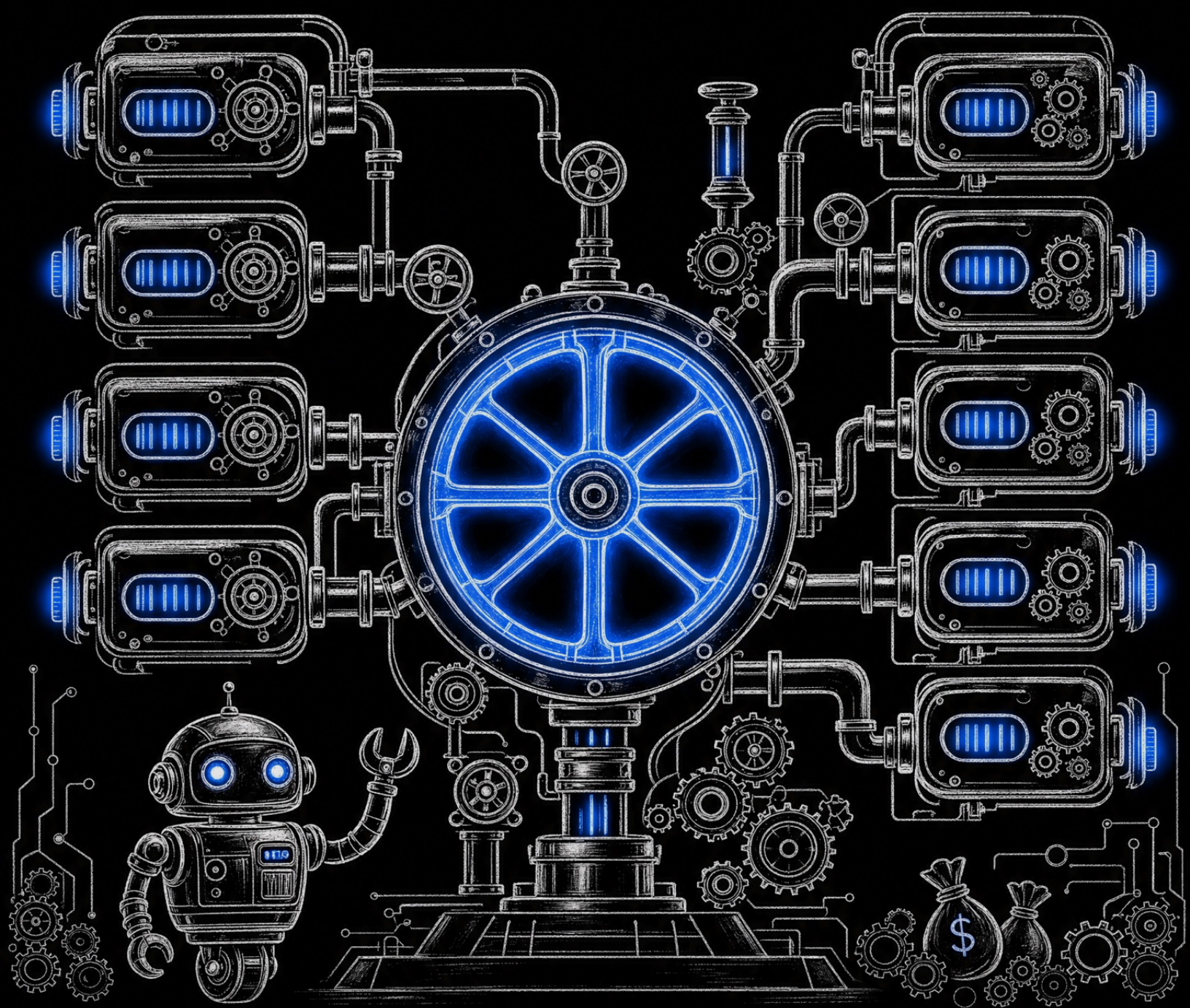




THE NINE SEATS • FROM THE DESK OF AARON BALL

Money Is Attracted to Speed.

Here's how to become the fastest business in your market.

Nine agentic AI roles running more tests, answering more leads, and acting on more decisions per day than your competitors can physically keep up with. Increase your capacity to the output levels of a large team.

The level you don't know exists.

Most operators I talk to tell me they're already using AI.

Then I ask what that looks like in real life. It's a ChatGPT tab. It writes some captions. It drafts an email when somebody remembers to ask.

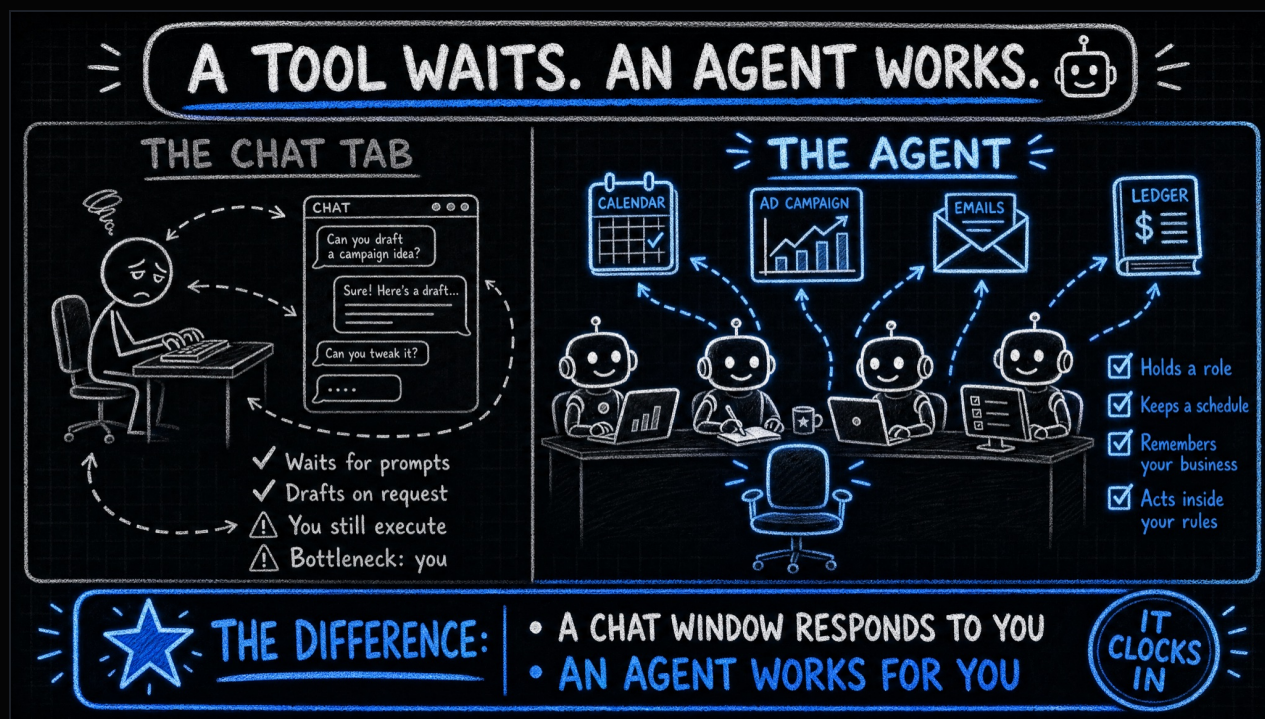
Meanwhile, the machine I'm about to show you manages my paid advertising for me. Answers every lead within minutes of the hand going up. Mails my list daily, in my voice. Keeps my books current to the day. And puts one clean report in front of me every morning before I've finished my coffee.

Both of those get called "using AI." Only one of them changes what a business can do.

The cleanest way I can say it: **a chat window responds to you. An agent works for you.**

An agent has a role. Tools it's allowed to use. A memory of your business. A schedule it keeps whether you're paying attention or not. Decision authority inside lines you drew once. You don't prompt it a hundred times a day. It clocks in.

Sit with that difference for a second, because everything else in this book hangs on it.



Why speed decides who wins.

Money is attracted to speed.

Not the smartest plan. Not the prettiest funnel. Speed. Whoever turns ideas into outcomes fastest tends to win, and AI is rewriting what "fast" even really means.

Multiply the rate you create outcomes, and revenue leaps tend to follow. It's cause and effect. More shots toward the goal. More tests live. More real decisions made and acted on per day than your competitors can physically keep up with.

Agentic AI manages your paid ads faster. Builds your marketing assets faster. Finds the levers to increase LTV and optimize CAC faster. Hands you business reporting faster than any bookkeeper or data analyst could. Closes support tickets faster than any VA could. Pre-qualifies and books appointments faster than any setter ever could.

And that list just keeps going.

But it's not only speed. It's capacity.

One operator and a couple of key players plus agentic systems now does the work of a large team, running day and night. Faster outcomes, and more of them, at the same time. I run two software companies and a client operation exactly this way, a small team of killers with a hundred-plus agents underneath us. I've also got a wife and a baby boy at home, and I can promise you I didn't build any of this so I could work more.

The sentence I'd paint on your wall.

The longevity of your business now hinges on one thing: whether you actually implement artificial intelligence at the current level of what's possible, not at the level you currently understand.

Those are two very different levels. Most operators are running three floors below their ceiling without knowing the stairs exist. Consider this book the stairs.

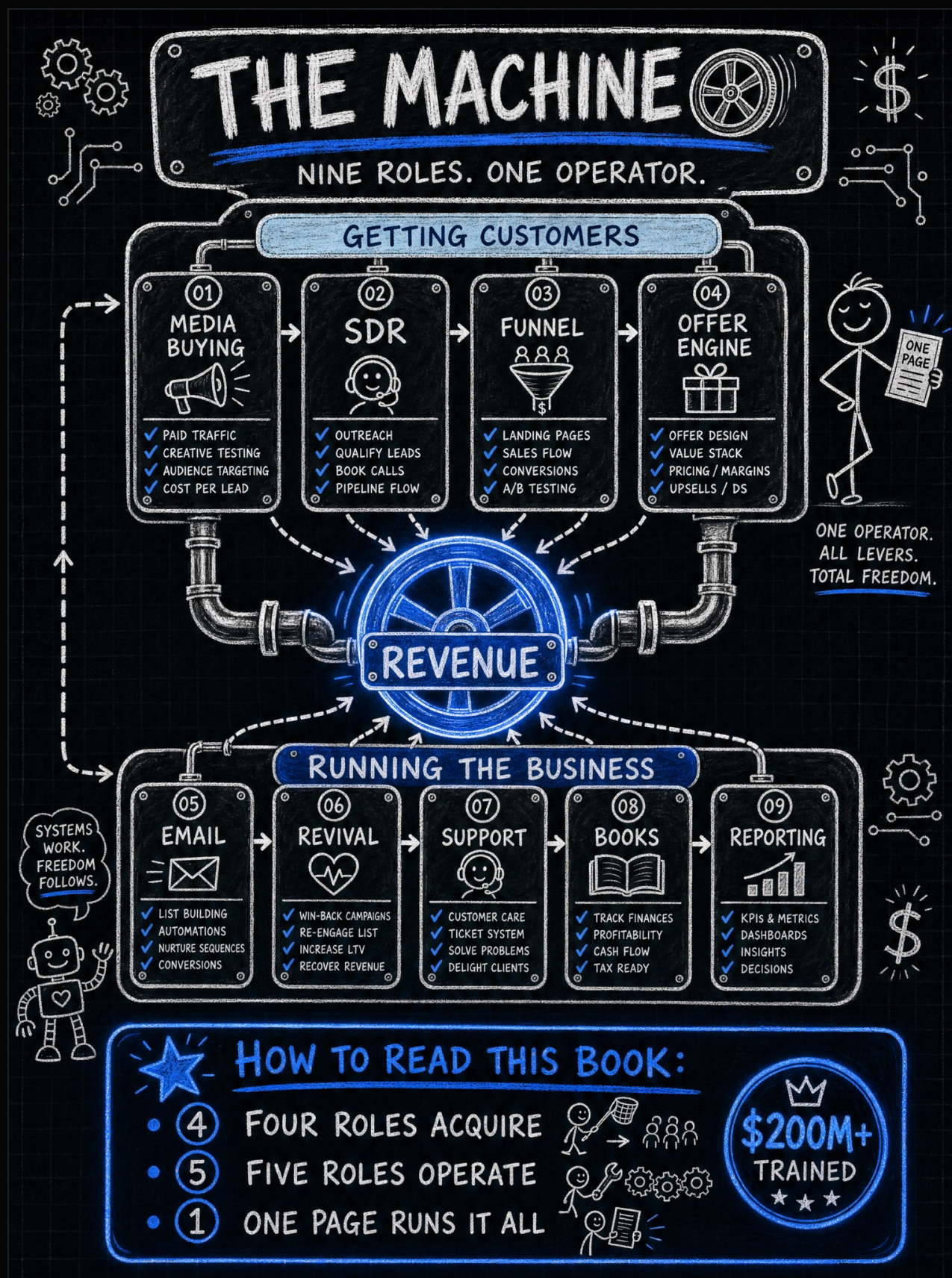
Nine roles. Four go get customers. Five run the business underneath. And one of them, probably not the one you'd guess, tends to quietly pay for all the others by itself. We'll get there.

No theory ahead. Every role in this book is running right now, built on \$200M+ worth of campaigns I ran myself, across 1,000+ campaigns and dozens of niches. When something sounds too clean to be real, that's just what work looks like once a system holds the job.

THE NINE SEATS · WHAT'S AHEAD

01	Agentic Media Buying	06
02	Agentic SDR	08
03	Self-Optimizing Funnel	10
04	Offer Engine	12
05	Agentic Email Publisher	14
06	Follow-Up & Lead Revival	16
07	Agentic Customer Support	18
08	Agentic Bookkeeping	20
09	Agentic Reporting	22
++	What These Seats Cost In Humans	24
++	The First Seat Worksheet	28

Here are the roles.



Agentic Media Buying

Your paid traffic desk, staffed every hour the auction is open.

The job. While you slept last night, somebody should have been watching your ad accounts. Nobody was. That's the opening this role fills. Every morning before you're up, it audits every account you run. Spend, cost per result, creative fatigue, all of it checked against targets you set once. Dying ads get cut before they burn another day of budget. Winners get fed. Every move lands in a log with the reasoning attached, so you read the morning like a shift report from an employee who has never once called in sick.

What's possible. Checks every few hours across Meta, Google, wherever you run. Budget that moves the moment a threshold trips instead of the following Monday. Creative briefs written from your own winning data: which hooks pulled, which angles died, what to shoot next. You wake up to decisions already made, with a paper trail explaining each one.

How it knows your business. Your unit economics live in its head. AOV, margins, allowable CPA, LTV by offer. It knows your creative library and your account history, and underneath that sits the \$200M repository: a thousand-plus campaigns worth of pattern recognition about what actually happens when you scale too fast or an audience taps out.

The architecture. A context layer holding your brand and economics, a decision loop wired into the ad platforms, and the cycle that runs all day: pull the numbers, compare against the rules, act, log it. Around all of it, hard lines. Spend caps it can't cross. Changes above a certain size that wait for your thumbs-up. It acts alone on the small stuff and brings you the big stuff.

When it runs. Full audit on a morning cron, the way a good employee has a standing 6 a.m. shift. Pulse checks through the day. And trigger-based moves in between: cost per result crosses your line, spend spikes, frequency climbs past its ceiling. It doesn't wait for a meeting.

How it ties in. Hands lead flow to the SDR. Ships traffic data to the funnel. Requests fresh ammunition from the Offer Engine when creative fatigues. Reports every dollar to Reporting.

Seat 01, filled. Your paid traffic now runs on rules instead of memory, watched every hour it spends. And notice what this seat produces all day long: raised hands. A raised hand is only worth something if someone answers it fast. That's the next seat.

THE DAILY AD LOOP



> WHAT RUNS BEFORE YOU WAKE UP. <

1 PULL THE NUMBERS



- ✓ Every account
- ✓ Spend and results

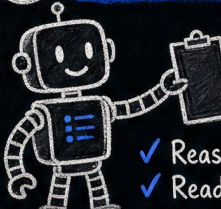
2 COMPARE TO RULES



- ✓ Your targets
- ✓ Your spend caps



4 LOG IT



- ✓ Reasoning attached
- ✓ Read like a shift report



3 ACT



- ✓ Cut the dying
- ✓ Feed the winners
- ⚠ Big moves wait for you



EVERY MORNING:

- DECISIONS ALREADY MADE
- PAPER TRAIL INCLUDED

6AM
CRON

Agentic SDR

Speed to lead, solved permanently.

The job. A lead raises their hand. What happens in the next five minutes decides whether that hand-raise turns into revenue, and in most businesses what happens is nothing. This role exists so that never happens again. The moment a lead lands, it responds. 2 p.m., 2 a.m., Christmas morning. It opens the conversation, asks the qualifying questions you'd ask, handles the first-round objections, and walks qualified buyers straight onto the calendar. The unqualified get routed somewhere useful instead of eating a closer's hour.

What's possible. One brain running conversations across SMS, email, and DMs, remembering every prior touch. Voice conversations that sound like your sharpest setter on her best day. Lead scoring against your exact criteria before a human ever sees the name. Confirmation and reminder sequences that quietly cut your no-show rate while you do something else.

How it knows your business. Your offer, your pricing structure, your qualification bar, your FAQ, your tone. It's trained on your actual sales conversations, so it knows what a good-fit buyer sounds like for you specifically. It also carries a decade of buyer psychology from the repository: what uncertainty sounds like, and what moves a maybe to a booked call.

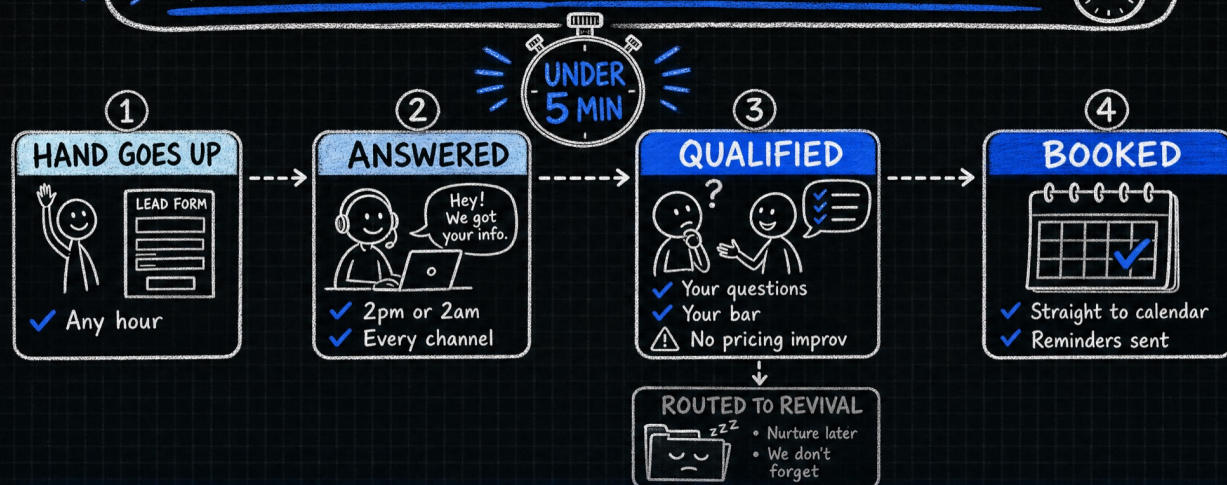
The architecture. Event-driven at the core. A webhook fires when a lead arrives, the agent pulls that lead's full context, runs your qualification tree, writes everything to the CRM, books against live calendar availability. The lines it won't cross: no custom pricing quotes, no promises you didn't script, and hot-but-complicated buyers go to a human, every time.

When it runs. No schedule. A trigger. Lead in, agent on. The clock only matters for follow-through, where it chases every non-responder on a set cadence until the answer is yes, no, or hand-off to revival.

How it ties in. Fed by Media Buying and the funnel. Ships non-bookers to Follow-Up & Lead Revival. Logs every outcome to Reporting, which is how you finally learn which ad produces buyers instead of clicks.

Seat 02, filled. Every hand that goes up now gets answered in minutes, qualified, and booked. Two seats in, look at what's already true: your traffic is watched daily and your leads never wait, and neither one depends on anybody remembering anything. Now, about the pages those leads land on between the ad and the conversation.

THE FIRST FIVE MINUTES



SPEED TO LEAD:

- MINUTES DECIDE REVENUE
- NOBODY WAITS ON A HUMAN

24/7

Self-Optimizing Funnel

The test that never stops running.

The job. Somewhere on your funnel right now there's a headline underperforming a better headline you haven't written yet. The gap between those two is money you're paying every day. This role closes gaps like that for a living. It treats your funnel as a live experiment. Drafts variants: headlines, layouts, proof order, offer framing. Launches structured tests. Watches until the numbers mean something, kills the losers, promotes the winner to control, and starts the next test the same day. No meeting. No quarterly CRO project that dies in a Slack thread.

What's possible. Several tests live across the funnel at once. Landing pages that match the exact ad angle that brought the click, so the message never breaks between platforms. And the statistical patience humans lose when things get busy: it never calls a winner early and never forgets a test it started.

How it knows your business. Your brand system, your voice, your offer, your proof assets. Plus the funnel's entire test history, every experiment ever run and why it won or lost. It doesn't re-test dead ideas. It compounds instead of circling.

The architecture. Context layer feeding a build-test-decide loop wired into your site and analytics. Variants ship inside your existing design system, so on-brand isn't a review step, it's a constraint of the machine. Pricing and claims stay locked. Structural swings queue for your sign-off. Everything's reversible.

When it runs. Always watching, with a weekly cycle cron: read results, promote, launch next. Triggered off-cycle when conversion slips below baseline or Media Buying lands a new winning angle that deserves a matching page.

How it ties in. Takes traffic and message data from Media Buying, fresh frames from the Offer Engine. Its winners become the control pages the whole machine drives traffic into. Its data flows to Reporting.

Seat 03, filled. The pages between your ads and your calendar now improve themselves week over week. Three seats in and the pattern should be coming into focus: each role removes a place where growth used to wait on a human. One question left on the acquisition side, and it's the biggest one: is the offer itself any good?

THE FUNNEL THAT FIXES ITSELF



EVERY WEEK:

- THIS QUARTER BEATS LAST QUARTER
- ON ITS OWN

NO MEETINGS

Offer Engine

Your offer, treated like a living asset instead of a launch-day decision.

The job. Most businesses never had a traffic problem. They have an offer that almost converts, and they've been paying the almost-tax for years without naming it. This role watches how the market actually responds to your offer. What people click. Where they stall on the page. What they say on sales calls right before they don't buy. Then it drafts the next iteration: new angles, sharper promise, different price frames, stronger guarantees, and feeds them into the funnel and the ads as live tests. Reads the results. Sharpens again.

What's possible. Your offer diagnosed against the five levers that decide whether a business scales: offer, pricing, audience, model, messaging. Message testing at a pace no copywriter keeps. Price experiments run as controlled tests instead of nervous guesses over dinner. An offer measurably sharper every month it's alive.

How it knows your business. Your sales data, call recordings, objection patterns, competitor claims. Under that, the repository: the offer structures that survived contact with a thousand-plus real campaigns, and the clever ones that didn't.

The architecture. An analysis loop over your revenue and response data, a drafting layer producing test-ready assets, and distribution hooks into the funnel and ad systems. This is the role where the checkpoint matters most, so nothing customer-facing ships without passing compliance rules and, wherever you want it, your personal eyes.

When it runs. A monthly deep review on cron. Think board meeting, except for your offer, and nobody's late. Triggered reviews when conversion dips, a new competitor angle shows up, or the funnel reports a plateau that layout changes can't fix.

How it ties in. This is the ammunition depot. Media Buying fires its angles. The funnel tests its frames. The Email Publisher writes from its messaging. Reporting tells it what landed.

Seat 04, filled. That completes the acquisition side of the machine: traffic watched daily, every lead answered in minutes, pages that sharpen themselves, and an offer that gets stronger every month underneath all of it. Four seats, zero of them waiting on you. Now we go behind the curtain, to the five roles that run the business itself. Starting with an asset you already own and almost certainly underuse.

Quick pause. If the acquisition side alone is the machine you've been missing, the application is at aaronball.co/apply. Short, and I read every one myself.

THE FIVE LEVERS



≡ WHAT DECIDES IF A BUSINESS SCALES. ≡



THE ALMOST-TAX:

- MOST OFFERS ALMOST CONVERT
- ALMOST IS EXPENSIVE

**SHARPER
MONTHLY**

Agentic Email Publisher

Daily revenue from the list you already paid to build.

The job. You already know you should mail your list more. You've known for a year. The knowing was never the problem. The writing is, every single day, forever. So this role writes. It ships email on a rhythm almost no operator sustains by hand: daily, or close to it. Stories, angles, proof, offers, in your voice. Buyers hear one thing, prospects another, the ninety-days-silent get their own treatment. It watches opens, clicks, and revenue per send, and adjusts as it goes.

What's possible. A year of daily publishing without you writing a word of it. Campaign arcs around your launches, planned and executed. Win-back sequences that catch a going-cold segment before it dies. Email that reads like you on your best day, because your best days are what it studied.

How it knows your business. It's trained on your actual writing. Your posts, your emails, your calls, until it carries your phrases, your stories, your rhythms, and your banned words. It knows your offer calendar. It knows the list itself: who bought, who clicked, who went quiet in March.

The architecture. A voice layer on top of a content engine wired into your email platform, drafting ahead of schedule so a queue always exists. Your banned-word list is enforced by the machine, not by memory. Claims rules baked in. You pick the mode: full autopilot, or a one-tap approval each morning with your coffee.

When it runs. Daily send on cron. Weekly segment review. Campaign mode fires off your launch calendar. Win-back mode fires off engagement decay, before you'd ever notice it in a dashboard.

How it ties in. Pulls angles from the Offer Engine. Hands warm hand-raisers to the SDR. Coordinates suppression with Lead Revival so nobody gets double-mailed. Reports revenue per send to Reporting.

Seat 05, filled. The list you already own now produces revenue on a daily rhythm instead of collecting dust between launches. Five seats in. And speaking of assets collecting dust, open your CRM. The next seat is the one I told you about in the introduction.

MAILED DAILY



≡ THE LIST YOU ALREADY PAID FOR. ≡

≡ THIS MONTH ≡

SUN	MON	TUE	WED	THU	FRI	SAT
1 ✓	2 ✓	3 ✓	4 ✓	5 ✓	6 ✓	7 ✓
8 ✓	9 ✓	10 ✓	11 ✓	12 ✓	13 ✓	14 ✓
15 ✓	16 ✓	17 ✓	18 ✓	19 ✓	20 ✓	21 ✓
22 ✓	23 ✓	24 ✓	25 ✓	26 ✓	27 ✓	28 ✓
29 ✓	30 ✓	31 ✓				



BUYERS

✓ Hear one thing



PROSPECTS

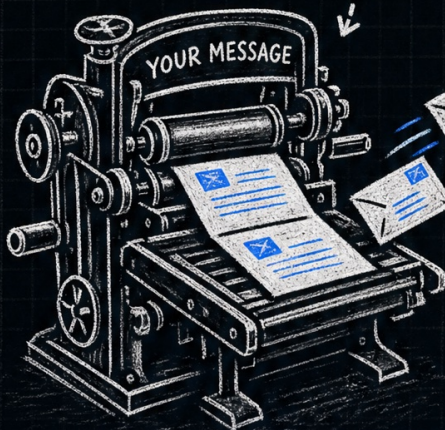
✓ Hear another



GONE QUIET

✓ Win-back sequence

⚠ Caught before they die



THE MATH:

- A MAILED LIST IS AN ASSET
- A SILENT LIST IS A BILL

**365
SENDS**

Follow-Up & Lead Revival

The cheapest revenue you will ever collect.

The job. Remember the role I said quietly pays for all the others? You're looking at it. Sitting in your CRM right now are leads you already paid for. The ghosts. The "not right nows." The people who opted in eight months ago, meant it, and got forgotten. Every one of them cost you real money, and their current value on your books is zero. This role sweeps that database on a schedule and works it like a professional. It re-opens conversations with context: "you asked about X back in March," never a blast. It books the revived. It prunes the truly dead so your pipeline numbers stop lying to you.

What's possible. Database reactivation as a permanent program instead of a once-a-year stunt. Revival across email, SMS, and DM. Timing intelligence, because a lead who ghosted at pricing needs a different re-open than one who never replied at all. For a lot of businesses this is five figures a year sitting in a spreadsheet nobody opens.

How it knows your business. Every lead's full history: source, conversations, objections, timing. And your offer changes since they went cold, which is often the exact re-open that works. "Since we last talked, this now includes X" has revived more dead deals than any discount ever written.

The architecture. A sweep engine over the CRM, a conversation layer that personalizes from each lead's actual record, booking hooks into the calendar. Frequency caps so nobody gets hammered. Suppression synced with the Email Publisher. The moment a revived lead warms up, a human gets the hand-off.

When it runs. Weekly sweeps by segment age on cron. Age triggers in between: any lead crossing thirty, sixty, ninety days cold drops into the right sequence automatically. Nothing depends on anyone remembering.

How it ties in. Catches non-bookers from the SDR and cold segments from the Publisher. Sends the revived back to the SDR for booking. Reports recovered revenue to Reporting.

Seat 06, filled. Loop closed on the promise from page one: this is the seat that funds the machine, because it mints revenue from money you already spent. Six seats in, your acquisition runs itself and your two biggest dormant assets, the list and the CRM, are both back to work. Three seats left, and they're the ones that protect everything the first six build.



THE REVIVAL SWEEP



THE SEAT THAT PAYS FOR THE MACHINE.



HOW COLD?

30 DAYS



✓ Gentle re-open

60 DAYS



✓ Context recall
✓ "You asked in March"

90+ DAYS



✓ New-offer angle
⚠ Frequency capped

REPLIED?

YES

NO



BACK TO CALENDAR



PRUNED



ALREADY PAID FOR:

- NEW REVENUE, ZERO NEW AD SPEND
- NOTHING WAITS ON MEMORY

FIVE FIGURES HIDING

Agentic Customer Support

Every question answered around the clock, without you.

The job. There's an inbox in your business that fills up precisely when you're busiest, and busy is when response times stretch, and stretched response times are where refunds come from. You've lived this loop. This role ends it. Product questions, access issues, billing basics, where's-my-thing, answered the moment they arrive. The routine majority resolved end to end. Save-able refunds saved with real answers instead of silence. The genuinely hard cases escalated to a human with full history attached, so nobody asks the customer to repeat themselves.

What's possible. Response times measured in minutes at 3 a.m. Support quality that holds steady during your biggest launch, which is exactly when it used to collapse. A VA's backlog turned into an exception queue. And a live map of what customers actually struggle with, surfaced to you instead of buried in tickets.

How it knows your business. Your entire knowledge base: products, policies, access flows, edge cases. Your tone, so it doesn't answer like a bank. Each customer's own record: what they bought, what they've asked before, what they've already been promised.

The architecture. Always-on listeners across your support channels. An answer engine grounded in your documented truth, so it answers from your knowledge base or it escalates. It doesn't improvise policy, touch legal, or argue with anyone. Routine fixes it's allowed to perform, it performs.

When it runs. Always on, ticket by ticket. A daily digest cron summarizes volume, themes, and escalations. Spike alerts fire immediately, because forty "my access broke" tickets in an hour is an operations alarm wearing a support costume.

How it ties in. Feeds friction intel to the Offer Engine and the funnel, since support tickets are market research nobody reads. Flags churn risks for revival plays. Reports volume and resolution stats to Reporting.

Seat 07, filled. The customers your machine acquires now get taken care of at the same speed they got acquired, at any hour, at any volume. Seven seats in, and here's the shift worth noticing: the machine no longer just grows your business. It protects it. Two seats left, and they're both about the numbers.

11PM VS. ALWAYS ON



BEFORE

⚠️ Slowest when busiest
⚠️ Refunds from silence



AFTER

TICKET QUEUE

#8421	ORDER ISSUE	2m
#8422	REFUND	4m
#8423	SHIPPING	6m
...		

✓ Answered in minutes
✓ Knowledge-base truth only
✓ Hard cases to humans
⚠️ Never improvises policy



SUPPORT AT 3AM:

- SPEED HOLDS DURING LAUNCHES
- TICKETS BECOME MARKET RESEARCH

EXCEPTION
QUEUE
ONLY

Agentic Bookkeeping

Clean books, closed monthly, without you in a spreadsheet.

The job. Every five-figure decision you've made on a gut feeling was a decision made without current books. Most operators run months behind and call it normal, right up until tax season turns into an archaeology dig. This role keeps the books current today. It categorizes transactions as they land, matches payouts to platforms, reconciles accounts, chases the missing receipt, and closes the books every month without being asked. You stop producing numbers and start reading them.

What's possible. A month-end close that takes hours instead of a two-week email chain. Tax season as a clean handoff to your CPA. Real margin by offer, actual spend against actual revenue, and a cash position you can trust before you sign anything.

How it knows your business. Your chart of accounts and category rules. Your processors, ad accounts, banks, payroll. And your recurring exceptions, learned once, handled forever after.

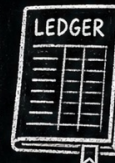
The architecture. Feed connections into your accounting stack, a categorization engine running your rules, a reconciliation loop that flags mismatches instead of hiding them, and a monthly close sequence that runs the same checklist the same way every time. Anything strange gets a flag, never a guess.

When it runs. Daily categorization cron. Weekly reconciliation. Monthly close. Anomaly triggers in between: duplicate charges, spend spikes, failed payouts, surfaced the day they happen.

How it ties in. It's the financial ground truth under Reporting, and it's what tells Media Buying what true margin allows. "Can we afford this test" stops being a feeling and becomes a lookup.

Seat 08, filled. Your numbers are now current every single day, produced by nobody, trusted by everybody. Eight seats in, every function in the machine is generating clean data about itself. Which sets up the final seat, the one that turns all of it into something you can run the whole company from.

THE MONTHLY CLOSE



WITHOUT YOU IN A SPREADSHEET.

1



CATEGORIZE DAILY

- ✓ Every transaction
- ✓ Your rules



2



RECONCILE WEEKLY

- ✓ Payouts matched
- ⚠ Mismatches flagged



3



CLOSE MONTHLY

- ✓ Same checklist
- ✓ Hours, not weeks



4



READ, DON'T PRODUCE

- ✓ True margin by offer
- ✓ Cash you trust



CURRENT TO TODAY

- GUT FEELINGS RETIRED
- TAX SEASON IS A HANDOFF

FLAGS,
NEVER
GUESSES.

Agentic Reporting

One page. Every number that matters. Every morning.

The job. Ask yourself how many logins it takes to answer "how did we do yesterday." If the honest answer is five, you don't have a reporting problem. You have five of them. This role pulls from every system in this book plus your platforms and hands you one daily readout. Cash, spend, cost per acquisition, funnel conversion, bookings, email revenue, support load. Same numbers, same format, every day, with what moved flagged and explained. You run the business off a single page.

What's possible. The end of five-login mornings. Anomalies caught while they're cheap: a tracking break, a conversion cliff, a spend leak, surfaced same-day instead of at month end. Weekly and monthly rollups that separate trend from noise. One version of the truth, so your team stops quoting three different numbers for the same question.

How it knows your business. Every other agent reports to it, so it sees the machine whole. And it knows your targets, which is what turns data into judgment. Not "CPA is \$42." More like "CPA is \$42 against your \$35 line, driven by two ad sets, already flagged to Media Buying an hour ago."

The architecture. Collectors wired into every system. A metrics layer that normalizes everything into your definitions. A judgment layer comparing against your baselines. A delivery layer that puts the readout wherever you live: inbox, Slack, your phone at 7 a.m.

When it runs. Daily readout on cron before your day starts. Weekly rollup. Monthly close report alongside Bookkeeping. Threshold alerts in between, because some numbers shouldn't wait for tomorrow.

How it ties in. It's the nervous system. Every role feeds it, and its flags trigger half the machine: budget moves, funnel reviews, offer sessions, revival pushes. It's also how you manage agents like a team, because you read the one report all their work rolls up into.

Seat 09, filled. And with it, the machine is whole. Ads watched, leads answered, pages testing, offer sharpening, list mailed, dead leads revived, customers served, books closed, and one page every morning telling you exactly what all of it did yesterday. Nine seats. One operator. You, reading a single report with your coffee.

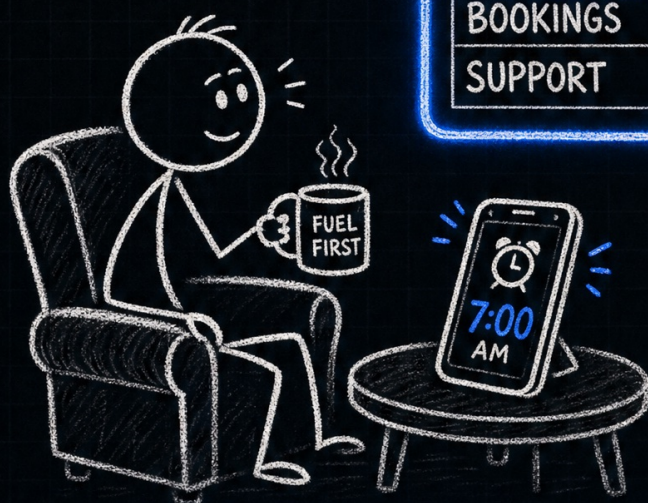
ONE PAGE EVERY MORNING



CASH	\$
SPEND	\$\$\$
CPA	\$
CONVERSION	2.7%
BOOKINGS	128
SUPPORT	23



WHAT
MOVED
+ WHY



SAME NUMBERS,
SAME FORMAT



ANOMALIES
SAME-DAY



SOME NUMBERS
PAGE YOU NOW



THE NERVOUS SYSTEM:

- ONE VERSION OF THE TRUTH
- RUN IT ALL FROM ONE PAGE

BEFORE
YOUR
COFFEE'S
DONE.

What these seats cost in humans.

Before the close, let's price the old way of filling these nine seats. Typical US market rates as of this writing, rounded, no benefits, no payroll tax, no management overhead:

- ♦ A **media buyer** runs \$5,000 to \$10,000 a month, or a percentage of spend.
- ♦ A **setter** runs \$3,000 to \$6,000 a month, plus commission.
- ♦ A **CRO specialist** retainers at \$6,000 to \$12,000 a month.
- ♦ A **daily email copywriter** runs \$3,000 to \$8,000 a month.
- ♦ A **support team** runs \$1,500 to \$4,000 a month, per shift covered.
- ♦ A **bookkeeper** runs \$500 to \$2,500 a month.
- ♦ A **data analyst** runs \$5,000 to \$9,000 a month.
- ♦ An **offer consultant** bills \$5,000 to \$25,000 per engagement.

Staff all nine seats the old way and you're carrying \$25,000 to \$50,000 a month in payroll before a single dollar of ad spend. Which is exactly why you never filled them. You weren't lazy. The math was impossible.

And the math gets worse after you hire, because even a fully staffed team works about 40 of the week's 168 hours. The seats sit empty nights, weekends, and holidays, and your leads don't stop arriving just because your people went home.

Nine seats staffed by humans is a payroll problem. Nine seats held by agents is an architecture decision. That's the whole shift this book has been walking you toward.



THE PAYROLL YOU NEVER HIRED



≡ TYPICAL US MARKET RATES, ROUNDED. ≡

THE SEAT	THE HUMAN RATE
 MEDIA BUYER	\$5-10K/MO
 SETTER	\$3-6K/MO + COMMISSION
 CRO SPECIALIST	\$6-12K/MO
 EMAIL COPYWRITER	\$3-8K/MO
 SUPPORT TEAM	\$1.5-4K/MO
 BOOKKEEPER	\$0.5-2.5K/MO
 DATA ANALYST	\$5-9K/MO
 OFFER CONSULTANT	\$5-25K/PROJECT



ALL NINE SEATS:
\$25-50K+
≡ EVERY MONTH ≡



THE SHIFT:

- HUMANS: A PAYROLL PROBLEM
- AGENTS: AN ARCHITECTURE DECISION



Don't install nine. Install the right one.

Before anything else, widen the lens one click.

These nine are core roles, the ones that move the needle in nearly every business we touch. They're a starting lineup, not a ceiling. Any role you can imagine can be held by an agent. Customized as much or as little as you need, sized to your business, built around whatever seat you need filled. If a human can hold the job, an agent can be trained on it.

That said, nine roles is the destination. It's a terrible first step.

The right first step is the one or two systems bleeding the most money in your business right now. If you've taken the Agentic Opportunity Score, you already know which ones they are. Your score, your tier, and the three systems that would move your numbers first, mapped from your own answers. If you haven't taken it yet, it's ten questions and two minutes at aaronball.co/score.

And when you'd rather have this installed than study it, that's the actual work my team and I do. My agents, trained on \$200M+ of my own campaigns, pointed at your business. It starts with a short application. I read every one myself. If it's a fit, we talk. If it's not, you'll still know exactly where your machine leaks, which puts you ahead of most of your market either way.

[WWW.AARONBALL.CO/APPLY](https://www.aaronball.co/apply)

Everything referenced here comes from my own client work across 1,000+ campaigns. None of it is a promise of your results. It's a map of what becomes possible once systems hold the jobs.

INSTALL THE RIGHT ONE



⇒ NINE IS THE DESTINATION. NOT THE FIRST STEP. ⇐

01
ADS



02
SDR



03
FUNNEL



04
OFFER



05
EMAIL



06
REVIVAL



07
SUPPORT



08
BOOKS



09
REPORTS



APPLY



★ Your score already picked these



WHERE THE MONEY IS

- START WHERE IT BLEEDS MOST
- TWO MINUTES: [AARONBALL.CO/SCORE](https://aaronball.co/score)

I READ
EVERY
ONE

Don't close this book informed. Close it started.

One page, three lines, two minutes. A seat named, a cost counted, a date set. That's how every machine I've ever built started.

THE FIRST SEAT WORKSHEET

ONE PAGE. THREE LINES. TWO MINUTES.

1 THE SEAT

- ✓ Emptyest seat in your business
- ✓ Your score named three

2 THE BLEED

- ✓ What it costs per month
- ✓ Rough is honest

\$

3 THE DATE

- ✓ Filled by when







TWO MOVES FROM HERE:

- BUILD IT WITH THIS MAP
- OR APPLY: [AARONBALL.CO/APPLY](https://aaronball.co/apply)

CLOSE IT STARTED