

THE 20-MINUTE EXERCISE

The Self-Running Business Starter Kit

Map your business as a handful of **positions** — and find the short list of decisions that actually need *you*. Pen, paper, about twenty minutes.



A business runs on systems. Most owners **are** the system.

Every decision, big or small, comes back to you — so the business can only ever move as fast as you can. The fix isn't another app. It's deciding, **once**, which decisions the business can safely make on its own, and which must always stop for you.

THERE ARE ONLY TWO MOVING PARTS

PART 1

Positions

The **jobs** your business does — Bookings, Invoicing, Ordering, Enquiries — not the people who do them. Each position knows its steps and what it's allowed to decide alone.

PART 2

One inbox

The short list of calls that **always stop for a human**: money out of the ordinary, anything a regulator touches, anything about a named person, anything unusual.

Everything inside the rules runs itself. Everything outside stops for you.

That's a business that runs itself — without running away from you. You're never automated *out* of the decisions that matter; you're automated out of the ones that don't. This kit walks you through building your own version on paper. The next two pages are the exercise.

List your positions

Write down the jobs your business does the same way most of the time.
Name the **job**, not the person. Start with three to five — you can always add more. For each, note what "done well" looks like, and the routine calls it could make without asking you.

POSITION (THE JOB)	WHAT "DONE WELL" LOOKS LIKE	WHAT IT CAN DECIDE ON ITS OWN
Bookings	Enquiry becomes a confirmed, paid booking; calendar is correct	Confirm bookings that fit published availability, prices & terms

Stuck? Walk one customer from first contact to paid and gone. Every hand-off along the way — the enquiry, the quote, the booking, the invoice, the follow-up — is usually a position.

Find your inbox — what always stops for you

THE SAFETY FLOOR — NEVER CHANGES

No matter what any rule says, these **always** stop for a human: any refund or unusual payment · anything a regulator, contract or the law touches · anything about a named person (pay, complaints, standing) · anything outside the standard case.

Now, for each position you listed, write the **one thing** that should always stop and come to you — the call you'd never want made without your say-so.

POSITION	THE ONE THING THAT ALWAYS STOPS FOR ME
Bookings	Any discount, or a promise (price/date) I haven't already set

That short list *is* your inbox. Everything else, the business can be trusted to handle. Every time something lands here that you'd have been happy to let run — that's a missing rule. Add it, and it won't stop next time.

TRY IT TODAY — NO SERVER NEEDED

Paste this into any AI chat, then paste in a real enquiry. You've just run a position:

// COPY-PASTE PROMPT

"Act as the **Bookings** position for my business. Here is an enquiry: [paste it]. Confirm it **only** if it fits my standard availability, prices and terms. If it needs an exception, a discount, or a promise I haven't given you — **stop**, and tell me in one line exactly why, and what you'd do if I said yes. Don't decide it yourself."

The paper version runs in someone else's AI chat. The real one runs on a stack you own.

A free chat can forget, change its price, or change its rules tomorrow. The point of Build Own Stack is the opposite: your business runs on infrastructure **you** control — no subscription that can move the goalposts. Here's the path from this worksheet to that.

1 The Blueprint Workshop • live • 90 min • \$97–149

Build your first real position **live**, on a stack you own — not a slide, your actual business. You leave with one position running for real. This is the front door.

2 The Blueprint Kit • the installable version • ~\$149

These worksheets as ready-to-fill files — positions, decision-thresholds, and the escalation inbox — that Claude reads and runs on your stack. The rules stay **data you own**, never code you maintain.

3 Build Own Stack • the course

Own the whole stack from scratch — your own server, database, and Claude Code — so everything above runs on systems you control. No code experience needed; that's the whole point.

Reserve your seat at the workshop.

Join the list for the date, the founding price, and the build logs as they happen.

buildownstack.com →