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You already have
the raw materials.
*Now let's figure
out what to do
with them.*

Clarity is a gift. So I'm here to show you how you
can find more of it, starting with the work you're
already doing and the knowledge you already
have.

Five parts. *Real clarity.*

Questions that meet you exactly where you are, grounded in real working sessions with incredibly curious and creative founders who co-created these insights with me. My gift to you.

PART 1

It's not as scary as it sounds

The words that have been making this feel harder than it needs to be, decoded in plain English so you can just get on with it

PART 2

What AI will never have, and what you already do

Your library, your judgment, and why that's actually your whole advantage

PART 3

12 questions that give you clarity

The exact questions that have helped high-performing founders unlock their greatest creative AI breakthroughs

PART 4

The honest thing about friction

What not to automate, and why the people who figure this out are actually irreplaceable

PART 5

Your first actual move

One task mapped out in four questions, and suddenly you have everything you need to actually begin

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- No tools to install before you start
 - Every insight grounded in real working sessions with real founders

It's not as scary as it *sounds*.

I say this to everyone I work with, and I mean it. AI sounds way more intimidating than it is. "Agents." "LLMs." "Automation architecture." It all sounds like something from a spy movie or a PhD thesis.

Can I tell you what an agent actually is? **It's a human instruction set. Written in plain English. That's it.**

An agent is literally just: here's your role, here's what you'll receive, here are your steps, here are your rules, here's what the output looks like. If you've ever trained an intern or given someone a really clear brief, you've already written an agent. You just didn't call it that.

THE TERM	WHAT IT ACTUALLY MEANS
Agent	A set of instructions, in plain English, telling AI what its job is, what to do, and what never to do. Think of it as briefing a brilliant intern on one specific task.
Automation	A task that now happens without you having to trigger it. You do the setup once; AI runs it after that. Like a very reliable system that doesn't forget and doesn't complain.
Library / Context	The specific stuff you give AI to work from: your past writing, your preferences, your clients, your way of seeing things. This is what makes <i>you</i> . AI sound like
Tokens	The "currency" AI uses to think. The more context you ask it to hold at once, the more tokens it spends. You have a budget; use it with intention.
Prompt	What you type to AI. A good prompt has a task, some context, and what you want the output to look like. That's the entire structure.

AI is really just replicating the human mind, for the tedious, repeatable, pattern-based parts — the parts where you're executing something you already know how to do, when you could be doing something only you can do.

"What is AI more than just another medium of expression?"

Think about a pencil. You could use it to draw something beautiful. You could use it to write something that changes how someone thinks. You could also just poke someone with it.

The pencil is the same in all three scenarios. **What matters is your intent as the human holding it.**

AI is exactly like that, an extension of the person using it. Come to it with clarity about what you're trying to do, and it actually helps. Come to it without knowing what you want, and you'll get a lot of words that don't quite land.

Your intent is the whole thing. Don't outsource that part.

What AI will never have, and what you *already* do.

Here's something worth saying slowly: AI would take **years** to know what you know from your experience. Maybe forever.

It doesn't know your clients' specific quirks. It doesn't know the conversation you've had twenty times and what the real issue always turns out to be. It doesn't know what you'd never say, and why. It doesn't know the relationships behind the decisions. It doesn't know what "good" looks like in your specific world.

That's your library. And right now, most of it lives only in your head.

AI has been trained on everything humans have ever publicly written. That's its broad base. But it has no idea what you know. The more of your library you give it, the more it works with you.

When people get frustrated that AI doesn't sound like them, it's almost always because they haven't given it that library yet. You're not starting from scratch. You're teaching AI to work from what you've already built.

The three zones

✦ YOURS

The judgment calls only you can make: what to prioritize, who to trust, what a "good" outcome actually looks like in your specific context. This took years to develop. AI doesn't have it.

✦ YOURS

Your voice. The phrases your clients recognize, the opinions that are distinctly you. AI can approximate it, but only after you teach it from your own material.

→ AI'S

Gathering, sorting, and summarizing information so you can actually use it. The digging work before you get to the real decision — AI can do that part.

→ AI'S

Reformatting things you've already decided. Writing the first draft of something structured so you can edit, not create from scratch every time.

↔ USUALLY BOTH

Most real tasks live here. Your judgment figures out what matters and what "good" looks like. AI handles the execution. The key is separating those two layers inside a single task.



The questions that *give you clarity.*

This is the actual work. Grab a pen. Designed to pull the answer out of you — not from AI theory, but from your specific work and your specific experience. There's no right answer. There's only honest, and that's what's useful here.

ROUND ONE: FINDING THE OVERHEAD

- 01 What did you do this week that felt like it just needed to *get done*, not think through, not decide, just execute?

Think about the tasks that follow the same shape every time: reading and summarizing the same report, pulling info from three places before you get to the actual work, reformatting something so it's usable. The pattern is already there, you already know what good looks like, and AI just needs you to write it down.

- 02 What would you be genuinely relieved to find sitting in your inbox, finished, without you having had to make it?

Relief is data. If your gut says "oh thank god," that's pointing at something real. Don't rationalize it away.

- 03 What do you do repeatedly that follows a similar path every time, even if the specific details change?

Think of it like an ingredient list. The dish changes but the process stays basically the same. What's your version of that?

- 04 Where are you spending cognitive load just to get to the starting line — gathering, pulling things together, reformatting — before you can actually use your brain on what matters?

This is the digging work. AI is genuinely excellent at the digging. That's not where your energy should be going.

- 05 What work would feel wrong to hand off, even if the output looked identical? Where does the *making* of it matter, not just the result?

The friction of building something is sometimes the point. If you present it and didn't build it, that shows: in the room, in the conversation, in the confidence.

- 06 What do your clients or team come to *you* for specifically? What's the thing they'd notice if it wasn't actually you?

This is your irreplaceable zone. Your experience is better off here. Don't waste energy on the stuff that doesn't need you.

- 07 What would you need to explain or defend in real time, on the spot? Could you do that if AI had done the work?

If the answer is "not really," that task stays human until you know it well enough that AI is just handling the execution of something you already understand cold.

- 08 What decisions would make you nervous to not have been part of, even with perfect information handed to you?

Those decisions are yours. AI can give you what you need to make them better. It can't make them for you, and it shouldn't.

- 09 Where is information that matters to your work sitting — in publications, email, recordings, files — that you're not getting to as consistently as you'd like?

This is where AI can do the gathering and surfacing for you, so your brain gets to do the deciding instead of the hunting.

- 10 What knowledge do you have that currently only lives in your head — patterns, preferences, how you'd approach something — that would be useful if it were written down somewhere?

This is your library. The more of it you can articulate, the more AI can work from your judgment instead of the generic version of everything.

- 11 If you had a brilliant, fully-briefed assistant who knew everything you know, what's the first task you'd hand them every morning?

That task is your starting point, not because it's the most important thing but because it's the clearest. Build there first.

- 12 What would you do more of, or better, if certain tasks just happened without you having to trigger them?

That's the real return on any automation. Not time saved for time's sake, time redirected toward the work that actually needs you.

WHAT TO DO WITH YOUR ANSWERS

Look at what surfaced in rounds one and three: the tasks, the patterns, the things you'd hand off first. That's your candidate list.

Look at what surfaced in round two: the things you hesitated on, the work you need to own. That's your protected zone.

The gap between those two lists is exactly where we work.

The honest thing about *friction*.

There's a version of using AI where you hand everything off and wonder why nothing feels like yours anymore. I've watched it happen. The output looks fine, but something's off. The person can't quite talk about it, can't explain it, can't make it better because they didn't make it in the first place.

That's not an AI problem. That's an intention problem.

When you build a presentation yourself, even if it's slow, even if it's tedious, you know it. You own it. You can walk into a room and answer any question about it because it came from you. That ownership is real, and it matters. Don't automate the parts that teach you things.

The people who win with AI aren't the ones who use it the most. They're the ones who have the judgment to know what should be human and what should be automated. That discernment is yours.

A test before you automate anything

Before you hand something to AI, ask yourself: *If AI did this and handed me the output, would I still understand it well enough to act on it, explain it, build on it?*

Yes? Hand it off freely. That's the whole point.

Not sure? Automate the gathering. Keep the deciding. Let AI bring you the information, and you do the judgment work from there.

No? Do it manually until you know it well enough that AI would just be handling the execution of something you already understand. Then revisit.

The goal was never to do less. It's to spend more of yourself on the work that actually needs you, and stop bleeding energy on the stuff that doesn't. That discernment is what makes the people who figure this out genuinely irreplaceable. And, genuinely, that part can't be automated.

Your first *actual move.*

Pick one thing from your answers in Part Three. One task from rounds one or three that made you feel a little relieved just thinking about it being handled. Not the most important thing, not the biggest transformation, just one clear, specific, repeatable task.

Now map it. It almost sounds too simple, and that's literally the point. It IS a simple process. We are the ones who assume it should be more complicated. Let's dive in:

TASK	What is this, exactly? Not the category, the actual thing. " <i>Read three industry publications and pull out what's relevant to my business today</i> " — not " <i>stay informed.</i> " Write it like you're explaining it to someone who doesn't know your world.
CONTEXT	What does AI need to know to do this well? What sources do you trust? What would you filter out? What have you noticed matters that isn't obvious? This is where your library goes, and the more specific, the better the output.
STEPS	What do you actually do, in order? Walk through it like you're training someone from scratch. The more clearly you can name each step, the better AI can run it without you supervising every time.
OUTPUT	What does a good result actually look like? What format? What should it lead with? What would make you actually read it and use it, instead of skim it and close the tab?

DO IT NOW

Write your first task map

Use the space below or grab a notebook. The writing is where the clarity happens.

Task: what is it, exactly?

Context: what does AI need to know?

Steps: walk through it in order

Output: what does "good" look like?

What you just wrote is the foundation of your first instruction set. Take this into Claude and start there. Test each decision. Refine until it sounds like you. Then build it into something that runs without you (hint: this is called a Skill, and if you want support getting there, this is exactly where our work together begins).

FINALLY

You're not behind. *You're at the beginning.*

I watch this shift happen in people every week. Someone comes in carrying this weight, *I'm so behind, everyone else has figured this out, I don't even know where to start*, and somewhere in the process of actually looking at their work, actually writing down what they do and what they have, the weight changes.

Not because AI solved anything yet. Because they realized the raw materials were already there. They already knew things AI doesn't. They already had a library. It just lived in their head instead of somewhere useful.

That's not a small realization. That's the whole thing.

You don't need to reinvent anything. You just need to see what you already have, and decide what to do with it.

The goal was never to use AI more. It's to spend more of yourself on the work that actually needs you. Ten, fifteen, twenty hours a week redirected toward the work that makes you irreplaceable. That's what's possible. I've watched it enough times to know it's not rare. It's just intentional.



*The view looks different once you
stop
assuming you're already behind.*



Want to map this for your actual work?

In one working session, we'll look at your specific work,
your specific tasks, and figure out together exactly what's
yours and what isn't.

You leave with a clear picture of your first real
automation, and the confidence that you actually
understand it.

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