

Chapter 0: What Clawdbot Is & Isn't

The simple definition

Clawdbot = a self-hosted AI assistant that lives inside your chat apps and can run real workflows.

Not “a smarter chatbot.” A *doer*.

If ChatGPT is your brain, **Clawdbot is your hands**.

What it's great at

- **Inbox + calendar hygiene** (triage, summaries, draft replies, reminders)
- **Lead follow-ups** (DM drafts, scheduled check-ins, pipeline updates)
- **Content ops** (hooks, threads, repurposing)
- **Client delivery ops** (SOP checklists, weekly reports, task lists)
- **“Ask once, run forever” workflows** (daily/weekly routines)

What it's NOT

- Not a magic money printer.
- Not “set it and forget it” if you give it too much power.
- Not safe by default unless you set rules (we will).

The mental model that makes you money

Most people use AI like this:

“Help me write this one thing.”

Builders use AI like this:

“Run this system every day, and report back.”

This guide is about building systems.

Your first rule

Clawdbot only becomes valuable when it has:

1. **A job** (clear responsibilities)
2. **A process** (checklists + constraints)
3. **A scoreboard** (what success looks like)



Chapter 1: Agent Mindset – Not a Bot

Agent Mindset: “Chatbot ≠ Operator”

Why people fail with assistants

They give random commands and hope the bot “figures it out.”

That creates:

- inconsistent outputs
- mistakes
- wasted time
- zero trust

The operator mindset

You are not “prompting.”

You are **building an employee.**

Employees need:

- role + boundaries
- playbook

- escalation rules
- reporting cadence

The 3-level automation ladder

Level 1 – Draft-only

Bot drafts, you approve. (start here)

Level 2 – Auto-execute low-risk

Bot can archive, tag, summarize, schedule *suggestions*.

Level 3 – Auto-execute high-impact

Bot sends messages, moves money, deletes things.

(Only after you have validated it for weeks.)

The “Two-Channel” setup (mandatory)

If you use Clawdbot in chat apps, run two chat contexts:

1. **COMMANDS channel**
Short commands only. No rambling.
2. **LOGS channel**
Bot posts summaries, checklists, results, next actions.

This prevents messy threads and keeps auditability.

Your daily routine (simple + profitable)

Every day, Clawdbot should:

- clean your inputs (email/messages)
- protect your time (calendar)
- push revenue (follow-ups)
- produce output (content/delivery)

Copy/paste: “Daily Operator Routine”

Use this as your daily command:

COMMAND: DAILY OPS

Intent: Run my daily operator routine

Inputs: Email + calendar + lead list (if available)

Constraints: Do not send anything externally. Draft only.

Output format:

1. Top 5 urgent items
2. Draft replies needed (with subject + 2-line summary)
3. Calendar risks/conflicts
4. 5 revenue actions (follow-ups / outreach)
5. One content deliverable (hook list OR thread draft)

Next action: Ask me to approve drafts

Chapter 2: The Agent Charter Guide

The Agent Charter (Your Operating Contract)

This chapter is the difference between:

- a bot that’s “kind of helpful”
- and a bot that runs your life cleanly

What is an Agent Charter?

A one-page document that defines:

- responsibilities

- non-negotiables
- tone
- safety rules
- approval rules
- output format

If you do not write this, the bot will guess.

And guessing is expensive.

✓ Copy/paste: Master Clawdbot Charter (v1)

Paste this into your bot's "system instructions" or pinned message.

ROLE

You are **Clawdbot**, my personal operator. Your job is to reduce my workload, protect my time and increase my output.

PRIMARY RESPONSIBILITIES (in order)

1. **Inbox Operator:** Triage messages and draft replies
2. **Calendar Operator:** Prevent conflicts, protect focus, suggest blocks
3. **Revenue Operator:** Track leads, reminders, follow-ups
4. **Content Operator:** Generate hooks/threads from my ideas
5. **Client Ops Operator:** SOP checklists + weekly updates

NON-NEGOTIABLE RULES

- Default to **draft-only**. Never send external messages unless I say: **"AUTO-SEND OK"**
- If uncertain, ask **one clarifying question** and offer your best guess.
- Use **least privilege**: do the smallest safe action first.
- No long essays. Use bullet points.
- Every output ends with: **Next actions (1–3)**.

APPROVAL RULES

You MUST request approval for:

- sending any email/DM/message
- scheduling or canceling events
- deleting data
- anything involving payments, accounts, passwords

You may do without approval:

- summarizing
- tagging
- drafting
- creating checklists
- compiling reports

OUTPUT FORMAT (always)

- **Status:** (what you checked)
- **Findings:** (top items)
- **Drafts:** (ready-to-send text)
- **Risks:** (what could go wrong)
- **Next actions:** (what you want me to approve)

TONE

Clear, fast, direct. No fluff.

“Success Metrics” (your scoreboard)

Pick 3–5 metrics and track weekly:

- Inbox: % inbox processed daily
- Calendar: # conflicts prevented
- Revenue: # follow-ups completed
- Content: # posts shipped
- Client ops: # weekly updates sent (approved)

Copy/paste: Weekly Scoreboard Command

COMMAND: WEEKLY SCOREBOARD

Intent: Summarize my week like an operator

Constraints: Draft-only

Output format:

- Wins (3)
- Metrics (Inbox/Revenue/Content)
- Bottlenecks (2)
- Fixes for next week (3)
- Calendar suggestion for next week (focus blocks)

Chapter 3: Clawdbot Command Guide

Command Language: How to Talk to Clawdbot (So It Actually Works)

Most people type:

“Can you help me with this?”

Operators type:

“Intent + inputs + constraints + format + next action.”

The Clawdbot Command Template (use everywhere)Most people type:

Copy/paste this and you are instantly 10x better.

COMMAND TEMPLATE

Intent: What you want done

Context: What the bot should know

Inputs: Paste data / links / info

Constraints: What it must NOT do

Output format: Exactly how you want the result

Approval: yes/no + what requires approval

The 6 highest-ROI command types

1) Triage

COMMAND: INBOX TRIAGE

Intent: Triage my unread items

Inputs: {inbox/messages}

Constraints: Do not send. Draft only.

Output: Urgent / Needs reply / FYI / Archive + draft replies

2) Summarize + decision

COMMAND: DECIDE

Intent: Give me a recommendation

Inputs: {options}

Constraints: Must include tradeoffs + a clear pick

Output: Pick + why + risk + next step

3) Drafts

COMMAND: DRAFT

Intent: Draft a reply/message

Inputs: {context + goal}

Constraints: 2 versions (short + assertive)

Output: Copy/paste text only

4) Convert ideas → content

COMMAND: THREAD

Intent: Turn idea into X thread

Inputs: {idea}

Constraints: 7 tweets, punchy, money angle, no fluff

Output: tweet-by-tweet text + CTA

5) Build SOPs

COMMAND: SOP

Intent: Create a checklist process

Inputs: {service/task}

Constraints: 7–12 steps, simple language

Output: numbered checklist + “definition of done”

6) Follow-up engine

COMMAND: FOLLOW-UP LIST

Intent: Tell me who to follow up with today

Inputs: {lead list or names}

Constraints: prioritize high value + last touch

Output: top 5 follow-ups + 2-line DM drafts each

The “Anti-Mistake” constraints (use these constantly)

Add these lines to your commands when it matters:

- “Do not send anything externally.”
 - “Draft only. Wait for approval.”
 - “If any data is missing, ask 1 question then proceed with best guess.”
 - “Keep output under 150 words per section.”
 - “Include risks + next actions.”
-

Monetization: turning command language into a paid offer 💰

This is how you turn “I use Clawdbot” into income:

Offer idea: *Clawdbot Setup + SOP Pack*

Deliverables:

- agent charter customized
- inbox + calendar routine
- lead follow-up system

- content command pack
- weekly scoreboard template

Pricing tiers (example):

- Starter: setup + 20 commands
- Pro: setup + 60 commands + SOPs
- Done-for-you: setup + automation workflows + weekly tuning

Copy/paste: “Build me an offer” prompt

Intent: Create a sellable offer around my Clawdbot system

Inputs: My audience: {creators/freelancers/local service business/etc.}

Constraints: 3 tiers, clear deliverables, simple pricing anchors

Output: landing page copy + FAQs + guarantee + onboarding steps

Chapter 4: Permissions & Safety

Permissions & Safety (Do not Build a Bot That Can Ruin Your Week)

Clawdbot becomes dangerous the moment it can:

- send messages
- schedule/cancel events
- access files/accounts
- act without you watching

So we treat it like **production software**.

The rule: Least Privilege

Give the bot the **minimum access** required to do the job.

Access levels (use this ladder):

1. **Read-only** (safe baseline)
2. **Draft-only** (still safe)
3. **Tag/organize** (medium risk)
4. **Schedule suggestions** (medium risk)
5. **Send / delete / modify** (high risk)

Start at **level 1–2** and move up only after repeated success.

The “Approval Gate” system (mandatory)

Clawdbot must pause before high-impact actions.

Approval phrases

- `APPROVE SEND` → allow sending the specific draft
- `APPROVE SCHEDULE` → allow calendar changes
- `APPROVE ARCHIVE` → allow bulk archives
- `BLOCK` → stop and log why

Copy/paste: Safety Policy (Pin this)

SAFETY POLICY

- Default: **draft-only**.
- Never send, delete, cancel or pay without explicit approval.
- For any action affecting other people: ask approval.
- If uncertain: stop + ask one question + propose safest action.
- Log every action in: Status → Findings → Drafts → Risks → Next actions.

The “Blast Radius” checklist

Before connecting anything, ask:

- What can this integration change?
- If the bot makes a mistake, what’s the worst-case outcome?
- Can we reduce permission scope?

- Can we add a confirmation step?

Copy/paste: Pre-Flight Check Command

COMMAND: PREFLIGHT

Intent: Validate safety before running a workflow

Inputs: what tools/accounts you will touch

Constraints: list worst-case + mitigation

Output:

- Permissions needed
- Risks
- Safety gates (approval steps)
- Recommended access level (1–5)



Chapter 5: Inbox Zero Machine (Daily)

Inbox is where your time dies.

So we turn it into a **factory**:

- sort
- draft
- approve
- ship

The 4-bucket triage system

Every message goes into one bucket:

1. **Urgent** (today)
2. **Needs reply** (draft)
3. **FYI** (summary)

4. **Archive** (no action)

The “One screen” daily output

Your bot must output a single clean report.

Format:

- Urgent (max 5)
- Draft replies (max 5)
- FYI summary (max 10 bullets)
- Archive candidates (count only)
- Next actions (what you approve)

Copy/paste: Inbox Zero Daily Command

COMMAND: INBOX ZERO

Intent: Process my inbox to near-zero

Inputs: Unread emails + priority threads

Constraints: Draft-only. No sending. No deleting.

Output:

1. **Urgent (5):** subject + why urgent + 1 next step
2. **Drafts (5):** ready-to-send replies
3. **FYI:** 10-bullet summary
4. **Archive:** how many can be archived
5. **Next actions:** what you need me to approve

“Draft replies that sound human” rule

Drafts must be:

- short
- specific

- one clear ask or next step

No essays. No corporate fluff.

Copy/paste: Human Draft Style Rules

DRAFT STYLE

- 2–6 sentences max
- Start with the answer
- One question max
- End with a clear next step
- No buzzwords

Monetization angle (real)

If you are a freelancer/creator/operator:

“Inbox Zero Setup” is a sellable service.

You’re selling:

- triage rules
- reply templates
- automation
- weekly reporting

Offer pitch:

“I will set up your daily inbox operator so you stop missing money and opportunities.”

Chapter 6: Calendar Control

Calendar Control (Weekly + Daily)

If you do not control your calendar, you do not control your income.

The calendar has 3 jobs

1. **Protect deep work**
2. **Prevent conflicts**
3. **Make revenue repeatable**

Weekly Calendar Reset (10 minutes)

Once a week, Clawdbot should:

- scan next 7 days
- flag conflicts
- add prep time
- suggest focus blocks
- suggest “money blocks” (outreach/fulfillment)

Copy/paste: Weekly Calendar Reset

COMMAND: CALENDAR RESET

Intent: Optimize my next 7 days

Inputs: calendar events next 7 days

Constraints: do not schedule automatically; suggest only

Output:

- Conflicts (if any)
- Risky days (too many meetings)
- Suggested focus blocks (2–4)
- Suggested money blocks (5 x 60 min)
- Prep blocks needed (for important calls)

Daily Calendar Brief (2 minutes)

Each morning:

- what matters today
- what to prep
- what to protect

Copy/paste: Daily Calendar Brief

COMMAND: TODAY BRIEF

Intent: Prep me for today

Inputs: today's calendar

Constraints: keep under 150 words

Output:

- Top 3 events + purpose
- 1 prep checklist
- 1 protected focus block suggestion
- 1 revenue action to fit today

Monetization angle

This is a paid deliverable:

“Calendar + Focus System Setup”

For founders/creators it's worth money because it:

- stops missed meetings
- stops context switching
- makes content + revenue consistent



Chapter 7: Personal CRM (Leads)

Personal CRM in Chat (Leads + Relationships)

Most people “network.”

Operators run a **pipeline**.

A CRM does not need to be fancy. It needs to be:

- updated
- searchable
- action-driven

The Clawdbot CRM model (simple + effective)

Each contact gets 6 fields:

- **Name**
- **Source** (where you met / why they matter)
- **Category** (lead / partner / sponsor / friend / client)
- **Last touch** (date + what happened)
- **Next step** (one action)
- **Value** (low/med/high or \$ estimate)

Copy/paste: Create my CRM

COMMAND: BUILD CRM

Intent: Create a simple CRM system I can manage in chat

Inputs: categories I care about + any existing list

Constraints: keep it minimal; easy to update

Output:

- CRM template (copy/paste)
- Rules for updating
- Daily routine (5 mins)

Daily CRM routine (5 minutes)

Every morning, Clawdbot should produce:

- the 5 most valuable follow-ups
- a draft message for each
- the reason it matters

Copy/paste: Daily Follow-up List

COMMAND: FOLLOW-UP 5

Intent: Give me the 5 highest-leverage follow-ups today

Inputs: CRM entries

Constraints: 2-line draft DM each, no fluff

Output:

- Person + why now
- 2-line DM
- Next action (send / schedule / wait)

Weekly “relationship compounding”

Once a week:

- revive cold relationships
- request testimonials
- ask for referrals
- check partnership leads

Copy/paste: Weekly Relationship Sweep

COMMAND: RELATIONSHIP SWEEP

Intent: Find relationship opportunities from my CRM

Inputs: CRM

Constraints: prioritize high value + neglected

Output:

- 10 people to touch
- best angle for each (update/ask/intro/value)
- draft message for top 5

Monetization angle 💰

This chapter becomes a service:

“CRM-in-chat setup + follow-up automation”

Deliverables:

- CRM template
- follow-up cadences
- DM script library
- weekly report format

Chapter 8: Human Cold Outreach

Cold Outreach That Does not Sound Like AI

Cold outreach fails for one reason:

it's selfish and generic.

Your goal is simple:

- be specific
- reduce friction
- ask a small question

The outreach formula (2 lines)

Line 1: proof you are not mass-spamming

Line 2: simple question with low effort to answer

What NOT to do

- long paragraphs
- “hope you are doing well”
- buzzwords (“synergy”, “leverage”, “disrupt”)
- too many links
- asking for 30 minutes immediately

Copy/paste: Outreach Generator (10 DMs)

COMMAND: OUTREACH 10

Intent: Write 10 cold DMs for this offer

Inputs:

- Target: {who}
- Offer: {what}
- Proof: {result/portfolio}
- CTA: {small question}

Constraints:

- 2 lines max each
- no buzzwords
- sound human

Output: 10 DMs numbered

Copy/paste: “Make it more human”

COMMAND: HUMANIZE

Intent: Rewrite this so it sounds like a real person

Inputs: {paste DM}

Constraints: 30% shorter, more specific, remove hype

Output: 2 improved versions

The “follow-up ladder” (do not spam)

Follow-up is where the money is.

Cadence:

- Day 2: gentle bump
- Day 5: new angle/value
- Day 10: polite close

Copy/paste: 3 follow-ups

COMMAND: FOLLOW-UP LADDER

Intent: Write 3 follow-ups to this message

Inputs: original DM + target

Constraints:

- each under 2 lines
 - add value or new context
 - final one is a polite close
- Output:** Day 2 / Day 5 / Day 10

Monetization angle 💰

Outreach = direct revenue.

Package it as:

“Clawdbot Outreach System Setup”

Deliverables:

- 50 DM scripts
- follow-up ladder templates
- CRM + daily follow-ups
- weekly metrics summary

Chapter 9: Content Engine for X

Content Engine for X (Hooks → Threads → CTA)

If you are consistent, you win.

The enemy is “what should I post today?”

So Clawdbot becomes your content operator:

- generates hooks
- turns ideas into threads
- repurposes into replies + quotes
- keeps your voice consistent

The 3 content buckets (rotate)

1. **Teach** (frameworks + systems)
2. **Proof** (case studies + results)
3. **Conviction** (strong opinions + contrarian takes)

Hook templates that actually work

Use these patterns:

- “Everyone is doing X. Here’s why it fails.”
- “I replaced X with a bot. Here’s the system.”
- “If you can not do this in 10 minutes, it’s not a system.”
- “Most people use AI wrong. Do this instead.”

Copy/paste: 20 hooks

COMMAND: HOOKS 20

Intent: Generate 20 hooks for X

Inputs: topic + target audience

Constraints:

- punchy, curiosity
- money angle
- no cringe

Output: 20 hooks, one per line

Copy/paste: Thread from hook (7 tweets)

COMMAND: THREAD 7

Intent: Turn this hook into a 7-tweet thread

Inputs: hook + 3 key points + 1 example

Constraints:

- short lines
- clear steps
- no filler

Output: tweet-by-tweet, ready to paste

Copy/paste: CTA variants

COMMAND: CTA PACK

Intent: Give me CTA options for this post

Inputs: what I am offering (guide / call / product)

Constraints:

- 10 CTAs
 - simple and direct
- Output:** list of CTAs

Repurposing machine (the cheat code)

One thread can become:

- 5 standalone tweets
- 10 replies
- 5 quote tweets
- 1 short carousel script (if you do visuals)

Copy/paste: Repurpose

COMMAND: REPURPOSE

Intent: Repurpose this thread into more content

Inputs: {paste thread}

Constraints:

- keep my tone
 - no repetition
- Output:**
- 5 single tweets
 - 10 replies
 - 5 quote tweets

Monetization angle 💰

This is a productized service:

“Clawdbot Content System Setup”

Deliverables:

- hook engine
- thread templates
- repurposing prompts
- weekly content calendar
- performance review prompt

BONUS: Commands Library (1–25)

BONUS (Start) – Copy/Paste Commands Library (1–25)

Here are the first 25 commands (organized). You can paste these into your Clawdbot and run them daily/weekly.

Inbox (1–8)

1. **INBOX TRIAGE** – bucket unread into Urgent/Reply/FYI/Archive
2. **DRAFT REPLIES 5** – draft top 5 replies, short + human
3. **FOLLOW-UP DUE** – find threads waiting on replies
4. **INVOICES & BILLS** – list bills/invoices + due dates
5. **MEETING REQUESTS** – extract meeting requests + propose times
6. **CLEAN NEWSLETTERS** – list newsletters to unsubscribe/archive
7. **CLIENT EMAILS ONLY** – filter client-related, summarize + drafts
8. **INBOX ZERO** – end-to-end daily processing

Calendar (9–14)

1. **TODAY BRIEF** – top 3 events + prep checklist
2. **CALENDAR RESET** – optimize next 7 days (suggest only)
3. **CONFLICT FINDER** – detect overlaps + propose fixes
4. **FOCUS BLOCKS** – suggest 2–4 deep work blocks
5. **MONEY BLOCKS** – schedule suggestions for outreach/fulfillment
6. **PREP BLOCKS** – add prep time suggestions before key calls

Sales/CRM (15–20)

1. **FOLLOW-UP 5** — top 5 revenue follow-ups + DMs
2. **OUTREACH 10** — 10 DMs, 2 lines each
3. **FOLLOW-UP LADDER** — day 2/5/10 follow-ups
4. **PIPELINE SUMMARY** — leads by stage + next steps
5. **PROPOSAL OUTLINE** — scope + timeline + pricing anchors
6. **TESTIMONIAL ASK** — write a short testimonial request

Content (21–25)

1. **HOOKS 20** — 20 hooks for a topic
2. **THREAD 7** — write 7-tweet thread
3. **CTA PACK** — 10 CTAs
4. **REPURPOSE** — turn thread into tweets/replies/quotes
5. **WEEKLY CONTENT PLAN** — 7-day posting plan + topics + hooks