



A FREE GUIDE FROM ASHES TO ENTERPRISE

THE AI COMMAND TEAM

Stop trying to find the one perfect AI.
Learn to build — and direct — a team of them.

The 4-role system one person uses to run an entire business
on about two hours a day — with no tech background.

RISE · BUILD · OWN YOUR ENTERPRISE



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The Shift That Changes Everything

Why 'find the best AI' is the wrong question

Most people meet AI the same way: they open one tool, type one thing, get one underwhelming answer, and quietly decide it isn't for them. The mistake isn't the question they asked — it's the whole frame they're working inside.

They're hunting for a single perfect AI: one magic tool that does everything brilliantly. That tool doesn't exist, and the search for it keeps people stuck on the outside, feeling behind while the world moves on without them. The good news is the real answer is far simpler — and far more human.

HERE IS THE SHIFT

You don't need one perfect AI. You need a small team of them — each with a clear role — and you need to learn one skill: how to direct that team. The same way a business owner doesn't do every job themselves, but knows exactly which person to hand each job to.

This single reframe changes everything, because it swaps an impossible task for a familiar one. "Learn AI" is vague, infinite, and intimidating — no wonder people freeze. "Build a team and direct it," though? That's concrete, finite, and something you already understand in your bones. You have worked with people your entire life. You already know how to brief someone, judge their work, and ask for a better version. That is the entire skill — and you already have it.

THE WHOLE GUIDE IN ONE LINE

You are not learning to use a tool.

You are learning to build and lead your first team.

A team of AIs — and you are the one who leads it.

TWO WAYS TO MEET AI

THE OLD WAY (most people)

- Hunt for one perfect tool.
- Get one flat answer back.
- Decide "it's just not for me."
- Stay stuck, feeling behind.

THE TEAM WAY (you, now)

- Hire four clear roles.
- Direct them like a team.
- Push back until it's right.
- Move like you have a staff.



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Meet Your Four Hires

The roles first — the tools come second

Every small business runs on four kinds of work: someone who builds, someone who plans, someone who creates, and someone who writes. Your AI team is no different. Meet each hire by the JOB it does — then we'll name the tool that fills the role.

THE COO the tool: Claude

Your builder and right hand — the one who actually gets things done.

The COO takes a plan and executes it. This is the role you hand the real work to: building things end to end, writing the technical or detailed pieces, and turning a pile of messy notes into something finished and organized. When you need a job done — done, not just discussed — this is who you give it to.

BEST FOR

- Building, structuring, and finishing real work — documents, plans, step-by-step systems.
- Taking something rough and handing back something polished and complete.

TRY SAYING

"Take this rough idea and turn it into a finished, organized result."

THE GENERAL the tool: Gemini

Your strategist — sees the whole board and divides the work.

The General thinks before you charge in. This is the role that helps you decide what to do, in what order, and which of your other hires should handle each piece. It keeps you from doing the wrong work very efficiently — which is the trap most people fall into when they start.

BEST FOR

- Planning, prioritizing, and breaking a big goal into the right next steps.
- Deciding which hire should handle which part of a project.

TRY SAYING

"Here's where I want to go — what's the smartest order to get there?"

TWO HIRES DOWN. NEXT: THE CREATIVE HALF OF YOUR TEAM — THE ARTIST AND THE WRITER.



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Meet Your Four Hires

The creative half of the team

THE ARTIST the tool: ChatGPT

Your creative — ideas, angles, and the look and feel.

The Artist handles imagination. When you need options, fresh angles, names, themes, or a creative spark to break out of a rut, this is the role you turn to. It's the one that helps something feel alive and original instead of flat and obvious — the hire you lean on when you're staring at a blank page.

BEST FOR

- Brainstorming, naming, creative directions, and “give me ten ways to...” moments.
- Breaking a creative block when you don't know where to start.

TRY SAYING “I'm stuck — give me ten different angles on this, then we'll pick.”

THE WRITER the tool: Copilot

Your wordsmith — drafts, wording, and polish.

The Writer turns thoughts into clean words. When you know what you want to say but the sentences won't come out right, this is the role that drafts it, tightens it, and polishes it until it reads the way you actually meant it — in your voice, not a robot's.

BEST FOR

- First drafts, tightening rough writing, and fixing clunky wording.
- Making your words sound like you on your best day.

TRY SAYING “Here's what I'm trying to say — help me say it cleanly, in my voice.”

ONE HONEST NOTE

These are the four tools I personally use — but the roles matter more than the brand names. If you already prefer a different tool for one of these jobs, keep it. The system is the four ROLES, not any one company. Hire whoever does the job best for you.



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The One Skill: How to Direct Them

You don't do the work — you assign it

Here's the difference between people who 'tried AI once' and people who quietly run their whole lives on it: the second group stopped trying to get a perfect answer on the first try. They learned to DIRECT instead of demand. Directing is a skill — and it's a small one. It has just three moves.

THE THREE MOVES OF DIRECTING

1. Pick the right hire.

Match the job to the role. A planning question goes to the General. A building job goes to the COO. A blank page goes to the Artist. Don't ask your Writer to do strategy — you'll get a polished answer to the wrong question.

2. Give real context.

Tell it your actual situation, in plain English, the way you'd brief a new employee on their first day. Who it's for, what you're really after, what's gone wrong before. The more honest context you hand over, the better the work that comes back — every single time.

3. Push back until it's right.

The first answer is a rough draft, never the final. Tell it what was off and ask again. "Too generic — make it specific to me." "Shorter, and warmer." Two or three rounds of honest feedback beats one perfect prompt, and it's how the pros actually work.

WHAT THIS LOOKS LIKE DAY TO DAY

You stop sitting down to 'do the work.' Instead you decide what needs to happen, hand each piece to the right hire, review what comes back, and push until it's right. You become the one who directs — which is exactly how one person, on limited hours and with no tech background, gets the steady output of an entire team. That is the quiet superpower nobody talks about.



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Your First Hire

Don't build the whole team today

If you try to assemble all four hires at once, you'll overwhelm yourself and quit by Thursday. So don't. The people who actually succeed with this start with ONE, get comfortable, and add the next only when the first one feels easy. Here is the exact on-ramp — nothing more.

START WITH THE COO (THE BUILDER)

Begin here, because it gives you the fastest visible win — a finished thing in your hands by the end of the day. Pick one small task you've been avoiding: a message you need to write, a plan you need to organize, a decision you need laid out clearly. Hand it over in plain English, then push back until it's right. That's the whole exercise — and it'll click faster than you expect.

YOUR FIRST WEEK — A SIMPLE PLAN

- Day 1** Open your COO. Give it one real task with full, honest context. Push back at least twice before you accept the answer.
- Day 2-3** Do it again with two or three more tasks. Pay attention to how much better round three is than round one — that gap is the skill forming.
- Day 4-5** Add the General. Before you start your next task, ask it what order to do things in. Let it plan; you decide.
- Day 6-7** Notice the shift: you're directing now, not doing. That feeling — calm, in charge, moving fast — is the entire point of this guide.

WHY START WITH JUST ONE?

Because momentum beats ambition. One hire you actually use is worth more than four you set up and never touch. Get one win, feel the shift, and adding the next will feel obvious instead of overwhelming. This is how lasting habits are built — small, then steady, then automatic.

THE ONLY RULE THAT MATTERS

Start with one. Get comfortable. Add the next.

That's how every team — human or AI — gets built.

You already know how to lead people. This is the same skill — pointed at a new kind of team.



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Your Command Team — Cheat Sheet

Keep this page. Pin it where you work.

Four hires, four jobs. When you're not sure who to hand something to, this page is your map. Screenshot it, print it, tape it by your screen — it's the whole system at a glance.

THE COO

BUILD IT

CLAUDE

Hand it the real work to finish, end to end.

TRY SAYING

"Turn this into a finished, organized result."

THE GENERAL

PLAN IT

GEMINI

Decide what to do, and in what order.

TRY SAYING

"What's the smartest order to reach this goal?"

THE ARTIST

IMAGINE IT

CHATGPT

Get ideas, angles, names, and fresh options.

TRY SAYING

"Give me ten different angles on this."

THE WRITER

WORD IT

COPILOT

Draft and polish until it reads like you.

TRY SAYING

"Help me say this cleanly, in my voice."



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So... What Do You Point Them At?

The question that comes next

Once you have a team, a better problem appears: a team is only as good as what you aim it at. The most capable hires in the world do nothing for you until you point them at the right goal. So the real question isn't "can I use AI?" anymore. It's "what do I build with it?"

For most people reading this, the answer is the same: turn what you already carry — your skills, your story, even your setbacks — into something of your own. A small business. A second chance. Something you own and no one can lay you off from. That's exactly what we build at Ashes to Enterprise, and it's the perfect first job to hand your brand-new team.

WHAT YOU NOW KNOW

- You don't need the perfect AI — you need a team of four roles.
- The COO builds, the General plans, the Artist imagines, the Writer words.
- The skill is directing: pick the hire, give context, push back.
- You start with one, get comfortable, and add the next.

YOUR NEXT STEP — FREE

GET THE REBUILD BLUEPRINT

A short, guided workbook that helps you find the one thing inside your experience worth building on — the perfect first job to hand your new team. No pitch. Just the first real step.

ashestoenterprise.com/blueprint

You're never too old
to learn something new.

YOU ARE NOT STARTING FROM ZERO. YOU ARE STARTING FROM EXPERIENCE.

Ashes to Enterprise is educational material for building your own business. The tools named here are the ones the author personally uses; you're free to choose your own. No income or specific results are guaranteed — your outcome depends on the work you put in.