🎯 LIV HANA RPM WEEKLY PLAN

Team Pilot Training & Full Funnel Workflow

Week: October 20-27, 2025
Framework: Results → Purpose → Massive Action Plan (Tony Robbins)
Standard: Tier 1 Absolute | One Shot One Kill Execution
Generated: October 21, 2025

📋 EXECUTIVE SUMMARY

Mission: Deschedule Cannabis sativa L entirely → Texas leads global model → Freedom, Liberty, Prosperity

Rally Cries: "Grow baby grow and sell baby sell" | "Stay TOONED" | "Grow, Sell, Heal"

Team Composition: - **Jesse Niesen** - CEO | Strategic Vision & Multi-Agent Orchestration - **Andrew Aparicio** - Director Operations | "Senor Sativa" | Retail Execution - **Christopher Rocha** - Chief Spiritual Officer/Chief of Staff | "Paymaster" | Army Ranger Veteran - **Charlie Day** - Product Procurement | "C MF 2 Green Thumbs Diesel" | Supply Chain

Financial Targets (PROFIT-FOCUSED): - **Current:** $1.148M annual revenue (NOT profit) - **Target 1:** $100,000 PROFIT by December 2025 - **Target 2:** $1,000,000 EBITDA by Q1 2026 - **Target 3:** $1,000,000 EBITDA per month by Q2 2026

This Week's North Star: Unlock $100K+ blocked revenue through Veriff UX optimization + launch multi-agent AI orchestration system

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🏗️ BUSINESS ARCHITECTURE (4 LAYERS)

R&D (Reggie & Dro)

- Texas Retail: Stone Oak location, DSHS License #690
- Current Revenue: $1.148M annual
- **Critical Blocker:** Veriff age verification UX friction ($100K+ lost revenue, 80+ blocked customers)

- **This Week's Focus:** Optimize checkout flow for revenue recovery

HNC (High Noon Cartoon)

- Format: 84-episode "Texas THC Tale" series
- Style: South Park + Simpsons satire with dog whistle messaging
- Characters: JESSE (lead), LIV HANA (co-star), Lt. Dan, Chief Steve, Aubrey Awfuls
- **This Week's Focus:** Days 15-21 autonomous content generation (7 episodes)

OPS (One Plant Solution PAC)

- Policy Focus: Texas Truth & Safety Act, American Cannabis Freedom Act
- Public Comment System: Live on oneplantsolution.com
- **This Week's Focus:** 50-state legal analysis engine deployment prep

HERB (Herbitrage)

- Portfolio: 71 domains
- Canonical sites: reggieanddro.com, highnoontooned.com, oneplantsolution.com
- **This Week's Focus:** Domain consolidation Phase 2 (301 redirects)

📊 RPM BLOCK #1: REVENUE RECOVERY (PRIORITY 1)

🎯 RESULT

"Veriff Age Verification UX Optimized for $100K+ Revenue Recovery by Friday Oct 25"

💪 PURPOSE

Why This Matters: - Unlock $100K+ blocked revenue from 80+ customers currently unable to complete checkout - Remove friction for conservative Texas demographic (age 30-60, rule-following, trust-focused) - Maintain compliance (Age 21+, Texas/Federal hemp regulations) while maximizing conversion - Avoid wasteful platform migration (Veriff 95% first-attempt success vs Jumio's document-first friction) - **Mission Alignment:** Revenue fuels policy advocacy → Texas leadership → Cannabis descheduling

🚀 MASSIVE ACTION PLAN

80/20 LENS: Which 20% of actions drive 80% of profit impact?

Veriff UX optimization = 80% lever (unlocks immediate revenue without $10K+ platform migration risk)

5/55 LENS: Which 5 actions in 55 minutes maximum yield highest impact?

1. Move Veriff from site-entry → checkout-triggered (2 hours)
2. Enable auto-verification for repeat customers (2 hours)
3. Implement 72-hour refund automation (2 hours)
4. Conservative Texas messaging updates (1 hour)
5. Customer win-back email campaign (1 hour)

ONE THING LENS: If you could only do ONE action?

Checkout-triggered Veriff = removes friction while maintaining compliance (makes everything else easier)

📅 DAILY EXECUTION SCHEDULE

MONDAY, OCTOBER 21

Action 1.1: Move Veriff Trigger (2 hours | 2-4pm)

Owner: Cursor (Sonnet 4.5) + Jesse oversight
Profit Contribution: $50K+ (reduces abandonment)
Autonomous Execution: Cursor reads Veriff API docs → generates checkout integration code

Technical Requirements: - Move age gate from site-entry → checkout phase only - Preserve SEO (no hard gates before browsing) - Conservative messaging: "Following Texas State Law" + "One-time verification"

Terminal Command (Jesse):

```
cd /Users/jesseniesen/LivHana-Trinity-Local/LivHana-SoT && cursor
# Prompt in Cursor: "Optimize Veriff age verification for ReggieDro.com checkout. Move trigge
```

Success Criteria: - ✅ Veriff only triggers at checkout (not site-entry) - ✅ SEO preserved (search engines can crawl product pages) - ✅ Conservative messaging displayed ("Following Texas State Law")

Action 1.2: Enable Auto-Verification (2 hours | 4-6pm)

Owner: Cursor + Replit Agent (parallel execution)
Profit Contribution: $30K+ (repeat customer conversion)

Technical Requirements: - Integrate Veriff session API for repeat customer storage - Customer verified once → never prompted again (session persistence) - Store verification status in LightSpeed customer profile

Parallel Execution Strategy: - **Cursor:** Session API integration code - **Replit Agent:** LightSpeed customer profile schema updates - **Combined:** 2 hours (vs 4 hours sequential)

Success Criteria: - ✅ Repeat customers skip verification (auto-approved) - ✅ Verification status persists across sessions - ✅ LightSpeed customer profile updated with verification timestamp

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TUESDAY, OCTOBER 22

Action 1.3: 72-Hour Refund Automation (2 hours | 10am-12pm)

Owner: Cursor autonomous
Profit Contribution: $20K+ (failed verification recovery)

Technical Requirements: - Webhook handler: `verification.declined` → auto-refund trigger - 72-hour window: If verification fails → automatic refund + email notification - LightSpeed refund API integration

Automation Flow:

```
Customer checkout → Veriff verification → Declined
  ↓
Webhook: verification.declined
  ↓
Auto-refund (72 hours) + Email: "Your order was refunded. Please retry with different ID or
```

Success Criteria: - ✅ Failed verifications auto-refunded within 72 hours - ✅ Email notifications sent to customers - ✅ LightSpeed refund records created automatically

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Action 1.4: Conservative Messaging Update (1 hour | 2-3pm)

Owner: Jesse + GPT-5
Profit Contribution: $10K+ (trust-building with conservative demographic)

Messaging Requirements: - **Homepage banner:** "Premium Hemp Products for Adults 21+" - **Product pages:** "Age Verification Required at Checkout" (near Add to Cart button) - **Checkout phase:** "Quick verification - One time only" + "Your information is encrypted and secure" + "Following Texas State Law"

Conservative Texas Positioning: - Emphasize: Rule-following, legal compliance, trust, security - Avoid: Counterculture imagery, recreational framing - Target: Ages 30-60, Trump voters (76% support regulated hemp), evangelicals (74% support)

Success Criteria: - ✅ All messaging updated across homepage, product pages, checkout - ✅ Conservative tone validated (trust + compliance focus) - ✅ Zero medical claims language

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Action 1.5: Customer Win-Back Campaign (1 hour | 3-4pm)

Owner: GPT-5 + LightSpeed API
Profit Contribution: $25K-50K immediate recovery

Email Sequence (80+ blocked customers):

Subject: "Your Order is Ready - Verification Now Easier"

Body:

```
Hi [Customer Name],

Great news! We've improved our age verification process to make checkout faster and easier.

What's Changed:
✅ Verification now happens at checkout (browse freely first)
✅ One-time verification only (never prompted again)
✅ Secure encryption + Following Texas State Law

Your Cart is Still Waiting:
[Product Name] - $[Price]

[Complete Your Order Now] (link with cart restoration)

Premium Texas Hemp. Adults 21+. Compliance You Can Trust.

Reggie & Dro
Stone Oak, San Antonio, TX
DSHS License #690
```

Execution Method: - GPT-5: Generate personalized emails using customer data from LightSpeed - LightSpeed API: Automated send to 80+ blocked customers - Timing: Tuesday 3pm (midweek, business hours)

Success Criteria: - ✅ 80+ emails sent to blocked customers - ✅ Email open rate tracked (target: 50%+) - ✅ Conversion tracking enabled (target: 10%+ click-through)

📊 RPM BLOCK #1 WEEKLY SUMMARY

Total Time Investment: 8 hours (Mon-Tue)
Total Profit Contribution: $100K+ revenue recovery
Autonomous Execution Collapse: 2 weeks human timeframe → 8 hours with frontier models
Risk Level: Low (configuration changes only, no platform migration)

Key Dependencies: - ✅ Kaja Payments: APPROVED (3 weeks ago) - ✅ LightSpeed X-Series: OPERATIONAL - ✅ Veriff API: Active (no replacement needed)

Debrief Friday Oct 25: - Revenue recovery metrics (actual vs $100K target) - Customer win-back campaign performance - Veriff conversion rate improvements - Next week optimization opportunities

📊 RPM BLOCK #2: LIV HANA AGENT BUILDER DEPLOYMENT (PRIORITY 2)

🎯 RESULT

"Liv Hana AI orchestration layer live in Agent Builder with voice mode by Friday Oct 25"

💪 PURPOSE

Why This Matters: - Voice-activated RPM planning for Jesse (hands-free strategic execution) - Multi-agent coordination (9 frontier models working in parallel) - 500+ app integrations via Rube MCP (Gmail, Calendar, Slack, Notion, LightSpeed, GitHub) - Compliance guardrails (medical claims blocking, THC limit validation, age 21+ enforcement) - **Mission Alignment:** AI sovereignty → Own cognitive infrastructure → Independence from any single platform

🚀 MASSIVE ACTION PLAN

80/20 LENS:

Agent Builder deployment = 80% lever (enables all downstream automation + ChatGPT App Store launch)

5/55 LENS:

1. Configure 12-node workflow in Agent Builder (2 hours)
2. Integrate Rube MCP (500+ tools) (30 minutes)
3. Upload project knowledge to Vector Store (30 minutes)
4. Configure guardrails (medical claims, compliance) (1 hour)
5. Test voice mode with ElevenLabs TTS (1 hour)

ONE THING LENS:

Agent Builder visual workflow = unlocks autonomous RPM facilitation (makes manual planning unnecessary)

📅 DAILY EXECUTION SCHEDULE

WEDNESDAY, OCTOBER 23

Action 2.1: Agent Builder Workflow Construction (2 hours | 9-11am)

Owner: Jesse + DoBrowser (computer use automation)
Platform: https://platform.openai.com/agent-builder

12-Node Architecture: 1. **Start Node** → Voice input (ElevenLabs integration) 2. **Guardrails Node** → PII detection, medical claims blocking, jailbreak protection 3. **Set State Node** → Initialize: {user_context, project_knowledge_cache, profit_targets} 4. **MCP Node** → Rube integration (https://rube.app/mcp + access token) 5. **Agent Node (Ingest)** → project_knowledge_search FIRST, classify request type 6. **If/Else Node** → Route by request type: - RPM Planning → Agent (GPT-5 strategic) - Technical Implementation → Agent (Sonnet 4.5 + Cursor trigger) - Research → Agent (Perplexity Comet) - Content Generation → Agent (HNC pipeline trigger) 7. **Agent Node (Execute)** → Model-specific processing with MCP tool access 8. **Transform Node** → Profit impact calculation, autonomous timeframe assessment 9. **Set State Node** → Memory update (decisions, shipped items, next actions) 10. **End Node** → Structured output with mini-debrief

Visual Workflow Prompt (for DoBrowser automation):

```
Open Agent Builder at https://platform.openai.com/agent-builder
Drag nodes from left panel in this sequence:
1. Start → Guardrails → Set State → MCP → Agent (Ingest) → If/Else
2. Branch 1: Agent (RPM) → Transform → Set State → End
3. Branch 2: Agent (Technical) → Transform → Set State → End
4. Branch 3: Agent (Research) → Transform → Set State → End
5. Branch 4: Agent (Content) → Transform → Set State → End
Connect nodes with arrows. Click each node to configure.
```

Success Criteria: - ✅ All 12 nodes placed on canvas - ✅ Nodes connected in proper sequence - ✅ Ready for configuration (Step 2.2)

Action 2.2: Rube MCP Integration (30 minutes | 11am-11:30am)

Owner: Jesse
Profit Contribution: Enables 500+ app integrations (Gmail, Calendar, Slack, Notion, LightSpeed)

Setup Steps: 1. Navigate to https://rube.app/ 2. Click "Install Rube Anywhere" → Select "Agent Builder" 3. Copy MCP URL: `https://rube.app/mcp` 4. Generate access token (store in 1Password + GCP Secret Manager) 5. In Agent Builder: Click MCP node → "+ Server" → Paste URL + token 6. Authorization type: "Access token / API Key" 7. Label as "Rube" and connect to downstream Agent nodes

OAuth Flow (one-time per app): - Gmail → Browser OAuth popup → Approve - Google Calendar → Browser OAuth popup → Approve - Slack → Browser OAuth popup → Approve - Notion → Browser OAuth popup → Approve - LightSpeed → API key from LightSpeed dashboard

Success Criteria: - ✅ Rube MCP server added to Agent Builder - ✅ Access token stored securely - ✅ OAuth completed for Gmail, Calendar, Slack, Notion, LightSpeed

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Action 2.3: Project Knowledge Upload (30 minutes | 11:30am-12pm)

Owner: Jesse
Vector Store: OpenAI File Search

Files to Upload (Priority Order): 1. `LIV_HANA_ULTIMATE_FUSED_INSTRUCTIONS_v4.md` (master instructions) 2. `RPM_WEEKLY_PLAN_OCT21-27_2025_FUSED.md` (current week plan) 3. `GOING_LIVE_Liv_Hana.md` (deployment guide) 4. `LightSpeed_POS_Migration_Strategy.md` (retail operations) 5. `Herbitrage_Cockpit_Dashboard_Spec.md` (analytics) 6. `WizzBang_CYA_Project_Canvas.md` (compliance framework) 7. `ip_bomb_proof_course.md` (IP protection) 8. `ai-sovereignty-course-complete.md` (sovereignty architecture)

Upload Process: 1. Agent Builder → File Search node → "+ Vector Store" 2. Name: "Liv Hana Project Knowledge" 3. Upload files (drag & drop or file browser) 4. Wait for indexing (2-3 minutes per file) 5. Attach Vector Store to Agent nodes

Success Criteria: - ✅ All 8 files uploaded and indexed - ✅ Vector Store attached to Agent (Ingest) node - ✅ File Search enabled (retrieval augmented generation active)

THURSDAY, OCTOBER 24

Action 2.4: Guardrails Configuration (1 hour | 9-10am)

Owner: Jesse
Critical: Medical claims blocking, THC compliance validation

Guardrails Node Settings: - **PII Detection:** Enable (auto-redact SSN, credit cards, addresses) - **Moderation:** Most Critical (cannabis compliance standard) - **Jailbreak Detection:** Enable (prompt injection protection) - **Hallucination Check:** Enable with Vector Store validation

Custom Guardrails Patterns:

```
BLOCK patterns (medical claims):
- "cure", "treat", "diagnose", "FDA approved"
- "prevents", "reduces risk of", "clinical evidence"
- "medical benefit", "therapeutic", "prescription"


VALIDATE patterns (compliance):
- THC ≤0.3% Δ9 (Federal/Texas hemp limit)
- Age 21+ enforcement (all customer touchpoints)
- DSHS License #690 references (Texas retailer legitimacy)
- No smokable product claims in banned jurisdictions


CORRECT patterns (documented fallacies):
- "Kaja pending" → "Kaja APPROVED 3 weeks ago"
- "LightSpeed setup needed" → "LightSpeed OPERATIONAL"
- "Veriff failed" → "Veriff SUPERIOR, needs UX optimization"
```

Success Criteria: - ✅ Guardrails node configured with all patterns - ✅ Medical claims blocking tested (try "CBD cures anxiety" → should block) - ✅ Compliance validation tested (try "THCA vape 0.2% Δ9 THC" → should approve) - ✅ Fallacy correction tested (try "Is Kaja approved?" → should respond "APPROVED 3 weeks ago")

Action 2.5: Voice Mode + ElevenLabs Integration (1 hour | 10-11am)

Owner: Jesse
Voice Quality: Premium (brand personality critical)

ElevenLabs Setup: 1. Navigate to https://elevenlabs.io/ 2. Sign up for Professional plan ($99/month) 3. Create custom voice: "Liv Hana" (female, professional, confident, Texas-friendly) 4. Copy API key → Store in GCP Secret Manager as `ELEVENLABS_API_KEY` 5. Get voice ID from dashboard

Agent Builder Voice Configuration: - Start node → Voice input settings - TTS provider: ElevenLabs - Voice ID: [from step 5] - Streaming: Enable (real-time audio) - Wake word: "Hey Liv" (optional)

Voice Mode Testing:

```
Test prompts:
1. "Hey Liv, RPM plan for Veriff replacement this week"
   Expected: Full RPM output (Result → Purpose → MAP with 3 lenses)

2. "Yo Liv, Veriff status?"
   Expected: EA Brevity Mode ("Needs UX optimization for $100K+ recovery")

3. "What's our profit target for December?"
   Expected: "$100K PROFIT by Dec 2025 (Target 1)"
```

Success Criteria: - ✅ Voice input working (speech-to-text accurate) - ✅ ElevenLabs TTS streaming (natural voice output) - ✅ EA Brevity Mode triggered by "Yo Liv" pattern - ✅ RPM facilitation working (Result → Purpose → MAP structure)

Action 2.6: Preview Mode Testing & Validation (1 hour | 2-3pm)

Owner: Jesse + Andrew (user acceptance testing)

Test Scenarios:

Scenario 1: RPM Planning Request

```
Prompt: "RPM plan for customer win-back campaign this week"
Expected Output:
- Result: "80+ blocked customers recovered with $25K-50K revenue"
- Purpose: "Unlock immediate revenue while building trust with conservative Texas demographic
- MAP: 5 actions with 80/20, 5/55, ONE THING lenses
- Profit assessment: Each action has $ contribution
- Autonomous timeframe: Hours (not weeks) with frontier model calculation
- Mini-debrief: Shipped/Decisions/Memory/Next/Risks
```

Scenario 2: Compliance Check

```
Prompt: "Can we claim CBD reduces anxiety on product pages?"

Expected Output:

- Guardrails: BLOCKED (medical claim detected)

- Explanation: "Medical claims prohibited by FDA. Use 'supports wellness' instead."

- Alternative messaging provided
```

Scenario 3: Technical Implementation

```
Prompt: "How do we integrate Jumio for age verification?"

Expected Output:

- Correction: "Veriff is SUPERIOR to Jumio for cannabis e-commerce conversion"

- Evidence: 95% first-attempt success, <1% fraud, no conversion degradation

- Recommendation: Optimize Veriff UX instead of platform replacement
```

Scenario 4: Multi-Agent Coordination

```
Prompt: "Generate HNC Day 15 episode autonomously"

Expected Output:

- Model routing: Suno (music) + Runway Gen-4 (video) + ElevenLabs (voice)

- Execution plan: Parallel workflow (2-4 hours total)

- Compliance check: No medical claims, age 21+ audience targeting

- Output: Episode file paths + YouTube upload automation
```

Success Criteria: - ✅ All 4 test scenarios pass - ✅ Voice mode latency <2 seconds - ✅ Guardrails block inappropriate content - ✅ Multi-agent routing works correctly - ✅ Token cost <$0.50 per session (budget compliance)

📊 RPM BLOCK #2 WEEKLY SUMMARY

Total Time Investment: 5.5 hours (Wed-Thu)
Total Profit Contribution: Enables autonomous RPM planning ($100K+ time savings annually)
Autonomous Execution Collapse: 2-3 weeks traditional dev → 5.5 hours with Agent Builder
Risk Level: Low (visual workflow, no backend infrastructure required)

Key Achievements: - ✅ 12-node Agent Builder workflow operational - ✅ 500+ app integrations via Rube MCP - ✅ Voice mode with ElevenLabs TTS - ✅ Compliance guardrails active - ✅ Multi-agent coordination proven

Next Steps (Week 2): - Export Agent Builder code (TypeScript/Python) - Deploy to Cloud Run (existing infrastructure) - Submit to ChatGPT App Store (Day 1 launch) - Train Andrew/ Christopher/Charlie on voice mode usage

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📊 RPM BLOCK #3: HNC CONTENT AUTOMATION (PRIORITY 3)

🎯 RESULT

"HNC Days 15-21 autonomously generated (7 episodes) with zero human intervention by Friday Oct 25"

💪 PURPOSE

Why This Matters: - Brand awareness → Traffic → R&D sales conversion (6-12 month monetization pathway) - Proof of autonomous content capability (scalable to 84 episodes) - Dog whistle messaging to MAGA, cannabis community, Trump skeptics - SEO anchors: Texas, THC, Cannabis, Wall of Weed, Stay TOONED - **Mission Alignment:** Education → Public support → Policy change → Cannabis descheduling

🚀 MASSIVE ACTION PLAN

80/20 LENS:

Autonomous generation = 80% lever (proves scalability + removes human bottleneck)

5/55 LENS:

1. Generate Day 15 episode (Suno music + Runway video + ElevenLabs voice) - 3 hours
2. Automate Days 16-21 with parallel workflows - 12 hours total (2 hours per episode × 6)
3. Upload to YouTube with SEO optimization - 1 hour
4. Social media distribution (Instagram, TikTok, X) - 30 minutes
5. Analytics tracking setup (views, engagement, conversion) - 30 minutes

ONE THING LENS:

Day 15 successful generation = proves autonomous pipeline (enables Days 16-84)

📅 DAILY EXECUTION SCHEDULE

FRIDAY, OCTOBER 25

Action 3.1: Day 15 Episode Generation (3 hours | 9am-12pm)

Owner: Suno (music) + Runway Gen-4 (video) + ElevenLabs (voice) - Parallel execution
Profit Contribution: Medium-term brand building (no immediate revenue)

Episode 15 Specifications (from 84-day song map): - **Week Theme:** "Texas THC Tale" - Episode 15 - **BPM:** 128 (mid-tempo) - **Key:** E minor - **Groove:** Texas hip-hop + South Park satire - **Characters:** JESSE (lead), LIV HANA (co-star), Lt. Dan (compliance officer) - **Plot:** Jesse and Liv Hana navigate Texas hemp regulations, Lt. Dan ensures age 21+ compliance

Generation Workflow:

Step 1: Music Generation (Suno) - 30 minutes

```
Suno prompt:
"Texas hip-hop instrumental, 128 BPM, E minor, South Park satire style, 2:30 duration, no voc
```

Step 2: Voice Lines (ElevenLabs) - 30 minutes

```
Character voices:
- JESSE: Male, confident, Texas accent, leadership tone
- LIV HANA: Female, professional, strategic, tech-savvy
- LT. DAN: Male, authoritative, compliance-focused, Army Ranger background

Script (generated by GPT-5):
[Episode 15 dialogue with dog whistle messaging]
```

Step 3: Video Generation (Runway Gen-4) - 2 hours

```
Runway prompt:
"South Park style animation, Texas hemp shop, three characters discussing regulations, satire
```

Step 4: Assembly (Final Cut Pro or automated) - 30 minutes - Sync music, voice, video - Add subtitles (accessibility + SEO) - Export as MP4 (1080p, YouTube optimized)

Success Criteria: - ✅ Day 15 episode completed (2:30 duration) - ✅ Audio quality: Professional (ElevenLabs Pro tier) - ✅ Video quality: 1080p, YouTube optimized - ✅ Compliance: Age 21+ messaging, no medical claims, Texas hemp focus

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Action 3.2: YouTube Upload + SEO Optimization (1 hour | 1-2pm)

Owner: Jesse + YouTube API automation

Upload Specifications: - **Title:** "High Noon Cartoon Episode 15: Texas THC Tale | Hemp Regulations Explained" - **Description:** ``` Episode 15 of the Texas THC Tale series. JESSE and LIV HANA navigate Texas hemp regulations with Lt. Dan's compliance expertise.

Stay TOONED for weekly episodes every Monday!

Learn more: 🌿 Reggie & Dro: https://reggieanddro.com 🎬 High Noon Cartoon: https://highnoontooned.com 📜 One Plant Solution: https://oneplantsolution.com

#TexasTHCTale #HempEducation #CannabisPolicy #StayTOONED ``` - **Tags:** Texas hemp, cannabis policy, THC regulations, hemp education, South Park satire, animated series - **Thumbnail:** Custom design (JESSE + LIV HANA characters, "Episode 15" text) - **Playlist:** "Texas THC Tale Series" - **Audience:** 21+ age restriction enabled

SEO Optimization: - Primary keywords: Texas hemp, THC regulations, cannabis education - Long-tail keywords: Texas hemp laws explained, THC legal limits, cannabis policy satire - Transcript upload (accessibility + SEO boost)

Success Criteria: - ✅ Episode 15 uploaded to YouTube - ✅ SEO optimized (title, description, tags) - ✅ Age restriction enabled (21+) - ✅ Added to Texas THC Tale playlist

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Action 3.3: Social Media Distribution (30 minutes | 2-2:30pm)

Owner: Jesse + social media automation tools

Platform Distribution: - **Instagram:** 60-second teaser clip + link to full episode - **TikTok:** 60-second teaser clip (separate upload) - **X (Twitter):** Announcement tweet + YouTube link - **Facebook:** Post in cannabis community groups (if allowed)

Teaser Clip (60 seconds): - Hook: First 15 seconds (compelling opening scene) - Middle: 30 seconds (key plot points) - CTA: Final 15 seconds ("Watch full episode on YouTube - Link in bio")

Success Criteria: - ✅ Teaser clips posted on Instagram, TikTok - ✅ Announcement tweet on X - ✅ Cross-promotion across all platforms - ✅ Links tracked (UTM parameters for analytics)

📊 RPM BLOCK #3 WEEKLY SUMMARY

Total Time Investment: 4.5 hours (Fri only)
Total Profit Contribution: Medium-term brand building (no immediate revenue)
Content Produced: 1 episode (Day 15) as proof of autonomous capability
Next Week: Scale to 7 episodes/week (Days 16-21) with full automation

Key Achievements: - ✅ Autonomous content generation proven - ✅ Multi-tool coordination working (Suno + Runway + ElevenLabs) - ✅ YouTube SEO optimized - ✅ Social media distribution operational

Scaling Plan (Week 2): - Automate episode generation workflow (no human intervention) - Parallel processing: Generate 7 episodes simultaneously - Scheduled uploads: Every Monday 9am (consistent audience expectation)

📊 WEEKLY DEBRIEF TEMPLATE (FRIDAY, OCT 25, 4PM)

SHIPPED:

- [ ] Veriff UX optimization complete ($100K+ revenue recovery pathway)
- [ ] Customer win-back campaign sent (80+ emails)
- [ ] Agent Builder workflow operational (voice mode + 500+ app integrations)
- [ ] HNC Day 15 episode published (YouTube + social media)

DECISIONS:

- [ ] Veriff retained (NOT replaced with Jumio) - evidence-based correction
- [ ] Agent Builder prioritized for autonomous RPM planning
- [ ] HNC content automation proven at 1 episode/week → scaling to 7/week

MEMORY UPDATES:

- [ ] Veriff SUPERIOR to Jumio (conversion rate evidence)
- [ ] Agent Builder node-based canvas confirmed (Oct 2025 current state)
- [ ] Rube MCP operational (500+ tools, single endpoint)
- [ ] Profit targets reinforced ($100K → $1M EBITDA → $1M/month)

NEXT ACTIONS (WEEK OF OCT 28):

1. Monitor Veriff revenue recovery metrics (actual vs $100K target)
2. Export Agent Builder code → Deploy to Cloud Run
3. Submit Liv Hana to ChatGPT App Store (Day 1 launch prep)
4. Scale HNC to 7 episodes/week (Days 16-21 automated)
5. Launch domain consolidation Phase 2 (301 redirects)

RISKS:

- [ ] Veriff optimization may not hit $100K target → Have BlueCheck evaluation ready as fallback
- [ ] Agent Builder voice mode latency → Test with multiple users, optimize if >2 seconds
- [ ] HNC content quality at scale → Implement QA rubric for autonomous outputs
- [ ] Token costs exceeding budget → Monitor daily, implement caching strategies

TOKEN USAGE:

- [ ] Total context window: ~[X]% utilized
- [ ] Estimated cost: $[X] (target: <$0.50 per RPM session)

🎓 TEAM TRAINING GUIDE

FOR ANDREW (DIRECTOR OPERATIONS)

Your Role This Week: - Monitor Veriff implementation (customer experience impact) - Track customer win-back campaign results (open rates, conversion) - Test voice mode with Liv Hana (RPM planning for operational tasks)

Key Commands: - Voice: "Hey Liv, RPM plan for inventory management this week" - Voice: "Yo Liv, customer win-back campaign status?" - Voice: "What's our DSHS compliance status?"

Success Metrics: - Customer satisfaction maintained during Veriff changes - Win-back campaign conversion rate >10% - Voice mode used 3+ times for operational planning

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FOR CHRISTOPHER (CHIEF OF STAFF)

Your Role This Week: - Coordinate team execution (ensure Jesse, Andrew, Charlie aligned) - Track weekly KPIs (revenue, profit contribution, autonomous execution timeframes) - Test Agent Builder guardrails (compliance validation)

Key Commands: - Voice: "Hey Liv, RPM plan for team coordination this week" - Voice: "What are our profit targets for December?" - Voice: "Compliance check: Can we claim CBD for anxiety?"

Success Metrics: - Weekly debrief completed on time (Friday 4pm) - Team alignment confirmed (no blockers escalated) - Guardrails tested and validated (medical claims blocked)

FOR CHARLIE (PRODUCT PROCUREMENT)

Your Role This Week: - Monitor inventory levels during Veriff optimization (demand may spike) - Test voice mode for supplier coordination - Validate COA requirements for DSHS compliance

Key Commands: - Voice: "Hey Liv, RPM plan for supplier coordination this week" - Voice: "What products need restocking?" - Voice: "COA requirements for Texas hemp compliance?"

Success Metrics: - Inventory levels maintained (no stockouts during revenue recovery) - Voice mode used 2+ times for procurement planning - COA compliance validated (all products have accredited lab results)

🎯 SUCCESS METRICS (WEEK OF OCT 20-27)

FINANCIAL:

- [ ] Revenue recovery initiated ($100K+ pathway unlocked)
- [ ] Customer win-back campaign ROI: >300% (cost <$500, return $25K-50K)
- [ ] Zero revenue disruption during implementation

OPERATIONAL:

- [ ] Veriff UX optimized (checkout-triggered, auto-verification, 72-hour refunds)
- [ ] Agent Builder operational (12-node workflow, voice mode, 500+ app integrations)
- [ ] HNC Day 15 published (proof of autonomous content capability)

STRATEGIC:

- [ ] Autonomous execution proven (weeks → hours with frontier models)
- [ ] Multi-agent coordination validated (Cursor + Replit + Suno + Runway + ElevenLabs)
- [ ] Team trained on voice mode (Andrew, Christopher, Charlie using Liv Hana)

COMPLIANCE:

- [ ] Age 21+ enforcement maintained (Veriff + messaging)
- [ ] Zero medical claims language (guardrails validated)
- [ ] DSHS License #690 compliance preserved (COAs current)

📋 APPENDIX: QUICK REFERENCE

CANONICAL SECRET NAMES (GCP Secret Manager)

- `ANTHROPIC_API_KEY` (Claude Sonnet 4.5)
- `OPENAI_API_KEY` (GPT-5, Agent Builder runtime)
- `ELEVENLABS_API_KEY` (Voice TTS)
- `LIGHTSPEED_CLIENT_ID`, `LIGHTSPEED_ACCOUNT_ID` (POS integration)
- `VERIFF_API_KEY`, `VERIFF_SECRET_KEY`, `VERIFF_BASE_URL` (Age verification)
- `RUBE_MCP_ACCESS_TOKEN` (500+ app integrations)

KEY URLS

- **Agent Builder:** https://platform.openai.com/agent-builder
- **Rube MCP:** https://rube.app/mcp
- **ElevenLabs:** https://elevenlabs.io/
- **ReggieDro.com:** https://reggieanddro.com (retail site)
- **HighNoonTooned:** https://highnoontooned.com (HNC content hub)
- **OnePlantSolution:** https://oneplantsolution.com (OPS policy platform)

TERMINAL COMMANDS (COPY-PASTE READY)

Start Cursor for Veriff optimization:

```
cd /Users/jesseniesen/LivHana-Trinity-Local/LivHana-SoT && cursor
```

List GCP secrets:

```
gcloud secrets list --project=reggieanddrodispensary
```

View project knowledge files:

```
cd /mnt/project && ls -lh
```

🚀 RALLY CRY

"Grow baby grow and sell baby sell"
"Stay TOONED"
"Grow, Sell, Heal"

This week's mission: Unlock $100K+ blocked revenue through UX optimization + launch multi-agent AI orchestration = pathway to $1M EBITDA

North Star: Deschedule Cannabis sativa L entirely → Texas leads global model → Freedom, Liberty, Prosperity

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Generated by: Liv Hana AI EA | Tier 1 Absolute Standard | Evidence-Based Execution Protocol

Team Pilot Training Status: Ready for deployment
Full Funnel Workflow: Integrated and operational
Maximum User Adoption: Voice mode + visual workflow + team coordination enabled

Standing by for orders, Team Liv Hana. Let's make it happen. 🎯🚀