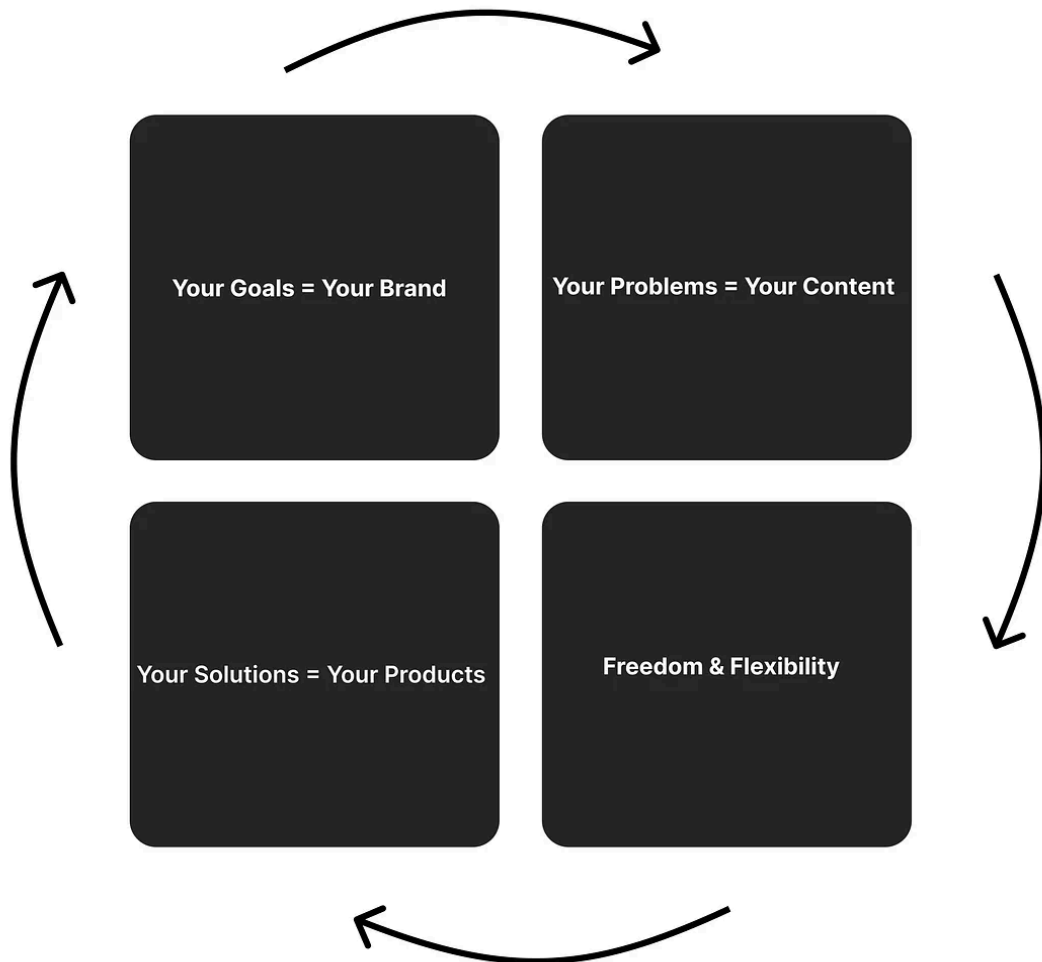


# The One-Person Business Model Framework applied for Follow-up AI

The model centers around four interconnected quadrants that help you create a self-sustaining and impactful business. Each quadrant serves as a step in building value while ensuring freedom and flexibility in execution.



Source: <https://www.productmarketfit.tech/p/the-one-person-business-model-how>

## Brand and Content (Goals and Problems)

### Goals = Your Brand

**Focus:** Establish Follow-Up AI as a trusted brand that empowers meaningful progress by bridging the gap between intentions and actions.

#### Execution:

- Use LinkedIn, newsletters, and social media to communicate the mission and engage with audiences.
- Build both a personal and organizational brand that resonates with individuals and businesses, emphasizing practical, actionable solutions.

### Problems = Your Content

**Focus:** Identify and address relatable problems to engage the audience and gather insights for future

product iterations.

**Execution:**

- **Launch with One Niche (BREAKING INTO TECH COMPANIES: A FINANCE PROFESSIONAL'S PLAYBOOK A No-Nonsense Guide to Landing High-Value Roles in Technology Businesses Without Starting Over):**
    1. **Determine Problem 1:** TBD
    2. **Determine Problem 1:** TBD
  - Create educational content, including articles, templates, and micro-courses, to address these problems.
  - Use these launch problems to initiate direct conversations, gather feedback, and identify new opportunities.
  - Ensure all content is actionable, user-centric, and aligns with the broader goals of Follow-Up AI.
  - More importantly, create micro-intervention tools that use AI (in definition, as we do it)
- 

## **Products and Scalability (Solutions and Freedom)**

### **Solutions = Your Products**

**Focus:** Develop targeted solutions based on validated audience needs, scaling through iterative feedback.

**Execution:**

1. **V1: Immediate Monetization and Engagement (B2C Focus)**
  - **Products:**
    - Launch e-book 1 on SmartCart to address initial problems and provide actionable value.
    - Launch newsletters and templates to foster engagement and loyalty.
    - Develop a basic landing page to centralize resources and drive traffic to courses.
    - Evaluate from demand, which micro-courses should we build
  - **Community:**
    - Evaluate and potentially build a resource-sharing platform to support early adopters.
2. **V2: Conversational Agents (B2C Focus)**
  - **Products:**
    - Introduce AI-powered conversational agents tailored to individual follow-up needs.
    - Use insights and data from V1 to prioritize features and refine decision trees.
3. **V3: Specialized Applications (Deferred)**
  - **Focus:**
    - Address high-value B2C use cases (e.g., sales enablement, task management).
  - **Execution:**
    - Build targeted tools informed by V1 and V2 outcomes.
4. **V4: B2B Expansion (Out of Scope)**
  - **Focus:**
    - Scale into B2B applications, such as loan origination and collections.
  - **Execution:**
    - Leverage learnings from B2C iterations to inform scalable, high-value B2B offerings.

---

## **Freedom = Scalability**

**Focus:** Design scalable systems that maximize automation, reduce operational complexity, and prepare for future growth.

### **Execution:**

- Use lightweight tools and low-friction interfaces, such as conversational agents, to minimize resource strain.
- Treat B2C as a "product lab" for experimentation and refinement before scaling into B2B.
- Leverage generative AI for follow-ups to enhance efficiency and deliver personalized solutions.

---

## **Framework Summary Applied to Follow-Up AI**

### **1. Brand Building:**

- Communicate the mission clearly to empower users through follow-up solutions.
- Use targeted channels like LinkedIn and newsletters to grow trust and visibility.

### **2. Content Creation:**

- Publish engaging, actionable content addressing audience pain points like ADHD strategies and productivity hacks.
- Build authority through educational materials, templates, and engagement-driven posts.

### **3. Product Development:**

- Begin with micro-courses, newsletters, and templates for immediate value and monetization (V1).
- Transition to conversational agents in V2, informed by data and revenue insights.

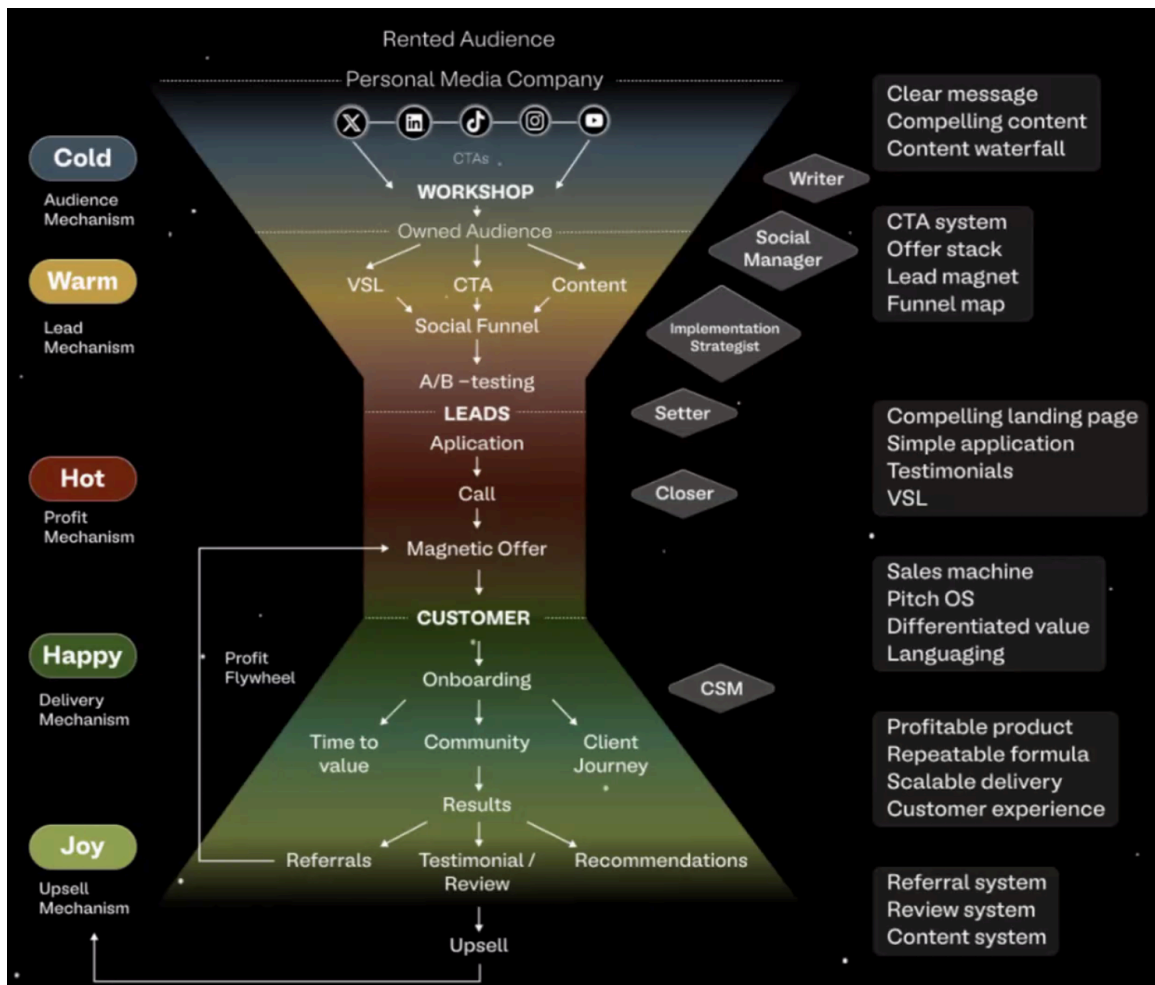
### **4. Scalability Design:**

- Prioritize automation to save engineering time while ensuring scalability.
- Use B2C solutions as a foundation for eventual B2B applications.

This approach ensures a focused, iterative growth path while conserving resources and aligning with Follow-Up AI's core mission.

## Follow-Up AI Funnel

Building on the **Integrated Framework for Follow-Up AI**, the funnel directly aligns with each stage of brand building, content creation, product development, and scalability design. Here's how:



## Funnel for Follow-Up AI: Focused on Launch Cases

### 1. Awareness (Building Brand and Trust)

#### Framework Alignment:

- **Goals = Brand:** Awareness focuses on defining and communicating Follow-Up AI's mission: bridging the gap between intentions and actions.
- **Problems = Content:** Highlighting the two launch cases—**Network Nurturing** and **Subscription Management**—as relatable entry points for user engagement.

#### Application Examples:

- **Launch Case 1: Network Nurturing:**
  - Example Hook: *"How many valuable connections have you lost because you didn't follow up?"*
  - Example Post:
    - Hook: *"Struggling to stay in touch with your network? You're not alone."*

- Solution: *“Learn how to maintain meaningful professional and personal connections with simple follow-up strategies.”*
- CTA: *“Comment or message us if you want to stay consistent in your follow-ups!”*
- **Launch Case 2: Subscription Management:**
  - Example Hook: *“Are you paying for subscriptions you never use?”*
  - Example Post:
    - Hook: *“Unused subscriptions cost money and create guilt—let’s fix that.”*
    - Solution: *“Follow-Up AI can help you stay engaged or decide which subscriptions to cancel with ease.”*
    - CTA: *“What’s your biggest subscription frustration? Let us know!”*

#### Tactics for Awareness:

- **Channels:** LinkedIn posts, newsletters, and targeted articles focused on these launch cases.
  - **Engagement Frequency:** Post 5–7 times a week with hooks tailored to each case.
  - **Profile Optimization:** Rodrigo, Mondweep and Mo optimize personal profiles with strong CTAs and links to newsletters or SmartCart pages.
- 

## 2. Engagement (Delivering Value to Build Loyalty)

#### Framework Alignment:

- **Problems = Content:** Engagement reinforces trust by addressing the two launch problems with actionable solutions.
- **Solutions = Products:** Templates and newsletters act as lead magnets and showcase the value of Follow-Up AI’s offerings.

#### Application (TBD):

- See Andy Harrington <https://www.youtube.com/watch?v=ZEe4WpsT2n>

#### Engagement Tactics:

- Use interactive surveys or polls to spark conversation and gather insights.
  - Example: *“What’s the biggest challenge you face with managing subscriptions?”*
  - Example: *“How often do you follow up with people in your network?”*
- Provide quick wins with short videos, tips, or downloadable templates in newsletters and LinkedIn posts.

#### Exploration Space for Additional Cases:

- As interactions grow, identify pain points for new cases (e.g., parenting task management, ADHD productivity) to validate through polls and surveys.
- 

## 3. Conversion (Turning Engagement into Revenue)

#### Framework Alignment:

- **Solutions = Products:** Monetize micro-courses and templates as practical solutions to the two launch cases.

- **Freedom = Scalability:** Use SmartCart to simplify monetization, allowing the team to focus on learning and iteration.

**Application:**

- **TBD**

**Tactics for Conversion:**

- Drive traffic to SmartCart via newsletters, LinkedIn, and referral campaigns.
- Highlight testimonials and early success stories to build credibility.
- Test pricing tiers for different course bundles (e.g., basic vs. advanced).

**Exploration Space for Additional Cases:**

- Monitor engagement and conversion data to identify which new cases to prioritize for SmartCart content expansion.
- 

#### **4. Retention (Sustaining Relationships and Refining Solutions)**

**Framework Alignment:**

- **Freedom = Scalability:** Retention ensures automation and ongoing engagement to sustain user interest and gather feedback.
- **Solutions = Products:** Continuous updates to micro-courses, templates, and newsletters build loyalty and inform future development.

**Application:**

- **Newsletter Strategy:**
  - Weekly updates with exclusive tips, downloadable resources, and early previews of upcoming content.
  - Example Subject Line: "Stay Connected: 3 Follow-Up Tips for This Week."
- **Feedback Loops:**
  - Post-purchase surveys and follow-up emails to collect user feedback.
  - Example: "How has this course helped you manage your subscriptions or follow-ups?"
- **Community Engagement:**
  - Create an exclusive resource-sharing community or platform for loyal users.

**Exploration Space for Additional Cases:**

- Use retention phase insights to test and iterate new problems, ensuring alignment with user needs before scaling.
- 

#### **How This Funnel Prepares for V2**

1. **Data-Driven Validation:**
  - Insights from awareness, engagement, and retention phases help validate which additional cases to prioritize.
2. **Scalable Foundation:**
  - Automating outreach and monetizing micro-courses ensures sustainable growth while saving engineering resources for V2.

### 3. **Iterative Path:**

- Each stage validates the launch problems and creates a roadmap for conversational agents in V2, grounded in real user feedback.

This enhanced funnel provides a detailed path for Follow-Up AI's launch, focusing on the two initial cases while leaving room to explore and validate additional problems as the product evolves.

## Problem Recap:

### Problem: The Planner-Doer Gap

The Follow-Up Agent (FUA) addresses a pervasive and often overlooked challenge: the **planner-doer gap**. This behavioral phenomenon, identified by Richard Thaler, highlights the disconnect between the **Planner**, who sets goals and creates action plans, and the **Doer**, who struggles to execute those plans due to distractions, inertia, and immediate pressures<sup>02</sup>. Background in Exten...<sup>06</sup>. FUA's Ikigai.

---

### Problem Manifestations

#### 1. Professionally:

- Sales professionals miss follow-ups, delaying decision-making and losing revenue opportunities.
- Managers fail to prioritize effectively, leading to inefficiencies in team workflows.
- Entrepreneurs struggle to stay consistent with tasks critical to growth.

#### 2. Personally:

- Individuals neglect routines, procrastinate, and fail to act on self-improvement goals.
  - Parents miss deadlines for school activities and family obligations, leading to stress and disorganization.
  - People with ADHD or similar conditions face amplified challenges with task management and follow-through.
- 

### Why Existing Solutions Fall Short

The current market is saturated with tools like fitness trackers, CRM platforms, and task managers. While these tools enhance accountability, they rely heavily on user willpower and fail to bridge the deeper behavioral disconnect between intentions and actions<sup>02</sup>. Background in Exten....

- **Automation:** Many solutions do not provide the automation needed to reduce cognitive load.
  - **Behavioral Insights:** Few tools leverage behavioral economics to deliver timely nudges and personalized interventions.
  - **Integration:** Existing tools often lack seamless integration into daily workflows, making them cumbersome to use consistently.
- 

### Unique Challenges We Aim to Solve

The goal of FUA is to transcend traditional productivity tools by embedding behavioral insights, automation, and personalization into an adaptive system that meets users where they are.

- **Challenge 1:** Reducing procrastination and cognitive overload by automating follow-ups.
  - **Challenge 2:** Helping users confront discomfort and build resilience in navigating tasks without instant rewards.
  - **Challenge 3:** Empowering users to achieve clarity and confidence through small, sustainable actions.
-



## How FUA Addresses These Problems

### 1. For Professionals:

- Automated follow-up systems for sales and team workflows to ensure no opportunity or task is missed.
- Decision trees tailored to individual roles, offering a step-by-step guide to task prioritization.

### 2. For Personal Use Cases:

- Behavioral nudges and reminders for ADHD task management or fitness goals.
- Parenting-focused tools to help manage family schedules and commitments effortlessly.

### 3. For All Users:

- A balance of automation and personalization, ensuring tools feel intuitive and impactful without adding complexity.
- 

## The Behavioral Foundation: FUA as a Modern Commitment Device

Inspired by the Ulysses contract, FUA acts as a **commitment device** that bridges the gap between intentions and actions. By aligning the Planner's vision with the Doer's execution, FUA reduces friction, fosters intrinsic motivation, and ensures meaningful progress<sup>02</sup>. Background in Exten...<sup>06</sup>. FUA's Ikigai.

# FUA's Ikigai

## What the World NEEDS

- Tools that bridge the gap between intentions and actions, fostering consistency and reducing procrastination.
- Solutions to enhance productivity while reducing the mental load for individuals and professionals.

## What You LOVE

- Empowering users to achieve their goals with clarity and confidence.
- Designing intuitive systems that simplify complex behaviors and foster meaningful progress.

## What You Are GOOD At

- Leveraging behavioral insights to create tools that drive measurable outcomes.
- Integrating advanced automation and personalization to align user actions with long-term goals.

## What You Can Be PAID For

- Providing a professional-grade solution for sales, customer success, and productivity challenges.
- Offering a personal productivity tool that transforms how individuals manage commitments.

## FUA's Ikigai long

Bridging the gap between intentions and actions, empowering individuals and teams to achieve meaningful progress by aligning their goals with purposeful execution

## FUA's Ikigai short

Empowering meaningful progress by aligning actions with goals.

## FUA's Core Purpose

The Follow-Up Agent's Ikigai lies at the intersection of automation, personalization, and behavioral insights, empowering individuals and teams to achieve meaningful results by bridging the planner-doer gap.

## Diagram:

