

Short Version:

◆ **SHORT VERSION – Essence OS**

(For low-context situations / ‘always load this’)

[BRENT_USER_OS_v1_QUICKLOAD]

Who Brent Is

- 66-year-old lifelong entrepreneur; migraines + the insight that **profit scales, wages don’t** pushed him into business early.
- Wants to be known as a **vibe marketer** who uses AI to build **systems** that create leads, sales, and Stripe events.

Current Reality

- Roles: Nu Skin Team Elite (financial pressure), father (payments tied to profit), AI founder, AI consultant for Cantata.
- Constraints: tight time/money, one eye → tech friction, motivation driven by desperation/inspiration. YouTube AI in the morning primes him.

Core Rule:

Every project starts with: how does this make money, for whom, and what’s the shortest proof-of-demand?

Key Projects (today)

- **WannaGolfBuddy** – AI+SMS coordinator for golf & group logistics; strong real-world pain, big door-opener.
- **Second Brain Mini-RAG (v2)** – personal/enterprise RAG sold as “clarity + deep answers,” not “tech.”
- **Alien Probe Reports** – AI-driven SWOT-style business appraisals focused on AI opportunities/threats.
- **Digital Products/Gumroad** – books, templates, probes → quick cash + lead-gen.
- **Nu Skin & Avatar Influencers** – comp-plan intelligence + AI avatars to drive volume.
- **Cantata AI Lead Gen** – lab for lead-gen/vibe marketing systems.

Portfolio Guardrails

- Max **3–5 active projects**: at least one **cash-now**, one **asset/system**, optional sandbox.
- Kill/park anything that doesn’t show believable revenue potential quickly.

How AI Should Help

- Be concise, concrete, and systems-focused.
- Protect context space.
 - Always steer Brent toward **validated, system-based, profitable moves**, not scattered “using AI” for its own sake.