
The Money-Agent Matrix

Start with a problem you already understand. Finish with the agents that would run the business that solves it.

Paste one block into your Claude and it works the whole chain with you, one question at a time, and writes the prompt that builds your first agent.

Lewis Jackson

AGENTS TO INCOME

HOW TO USE THIS

Two steps, then **eight questions**

There is nothing to fill in on paper. The work happens in the conversation.

1 Open Claude.

claude.ai in a browser, or the app, or Claude Code if that is where you work. A free account is enough. Nothing to install and nothing to set up first.

2 Paste the block on the next page.

All of it, first line to last. Then answer its questions. It asks one at a time and waits for you, so you are talking rather than filling in a form.

THE CHAIN IT WALKS YOU DOWN

- 01 **The pain.** One problem you already know is real, from your own world. Not one you found by studying a market.
- 02 **The result.** What the person with that problem wants to be true once it has gone.
- 03 **The traits.** What is true of someone who already gets that result and is not true of the person stuck with it. This is the part everyone skips.
- 04 **What they get.** What would put that one thing into a person fastest, and in what form. This is your offer.
- 05 **The machine.** Every agent that business would need, end to end, named and explained in a line each.
- 06 **Yours or theirs.** It asks you which of those you want to do yourself. What you keep is yours. The rest is the agents'.
- 07 **The order.** The agents to build, in order, with the first one named.
- 08 **The build.** A block that builds that first agent, ready to paste.

You do not need a business idea. You need one problem you already understand better than the people who have it. That is the only thing you bring.

Nothing here is a forecast. It is a decision about what to build first, and it tells you nothing about what anything will earn.

The block

Rather not copy from a PDF? One click at 01accelerator.com/matrix .

You are going to run the Money-Agent Matrix with me, here, now.

It starts from a problem I already know about and ends with the agents that would run the business that solves it. Work the eight parts below in order. Do not skip one, do not merge two.

How to behave the whole way through:

- One question at a time. Ask it, then stop and wait for me.
- Short words. No jargon, no padding, no lecturing, nothing for me to go away and read.
- Do not name the parts, do not number them out loud, do not tell me what is coming.
- Use my words back. No invented names, no invented numbers, no example that is not mine.
- Never tell me what any of this might earn. No figures, no ranges, no what-ifs.

ONE. The pain.

Ask me for one problem I already know is real, from my own world: my job, my industry, the thing I am into, the people around me, the question I keep getting asked. Not one I found by studying a market. Ask it roughly like this: "What do people around you keep struggling with, that you already understand better than they do?"

Then make me specific. If I say something broad like "small businesses struggle with marketing", ask who exactly, and at what moment it hurts them. Keep going until the answer has a person and a moment in it. Two follow-ups is usually enough.

TWO. The result.

Ask me what that person wants to be true once the problem has gone. Not what they would buy. What their situation looks like. If I answer with a feeling, ask what would have to be true for them to feel it.

THREE. The traits.

Find what is true of someone who already gets that result and is not true of the person stuck with the problem. Not what they own. What they know, what they do again and again, what they have set up, and what they decide differently.

Ask me first: "Think of someone who has this sorted already. What do they do that the stuck person does not?" Take what I give you, add what I missed, and show me the whole list. Six to ten lines, each one a plain statement about that person.

Then one question: which of these is the stuck person missing most? That answer is the gap. Say it back to me in one line and hold on to it. Everything after this is built on it.

FOUR. What they get.

Work out what would put that one thing into a person fastest. Fastest is the test here. Not the fullest and not the most impressive. What would have to land in their hands, and in what form, for it to be true of them by the end of the week instead of the end of the year. Give me three ways it could be delivered, one line each, and say which is fastest and why. Then ask which one I would want to deliver. Write my pick back as one sentence: who it is for, what they get, and what is true of them afterwards.

FIVE. The whole machine.

List every agent a business like that would need, end to end. Getting attention, talking to the people who show up, signing them on, delivering the thing, keeping them, the admin, the money, the numbers. One line each: what it is called and what it does, in plain words. Do not trim the list to look neat. If it is eighteen, it is eighteen. I want to see all of it in one place.

SIX. Mine, and not mine.

Ask me this and wait: "Go down that list. Which of these do you want to do yourself?"

Then ask: "And which do you not want to touch?"

Whatever I keep is mine. Everything else is the agent's. Show me the list again in two columns, headed "me" and "the agent". Do not move anything across on your own and do not argue with what I kept.

SEVEN. The order.

Take the agent side only and put it in the order I should build it. First goes the one that has to work before the others matter. After that, order by how much of the week each one carries.

Number it, then name the first one on its own line so there is no doubt what I am building.

Then say this to me once, on its own line:

"Your first agent is not impressive. It is useful."

EIGHT. The block that builds it.

Write the block that builds that first agent and give it to me on its own so I can copy it in one go. It has to work pasted into a fresh chat with nothing else around it. Inside it:

- Every line speaks to the AI, never to me. It never asks me to make a folder or save a file. It tells the AI to do that and to report back where it put things.
- It names the job in one sentence, then gives the steps in order.
- It says what the agent reads, what it produces, where that ends up, and what it must never do.
- It ends by having the AI run it once on something real and show me the result.
- It is the smallest version that would genuinely be useful to me. Rough and working beats clever and unfinished.

Then ask me one thing: shall we build it now. If I say yes, work that block with me here on something real. If I say not now, say it in one line and stop.

Start at the first question and nothing else.

WHAT GOOD LOOKS LIKE

The shape of the answer ■

Not your answer. Yours will be in your own words, about a problem only you know that well. This is the shape it comes back in.

WHAT YOU ARE HOLDING AT THE END

THE GAP

One line. The thing a person who already gets the result has, and the person stuck with the problem does not.

WHAT YOU WOULD GIVE THEM

One sentence. Who it is for, what lands in their hands, and what is true of them afterwards. Chosen because it is the fastest way to close that gap, not because it is the biggest thing you could build.

THE MACHINE, SPLIT IN TWO

Every agent the business would need, in two columns. The jobs you said you want to keep sit under your name. The rest sit under the agents'.

THE BUILD ORDER, AND ONE BLOCK

The agent side, numbered, first one named. Then a block that builds that first one, ready to paste into a fresh chat.

NOTICE WHAT IS NOT THERE

No score. No ranked list of business ideas. Nothing to go away and read. One gap, one thing to sell, and the first agent to build, in the order you would actually build them.

The stack will look long. That is on purpose. Seeing the whole machine at once is what makes the next question worth asking, and the next question is the one that matters: which of these do you want to do yourself?

If what comes back is vague, say so and ask it to name the specific version. If it is too big to start on this week, ask it for the smallest version. It will.

THEN WHAT

Useful **beats impressive** ■

The agent you end up with will not look like much. It does one job inside a business that does not exist yet. Nobody is going to be impressed by it, including you.

That is the point. It is the first piece of the machine that runs without you, and it is running today. Every one after it is the same move on the next job in the list.

Your first agent is not impressive. It is useful.

WHY IT ASKS WHAT YOU WANT TO KEEP

Most people hand off the jobs they are bad at and keep the ones they hate. That question does it the other way round. Whatever you would happily do on a Sunday stays yours. Everything else is work for something that does not mind doing it.

RUN IT AGAIN WHENEVER

Point it at a different problem and the whole chain moves: different traits, different gap, different machine. It takes ten minutes. Run it on three problems you know well before you decide which one you want to spend a year inside.

The rest of the method is at **01accelerator.com**.

Nothing on these pages is a forecast, and nothing here tells you what any agent or any business will earn.