

# AI Agent Ops Weekend Kit — Pro Edition

Founder Execution Playbook

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This document is designed for operational implementation, not theory.

# AI Agent Ops Weekend Kit — Pro Edition

**\*\*Version:\*\*** 2.0 **\*\*Audience:\*\*** Founder-led teams, agencies, consultants, small operators **\*\*Primary Outcome:\*\*** Build a working revenue-ops machine in 48 hours

## 1) What “Done” Looks Like by Sunday Night

By the end of this kit, you should have:

- One clear offer + one clear niche
- One unified lead pipeline with strict status transitions
- One outreach cadence (Day 0 / 2 / 5 / 9)
- One reply SLA (<12h) with triage rules
- One weekly KPI review process

If one of these is missing, the system is not done.

## 2) Business Logic (Why This Works)

Most founders fail not from weak ideas, but from weak execution rhythm:

- No consistent outreach volume
- Slow replies
- Messy lead data
- No review loop

This kit fixes those 4 failure points first. You optimize later.

## 3) Weekend Execution Blueprint (Hour-by-Hour)

### Saturday (Setup + Quality)

**\*\*Block A (90 min): Positioning Lock\*\***

- Define target niche (only one)
- Define pain problem (only one)
- Define offer (only one)
- Define CTA (only one)

**\*\*Block B (90 min): Pipeline Build\*\***

- Create lead schema
- Define status map
- Add owner + next action fields
- Add timestamps for every state change

**\*\*Block C (120 min): Messaging System\*\***

- Write Day0/2/5/9 templates

- Build objection library
- Build follow-up variants by persona

### Sunday (Automation + Launch)

**\*\*Block D (90 min): Operations Layer\*\***

- Send log
- Reply tracker
- SLA escalation rules

**\*\*Block E (90 min): Dry Run\*\***

- Run 5 mock leads end-to-end
- Validate status sync
- Validate next-action behavior

**\*\*Block F (120 min): Live Launch\*\***

- Send first 20-30 messages
- Open reply windows
- Execute triage in real time

## 4) Offer Clarity Worksheet

### 4.1 One-line Offer Formula

`I help [NICHE] fix [SPECIFIC PAIN] in [TIME WINDOW] using [METHOD].`

Example: `I help founder-led agencies reduce lead leakage in 14 days using an AI-assisted follow-up system.`

### 4.2 Offer Guardrails

- Must be implementable in 14 days
- Must have measurable process KPI
- Must avoid guaranteed revenue claims
- Must not require heavy custom engineering in phase 1

## 5) Lead Data Model (Do Not Skip)

### Required fields

- lead\_id
- first\_name
- last\_name
- company
- role

- channel
- source
- fit\_score (1-5)
- status
- last\_contact\_at
- next\_action
- next\_action\_at
- owner
- notes

### ### Status map

- `new`
- `qualified`
- `contacted`
- `replied`
- `interested`
- `booked`
- `proposal\_sent`
- `closed\_won`
- `closed\_lost`

No custom statuses in week 1.

## 6) Messaging Framework (Copy Structure)

### ### Day 0 message skeleton

1. Specific relevance line (shows you did homework) 2. Pain hypothesis (1 sentence) 3. Small promise (credible and practical) 4. Low-friction CTA (yes/no or 2 options)

### ### Day 2 follow-up

- Add one useful insight, benchmark, or quick fix
- Keep under 90 words

### ### Day 5 follow-up

- Add proof pattern (micro case, not hype)
- Repeat CTA with less friction

### ### Day 9 follow-up

- Polite close-the-loop message

- Preserve relationship

## 7) Reply Triage Playbook

### ### YES

- Send booking link with 2 time windows
- Send short pre-call note (agenda + expected outcome)

### ### PRICE?

- Send 3-tier scope options:
- Lite (audit)
- Standard (implementation)
- Pro (implementation + ongoing)

### ### BUSY

- Ask for timing window with options:
- this week / next week / next month

### ### NO RESPONSE

- Continue cadence, then archive with reactivation date

### ### NOT FIT

- Mark reason + pattern tag for weekly analysis

## 8) Daily Operating Rhythm

- **\*\*Send block:\*\*** 45-90 min
- **\*\*Reply block 1:\*\*** 20 min
- **\*\*Reply block 2:\*\*** 20 min
- **\*\*End-of-day sync:\*\*** 10 min

### ### End-of-day sync checklist

- Update statuses
- Set next actions
- Assign owners
- Record daily KPI snapshot

## 9) KPI Dashboard (Formulas)

- Sent Volume = total Day0 sends
- Positive Reply Rate = positive replies / sent volume

- Booking Rate = booked calls / sent volume
- Reply SLA Compliance = replies under 12h / total replies
- Pipeline Velocity = qualified leads moved to booked per week

### ### Baseline targets (week 1)

- 20-50 Day0 sends/day
- 3-10% positive reply rate
- 1-5% booking rate
- >90% SLA compliance

## 10) 30-Day Operating Plan

### ### Week 1: Stability

- Get system running daily
- Do not constantly rewrite strategy

### ### Week 2: Signal

- Identify top-performing segment + message pattern

### ### Week 3: Focus

- Remove weak segments
- Double down on top 20%

### ### Week 4: Scale

- Increase send volume only after quality and SLA hold

## 11) Failure Modes + Fixes

### Failure: low replies Fix: improve first line relevance and pain specificity

### Failure: good replies, few bookings Fix: CTA too vague; reduce scheduling friction

### Failure: chaos in pipeline Fix: strict status governance + daily sync discipline

### Failure: burnout Fix: fixed send windows + template library + no context switching

## 12) Implementation Assets (Included)

- Outreach cadence structure
- Reply branch matrix
- KPI formula set
- Daily / weekly checklists
- Offer clarity worksheet

### **13) Final Launch Checklist**

- One niche selected
- One offer selected
- One status map enforced
- Day0/2/5/9 templates loaded
- Reply SLA activated
- KPI review scheduled

If all boxes are checked, launch now.