

LEAD MAGNET

Start Here.

How to actually use and implement AI

A practical jumping-off point for AI that actually works.

Jamie Bykov-Brett | Bykov-Brett Enterprises

Turn Intent Into Impact.

Bykov-Brett Enterprises



Most AI guides start with the tools and skip the thinking.

AI amplifies and augments what you bring to it. Someone with strong human skills and zero technical knowledge will outperform the reverse, every time.

This guide starts where it should. With you.

Not Theory. Implementation.

This guide comes from hands-on AI implementation across businesses of every size.

RANGE

Solo to Enterprise

From solopreneurs finding their first AI workflow to multi-million pound organisations deploying AI at scale. This guide covers both ends and everything in between.

PROOF

Built, Not Advised

Real systems running in production every day. Local AI infrastructure, agent platforms, automated content pipelines, and operational AI that businesses depend on.

TRACK RECORD

5+ Years Delivering

AI strategy, training, and hands-on implementation for organisations across every sector. Not a theory deck from someone who read about it once.

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The 5 Cs: Why Human Skills Beat Technical Proficiency

AI amplifies what you bring to it. These five skills determine your ceiling.

01

Critical Thinking

Question the output. Verify, challenge, and refine. AI is confident, not always correct.

02

Creativity

AI generates. You direct. The quality of what you imagine determines the quality of what it produces.

03

Communication

Clarity is the single biggest factor in AI output quality. Vague in, vague out.

04

Collaboration

Working with AI is a conversation, not a command. Iterate, build context, refine together.

05

Curiosity

The willingness to experiment is what separates people who use AI from people who master it.

The 80/20 Rule

AI handles the heavy lifting. You add the magic.

80%

AI Does

- Drafting first versions
- Ideation and brainstorming
- Structuring and organising
- Research and summarising
- Repetitive formatting

20%

You Add

- Fact-checking accuracy
- Your brand voice and tone
- Nuance and judgment calls
- Personal touch and stories
- Final quality approval

14 Tasks. Three Tiers. One Clear Path.

Every task includes a practical exercise and works across three access levels.

FREE TIER

Free Tools

ChatGPT Free, Claude Free, Gemini Free, Perplexity. No account needed for some. Rotate between them to avoid rate limits.

SUBSCRIPTION

Paid Tools

ChatGPT Plus, Claude Pro, Copilot Pro. Higher limits, better models, priority access. Worth it once you know what you need.

LOCAL MODELS

Run Your Own

Ollama, LM Studio. Free forever, fully private, runs on your hardware. 8GB RAM minimum. No data leaves your machine.

Each task has a "Do This Now" exercise. This guide works whether you're a student or running a business.

Identify Where AI Belongs in Your Work

Before you reach for a tool, ask what you can remove entirely.

01

Eliminate

Remove non-essential tasks from your schedule entirely. The fastest way to do something is to not do it at all.

ASK: Does this need to exist?

"The best process is no process."

02

Automate

Use technology to handle repetitive tasks automatically. Set it up once, let it run forever.

ASK: Can a system do this?

"If you do it twice, automate it."

03

Delegate

Assign tasks to others or to AI. Focus your energy on what only you can do.

ASK: Does this need to be me?

"Your job is the 20% only you can add."

Spotting the Right Tasks

Three qualifying questions to decide if AI can help with a task.

01

Is it repetitive?

Tasks you do weekly or daily are prime candidates. The more routine, the more AI can help.

02

Does it involve a lot of text?

Writing, summarising, researching, drafting, formatting. AI excels at text-heavy work.

03

Could you teach an intern to do it?

If you can explain it simply, AI can follow those same instructions. Clear process = clear prompt.

If the answer is yes to all three, you've found a perfect AI task.

DO THIS NOW: List 10 tasks you did this week. Plot them against these three questions. Identify your top 3 AI candidates.

Intent-Driven Design

AI is fundamentally intent-driven. The clearer you are about what you want, the better the result.

THE CORE IDEA

01

If You Can Imagine It, You Can Create It

AI tools are driven by your intent. When you communicate clearly what you want to achieve, the technology delivers. Clarity is the single biggest factor in AI output quality.

WHY IT MATTERS

02

Clarity Equals Quality

You don't need to understand how AI works to use it. In the same way you don't need to understand SMTP to send an email. Focus on what you want, not how it works.

"Intent is the new interface."

DO THIS NOW: Take your top AI candidate from Task 1. Have a real working session with AI. Be specific about what you want.

The Prompt as a Product Spec

Structure your intent like a brief. Four elements that transform vague requests into precise outputs.

01

Intent

What outcome do you want?
Start with the end result, not the process.

02

Constraints

What to avoid? Limits, tone, length, style. Boundaries sharpen output.

03

Evidence

What context and data?
Examples, references, background information.

04

Format

What should the output look like?
Structure, length, medium, layout.

DO THIS NOW: Rewrite your Task 2 prompt using the four-part spec. Compare the before and after results.

Know Your Tools

What each AI tool actually excels at, and where it falls short. No marketing, just reality.

ChatGPT

EXCELS AT

General tasks, plugins, image gen, code

WATCH OUT

Rate limits on free, can hallucinate confidently

Best all-rounder

Claude

EXCELS AT

Long documents, nuanced writing, analysis

WATCH OUT

Tight free tier limits, no image generation

Best for writing

Gemini

EXCELS AT

Most generous free tier, deep Google integration

WATCH OUT

Less refined for creative work

Best free value

Perplexity

EXCELS AT

Research with cited sources, real-time web

WATCH OUT

Not for creative tasks or long-form content

Best for research

Copilot

EXCELS AT

Code completion, IDE integration, Microsoft

WATCH OUT

Narrow focus, less useful outside coding

Best for developers

DO THIS NOW: Run the same prompt through three different tools. Compare quality, speed, and tone.

Cloud vs Local: What Can You Run Today?

The RAM rule: a model's parameter count roughly equals the GB of RAM you need. 8B model = 8GB RAM.

REPLACE TODAY

Mini Tier

Cloud: Claude Haiku, GPT-4o Mini

Local: Qwen 3.5 9B, Gemma 4, Phi 4 Mini

8-16 GB RAM

Most people use AI at this tier and don't realise it.

REPLACE SOON

Mid Tier

Cloud: Claude Sonnet, GPT-5, Gemini Pro

Local: Kimi 2.6, DeepSeek V4, Qwen 3.5 35B

32-64 GB RAM

Getting close. Viable for many business workflows now.

NOT YET

Frontier Tier

Cloud: Claude Opus, GPT-5.5, Gemini Ultra

Local: No local equivalent yet.

6-9 months away

But most tasks can be routed to a smaller model. That's the hybrid play.

Want to go deeper on local AI? Download The Local AI Playbook at bykovbrett.net/resources

Research Without Getting Burned

AI is confident, not always correct. Verification discipline is the skill that separates useful research from dangerous research.

High-Risk Categories

Statistics, legal claims, medical facts, recent events, and anything with a URL. These are where AI hallucinates most.

The Cross-Reference Rule

Never trust a single AI output for facts. Cross-reference with a second source. Use Perplexity for cited research, then verify the citations exist.

Prompt for Honesty

Ask AI to flag uncertainty. "Tell me what you're confident about and what you're guessing." Better prompts produce more honest outputs.

When to Just Search

If you need a specific, current, verifiable fact, a search engine is still faster and more reliable than an AI chat. Know when not to use AI.

DO THIS NOW: Ask AI to research a topic you know well. Fact-check the output. Find what it got wrong.

Every prompt you send to a cloud API is data you no longer control.

Client briefs. Financial reports. Internal strategy documents. Legal correspondence. HR records. Competitive intelligence.

05

GDPR & UK Data Law

Sending personal data to third-party servers creates compliance liability.

Client Confidentiality

Professional services firms owe duty of care over client data.

Vendor Concentration

Single-provider dependence is a business continuity risk.

Safety, Privacy, and Compliance

The floor of awareness everyone needs. Not legal advice, but the minimum you must know.

Don't Paste Personal Data Into Free Tiers

Free tier inputs may be used for training. Paid tiers typically opt out. Check each provider's data policy before pasting anything sensitive.

The EU AI Act Is Live

Prohibited practices are enforceable since Feb 2025. Fines up to 35M EUR or 7% of global turnover. It applies extraterritorially, like GDPR.

GDPR Already Covers AI Use

If you feed personal data into an AI tool, you need a lawful basis. Individuals have rights over that processing. Strip identifiers first.

"Free" Has a Cost

If you're not paying, your data is the product. Understand what each tool does with your inputs. Read the terms, not the marketing.

DO THIS NOW: Audit one AI tool you use. Read its data policy. Check whether your usage is compliant.

The AI Spectrum

From simple automation to autonomous systems. Each level adds capability and independence.

01

Automation

Trigger > Task > Output. Fixed rules, no decisions. Runs the same way every time.

Trigger → Task → Output

02

Assistant

Query > Process > Response. Understands context. Responds to your questions on demand.

Query → Process → Response

03

Agent

Query > Plan > Execute > Reflect > Response. Makes decisions, takes actions, observes results.

Plan → Execute → Reflect

04

Agentic

Everything an agent does, plus it learns and improves from experience over time.

Plan → Execute → Reflect → Learn

DO THIS NOW: Identify which level each tool you currently use operates at.

Build Your First Custom Bot

When you have a repeatable task with specific context, a custom bot does it better than a general one.

FREE / PAID

Custom GPTs

ChatGPT

Upload documents, set instructions, add tools. Free tier available. Share with anyone via link.

PAID

Claude Projects

Claude

Attach files, set project instructions, build focused knowledge bases. Best for long-form work.

PAID

Gems

Gemini

Google's version. Quick to set up, integrated with Google Workspace. Good for team use.

DO THIS NOW: Build a custom bot for one of your Task 1 candidates. Give it specific instructions and test it on a real task.

Teach AI How You Work

The difference between a bot (for others) and personal AI configuration (for you).
The more you invest, the better it gets.

Custom Instructions

Tell AI your role, preferences, and defaults. Every conversation starts with context instead of a blank slate.

Memory & Context

Tools like Claude and ChatGPT remember past conversations. Build a working relationship over time.

Skills & Commands

Build reusable slash commands and skills. Turn repeated workflows into one-line triggers. Claude Code excels here.

Templates & Prompts

Save your best prompts. Build a personal library of proven patterns you can reuse and refine.

DO THIS NOW: Set up custom instructions in one tool. Create one reusable template or skill.

Set Up Local AI

No terminal. No code. No account required. Five minutes from now, you'll have private AI running on your own hardware.

LM Studio

Mac / Windows / Linux

ChatGPT-like interface. Built-in model browser. Search, click, download.

Best for most people.

Locally

iPhone / iPad

AI in your pocket. Runs 1-4B models on modern iPhones. Fully offline.

Private AI on the go.

Ollama

Mac / Windows / Linux

Command-line power tool. API server built in. What we use in production at BBE.

For technical teams.

PICK YOUR MODEL

Match your RAM to a model.

8 GB	Gemma 4, Phi 4 Mini
16 GB	Qwen 3.5 9B, Gemma 4
32 GB	Qwen 3.5 35B, DeepSeek
64 GB+	Kimi 2.6, Llama 70B

*Start with Gemma 4.
Swap later once you
know what you need.*

DO THIS NOW: Install LM Studio or Ollama. Pull a model. Run your first local conversation.

Using AI Agents

What agents actually do today versus the hype. When they help, when they don't, and what to watch for.

WHAT AGENTS DO TODAY

- Multi-step research across multiple sources
- Tool use: browsing, code execution, file handling
- Complex reasoning with plan-execute-reflect loops
- Autonomous task completion with human checkpoints

WHAT TO WATCH FOR

- ⚠ Delegation without oversight compounds errors
- ⚠ Agents are confident even when wrong
- ⚠ Cost can escalate quickly with complex tasks
- ⚠ A simple prompt is often better than an agent

DO THIS NOW: Use an agent feature to complete a multi-step task. Evaluate the result against doing it manually.

AI in the Terminal and IDE

Not just for developers. Intent-driven development means describing what you want, not how to build it.

FREE / PAID

Copilot

Code completion inside your editor. Suggests as you type. Free tier available in VS Code.

SUBSCRIPTION

Claude Code

Full terminal AI agent. Reads your codebase, makes changes, runs tests. Build skills and slash commands for repeatable workflows.

FREE / PAID

Cursor

AI-native code editor. Built on VS Code with deep AI integration. Chat, edit, and generate from context.

FREE / PAID

Windsurf

Agentic IDE with flow-based AI. Understands project context and can make multi-file changes autonomously.

Pro tip: Build reusable skills and commands. In Claude Code, slash commands turn complex workflows into one-line triggers.

DO THIS NOW: Install a free-tier AI coding tool. Complete a task with it. See how intent-driven design works in practice.

Vibe Coding: Build Something Without Writing Code

The idea that non-developers can now build functional tools by describing what they want.

GOOD AT

- Prototypes and proof-of-concepts
- Simple internal tools and scripts
- Data processing and formatting
- Personal automation and utilities
- Learning how code works by reading it

NOT READY FOR

- ⚠ Production systems without expert review
- ⚠ Security-critical applications
- ⚠ Complex multi-service architectures
- ⚠ Anything you can't verify yourself
- ⚠ Replacing a developer on a real product

DO THIS NOW: Describe a simple tool you wish existed. Have AI build it end to end. Evaluate what it produced.

Your First Automation

The difference between "I asked AI a question" and "AI does this for me every Tuesday."

01

Pick one task you do every week

Choose something repetitive, text-heavy, and clearly defined. Start with low stakes.

02

Be clear about what you want

Use the four-part spec: Intent, Constraints, Evidence, Format. Clarity drives quality.

03

Connect it to a trigger

Zapier, Make, or a simple scheduled task. The goal is AI running without you being present.

04

Let AI do 80%, you add 20%

Let AI draft, structure, and research. You fact-check, refine, and add your personal touch.

DO THIS NOW: Set up one automation that uses AI without you being present.

14 Tasks. One Checklist.

- ☐ Identify where AI belongs in your work
- ☐ Have your first useful AI conversation
- ☐ Write a prompt using the Product Spec framework
- ☐ Compare three AI tools on the same task
- ☐ Fact-check an AI research output
- ☐ Audit one tool's data and privacy policy
- ☐ Identify what level each of your tools operates at
- ☐ Build a custom bot for a repeatable task
- ☐ Set up custom instructions and templates
- ☐ Install and run a local AI model
- ☐ Use an agent for a multi-step task
- ☐ Try an AI coding tool on a real task
- ☐ Vibe code something from a description
- ☐ Set up one automation that runs without you

STUDENT PATH

Build critical thinking first

Focus on tasks 1–5, 7, 9, 12–13

Build critical evaluation skills and learn to verify AI output. Understand the tools before relying on them for coursework or projects.

ENTREPRENEUR PATH

Deploy AI operationally

Focus on tasks 1, 4, 6, 8–11, 14

Deploy AI into real workflows and build repeatable systems. Prioritise the tasks that save time and reduce cost immediately.

Free Resources to Keep Going

Everything below is free at bykovbrett.net/resources

GUIDE

The Local AI Playbook

A business owner's guide to private, cost-effective AI infrastructure.

GUIDE

Intent-Driven Design Fundamentals

The workshop guide on structuring AI interactions for maximum output quality.

ASSESSMENT

AI Fundamentals Gap Analysis

10 questions to identify where your organisation has gaps in AI readiness.

ASSESSMENT

AI Capability Scorecard

Evaluate your standing across 10 levels of AI capability.

ASSESSMENT

Change Curve Assessment

Determine your team's position within 8 stages of AI adoption.

NEWSLETTER

Jamie on AI Newsletter

Weekly practical perspectives on AI adoption. No hype, just what works.

bykovbrett.net/resources



You don't need to understand how AI works in order to use AI.

In the same way you don't need to understand
SMTP to send an email.

Jamie Bykov-Brett

Ready to Turn Intent Into Impact?

Whether you're exploring AI for the first time or looking to deepen your practice, the next step starts with one clear intent.

Visit bykovbrett.net

Get in Touch

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