

The Research Agent

Dispatch AI to analyze any creator's entire framework and return the top 3 things to implement in your business this week. Specific to you. Not generic advice.

Built by [@brycenwood.ai](#) · October 2026

THE PROBLEM

You consume creator content. You don't implement any of it.

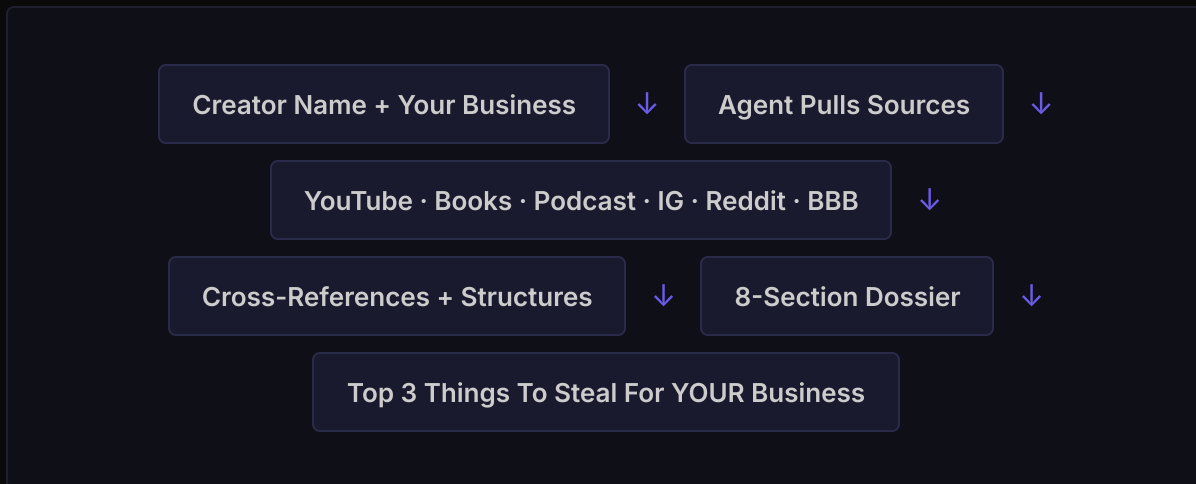
Be honest. How many Alex Hormozi videos have you watched? How many Iman Gadzhi notes are saved in your phone? How many Codie Sanchez frameworks could you sketch on a napkin right now? And how many of them have you actually built into your business?

For most people the answer is hundreds of hours consumed, zero things implemented. It's not a discipline problem. The gap is translation. You know what Hormozi teaches. You don't know what to do with it for YOUR business. So the playbook stays in his world and never makes it into yours.

This system fixes that gap. You dispatch a research agent at any creator you've been studying. It pulls their entire framework from every public source — YouTube, books, podcast, Instagram, even Reddit threads from people who've actually worked with them — cross-references everything, and returns a structured dossier ending with the top 3 things to implement in YOUR specific business this week. Studying still matters. But now the studying produces action.

What You're Building

A single research agent inside Claude Code (or a single prompt in `claude.ai` if you don't have Claude Code yet) that takes two inputs — a creator's name and a one-sentence description of your business — and returns an 8-section dossier on that creator plus the top 3 things to steal for you specifically.



HOW THIS STACKS WITH THE REST OF THE PLAYBOOK

System 8 builds your AI executive team. This is the 14th specialist you add to it — a `research-agent.md` file that sits under your CMO or Chief of Staff. Dispatch it any time you want to break down a competitor, a creator you admire, a niche you're considering entering, or a business model you're studying. It's the bridge between consuming and doing.

BEFORE YOU START

What You Need

- **Claude Code** installed for the agent version, OR **claude.ai** for the prompt-only version (both work)
- **A creator you've been studying** — Hormozi, Gadzhi, Codie Sanchez, Hormozi, whoever. Pick someone whose content you've consumed at least a few hours of so you can sanity-check the dossier.
- **A one-sentence description of your business** — the more specific the better. "I run a vehicle wrap shop in Utah doing \$300K/yr" beats "I have a business."
- **5 minutes** to run it. The agent does the rest.

TIME + COST

Each dossier takes the agent 3-5 minutes to produce. Cost: pennies in API usage. Compare that to the 8-40 hours you'd spend manually consuming and organizing one creator's entire content library.

STEP 1

Run the prompt-only version (claude.ai, no setup)

If you don't have Claude Code yet, start here. Open claude.ai in a browser. Paste the prompt below. Fill in the two bracketed fields. Send.

PASTE THIS INTO CLAUDE.AI

You are a creator framework researcher. I want you to build me a complete dossier on a specific creator so I can decide what to steal for my own business.

CREATOR: [CREATOR NAME – e.g., Alex Hormozi, Iman Gadzhi, Codie Sanchez]

MY BUSINESS: [DESCRIBE YOUR BUSINESS IN 1 SENTENCE – e.g., "I run a vehicle wrap shop in Utah doing ~\$300K/yr"]

Research the creator across all available sources: their YouTube, Instagram, X/Twitter, podcast, books, website, interviews, press, Reddit discussions, BBB/Trustpilot reviews, LinkedIn posts. Pull both their public teaching AND signals about what's actually working vs. what's marketing.

Structure your output into the following 8 sections. Be thorough but precise – no fluff.

1. WHO THEY ARE

- Background, origin story, positioning
- Audience size across all platforms (cite numbers)
- Their niche and who they serve
- Their personal brand promise in one sentence

2. THE OFFER STACK

Build a table: Tier | Product | Price | Purpose

Show their entire monetization ladder from free → paid → high-ticket.

Identify the REAL back-end product (often hidden behind all the free

content).

3. THE FRAMEWORKS

List every named methodology they teach. For each:

- The name
- The structure (steps, modules, components)
- A 1-sentence example of how it works

4. THE FUNNEL

Map their attention-to-customer flow as a sequence:

Content → Email → Mid-funnel → Sales call → Close.

Identify the filtering mechanism (how do they qualify only the customers they want?).

5. THE CONTENT STRATEGY

- Volume (posts per week)
- Platform mix and repurposing pattern
- 5 hook patterns they reuse – quote actual examples
- Tone, visual signature, subtitle style

6. THE SALES PROCESS

- Their macro pitch (paraphrase the offer in their words)
- Their micro pitch on calls (close framework, objection handling)
- Key principle that drives their close rate

7. WHAT'S WORKING (traction signals)

- Revenue numbers (if disclosed)
- Audience growth
- Product launch results
- Notable exits or wins
- Cite sources for every number

8. THE GAPS (be honest)

- Documented criticisms
- Reputation issues (BBB, Trustpilot, Reddit)
- What their model assumes that isn't true for most people
- What they don't talk about
- Where it breaks for different business types

FINAL SECTION: THE TOP 3 THINGS TO STEAL FOR MY BUSINESS

This is the most important section. Given everything you just researched AND my business (above), tell me the top 3 specific things I should implement.

Each one must be:

- Specific to my business (not generic)

- Actionable this week (not "build a brand over 5 years")
- Drawn directly from their framework
- Explained as: "Here's the move, here's why it works for them, here's exactly how I'd execute it for my business"

End with: "If I were you, I'd start with number ____ this week because ____."

Rules:

- Use the web. Cite sources where possible.
- If you can't verify something, mark it as "unverified." Never invent.
- Be critical, not fawning. The "Gaps" section is required.
- The "3 things to steal" must be specific to MY business, not generic advice.

WHY THIS WORKS

Most creator research prompts ask for a summary. Summaries are useless. This prompt forces 8 structured sections — including criticism and gaps — and ends with a personalized action plan tied to YOUR business. The Gaps section is what separates this from every other AI-fawning content piece on the internet. It produces real intelligence, not hype.

STEP 2

Build the agent version (Claude Code, the real one)

The prompt-only version works. The agent version is what you actually want once you've run it 2-3 times. Why: the agent lives inside your project, you can dispatch it in one sentence ("research Hormozi for my business"), and the output gets saved to a folder so you build a library over time.

PASTE THIS INTO CLAUDE CODE

I want to add a research-agent specialist to my .claude/agents/ folder. This agent's job is to analyze any creator's framework and return the top 3 things to implement in my business.

File: .claude/agents/research-agent.md

Required frontmatter:

- name: research-agent
- description: Analyzes any creator's entire framework across YouTube, Instagram, X, podcast, books, website, Reddit, BBB/Trustpilot – and returns an 8-section dossier ending with the top 3 things to implement in MY business this week. Use when I want to break down a competitor, a creator I admire, a niche I'm exploring, or a business model I'm studying.
- tools: Read, Edit, Write, Bash, Glob, Grep, WebFetch, WebSearch

The system prompt body should:

1. Establish the agent's role: a creator framework researcher that turns consumed content into implementation actions.
2. Always ask for two inputs at the start of any dispatch: CREATOR (name) and MY BUSINESS (one sentence describing the dispatcher's business).
3. Pull from all sources: YouTube, Instagram, X/Twitter, podcast, books, website, Reddit, BBB/Trustpilot, LinkedIn, press.
4. Structure output into the 8 sections from my paste-prompt version (load it from `/personal/content_scripts/research_agent_giveaway_prompt.md` if it exists).
5. End EVERY dossier with the "Top 3 Things To Steal For My Business" section, written specific to the user's business.
6. Save every completed dossier to `_data/research/creators/[creator-slug]_dossier_[date].md` so I build a library over time.
7. Never invent facts. Cite sources or mark unverified.
8. Be critical, not fawning. The "Gaps" section is required.

After you build the file, dispatch it once with CREATOR=Alex Hormozi and MY BUSINESS=[my actual business] to test. Show me the dossier and confirm it saved to `_data/research/creators/`.

THE DISPATCH PATTERN

Once the agent exists, every future research request is one sentence: "Dispatch research-agent on Iman Gadzhi for my business." Claude Code routes the request, the agent does its work in its own context window, and you get the dossier without the agent's work polluting your main conversation. Same pattern as your other System 8 specialists.

STEP 3

Apply the output (this is the part everyone skips)

The dossier isn't the gift. The implementation is the gift. Most people will read this and do nothing. Don't be most people.

When the dossier comes back, do this:

1. **Read the "Top 3 Things To Steal" section first.** That's the actionable part. Everything else is context. You can come back to it later.
2. **Pick ONE — not all three.** Pick the one you can implement THIS WEEK. The other two go in a parking lot.
3. **Block 2 hours on your calendar.** Title the block "Implement [thing #1]." Show up.
4. **Build the smallest version that works.** Don't try to build it perfectly. Build it crappy and ship.
5. **Come back to the dossier in 30 days.** Check off what you built. Pick the next thing.

PASTE THIS INTO CLAUDE CODE (AFTER RUNNING THE AGENT)

Read the dossier you just saved at `_data/research/creators/[file]`.
Help me execute on item #1 from the "Top 3 Things To Steal" section.

For that single item:

1. Break it into a 2-hour scope I can ship today.
2. Tell me exactly what to build first, what to build second, what to skip for now.
3. If it requires any tools or scripts I don't have yet, build them.
4. End with a clear "you'll know you're done when ____" definition of done.

Don't let me try to do all 3 things. Just item #1. We can revisit the others next week.

THE FORCING FUNCTION

The "pick one + block 2 hours + build the crappy version" pattern is the single rule that separates business owners who consume content from business owners who implement it. Without this rule, every dossier becomes another bookmark. With it, every dossier becomes a real change in your business.

Build a library — the compounding play

One dossier is useful. Ten dossiers is intelligence. After you've run the agent on 10 creators in your space, you'll start seeing patterns nobody talks about — overlapping advice (probably the truth), unique advice (probably the edge), missing topics (probably your gap).

PASTE THIS INTO CLAUDE CODE

I have multiple creator dossiers saved in `_data/research/creators/`. Read all of them. Build me a synthesis document at `_data/research/patterns_synthesis.md` that:

1. Lists every framework/tactic that shows up in 3+ creators (these are the consensus truths)
2. Lists every framework/tactic that shows up in exactly 1 creator (these are the edges)
3. Lists every gap – topics that NO creator talks about – that are still relevant to my business
4. Ranks the consensus truths by how few of them I've actually implemented (so I can see the biggest blind spots)
5. Ends with: "If you were starting fresh today, the 5 things to build first based on this entire library are: ____"

Use the dossiers as the only source. Don't pull anything new from the web.

WHY THIS IS THE COMPOUNDING MOVE

Most business owners study one creator deeply and miss what 9 others would have told them. With a library of dossiers, you get the consensus AND the edges. The consensus is what to build first (proven across multiple experts). The edges are where your competitive advantage lives (where nobody else is looking). One creator gives you depth. Ten gives you a map.

MY RESULTS

What Happened After I Built This

- **Ran it on Alex Hormozi first** — pulled his entire offer stack, the Grand Slam Offer framework, his Core Four, the CLOSER sales framework, and the 250-post-per-

week Content Accordion. Got 3 specific things to steal for my wrap shop in 4 minutes.

- **Item #1 from the Hormozi dossier** — free fleet ROI calculator as the top-of-funnel filter for the only customers who matter — went on my calendar that week.
- **Compare to before:** hundreds of hours of Hormozi content consumed over the last two years. Implementation items shipped: zero. Now the gap closes one dossier at a time.
- **The library compounds.** After 5 dossiers across different creators, the consensus patterns are obvious. The edges are obvious. Decision-making about what to build next gets dramatically faster.
- **Total cost:** pennies in API usage per dossier. Setup time: 5 minutes if you already have Claude Code + System 8 from earlier in this playbook.

REAL TALK

The biggest unlock here isn't the dossier. It's permission. Reading a structured 14-page breakdown of a creator's framework gives you permission to stop consuming their content like it's entertainment and start treating it like a manual. The action plan at the end is what flips the switch from "I should do this someday" to "this is what I'm building this week."

TIPS

Things I Learned

1. **Pick creators you've actually studied.** The output is way more valuable when you can sanity-check it against what you already know. Garbage creator in = garbage dossier out.
2. **Be specific about your business.** "I run a meal prep business doing \$5K/mo targeting gym-goers" beats "I have a business." More detail = better "3 things."
3. **Run it on 3 creators in your space, not just one.** Compare the dossiers. The overlapping advice is probably the truth. The unique advice is where the edge is.
4. **Save every dossier.** Build a library. After 10 creators you'll start seeing the patterns nobody talks about.
5. **Don't ask for "everything Hormozi has ever said."** Ask for the framework. Frameworks > quotes. Quotes age. Frameworks compound.

6. **The Gaps section is the most important part of the dossier.** Anyone can summarize what a creator teaches. Knowing where their model breaks for YOUR business is what protects you from copying the wrong thing.
 7. **Don't try to implement all 3 things at once.** One thing this week. The others go in a parking lot. Revisit in 30 days.
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REAL RESULT

I dispatched the research agent on Alex Hormozi for Summit Wraps. It pulled his entire framework from YouTube, books, podcast, Instagram, and Reddit complaints from people who'd worked with Gym Launch. Cross-referenced everything. Returned a 14-page breakdown with the top 3 things to steal for a \$300K/yr wrap shop. The #1 recommendation — a free fleet ROI calculator as the top-of-funnel filter — became my next build the same week. Two years of consuming Hormozi content. Zero things implemented. One dossier. One specific action. That's the unlock.

That is the whole system.

Zero ad spend. Zero coding experience. The other playbooks live at brycenwood.com/playbook, one download each.

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