

ANTIHERO AI · LIVE GUIDE · FREE

HOW TO USE GROK BOT AS A FULL TEAM.

One chief of staff, a crew of specialists it builds for you, groups for big jobs, connected apps, routines that run while you sleep, and watchers that check the builders. Matt's real setup, from the live where his AI team wrote a guide on how to take a great poop.

WEDNESDAY, SEPTEMBER 30, 2026 · FACEBOOK LIVE

WHAT'S INSIDE

Most people use AI like a very smart vending machine: one question, one answer. Grok Bot can be a whole team. You talk to one lead, the lead builds and manages the specialists, and the work keeps going when you close the laptop.

- 00 **Why a team.** The unicorn-from-the-basement idea
- 01 **The words.** Chief of staff, specialists, groups, routines, watchers
- 02 **Get it.** Plans and what Matt pays
- 03 **Your chief of staff.** The only bot you really talk to
- 04 **Build specialists.** By asking, not programming
- 05 **Groups for big jobs.** The poop PDF crew
- 06 **Connect your apps.** Drive, Gmail, Canva and 30 more
- 07 **Routines and the priority loop.** Work that runs on a schedule
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- 09 **Guardrails.** Approvals, money, honesty
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- 11 **Links.** Everything

HOW TO USE THIS GUIDE

Every grey box is a prompt: copy all of it. Text in [red brackets] is yours to fill in. Matt talks to his team by voice: hit the mic and ramble. It works better than typing.

CO-HOST Chewy the dog introduced the live and then tried to sit on the keyboard. Rambo got jealous. Neither is a Grok Bot specialist. Yet.

WHY A TEAM

00

Matt's big idea: the next thing in AI is a kid running a unicorn from his basement. Grok Bot is the tool that makes that possible.

"It's like having a ton of experts at your fingertips."

MATT, ON THE LIVE

- **One lead, many specialists.** You talk to one bot. It hires, briefs and manages the rest.
- **It keeps working.** Send them on big tasks, go to sleep. They run in the cloud, so you don't need a fast computer.
- **It can run your computer.** With your permission it operates apps, posts, files and makes things. You click yes when it asks.
- **From your phone.** A simple app. Give instructions from the field, the gym or the lake.
- **Everything with humor.** Matt's favourite bit: the team has personality, so the work is actually fun.

WHAT MATT'S TEAM DOES

All his socials, his brand kits, his videos (with Grok Imagine), his group posts in every size, and a PDF guide after every live. This guide included. "I'm going to publish one with every single video that I do because it's just that easy."

NOT A PAID SHILL Matt said it himself: he's used a lot of AI systems and this is his favourite so far.

THE WORDS

01

Six ideas. That's the whole org chart.

GROK BOT	xAI's agent: an AI teammate with its own cloud computer that can use apps, browse, build files and run tasks. x.ai/bot
CHIEF OF STAFF	Your lead bot. Matt's is called Steward. You talk to it, it delegates. "Steward's really the only one that I need to speak to."
SPECIALIST	A bot with one job and its own instructions: research, SEO, accounting, permits, reels. Your chief of staff writes them.
GROUP	A chat with several specialists working one job together. They talk to each other, you give direction.
CONNECTOR	An app you've allowed the team to use: Google Drive, Gmail, Canva, Figma, Airtable and more.
ROUTINE	A task that runs on a schedule: every morning, every Monday, every hour.
WATCHER	A bot whose job is checking another bot's work: a fact checker, a build reviewer.

GROK BOT VS GROK BUILD

Grok Bot is the team: planning, research, writing, design, posting, checking. **Grok Build** is the coding agent that runs in a terminal on your computer and writes code. Matt uses Grok Bot to run Grok Build. Step 08.

GET IT

02

Sign up at grok.com. Grok Bot comes with a paid SuperGrok subscription, which also includes the Grok models and Grok Build.

PLAN (MATT'S NUMBERS ON THE NIGHT)	ROUGH PRICE	MATT'S TAKE
SuperGrok	About \$30 a month	Where to start
The plan Matt uses	About \$100 US a month	After building websites non-stop he'd used 18%
SuperGrok Heavy	About \$200 a month	Deeper research, if you need it

Prices and plan names change. Check grok.com for today's options before you buy.

"For \$100 US, it's like having an unlimited team."

MATT, ON THE LIVE

MATT'S ADVICE

"I don't have the money for it." Cool. Spend the thirty dollars and have them write your business plan, research how to fund it, build your website and your business cards.

BONUS Get an X account too. It's where the Grok updates and tips land first.

BUILD

THE TEAM.

You don't program anything. You describe who you need, and your chief of staff writes the job description, the instructions and the personality.

YOUR CHIEF OF STAFF

Start with one lead bot. Give it your context once, then let it run the show.

PROMPT 01 · SET UP YOUR CHIEF OF STAFF

You're my chief of staff. Your name is **[Steward, or pick one]**. I run **[your business or project]**.
Your job: understand what I want, break it into tasks, create specialist bots when we need them, brief them, check their work, and bring me finished results.
Read these first and keep them as your rules: **[brand kit / brand brain / website / my social profiles]**.
Write like me: **[3 words for your voice]**. No hype. Ask before anything that posts publicly, spends money, deletes, or sends email.
Start by asking me 10 questions about my business and goals, one at a time. Then propose the first 5 specialists I need.

WHAT MATT'S CHIEF OF STAFF DOES

- Creates every specialist and every group.
- Knows the brand kit, fonts and rules, and tells the rest of the team.
- Preps the team ("it's live TV, keep replies short and punchy, wait for the boss").
- Writes posts for each platform in Matt's voice, based on his real profiles.
- Explains how anything works when Matt asks. Including itself.

PRO MOVE

Stuck on how to do something in Grok Bot? Ask your chief of staff. On the live Matt asked Steward how to show a specialist's settings, and Steward just opened them for him.

BUILD SPECIALISTS

04

Matt doesn't write bot instructions. He tells Steward who he needs, and Steward writes them. You can even make a bot that designs bots.

PROMPT 02 · HIRE A SPECIALIST (WHAT MATT SAID ON THE LIVE)

Hi **[Steward]**. I need a specialist who is really good at researching **[how to take a great poop / your topic]**. Give them a really cool name and make them badass. Use credible sources, no medical claims, and bring back findings ready to drop into a PDF.

Steward came back with **Deuce, the Throne Intelligence Specialist**: "a special forces operator whose mission happens to be the bathroom". His brief covered fiber, water, timing, posture, the footstool trick, Bristol stool chart myths, weird facts, and sources like the NHS and Mayo Clinic, with a "see a doctor" box up front.

MATT'S ROSTER, FOR IDEAS

SPECIALIST JOB

Steward	Chief of staff, runs everything
Harold	Marketing, headlines, jokes
Muse	Layout and visual direction
Proof	Fact checks every claim
Ledger	Accounting
Scratchy	SEO
Forge	Engineering
Capital	Fundraising options
Grove	Eco construction
Plus	Sales, accounts, web design, permits, research, tech, a reels guy who makes a week of content at a time

OPEN THE HOOD

Click a specialist in the sidebar to chat with it directly. Open its settings to read and edit its instructions, change its name and picture, and say what it should never do. Or just ask your chief of staff to change it.

COUNT "I would assume it's over 20." Later on the live: "a team of 25". It could be 100.

GROUPS

05

For a big job, ask your chief of staff to make a group with the right specialists in it. They talk to each other. You give direction.

PROMPT 03 · MAKE A CREW

Create a group specifically for **[the task: e.g. the "How to Take a Great Poop" PDF]**.
Get yourself in there and bring the best specialists for this. Brief everyone on the goal and on our brand guidelines.
I'll come in, we'll have a conversation, and then we'll build it together.

THE POOP PDF CREW

ROLE	WHO
Runs the show, brand mandatory	Steward
Research lead	Deuce
Fact checks every claim Deuce brings	Proof
Headlines and copy	Harold
Layout and visual direction	Muse

Then Matt voice-dumped every idea he had (bathroom prep, nutrition, what to do in there, Japanese toilets, smell and noise control, budgets, exercises, "make it 30 or 40 pages"), and said: **"Talk amongst yourselves. Steward, you're running the show. Come back with a ton of suggestions."**

WHAT CAME BACK

A 35-page outline. Deuce citing a footstool study. Proof correcting the "10 minute rule" to five minutes so it matched another page, and checking that a certain luxury toilet really does open its own lid. Harold on headlines. Muse on layout. The finished guide is in the group: How to Take a Great Poop.

THE POINT Swap the topic for your sales deck, your product launch or your building permit. Same crew pattern.

PART TWO

RUN

THE COMPANY.

Connect the apps, put the boring stuff on a schedule, and let the team check its own work. You approve.

CONNECT YOUR APPS

Connectors let the team actually do the work in your tools instead of telling you how. Matt has about 30 installed.

CONNECTOR	WHAT THE TEAM DOES WITH IT
Google Drive	Saves your files and makes public share links
Gmail	Checks, sorts and drafts email
Canva, Figma	Your marketing graphics and designs
Asana, Airtable	Projects, tasks, client lists
AgentMail	Its own email inbox
AWS, GitHub	For programmers: code, servers, repos
Context7	Up-to-date docs for coding
Plus	Your CMS, your clients, trading tools and plenty more

1. Ask your chief of staff to connect an app, or add it from the connectors list.
2. A sign-in window pops up. Approve the access.
3. If it fails, click it again (it did on the live, then worked).
4. Now just ask: "post the PDF to my Drive and give me a public link."

ONLY CONNECT WHAT YOU NEED

Every connector is a key to a room. Give the team the rooms it needs for the job, and look at what each one is allowed to do before you click Allow.

ROUTINES AND THE PRIORITY LOOP

The magic isn't one big task. It's small jobs that happen every day without you asking.

ROUTINES WORTH SETTING UP

ROUTINE	WHEN	WHAT IT DOES
Morning brief	Every day, 7am	Email, calendar, what needs you today, the one thing not to drop
Content week	Mondays	A week of posts and reels in your voice, drafts for approval
Inbox sweep	Hourly	Sorts mail, drafts replies, flags anything urgent
Build check	After every build step	A watcher reviews the commit (step 08)
Weekly report	Fridays	What shipped, what's stuck, what's next

THE PRIORITY LOOP

Give your chief of staff one list of everything in flight and a simple rule for what comes first. Then it keeps working down the list on its own.

PROMPT 04 · THE PRIORITY LOOP

Keep a single priority list of everything we have in flight: **[projects]**.
 Rules: anything blocking money or a customer comes first, then anything due this week, then anything I starred.
 Work the top item until it's done or blocked. If blocked, say what you need from me in one line and move to the next.
 Only one heavy job at a time. Every **[morning]**, send me: done, in progress, blocked on me.

MATT'S VERSION

His team runs his marketing department, makes the group posts in every size and the reels, and builds the PDF after every live. Matt mostly approves.

BUILDS AND WATCHERS

This is how Matt builds websites and apps now. Grok Bot plans, Grok Build codes, a watcher checks every step, and Matt says yes or no.

- 1 Plan.** Grok Bot interviews you and writes the spec.
- 2 Prompt pack.** It cuts the spec into numbered, self-contained prompts.
- 3 Build.** Grok Build runs prompt 1 in your project and commits.
- 4 Watch.** A watcher bot reads the commit: done or not, rules broken, what to look at.
- 5 Approve.** You look. Next prompt, or paste the fix.

PROMPT 05 · THE BUILD WATCHER

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You're my build supervisor. Here's the spec and the numbered prompt pack: [attach].
Grok Build runs them one at a time. After each, check the commit: done against its own "done when"?
Anything protected touched? Any rule broken? Tell me what to look at, give me the fix prompt if needed, then
the next number.
Never push, deploy or delete without me.
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MORE ON THIS

The full method is in two guides in the group: **What Is Spec-Driven Development?** (the simple version) and **Websites on Autopilot** (the full build).

RULE One builder per project folder. Two agents editing the same file is how you get a website with two front doors.

STAY THE BOSS

09

A team that can run your computer is powerful. Set the rules on day one.

- **Approvals for anything public.** Matt's team "will usually ask for authorization before they post". Make that a rule, not a habit.
- **Money is yours.** Matt joked that with a credit card they'd buy things for him. Don't give them one. Have them research the deal; you click buy.
- **Read before it ships.** Facts get checked (that's what Proof is for), but you're the final check.
- **Don't build chat wrappers to rip people off.** Matt's rant from the live: there are big problems to solve. Build something real.
- **Resell fairly.** If you sell this as a service, charge a fair rate and deliver quality.

"It's not about replacing humans. It's just about giving you the capacity."

MATT, ON THE LIVE

GET OUTSIDE

Matt's closing advice: spend time outside. Every once in a while, pick up your phone and ask Harold to do something. "You can be fishing with a hundred-person team."

MORE PROMPTS

10

A few more you'll use every week.

PROMPT 06 · POSTS IN MY VOICE (FROM THE LIVE)

I need posts to go with [the live video / launch]. Keep it funny. Use my normal language. Don't make it sound AI-ish: base it on my Facebook profile and my other posts. One for the group recap, one for my Facebook, one for LinkedIn (no long video there, so point them to the group), one for X with the guide. Put the guide on my Google Drive with a public link. Make a short Grok Imagine video to go with it. Show me everything before anything posts.

PROMPT 07 · TURN A RECORDING INTO A GUIDE

Here's the recording of my live: [file or link]. Transcribe it, pull out every step, tool, link and tip, and turn it into a beautifully branded PDF guide using my brand kit. Don't invent quotes or numbers that aren't in the recording.

PROMPT 08 · A BOT THAT BUILDS BOTS

Create a specialist whose job is designing new specialists. When I describe a job, it writes the name, personality, instructions, sources to trust, things to never do, and the checks it should run on its own work. Then it asks me to approve.

PROMPT 09 · LEARN MY STYLE

Study my past work: [GitHub / website / portfolio / posts]. Write a style guide of how I do things and what I'd never do. Save it and use it as a rule for every specialist that makes things for me.

LINKS

Everything mentioned.

GROK

Grok Bot	x.ai/bot
Grok and plans	grok.com
Grok Build, install	x.ai/cli
Grok Build docs	docs.x.ai/build/overview
Grok Imagine	grok.com/imagine
xAI on X	x.com/xai

APPS MATT CONNECTS

Google Drive	drive.google.com
Canva	canva.com
Figma	figma.com
Airtable	airtable.com
Asana	asana.com
Context7	context7.com
ElevenLabs (voice agents)	elevenlabs.io

ANTIHERO GUIDES

AntiHero AI group (every guide, including the poop one)	facebook.com/groups/antiheroai
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NOW GO

HIRE YOUR TEAM.

Homework: set up your chief of staff tonight and have it hire your first three specialists. Post their names and jobs in the group. Bonus points for the funniest name. The AntiHero AI group is free, sells nothing, and is extremely open to a specialist called Deuce.

[FACEBOOK.COM/GROUPS/ANTIHEROAI](https://www.facebook.com/groups/antiheroai)

