

HOW I BUILT A ONE-PERSON MEDIA COMPANY

I wanted to write and record. I also needed someone to keep track of the work around it.



THE FINISHED WORK

Red-Light Masks: BS or Yes?

A published article with its companion podcast on Substack. The episode also went live on Spotify and Apple Podcasts.

PUBLISHED SEPT. 2, 2026

MY PART

I chose the angle, owned the words, recorded the podcast and made the final call.

THE NEWSROOM'S PART

AI organized the research and production work, checked the package and prepared distribution.

Four stages in BlueRock's learning path

SETUP / BUILD / AUTOMATE / OPERATE

SETUP

BUILD

Give it somewhere to work. Then introduce yourself.

Setup needs: a BlueRock workspace and Claude Desktop with paid Claude Code access.

1

SESSION 1 / GET STARTED

Connect the workspace

Claude Desktop connects through the BlueRock Connector. The project holds the files and tools used in later sessions.

[Current setup walkthrough](#)Connection check: `/bluerock:check`

2

SESSION 2 / MEET YOUR FIRST AGENT TEAM

Try a job that comes with the kit

The current Marketing path starts with a messaging document built from your website. You review the result and keep the file.

[START THE LESSON](#)

teach me Session 2

3

SESSION 3 / ANATOMY OF AN AGENT

Change one instruction

An agent has a written job description. This lesson makes one small change, then runs the agent again so you can see the difference.

4

SESSION 4 / GIVE YOUR AGENT MEMORY

Teach it your business

I supplied three articles and four Notes. The project saved my context, voice and priorities in CLAUDE.md, voice.md and objectives.md.

SHORT PROMPT

Use my writing samples and priorities to build my project memory. Show me the files before saving.

BUILD

Give everyone a job.

I started with fact-checking, a job I needed on real articles.

5

SESSION 5 / TURN A TASK INTO A SKILL

Save the instructions you keep repeating

My fact-check skill checks the support for a claim and tells me what needs attention. The wording stays mine.

SHORT PROMPT

Build a fact-check skill. Check claims against retrieved sources. Flag what needs attention. Leave my copy unchanged.

6

SESSION 6 / ASSEMBLE A TEAM OF AGENTS

Connect specialists through saved files

I paired a Research Director with a Managing Editor, then built out the roles around the article and podcast.

SHORT PROMPT

Create a Research Director and Managing Editor. Define each role’s inputs and output file. Stop if a required input is missing.

MY NEWSROOM

Research Director Files the evidence	Managing Editor Prepares editorial choices	Producer Organizes production
Fact Checker Checks factual support	Voice & Editorial QA Flags writing issues	Publishing Gate Checks readiness
Distribution Manager Plans where work goes	Archivist Keeps work findable	Chief of Staff Tracks what happens next

A handoff: `research-packet.md` becomes `editorial-brief.md`.

AUTOMATE

OPERATE

Run a real piece through it.

7

SESSION 7 / PUT AN AGENT ON A SCHEDULE

Choose one recurring job

The curriculum adds a schedule to a tested task, using a private GitHub backup. The instructions name when it runs and where the result goes.

SHORT PROMPT

Schedule [tested job] for [time and timezone]. Save to [folder]. Flag missing information. Run once now so I can review it.

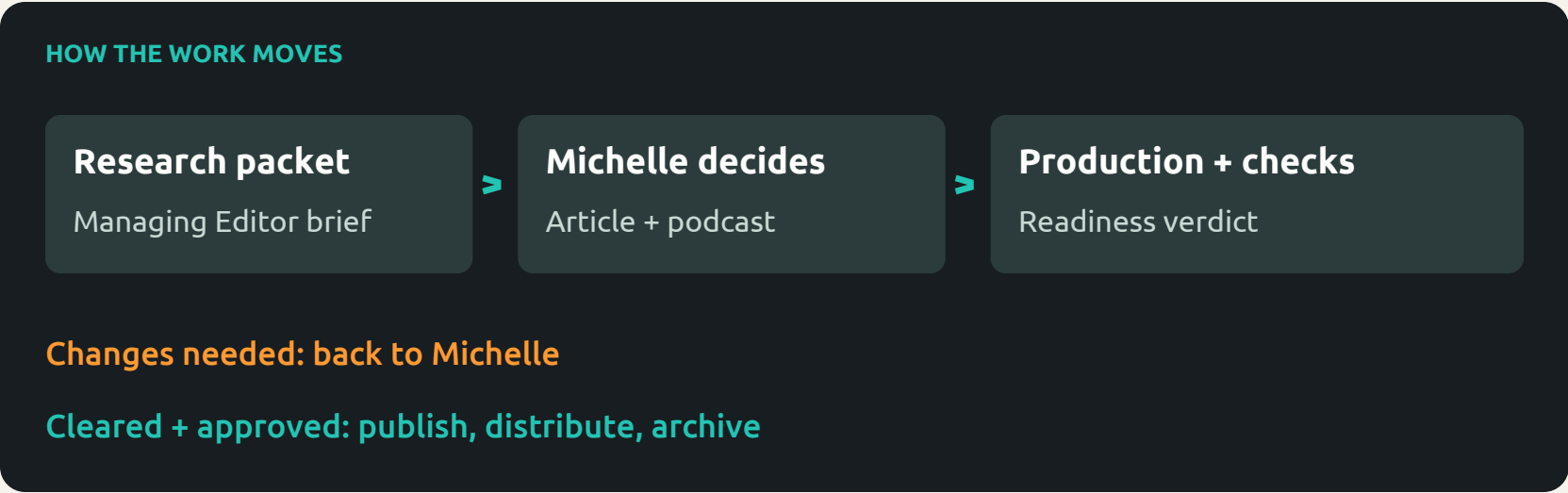
CURRICULUM EXAMPLE

8

SESSION 8 / RUN YOUR SYSTEM

Take one assignment all the way through

For the red-light piece, production and review worked from the approved article and script. The final publishing record cleared all seven conditions.



The article and podcast were published. The Distribution Manager then planned Substack Notes followed by Instagram.

Start your own build at learn.bluerock.io

Prompt cards are shortened adaptations of the curriculum and documented build. Session 7 shows the curriculum method; a saved Deep Kimchi routine is not evidenced in this draft.