

NO BS AI

CLASS MATERIALS

The Helm

(Master Command Center Concept)

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Instructor: RJ // Platform: Rippily

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The Helm

The Master Command Center Concept

"How do I do that? Well, one widget at a time.

And I put them all on the same page."

SECTION 1: WHAT THE HELM IS

The Helm is RJ's personal command center — a single page where every important signal in her business surfaces automatically.

It's not a dashboard you visit. It's the room you walk into every morning. Money. Tasks. Bugs. Bots. Social. Each thing is a widget. Each widget is small. The whole thing is enormous.

"Your master command center would look vastly different. But all that is, is me going: 'how can I hook all these systems together to surface what I need when I need it?'"

SECTION 2: WHY YOU NEED ONE

Creative entrepreneurs are notorious for one specific kind of pain:

- Money is tracked over here
- Clients are tracked over there
- Tasks live in this app
- The brain dump for ideas is in a different one
- Social calendar is somewhere else
- Active projects' status is "somewhere in my head"

Then the day gets weird. Something slips. You realize three days later that you forgot a thing. You feel scattered. You feel behind.

The Helm fixes this by surfacing what matters in one place.

*"I don't want to cut and paste into another program and paste it to another.
I'm done. I'm done."*

SECTION 3: WHAT THE HELM SHOWS (RJ'S VERSION)

These are the modules in RJ's Helm — yours will be different. Use this as a menu, not a template:

Widget	What It Shows	Why It's There
Big Mission for the Day	One line — the day's North Star	If this is all I do today, I'm proud
Tasks	Today's priorities, overdue items	Don't let things slip silently
Bugs	Reports from her bot bug-reporters	Users telling her something's broken
Bot Strategy Panel	Stats per bot, click for deep-dive	Weekly client meetings need real data
Strategist Side-Panel	RJ's own years of bot strategy as a chat	When she needs ideas on how to lift a metric
Shipped This Week	What got launched, finished, mailed	Momentum visibility
Survival Meter	Money — coming in, going out	Finance check without diving into Stripe
AEO Visibility Tracker	Daily score, best engines, top queries	Are people finding her?
Social Beacons	Posts going out, image previews, edit access	Low-effort presence on platforms she doesn't love
Spiral (Coffee, Reprioritize, Closing Time)	Personal daily ritual chat bot	Morning intent, midday reset, evening reflection

SECTION 4: THE BUILD PHILOSOPHY

Three rules for building your own Helm:

Rule 1: One Widget at a Time

Don't try to design the whole thing. Build ONE widget. Test it. Use it for a week. Build the next one. Repeat. **Year over year**, you end up with The Helm. Day one, you have one useful thing.

Rule 2: Each Widget Solves a Specific Pain

Don't build widgets because they look cool. Build them because something is currently painful or invisible.

- *"I keep forgetting to check Stripe."* → Survival Meter widget
- *"I don't know which bots are getting used."* → Bot strategy widget
- *"I want to remember what I shipped."* → Shipped this week widget

Rule 3: Connect AFTER You've Built

Once you have several widgets, ask Claude:

"I want these widgets to be interactive. When I click on Bot A, I want the strategy panel to open with that bot's data."

Don't try to architect the connections in advance. Let the connections emerge from how you actually use the widgets.

SECTION 5: THE TECH STACK

How RJ's Helm is built:

- **Frontend:** A static page on Cloudflare Pages (HTML/CSS/JS)
- **Data backbone:** Airtable (her bots, tasks, bugs, social posts all live here)
- **Automation:** n8n workflows pulling and updating data on schedules + triggers
- **AI brains:** Claude API — the chat widgets (like Strategist, Spiral) talk to Claude directly
- **Image generation:** Gemini direct, called from n8n when she's making social posts

You don't need this exact stack. The principle is:

1. A static page hosted somewhere free (Cloudflare Pages, Netlify, GitHub Pages)
2. A database that stores your stuff (Airtable, Google Sheets, Supabase)
3. An automation tool that moves data between things (n8n, Zapier, scheduled tasks in Claude)
4. AI for the parts that need intelligence

That's it. One static page is your "command center." Everything else is just plumbing behind it.

SECTION 6: WIDGETS THAT REPLACE PAID TOOLS

A specific superpower of building your own Helm: **you replace tools you're currently paying for.**

RJ's example from class — Luma, the event calendar she'd been using, wanted \$70/month for her tier. She built her own at events.blackbeltbots.com:

"Claude, take a look at Luma. I want to build something like that, but I want it to do the following things. And goodbye \$70 a month."

Hermie heard the story, got the build instructions, and replicated it for [virtualhermit](#) — plus migrated his entire web hosting from Bluehost to Cloudflare in the same hour, **saving himself \$400+ per year.**

What could YOU stop paying for if you owned the tool?

- Calendly / Acuity (scheduling)
- Mailchimp / ConvertKit (newsletters)
- ClickUp / Asana / Trello (task tracking)
- Buffer / Hootsuite (social scheduling)
- Notion (centralized hub)
- Calendly events (Luma replacement)

You're not going to replace ALL of them. Pick the one that hurts to pay for. Build a widget that solves that pain. Cancel the subscription.

SECTION 7: THE INTERACTIVE PATTERN

When you build a widget, design it to BE clickable.

Each item on your Helm should have at least these states:

- **Default view** — surface the key info at a glance
- **Detail view** — click to see deeper data
- **Action view** — click to update or trigger something

RJ's bot strategy panel does all three:

"I click on a bot and now I get all the stats. If I want ideas on how to get this up, I can ask the strategist. Opens on the side."

That's: see → drill down → take action. All in one widget.

SECTION 8: THE PERSONAL CHAT BOT (SPIRAL)

One widget worth highlighting separately because it's fundamentally different:

Spiral is a chat bot. Not a data widget. RJ talks to it three times a day:

Mode	When	What
Coffee	Morning	Big things to get done today
Reprioritize	Midday	Schedule got weird — what's important now?
Closing Time	End of day	What got finished? What felt good? What can I do better tomorrow?

"This is just for me. It helps me think and write stuff out instead of getting stuck in my head."

The Spiral pattern is generalizable. You can build a personal reflection bot that:

- Knows your goals (loaded into its context)
- Knows your work patterns (you've been talking to it a while)
- Asks the right questions for the moment
- Stores the conversation so trends emerge over weeks

That's a journaling app, a productivity coach, and a personal therapist combined into a single widget on your command center.

SECTION 9: THE GOAL — REPLACE THE NEED FOR YOUR HEAD TO HOLD ALL OF THIS

The deepest reason for The Helm:

"How can I hook all these systems together to surface what I need when I need it?"

Right now, your brain is trying to hold:

- Where every project stands
- Who you owe an email to
- What deadlines are looming
- How much money you have
- What got finished this week

- Whether you're growing or stagnant

That's exhausting. That's not what your brain is for.

Your brain is for the creative work. The thinking. The feeling. The vision.

The Helm holds the rest, surfaces what matters, and gets out of the way.

SECTION 10: NEXT STEPS

You're going to build YOUR Helm in Weeks 9-10. Here's what to start thinking about now:

Pre-Work (do before Week 9)

1. List the things you currently track in your head. Even just five.
2. List the things you currently track in different apps. What's where?
3. Pick the ONE that hurts most. That's your first widget.
4. Sketch what you'd want to see when you walk in tomorrow morning. On paper. With a pencil. No tech yet.

Bring to Lab Week 8

- Your sketch
- Your "what hurts most" candidate
- Any questions about the stack (Cloudflare? Airtable? n8n?)

Week 9 (teaching class)

We'll go deep on building your first three widgets and the page that holds them.

Week 10 (lab)

Build it.

SECTION 11: A WORD ON SCOPE

"I've been at that spot where it's like 'well if I can do this, surely I could do this.' But then I think I need to think all the way through it."

Resist the urge to plan the whole Helm before you start. Build small. Use what you build. Add what's missing. **You'll know what you actually need by what you actually use.**

The Helm RJ showed you isn't the Helm she designed. It's the Helm that emerged. That's the only kind of Helm that ever works.

"Not everything on this is working. Go back, scroll to the top if you haven't already."

— RJ, on her own Helm, mid-class

"Some of these aren't hooked up to anything. You'll see zeros and stuff like that."

— Also RJ

The Helm is always under construction. That's the point.

End — The Helm: Master Command Center