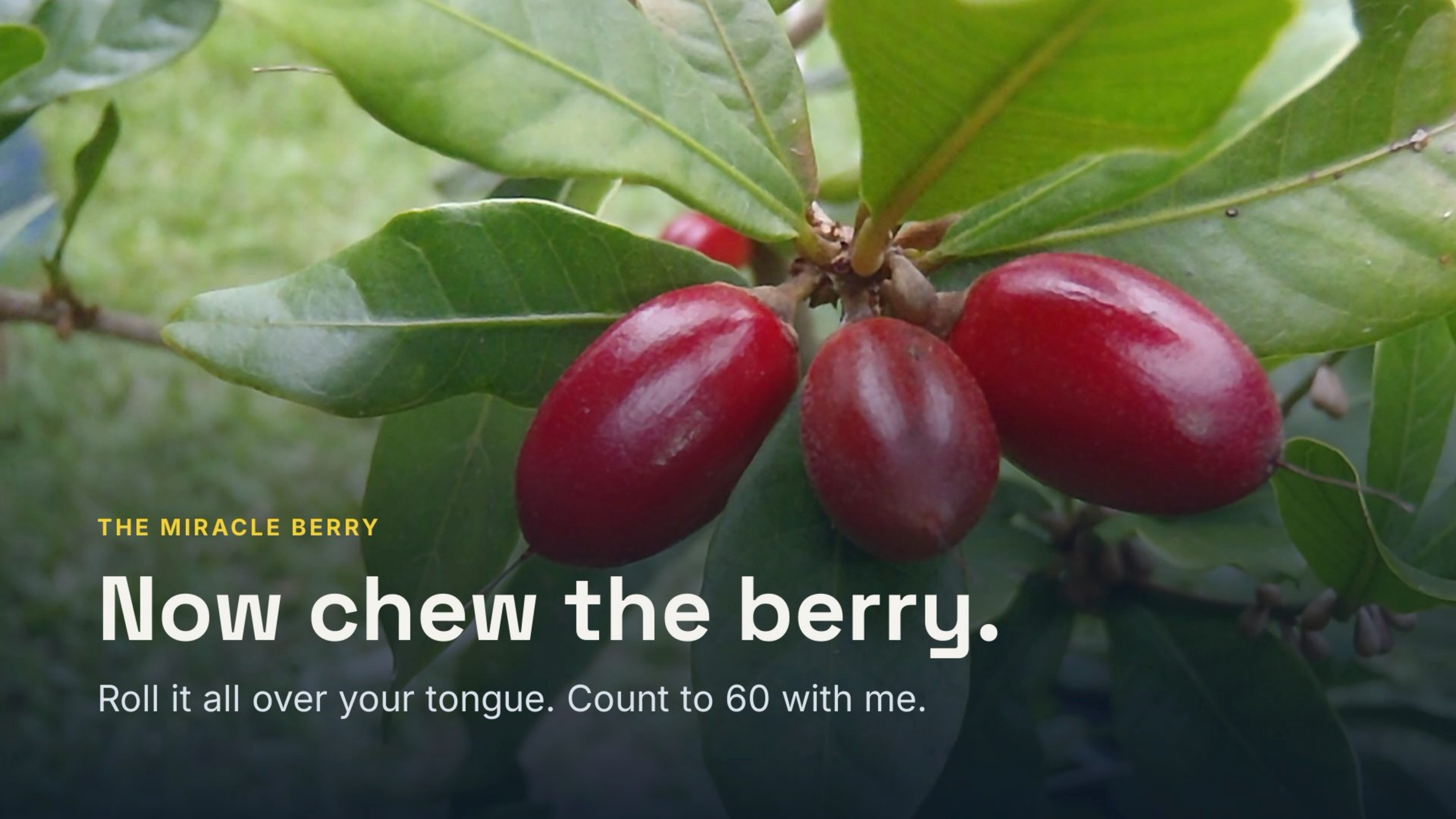
BEFORE I SAY ANYTHING

Pick up the lemon. Take a bite.

Everybody. Big bite. I'll wait.

That face you just made?

That’s a stranger tasting your offer.



THE MIRACLE BERRY

Now chew the berry.

Roll it all over your tongue. Count to 60 with me.

Bite the same lemon again.

Sweet.

Same lemon. Nothing about it changed.

WHAT JUST HAPPENED

Lemon	Your offer. It’s fine. It’s the same offer every time.
Sour	What’s in the way: your sales page, your salesperson, a stranger’s doubt.
Berry	Proof. Reviews, stories, people who vouch for you, before they ever taste the offer.

Don’t fix the lemon. Hand out berries.

Scan to get the playbook

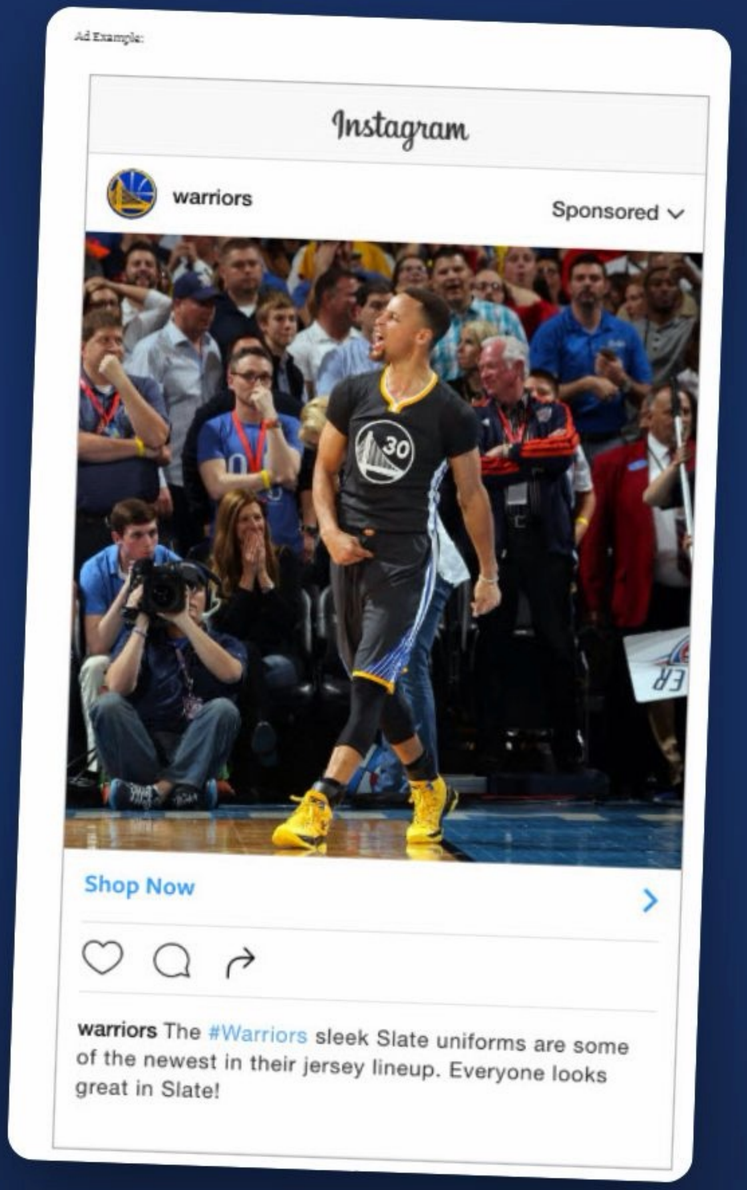
Here’s your first berry

OAKLAND · 2014

The Golden State Warriors

We ran their Facebook and Instagram. #1 in the NBA for Facebook check-ins. 300% social growth in a year.

Then we renegotiated for a 1% revenue share.



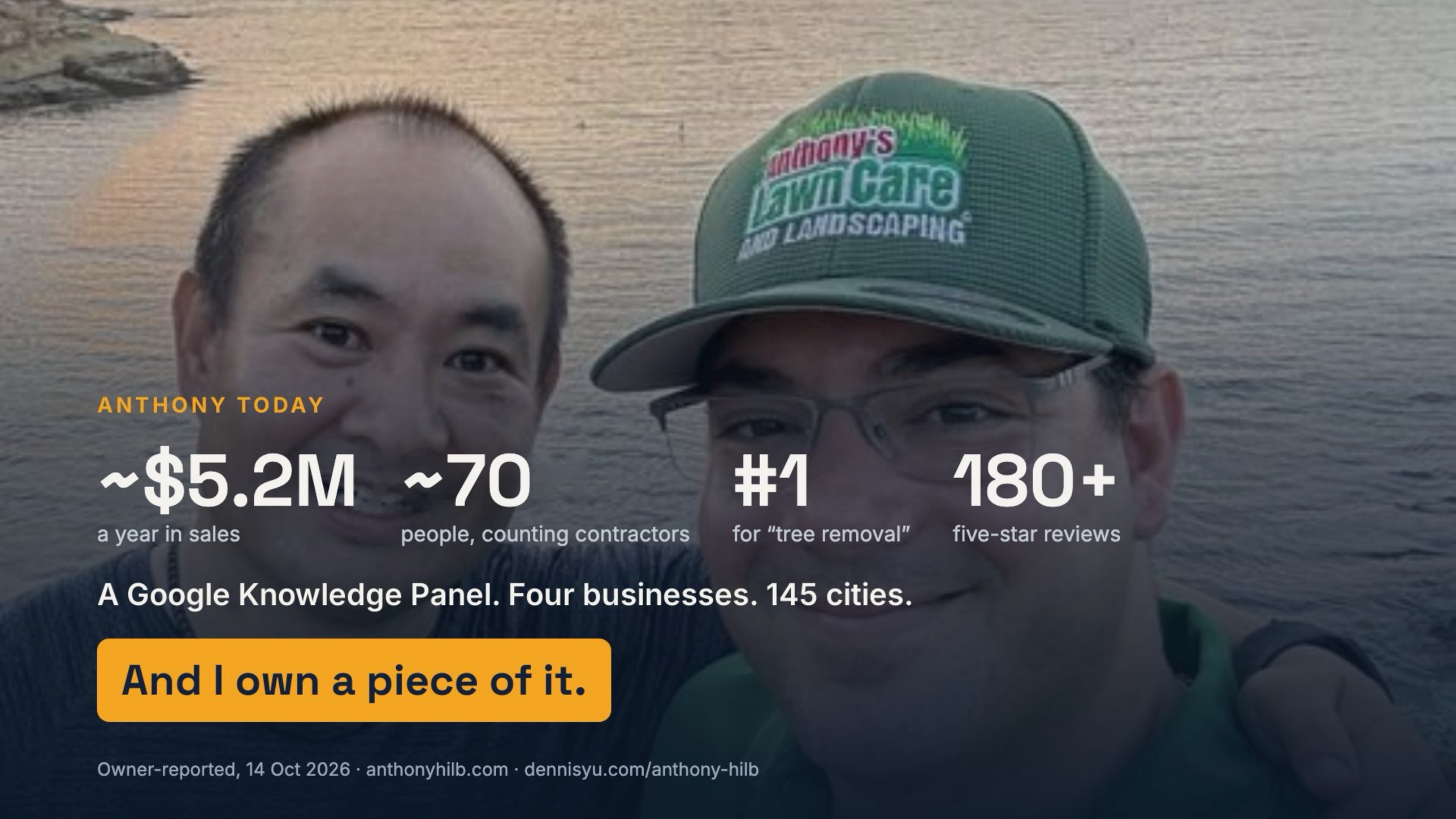
Ad and numbers: our 2014 Warriors case study and year in review



BLOOMINGTON, INDIANA · SUMMER 2011

A minivan. A push mower. A toolbox.

Anthony Hilb, trimming around mailboxes by hand.



ANTHONY TODAY

~$5.2M
a year in sales

~70
people, counting contractors

#1
for “tree removal”

180+
five-star reviews

A Google Knowledge Panel. Four businesses. 145 cities.

And I own a piece of it.

Owner-reported, 14 Oct 2026 · anthonyhilb.com · dennisyu.com/anthony-hilb



A COMPANY LIKE ANTHONY'S · EXAMPLE MATH

One more million in profit adds six million in value

Most SEO stops at a report. The work has to make money, and the money has to make the company worth more.

So we take a piece of the value. Not a monthly fee.

Round numbers for teaching, not Anthony's books: $1M profit, a 6× multiple. The SEO slice assumes half the new profit came from search.

DIGIMARCON WORLD · LAS VEGAS · NOV 4, 2026

Work Orders for AI

The Agent Harness for Service Businesses

Dennis Yu · CEO, Local Service Spotlight

SHOW OF HANDS · KEEP IT UP IF...

1 You've used ChatGPT or another AI tool in your business this year

2 It saved you a real hour last week

3 You could show me proof

DIGIMARCON VEGAS · NOVEMBER 2025

Last year, in this room

8 of us flew in, mostly young agency operators. They spoke on stage, and we filmed it.

A year later, their clips are in DigiMarCon’s promo for this event.



PRODUCE

It always starts with one recorded hour

THE CONTENT FACTORY

One hour becomes a month of proof

Produce

Harry Gold sat down for one interview: 1 hour 41 minutes

Process

Cut into 7 clips and one article

Post

3,141 clip views with $0 spent

Promote

Dollar a Day, only behind the winners

Agents run every step now. The audits too. Even the negotiating.



THE SHIFT

You don’t need to be an AI mechanic to drive

WEEKEND MECHANIC



Tools, models, settings
Fine as a hobby.

THE DRIVER · WHAT THE CAR STILL NEEDS FROM YOU

Rules of the road
what agents may do without asking

Papers in your name
records in your own files

Destination
your goal

Check you arrived · did a business number move?

Calls · Booked jobs · Revenue · Fuel: your proof

CHECKUP
Checkup every 90 days

And now the car drives itself.
You still pick where it goes.

Update the apps you already use. Don’t chase new ones.

A lot of the “you’re falling behind” talk comes from people who sell tools or consulting. That’s their business. Yours is your business.

THE SHIFT · FIVE STAGES

Start at any stage. Stop at any stage.

Step up only when the next stage passes both tests: Worth it in a year? · Moves the bottom line?

Most owners get the result here My view from our clients and our own shop, not a measured result.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Ask	**Brief it**	**Use your files**	**Hand off jobs**	**Run a team**
One chat, one question	Your context, saved once	Proof, inbox, calendar, recipes	On a trigger, with receipts	Many agents, one record
A construction business · Nov 2026		Harry Gold · Aug 2026	Sean Fay · Aug 2026	Our own team · Oct 2026
1 call		**#1** in Google Videos	**5 agents**	**95 of 121**
Upgraded to an agent-ready seat.		1 interview → 8 assets Views, not revenue.	"...those 5 agents, like, do stuff for me every day."	agent-to-agent routes still need proof

Sources: Harry Gold, Coach Yu Show, Apr 2026 · Sean Fay, Office Hours, 27 Aug 2026 · dennisyu.com/where-your-agents-talk

THE HARNESS · BEFORE

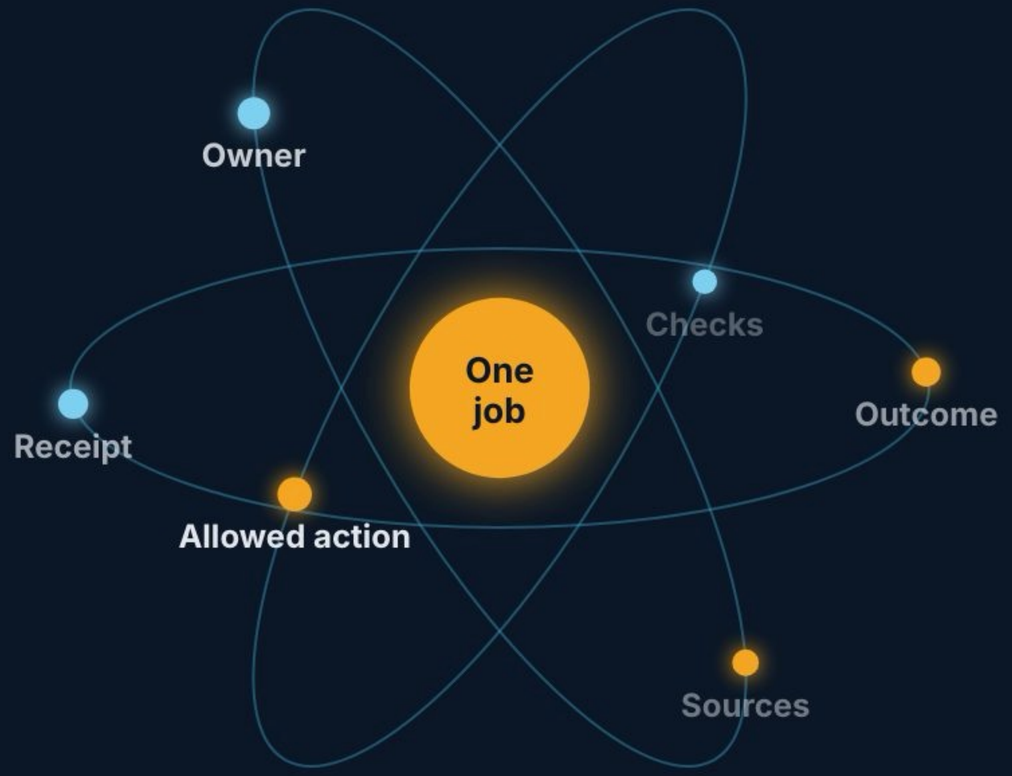
Most teams run agents like islands



Each one is smart. None of them knows what the others did.

THE WORK ORDER

Every AI job gets a work order



Outcome	David Carroll’s case study shows his real views
Sources	His YouTube video and a new screenshot
Owner	One agent, Dylan as backup
Allowed	Edit and publish our page. Never touch DNS.
Checks	Number matches YouTube. Page reloads live.
Receipt	Live URL, before and after, timestamp

THE WORK ORDER · MY CREW

Same crew you already run

Dispatcher	Buzz keeps every job, file and next step in one shared record
Tech	Claude and Codex agents write the pages, build the audits, post the clips
Inspector	A second agent checks the result against the work order
Owner	Me. Money, promises and judgment calls. That’s it.
Publisher	One agent hits “post,” and only on approved jobs

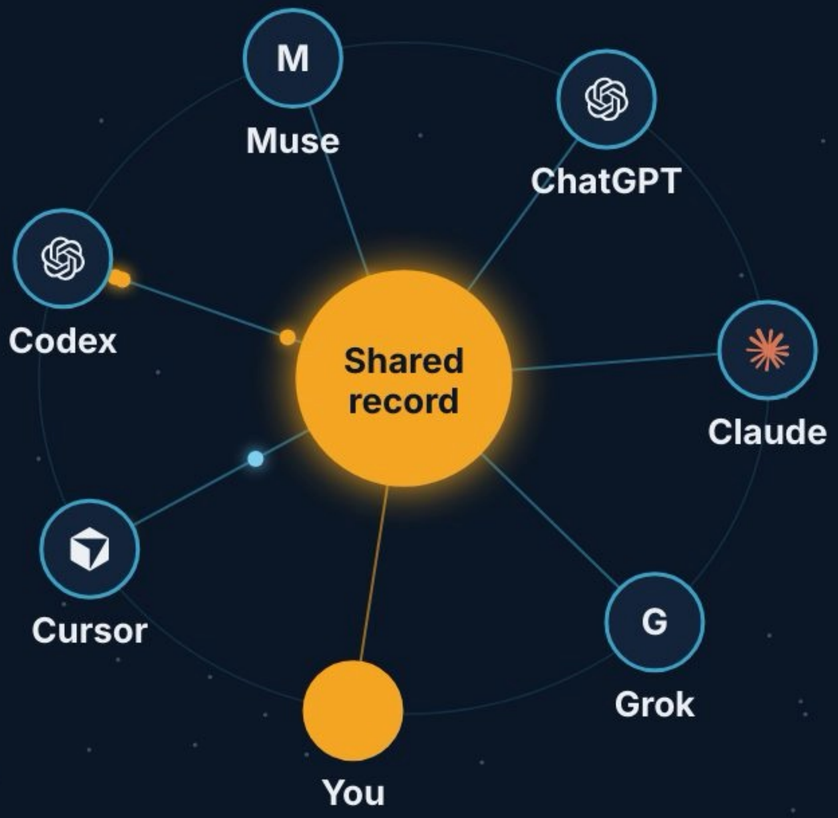
THE HARNESS · AFTER

One shared record in the middle

1 Every agent reads the same task

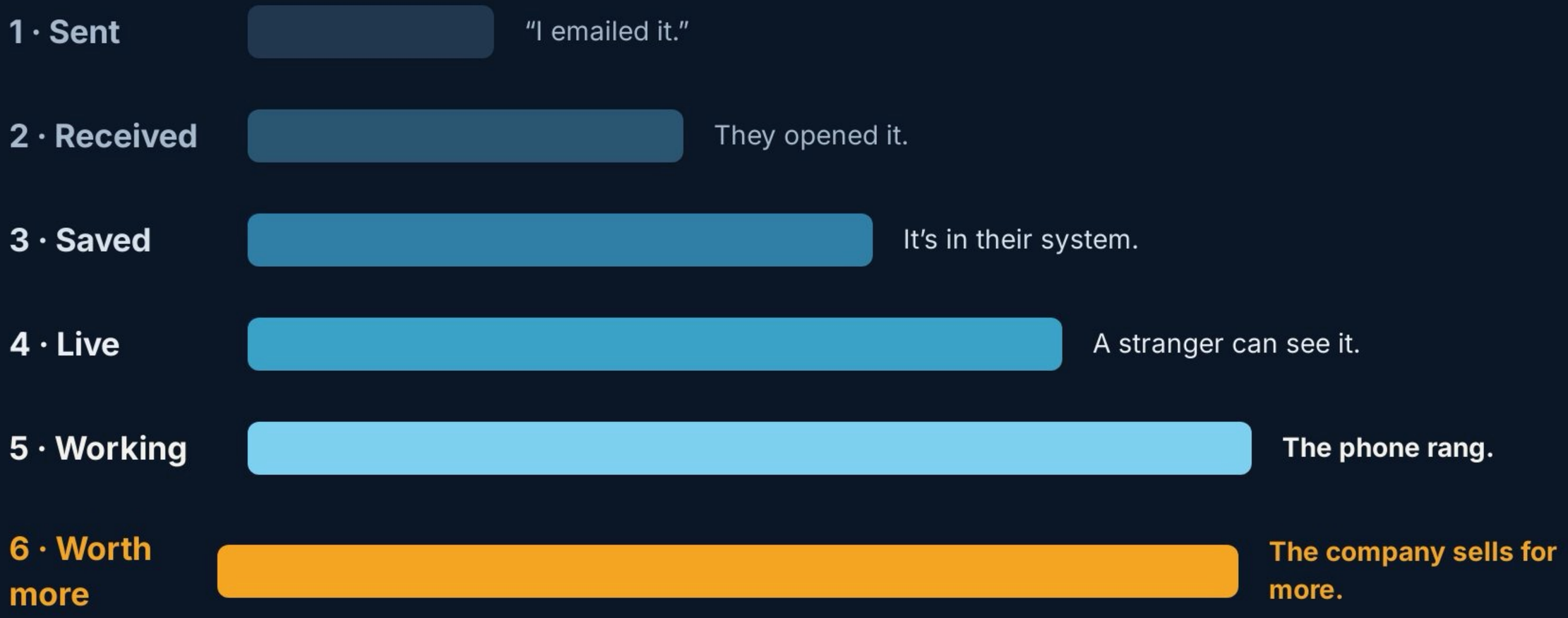
2 Gold goes out: the job. Blue comes back: proof.

3 You sit on the ring, not in the middle



THE HARNESS · PROOF

“Done” has six levels



COMPLETION RECEIPT · SEP 5, 2026

Job: refresh the David Carroll case study

Asked by: Dennis, from a new screenshot

Checked: YouTube shows 343,513 views

Live URL: our case study page, reloaded

Caught: the screenshot said 343K, not 400K

Proof: before and after copies, timestamp

LEVEL 4 · LIVE

NO PHOTO, NO INVOICE

The receipt closes the job

- ✓ What was done, in one line
- ✓ Where it lives, a link a stranger can open
- ✓ How we checked it
- ✓ Which level of done
- ✓ What’s next, and who owns it

No receipt, no done.

THE HARNESS · PERMISSION

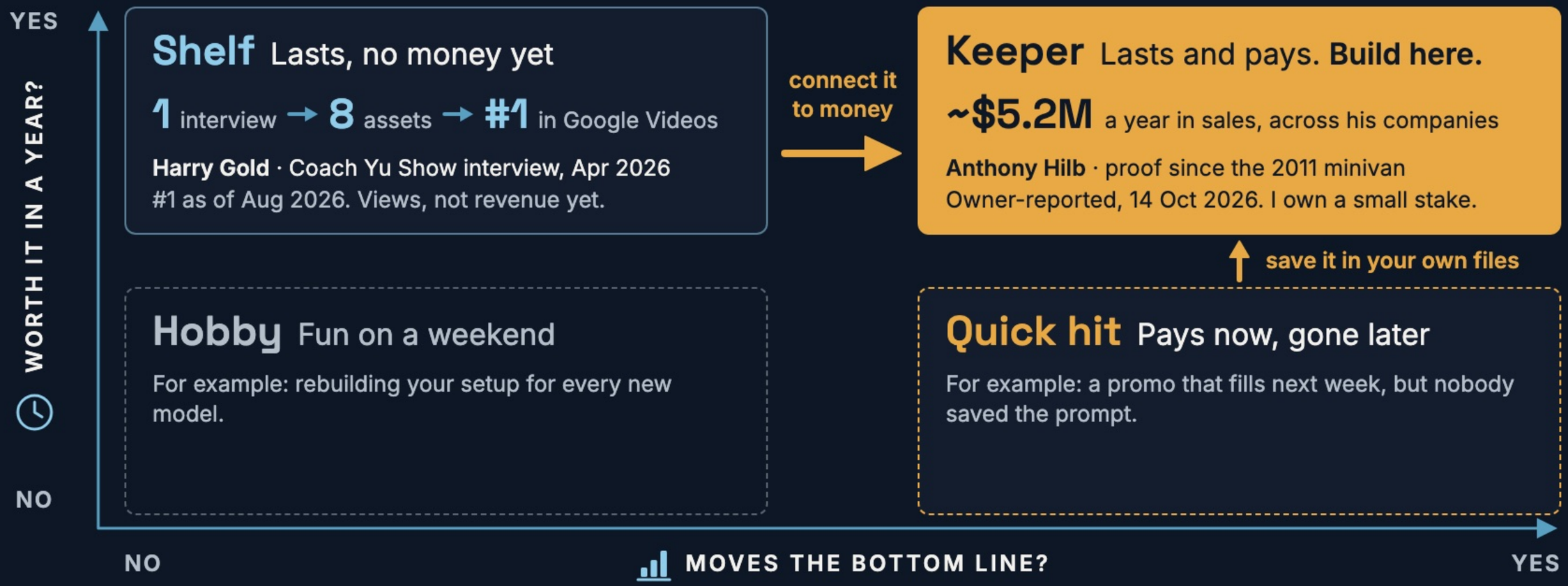
Done beats perfect. I only see one list.

Just do it	Routine work you can check. Tweaks the client already approved. Publishing on our own sites.
Ask me first	New prices, scope or promises. Money, contracts and legal. Passwords and access. Deleting anything.

Everything not on the second list ships without me.

THE HARNESS · BEFORE WE BUILD

Two tests for anything you build



Sources: report-business-impact-not-volume · keep-the-system-of-record-outside-the-model · GitHub dennisyu/local-service-spotlight-skills

LIVE BUILD · ONE VOLUNTEER

Let’s write one work order, right now

Business: your volunteer’s shop

Task: turn this week’s best job photo and notes into a Google Business Profile post

Starts from: one real photo, three facts about the job

Allowed: draft only. Nothing goes live.

Check: every fact came from the owner, under 150 words

Owner: the volunteer, who decides if it posts

Backup: a work order we prepared for Anthony’s tree company.

EVERY FRIDAY · 15 MINUTES

Metrics, Analysis, Action

Metrics	Real results: calls, booked jobs, revenue. Plus jobs redone and files a person had to carry.
Analysis	Which handoff or missing login stopped a job?
Action	Fix one cause this week. Check the next job.

Learn it by hand. Write the checklist. Then let agents run it.

BEFORE YOU LEAVE THIS ROOM

One useful next job

My AI job: _____

Its owner and its check: _____

The first result I'll inspect: _____

Pick a job you do every week. Write it on paper first.

Give every AI job a work order.

Then ask for the receipt.

Dennis Yu · Local Service Spotlight

Thank you, Las Vegas.



Questions?

Scan to get the playbook

Slides, the Content Factory workbook and the prompts

dennisyu.com/digimarcon

Find me after this session. Bring the work order you wrote.