

MAMA MACHT MARKT · LADIES WHO LAUNCH · 25 APRIL 2026

# IOX Yourself with AI

How a solo founder can compete with, and outperform, traditional teams.

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WHO'S TELLING YOU THIS

# Hi, I'm Arielle.

20 years of software development experience.  
3x founder, currently building Lilitra.com

Between raising two kids, acting gigs, and building a company, I had to find ways to get more done in less time.

With a technical background, I've spent years building systems that save time. That's also the work I do with other businesses.



BEYOND THE CHATBOT

# AI Can Handle More Than You Think.

You've probably used ChatGPT to write an email or brainstorm ideas. Most people stop there. But that's the tip of the iceberg. Underneath, there's a whole layer of tools that work in the background — and most founders don't know it exists yet.

Every week you lose hours to the same tasks — sorting emails, following up with leads, logging new contacts, sending reminders, moving information from one tool to another, and much more.

What if those steps happened in the background, with you reviewing only what matters?

Most small businesses still do this manually.

# Five ways AI works for you.

## Think

You ask, it answers.

ChatGPT · Claude · Gemini

Research, drafts, ideas — on demand.

## Build

You describe, it ships.

Lovable · v0 · Bolt

Live websites, apps, forms in minutes.

## Connect

You set the rules once.

Zapier · Make · n8n

Your tools talk to each other, always on.

## Store

You keep what matters.

Sheets · Notion · Airtable

One source of truth your tools can read.

## Orchestrate

AI runs everything.

Claude Code · Codex

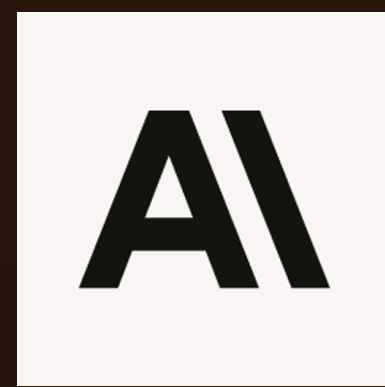
One assistant coordinates all the rest.

*We'll walk through each one. From simple to powerful.*

# This is where most people start.

ChatGPT · Claude · Gemini · Kimi

- ✓ Good for drafting, research, summarizing, and quick analysis.
- ✓ Fast to start. Little to no setup.
- × On their own, they usually don't run reliable multi-step work across your tools.



# AI can build the first version fast.

Lovable · v0 · Bolt

- ✓ Good for pages, prototypes, forms, and lightweight apps.
- ✓ You describe the outcome and get something usable quickly.
- × Great for creating assets. Not the same as automation.



# Your tools can work together.

Zapier · Make · n8n

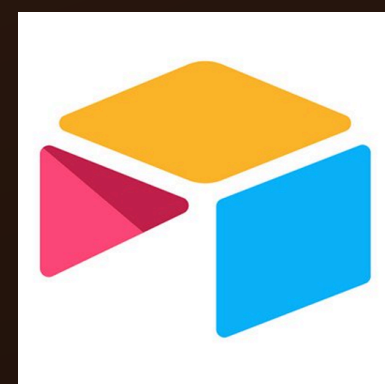
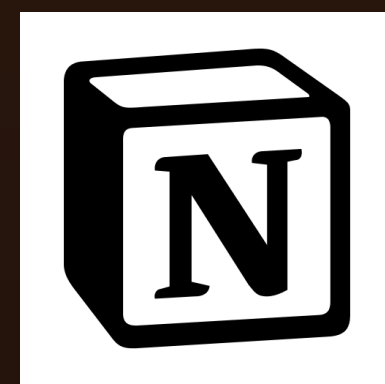
- ✓ Good for moving information between tools and triggering actions automatically.
- ✓ Clear, step-by-step logic for repeatable workflows.
- × Someone still has to build, test, and maintain the workflow.



# Keep what matters.

File · Google Sheets · Notion · Airtable

- ✓ Leads, customers, tasks — searchable.
- ✓ One source of truth your tools can read.
- × Gmail isn't a database. Sticky notes either.



★ THE MOST FLEXIBLE LAYER

# You describe the outcome.

# The system coordinates the work.

Claude Code and Codex can combine tools, files, and workflows into one process.

Web AI



Lovable

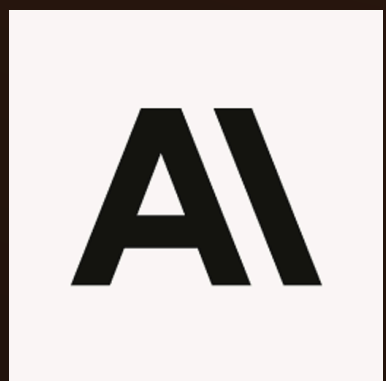


Workflows



Claude Code · Codex

*More power, more flexibility, and a higher learning curve.*



★ HOW IT WORKS

# The model is the brain.

## MCPs

Connect it to apps like Gmail, Notion, Calendar, Sheets, and your CRM.

Gmail · Sheets · Notion · Calendar · Your CRM

## Tools

Let it browse, read files, edit files, run code, and inspect data.

Browse · Read files · Edit files · Run code · Inspect data

## Skills

Give it reusable workflows and instructions so it can do the same job well every time.

Install once · Reuse often · Share with anyone

*The model matters. What it can access and use matters just as much.*

★ ALWAYS ON

# It remembers. It runs.

## Memory

**Remembers your business.**

Your style, your customers, your offers — across every session. No re-onboarding.

## Schedules

**Wakes up at 7am.**

Drafts replies, reviews leads, posts to Telegram. While you're at yoga.

*Useful systems don't just answer well once. They keep working.*

★ DEMO 1

# Email → Triage.

A new email arrives. The system classifies it, applies the right label, and flags urgent messages for attention. When needed, it can also prepare a draft reply or follow-up for review.

✉ New email arrives



AI reads and classifies it



Labels + Telegram if urgent

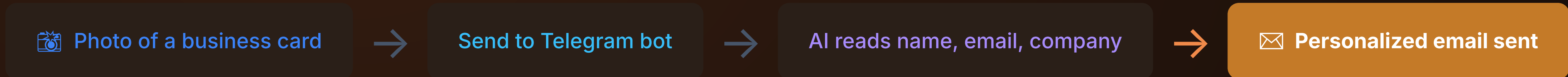


✉ Response drafted if needed

★ DEMO 2

# Business Card → Email.

You meet someone at an event. You take a photo of their business card, and the system turns it into a follow-up workflow: extract the contact details, draft a personalized email, and send or queue it based on your setup.



## Built three ways. Same outcome.

Zapier / n8n — you wire the workflow yourself: trigger, extract details, draft the email, then review or send.

Claude Code — you describe the workflow in plain English, and Claude writes the automation script for you.

OpenClaw — you describe the outcome, and it handles more of the setup and execution for you.

★ DEMO 3

# One Pipeline → Many SEO Pages

The articles on [liltra.com/learn](https://liltra.com/learn) are generated through a multi-step AI editorial pipeline I designed with Claude.

I call it an "AI Board": a structured workflow where different agents handle different jobs — research, writing, critique, and SEO — while an orchestrator coordinates the process from start to finish.

## **First: Discover What to Write About**

Before any writing happens, the board figures out what's actually worth covering. It analyzes what potential customers are searching for, what questions they're asking, and where there are gaps that no one is covering well yet. This produces a list of topics — each one becomes a page.

*Then each topic goes through the agentic loop — Claude watches over every step, and if anything goes off track, it notifies me on Telegram. The whole loop for one page takes about 1 hour, but it's the most thorough research you can pull from the internet.*

## ★ THEN, FOR EACH TOPIC:

### 1. Deep Research Across 100+ Sources

For each topic, my research agent goes wide and deep across the internet — reading articles, competitor pages, forums, studies, and expert sources. Over a hundred sources per topic.

### 2. Build a Local Knowledge Base

Everything the research agent found gets organized into a structured knowledge base on my system. When the writing agent starts drafting, it pulls from real, verified, sourced information — not guesses.

### 3. Write an SEO-Optimized Page

The writing agent drafts a full page optimized for Google from the start. The right structure, the right keywords, natural readability — all built in from the first draft.

### 4. Review, Critique, and Rewrite

This is where my AI Board really earns its name. Other agents act as critics — they review the draft, flag weak sections, challenge claims, and suggest improvements. The writer rewrites. This loop repeats until the quality passes.

### 5. Translate to 5 Languages

The approved page gets translated into five languages — each translation adapted for tone and local context, not just word-for-word. Every version becomes its own published page on the site.

### 6. Create the Final Page

Once the content is approved by the board, it gets formatted into a real, production-ready web page — styled, structured, and ready to go live without any manual cleanup from me.

### 7. Publish and Notify Google

The finished page is published directly to [liltra.com](https://liltra.com), automatically connected to the site's internal linking structure, and Google gets notified immediately to come index it. Then it notifies me on my Telegram about the results. No waiting, no manual steps — it's live and discoverable right away.

*[liltra.com/learn](https://liltra.com/learn) — every article there was built by this pipeline.*

★ THREE TIERS

# Pick your level.

## 1. Web Chatbots

ChatGPT · Gemini · Kimi

You type a question, you get an answer. Great for brainstorming, drafting emails, summarizing documents, and quick research. No setup needed — just open the browser and go. Some (like Gemini) can connect to Gmail or Drive, blurring the line with Tier 2. But mostly: you ask, they answer. One conversation at a time.

## 2. Smart Tools

Lovable · Zapier · Notion

These products have AI baked in. Lovable builds you a live website from a description. Zapier connects your apps and triggers actions automatically. Notion organizes your notes, tasks, and databases with AI search. The AI here does real work inside the tool — not just chat.

## 3. Orchestrators

Claude · Codex · OpenClaw

The top tier. You describe what you want in plain language, and the AI figures out which tools to use, connects them, and executes the whole workflow. This lets you build your own automations. It uses other tools as "hands" and develops "skills" to master it. The work files can be saved and iterated locally. This gives ultimate powers, but also has a steep learning curve.

*Start where you are. Move up when you're ready.*

## YOUR FIRST WEEK

# 5 days.

- 01 Track repetitive tasks for 2 days
- 02 Pick one small, low-risk workflow
- 03 Write the steps in plain language, ask Gemini how to automate it
- 04 Build version with Gmail, Telegram, Notion, Zapier, or Claude
- 05 Test it on 3 real examples and fix what breaks

*Don't automate everything at once. Start with one repeatable task.*

## YOUR TOOLKIT

# Start with these.

Free or free-tier. No credit card for the first step.

### Claude Desktop + Claude Code

Desktop: friendly UI, works with your local files and apps.

Code: runs in terminal — maximum power when you're ready for it.

[claude.ai/download](https://claude.ai/download) · [claude.ai](https://claude.ai)

### Lovable

Describe what you want → get a live website, app, or form in minutes.  
No code.

[lovable.dev/invite/QRVZGVF](https://lovable.dev/invite/QRVZGVF)

### OpenClaw ⚠️

Open-source business & personal AI assistant on your own device.  
Works through WhatsApp, Telegram, etc.

⚠️ Caution: runs on YOUR machine with broad access.

[openclaw.ai](https://openclaw.ai)

### Zapier

Connect 7,000+ apps. "When this happens, do that." Runs 24/7 in the background.

[zapier.com](https://zapier.com)

### Wispr Flow

Dictate instead of typing. Works in any app — emails, docs, messages.  
Hands-free.

[wisprflow.ai/r?ARIELLE78](https://wisprflow.ai/r?ARIELLE78)

### Notion

Notes, tasks, databases, wikis — your entire business in one searchable workspace.

[notion.so](https://notion.so)

LET'S BUILD YOURS

# Need help building this for your business?

Software Architect · AI Automation Specialist · Technical Founder

*With ❤️ to Female Founders*

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[ostankov.com](https://ostankov.com)



[ostankov.com/linktree](https://ostankov.com/linktree)