A FREE WORKBOOK FROM BRAIVE NEW WORLD

start before you're ready.

the exercises from the book, with room to actually do them.



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BEFORE YOU START

how to use this

Every chapter of BrAIve New World ends with two short sections: "What this means" and "Action to take now". This workbook is the second one, with space to write.

You don't have to go in order. Pick the page that matches where you're stuck and start there. Write badly. Cross things out. The point is to get the idea out of your head and onto something you can look at.

THREE THINGS TO REMEMBER

- [ ] You do not need to be technical.
- [ ] You do not need permission.
- [ ] You do not need to feel ready.

start before you're ready. everything else follows from it.

inside

1. the idea you've been sitting on
2. the friction collector
3. the smallest version
4. write the brief
5. your look in one sentence
6. the five-part agent brief
7. map a process, find the gate
8. using it responsibly
9. name the fear
10. joy build or business build?
11. the money check
12. your first sixty minutes

EXERCISE 1 · CHAPTER 1

the idea you've been sitting on

Pick the one idea you've been sitting on longest. Write it down in one sentence. Not a pitch, just the thing.

My idea, in one sentence

five things that have frustrated me most

About every tool or platform you've ever used in your work. This list is your brief.

1

2

3

4

5

two or three things i'd keep

Don't throw out what already works.

years of frustration is market research you've already done for free.

EXERCISE 2 · CHAPTER 14

the friction collector

Spend one day collecting friction. Every time you think one of these, write it down. That list contains your first build.

i wish there was...

the thing you'd love to exist

why doesn't this just...

the thing that should be easier

i could do that better...

the thing you know you'd improve

"i'd love this to exist." that's the first move. that's a builder.

EXERCISE 3 · CHAPTER 14

the smallest version

Look back at your friction list. Pick the smallest, most frequently annoying one. Not the most ambitious.

The one I'm picking

Who else gets annoyed by this?

What would a better version do?

What's the tiniest version that would already help someone?

shared frustration is a market, not a coincidence.



EXERCISE 4 · CHAPTER 4

write the brief

Write one paragraph, as specific as you can make it, as if you were briefing a new hire. Plain words, no jargon. Notice how much clearer the ask becomes when you're forced to write it down properly.

My brief

check it before you use it

- [ ] Would a stranger understand what I want without asking me?
- [ ] Have I said who it's for?
- [ ] Have I said what "done" looks like?
- [ ] Have I said what I don't want?

a vague brief gets a vague result, whether you hand it to a person or a machine.

EXERCISE 5 · CHAPTER 6

your look in one sentence

Before you open any design tool, write down your aesthetic: colours, mood, tone. If you can't describe it in a sentence, that's the actual first job.

My look, in one sentence

colours | **mood** | **tone**

make three, then choose

Take one thing you'd normally spend a week commissioning and make three versions today. Compare them side by side.

A

B

C

Which one, and why?

the tool produces options. taste still decides which one is right.

EXERCISE 6 · CHAPTER 11

the five-part agent brief

An agent is just an AI given a specific, well-defined job. Write its brief in five parts.

1 **role**
One job in one sentence. If you can't, the job is too big: split it.

2 **context**
Everything it needs to do the job like you would.

3 **boundaries**
What it must never do. Your hard-won lessons go here.

4 **handoff**
Where its job ends and what happens next. Does it stop at a human?

5 **examples**
Two or three real samples done well, plus one done badly.

examples are the single biggest quality lever.

EXERCISE 7 · CHAPTER 10

map a process, find the gate

Pick one repetitive job that eats your time. Map it into four parts. Then mark where a person absolutely has to make the final call. That's your gate.

The process I'm mapping

gathers
finds or collects

does
drafts or makes

checks
reviews it

finalises
gets it ready

THE HUMAN GATE

Where does a person check the work before it reaches anyone else?

Who is that person?

start with the single most time-stealing job. one agent, doing one thing well.

EXERCISE 8 · CHAPTER 12

use it responsibly

AI states false things with total confidence. It sounds exactly as certain when it's wrong as when it's right. Build your checks before you need them.

MY RULES

- [ ] Before anything AI-made goes out under my name, it gets this check:

- [ ] I verify every fact, statistic, date or quote before I rely on it.
- [ ] If I haven't engaged my own judgement on it, it isn't finished.
- [ ] I think before I paste anything confidential into any AI tool.

what stays human on purpose

The parts of your work where a person is the actual value. Write them down so you don't automate them away.

the human gate is the whole point, not an afterthought.

EXERCISE 9 · CHAPTER 13

name the fear

Write down the real reason you haven't started. Push past the respectable answer to the honest one underneath it.

The respectable answer

The honest one

which fear is it? circle one

looking stupid
the entry fee for building anything

getting it wrong
trying costs almost nothing now

being replaced
the risk is refusing, not using

perfectionism
fear disguised as high standards

The smallest version I'll do today, badly, on purpose

The one person I'll show it to before I polish it

How I'll feel once it exists

rough and real beats perfect and imaginary.

joy build or business build?

Decide up front which one it is. Both are fine. Confusing them is not.

joy build

No obligation to make money. Built because you wanted it to exist.

☐ this one

business build

Needs marketing and follow-through. Getting it seen is half the work.

☐ this one

If it's a business build: how will people find out it exists?

the money check

Add up what you pay for development, agencies and every small subscription. That total is your opportunity. *(Chapter 16)*

What I pay for	per month	could I build it?
Total		

every pound you're not spending is a pound of runway.

EXERCISE 12 · CHAPTER 1

your first sixty minutes

Open a tool and try to build the smallest possible version of your idea. Set a timer for sixty minutes. Describe, look, correct, go again. Log each round.

#	what I asked for	what came back	what I told it next
1			
2			
3			
4			
5			
6			
7			
8			

Who I told about it today

What I'll try tomorrow

when it gets something wrong, don't stop. describe more precisely and go again.

PIN THIS UP

the method on one page.

1 **notice the friction.**
the thing you wish existed, the problem with no solution, the thing you'd do better.

2 **pick the smallest, most annoying version.**

3 **describe it in plain english.**
exactly as you'd explain it to a person.

4 **look, correct, go again.**
that loop is the entire skill.

5 **build in a human check.**
wherever the output matters, before it reaches anyone else.

6 **aim for real, not perfect.**
something rough that exists beats something perfect that doesn't.

the tools will keep changing. the method won't.

now go and build it.

From BrAIve New World by Lucy Hall (paperback and Kindle). More free guides at lucystudio.dev/resources