Company Notebook

Oct 9, 2026 · @Beaux Taylor

Experiment 1 is built and waiting on setup steps only you can do. Nothing has been earned yet, and nothing spent beyond the Claude subscription.

This notebook is the system's memory. Every run reads it first and writes down what it did and learned before it ends, so change anything here that is wrong.

Goal

In your words: "Maximize my expected cumulative net earnings over the long term by using AI autonomy to identify, test, operate, improve, and scale profitable opportunities. Allocate effort and capital according to their expected contribution to that goal, counting all costs and obligations, learning from real-world results, and favoring neither existing projects nor new ideas without economic justification."

Priorities you set on Oct 13, in order:

1. Maximize money made.
2. Within that, maximize the likelihood of a net profit on something as scalable as anything.
3. Within that, full autonomy, because you believe an AI that learns and iterates on its own is how money is truly maximized.

How we test that belief: money per experiment and prediction accuracy should rise over time, while your minutes per week fall toward zero.

Rules

- **Money at risk:** at most $2,000 of your money is ever at risk (set Oct 13). The system may reinvest what it earns without asking. Meta's account spending limit is the backstop, and the system asks you to raise it only by what it has earned. Ads run at about $200 a week. When $1,000 is used, if no test has come close to paying for itself, the system changes the price, product or channel before spending the rest.
- **Standing permissions (Oct 13):** without asking, the system may spend within the cap, run Meta ads, publish and change pages on our site, and create digital products, prices and checkout links. It still asks before opening new accounts or platforms,

signing anything, putting more of your money at risk, emailing customers, or doing anything else that can't be undone. These limits widen as results justify it.

- **Honest content:** no fake reviews or testimonials, no pass guarantees, no posing as a person or an organization. We say plainly that we are not affiliated with the IBEW, NECA or the electrical training ALLIANCE.
- **Original questions only:** nobody is ever asked for real test questions, which are confidential.
- **Checked before it is published:** every answer is verified, and every fact about a test carries its source.
- **Platforms:** one brand account per platform, original posts at a human pace, no reposting other people's content, and AI labels wherever a platform requires them.
- **People's data:** an email is collected only when someone gives it, used only for what we said, and deleted on request.
- **Off limits:** automated trading and betting.
- **In your name:** accounts, payments, taxes and contracts. A short talk with a tax or legal professional is due when money first comes in.
- **Long shots:** 20% of effort is reserved for unproven ideas, judged on what they teach.
- **Stop-loss (set Oct 24, 2026):** when NOBBT's net to date (sales after Stripe fees, minus all ad spend) reaches -$200, the daily run pauses the campaign, sends you a final report and switches itself off. Nothing restarts without you. This comes before the stage gates.

Who does what

Who	Role	Status	Next
You	Owner: accounts, connectors, the $2,000 cap, and confirming refunds (Stripe requires it)	Active	The list under "Waiting on you"
Your brother-in-law, an electrician	First-hand source and reviewer	Not asked yet	The seven questions below, and trying the practice test

Who	Role	Status	Next
Your friend who speaks Spanish	Reviewer for Experiment 2	Not asked yet	Ask whether they would read Spanish practice questions and customer replies, and on what terms
Claude	Research, building, writing, checking, record-keeping	Active	Scheduled runs start once the accounts exist

Waiting on you

- [x] ~~Confirm the domain. nobtt.com isn't registered; nobbt.com is, and it already runs on Cloudflare. Is nobbt.com yours, and is anything on it worth keeping?~~
- [x] ~~Connect GitHub in claude.ai → Settings → Connectors, then create an empty private repository named `nobbt-site`.~~
- [x] ~~Connect Stripe's Claude connector to your live account.~~
- [x] ~~Make the GitHub repository private before anything is pushed: on github.com, open nobbt-site, then Settings, then Change visibility, and choose Private. It is public and still empty; once the site is pushed, anyone could read the paid tests.~~
- [x] ~~Give Claude's GitHub app access to the now-private nobbt-site repository, so the site can be uploaded (done Oct 16: the site is uploaded).~~
- [x] ~~Pick the Facebook Page the ads run from: create a NOBBT Page, or use Augment Earnings, the only Page on your account now. Ads will run from ad account ending 5680, which has the card and the $2,000 limit. Done Oct 16: I created the NOBBT Page, with a logo and cover.~~
- [x] ~~Fix your Stripe business details so it can take payments (checked Oct 16: payments are off). The description and industry say bookkeeping; change them to online practice tests for job exams, sold for $39 each. Stripe also could not reach nobbt.com, so once the site is live, resubmit the website there. Done Oct 16: the description and industry were already fixed; I resubmitted nobbt.com, and within 20 minutes Stripe turned card payments and payouts on.~~
- [x] ~~Add support@nobbt.com to your Google Workspace. My test email on Oct 16 bounced (address not found), and the site, the refund policy and the Facebook Page all give that address. At admin.google.com: Directory, Users, your name, User information,~~

~~Alternate email addresses, add support, Save. Then tell me and I will test again. Done Oct 18: you signed in, I added the alias, and a test email arrived in your beaux@nobbt.com inbox.~~

- [x] ~~Decide whether the ads are marked as made with AI. The pictures are drawn by code from text and I wrote the words; Meta leaves this choice to the advertiser. You chose no label (Oct 16).~~
- [x] ~~Check the old Meta ad account: no restriction in Account Quality, USD, your time zone, in a Business portfolio where you're an admin, a working card, and a Facebook Page. If any fail, create a new ad account in the same portfolio.~~
- [x] ~~Set the ad account's spending limit to $2,000, then add Meta's connector (`https://mcp.facebook.com/ads`) with read and write access.~~
- [x] ~~Connect Cloudflare Pages to the repository and point nobbt.com at it. Done Oct 16: nobbt.com and www.nobbt.com serve the store, and your denial-recovery page still works at nobbt.com/new.~~
- [x] ~~Tell me your Claude plan tier ($100 or $200 a month).~~
- [ ] Optional: take the free practice test and tell me anything that reads wrong.
- [ ] Answer the four round-two decisions (D1 to D4) in the Round two tab.

Seven questions for your brother-in-law

1. How did you get into the trade: a union apprenticeship, a non-union program, or trade school? Where, and roughly when?
2. Did you take an aptitude test to get in? What was it like: the kind of math, the reading, the time pressure? Please don't share actual questions. Those are confidential.
3. How did you prepare? Did you or anyone you know pay for prep, and what did they use?
4. What were the interview and the wait like afterward? Where do people get stuck?
5. Of the people you know who didn't get in, what stopped them: the test, the interview or the waiting list?
6. Where do people who are thinking of applying ask their questions today: Reddit, Facebook groups, TikTok, YouTube, the union hall?
7. Would you try our 17-minute practice test and tell us what is off? Do you know anyone applying now who would try it too?

If he reviews the questions and agrees, the page can say they were reviewed by a working electrician. It says that only if both are true.

Sign-up form

Any free form tool works. It needs two questions:

1. Email address (required)
2. When do you plan to take the test? This month, in one to three months, later, or already took it

Put this line at the top of the form: "Rough-In Prep is building full-length practice tests. Leave your email and we'll tell you when they're ready. We won't use it for anything else."

Ledger

Earned to date: $0. Spent to date: the Claude subscription only.

Date	Item	Money in	Money out	Note
Monthly	Claude Max plan	$0	$100 or $200	Tier to confirm. Counted in full against this system.
Oct 9, 2026	Experiment 1 build	$0	$0	Practice test and ten posts, made inside the subscription.
Oct 19, 2026	Meta ads, round one (first charge)	$0	$2.10	Billed to your card at 10:50 PM; ad spend to date $241.64 as of Oct 29 (final for round one: paused by the stop-loss on Oct 28, plus $0.14 reported late; net to date -$204.07); the rest billed by Meta later. Of the $2,000 cap.
Oct 22, 2026	First sale: Roll Call Prep	$37.57	$0	$39 at 1:33 AM Mountain, less $1.43 Stripe fee. Not refunded or disputed.

Experiment queue

#	Audience	Status	Why it is here	Waiting on
1	People applying for electrician apprenticeships	Round one: built and tested, waiting on accounts	Largest and fastest-growing of the three, and in English	Your setup steps
1	California police applicants (PELLETB)	Round one: built and tested, waiting on accounts	All text, with an official guide; fastest to build and check	Your setup steps
1	School aides (ParaPro)	Round one: built and tested, waiting on accounts	About 176,000 teacher assistant openings a year; reading, math and writing	Your setup steps
1	Utility trade applicants (EEI CAST)	Round one: built and tested, waiting on accounts	Well-paid jobs and an active prep market	Your setup steps
2	Round two: 16 offers for many audiences (see the Round two tab)	Drafted; starts after round one's first week of ads	Wide, cheap tests: $10 ad screens for offers on our site, $0.20 listings for marketplace files	Round one live, and your answers to D1 to D4
3	Spanish-speaking applicants for a California contractor license	Queued	Highest prices ($195 to $595 for a course) and a 28% pass rate on the main Spanish exam	Your friend's yes, and the first reach results from Experiment 1
4	Spanish-speaking beauty-license retakers in California	Parked	Smaller and cheaper, and the textbook publisher's app is already in Spanish	Results from 1 and 2

#	Audience	Status	Why it is here	Waiting on
Long shot	Not chosen yet	Open	The reserved 20% of effort	A candidate worth testing

Dropped at scouting: citizenship test takers (apps already cover the new test, and the official questions are free), new homeschool families (state money can only be spent with approved vendors), and home bakers (free tools already cover what they need).

Experiment 1: electrician apprenticeship applicants

The question: will people applying for electrician apprenticeships take a free practice test they find through short posts, and then ask for a longer one?

Why we think so

- Applications for the Inside Wireman apprenticeship rose from about 80,000 in 2023 to more than 137,000 in 2025, and more than 14,000 new apprentices were taken on that year (American Compass, citing the electrical training ALLIANCE).
- The first gate is a two-part aptitude test with no calculator: Algebra and Functions (33 questions, 46 minutes) and Reading Comprehension (36 questions, 51 minutes). Three months must pass before a retake (electrical training ALLIANCE).
- People already pay $29 to $60 for prep, sold by at least five companies (price comparison published by one of them).

What is built

- Practice test: 12 original questions in 17 minutes at the pace of the real test, scored, with a worked answer for each. It is private until you share it.
- Ten posts: seven practice problems and three fact posts. Each comes as an Instagram carousel, a TikTok photo set and a short video, with a caption. The zip is in our chat.
- Checks: every algebra answer was verified by calculation. The six reading answers were checked by rereading the passages, so a second reader would help.

Stages

1. Reach, 14 days: one post a day on Instagram and TikTok. Ten are ready, and four more get written from what the first week shows.

2. Interest: the Instagram bio links to the practice test, and its last screen points to the sign-up form.
3. Money, only if stage 2 passes: put the full-length tests on sale at a real price, and judge the price by purchases, never by what people say they would pay. The first dollar from a stranger is the milestone.

Prediction

Written on October 9, 2026, before any result, with low confidence. New accounts start with no audience, so small numbers are the most likely outcome.

Measure	Prediction	Likely range	Actual
Views on a typical post	300	100 to 1,500	Not yet
Total views after 14 posts, both platforms	8,000	2,000 to 40,000	Not yet
Taps on the practice-test link	40	10 to 200	Not yet
Sign-ups for the full-length tests	3	0 to 15	Not yet

Kill rules

Fixed now, so they can't drift once results come in. The thresholds are judgment calls.

Gate	Checked	Pass	One retry	Stop
Reach	After 14 posts	A post passes 1,000 views, or the link has 30 taps	Seven more posts in a changed format, such as video with a voice-over	Still no post over 1,000 views
Interest	When the link has 100 taps	5 or more sign-ups	2 to 4 sign-ups: improve the page and count the next 100 taps	0 or 1 sign-ups
Time	Day 30	The link has reached 100 taps	None	Fewer than 100 taps

How it is measured

- Views, saves, shares, profile visits and link taps come from each platform's own insights. Until a browser is linked, you send a screenshot once a week.
- Sign-ups come from the form's responses.
- The practice test can't count its own visitors while it lives as a Claude page. Moving it to its own web address fixes that, and is worth doing once the reach gate passes.

The fastest signal

Your brother-in-law, and anyone he knows who is applying now. Five real applicants trying the test would teach more in a day than two weeks of view counts.

Cost

$0 beyond the subscription. Your time: about an hour of setup, then about ten minutes a day to post.

Experiment 1, revised: paid tests

Decided Oct 13: skip the free-post stages and test the thing that pays. Will strangers who click an ad buy full-length practice tests at $39?

Revised Oct 14: one product was too narrow a bet. Round one now tests four products for four groups of job applicants at about $70 each; the picks and evidence are in the Market scan tab. An ad stops at about $25 if almost nobody clicks, and the round stops for a rethink if $400 is spent with no sale at all. Products that sell move on to the stage gates below.

Round one ended Oct 28, 2026, by the owner's stop-loss. Net to date reached -$203.93 ($37.57 earned from 1 sale, less $241.50 of ads), so the daily run paused the campaign at about 6:52 AM Mountain and tried to switch itself off (refused by a permission check: the owner needs to turn the daily task off). Funnel: 39,442 views, 1,175 link clicks, 7 checkout visits, 1 sale. No product reached its $70 gate (each about $60). Stripe could not be read on Oct 28, so sales after Oct 27 morning are unconfirmed. Nothing restarts without the owner.

- **Why the change:** free posts are slow, and platforms penalize mass-produced AI posts. Ads return a purchase signal within days, which the system can learn from on its own.

- **The offer:** three full-length timed tests, each with 33 algebra and functions items in 46 minutes and 36 reading items in 51 minutes. Every math answer is checked by code, and every reading answer is re-solved independently. The free 12-question test stays as the way in.
- **Where:** our own site (nobbt.com, to confirm), Stripe checkout, and Meta ads at about $200 a week. Competing courses cost $29 to $90 (iPREP comparison).

Stage gates for every ad test

Fixed now, before any money is spent. Each sale keeps about $35 after card fees and refunds.

Ad spend on the test	Keep going if	Otherwise
$70	1 or more sales	Stop
$175	4 or more sales	Stop
$350	9 or more sales	Stop
$700	22 or more sales (about $32 or less per sale)	Stop; at 22 or more, scale it while each sale costs under $35

Prediction

Written Oct 13 from the budget model, saved with the project files. About 1 in 10 offers clears the gates. With $2,000 available, the chance of finding a product that pays for itself is about 95%, or 77% if only 1 in 20 clears.

Most likely, the most money out at once is about $600, and the first confirmed winner comes in about two months. Assumptions: Meta education clicks cost about $0.70 (LocaliQ 2026); Google's $4.81 average is too high for a $39 product (LocaliQ 2026); TikTok needs $50 a day per campaign, so it is for scaling, not testing (Tlinky).

From Oct 15 on, every prediction is kept and scored in the `Prediction ledger`, starting with 28 for round one.

The machine

- **Shop:** pages kept in a private GitHub repository; Cloudflare Pages publishes every change (Cloudflare). GitHub's own hosting bars stores (GitHub).

- **Checkout:** Stripe, through its official Claude connector (Stripe).
- **Traffic:** Meta ads, through Meta's official AI connector, in open beta since April 29, 2026 (PPC Land).
- **Ads:** four drafted: the test's timing, a practice question, the 90-day retake wait, and the free sample. Each has a feed and a Stories version.
- **Brain:** a daily scheduled run in the cloud. It reads spend and sales, applies the gates, acts, logs predictions and results here, and sends you a weekly report. A test on Oct 13 showed a scheduled run can read Stripe and write to this notebook without waiting for approval.

Platform facts

Rules the next run needs before it plans anything. Checked on October 9, 2026.

Fact	Source
TikTok shows a website link in the bio at 1,000 followers, or for a registered business account that passes verification.	RocketLink
TikTok photo carousels are posted from the phone app. TikTok Studio on a computer takes video and can schedule it.	Metricool
A Claude page can't take sign-ups from the public or count its visitors. It can link out to a form.	Claude's own rules for pages
YouTube removes or demonetizes channels for mass-produced uploads and says AI use by itself is not penalized. TikTok is testing account-level detection of AI spam. Meta cuts reach for accounts that repost other people's content.	HackerNoon, Relevant Audience, SAN
An FTC rule bans testimonials from anyone without real experience of the product, AI-written ones included.	FTC announcement

Scouting scan, October 8, 2026

The scan landed on one kind of buyer: someone facing a pass/fail test that stands between them and a better-paying trade job. Failure rates are public, people who fail pay again, and practice questions are both the content and the product.

Measure	Electrician apprenticeship applicants	Spanish-speaking contractor-license applicants, California	Spanish-speaking beauty-license retakers, California
Size	137,000+ applications in 2025, up from about 80,000 in 2023	11,571 Spanish-language exams in 2025, a fifth of all contractor exams	About 1,000 Spanish written exams a quarter; two-thirds are retakes
The hurdle	About one place per ten applications	The main Spanish exam (law and business) has a 28% pass rate	Cosmetology in Spanish: 27% pass first time, 18% on retakes
What they pay for now	Test prep at $29 to $60	Courses at $195 to $595	A $39.95-a-year app; $55 per exam attempt in Texas
Competition	At least five established prep sellers	Established schools with Spanish classes	The main textbook publisher's app is already in Spanish
Language	English	Spanish	Spanish

Not measured: how many social accounts already serve each audience, and whether these buyers will pay a new, faceless seller. Experiment 1 tests both.

Playbook

Moved to its own tab: `Playbook`. It holds the principles the system bets on, with their evidence and confidence, and the working lessons.

Log

Date	What happened
Oct 22, 2026	First sale: Roll Call Prep, $39 ($37.57 after fees). With $102.60 of ads, 449 clicks gave only 2 checkout visits, and almost 9 in 10 clicks land on a free test that had no way to pay. With your OK, every free test now shows a $39 buy button on its start screen and next to the score (live about 5 PM). Checkout links are tagged by button so the daily run can count which one works. Wrote predictions 29 and 30 before the change.
Oct 20, 2026	You kept Meta's spending limit at $2,000 after seeing the worst cases: about $280 to $310 if nothing sells, and up to about $1,450 if products sell just enough to pass the early checkpoints and then stop. Meta held the ads from about 11:20 AM to 11:50 PM on Oct 19 until a $2.10 payment went through; $2.88 spent so far, 10 clicks, no sales yet.
Oct 18, 2026	Round one is live. Added support@nobbt.com as an alias of beaux@nobbt.com, and a test email arrived. Turned on the campaign, all four ad sets and all eight ads at about 11:25 PM, $28 a day in total. Meta approved all eight within minutes, and all are delivering. Set up the daily run, which checks sales, ads and the site every morning at 6:46 AM Mountain Time, starting Oct 19.
Oct 16, 2026	Put the store live at nobbt.com on Cloudflare Pages, keeping your denial-recovery page at nobbt.com/new. Resubmitted the website to Stripe, which then turned card payments on; all four checkout links are live. Created the NOBBT Facebook Page and attached all 8 ads to it, paused and in Meta's review, with no AI label as you chose. A test email to support@nobbt.com bounced because the address does not exist yet. Ads start once that address works and Meta approves them.

Date	What happened
Oct 16, 2026	Launch prep. Confirmed nobbt.com is yours and you are on the $100 Claude plan. Created the four $39 products and checkout links in Stripe, but found Stripe cannot take payments yet: it could not reach nobbt.com, and the business description says bookkeeping. Set up the Meta campaign, paused, in ad account ending 5680 with one $7-a-day ad set per product, and made two ads for each product. Rebuilt the site with live buy buttons and the ad pictures; all store checks pass. It waits on GitHub access to go up.
Oct 15, 2026	Drafted round two from public signals: 16 offers in two lanes, 7 sold on our site with Meta ads ($29 to $49) and 9 low-price files and books for Etsy, Teachers Pay Teachers and Amazon. A model showed that $10 ad screens keep about 80% of the chance of finding a winner for about 40% of the ad money. Wrote 38 dated predictions in the ledger and 4 new principles in the Playbook. Built one sales-page design for every offer; round one's four pages now use it, and all store checks pass. Four decisions wait on you in the Round two tab.
Oct 15, 2026	Added two tabs so the system learns what makes money: a Prediction ledger, where every bet is written down before money is spent and scored afterward, and a Playbook of the principles behind those bets. Wrote 28 predictions for round one before any ad spend: about a 9 in 10 chance of at least one sale, and about a 1 in 4 chance that one product clears every gate. The old playbook list moved to the new tab.

Date	What happened
Oct 14, 2026	Built Hot Stick Prep for the utility trades test (EEI CAST): two full 92-question tests in three timed sections and a free 14-question sample, with 88 drawn mechanical pictures. Code recomputed every numeric answer, and after five rounds of blind checks every answer matched. Their notes led to fixes on about 75 questions, including two pictures that showed their own answers and a real utility's name in a notice. On phones, question numbers now sit in one swipeable row in all four products. All four round-one products are built.
Oct 14, 2026	Built Homeroom Prep for the school aide test (ParaPro, and ETS's newer ParaPathways): two full 90-question tests and a free 12-question sample, with drawn graphs and shapes. Code recomputed every math answer, and blind checkers matched all 192 answers. Their notes led to fixes on about 60 questions, including fractions that displayed wrongly. Started the utility trades test (EEI CAST).
Oct 14, 2026	Built Roll Call Prep, the California police test: two full 70-question tests and a free 12-question sample. Blind checkers that never saw the key matched all 152 answers. Their notes led to fixes on about 100 questions, including a pattern in the spelling choices that gave answers away; the checker script now catches it automatically. Started the school aide test (ParaPro).
Oct 14, 2026	Rethought the plan from first principles: many small products, chosen by data, beat one product. A market scan of 23 candidates picked four for round one: electrical apprenticeship (built), California police, school aides and utility trades. Added the $25 ad cutoff and the $400 stop rule.

Date	What happened
Oct 13, 2026	Finished the paid product: three full timed tests, 207 questions. Code recomputed every math answer, and blind checkers that never saw the key matched all 108 reading answers. Their notes led to fixes on about 30 questions. Built and click-tested the shop pages. Checkout waits on your setup steps.
Oct 13, 2026	Chose digital products over dropshipping and affiliate. Set the goal priorities, a $2,000 cap at about $200 a week, and standing permissions. Revised Experiment 1 to paid tests: $39 full practice tests, Meta ads, a daily scheduled run. Found nobtt.com unregistered; nobbt.com is registered on Cloudflare, to confirm.
Oct 9, 2026	Built the practice test and ten posts for Experiment 1 and set up this notebook. You named two people who can help: your brother-in-law, an electrician, and a friend who speaks Spanish.
Oct 8, 2026	Scouting scan. Chose electrician apprenticeship applicants for Experiment 1 and California contractor-license applicants for Experiment 2.

Sources

- IBEW case study with electrical training ALLIANCE application figures (American Compass)
- The Application Process (electrical training ALLIANCE)
- IBEW aptitude test prep price comparison (iPREP)
- JobTestPrep affiliate program (Awin)
- CSLB 2025 Accomplishments and Activities Report
- Contractors Intelligence School online course pricing
- Contractors State License Schools one-day course (CourseHorse)
- Nevada State Contractors Board Spanish-language testing release
- California Board of Barbering and Cosmetology, February 2026 meeting materials

- Milady State Board Exam Prep App
- Texas cosmetology exam bulletin (PSI)