

## ■ BLUEPRINT #2

The Complete Guide

BUILD YOUR

# AgencyBot

Your 24/7 Automated Employee

Finds Leads

Builds Websites

Writes Emails



While you sleep...

## ■ NO CODING REQUIRED

You are the Product Manager. AI is your Engineer.

# ■ WHAT'S INSIDE

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## THE STRATEGY: You Are The Product Manager

Most people think you need to learn Python to build this.

**You don't.**

You just need to know how to give orders to an AI Engineer.

**Think of Cursor as a "Magic Workshop"**

You don't build furniture yourself. You tell the invisible carpenter what to build.



PHASE 1

# The Toolbox

■ 20 min

## Download & Get Your Keys

1

### Download the "Magic Workshop" (Cursor)

What is it? It looks like a code editor, but it has an AI brain built-in.

■ [cursor.com](https://cursor.com)

- Click "**Download for Mac/Windows**" and install it like Chrome or Word.
- Sign up for the **free account**.

2

### Get the Keys to the Car

The bot needs permission to search Google and write code. We need two "API Keys" (passwords for robots).



**Key #1: The Scout**

[SerpApi.com](https://serpapi.com)



**Key #2: The Brain**

[Anthropic.com](https://anthropic.com)

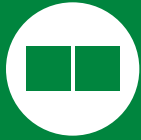
#### ■ Key #1: The Scout (SerpApi)

- Go to [SerpApi.com](https://serpapi.com) → Register
- Copy the **Private API Key**

#### ■ Key #2: The Brain (Anthropic)

- Go to [console.anthropic.com](https://console.anthropic.com) → Register

- Add **\$5 in credits** (this will last you months)
- Create a Key. **Copy it.**



PHASE 2

## The Setup

5 min

### Let AI Do the Heavy Lifting

We are NOT going to create files manually. We are going to ask the AI to set up everything for us.

1

#### Open Cursor & Create a Folder

- Open Cursor
- Click **File > Open Folder...**
- Create a new folder on your Desktop called **agency\_bot**. Select it.

2

#### Open the "Composer" (The Manager Interface)

**CMD + I (Mac)**

**CTRL + I (Windows)**

A chat box will pop up. This is where you give orders.

3

#### Paste the Setup Prompt

## **COPY THIS PROMPT:**

I am a non-technical user. I need to set up a Python project in this folder. Please create a file called `.env` for me. Inside that file, put placeholders for `SERPAPI_KEY` and `ANTHROPIC_API_KEY`. Once you create the file, tell me so I can paste my real keys in.

### **What happens next:**

- ✓ A file appears called `.env`
- ✓ Click on that file
- ✓ Paste your real keys where it says **your\_key\_here**
- ✓ Save the file (CMD + S / CTRL + S)



PHASE 3

## The Build

■ 10 min

### Build the Core Bot with One Prompt

Now we tell the AI to build the core bot (Search + Build + Screenshot).

1

**Open Composer Again**

`CMD + I (Mac)`

`CTRL + I (Windows)`

2

**Paste the Master Build Prompt**

## ✂️ ■ COPY THIS PROMPT:

```
Act as a Senior Python Engineer. I want to build a script called
agency_bot.py. The Workflow: • Input: The script should ask me for
a 'City' and a 'Niche' when I run it. • Search: Use serpapi to
find businesses in that niche/city. • Filter: Keep businesses that
have NO website or a website that fails to load. • Generate: For
each lead, use anthropic (Claude 3.5 Sonnet) to write the HTML
code for a modern, luxury landing page. Save in a folder named
generated_sites. • Screenshot: Use playwright to take a screenshot
of that HTML file. Save it as a JPG. • Report: Save the business
details to leads.txt. IMPORTANT: • Write the full code for
agency_bot.py. • Create a requirements.txt file with all the
libraries needed. • Run the terminal commands to install these
libraries for me.
```

## ■ The Magic:

- Cursor will write all the code for you
- When it asks "**Run terminal command?**" — Click "**Run**"
- Watch as libraries install automatically



PHASE 4

## Email Integration

15 min

■■ ADVANCED STEP

### Connect Gmail (Requires Google Cloud Setup)

This phase requires more steps because Google has security requirements. Don't worry — Cursor will guide you through every step.

1

#### Open Composer and Paste This Prompt

##### COPY THIS PROMPT:

```
Now I want to add the final feature: Gmail Integration. The Goal:
After taking the screenshot, I want the bot to create a DRAFT
EMAIL in my Gmail account. • To: Leave blank for now (or ask me
for a test email) • Subject: 'I built this for you' • Body: 'Hi, I
saw your website was down so I built a new one. See attached.' •
Attachment: Attach the screenshot we just took. My Request to You:
• Update the agency_bot.py code to handle Gmail authentication. •
Teach me: In the chat, guide me step-by-step on how to go to
Google Cloud Console, enable the Gmail API, and get the
credentials.json file. Treat me like a beginner.
```

2

#### Follow Cursor's Instructions

Cursor will walk you through these steps:

- 1 Go to Google Cloud Console
- 2 Enable the Gmail API
- 3 Create OAuth Credentials
- 4 Download the credentials file
- 5 Drag & drop into your Cursor folder
- 6 Rename to credentials.json



PHASE 5

## Run the Bot

■ 5 min

### Watch the Magic Happen

1

#### Open the Terminal in Cursor

→ Click **Terminal** > **New Terminal**

2

#### Run This Command

```
python agency_bot.py
```

3

#### First Run Experience

- It will ask you to type the **City** and **Niche**
- A browser window will pop up asking you to "**Log in with Google**"
- Click "**Allow**" to give your bot permission

#### ■ Watch It Work!



It scans for businesses



It builds custom websites

- It takes screenshots
- It creates email drafts

■ **CHECK YOUR GMAIL DRAFTS FOLDER!**

You should see emails sitting there, ready to send.

# ■ QUICK REFERENCE CARD

## ■■ KEYBOARD SHORTCUTS

ACTION	MAC	WINDOWS
Open Composer	<b>CMD + I</b>	<b>CTRL + I</b>
Save File	<b>CMD + S</b>	<b>CTRL + S</b>

## ■ IMPORTANT LINKS

- Magic Workshop [cursor.com](https://cursor.com)
- The Scout API [serpapi.com](https://serpapi.com)
- The Brain API [console.anthropic.com](https://console.anthropic.com)
- Google Cloud [console.cloud.google.com](https://console.cloud.google.com)

## ■ FILES THE BOT CREATES

- `.env` Your secret API keys
- `agency_bot.py` The main bot script
- `requirements.txt` List of needed libraries
- `credentials.json` Gmail permission file
- `generated_sites/` Folder with HTML websites

leads.txt

List of found businesses