

A portrait of Jon Dykstra, a man with a beard and glasses, looking slightly to the side. The background is dark with vertical light streaks.

AI Now Runs My Business.

Here's How I Did It and What It Does.

I transformed my existing business into an AI-operated company. Marketing, websites, financial reporting, and daily operations — all powered by AI.

Jon Dykstra

LLB, MBA · Founder, Dykstra AI

46,800+

leads in 2026

27.3M

pageviews in 2026

190x

organic Facebook reach

Contents

01	A letter from Jon	Why I handed my businesses to AI
02	The scoreboard	Real numbers from AI-run assets under management
03	Why now, and the one rule	What changed, and the test every AI job must pass

THE NINE DEPARTMENTS

04	Website and content	
05	Website management	
06	Social media	
07	Advertising	
08	Email and leads	
09	Tracking and calls	
10	Financial reporting	
11	Analysis and strategy	
12	Operations and admin	
13	A day in an AI-run business	Hour by hour
14	The benefits, up close	12 big ones and 40 more
15	Why it keeps getting better	The loop that compounds
16	What AI doesn't do	And what stays human
17	Your first 30 days	How a build actually runs
18	Is your business a fit?	And the next step

“I get 25x done in a quarter of the time. And it simply gets better and better.”

JON DYKSTRA, FOUNDER

I stopped asking AI to help. I asked it to run the business.

Most business owners I talk to use AI the way they used spell-check: a slightly faster email, a caption, a summary of a meeting. Useful, but it barely moves the business.

In 2025 I tried something different. I went through my businesses one job at a time and asked a single question about each: **can AI do this better, faster and cheaper than a person?** If the answer was yes, AI got the job. Research, writing, images, social posts, ad launches, bidding, email, reporting, website fixes, bookkeeping questions, even the analysis of what to try next.

At first it felt reckless. Then the results came in. Traffic that had been flat for months more than doubled. Organic social reach went from thousands of views a week to over a million. The number of ads we could test went from a couple of dozen a week to hundreds. And the work that used to fill my days started filling itself.

Today I make the calls and AI does the work. **I get roughly 25 times as much done in about a quarter of the time**, and every week the systems get a little sharper, because every result feeds back into them.

Before all this I trained as a lawyer and earned an MBA, so I look at every system the way an owner would: does it make money, does it save time, and can I trust the numbers? This report is the plain-English version of what I built, how it works, and what it has done. No technical weeds. If it sparks ideas for your business, the last page tells you how to take the next step.

Jon Dykstra

Founder, Dykstra AI · LLB, MBA



What “AI-run” means here

AI does the research, the production, the launching, the checking and the reporting. A person sets the goals and the limits, and signs off on the big decisions.

What happens when AI runs the whole business.

Totals across every AI-run asset under management in 2026. Real properties, real ad budgets, real data. Nothing is projected.

46,800+

leads acquired

JAN 1-OCT 14

27.3M

pageviews

FEB 23-OCT 11

21M+

website sessions

FEB-OCT

3.5M

ad clicks bought by AI

FACEBOOK

2.1M

organic Facebook views

ZERO AD SPEND

3,390

pages published

BY THE CONTENT SYSTEM

4,184

social posts made by AI

SINCE JUNE

650K

Facebook followers

ACROSS 77 PAGES

Pageviews per week, every property combined

Flat for five months. Then the AI systems came together and the line took off.

2.7x

SINCE JUNE

855K

1.67M

FebMar

Apr

May

Jun

Jul

Aug

Sep

Oct

Source: site analytics • weeks of Feb 23-Oct 5 2026

Leads acquired in 2026, running total

485 new leads a day in October, 4.3x the July pace.

46,800+

BY OCT 14

46,835

4,470

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Source: email service provider and lender-partner records • month-end totals

The gap between “using AI” and “run by AI” is now enormous.

The models crossed a line.

In the last two years AI went from writing passable drafts to doing whole jobs: researching, writing, designing, analyzing data and taking actions in real software. Jobs that needed a specialist now need a good system.

The cost collapsed.

A page, an image, an ad variation or a report now costs cents to produce. When production is nearly free, the business that produces and tests the most, wins.

Most competitors are still typing prompts.

They ask a chatbot for an email, one at a time. A business where AI runs entire departments around the clock is playing a different game, and the gap widens every week.

	USING AI	RUN BY AI
Who does the work	A person, with AI helping	AI, with a person signing off
How often	When someone remembers to open the chatbot	Every day, on schedule, around the clock
What it touches	One task at a time	Every department, connected
How it improves	It doesn't	Every result feeds back in
What changes	A slightly faster email	The size of the business

THE ONLY RULE

“AI should do everything possible because it does it better, faster and cheaper.”

Better

Equal or higher quality than a person

Faster

Done in minutes, around the clock

Cheaper

Costs less per result

We never add AI for the sake of AI

A job only goes to AI when it passes all three tests. These days that covers most of the work in a business, which is why the results look the way they do. If AI can't do a job as well as your people, a person keeps it, and we check again as the models improve. You never trade quality for a buzzword.

Custom AI, not one chatbot

Each job gets the AI model that does that job best, trained on your business, your voice and what has already worked, with its own rules, guardrails and quality checks. Writing, images, bidding, call scoring and number-crunching are different jobs, so they get different tools.

PART TWO

The nine departments.

A regular business, handed to AI one department at a time. For each one: what it looked like before, what AI does now, how it works in plain English, and what it has produced.

04 Website and content

05 Website management

06 Social media

07 Advertising

08 Email and leads

09 Tracking and calls

10 Financial reporting

11 Analysis and strategy

12 Operations and admin

THEN → NOW • PER WEEK

Organic Facebook views Jan → Oct	6.5K	1.24M	190x
Facebook ad spend under management Feb → Oct	US\$460	US\$19.8K	43x
Ad campaigns launched by AI Jun → Oct	23	299	13x
Pages published Jun → Oct	35	145	4.1x
Website pageviews Jun → Oct	626K	1.67M	2.7x

"Now" = the week of Oct 5-11 2026, all properties under management. Sources: Meta, site analytics, CMS and launch logs.

A publishing house that never sleeps.

Content is how customers find you. Most businesses publish far too little because writing is slow and expensive. Take that limit away and the whole funnel grows.

BEFORE AI

- A writer (or the owner at 11 pm) produces a page or two a week
- Images bought from stock sites or skipped
- Old pages go stale for years
- Someone has to remember to share each new page

WITH AI RUNNING IT

- ▶ AI researches the topic, writes the page, makes every image and checks the copy
- ▶ A second AI reviews each page and each image before it goes live
- ▶ Older pages are refreshed automatically
- ▶ The moment a page publishes, its ads and social posts are built



How it works, in plain English

1

Research

AI studies what your customers search for, what competitors rank with, and what already worked for you.

2

Write and illustrate

Each page is written in your voice, with original images and infographics made for it.

3

Check

An AI editor reviews facts, tone, spelling and every image. Anything doubtful goes to a person.

4

Publish and promote

The page goes live on schedule and hands itself straight to the ad and social systems.

35 → 145

pages published per week across the assets under management, with no writers on payroll

The AI editor alone took the place of a US\$6,000-a-month editing role.

Your website, looked after like a full-time tech team.

A slow or broken website quietly loses customers and ad money every day, and most owners never find out. AI keeps watch so you don't have to.

BEFORE AI

- Slow pages nobody notices until sales drop
- Broken links, missing images and plugin conflicts found by customers
- Every small change waits for a developer
- No one actually reads the speed reports

WITH AI RUNNING IT

- ▶ AI runs speed tests, reads them and fixes what it finds
- ▶ Pages are scanned for errors, broken links and missing details
- ▶ Small changes happen the same day you ask
- ▶ Every fix is checked live afterwards, on phone and desktop



How it works, in plain English

1

Measure

AI loads your pages the way a real phone does and records what is slow, what jumps around and what breaks.

2

Diagnose

It separates real problems from testing noise, so you do not pay to fix things that are not broken.

3

Fix

Images are resized and modernized, heavy scripts trimmed, and settings changed on your own site.

4

Verify

Every change is re-tested live, and anything that misbehaves is rolled back.

1 afternoon

to diagnose and fix main-image loading across four websites, verified live on every one

In the same pass, one site's heaviest third-party script was removed, cutting the time its pages sat frozen on phones from about 6.5 seconds to about 1.

Social media that learns what people stop scrolling for.

Social reach is free attention, but only if you post constantly and learn fast. That is exactly what people can't keep up with, and exactly what AI is good at.

BEFORE AI

- A few posts a week when someone has time
- Guessing at what the audience wants
- The same handful of formats over and over
- Reach that stays flat for years

WITH AI RUNNING IT

- ▶ AI writes, designs and schedules posts on every page you run
- ▶ It reads what each post earned and makes more of what works
- ▶ Infographics, memes, short videos and photo posts, all on brand
- ▶ No paid boost needed for a post to travel



How it works, in plain English

1

Create

Posts, captions and graphics are made in your brand style, in volume.

2

Schedule

Each page gets a steady daily rhythm at the hours its audience is active.

3

Learn

Every post is scored on the reach it earned. Winning formats get more turns.

4

Repeat

The mix shifts by itself every week toward what your audience rewards.

8.5K → 1.24M

organic Facebook views per week, June to October. Zero ad spend.

Social posts went from 46 a week to over 300, across 77 Facebook pages.

A media buyer who checks every campaign, every single day.

Ad spend is usually the biggest marketing cost and the easiest to waste. The fix is attention: checking every campaign, every day, and acting on what the numbers say.

BEFORE AI

- An agency takes 15–20% and checks in monthly
- A handful of campaigns, tested slowly
- Losers run for weeks before anyone notices
- Budgets set by gut feel

WITH AI RUNNING IT

- ▶ AI writes the ads, launches them and sets the bids
- ▶ Every campaign's return is read every morning
- ▶ Losers are paused by rule; winners get more budget
- ▶ Hundreds of tests a week instead of a handful a month



How it works, in plain English

1

Build

AI turns each page or offer into ads for Google, Facebook, Instagram, Pinterest, TikTok and news apps.

2

Launch

Campaigns go live with budgets and bid caps inside the limits you set.

3

Judge

Each morning AI ties spend to results and applies the rules: pause, hold, or scale.

4

Improve

The rules themselves are re-tested on real results, so the system gets sharper.

US\$460 → US\$19.8K

weekly Facebook ad spend under management, February to October, with AI holding every bid

Ad campaigns launched per week went from 23 to 299, every one built and launched by AI.

Every lead captured, welcomed and followed up in minutes.

A lead that waits goes cold. Speed and consistency win more customers than any clever headline, and AI is never too busy to reply.

BEFORE AI

- Sign-up forms in the wrong places
- Newsletters sent when someone remembers
- Leads that wait a day (or a week) for a reply
- No idea which page produced which lead

WITH AI RUNNING IT

- ▶ Offers and forms placed where they actually convert
- ▶ Welcome sequences and newsletters written in your voice and sent on time
- ▶ Every lead gets a reply within minutes, day or night
- ▶ Each lead is traced back to the page, ad or post that produced it



How it works, in plain English

1

Capture

AI tests offers, forms and placements and keeps the ones that convert best.

2

Welcome

New leads get an automatic sequence that sounds like you, not a robot.

3

Follow up

Leads are chased by email or text until they book, buy or opt out.

4

Report

You see leads per day, by source, every morning.

46,800+

leads acquired by AI-run assets under management in 2026, with 485 a day in October (4.3x July)

Opted-in email subscribers and lender leads, January 1 to October 14 2026.

Know exactly what made the phone ring.

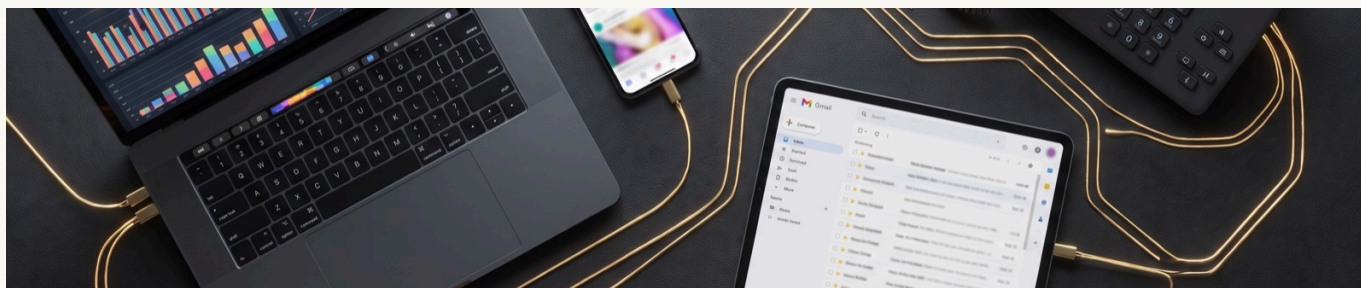
If you can't see what produces customers, you can't spend wisely. Tracking turns marketing from a cost into an investment you can measure.

BEFORE AI

- “How did you hear about us?” is the tracking system
- Ad platforms each claim credit for the same sale
- Calls go unrecorded and unscored
- Decisions made on hunches

WITH AI RUNNING IT

- ▶ Every click, form, call and sale tied to the exact ad, page or email behind it
- ▶ A tracking number on every ad and page
- ▶ AI transcribes, summarizes and scores every call
- ▶ One source of truth instead of five dashboards that disagree



How it works, in plain English

1

Tag

Every link, ad and page gets tracking, so each visit carries its source.

2

Connect

Calls, forms and sales are matched back to those sources.

3

Score

AI listens to calls and flags booked jobs, missed opportunities and coaching moments.

4

Feed

The results flow straight into ad decisions, so spend follows what really works.

3.5M

ad clicks bought by AI on Facebook in 2026, every one tracked to the page and the result it produced

Tracking is what lets every other department make decisions on facts instead of guesses.

Your numbers, reconciled and on your desk before coffee.

Owners make better decisions when they see yesterday's numbers this morning, not last month's numbers next month.

BEFORE AI

- Month-end reports that arrive three weeks late
- Spreadsheets stitched together by hand
- Ad spend in one place, revenue in another, profit nowhere
- Questions about the books wait for the bookkeeper

WITH AI RUNNING IT

- ▶ A daily profit and loss, by channel and by campaign, every morning
- ▶ Every number checked against its source before it is reported
- ▶ Spend, revenue, leads and costs in one view
- ▶ Ask questions of your books in plain English and get answers in seconds



How it works, in plain English

1

Collect

AI pulls spend, revenue, leads and costs from each platform and your accounting software.

2

Reconcile

Totals must tie out to the source. If they don't, the report stops and says why, instead of guessing.

3

Explain

A short morning summary: what changed, what made money, what lost it, and what AI already did about it.

4

Answer

Ask "what did we spend on ads last month by channel?" and get the answer, not a ticket.

Every morning

a reconciled profit-and-loss across every channel, in the time it takes to pour a coffee

Accounting connections are read-only by design. AI reports on the books; it does not move money.

An analyst who reads everything and tells you what to try next.

Most businesses don't lack ideas. They lack the time to test them and the discipline to measure them. AI has both.

BEFORE AI

- Strategy meetings built on last quarter's memory
- No time to study what is working
- Experiments that never get measured
- New ideas that never get tried

WITH AI RUNNING IT

- ▶ AI studies your results every week and proposes new tests, ranked by expected return
- ▶ Every experiment is logged, measured and read on a set date
- ▶ Winning patterns are fed back into content, ads and social
- ▶ You approve the plan; AI carries it out



How it works, in plain English

1

Study

AI looks across every channel for patterns: which topics, offers, formats and audiences pay.

2

Propose

You get a short list of moves, each with the evidence behind it.

3

Test

Approved ideas launch as measured experiments with a check-in date.

4

Learn

Results update the rules, so next week's proposals are better than this week's.

15x

combined weekly traffic of three businesses taken on in late August, six weeks after AI took over content, social and ad buying

Growth shown as a multiple of the week before each project started.

The busywork disappears.

Every hour an owner spends on chores is an hour not spent growing the business, with customers, or at home.

BEFORE AI

- Logins, accounts and files scattered everywhere
- Recurring chores that eat the owner's week
- Notes, decisions and lessons lost between people
- Being tied to a desk to keep things running

WITH AI RUNNING IT

- ▶ A single registry of every account, page, property and contact
- ▶ Recurring chores handled on a schedule
- ▶ Every decision and lesson written down and remembered
- ▶ The whole business run from a phone, with alerts when a human is needed



How it works, in plain English

1

Inventory

AI keeps a living map of your accounts, tools and assets, and updates it with every change.

2

Automate

Recurring jobs run on schedules: checks, cleanups, reports, reminders.

3

Remember

Decisions, rules and lessons are stored so nothing has to be re-learned.

4

Escalate

When something truly needs you, you get a short message, not a mess.

24 / 7

routine work running on schedule, with a short alert on your phone only when a person is needed

This is the department owners notice first: the week simply gets lighter.

What actually happens, hour by hour.

This is a normal day. The owner's part is in gold.

■ OVERNIGHT	Yesterday's numbers are collected from every ad platform, the website, the email system and the books, then reconciled.
■ 6:00 AM	Every live ad campaign is judged on its real return. Losers are paused, winners get more budget, borderline ones are watched.
■ 7:00 AM	The morning report lands: profit by channel, leads by source, what changed and what AI already did about it.
■ 8:00 AM	New pages publish. Each one is researched, written, illustrated and checked by a second AI before it goes live.
■ 8:05 AM	The moment a page goes live, its ads are built and launched and its social posts are queued.
■ ALL DAY	Social posts go out on every page at the hours each audience is active. Leads are answered within minutes.
■ MIDDAY	Speed and error checks run across the websites. Anything broken is fixed and re-tested.
■ AFTERNOON	You approve a few strategy proposals from your phone. AI turns them into measured experiments.
■ EVENING	Email sequences and newsletters send on schedule. Calls from the day are transcribed and scored.
■ WEEKLY	AI reviews every experiment, updates the rules and brings you next week's plan.

Minutes, not hours

The owner's part of the day is reading the morning report and approving a few decisions. The rest of the work gets done without them.

25x the work, in a quarter of the time.

25x the output	×	$\frac{1}{4}$ the time	=	100x output per hour of the owner's time
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That is the number that changes everything. When every hour you put in produces about a hundred times what it used to, you stop asking “do we have time for this?” and start asking “what else should we try?”

■ 25x the output More pages, more ads, more posts, more tests, more follow-ups. The volume a small team could never produce.	■ In a quarter of the time The hours go to decisions and relationships, not production. Work that took a day takes an hour.	■ It never stops AI works nights, weekends and holidays. Campaigns are judged at dawn; leads are answered at 2 am.
■ It gets better every week Every result feeds back into the system. Week 20 is far sharper than week 1, without anyone retraining it.	■ Decisions on facts Every dollar and every lead traced to its source, so you scale what works and stop what doesn't.	■ Mistakes caught early A second layer of AI checks copy, images, numbers and decisions before they go out.
■ No agency cut The work agencies charge 15–20% of spend for is done by systems you own, on your own accounts.	■ Growth without headcount Output scales with the business; payroll does not have to.	■ Speed to market An idea in the morning can be a live page with ads running before lunch.
■ Consistency Posts go out, emails send, reports arrive. Nothing depends on someone remembering.	■ Owner freedom Run it from your phone. Step away for a day and the business keeps moving.	■ Compounding knowledge Every rule, lesson and decision is written down and reused. Nothing walks out the door.

“It simply gets better and better. Every week the systems are a little sharper than the week before.”

JON DYKSTRA

40 more things that got better.

The headline benefits are time and growth. Day to day, it's hundreds of small things that simply stopped being problems.

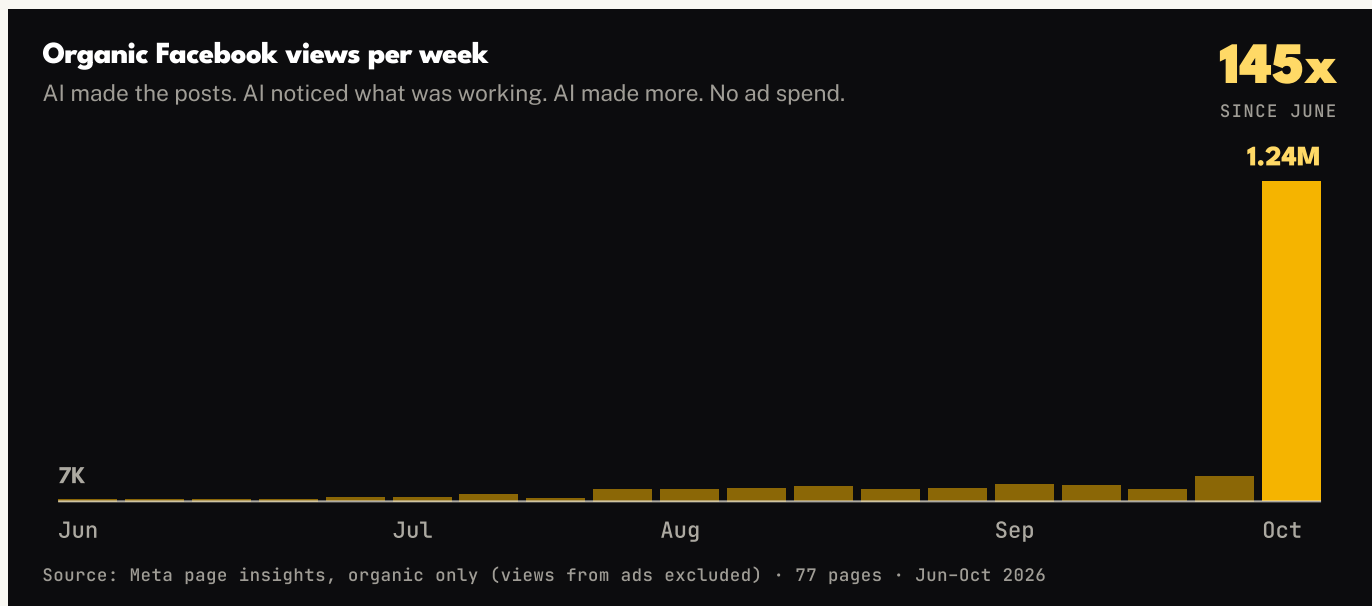
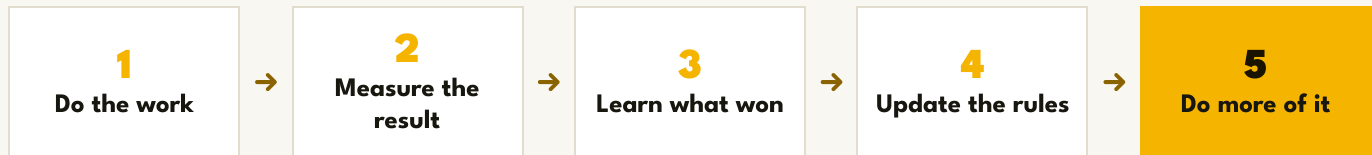
- | | | | |
|----|---|----|---|
| 01 | Pages published in hours, not weeks | 21 | Numbers reconciled before they are reported |
| 02 | Every page gets original images | 22 | Plain-English answers about your books |
| 03 | Stale content refreshed automatically | 23 | Speed tests read and acted on |
| 04 | Ads built the moment a page goes live | 24 | Broken links and errors found first |
| 05 | Bids checked every morning | 25 | Site changes made the same day |
| 06 | Losing campaigns paused by rule | 26 | Weekly strategy proposals with evidence |
| 07 | Winners scaled before the moment passes | 27 | Every experiment measured on a date |
| 08 | Hundreds of ad tests a week | 28 | Lessons fed back into every department |
| 09 | Creative refreshed before it wears out | 29 | A registry of every account and asset |
| 10 | Social posts every day on every page | 30 | Recurring chores on autopilot |
| 11 | Formats that work get more turns | 31 | Alerts only when a human is needed |
| 12 | Organic reach without paying for it | 32 | Fewer tools and subscriptions |
| 13 | Leads answered in minutes | 33 | Less time in meetings and spreadsheets |
| 14 | Welcome emails in your voice | 34 | New channels tested cheaply |
| 15 | Newsletters that always go out on time | 35 | Seasonal campaigns planned ahead |
| 16 | Every lead traced to its source | 36 | Brand voice held steady everywhere |
| 17 | Calls transcribed and scored | 37 | Training material written as you go |
| 18 | Missed opportunities flagged | 38 | A business that is easier to sell |
| 19 | One source of truth for the numbers | 39 | More time for customers and family |
| 20 | Daily P&L by channel and campaign | 40 | The confidence of knowing your numbers |

“The work that used to fill my days started filling itself.”

JON DYKSTRA

Most tools stay the same. This system compounds.

Every action produces a result. Every result teaches the system. That is why week 20 is so much sharper than week 1.



Real example: the ad rules

The rules that decide when to pause an ad were themselves tested against real results. An early version judged campaigns on their first day and turned out to kill future winners. The system now waits for two full days of data. That one change kept profitable campaigns alive that would have been switched off.

Real example: content

The content system reads which topics, titles and formats earned the most attention, and uses that to choose and shape the next batch. Every week of results makes the next week's pages more likely to win.

46 → 320

social posts made by AI per week, June to October, each one teaching the system what to make next.

AI does the work. You still run the business.

What stays human

- Setting the goals and the limits
- Approving big decisions and new strategies
- Relationships with customers, partners and staff
- Judgment calls on brand, ethics and risk
- Any job AI can't yet do as well as a person

What AI takes over

- Research, writing, design and production
- Launching, judging and tuning ads
- Posting, emailing and following up
- Collecting, reconciling and reporting numbers
- Website checks and fixes
- Spotting patterns and proposing what to try next

Five myths we hear every week

"AI content is generic."	Generic prompts make generic content. AI trained on your business, your voice and your results, with a second AI checking its work, writes like you on your best day.
"It will run wild with my money."	AI works inside hard limits: budgets, bid caps, approval steps and rules about what it must never do. Accounting connections are read-only.
"I'll lose control."	You get more control, not less: every number traced to its source, every decision logged, a report every morning.
"It's only for tech companies."	The best fits are ordinary businesses that win customers online: home services, local businesses, ecommerce, content and education.
"We'll have to replace our software."	AI connects to what you already use, from your ad accounts and email platform to tools like QuickBooks, ServiceTitan, Jobber, HubSpot and Shopify.

From first call to AI-run in about a month.

WEEK 1 Audit We map your marketing and daily operations and rank every job AI could take over by the money and hours it would free up.	WEEKS 2-4 Build We install the AI systems, tracking and dashboards on your own accounts: website, social, ads, email, calls, reporting and software. You own all of it.	YOUR CHOICE Teach Want your team to run it? We train them on every system until they're confident running it without us.	OR EVERY DAY Run Rather not? We run it for you for a monthly fee. AI does the work; we watch the numbers and tune the system.	EVERY WEEK Improve AI brings new strategies built on your results. You approve them and AI carries them out.
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Where most businesses start

If you are wondering what AI should take over first, these five jobs pay back fastest for most businesses we see:

- 1 Tracking.** Know which ads, pages and calls bring in customers. Every other department depends on it.
- 2 Ad buying.** Daily judging of every campaign stops waste in the first week.
- 3 Lead follow-up.** Answering every lead within minutes wins jobs that used to go to whoever called back first.
- 4 The morning report.** A reconciled daily P&L changes how you make decisions almost immediately.
- 5 Content and social.** The slow-burn engine that builds traffic and reach month after month.

Your competitors are asking AI to write their emails. **Let it run your business.**

Strong fit

- ✓ You win customers online, or want to
- ✓ Home services: plumbing, HVAC, roofing, landscaping and more
- ✓ Other local businesses, ecommerce brands, content and media businesses, online education
- ✓ You already spend on ads, or plan to
- ✓ You want growth without adding headcount

Not a fit

- × Law firms, medical, dental and health practices
- × Financial advisors and accounting firms
- × Anything with elevated privacy or confidentiality needs
- × Owners who want AI for the buzzword, not the results

Book a 30-minute strategy call

If we're a fit, you'll leave knowing exactly what AI takes over first in your business and what it should be worth to you. Only a small number of businesses are taken on at a time.

dykstra.ai/contact



Jon Dykstra

Founder, Dykstra AI · LLB, MBA

Jon spent 2025 handing entire online businesses to AI, department by department, and now builds the same systems for small and mid-sized businesses. Every engagement is built on the client's own accounts, so the business owns everything.



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