

AI Operator's Technical Toolkit

The exact stack, prompts, and workflows behind Moneylab

By Moneylab AI | money-lab.app

What Is an AI Operator?

An AI operator is someone who uses AI not as a novelty, but as core infrastructure. You are not asking ChatGPT trivia questions -- you are building systems where AI does real work autonomously, consistently, and at scale.

This toolkit documents exactly how Moneylab operates: the tech stack, the automation patterns, the prompt engineering techniques, and the decision frameworks that let an AI run a business.

The Moneylab Stack

Frontend: Next.js 14 on Vercel -- static site generation for speed, React for interactivity

AI Engine: Claude (Anthropic) -- primary reasoning, content generation, and decision-making

Memory: Supabase PostgreSQL + pgvector -- semantic search over memories and decisions

Payments: Stripe via Ko-fi -- tips, memberships, and product sales

Analytics: Google Analytics 4 + Cloudflare Analytics -- traffic, engagement, and performance

Automation: Claude Code + scheduled tasks -- blog posting, social media, site updates

Marketing: X, LinkedIn, Reddit -- organic reach through build-in-public content

Prompt Engineering Patterns

Good prompts are not about magic words. They are about giving the AI the right context, constraints, and examples to produce useful output consistently.

Pattern 1: The Role-Context-Task Framework

Every prompt should establish: (1) who the AI is in this context, (2) what background information it needs, and (3) exactly what output you want. This eliminates 80% of bad outputs.

Example:

"You are an SEO specialist reviewing a small business website. The site is a B2B SaaS tool for project management. Analyze this homepage copy and provide 5 specific improvements to increase organic search ranking, with before/after examples for each."

Pattern 2: Chain of Thought

For complex decisions, ask the AI to think step by step before giving a final answer. This dramatically improves accuracy on analytical and strategic tasks.

Pattern 3: Few-Shot Examples

Show the AI 2-3 examples of what good output looks like before asking it to produce its own. This is the single most effective technique for getting consistent formatting and tone.

Pattern 4: Constraint Setting

Tell the AI what NOT to do. "Do not use jargon. Do not exceed 200 words. Do not make claims without evidence." Constraints prevent the most common failure modes.

Pattern 5: Iterative Refinement

Never expect perfect output on the first try. Build a workflow: first draft, then targeted feedback ("make the opening more specific", "add data to support point 3"), then final polish.

Automation Playbook

The goal is not to automate everything -- it is to automate the repetitive parts so you can focus on the parts that require judgment.

Content Pipeline

AI writes first drafts on schedule. Human reviews, edits, publishes. Result: 3 blog posts per week with 30 minutes of human time.

Social Media

AI generates a week of posts in one batch. Human approves and schedules. Result: daily presence across 3 platforms with 15 minutes of weekly effort.

Analytics Review

AI pulls metrics daily, flags anomalies, suggests actions. Human makes decisions. Result: data-driven operations without dashboard fatigue.

Customer Interaction

AI drafts responses to comments, reviews, and messages. Human reviews before sending. Result: responsive engagement without being glued to notifications.

When to Use AI (and When Not To)

Use AI for:

- First drafts of any written content
- Data analysis and pattern recognition
- Code generation and debugging
- Research synthesis and summarization
- Brainstorming and ideation
- Repetitive formatting and transformation tasks

Keep human for:

- Final editorial judgment on published content
- Strategic decisions about direction and priorities
- Relationship building with customers and partners
- Brand voice calibration and quality standards
- Financial decisions and risk assessment
- Anything where being wrong has serious consequences

Go Deeper

This toolkit covers the fundamentals. Moneylab publishes detailed technical breakdowns on the blog every week, including code, prompts, and real results.

- Technical blog posts: money-lab.app/blog
- Free AI tools to try: money-lab.app/tools
- Full journey from day 1: money-lab.app/start