

/goal

What do you charge for when the work is free?

PPC SUMMIT
SEPTEMBER 2026
MIKE RHODES
ADS2AI.COM









You can't iterate until it's written down.



The system improved.

— MIKE RHODES

That was 1st business. My 4th was WebSavvy...

I built & ran my Agency for 17 years

— 2017

**What if we can't charge for
execution within 3 years?**

You

**As perceived effort
drops, so do prices.**





Picasso

Picture two clients.



TRUST

demonstrated.

spoken.

**So how do you maintain
& grow revenue?**

— ONE

Get vastly more efficient.

Far more done per hour, cheaper prices & more volume.

— TWO

Offer adjacent services.

More of what they know exists.

— THREE



— FOUR

Be innovative.

Offer things that couldn't be done before.

So what do you charge for?

HARVARD BUSINESS REVIEW PRESS

Prediction Machines



The Simple Economics of
Artificial Intelligence

AJAY
AGRAWAL

JOSHUA
GANS

AVI
GOLDFARB

**As the cost of prediction falls,
the value of judgment rises.**

complement

/ 'kɒmplɪmənt / · noun

A thing used with another. When one collapses in price, **its complement rises in value.**

What you sell → what they will value

~~dashboards~~

→ understanding business

~~more options~~

→ taste & judgement

~~status calls~~

→ relationship building

~~audits~~

→ strategic thinking

~~answering the brief~~

→ the right questions

/map

six levels of working with AI

Expertise

1
Basic Tasks

Written down.

2
Context

Repeatable tasks

3
Skills

Wired together

4
Systems

YOU ARE HERE

5

6

Expertise

Context

Skills



Systems



— THE BRAIN BECOMES YOUR OPERATING SYSTEM

Build the System that does the work

- 1** Wire the tools & data together
- 2** Observe what it does
- 3** Feedback loops and logs
- 4** Get alerted when exceptions happen

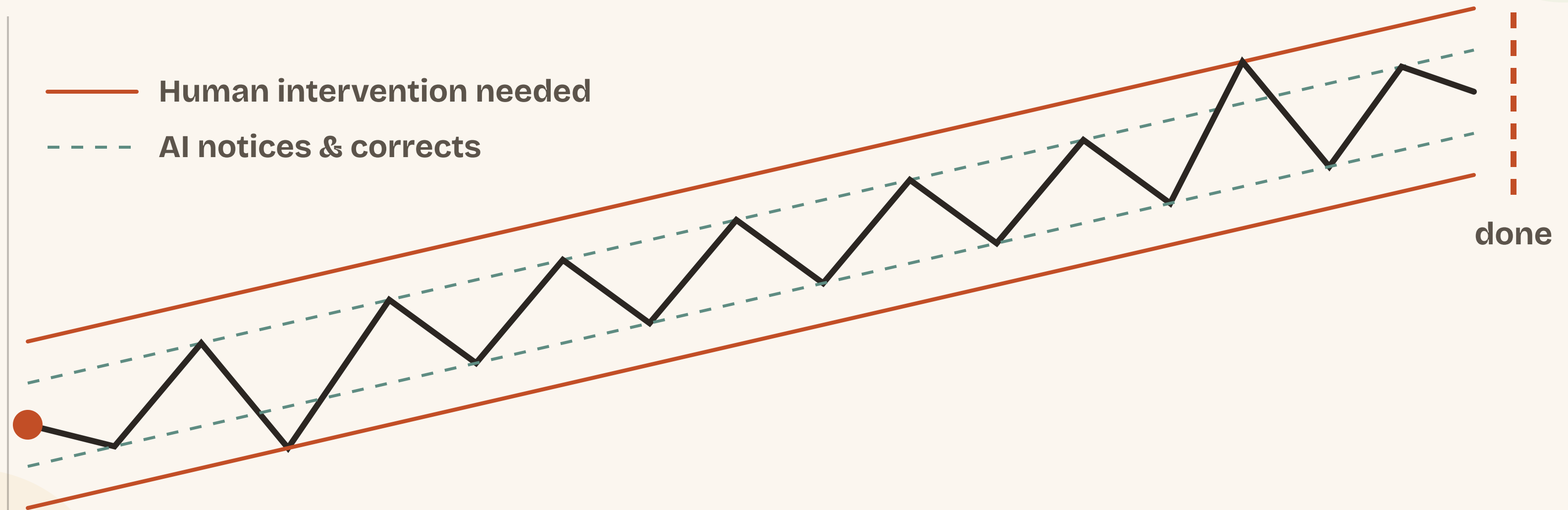
/runs without you



**You need to define
the finish line**

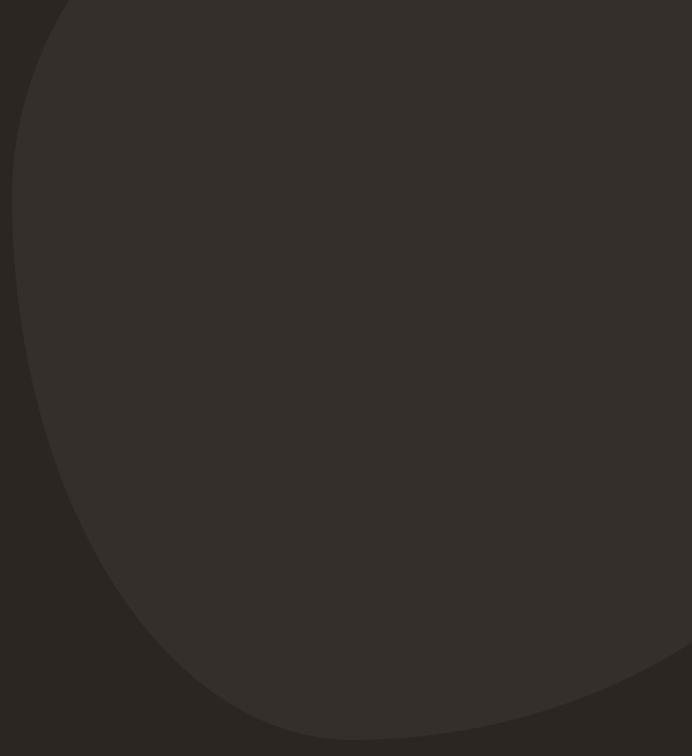
— IT CAN RUN WITHOUT YOU

Define how 'wrong' it can be



**Only get alerted when
the unexpected happens.**





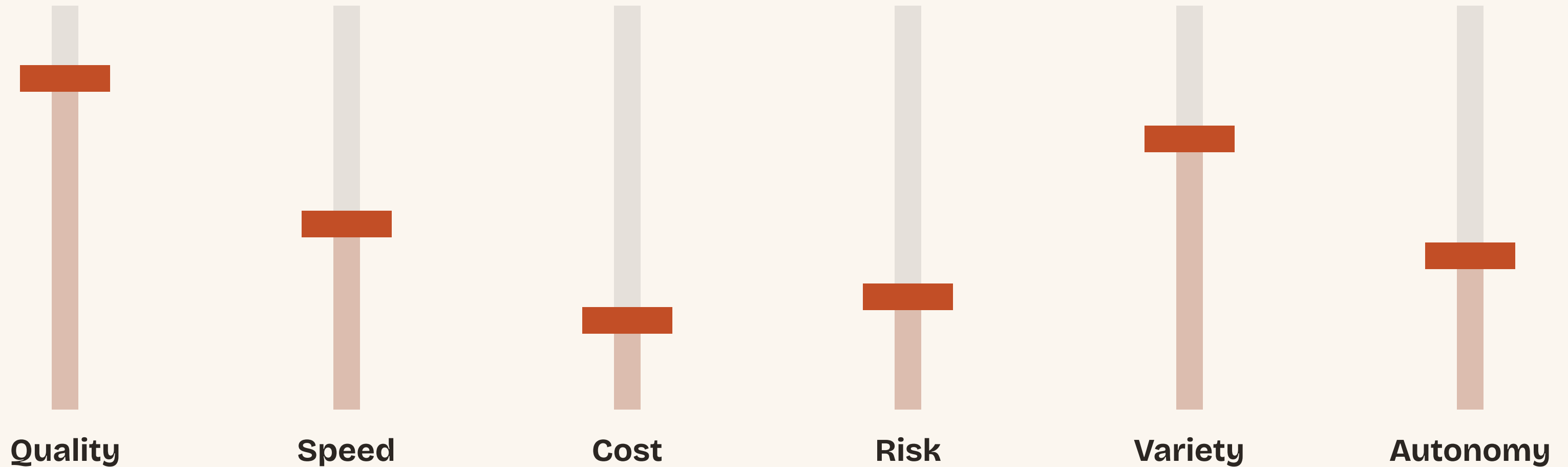
/improve

Turn mistakes into rules.

**The new constraint
is not speed.**

— THE FRONTIER

Better is not always 'more of everything'



Code needs rules
AI follows guidelines

— THE COMPOUNDING ASSET

Every mistake becomes a rule/guideline. They compound

AI doesn't have 'memory'. So capture these in markdown docs

— THE FRONTIER, STILL MOSTLY AHEAD OF US

A Self-Improving Brain

- 1** Build evaluation criteria
- 2** Self-scoring tasks
- 3** Systems that grow
- 4** Strategic direction stays human

— THERE'S A (BONUS) SEVENTH LEVEL

/human

The next move is showing someone else what's possible.

— FEAR/EXCITEMENT DEPEND WHICH LENS YOU LOOK THROUGH

Task v Purpose

You didn't get into Google Ads to find new negs & change bidding targets

You love seeing the impact of your work

You LOVE helping businesses grow

Make more impact.



Taste & judgement
Relationship building
Understanding business
Strategic thinking
The right questions

/ambition

A surprising side effect

By next Friday

- 1** Give it context & skills
- 2** Wire up YOUR system
- 3** Let it run, and improve itself

/Logout

slides, the map and both brains: ppchub.ads2ai.com