



THE MASTER PACK

Eight field guides from the Blubber Lab. The tools, the terms, the prompts, the security checks, and the scam radar. Everything you need before you build.

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A FREE FIELD GUIDE FROM THE BLUBBER LAB

THE AI TOOL LANDSCAPE, 2026

Every category of AI tool that matters right now, what it actually does, and when to reach for it. No fluff. No how-to. Just the map.

A FREE FIELD GUIDE FROM THE BLUBBER LAB

20 AI TERMS YOU ACTUALLY NEED TO KNOW

A free glossary from the Blubber Lab. Plain English, no fluff.

01 AI AGENT

An AI that can take a goal and go execute multi-step tasks on its own, not just answer one question and stop.

EX You tell it "book me a flight under \$400 next Friday" and it actually searches, compares, and books instead of just explaining how you'd do it.

02 AGENTIC AI

The broader shift toward AI systems that act instead of just chat. This is the next layer past chatbots.

EX An agent that manages your email inbox all day without you opening it once.

03 HALLUCINATION

When an AI confidently states something false like it's fact. It doesn't know it's wrong.

EX It cites a study that doesn't exist, with a fake author name attached.

04 GPT-ESE

The default writing style AI falls into when you don't correct it. Words like "delve," "unlock," "leverage," "tapestry."

EX Any LinkedIn post that opens with "In today's fast-paced world."

05 RAG (RETRIEVAL-AUGMENTED GENERATION)

When an AI pulls in real documents or data before answering, instead of relying only on what it was trained on.

EX A customer support bot that reads your actual return policy PDF before responding, instead of guessing.

06 MCP (MODEL CONTEXT PROTOCOL)

A standard that lets AI tools plug directly into your real apps — Gmail, Drive, your calendar. People call it "the USB-C for AI."

EX An AI that can actually read your inbox and draft a reply, because it's connected through MCP, not just guessing what your inbox might say.

07 CONNECTOR

A pre-built bridge between an AI tool and an app you already use. Similar idea to MCP, different implementation.

EX Connecting ChatGPT to your Google Drive so it can read your actual files instead of you copy-pasting them in.

08 SKILL

A packaged set of instructions or workflow you give an AI tool so it handles a specific type of task the same way every time.

EX A "code review" skill that always checks for the same five things, instead of you re-explaining it every session.

09 PROMPT ENGINEERING

The skill of writing instructions that actually get you good results. Vague prompts get vague output. Specific prompts get specific output.

EX "Write a caption" gets you generic slop. "Write a caption in the voice of a tired but proud small business owner, under 200 characters, no hashtags" gets you something usable.

10 CONTEXT WINDOW

How much information an AI can hold in its head at once during a conversation.

EX A small context window forgets what you said three messages ago. A large one can hold an entire book's worth of text and still track the details.

11 TOKEN

The small chunk of text an AI actually processes — roughly a word or part of a word. Cost, speed, and context window size are all measured in tokens, not words.

EX "Blubber" can be more than one token even though it's one word, because of how the model splits text.

12 TEMPERATURE

A setting that controls how random or predictable an AI's output is. Low temperature gives safe, repeatable answers. High temperature gives more creative, less predictable ones.

EX Low temperature for a legal summary, high temperature for brainstorming taglines.

13 FINE-TUNING

Training an AI further on specific data so it gets better at one specialized job.

EX Taking a general model and fine-tuning it on years of a company's support tickets so it answers in that company's exact tone and knowledge.

14 MULTIMODAL

An AI that can handle more than one type of input — text, images, audio, video — not just words.

EX You show it a screenshot of a broken UI and ask what's wrong, and it actually looks at the image.

15 WRAPPER

An app built on top of someone else's AI model rather than a model built from scratch. Most AI startups are this.

EX An app that charges you monthly for a nicer interface around the same underlying model you could access directly.

16 VIBE CODING

Building software by describing what you want in plain language instead of writing code yourself.

EX Telling a tool "build me a signup page with email and password fields" and it generates the working page.

17 OPEN WEIGHTS

AI models where the underlying files are publicly available, so anyone can run them on their own hardware instead of only through a paid API.

EX Llama and Mistral are open weights. GPT-4 is not.

18 GEO (GENERATIVE ENGINE OPTIMIZATION)

SEO for the AI era. Instead of optimizing to rank on Google, you're optimizing to get cited when AI assistants answer questions.

EX Structuring your website content so ChatGPT actually quotes you when someone asks it a question in your niche.

19 AI WASHING

When a company slaps "AI-powered" on a product that barely uses AI, just to ride the hype.

EX A to-do list app that adds a chatbot nobody asked for and calls itself "an AI productivity platform."

20 AI SLOP

Generic, low-effort AI output that reads like every other AI output. The exact thing you're trying to avoid if you want anything you build or write to actually stand out.

EX The fortieth LinkedIn post this month that says "Let's dive into how AI is transforming the industry."

A FREE FIELD GUIDE FROM THE BLUBBER LAB

THE ANTI-SLOP PROMPTING STARTER KIT

10 prompts you can paste into any chatbot right now to strip the AI-sounding language out of your writing and get something that sounds like a person wrote it.

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FIND YOUR FIRST AI PROBLEM

Before you build anything, you need a real problem. Not a "would be cool" idea. A problem someone would actually pay to make go away. Grab a pen. Fill this out honestly. Don't overthink it.

STEP 01

YOUR DAY JOB

What's one task at work you do over and over that annoys you every time?

Who else at your job, or in your industry, probably deals with this same thing?

STEP 02

YOUR DAILY LIFE

Name one thing in your day-to-day that's more of a hassle than it should be. An app you wish existed. A form you fill out too often. A decision you make on repeat.

STEP 03

START YOUR FRUSTRATION LOG

For the next 7 days, write down anything that annoys you or someone near you, at work, at home, anywhere. One line each. Don't filter yet, just collect.

Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Day 7

STEP 04

ASK SOMEONE CLOSE TO YOU

Pick one person, your spouse, a coworker, your barber, your accountant. Ask them: "What's the most annoying part of your work or day?" Write their answer here.

STEP 05

YOUR PAST

Think of a job, hobby, or struggle you're no longer in but know cold. What's one problem people in that world deal with that outsiders never notice?

STEP 06

RUN IT THROUGH THE FILTER

Pick your strongest answer from above and check it against these.

☐ Would someone actually pay to solve this?

☐ Do enough people have this problem, not 10, not everyone?

☐ Do you personally understand this problem better than most?

☐ Could AI realistically handle most of the heavy lifting here?

☐ Would you still want to work on this a year from now?

If you checked most of these, that's your idea.

STEP 07

NAME IT

In one sentence, write down the problem you're going to focus on. Just the problem. Not the solution yet.

The Problem I'm Solving Is:

Pick one. Don't start four things. Finish this one first.

A Blubber Lab field guide. Pick the problem, then let Blubber help you build the answer.

A FREE FIELD GUIDE FROM THE BLUBBER LAB

THE 8-QUESTION PRE-LAUNCH SECURITY CHECKLIST

Before you put anything AI-built in front of real users, run through these. If you can't say yes to all 8, you're not ready to ship.

A FREE FIELD GUIDE FROM THE BLUBBER LAB

THE SHIP IT RESOURCE SHEET

A quick-reference guide to the tools you need to take a product from built to live. Straight from the Blubber Lab.

DOMAINS

Your address on the internet. Buy carefully, it's a pain to change later.

Namecheap

Beginner-friendly dashboard, free WHOIS privacy, cheap first-year .com promos.

Porkbun

Flat low renewal pricing, free WHOIS privacy, free email forwarding, free SSL.

Cloudflare Registrar

Domains sold at cost, no markup. Best if you're already using Cloudflare for DNS or CDN.

Spaceship

Below-wholesale pricing, same price to register and renew.

AVOID

GoDaddy. Stripped consumer protections and aggressive upsells make it a pass in 2026.

HOSTING

Where your site actually lives online.

vercel

Best for Next.js apps and AI-built sites that need to scale. Free tier is personal-use only, not for client or commercial work.

Netlify

Free tier allows commercial use, which makes it the default pick for freelance and client sites.

Cloudflare Pages

Unlimited bandwidth on the free tier. Slightly more technical to set up.

DATABASE

Only needed if your product stores user accounts, orders, or content.

Supabase

The standard database for AI-built apps. Built-in authentication, file storage, and real-time updates. Generous free tier.

Firebase

Google's equivalent. Solid choice if you're already in that ecosystem.

PAYMENTS

How you actually get paid.

Stripe

The default processor for online businesses. Handles one-time payments, subscriptions, and invoices. Setup takes about 15-20 minutes.

Paypal

A second option worth offering, especially for older or less tech-comfortable customers.

Square

Better suited to in-person, face-to-face payment.

DEPLOYMENT NOTES

Public keys (labeled "anon" or "publishable") are safe in frontend code. Secret keys (labeled "service role" or "secret") are never safe in frontend code — they belong in server-side environment variables only.

Enable Row Level Security on every database table before you go live. It is off by default.

Add .env to your .gitignore before your first commit.

Test your live app in incognito mode before announcing it, trying to view data you shouldn't have access to.

THE PRODUCT ITSELF — THREE WAYS TO SHIP

- NO-CODE STORE

Shopify, for physical or digital products.

- CUSTOM SITE

AI site builder plus Netlify or Cloudflare Pages, for landing pages and brochure sites.

- WEB APP

AI builder plus Supabase plus Stripe, deployed on Vercel or Netlify, for tools and subscription products.

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THE VOICE DNA TEMPLATE

Paste your answers into the blanks below, then drop the whole thing into a custom GPT's instructions, a Claude project, or any AI skill setup. From that point on, anything that AI writes for you comes out sounding like you instead of sounding like AI.

BEFORE YOU FILL IT IN

Grab 5–10 samples of your own writing first. Texts, emails, captions, DMs, whatever actually sounds like you when you're not trying to sound smart. Feed those to the AI and ask it to describe your sentence length, vocabulary, tone, and habits. Use what it gives you to fill in the blanks below.

MY VOICE DNA

Average sentence length

One word: short, medium, or long. Most real voices run short.

Tone

Pick 2–3 words. Not "professional and friendly." Something with an edge: direct, dry, warm, blunt, playful.

Words I actually use

List 5–10 words or phrases you say often. Slang counts.

Words I never use

The banned list. Include whatever AI keeps trying to sneak in on you.

Punctuation habits

Do you use em-dashes? Exclamation points? Fragments? Say so, or ban it.

How I open something

Do you open with a question, a statement, a story, a stat? Name it.

How I close something

Do you end soft, end with a CTA, end with a punchline? Name it.

What I never do

Hype language, corporate tone, apologizing, hedging, whatever isn't you.

One line that sounds exactly like me

Paste one real sentence you've actually written. This one line teaches the AI more than the rest of the template combined.

HOW TO USE IT

Paste the filled-in version into any of these:

01 A custom GPT's "Instructions" field

02 A Claude Project's custom instructions

03 The system prompt of any AI skill or agent you're building

04 The top of any one-off prompt when you want a specific piece to sound like you

Once it's in there, everything that AI writes for you gets checked against your actual voice, not the AI's default voice.

A FREE FIELD GUIDE FROM THE BLUBBER LAB

THE AI HYPE DETECTOR

Every gold rush brings out the people selling shovels that don't dig. This is how you spot the fake gurus, the recycled courses, and the "AI business in a box" scams before they get a dollar out of you.

THE 9 RED FLAGS

If you see two or more of these, close the tab. Keep your money.

- 01

The income screenshot with no method. They show you the \$47,000 Stripe dashboard but the "how" is locked behind the \$997 course. Real operators tell you what they did. Grifters only show you what they made.
- 02

The niche is "making money with AI." That's not a business, that's the bait. People actually making money are in boring niches: dental office scheduling, HVAC lead follow-up, real estate listing copy. If the whole pitch is just "AI = money," the only money being made is off you.
- 03

A countdown timer on the sales page. "Doors close in 4:59." They reset every time you reload. Manufactured urgency is the oldest trick there is, and it means the offer can't sell on its own merit.
- 04

They got rich teaching the thing, not doing the thing. Ask one question: did they build a real business with AI, or did they build a business teaching people to build businesses with AI? The second one is a pyramid with better lighting.
- 05

"No experience needed. Fully automated. Passive." All three words are lies stacked together. Nothing that makes money is fully passive, needs zero skill, and is available to everyone at once. Pick zero of three.
- 06

The testimonials have no last names or no companies. "Sarah M. made \$10k her first week." Sarah M. from where? Doing what? Real proof has a real name and a real receipt attached.
- 07

The tool "uses secret AI the big companies don't want you to know about." It's a ChatGPT wrapper. It's always a ChatGPT wrapper. You can do the same thing for \$20/month directly.
- 08

The upsell shows up before you've gotten any value. Free webinar that's 55 minutes of story and 5 minutes of pitch. If they can't give you one useful thing for free, the paid version is worse.
- 09

They attack anyone who asks questions. Real teachers welcome "how exactly does this work?" Grifters call you negative, small-minded, or "not ready to win." Watch how they treat skeptics.

THE 4 PHRASES THAT MEAN RUN

These are the tells. When you hear them, your wallet should close on reflex.

"THIS WON'T BE AROUND FOREVER."

means I need you to buy before you think about it.

"I COULD CHARGE \$5,000 FOR THIS, BUT TODAY IT'S \$197."

means It was never worth \$5,000, and \$197 is more than it's worth too.

"YOU JUST HAVE TO TRUST THE PROCESS."

means I can't actually show you it works.

"THE 1% DO THIS. THE 99% MAKE EXCUSES."

means If it doesn't work for you, I've already blamed you for it.

THE 5-SECOND GUT CHECK

Before you buy any AI course, tool, or "opportunity," ask these four. If you can't answer yes to at least three, walk.

- ?

Can I name the exact skill I'll walk away with? Not "mindset." Not "the system." An actual skill: I'll be able to build X, or do Y. If it's fuzzy, it's empty.
- ?

Is the person selling this doing the thing right now, in public, where I can see it? Not a screenshot from 2022. Live proof.
- ?

Could I find 80% of this for free in a weekend? For almost every AI course, the answer is yes. The real question is whether the 20% is worth the price. Usually it isn't.
- ?

If I'm wrong about them, can I get my money back easily? Look for the refund policy before you look at the price. No clear refund means they know you'll want one.

WHAT ACTUALLY WORKS

The opposite of hype isn't cynicism. Real AI money is real. It just looks nothing like the ads.

- + It's specific and boring. One tool, one problem, one type of customer.
- + It takes weeks, not a weekend. Anyone promising overnight is selling the overnight, not the result.
- + The person teaching it shows the work, not just the win. Screens, prompts, mistakes, the whole thing.
- + Nobody rushes you. A real opportunity is still there next week when you've thought it through.
- + The skill is transferable. You learn something you own forever, not access to a "system" that dies when their subscription does.

The other seven guides in this pack teach you to do the work. This one guards the door so you don't get robbed before you start.

These guides get you ready to build. **Blubber gets you building.** A living desktop companion for Claude Code, and a Starter Kit that makes it yours from the first minute.



THE BLUBBER STARTER KIT

MAKE IT YOUR OWN

\$39.99 · one-time · digital download

- + The Brain, built from a personal interview. It learns you.
- + 10 customized agents
- + 10 customized slash commands
- + Recommended plugin pack
- + Guided Blubber walkthrough

[Get the Starter Kit](#)

Want the whole playbook? **All Access (\$99)** adds the Blubber Academy: the exact framework used to build Blubber OS itself, every tool, prompt, agent and skill, step by step.