

OPTIMUS

The Optimus Agent Glossary

Every term, every framework, every hard-won lesson — in one place.

Optimus OS

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The Optimus Agent Glossary

Your Brad-to-English (and agent-to-English) decoder ring

Here's the thing nobody warns you about when you land in this world: there are three vocabularies running at once, and everyone around you acts like all three are common knowledge. They are not.

There's **Brad's vocabulary**. He'll say "harpoon that whale" and mean *kill the stuck worker session*. He'll say "go Ahab" and mean *forget it, I'll do it myself*. He'll say "Optimus," "OSLO," "FAST," "CANI," and "the Architect" with the easy confidence of someone who assumes you already know — and you don't, yet, because most of these he coined. (Yes, the orchestrator literally calls its workers whales, the boss is the Orca, and you kill one with a harpoon. There's a whole Moby-Dick thing. Lean in; it's load-bearing.)

There's **the agent industry's vocabulary**. It'll throw "MCP," "RAG," "inference," "context window," and "token" at you like those are household words. They aren't either — they're maybe two years old and still mostly spoken inside the building. Same problem, different aisle.

And there's the **plain plumbing of a modern business** — funnels, lead magnets, drips, pixels — that every marketer name-drops and no one ever actually defines.

This glossary is the decoder ring across all three. Brad's stuff first when there's overlap, industry stuff right next to it, and the hard-won lessons (the ones that read like phrases — *replace, don't accumulate*) written down as real entries, because they're the most valuable words in here.

How to use it: skim the section for the letter, or read it front to back in one sitting — it's built to make you about 80% fluent in twenty minutes. And when you just need one word, hit ⌘F (Cmd+F, or Ctrl+F on Windows) to search the whole PDF for it. One rule it lives by, which you'll hear a lot: **you're not the operator anymore. You're the architect**. Once that clicks, the rest does too.

Now, the alphabet.

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A

Acronym Pre-Check

The short answer. Before any script goes to text-to-speech, spell out the acronyms a voice would mangle — write “CANI” as “C-A-N-I” so it’s read letter by letter.

The longer story. Text-to-speech reads “CANI” as a word and produces foreign-sounding nonsense (it once said “Connie” on camera). The pre-check scans a script for initialisms — CANI, CAPI, CRM — and rewrites the *spoken* version to dashed letters, while the on-screen caption still shows the clean acronym. Cheapest insurance there is against a wasted re-render.

See also: [\[\[CANI\]\]](#), [\[ElevenLabs\]](#), [\[Audio QA\]](#)

AEO (Answer Engine Optimization)

The short answer. SEO’s younger sibling: making your site easy for AI answer engines (ChatGPT, Claude, Perplexity, Google’s AI Overviews) to find, understand, and *cite*.

The longer story. Old SEO optimized for the ten blue links. AEO optimizes for the machine that reads everything and hands the user one synthesized answer — so you want clean structured data (JSON-LD), an `llms.txt` that spells out who you are, and copy written in plain claims an LLM can quote. In Brad’s stack it’s the final layer on every site launch, baked into `/aio` and every Spiderweb node.

See also: [\[Spiderweb\]](#), [\[llms.txt\]](#), [\[Lead Magnet\]](#)

Agent

The short answer. An LLM that doesn’t just talk back — it *does the work*, using skills and tools, and keeps going until the job’s done.

The longer story. This is the whole pivot. A chatbot answers and waits for you. An agent takes a goal (“build my landing page”), then writes the files, runs the commands, checks its own output, and ships — calling tools and loading skills along the way. The entire Optimus thesis is that agents do the work and you decide what’s worth doing. When Brad says “dispatch a whale,” he means *spin up an agent on a task*.

See also: [\[Chatbot\]](#), [\[Skill\]](#), [\[Tool\]](#), [\[\[FAST\]\]](#), [\[Whale\]](#)

Ahab (“go Ahab”)

The short answer. Brad-speak for “step aside, I’ll handle this one myself.”

The longer story. Captain Ahab hunted the whale personally. So when the agents aren't getting it and Brad says he's going Ahab, the humans are taking the harpoon back — manual mode, no delegation. It's the rare exception in a world built on dispatching work to agents, and worth knowing so you don't keep handing him drafts when he's already decided to do it himself.

See also: [[Harpoon](#)], [[Whale](#)], [[Orca](#)]

AIMS

The short answer. Brad's separate science/patent venture (Duck Pond Holdings) — materials screening, patent drafting, research — run on the same agent methods but **not** Optimus-branded.

The longer story. AIMS is where the agent factory points at hard science instead of marketing: prior-art search, patent claims, materials discovery. It matters here mainly as a boundary — AIMS documents never carry the Optimus logo and run on the most capable models, because subtly-wrong science costs more than it saves.

See also: [\[\[FAST\]\]](#), [[generate-pdfs](#)]

Audio QA

The short answer. Listening to (or transcribing) the whole finished video before calling it done — because a clean technical check won't catch garbled speech.

The longer story. A file can pass every automated check and still hide a three-second stretch of garble or a mangled acronym. A passing format check is not "done." The discipline: play it end to end, or run the audio back through transcription to flag silent gaps and low-confidence words. Ears (or a transcript) catch what the file inspector can't.

See also: [[Acronym Pre-Check](#)], [[ElevenLabs](#)], [[HeyGen](#)]

Avatar

The short answer. The AI-generated video of Brad's face, lip-synced to the narration and tucked in the corner of a video.

The longer story. Generated by HeyGen from the voice track, it's the picture-in-picture presence that makes a video feel like Brad actually made it — the trust signal that separates this from anonymous AI explainer content. Default-on in training videos, required in funnel/sales videos, and a persisted lego block you reuse across re-renders.

See also: [[HeyGen](#)], [\[\[PIP\]\]](#), [[Brad's Twin](#)], [[Lego-Block Components](#)]

Architect (the Architect)

The short answer. You. The one human at the top of the org chart who designs the system instead of doing the work.

The longer story. The Architect is the person with taste, discernment, and design thinking — the one who knows what good looks like and sets the standard. You don't sit inside the work anymore; you sit above it, designing the systems that agents run. This is the identity at the center of everything: *you're not the operator anymore, you're the architect*. Old question: who do I hire? New question: what system do I design?

See also: [[Operator](#)], [[Agentic Org Chart](#)], [[OSLO]], [[FAST]]

Agentic Org Chart

The short answer. Brad's reframe of the company org chart for the agent era: one human Architect at the top, agents running every function below.

The longer story. Instead of a CEO over departments of people, you get an Architect over four subsystems (OSLO), each powered by agents that run the FAST loop. It's also a live lead magnet at [swarmchart.com](#). The whole point: your leverage stops being capped by how many people you can hire and manage, and starts being capped only by how clearly you can think — which compounds.

See also: [[Architect]], [[OSLO]], [[FAST]], [[Lead Magnet](#)]

B

Brad's Twin

The short answer. Brad's cloned voice in ElevenLabs — the locked, official narration voice for Optimus videos.

The longer story. It's a specific voice ID with locked settings (stability, similarity, style all dialed in) so every video sounds like Brad, not a generic AI narrator. It rides on top of the persisted voice.mp3 lego block and, in most videos, drives a HeyGen avatar of his face. The voice and the face are the trust signal — the thing that separates this from anonymous AI-built explainer content.

See also: [[ElevenLabs](#)], [[Avatar](#)], [[Lego-Block Components](#)], [[Acronym Pre-Check](#)]

C

CANI (Constant And Never-ending Improvement)

The short answer. The discipline of running a loop that gets a little sharper every cycle instead of shipping once and walking away.

The longer story. Borrowed from the personal-development world, CANI is the engine inside the FAST loop's final step: you observe the output, give feedback, the agent adjusts, the next cycle is better — until the output clears your bar without you even checking, and you turn on automation. Said out loud it's "C-A-N-I" (can-eye), letter by letter — *not* "Connie," a mistake the text-to-speech once made on camera, which is exactly why the Acronym Pre-Check exists.

See also: [\[\[FAST\]\]](#), [\[Acronym Pre-Check\]](#), [\[Human-in-the-Loop\]](#)

CAPI (Conversions API)

The short answer. Server-to-server ad tracking — your backend tells Meta "this person converted" directly, instead of relying only on the browser pixel.

The longer story. Browser pixels miss conversions (ad blockers, iOS, cookie limits). CAPI fires the same event from the server, so attribution survives. In Brad's funnels the subscribe endpoint dual-fires: the pixel in the browser *and* a LeadCaptured event to the server-side CAPI relay, so the ad platforms learn who's actually converting and spend smarter.

See also: [\[\[Pixel\]\]](#), [\[Lead Magnet\]](#), [\[\[Funnel\]\]](#)

Chatbot

The short answer. Call-and-response AI: you ask, it answers, then it waits for you. The thing an Agent is *not*.

The longer story. A chatbot is a conversation partner. An agent is a worker. The difference is whether it does the work or just describes it. This distinction is the hinge of the whole "compute waves" story — chat was the wave before agents, and agents are what let a non-coder actually ship.

See also: [\[Agent\]](#), [\[Compute Waves\]](#)

Clerk

The short answer. The authentication service that handles who's-logged-in across the Optimus apps (Portal, Optimus OS, HireMako).

The longer story. When someone opts into a lead magnet, Clerk is what actually creates their user account behind the scenes and stores their entitlements. One shared Clerk instance spans the ecosystem, so a single login carries across products. You mostly won't touch it directly — it's the plumbing under the Magic Link.

See also: [[Magic Link](#)], [[Entitlement](#)], [[Marblemakers Portal](#)]

Cloudflare

The short answer. The DNS + domain + SSL layer — what points a domain name at the right server and keeps it on HTTPS.

The longer story. Every Optimus site lives on a domain, and Cloudflare is where those domains are registered, pointed (CNAME to Vercel), and secured. House rule: proxy stays *off* (gray cloud) so Vercel owns the SSL. It's the unglamorous step between “the site is built” and “the site is reachable.”

See also: [[Vercel](#)], [[Domain](#)], [[Spiderweb](#)]

Collection (Portal Collection)

The short answer. The container in the Marblemakers Portal that groups a kit or course's lessons into one place.

The longer story. Every lead magnet and course needs a collection first — it's the page a new signup lands on, auto-derived from their entitlement (/collections/<slug>). Without it, the magic link dumps them on a generic library page and they land confused. Course modules attach to a collection via a collection: field.

See also: [[Course Module](#)], [[Entitlement](#)], [[Magic Link](#)], [[Marblemakers Portal](#)]

Compute Waves

The short answer. Brad's narrative of computing history as a series of interface upgrades — punch cards, terminals, mice, browsers, thumbs, chat — ending with agents stripping all the layers away and putting you back at the terminal.

The longer story. Each wave added capability *and* one more layer of abstraction between you and the machine. Agents reverse that: they delete the layers, and suddenly the most powerful interface is also the oldest one — you just talk. It's a lead magnet (computewaves.com) and the founding “why now” story for everything else: the terminal is your friend, and voice is the new UI.

See also: [[Agent](#)], [[Optimus Transcriber](#)], [[Jarvis](#)]

Context Window

The short answer. How much text an LLM can “hold in its head” at once — prompt, conversation, and documents combined.

The longer story. Measured in tokens. Everything the model is working with — your instructions, the files it’s read, the conversation so far — has to fit inside the window. When it fills up, older context gets summarized or dropped. Bigger windows (hundreds of thousands of tokens) let an agent reason over a whole codebase or a long document at once, which is why model choice matters for big jobs.

See also: [\[Token\]](#), [\[\[LLM\]\]](#), [\[Prompt\]](#)

Course Module

The short answer. A single lesson inside a portal collection — usually a video plus written content.

The longer story. Each module is a markdown file with frontmatter (title, order, and for video lessons a `vimeoId`). The canonical pattern: the lesson references a Vimeo video by its numeric ID, never a local file path, because Vimeo is the canonical home for video. Modules render in order and inherit access from their collection.

See also: [\[\[Collection\]\]](#), [\[Vimeo\]](#), [\[Replace-Don’t-Accumulate\]](#)

D

Domain

The short answer. A website’s name (the part you type in the bar) — and, in Brad’s world, a researched, verified-available one before you commit.

The longer story. Naming a new lead magnet or product starts with the `/domain` skill, which actually checks availability (WHOIS/dig) rather than guessing, then short-lists memorable options. Once picked, the domain gets registered and pointed via Cloudflare. Brad runs a whole network of them — see Spiderweb.

See also: [\[Cloudflare\]](#), [\[Spiderweb\]](#), [\[Lead Magnet\]](#)

Drip / Drip Automation

The short answer. A pre-written sequence of emails that go out automatically on a schedule after someone signs up.

The longer story. When a lead opts in, an event fires and the email platform (Resend) runs an automation: welcome email now, the next one in two days, then three, then two — a “bank refill” rhythm. The whole sequence is built once and runs itself; nobody sends emails by hand. Each lead magnet gets its own drip on its own private trigger (`lead.subscribed.<slug>`).

See also: [[Resend](#)], [[Lead Magnet](#)], [[Entitlement](#)], [[[Funnel](#)]]

E

E2E (End-to-End Verification)

The short answer. Proving a lead magnet actually works across every layer — site, signup, email, portal — before anyone says “it’s live.”

The longer story. A funnel has a lot of links in the chain: the page loads, the form posts, the contact lands in the audience, the drip fires, the magic link arrives, the portal grants access. E2E is the discipline (and the /e2e skill) of testing the *whole* path with a real opt-in instead of eyeballing each piece. “Looks done” and “is done” are different claims.

See also: [[Lead Magnet](#)], [[[Drip](#)]], [[Magic Link](#)], [[Resend](#)]

ElevenLabs

The short answer. The text-to-speech service that turns a script into spoken audio — the source of Brad’s Twin voice.

The longer story. Feed it a script, get back a `voice.mp3` in Brad’s cloned voice. It’s slow and costs credits, which is why that audio is a persisted lego block you reuse across re-renders. It also stumbles on acronyms (reading “CANI” as a word), which is the whole reason for the Acronym Pre-Check.

See also: [[Brad’s Twin](#)], [[Lego-Block Components](#)], [[Acronym Pre-Check](#)], [[HeyGen](#)]

Entitlement

The short answer. A per-user access grant — the durable record that says “this person owns this kit / course / product.”

The longer story. When someone signs up for a lead magnet, the portal grants them a `leadgen-<slug> entitlement`; a purchase grants `purchase-<slug>`. It’s stored against their account and is the *real* source of truth for access — not the email list. The

entitlement name even drives where the magic link sends them (leadgen-compute-waves → the compute-waves collection).

See also: [[Magic Link](#)], [[Collection]], [[Leadgen]], [[Clerk](#)]

F

FAST (Factory of Agents with Skills and Tools)

The short answer. The blueprint for building any agent worker: an Input comes in, a Transformation Agent (made of Skills and Tools) does the work, an Output ships, and a human stays in the loop.

The longer story. FAST is the engine that runs inside every OSLO subsystem. Once you can see its four parts — Input, Transformation Agent, Output, Human-in-the-Loop — you can see them everywhere and build one for anything. “Factory of Agents with Skills and Tools” is the literal expansion; never “Full AI Systems Transformation” or any other backronym. It has its own site, [fastframe.work](#).

See also: [[Agent](#)], [[Skill](#)], [[Tool](#)], [[Transformation Agent](#)], [[Human-in-the-Loop](#)], [[OSLO]]

Frontier-minus-one

The short answer. Brad’s model-choice rule: ship products on the latest *stable* model, not the newest one.

The longer story. The bleeding-edge model is exciting but unproven; a stability regression in production costs more than the capability bump is worth. So products pin to frontier-minus-one (the last well-tested release) via a single config knob, and the whole fleet inherits it. Related house rule: never make a tool nag the user about cost, spend, or tokens — the audience tracks that themselves.

See also: [[LLM]], [[Inference](#)]

Funnel (TOFU / MOFU / BOFU)

The short answer. The path from stranger to customer, in three stages: Top (attract), Middle (nurture), Bottom (convert).

The longer story. TOFU (top of funnel) is the free lead magnet that captures an email. MOFU (middle) is the portal content and drip that build the relationship. BOFU (bottom) is the offer — the mastermind, the paid course. Every Optimus property is a funnel, and the whole machine exists to move people down it without friction.

See also: [[Lead Magnet](#)], [[Drip](#)], [[Marblemakers Portal](#)], [[OSLO](#)]

G

GHL (GoHighLevel)

The short answer. The CRM + marketing platform where contacts, tags, pipelines, and some forms live.

The longer story. GHL (also “LeadConnector”) is the customer-relationship backbone — it holds contacts, fires tags that provision access (the optimus tag flips someone to mastermind tier), and hosts survey/application forms. It sits alongside Resend (email) and the portal (content); a tag in GHL can ripple out to Clerk, the portal, and HireMako in one shot.

See also: [[Marblemakers Portal](#)], [[Entitlement](#)], [[Resend](#)]

generate-pdfs

The short answer. The skill that turns markdown into a clean, branded PDF (this glossary’s PDF came from it).

The longer story. It runs pandoc + the Eisvogel template + xelatex to produce a professional document with a cover page, optional logo, and a table of contents. Branded collateral (guides, one-pagers) gets the Optimus logo on the cover; legal filings and AIMS documents never do.

See also: [[AIMS](#)], [[Optimus OS](#)]

H

Harpoon

The short answer. To kill a stuck or off-track worker agent so a fresh one can take its place.

The longer story. In the Orca orchestrator, when a whale (worker agent) wedges or wanders, you harpoon it — Orca instantly recycles the slot with a clean agent that picks up where things stand, so the rest of the pod never stalls. “Harpoon that whale” is exactly as violent as it sounds and exactly that routine. It’s the self-healing move that keeps a crew of agents productive.

See also: [[Whale](#)], [[Orca](#)], [[Pod](#)], [[Ahab](#)]

HeyGen

The short answer. The service that generates the lip-synced video avatar of Brad’s face from an audio track.

The longer story. Feed HeyGen the `voice.mp3` and it produces `avatar.mp4` — Brad talking, lip-synced, on a green screen, which then gets composited into the bottom-right of a video as picture-in-picture. The avatar is the default-on trust signal in training videos and required in funnel/sales videos. Like ElevenLabs, it’s a slow, persisted lego block you reuse.

See also: [[Avatar](#)], [[PIP](#)], [[Lego-Block Components](#)], [[Hyperframes](#)]

HireMako

The short answer. The Optimus product for putting AI agents to work in a business — “hire” an agent the way you’d hire a person.

The longer story. Where MAKO is the brainstorm/agent surface, HireMako is the productized “staff your company with agents” angle ([hiremako.com](#)), sharing the same Clerk login and ecosystem as the Portal and Optimus OS. It’s one of the destinations the funnels point toward.

See also: [[MAKO](#)], [[Optimus OS](#)], [[Agent](#)]

Human-in-the-Loop

The short answer. The step where you — the human — review the agent’s output, give feedback, and let it adjust before it runs on its own.

The longer story. It’s the fourth part of the FAST loop and the one that matters most. The agent does the work, but you stay on the wheel: observe, feedback, adjust, automate. Cycle until the output clears your bar reliably, *then* turn on automation. This is what turns a one-shot tool into a system that compounds — it’s CANI in practice.

See also: [[FAST](#)], [[CANI](#)], [[Architect](#)]

Hyperframes

The short answer. The tool that builds videos out of HTML — the canonical way Optimus makes training and explainer videos.

The longer story. A composition is an HTML file with timing attributes and a (usually GSAP) animation timeline; Hyperframes renders it to MP4, deterministically. It’s the visual layer of every Optimus video — scenes, motion, type — and pairs with ElevenLabs voice and a HeyGen avatar. It replaced the old slide-based pipeline entirely. One skill now covers the whole thing.

See also: [[Lego-Block Components](#)], [\[\[PIP\]\]](#), [[Vimeo](#)], [[Visual Variety](#)], [\[\[Whirligig\]\]](#)

I

Inference

The short answer. The act of an AI model actually running — taking your input and generating output. “Running inference” = “using the model.”

The longer story. Training is teaching the model (done once, enormously expensive); inference is using it (every prompt you send). When people talk about inference cost or speed, they mean the per-use compute. It’s the unit the whole agent economy is priced and measured in.

See also: [\[\[LLM\]\]](#), [[Token](#)], [[Streaming](#)]

J

Jarvis

The short answer. The Iron Man AI as the north-star vision: you just speak, and your whole business gets built.

The longer story. Jarvis is shorthand for where this is all headed — voice-first, agent-driven, the human describing intent and the machine executing the world. Brad uses it as the aspirational endpoint of the compute-waves story: not science fiction, a preview. Today’s terminal-plus-agent is the early, real version of it.

See also: [[Compute Waves](#)], [[Optimus Transcriber](#)], [[Agent](#)]

K

Keep Ascending / Never Break Trust

The short answer. The governing rule for all public copy: a warm reader shouldn’t lose an ounce of trust, and a cold reader should gain some.

The longer story. Every page should read as a presentation, never a pitch — it adds value either way, so people are glad they came regardless. In practice that means

removing friction everywhere, leading with freedom (“no gatekeeping, no markup, you just pay for the gas, export your data anytime”), and calling Optimus an operating system you own, never a “platform.” Tease, don’t over-promise.

See also: [\[\[WhyCare\]\]](#), [\[Optimus OS\]](#), [\[Pay for the Gas\]](#)

L

Lead Magnet

The short answer. A free, genuinely useful thing (a guide, a tool, a narrative) you give away in exchange for an email.

The longer story. It’s the top of the funnel — compute-waves and the agentic-org-chart are both lead magnets. The pattern is always the same: a sharp single-page site, an email opt-in, and behind it the full machine (add to the email list, grant a portal entitlement, send a magic link, fire the drip). The /leadmagnet skill spins the whole thing up.

See also: [\[\[Funnel\]\]](#), [\[\[Leadgen\]\]](#), [\[\[Drip\]\]](#), [\[Entitlement\]](#), [\[Spiderweb\]](#)

Leadgen (Leadgen API)

The short answer. The portal’s single endpoint that turns an email into a fully provisioned user — account, access, magic link, and drip — in one call.

The longer story. A lead magnet’s signup form posts to it with {email, entitlement}, and the portal does the rest: creates the Clerk user, grants the entitlement, generates a magic link that deep-links to the right collection, sends it, and fires the drip event. It’s the spine that connects a marketing site to the membership platform.

See also: [\[Lead Magnet\]](#), [\[Entitlement\]](#), [\[Magic Link\]](#), [\[Marblemakers Portal\]](#)

Lego-Block Components

The short answer. The rule that every video is built from separate, saved layers — voice, avatar, scene — so a re-cut only re-runs the one piece that changed.

The longer story. Each video persists its parts at fixed paths: voice.mp3 (slow, costs credits), avatar.mp4 (slow, costs credits), and the hyperframes scene/ (cheap, fast). Change only the visuals? Re-render the scene and reuse the voice and avatar. Change the script? Re-run the voice, then the avatar. The iron rule: never blow away an upstream layer to fix a downstream one. It’s “replace, don’t accumulate” applied inside a single video.

See also: [\[Hyperframes\]](#), [\[ElevenLabs\]](#), [\[HeyGen\]](#), [\[Replace-Don't-Accumulate\]](#), [\[Vimeo\]](#)

LLM (Large Language Model)

The short answer. The kind of AI — like Claude — that predicts text and, wrapped with tools and a loop, becomes an agent.

The longer story. It's the raw brain: trained on huge amounts of text, it generates language (and code) one token at a time. On its own it's a very good autocomplete. Give it skills, tools, memory, and the ability to act, and it becomes an agent. Every product here runs on one; which model you pick (and how stable it is) matters — see [frontier-minus-one](#).

See also: [\[Agent\]](#), [\[Token\]](#), [\[Inference\]](#), [\[Frontier-minus-one\]](#)

LP (LastPass / the credential doctrine)

The short answer. The rule that every secret lives in the password vault and gets pulled at runtime — never hardcoded, never faked with a placeholder.

The longer story. Real API keys and tokens live in LastPass; code and scripts read them at runtime via safe-capture (`lpass show --password`), pipe them through, and never print or commit them. The cardinal sin it prevents: “use placeholders,” which silently ships a system with fake credentials that no-ops in production. Pull the real value, wire it through, move on.

See also: [\[Resend\]](#), [\[Vercel\]](#), [\[Cloudflare\]](#)

llms.txt

The short answer. A plain-text file at a site's root that tells AI crawlers, in clear language, what the site is and what matters on it.

The longer story. Think `robots.txt`, but for answer engines instead of search bots — a friendly summary an LLM can read to understand and cite you correctly. It's a standard part of the AEO layer on every Optimus site.

See also: [\[\[AEO\]\]](#), [\[Spiderweb\]](#)

M

Magic Link

The short answer. A one-click sign-in link emailed to a new user that logs them in *and* drops them exactly on the content they signed up for.

The longer story. No password to set, no login page to hunt for. The leadgen flow generates a magic link with the destination baked in (`/collections/<slug>?welcome=1`), so a person goes from “entered my email” to “looking at my kit” in one click. It’s the friction-removal move that makes the whole funnel feel effortless.

See also: [\[\[Leadgen\]\]](#), [\[\[Collection\]\]](#), [\[Clerk\]](#), [\[Entitlement\]](#)

MAKO

The short answer. The Optimus “brainstorm on the go” surface — the agent you talk to when you’re thinking, not building.

The longer story. One of the three faces of Optimus OS (Orca to build, Ollie for business, Mako to brainstorm). MAKO is the mobile, conversational, idea-shaping surface. It shares the ecosystem’s login and is closely tied to HireMako, the “put agents to work” product.

See also: [\[Optimus OS\]](#), [\[Orca\]](#), [\[Ollie\]](#), [\[HireMako\]](#)

Marblemakers Portal

The short answer. The membership platform (portal.makemoremarbles.com, a.k.a. optimus.university) — the single home for all courses, kits, and recordings.

The longer story. It’s the middle of the funnel: a new signup’s account, access, content, and progress all live here. Collections group the content, entitlements gate it, magic links drop people into it, and a free-tier user sees free content plus the kits they opted into while mastermind members see everything. Built on Next.js, Clerk, Postgres, Stripe, Resend, and Meilisearch.

See also: [\[\[Collection\]\]](#), [\[Course Module\]](#), [\[Entitlement\]](#), [\[Magic Link\]](#), [\[optimus.university\]](#)

Mastermind (Optimus Mastermind)

The short answer. The paid inner circle — the bottom-of-funnel offer where founder-architects build alongside each other.

The longer story. It’s where the whole funnel points: a room of \$5–50M founders making the same move (designing the machine instead of running the work), trading

skills, builds, and what's working. Access is the optimus tier — flipped by a tag in GHL that provisions the person across every Optimus app at once. The funnel videos exist to fill it; buildwithoptimus.com is the door.

See also: [\[\[Funnel\]\]](#), [\[Entitlement\]](#), [\[\[GHL\]\]](#), [\[\[Architect\]\]](#)

MCP (Model Context Protocol)

The short answer. A standard plug for connecting an AI agent to outside tools and data — the “USB-C of agents.”

The longer story. Before MCP, every tool integration was bespoke. MCP defines one way for an agent to discover and call external capabilities (your Gmail, your calendar, a database, a SaaS API), so the same agent can reach many services through a common interface. When you see “MCP server,” it means a connector exposing some tool to an agent.

See also: [\[Tool\]](#), [\[Agent\]](#), [\[Skill\]](#)

Meilisearch

The short answer. The fast full-text search engine that powers “search the library” inside the portal.

The longer story. It indexes every piece of portal content so members can find a lesson or recording instantly. It re-indexes automatically when content changes. You'll mostly meet it as the reason search is quick — plumbing, not a product.

See also: [\[Marblemakers Portal\]](#), [\[Course Module\]](#)

N

Node (Spiderweb node)

The short answer. One fully-built lead-capture site in Brad's larger network of them.

The longer story. Each node is a complete property — custom domain, bot protection, pixel + lead tracking, signup wired to the portal, AEO baseline, cross-links to the rest of the web — ready for ads on day one. “Spin up a node” means add another site to the network. See Spiderweb for the network itself.

See also: [\[Spiderweb\]](#), [\[Lead Magnet\]](#), [\[\[AEO\]\]](#), [\[\[Pixel\]\]](#)

O

Ollie

The short answer. The Optimus “business, when you need to be in the know” surface — the dashboard-and-decisions face of the OS.

The longer story. Third of the three Optimus OS surfaces alongside Orca (build) and Mako (brainstorm). Ollie is where you check on the business — the at-a-glance, stay-informed identity. Three surfaces, three identities, one OS.

See also: [[Optimus OS](#)], [[Orca](#)], [[MAKO](#)]

Operator

The short answer. The old you — the person *in* the business doing and coordinating the work. The role the Architect replaces.

The longer story. It’s deliberately the word for who you were before. An operator is the bottleneck on every decision, the chief-of-staff in their own company, capped by how many people they can manage. The whole pitch is the shift away from it: *you’re not the operator anymore, you’re the architect*. Never use “operator” as a compliment around here.

See also: [[Architect]], [[Agentic Org Chart](#)]

Optimus OS

The short answer. The operating system you own for running a business on agents — not a platform you rent.

The longer story. Optimus OS is the umbrella: three surfaces (Orca to build, Ollie for business, Mako to brainstorm), one login, your data exportable anytime. The framing is deliberate and load-bearing — it’s an *operating system you own*, with no gatekeeping and no markup (you just pay for the gas). Everything in this glossary is, ultimately, a part of it.

See also: [[Orca](#)], [[Ollie](#)], [[MAKO](#)], [[Keep Ascending / Never Break Trust](#)], [[Pay for the Gas](#)]

Optimus Transcriber

The short answer. The voice-to-text product that lets you talk at thought-speed and get back structured output your agents can act on.

The longer story. Your brain runs at ~200 words a minute, your fingers at ~60 — that gap is where ideas die. Transcriber closes it: you speak, it captures, and the

text flows straight into your workflows. It's the on-ramp to the voice-first, Jarvis future the compute-waves story points at, and a free top-of-funnel product (optimustranscriber.com/free).

See also: [[Compute Waves](#)], [[Jarvis](#)], [[[Funnel](#)]]

optimus.university

The short answer. The public-facing name (and URL) for the Marblemakers Portal — the membership/learning home.

The longer story. Same platform, friendlier address. It's where the skills library, courses, and member content live. When a drip email says “your whole library lives at optimus.university,” this is what it means.

See also: [[Marblemakers Portal](#)], [[[Collection](#)]]

Orca

The short answer. Two things at once: the agent *orchestrator* that runs a pod of worker agents, and the “build, when you flow” surface of Optimus OS.

The longer story. As the orchestrator (orcaorchestrator.com), Orca is the boss whale — one screen where you spawn, steer, harpoon, and recycle a crew of up to eight worker agents (whales) running in parallel, and talk to the whole pod at once. As an OS surface, it's the heads-down building mode. Either way, Orca is the thing in charge of the agents that do the work.

See also: [[Whale](#)], [[Pod](#)], [[Harpoon](#)], [[Optimus OS](#)]

OSLO (Offer, Sales, Leads, Operations)

The short answer. The map of every business as four subsystems, solved in that order: what you sell, how you convert, how you create demand, how you deliver.

The longer story. OSLO is the “pick an outcome” layer of the agentic org chart — every company runs on the same four pillars, and naming them lets you point agents at the right one. The order matters: fix the Offer and Sales before pouring on Leads, or you just spend more to attract people who can't convert. (Pronounced like the city — “oh-sloh.”) Inside each pillar runs a FAST loop, and it has its own site, osloframework.com.

See also: [[Agentic Org Chart](#)], [[[FAST](#)]], [[[Architect](#)]], [[[Funnel](#)]]

P

Pay for the Gas

The short answer. Brad’s pricing principle: no markup on the underlying AI cost — you pay roughly what the compute costs, and that’s it.

The longer story. It’s the freedom pitch that pairs with “operating system you own.” No gatekeeping, no per-seat rent-extraction, no margin stacked on inference — just the gas. It’s part of why the copy never nags about cost: the audience is paying near-cost and tracking it themselves.

See also: [[Optimus OS](#)], [[Keep Ascending / Never Break Trust](#)], [[Frontier-minus-one](#)]

Pixel (Meta Pixel)

The short answer. A snippet of tracking code on a site that tells ad platforms who visited and who converted, so ads can target and optimize.

The longer story. The browser-side half of conversion tracking — it fires when someone lands or opts in, feeding Meta the data to build lookalike audiences and measure ad performance. Because browsers increasingly block it, it’s paired with server-side CAPI so attribution survives. Every Spiderweb node ships with the pixel wired in.

See also: [[CAPI]], [[Spiderweb](#)], [[Funnel]]

PIP (Picture-in-Picture)

The short answer. The small video of Brad’s avatar tucked in the bottom-right corner of a training video.

The longer story. The slides/animation fill the screen; the lip-synced HeyGen avatar overlays the corner via chroma key. It’s default-on for training videos and required for funnel/sales videos, because the face-and-voice presence is the trust signal that separates this from generic AI explainer content. Keep it small enough never to cover the content.

See also: [[Avatar](#)], [[HeyGen](#)], [[Hyperframes](#)], [[Lego-Block Components](#)]

Pod

The short answer. The crew of worker agents (whales) running in parallel under one Orca orchestrator.

The longer story. Instead of one agent doing everything serially, a pod splits the work across many agents at once — eight on a screen, each in its own lane, all steerable from

one place. Running a pod is how big multi-part jobs get done fast. The orchestrator keeps the crew full: harpoon a stalled whale, a fresh one takes the slot.

See also: [[Orca](#)], [[Whale](#)], [[Harpoon](#)]

Prompt

The short answer. What you tell the model — the instructions and context that shape what it does.

The longer story. Everything from a one-line request to a multi-page brief. With agents, the prompt is less “magic incantation” and more “clear delegation”: say what you want built, give the constraints, point at the relevant files. Good prompting is just good instruction-giving, which is the Architect’s actual job.

See also: [[Context Window](#)], [[Agent](#)], [[Skill](#)]

R

RAG (Retrieval-Augmented Generation)

The short answer. Giving a model the *right documents to read* at the moment it answers, instead of hoping it memorized them.

The longer story. Models don’t know your private data and can’t hold everything in context. RAG fetches the relevant chunks (from a search index or database) and hands them to the model alongside the question, so the answer is grounded in your actual content. It’s how an assistant “knows” your docs without being retrained on them.

See also: [[Context Window](#)], [[Inference](#)], [[Meilisearch](#)]

Replace-Don’t-Accumulate

The short answer. When you re-do something, swap the existing thing in place — don’t pile up -v2, -final, -final-final copies.

The longer story. The cleanest example is video: a re-cut replaces the source on the *same* Vimeo ID (so every embed keeps working and nothing’s orphaned), rather than uploading a parallel video. Same principle everywhere — one canonical artifact that always holds the latest version, no cruft, no broken links. It’s one of the most-repeated house rules.

See also: [[Vimeo](#)], [[Lego-Block Components](#)], [[Course Module](#)]

Resend

The short answer. The email service — it holds the contact lists, sends the transactional emails, and runs the drip automations.

The longer story. When someone opts in, they're added to a per-magnet audience (and the master list), and an automation fires the welcome sequence. Magic links and notifications go out through it too. Templates and automations live on Resend's side, so copy can change without redeploying code; the app just fires the event.

See also: [\[\[Drip\]\]](#), [\[Lead Magnet\]](#), [\[\[Leadgen\]\]](#), [\[\[E2E\]\]](#)

S

Skill

The short answer. A packaged set of instructions and know-how an agent loads to instantly become an expert at one thing.

The longer story. A skill is a `SKILL.md` (plus supporting files) that encodes a hard-won workflow — how to deploy to Vercel, how to render a video, how to write in Brad's copy voice. The agent reads it on demand and follows it. The whole Optimus library is skills; "the /pip skill," "the /aeo skill," etc. are how you invoke them. In FAST terms, skills are *what the agent knows how to do*.

See also: [\[Tool\]](#), [\[\[FAST\]\]](#), [\[Agent\]](#), [\[Transformation Agent\]](#)

Sixteen-Word Sales Letter (16WSL)

The short answer. A copywriting framework: one core belief plus ten questions, in order, that walk a reader from cold to converted.

The longer story. Distilled from Evaldo Albuquerque's book, it structures any sales argument around a single "One Belief" sentence and the ten questions a reader silently asks ("how is this different? what's in it for me? why now?"). Brad uses it as the spine for sales pages, VSLs, and opt-in copy.

See also: [\[\[WhyCare\]\]](#), [\[\[VSL\]\]](#), [\[\[Funnel\]\]](#)

Spiderweb

The short answer. Brad's growing network of interconnected lead-capture sites, each one a fully-built node that feeds the same portal.

The longer story. Rather than one site, you build many — each on its own domain, cross-linked to the others, all funneling signups into the same membership platform and all ready for ads immediately. The /spiderweb skill spins up a new node by composing the lead-magnet, AEO, and copy skills plus the network plumbing (pixel, bot protection, attribution).

See also: [\[\[Node\]\]](#), [\[Lead Magnet\]](#), [\[\[AEO\]\]](#), [\[\[Pixel\]\]](#), [\[\[Funnel\]\]](#)

Streaming

The short answer. When a model’s answer appears word-by-word as it’s generated, instead of all at once when it’s finished.

The longer story. It’s why a chat reply types itself out in front of you. Beyond feeling faster, streaming lets a system react to partial output. It’s a basic property of how LLMs produce text — one token at a time — surfaced to the user.

See also: [\[Token\]](#), [\[Inference\]](#), [\[\[LLM\]\]](#)

Stripe

The short answer. The payments processor — what charges the card when someone buys a paid tier or product.

The longer story. When a purchase succeeds, Stripe’s webhook tells the portal to grant the matching entitlement (purchase-<slug>), so access and billing stay in sync automatically. You meet it at the bottom of the funnel — the moment a free lead becomes a paying member.

See also: [\[Entitlement\]](#), [\[Marblemakers Portal\]](#), [\[\[Funnel\]\]](#), [\[Mastermind \(Optimus Mastermind\)\]](#)

T

Token

The short answer. The unit a model reads and writes in — roughly a word-piece. Everything is measured and priced in tokens.

The longer story. Models don’t see letters or whole words; they see tokens (about ¾ of a word on average). Your prompt, the model’s reply, the documents in context — all counted in tokens, and that count is what fills the context window and what inference is billed on. When someone says “that won’t fit in the context” or “this is token-heavy,” tokens are the currency.

See also: [[Context Window](#)], [[Inference](#)], [[LLM]]

Tool

The short answer. Something an agent can *reach out and use* — a function, an API, a file system, a browser.

The longer story. If skills are what an agent knows, tools are what it can touch: reading and writing files, running shell commands, calling an API, querying a database, browsing the web. An agent is skills plus tools — swap them and the same shape becomes any worker in your business. MCP is one standard way to give an agent new tools.

See also: [[Skill](#)], [[Agent](#)], [[MCP]], [[FAST]], [[Transformation Agent](#)]

Transformation Agent

The short answer. The worker at the heart of the FAST loop — the agent that takes the input and produces the output, built from skills and tools.

The longer story. It's FAST's middle: input comes in, the Transformation Agent does the work, output ships. "You give it skills (what it knows) and tools (what it can use) — skills plus tools, that's the whole agent." A sales agent has scripting and objection-handling for skills and a CRM and scheduler for tools; swap those and it becomes any role. This is the part of the org that used to require a hire.

See also: [[FAST]], [[Skill](#)], [[Tool](#)], [[Agent](#)], [[Architect]]

V

Vercel

The short answer. Where the sites get deployed and hosted — push code, it builds and goes live.

The longer story. Every lead-magnet site and the portal itself run on Vercel. It handles the build, the hosting, and the serverless functions (like the `/api/subscribe` endpoint behind a signup form). Environment variables (the real secrets, pulled from the vault) get set on the Vercel project. Cloudflare points the domain at it.

See also: [[Cloudflare](#)], [[LP]], [[Lead Magnet](#)]

Vimeo

The short answer. The canonical home for every finished Optimus video — the portal references a video by its Vimeo ID, not a local file.

The longer story. Local MP4s are transient scratch; the real, shareable artifact is the Vimeo upload, and its numeric ID is what gets wired into a course module. Re-cuts replace the source on the *same* ID (versions API) so embeds never break. “Upload it, grab the `vimeoId`, wire it, delete the local file” is the standard close to any video job.

See also: [[Replace-Don’t-Accumulate](#)], [[Course Module](#)], [[Hyperframes](#)], [[Lego-Block Components](#)]

Visual Variety

The short answer. The rule that videos keep the same brand but vary their execution, so a course doesn’t feel like a row of identical clips.

The longer story. Brand constants stay locked (dark canvas, the accent colors, the voice, SVG arrows, no black bars). What varies, video to video, is the motion runtime, the layout pattern, the tempo, the type treatment. The working rule: look at the last few videos and deliberately pick a *different* treatment. Same world, different room.

See also: [[Hyperframes](#)], [[Whirligig](#)], [[Lego-Block Components](#)]

VSL (Video Sales Letter)

The short answer. A sales letter delivered as a video — the long-form pitch in spoken, on-screen form.

The longer story. Same persuasive structure as a written sales letter (often built on the 16-Word framework), produced through the video pipeline. VSLs are funnel/sales videos, which means the avatar is required, not optional — the face is doing conversion work.

See also: [[Sixteen-Word Sales Letter \(16WSL\)](#)], [[PIP](#)], [[Funnel](#)]

W

Whale

The short answer. A single worker agent dispatched by the Orca orchestrator to do a chunk of a larger job.

The longer story. When a big task gets split up, each piece goes to a whale — an agent working its own lane, in its own session, in parallel with the rest of the pod. “Dispatch a whale,” “surface the whale’s commit,” “harpoon that whale” are all everyday phrasing. The Moby-Dick naming is the whole bit: Orca runs the whales, you harpoon the bad ones, and going Ahab means doing it yourself.

See also: [[Orca](#)], [[Pod](#)], [[Harpoon](#)], [[[Ahab](#)]], [[Agent](#)]

Whirligig (the no-whirligig rule)

The short answer. The ban on using a spinning emoji as an arrow. Loop and feedback diagrams must use real SVG arrows.

The longer story. A recycling or loop emoji standing in for a feedback arrow reads instantly as AI placeholder work and gets rejected on sight. The fix is a proper SVG arrow with an accent gradient and a soft glow — the house arrow grammar from the agentic-org-chart diagram. Small rule, strong signal: it’s the difference between “produced” and “generated.”

See also: [[Visual Variety](#)], [[Hyperframes](#)]

WhyCare (the copy framing)

The short answer. The rule for who you’re writing to: the \$5-50M founder-architect, with edge and specifics — not a generic “professional.”

The longer story. It loads the avatar (real revenue, real team, the bottleneck on every decision) and tests every line against four questions: what it MEANS for them, what it ALLOWS, old-way-vs-new-way, and heaven-if-they-do / hell-if-they-don’t. It strips the soft, trust-killing words (“level up,” “10x,” “we’re passionate about”) and leans on concrete numbers and the architect identity. If copy doesn’t sound written for someone with real money at stake, it’s wrong.

See also: [[[Architect](#)]], [[Sixteen-Word Sales Letter \(16WSL\)](#)], [[Keep Ascending / Never Break Trust](#)]