

The JCB Rule

A 30-day plan to move your work from the spade to the cabin.

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THE RULE IN ONE LINE

AI IS

01

the machine

JUDGMENT IS

02

the operator

SKILL DECIDES

03

**who sits in the
cabin**

JCB is the brand most of India uses for the excavator. The excavator digs faster than any crew, and the operator still decides where to dig and when to stop. AI can draft the plan. Only the operator signs it.

SORT YOUR WEEK

Hand to AI

- ✓ Resizing one ad into every format
- ✓ Pulling competitor ads in one area
- ✓ First drafts of blogs and captions
- ✓ Combining results from every platform
- ✓ Twenty headline options to choose from

You decide

- ✓ Which offer to run, and for whom
- ✓ Whether a claim is honest and legal
- ✓ A brand voice built over years
- ✓ Telling a client what failed, and why
- ✓ The final yes before anything goes live

FIVE POINTS WHERE A HUMAN STOPS THE MACHINE

01

Client context

History, budget and promises AI never sees

02

Brand voice

AI writes average; someone protects the brand

03

Facts and numbers

Every public number gets a source and date

04

Ethics and law

India's DPDP Act, 2023; false stays false

05

Final sign-off

The client calls a person, so a person approves

One task. Four weeks.

Print this page, pick one task you repeat every week, and tick the boxes as you go.

WEEK 1

01

Pick

One repeat task, timed by hand and then with AI.

- ☐ Time it by hand
- ☐ Do it with AI, time it again
- ☐ Note what you still fixed

WEEK 2

02

Check

Treat every AI answer as a draft from a smart intern.

- ☐ Check each fact at a real source
- ☐ Log every mistake it made
- ☐ Mark the ones a client would see

WEEK 3

03

Build

Turn what works into something the team reuses.

- ☐ Make one template or dashboard
- ☐ Add your checking steps
- ☐ Ask a colleague to try it

WEEK 4

04

Teach

Teaching shows you what you only thought you knew.

- ☐ Run a 15-minute session
- ☐ List what you never hand to AI
- ☐ Pick your next task

Learn

One tool, properly.

Implement

On real work, the same week.

Teach

One colleague, in 15 minutes.

MY AI MISTAKE LOG

DATE	WHAT AI GOT WRONG	HOW I CAUGHT IT

70%

Master 70% of the fundamentals before chasing the 30% specialisation. A marketer who knows how a campaign works can tell when AI is wrong.