

A specialist book that can run without you. Not this month.

15 October 2026 · 22 days. The four-hour week is the direction. Ten hours is the job until six Trade retainers close on Friday without the steward in the file. This is the map. The intern staple and the channel staple sit behind it.

Fieldstone Advisory

Montgomery County, Texas · Sample KPIs. Not live analytics.

AI drafts. Human review. Then send. We are not a CPA firm. We are not a law firm. Circular 230 did not get an AI exception.

ALTITUDE

Four heights. One company.

50,000 ft — the muse

A residual specialist book: Texas contractors pay \$1,500 a month for a Friday that is not an argument. Tax and estate are seasons, not the company.

10,000 ft — the constraint

One steward. Ten weekly hours, Central Time. Hours do not stack. Interns may produce. They may not sign, send, or price.

1,000 ft — the cash

Transition \$1,000 invoice. Founding wrap \$6,500. Extension \$850, card 50% if the board passed that vote. Kitchen paused except one prepaid name.

100 ft — this month

Domain still officer. YouTube is scripted, not public. First deposit is still open. Intern stack is paper, offline, redacted.

4 H W W FRAMING

How that book would sort this, without pretending he reviewed it.

The Deal steps are Definition, Elimination, Automation, Liberation. These are the book's categories applied to Fieldstone. They are not a quote and not an endorsement.

Definition

A muse is a productized offer with a price, a niche, and a test you can kill. Income is not the same as a job you renamed.

Friday Close is the muse. Extension is a season. The course mill and the \$349 card mill are different companies.

Elimination

80/20 before automation. Delete the work that does not move the muse. Being busy is not a business.

Delete: Bench-priced ads, BKL clone, faceless YouTube, Kitchen SEO this fortnight, white-label, cost-seg lite.

Automation

Automate what remains with rules, then people, then software. Software last, because it freezes a bad process.

Rules are the red-pen card. People are interns on the demo file. Software is the quote widget and the channel export. Not GoHighLevel. Not the upload API.

Liberation

The four-hour week is the owner off the production line, not the owner off the standard. Mini-retirements come after the muse runs without you.

Not this month. Liberation starts when six Trade retainers close on Friday without the steward in the file — only on the red pen. Until then, ten hours is the job.

Where this work actually is.

The 4-Hour Workweek is the right north star and the wrong next thirty days. Buying ads to feel automated spends the liberation before the muse exists.

Residual specialist books are real. Eight files at \$1,500 is \$12,000 a month. That is a practice, not a media company, and it only becomes residual if an intern can produce the Friday page and you only sign it.

The giveaway is the right Ferriss front end: a one-page X-ray, free, that makes the \$1,000 Transition obvious. A free webinar that sells a \$2,499 course is the counter we already killed.

YouTube is a distribution bet with a human face, two videos a week, and a Transition CTA. It is not AdSense. It is not automated. Treating it as passive income is how channels get labeled repetitious and how Circular 230 gets a clip.

Interns are the first honest automation. They are also the fastest way to ship a bad file. Offline, redacted, red-penned, or they do not touch a name.

Opinion, scored: desire 9/10, offer 8/10, residual math 7/10 once six retainers exist, automation today 3/10, YouTube monetization 1/10. Do not average those into a pep talk.

KPI SAMPLES

What we would count if the lights were on.

Sample column is the honest zero. Target is the muse, not a forecast.

KPI	SAMPLE	TARGET
Owner hours on production Red pen does not count as liberation.	10 / wk	≤ 4 / wk after 6 retainers
Intern papers red-penned Offline stack. Not a client.	0	10 demo X-rays before a live name
Red-pen miss rate One invented EIN fails the paper.	—	< 10% invented figures
Deposits / fortnight Invoice or Extension card. Not AdSense.	0	1 Transition or 1 Extension
Giveaway → sit-down Sample. No live traffic yet.	—	1 in 8 X-rays
Public videos Unlisted 24h first.	0	2 / wk after domain + face
Face seconds / video Bumper does not count.	0	≥ 60
Attributed invoices from video Ask how they heard. Do not buy attribution software yet.	\$0	1 Transition / 8 videos
Watch hours / subs Vanity until a deposit has a video source.	0 / 0	Ignore YPP
Declines logged Decline is a KPI, not a failure.	—	Every mill, will, and inside-7-day file

