

A PRACTICAL GUIDE

Building Your Agent Team

*A field guide to assembling an agent stack by function,
not by hype.*

THE PROBLEM

Why one agent for everything doesn't work

Most people's first instinct is to find "the" agent: one tool, one chat window, one place to dump every task and wait for it to come back done. It works for a while, right up until the tasks start competing with each other inside the same context. A research pass and a client draft and an inbox cleanup all want a different kind of attention, and asking one general-purpose agent to hold all three at once is how you get output that's fine at everything and excellent at nothing.

The fix isn't a better prompt. It's treating agents the way you'd treat a small team: give each one a lane, a standard, and a handoff point, instead of one generalist trying to be everywhere.

THE ROSTER

The four roles worth delegating

You don't need ten agents. Four functions cover most of what actually eats a freelancer's week.

The Researcher.

Pulls together background before you start: competitor scans, client history, industry context, source material. Its only job is gathering and organizing, never producing the final draft. Keep it separate from your writing agent so research doesn't quietly turn into ghostwritten opinions you never checked.

The Drafter.

Takes a brief you've already thought through and produces a first pass: the email, the proposal, the post, the outline. It should never be your only pass. Its output is raw material, not a finished deliverable, and treating it as finished is where quality slips.

The Admin.

Handles the parts of the job that are necessary but not billable: scheduling, formatting, file organization, routine replies. This is the highest-leverage role to delegate first, because the work is repetitive, low-risk, and rarely needs your judgment once the rules are set.

The Follow-Up.

Tracks what's still open: invoices, unanswered proposals, check-ins you meant to send. Not glamorous, but it's the role most freelancers drop first when busy, and the one most directly tied to getting paid on time.

THE HANDOFFS

How to assign work across the team

The mistake isn't using agents for these roles. It's routing everything through whichever one is already open. Before you send a task, ask which of the four functions it actually belongs to. A client email that needs research and admin formatting shouldn't go through your drafting agent just because that's the tab you happen to have up.

Keep the roles in separate threads or separate tools if you can. The separation isn't bureaucracy, it's what keeps a research summary from silently becoming a sent email, or a drafted opinion from becoming a fact you repeat to a client.

THE LIMIT

What still has to stay with you

None of the four roles above make a decision that carries your name. They gather, they draft, they organize, they remind. The judgment calls, what to say no to, which client relationship needs a real conversation instead of a templated one, whether a draft is actually ready, stay yours.

An agent team that runs well doesn't reduce how much you're needed. It changes what you're needed for: less production, more verification and judgment.

GET STARTED

A simple starting stack

You don't need to build all four roles at once. Start with whichever one is currently costing you the most time, and add the next only once the first one has a clear, repeatable brief.

- ☐ Pick one function to delegate first, most often Admin or Research.
- ☐ Write a one-paragraph standing brief for that role: what it does, what it never does, what "done" looks like.
- ☐ Run it for one week before adding a second role.
- ☐ Review its output daily for the first week, weekly after that.
- ☐ Only add the Drafter once you have a verification habit in place, since its output needs the most checking.

The goal isn't a fully automated business. It's a small team that frees up your actual time for the parts of the work only you can do.