7 buts · the automation behind each one

Every BUT Between Your Vibe-Coded App and $1M a Year.

The seven walls founders hit after launch, the kind of automation that deals with each one and the systems I run so my startup doesn't need me for everything.

Every fix creates the next problem. The last one is you.

Fadé Adeniyi

WHY THIS GUIDE EXISTS

Why does every fix turn into the next problem?

You built the app in three weeks. Then you found out nobody knows it exists. So you post every day, people see it and still nobody signs up. You fix the message, they sign up and nobody pays. You fix onboarding and the features start breaking. Every fix works and every fix hands you the next wall.

There are seven of these buts. The first six are loud and you'll notice them. The seventh is the hardest one to spot because it looks like progress: the business is growing and you're still the one running every part of it. That's the ceiling between a vibe-coded app and a real business.

My answer is to automate everything I can so the business runs without me. I bootstrapped my startup, Techlerator, to profit and I've automated what I'd put at 90% of our tasks with Claude. This guide maps each but to the kind of automation that deals with it, using the systems I actually run as the examples.

01	**Nobody knows it exists**	A content system that scripts your posts
02	**Posting daily, no sign-ups**	Comment-to-DM automations that hand over something useful
03	**Sign-ups, nobody pays**	A market brief and a revenue agent that proposes offers
04	**Features break**	Scheduled checks that compare and report
05	**Customers still cancel**	Trigger-based email sequences you approve
06	**Support and costs bury you**	An inbox watch and an assistant that triages
07	**You're still running everything**	A morning brief and a meeting agent that drafts the work

> **ONE RULE BEFORE YOU AUTOMATE ANYTHING**
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> Automation does the prep, never the final say. **Nothing in my setup sends, spends or publishes until I've reviewed it.** Build that review point in from day one.

BUTS 01 TO 03

How do you get seen, get sign-ups and get paid?

01 · BUILT IT, NOBODY KNOWS IT EXISTS

Automate the content, not just the posting

The wall. Posting every day is the right fix but writing something worth posting every day eats the hours you should spend on the product.

What I run. A content system that scripts my reels. Give Claude your real customer problems and your past best posts and it'll draft from those rather than from nothing.

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02 · POSTING DAILY, STILL NO SIGN-UPS

Turn attention into a conversation

The wall. Views don't sign up. People need a reason to take one small step towards you.

What I run. Instagram comment-to-DM automations. Someone comments a keyword and they're sent a guide like this one, as long as they follow the account.

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03 · TALKING ABOUT THE PROBLEM, NOBODY PAYS

Watch the market and let an agent propose the offer

The wall. People agree the problem is real and still won't pay for your version of the fix.

What I run. A market intelligence brief every morning with AI news, competitor signals and revenue opportunities. Alongside it, a revenue agent that proposes offers on my existing Stripe setup. It proposes only. **It never spends money, sends anything or puts anything live.** I decide what ships.

BUTS 04 AND 05

How do you keep it working and keep customers?

04 · ONBOARDING FIXED, FEATURES BREAK

Put the checking on a schedule

The wall. You make onboarding show the value in under a minute, more people go deeper into the product and they find everything that's broken.

The pattern. Tests and bug fixes are the fix in the reel. What stops them slipping is a job that checks on a schedule and tells you what changed. My version of this is a monthly SEO audit of my site. It runs a read-only audit, compares it with last month's report and messages me what's different. It doesn't change anything by itself.

Apply it. Ask Claude to write your tests, then set a scheduled job to run them and send you the failures. You read the report and you decide what gets fixed.

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05 · BUGS FIXED, CUSTOMERS STILL CANCEL

Let a trigger start the conversation

The wall. The product works now but people still leave and you only hear why once they've gone.

The pattern. I run B2B outreach as trigger-based email sequences. Something happens, the right sequence starts, the drafts sit there for me to review and nothing goes out unless the sending switch I control is on.

Apply it. The same shape works for customers. Pick the signals that come before a cancellation, like a login streak ending or a failed payment. Give each one its own short sequence. Read the drafts, then switch it on.

How do you stop being the one running everything?

06 · CUSTOMERS STAY, SUPPORT AND COSTS BURY YOU

Let something else read the inbox first

The wall. More customers means more tickets, more emails and bigger server bills. Automating support and adding a higher tier is the fix in the reel.

What I run. An executive assistant that triages email across my inboxes and answers my questions in Slack. An hourly inbox watch flags the emails that actually need a reply and reminds me about the ones I haven't answered yet. I still write the replies that matter. I just don't hunt for them any more.

07 · THE HARDEST ONE TO SPOT

Take yourself out of the daily loop

The wall. Everything works and you're still the person every task runs through. Nothing looks broken, which is why this one hides.

What I run. A morning brief at 7am that pulls my day together before I've opened anything. A live meeting agent that listens to a Google Meet, catches anything I'm asked to do and drafts each deliverable into a private Drive folder.

Start here	Find the but you're stuck on today. Automate the one task behind it and keep yourself as the reviewer.
Add next	Once that runs without you checking on it, move to the next but. Leave **07** until last because it only works once the rest are running.

MORE FROM ME

Automate one but this week.

Don't try to build all seven at once. Pick the wall you're hitting right now, hand the repetitive part to Claude and keep the decision for yourself. If you want to see more of what Claude Code can do beyond writing your app, these two guides show you how I use it to edit videos.

Edit Your Videos with Claude Code · Opus 5.5	Describe the edit in plain English and Claude Code writes the Remotion code that builds it. The four setup commands, a video editor skill and your first edit. **Read the guide**
The Storyboard-First Edit	The framework to paste into Claude Code to trim a raw take, set a look and approve real frames before anything renders. **Read the guide**

Every fix creates the next problem. Automate so the business runs without you.

What this guide won't do. It won't build the automations for you and it won't promise you $1M a year. The 90% is my own estimate for my startup, not a benchmark. Every system here needs setting up, testing and watching for the first few weeks. Automation that sends or spends without a human check can do real damage, so keep a review point on anything that touches customers or money.

Fadé Adeniyi

Fadé & The Machines

Building something of your own? The Audacity to Build is my community for people building alongside me, with the systems I actually run. It is opening soon. Join the waitlist at **fadeadeniyi.com/waitlist**.