



ChatGPT Side Hustle: Build and Sell AI Receptionists

Launch a side business that installs AI phone/chat receptionists and outcome-focused automations for local and online businesses. Use consultative sales, fast prototyping, and platform-agnostic builds to win retainers.

 **Updated for 2026**

 **3–4 weeks** Reach baseline technical capability with consistent learning (source-reported)

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Start Fast

Clear first steps you can take this week.



Real Sources

Built from people who actually did it.



Honest Numbers

Source-reported pay, costs, and risks.

Get the Full Guide Vault →

 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ☒ What you'll build
- ☒ Step 1 —  Pick a niche with urgent, repeatable demand
- ☒ Platforms & tools
- ☒ Step 2 —  Diagnose with SCAN and interviews

✓ Step 3 — 💡 Validate one use case with a one-pager

✓ Step 4 — 📢 Fill your pipeline with low-friction channels

▶ MODULE 01

What you'll build

A revenue-focused ChatGPT side hustle delivering AI receptionists that answer calls, qualify leads, and book appointments, plus a light automation stack for instant lead response. You'll niche down, validate demand, sell with ROI, then build once and scale across clients.

Pick one primary platform, ship a working voice/chat agent, connect calendars/CRMs, and prove value with simple metrics that clients care about.

- 1 A packaged AI receptionist + speed-to-lead system
- 2 Consultative discovery → paid audit → ROI proposal
- 3 Live phone demo, clear scope, and quick install
- 4 Monthly retainer with proactive reporting
- 5 A repeatable stack across 4–7 primary platforms

▶ MODULE 02

Platforms & tools

Lead & Outreach

3 free · 4 paid

⚡ Instantly •

✴ Apollo •

Up Upwork •

f Fiverr •

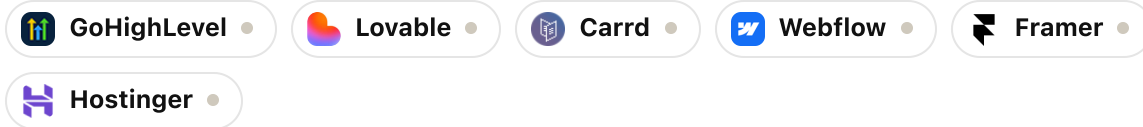
Cal Cal.com •

📺 Loom •

in LinkedIn •

Website Builders

0 free · 6 paid



AI Models

0 free · 3 paid



Dev & Hosting

1 free · 1 paid



Automation

1 free · 3 paid



► MODULE 03

Step 1 — 🎯 Pick a niche with urgent, repeatable demand

Choose one buyer group with repeatable problems and the ability to pay fast. Hyper-niche to AI receptionists/speed-to-lead for high-volume, lower-ticket businesses (e.g., home services, clinics, local pros) where missed calls cost money daily.

Tip

Niching to AI receptionists beats broad "AI automation" where big agencies dominate. Avoid low-volume, high-ticket niches where small conversion drops are costly.

► MODULE 04

Step 2 — Diagnose with SCAN and interviews

Run SCAN: Study the business, Calculate the opportunity, Architect the solution, Narrate the results. Hold 5–10 short discovery chats to map time drains, missed calls, and slow lead response. Secret-shop competitors and interview their customers to learn who currently fixes the problem.

Tip

Owners buy outcomes (money saved/made, risk reduced, time back), not technology. Keep AI talk minimal until ROI is clear.

► MODULE 05

Step 3 — Validate one use case with a one-pager

Pre-sell a single use case (e.g., AI receptionist) with a plain-language landing page: what it does, what it doesn't, price, deliverables, turnaround. Offer an early-adopter slot and collect payment to validate demand before building. Use a dead-simple site builder and publish fast.

Tip

Audit your messaging: if you mention AI more than results, rewrite. Publishing and telling people has near-zero extra friction compared to polishing in private.

► MODULE 06

Step 4 — Fill your pipeline with low-friction channels

Text your network: “Who do you know that wants an AI-powered chief of staff to win back 10–15 hours a week and ship more projects?” Host free office hours at coworking or broker offices, and list a local meetup on [meetup.com](https://www.meetup.com) or [Luma](https://luma.co). Offer free audits to warm contacts and peer groups; partner with creators in your niche and pay referral fees. Post useful content and talk to engaged owners in comments.

Tip

Focus daily on lead gen, sales, and retention. Busy work (logos, business cards, perfect websites) doesn’t move revenue.

► MODULE 07

Step 5 — Source and qualify leads that miss calls

Google local categories (plumbers, dentists, roofers, chiropractors) to spot businesses that likely miss calls. Filter by decision-maker titles (Founder, Owner, Partner, CEO/COO/CTO, President, Principal). Build lists with Apollo or Sales Navigator; use Ampify to scrape public data ethically. Track prospects in a simple sheet and tag by niche and pain point.

Tip

Batch tasks for efficiency: scrape in one block, enrich next, send campaigns last.

► MODULE 08

Step 6 — Send personalized ROI-first outreach

Run cold email via Instantly, personalize with specifics, and use foot-in-the-door offers (mini-maps or a 60-second demo). Set reply notifications so you follow up instantly. Use ROI math, not tech jargon.

PROMPT — COLD EMAIL (60-SECOND DEMO)

Subject: [Personalized hook for [Name]]
Hey, I built a workflow that solves [X PAIN POINT]. I've got a 60-second demo showing how this system works. You want me to set it up for you?

PROMPT — COLD EMAIL (TIME-TO-MONEY FRAMING)

Subject: [Personalized hook for [Name]]
Hey, you're doing this process manually, which takes you [5] hours a week. If you value your time at \$[100] an hour, that's \$[500] a week. Over a month, \$[2,000]. Over a year, \$[24,000]. Now, if I can build you a system that eliminates that manual work, I'm not just giving you back [20] hours a month. I'm giving you back \$[2,000] in value. Paying me only \$[2,000] for that solution is a no-brainer because over the year you're getting back [240] hours and saving \$[22,000].

PROMPT — COLD EMAIL (NO-PITCH MAP)

Subject: [Personalized hook for [Name]]
Hey [NAME], I'm mapping the top drains in [X NICHE]. In 15 minutes, I'll try to quantify your biggest bottleneck and share where AI actually helps and where it doesn't. No pitch unless you ask. I'm genuinely just trying to learn how I can provide value to businesses.

PROMPT – WEBSITE REDESIGN DROP-IN

Subject: Redesigned Website Outreach

Hey, I redesigned your website using AI. Here it is: [LINK]. If this seems interesting to you, let me know. If not, your marginal cost was basically nothing.

Tip

Never blast identical templates to the same audience repeatedly—market saturation kills reply rates. Personalize for belief and fit.

► MODULE 09

Step 7 — Run a consultative discovery (70/20/10 + LRP)

Spend 70% on their problems/goals, 20% on solutions in outcome terms, 10% on next steps. Use LRP: Listen to their week, Repeat back patterns, Poke to quantify time/money/error costs. Ask, “What do you think about AI and where is it going for your business?” and pivot back to outcomes.

SCRIPT – DISCOVERY OPENER

CALL:

Hi there, I'm [NAME] from [FIRM]. Thanks for hopping on. This is a quick chat to learn about your business and what your day-to-day looks like so I can spot the best places AI can give you time back. You ready to get started?

[DISCUSS ROLE/STACK/TEAM]

What's the biggest headache in your workday right now?

GUIDANCE – LRP PROMPTS

CALL:

Use the LRP framework: Listen while they describe their week or processes, Repeat back the pattern to confirm alignment, then Poke to quantify with:

- Whose hours are those? What's their hourly value?
- How often does this process result in an error?
- Where are you paying people to copy/paste or chase info?
- What interrupts you the most between 9 and noon?
- Where do mistakes cause rework, refunds, or churn?
- If I remove one weekly fire, which one changes your week?

Tip

Handle objections early by deeply diagnosing constraints and quantifying ROI before you mention tools.

► MODULE 10

Step 8 — Offer a paid audit and tool map

Sell a short, paid assessment to analyze ops and quantify where AI saves time or reduces waste. Record the call, transcribe, then have Claude find off-the-shelf tools to cover gaps. Send a concise report within 48 hours and book a 30-minute review to upsell implementation.

PROMPT – OFF-THE-SHELF TOOL FINDER

OTHER:

Hey, I've attached the transcript of a conversation I had with a local business owner. Your job is to go out on the internet and find any AI tools or just any software tools that they can implement that are off-the-shelf that can fix the pain points that you've identified from the transcript.

Tip

Price audits for perceived value. Underpricing (e.g., \$200) reduces conversion to implementation and weakens positioning.

► MODULE 11

Step 9 — Define scope, ROI, and pricing (then assume the close)

Write a simple scope: objectives, inclusions/exclusions, timeline, client expectations, and payment terms. Price against ROI (time back, cost cuts, missed-call recovery). For high-ticket businesses, compare potential conversion dip risk vs labor savings before recommending AI handling of sales calls.

Use the assumptive close and a clear guarantee. Set expectations: what the product does, does not do, price, and timeline.

LINE — ASSUMPTIVE CLOSE

OTHER:

All right, [NAME], I'm just going to send you over the proposal with some more details. Sound good?

OBJECTION — OUTCOME GUARANTEE

OBJECTION:

If you're not happy with it when I deliver it, or it doesn't deliver the value that we discussed, you'll get all your money back.

Tip

Position the AI receptionist as augmenting—not replacing—staff. Example ROI: if HVAC jobs are \$1,000 and convert at 25%, each missed call can cost ~\$250 (source-reported).

► MODULE 12

Step 10 — Prototype fast (90-minute proof)

Timebox: 15 minutes plan, 60 build, 15 record a demo. Build one thin prototype that resolves one diagnosed pain. Start from the final action and work backward; add one module at a time and test thoroughly. Launch manually (concierge) before automating. Show a finished mini-package with their brand assets.

Tip

Avoid overengineering multi-agent Rube Goldbergs. Custom projects are training wheels—optimize for experience, not perfection.

► MODULE 13

Step 11 — Master the core stack (APIs, webhooks, prompting)

Hit competence fast: understand that APIs are server URLs you send requests to for data/actions. When connecting, identify auth, copy a working example, and ship a minimal request. Create a webhook URL to receive data and test it via a browser or simple tools. Learn system/user/assistant prompting roles.

Pre-commit to one platform for 90 days to get fast. With Claude's Cloud Code: pick a model (Haiku speed, Sonnet balance, Opus depth), choose interface

(terminal/desktop/web/IDE/VPS), enable accept-edits or bypass prompts for auto-fixes, and use slash commands (/clear, /context, /compact, /slr). Add API keys (Anthropic, Perplexity, key.ai, Gmail) securely. For scheduling, push to GitHub and run with trigger.dev or Modal on a VPS (e.g., Hostinger).

Tip

APIs often unlock more power than drag-and-drop connectors. If you hit Unicode or endpoint errors, instruct Cloud Code in plain English to self-diagnose and fix.

► MODULE 14

Step 12 — 📞 Build the AI receptionist (platform paths)

Create a voice agent that greets, qualifies, answers FAQs from the site, and books appointments. Name it after the business and keep the intro short and transparent.

Platform	What to do in this step
GoHighLevel	Create a Voice AI Agent. Name it after the business and write a concise intro. Set required fields (name/email/phone) and basic routing. Keep responses brief and human-sounding.
Google AI Studio	Create a Gemini app with voice. Add system instructions for intake + booking intent. Enable live API for real-time voice. Choose a friendly, transparent persona users enjoy.
ChatGPT	Create a Custom GPT for intake/FAQs. Define Actions to call your lead-submit endpoint. For voice, connect via a Twilio Programmable Voice > OpenAI Realtime bridge.

Platform	What to do in this step
Claude	Set a System Prompt with goals/constraints. Use Cloud Code to define a submitLead function and call webhooks. Choose Haiku/Sonnet depending on latency vs depth.
Make.com	Build a Twilio > STT > LLM > TTS loop. Use HTTP modules to call your LLM (Claude/ChatGPT/Gemini) with function-calling to capture fields and route outcomes.
n8n	Build a Twilio webhook > STT > LLM > TTS flow. Use Function/If nodes for branching and a final HTTP node to POST lead data to CRM/calendar.
Zapier	Use Twilio triggers to start a Zap. Add Webhooks by Zapier to call your LLM endpoint and format function-calling outputs. Route bookings to calendar/CRM.

Tip

Hyper-niche your first offer to AI receptionists/speed-to-lead. It's simple, valuable, and underpenetrated—most owners don't know it exists yet.

► MODULE 15

Income Forecast

Provision a local or toll-free number, route to the owner/team first, then to the AI if no one picks up. Make missed-call texts automatic and enable voicemail-to-AI follow-up.

Platform	What to do in this step
GoHighLevel	Buy a number in GHL. In routing, ring the owner/team first (sequential or round-robin), then send to the AI agent if no answer. Assign a new business number for the receptionist.

Platform	What to do in this step
Google AI Studio	Use Twilio to purchase a number. Point the Voice webhook to your AI Studio live endpoint. Configure a 20s ring-to-owner, then fallback to the AI.
ChatGPT	In Twilio, create a Voice webhook to your server that proxies to OpenAI Realtime. Implement a ring-first switch: try owner, else hand to the GPT agent.
Claude	Set Twilio Voice webhook to a Claude-backed endpoint. Implement a ring-first switch; on fallback, let Claude handle intake and scheduling.
Make.com	Twilio inbound call triggers the scenario. First module dials owner; on timeout, continue to AI (STT+LLM+TTS) and capture lead.
n8n	Twilio Trigger → If owner answers then connect; else continue to AI handler workflow and log results.
Zapier	Twilio event starts Zap; use a filter/delay to ring owner; if no connect, route to the AI step and post-process to CRM.

Tip

Ring the team first. It keeps humans involved, reduces perceived risk, and eases adoption anxiety.

► MODULE 16

Step 14 — Train the agent on real client data

Load the business's website, services, reviews, and service areas. Add industry-specific questions and any extra intake fields (e.g., insurance provider). Tune tone and escalation rules. Configure mandatory collection: name, email, phone, address as needed.

Platform	What to do in this step
GoHighLevel	Create a Knowledge Base. Use the web crawler to ingest site URLs (About, Services, Reviews, Areas). Adjust Advanced Prompt and response tone.
Google AI Studio	Add System Instructions for intake and FAQs; link to knowledge via tools or provide key docs. Use Gemini for multimodal (images/video) when helpful.
ChatGPT	In a Custom GPT, upload PDFs/FAQs as Knowledge and define Actions for submitLead. Keep responses short and empathetic.
Claude	Create a Project with attached docs; set the System Prompt and function schema (submitLead). Use Artifacts to refine structured outputs.
Make.com / n8n / Zapier	Store FAQs/service data in data stores or call a Knowledge API. Ensure the LLM prompt instructs strict field capture before ending a call.

PROMPT – INTAKE AGENT (GENERIC)

OTHER:

You are a helpful, friendly, and personal AI agent for [BUSINESS NAME]. Your primary goal is to collect the user's full name, email, and company name. Be conversational and engaging. Once you successfully collect all the pieces of information, you must call the submit leads form function. Do not ask for other personal information. Give the user an introduction to yourself before starting.

PROMPT – SPEED-TO-LEAD BOOKING

OTHER:

System: Greet, be transparent you're AI, and respond in under 1s. Objectives: 1) Qualify with [INDUSTRY-SPECIFIC QUESTIONS], 2) Collect [NAME], [EMAIL], [PHONE], [ADDRESS?], [INSURANCE?], 3) Offer first available time on [CALENDAR INTEGRATION], 4) If no time chosen, send booking link by SMS, 5) Call submitLead() with full payload and conversation summary.

Tip

Clients don't need the tech tour. Show what it captures and how it books—tie back to money saved or made.

► MODULE 17

Step 15 — Connect calendars, CRM, and channels

Connect Google Calendar or Cal.com for bookings. Integrate with the client's CRM (or GHL CRM) via webhooks. Add live chat to the website and connect SMS/social DMs. In GoHighLevel's Launchpad, link Google Business, Facebook, and WhatsApp (if used). Notify the owner in real-time when appointments or conversations are booked.

Tip

Speed-to-lead wins. Ensure instant notifications; slow reply handling tanks conversions.

► MODULE 18

Step 16 — Test the voice flow end-to-end

Call the number, stress-test awkward phrasing, and verify it collects every field and books. Check that the voice sounds natural, is concise, and escalates gracefully. Iterate prompts and knowledge until it's smooth. Prefer a quick live assessment via the agent over asking clients to record Looms.

SCRIPT – AGENT TEST DIALOGUE

OTHER:

Hey, how's it going? It's going well. Thanks for asking. I'm here to help you with [BUSINESS]. Could I get your full name, email address, and company name? Yes, my name's [NAME]. My email is [EMAIL] and I work for [COMPANY]. Thank you, [NAME], for providing your full name, email address, and company. I have noted that you work for [COMPANY]. Is there anything else I can help you with today? Nope, I'm all good. Can you contact [BUSINESS] and let them know that I'm interested?

Tip

Be transparent that it's AI. Users accept voice agents when they're fast and better than legacy IVRs.

► MODULE 19

Step 17 — Build your prospect "starter pack"

Create small, branded assets that make choosing you easy: a one-page lead magnet, 30-day content calendar, and a few automation quick wins. Use Ask AI to generate posts and schedule variety across 30 days, and Gamma to turn a template into a branded guide. Repurpose any demo videos with Opus Clips or Descript; optionally remix with VO3.

Tip

AI copy/design is crowded. Lead with outcomes and proof; show finished assets using the client's brand colors.

► MODULE 20

Step 18 — Personalize cold outreach with automations

Scale personalization profitably: scrape public signals, generate unique icebreakers, and drop tailored emails via Instantly. Start from the end of the flow, test webhooks, and add modules one by one. Track metrics and stop campaigns before list fatigue.

Platform	What to do in this step
Make.com	Use HTTP module: set URL, method, auth bearer token, headers (Content-Type: application/json), and JSON body to call your LLM for icebreakers. Chain to Google Sheets and Instantly API.
n8n	Use HTTP Request node; import a cURL request from docs to auto-fill. Build: Webhook → Scrape/Enrich → LLM → Formatter → Instantly.
Zapier	Trigger from Google Sheet row; Webhooks by Zapier POST to LLM; format outputs; send via Instantly or Gmail with tracking.

Tip

Don't repeat the same campaign to the same audience. Rotate angles and keep value genuine.

► MODULE 21

Step 19 — Demo live and pre-sell

On sales calls, dial the agent's number and show it booking in real time. Use cognitive dissonance framing (offer to hand them warm leads vs selling a 'system'). Front-load social proof and results; then mention the tech. If they like it, move straight to scope and invoice.

Tip

Show, don't tell. A live call beats slides and handles 90% of objections upfront.

► MODULE 22

Step 20 — Proposal, sign, and kickoff fast

During the meeting, confirm pains, pitch outcomes briefly, and ask to send the proposal. Use ROI framing and the money-back clause to reduce risk. Collect initial assets (site URLs, calendars, FAQs) and book the install window.

SCRIPT – MEETING CLOSE

CALL:

During sales meetings, I'll recap your goals, present the reception + speed-to-lead plan tied to ROI, and ask: "Want me to send the agreement and get your agent live this week?"

Tip

Guarantees work when tied to specific, agreed outcomes—never to vague promises or income claims.

► MODULE 23

Step 21 — Deliver, notify, and go live

Publish the voice agent, assign it to the new number, and connect calendars/CRM. Turn on owner notifications for new appointments and conversations. Enable auto-answer if missed and ensure transcripts/notes are stored for follow-up.

Tip

Set clear boundaries: what's included/excluded, response times, and change request rules to protect margins.

► MODULE 24

Step 22 — Prove value and retain

Track speed-to-lead, booked calls, show rate, and close-adjacent metrics. Proactively send short reports and wins. Reframe case studies: results first, system second. Shift from one-offs to retainers or pay-for-performance. Schedule recurring check-ins and ask for referrals when metrics are up.

Tip

Skipping post-delivery check-ins loses testimonials, referrals, and upsells. Put them on the calendar.

► MODULE 25

Step 23 — Add-ons your clients will buy

Upsell adjacent, thin solutions with clear ROI: sales/chat bots that pre-qualify and handoff, document processors, internal Slackbots trained on SOPs (compress onboarding), comment-to-DM automations (Workflow AI), and voice capture forms via Google AI Studio. Use Gemini for native video/image understanding where relevant. Build AI travel/text companions or niche micro-apps only if they solve a specific, paid pain.

Tip

Thin, focused tools beat sprawling "all-in-one" experiments. Avoid oversaturated generic chat widgets.

► MODULE 26

Step 24 — Match clients to economics

Quantify cost savings against potential conversion impacts. In high-ticket, low-volume environments, even small AI-induced conversion dips can erase gains—keep humans primary there. In high-volume, low-ticket, replacing multiple setters with one AI often wins despite slight conversion trade-offs.

Tip

Lead with economics, not capability. Many businesses prefer proven systems with consistent ROI to cutting-edge risk.

► MODULE 27

Step 25 — Scale with distribution, not complexity

Scale by client count and distribution. Outsource cold calling/ops, and consider white-labeling HighLevel for recurring revenue. Productize only after consistent transactions and partner-driven promotion. Stack agents/workflows and loop yourself in only for high-leverage decisions. Walk the ladder: freelancer → consultant → small agency; build a venture studio only once skills/processes are tight.

Tip

Don't broaden too fast. Distribution (attention, referrals, communities) is the moat in an AI-mediated market.

► MODULE 28

Mistakes to avoid



SELLING AI, NOT OUTCOMES

Talking about models and features instead of money saved/made and time back.



GENERALIST 'AI AGENCY'

Competing with big players on generic automations instead of niching to reception/speed-to-lead.



OVERENGINEERING

Multi-agent chains and stitched vendors with fragile value; build thin, tested flows.



BUSY WORK

Perfecting websites or cards instead of daily lead gen, sales, and retention.



WRONG NICHEs

Low-volume, high-ticket processes where small conversion dips erase savings.



NO POST-DELIVERY CADENCE

Skipping check-ins and reporting, losing testimonials, referrals, and upsells.



PREMATURE PRODUCTIZATION

Trying to sell templates before experience—causes plateaus and churn.



UNDERPRICING AUDITS

Low audit fees weaken positioning and reduce implementation conversions.



SPRAY-AND-PRAY EMAIL

Copy-paste templates without personalization; market fatigue sets in fast.



OUTSOURCING TOO EARLY

Handing off scoping/delivery before you have tight processes kills margins.

► MODULE 29

Income Forecast

\$300–\$500/mo per client

AI receptionist monthly retainer (source-reported)

Up to \$6,200 / 3 months

Premium package for leads + AI tools (source-reported)

\$1,500–\$10,000

Typical AI automation project range (source-reported)

\$3,000–\$10,000

Project values that justify bespoke outreach (source-reported)

\$4,000 • \$6,000 • \$12,000

Common initial build fees seen by practitioners (source-reported)

\$5,000 MRR by ~10 clients

Closing ~1 client/week after ramp (source-reported example)

Low four figures/mo

Reported from selling AI receptionist packages (source-reported)

\$90,000–\$4M

Strategic AI roadmaps for larger firms (source-reported, upper bound consulting)

Resources

RESOURCES



Meetup

Host a local AI meetup to generate discovery calls [↗](#)



Luma

Event pages and RSVPs for office hours [↗](#)



GoHighLevel Free Trial

Start a GHL trial to test voice agents [↗](#)

TABLE OF CONTENTS

01	What you'll build	02	Platforms & tools
03	Step 1 — 🎯 Pick a niche with urgent, repeatable demand	04	Step 2 — 🕒 Diagnose with SCAN and interviews
05	Step 3 — 💡 Validate one use case with a one-pager	06	Step 4 — 📢 Fill your pipeline with low-friction channels
07	Step 5 — 📞 Source and qualify leads that miss calls	08	Step 6 — ✉️ Send personalized ROI-first outreach
09	Step 7 — 📞 Run a consultative discovery (70/20/10 + LRP)	10	Step 8 — 📄 Offer a paid audit and tool map
11	Step 9 — 🏠 Define scope, ROI, and pricing (then assume the close)	12	Step 10 — ⚙️ Prototype fast (90-minute proof)
13	Step 11 — 🔧 Master the core stack (APIs, webhooks, prompting)	14	Step 12 — 📞 Build the AI receptionist (platform paths)
15	Income Forecast	16	Step 14 — 📖 Train the agent on real client data
17	Step 15 — 🔗 Connect calendars, CRM, and channels	18	Step 16 — 🎧 Test the voice flow end-to-end
19	Step 17 — 🧠 Build your prospect "starter pack"	20	Step 18 — 🤖 Personalize cold outreach with automations
21	Step 19 — 🚀 Demo live and pre-sell	22	Step 20 — 📝 Proposal, sign, and kickoff fast
23	Step 21 — 📦 Deliver, notify, and go live	24	Step 22 — 📈 Prove value and retain
25	Step 23 — 🍷 Add-ons your clients will buy	26	Step 24 — ⚖️ Match clients to economics
27	Step 25 — 🚀 Scale with distribution, not complexity	28	Mistakes to avoid
29	Income Forecast	30	Resources



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Resume Builder

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Job Readiness Simulator

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Tool Directory

Every AI tool that makes money, organized + searchable.



Job Directory

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