



 **Premium Action Guide**

Build and Launch a Free Course That Grows Trust, Emails, and Sales

Plan, produce, and publish a high-trust free course across YouTube, email, or social. Collect emails, nurture with value, and monetize ethically with simple systems.

 **Updated for 2026**  **90 days** Starter cadence: 1 video + 1 email weekly (source-reported example)

 **@jobhacki** · JobHacki Community



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 —  Define your niche and course outcome
- ☒ Platforms & tools
- ☒ Step 2 —  Pick your primary platform and course format

✓ Step 3 — 🍷 Name, brand, and assets in one pass

✓ Step 4 — 🛒 Set up your channel/page correctly (YouTube first)

► MODULE 01

What you'll build

A lean, repeatable system to create and distribute a free course that builds authority and your email list. You'll choose a primary platform (YouTube, email newsletter, or social series), ship lessons weekly, and convert attention into owned audience and offers—without heavy funnels.

You'll harness AI where it helps (planning, scripts, clips) while keeping control of delivery, analytics, and monetization paths.

- 1 A platform-native free course (playlist, drip, or series)
- 2 A simple lead magnet + landing page that collects emails
- 3 A 3–5 email welcome sequence + weekly value emails
- 4 A light automation stack for posting and follow-up
- 5 Ethical monetization paths (pre-sell, productized, ads)

► MODULE 02

Platforms & tools

Website Builders

0 free · 6 paid



GoHighLevel •

WIX

Wix •



WordPress •



Squarespace •



Carrrd •



Hostinger •

AI Models

0 free · 3 paid



Dev & Hosting

0 free · 1 paid



Automation

0 free · 3 paid



Lead & Outreach

2 free · 3 paid



► MODULE 03

Step 1 — Define your niche and course outcome

Pick the specific person you help and the result your free course will deliver. Answer three prompts: toughest thing you've overcome, what's wrong and how you'll fix it, what you love talking about. Turn the overlap into a clear, painful problem your audience already searches for.

Commit to 1–3 subtopics and a consistent cadence before sharing lifestyle content.

Tip

Don't stall on research. Ship lessons, gather feedback, and iterate—clarity comes from interaction, not documents.

► MODULE 04

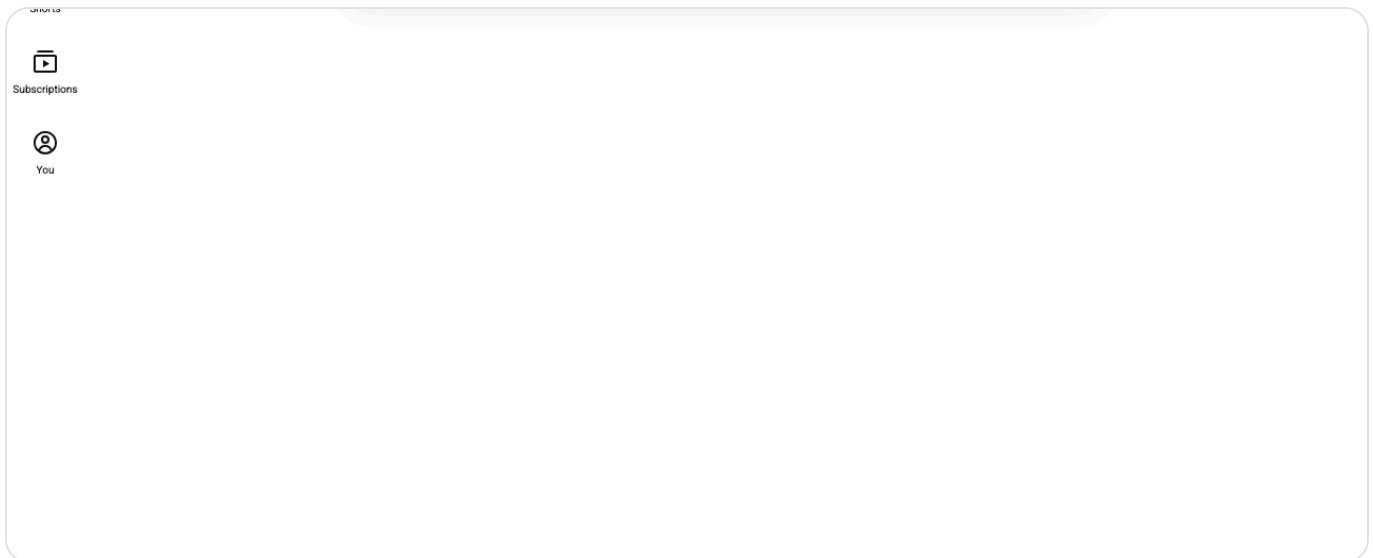
Step 2 — Pick your primary platform and course format

Choose where your free course will live first. Match the medium to your strengths: video playlist (YouTube), drip lessons (Beehiiv), free member area (GoHighLevel/ClickFunnels/Wix), or short-form series (Instagram/TikTok).

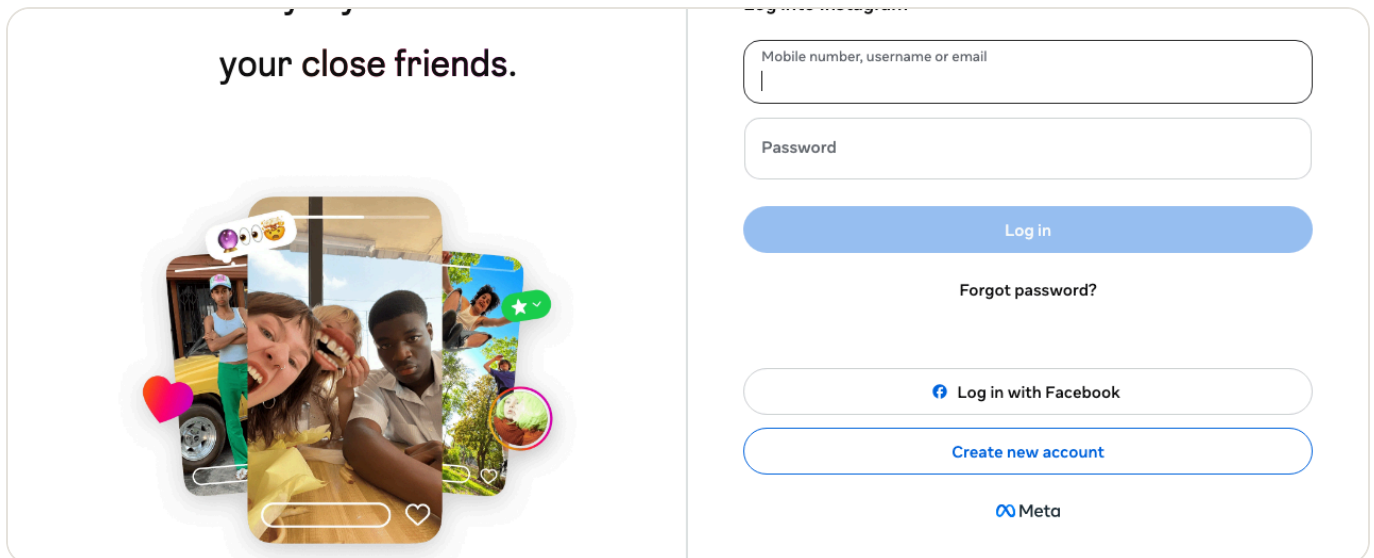
Platform	What to do in this step
YouTube	Create a public playlist; plan 6–10 lessons; each video solves one pain. Put the lead magnet + landing link top of description and pin a comment.
Beehiiv	Create a landing page; set an automated 5–7 day drip course; each email: story → insight → takeaway → soft CTA to your magnet or next step.
GoHighLevel	Create a free membership with lessons; build a form/opt-in; tag new members; start a welcome workflow with email + SMS.
ClickFunnels	Build a simple opt-in → free course members area; add a thank-you page linking to Lesson 1; enable follow-up emails.
Wix	Create a course hub page; add blog/article or video lessons; connect a form to your email list; add chat + contact options.
Instagram	Outline a 10–20 Reels series; save to a Course Highlight; bio: single link to landing page; CTA in captions to comment a keyword.
TikTok	Plan a Series with numbered lessons; bio link to landing page; pin 3 intro videos; use a consistent hook and on-screen structure.

Tip

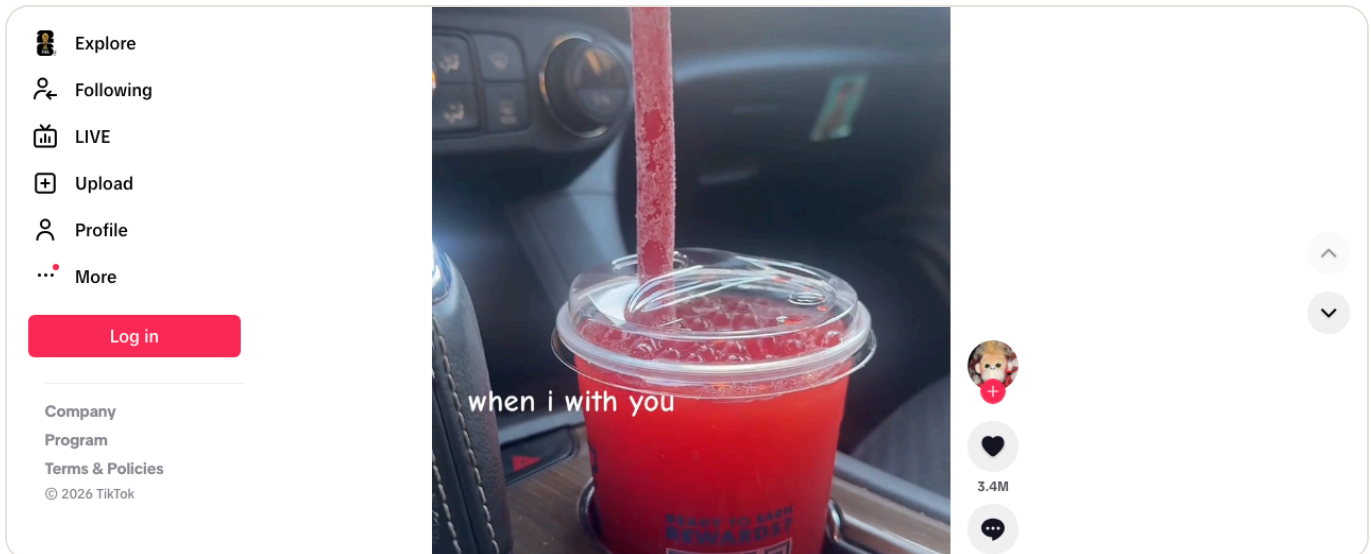
Start with one platform where your audience already hangs out; expand once the system works.



YouTube — where you'll do this



Instagram — where you'll do this



TikTok — where you'll do this

► MODULE 05

Step 3 — Name, brand, and assets in one pass

Generate name and URL ideas, then lock a visual identity. Use an AI business name generator and AI domain name generator to shortlist options side-by-side. Lock your logo and auto-generate a brand kit (colors, fonts) so assets stay consistent.

Create platform artwork: YouTube banner, Instagram post templates, LinkedIn banner; export an animated logo intro if offered.

Tip

Avoid the keyword "luxury" in consulting brand prompts—it biases AI toward dated gold/serif real-estate vibes.

► MODULE 06

Step 4 — Set up your channel/page correctly (YouTube first)

Create a Google account “for work or business” for cleaner access control. In YouTube Studio: verify your channel; set upload defaults (visibility: Private; not made for kids unless true); add a clean Canva banner. Optimize profile/bio with authority statements, client wins, and a single focused link.

Use a recognizable from-name for emails—more than subject lines, it drives opens.

SETUP REFERENCES



YouTube — Verify your channel

Unlock longer uploads, custom thumbnails, live, and more.



YouTube Creator Academy

Official best practices.



Tip

Verification unlocks >15-min uploads, custom thumbnails, monetization eligibility, higher limits, and live streaming.

► MODULE 07

Step 5 — Build a simple lead magnet and landing page

Create a simple, ultra-useful magnet (checklist, swipe file, mini-course). Use Beehiiv, GoHighLevel, or Wix to spin up a landing page with an opt-in form. Include multiple contact options (phone, chat widget, application form) for different buyer preferences. Add the landing link to video descriptions, bios, and pin it as top comment on Facebook posts.

If you have a frequently requested work file, scrub company data and offer it as your magnet; host via Google Drive.

Tip

Avoid Linktree. One focused landing link reduces friction and boosts conversion.
Followers are rented; emails are owned.

► **MODULE 08**

Step 6 — Design lessons that answer with proof (fast)

Plan a 6–10 lesson arc that targets one pain per lesson. Use three video types: search tutorials (trust starters), credibility builders (proof), deep dives (differentiators). Structure each lesson: hook (trend/context), setup (question), solution (clear answer), application (how-to), CTA (magnet).

Back claims with a ladder of credibility: peer-reviewed/industry data → proprietary/client data → testimonials → personal story. Lead with the answer; don't bury it.

Tip

YouTube ≠ TikTok. Keep momentum, but deliver depth. Use trends only for the first 5 seconds; stay on your main topic.

► **MODULE 09**

Step 7 — Validate quickly and (optionally) pre-sell ethically

Run a speed sprint: Friday outline the course, Saturday build the magnet, Sunday write the landing/sales page, Monday publish Lesson 1. If pre-selling a paid upgrade, disclose clearly that the course is in development and include delivery dates.

Price using outcome math (annual outcome $\div$ 10) and Alex Hormozi's offer equation: maximize dream outcome and likelihood; minimize time, effort, and risk. Don't buy fancy gear until you've validated interest with sign-ups.

Tip

Always disclose pre-sales. Selling without disclosure is unethical and erodes trust.

► MODULE 10

Step 8 — Build your content brain with Poppy AI (and smart prompting)

Create groups in Poppy AI for each channel (YouTube, Instagram, LinkedIn) and a Resource group for frameworks, copy formulas, and post structures. Upload Looms, PDFs, and posts so the AI can learn your style and cite your own materials.

Pick the right model for each task (Claude for storytelling, ChatGPT for quick drafting, Grok for experiments). Use one-shot examples for big accuracy gains and compress verbose instructions without losing essentials. LLMs are conversational engines—attach external knowledge for facts.

PROMPT – LESSON OUTLINE (SAAS)

You are a product-led growth coach. Outline a 7-lesson free course for [SaaS ICP: e.g., seed-stage B2B tools] on [CORE PAIN]. For each lesson: 1) one-line promise, 2) 3 key points with examples, 3) proof source ideas (reports/case studies), 4) 30-sec hook idea using a current trend, 5) CTA to [LEAD MAGNET]. Keep it scannable.

PROMPT – LESSON OUTLINE (TRADES)

You are a home services trainer. Outline a 6-lesson free course teaching [TRADE SKILL] to [LOCAL HOMEOWNERS/APPRENTICES]. Each lesson: problem in plain English, tool list, 5-step fix, safety note, 1-minute demo storyboard, CTA to [CHECKLIST LINK].

PROMPT – LESSON OUTLINE (COACHING)

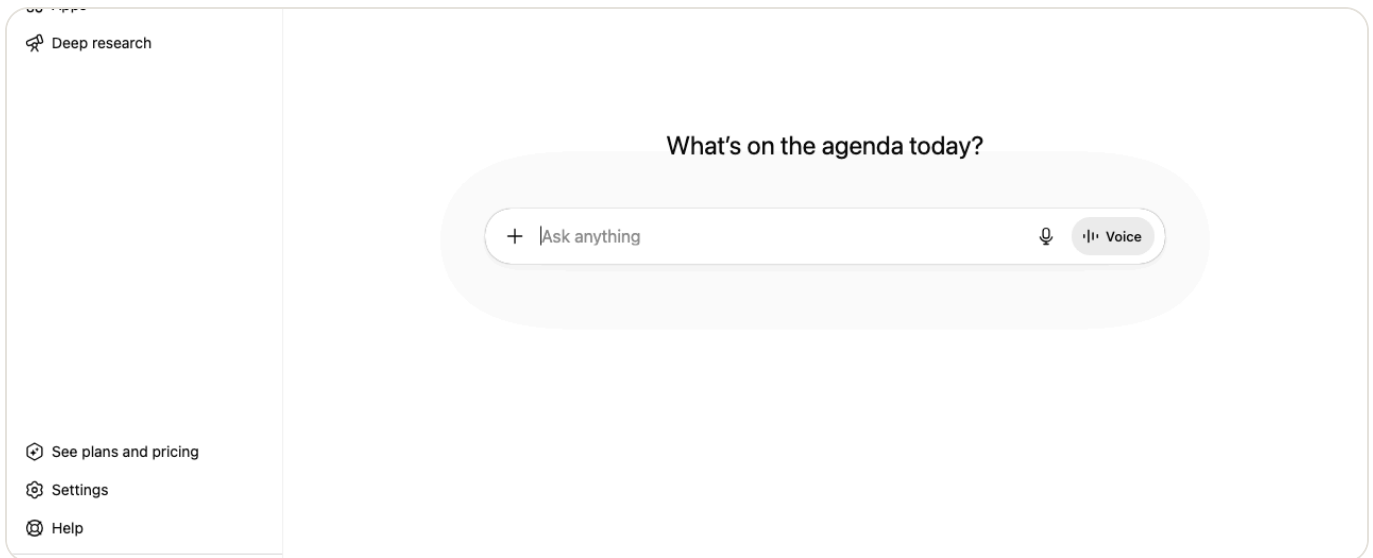
You are a performance coach. Draft an 8-lesson free course on [RESULT] for [AUDIENCE]. Each lesson: myth to bust, quick win exercise, story vignette, metric to track this week, and a soft offer to book a [FREE CALL] or download [WORKSHEET].

PROMPT – BRAND VOICE + ICP PACK

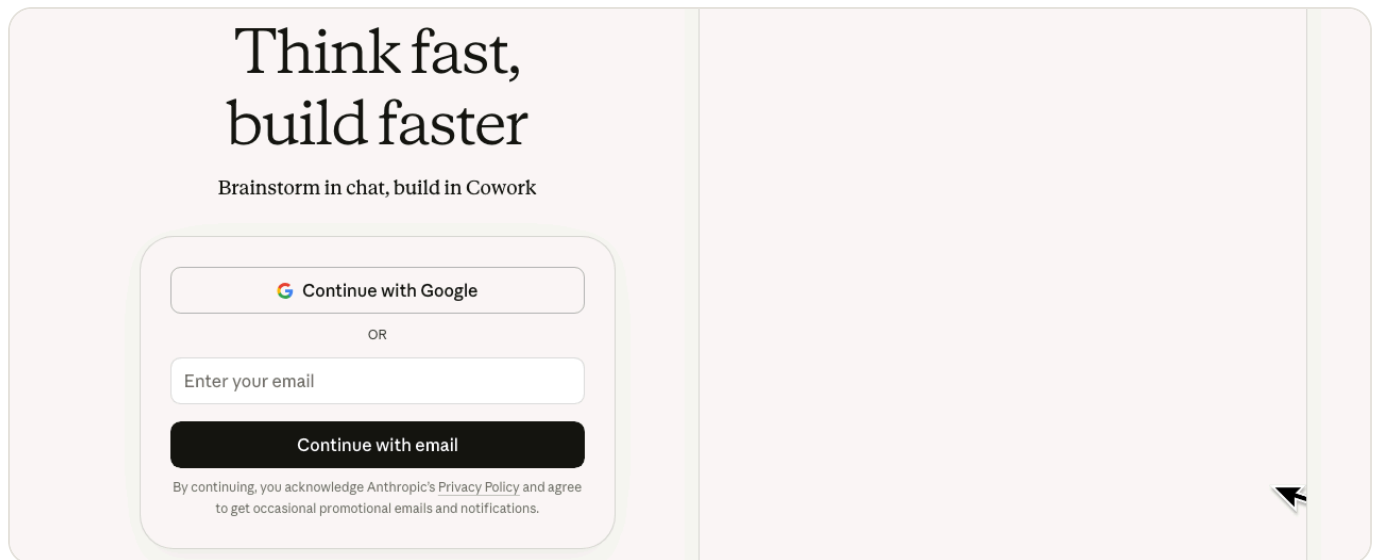
Create: 1) Brand voice profile for [BRAND], 2) Brand story (founder origin + customer transformation), 3) ICP one-pager (demographics, JTBD, objections, buying triggers), 4) Pain/Desire matrix with exact phrases from [PAST EMAILS/DMS/COMMENTS TRANSCRIPTS], 5) Testimonials distilled into 3 proof bullets each.

Tip

Prefer smarter models for quality; only pick cheaper/simpler models if you're running massive volumes daily.



ChatGPT — where you'll do this



Claude — where you'll do this

► MODULE 11

Step 9 — ✍️ Draft scripts and emails that sound human

Write like you talk: conversational subject line that sparks curiosity, a helpful story or insight, one clear takeaway, and a soft offer. Create a 3–5 email welcome sequence to introduce yourself, set expectations, and deliver quick wins. Then send weekly value emails (tips, stories, lessons, mindset shifts, or resources).

Timing: send Email 2 three to five days after the first; then every two to three days; widen spacing as the sequence progresses. Keep testing send times (mid-week late morning/early afternoon often works).

PROMPT – EMAIL IDEA GENERATOR

Write me a high-converting email in the style of Adam Airheart using proven marketing psychology. Keep it conversational, story-driven, and designed to educate, build trust, and lead naturally into my offer. Before writing this email, ask me two to three specific questions to understand my business, my offer, and my target market.

PROMPT – 5-PART WELCOME SEQUENCE

Create a 5-email welcome sequence for [AUDIENCE] who opted in for [LEAD MAGNET]. Email 1: delivery + quick win. Email 2: origin story + belief shift. Email 3: case study using SCAN (Study, Calculate, Architect, Narrate). Email 4: FAQ + objection handling. Email 5: soft next step to [FREE COURSE LESSON/PAID UPGRADE]. Use my voice: [VOICE NOTES].

Tip

The biggest lever on open rates is your from-name. Make it recognizable and trustworthy.

Step 10 — Record and edit efficiently (phone → pro)

Start now with your phone. Use OBS Studio to switch screen/face with hotkeys for tutorials. Edit vertical clips in CapCut or VEED.IO (captions, eye contact correction, noise removal, dubbing). Auto-clip long videos into shorts with Opus Clip for multi-platform distribution.

Use a strong hook ("Look at this..."), then deliver value fast. Analyze the first 5 seconds of winners vs. flops. Upgrade mic/camera as you grow, and do editing/thumbnails on a computer for speed. Build a life that makes content production easy and frequent.

Tip

Export and upload natively to each platform (YouTube Shorts, Instagram, TikTok, Facebook Reels, Snapchat Spotlight, LinkedIn). Don't use cross-post toggles.

► MODULE 13

Step 11 — Optional: teach faceless with an AI influencer (Higsfield)

Design your AI instructor: set character type, gender, ethnicity, skin tone/condition, age; tune eyes, mouth, skin material, body type, tattoos, render style. Use Customize (e.g., Nano Banana Pro model) to refine looks via text. Click the camera icon → Explore more to pick a clip to emulate, and create multiple scene variations. Inject your personality by uploading your own videos for emulation.

Use cases: comedy explainer, brand mascot, faceless niche page, virtual model, even non-human topics (e.g., F1).

Tip

Retention hinges on realism. Avoid obviously AI creatures; delay the AI reveal a few seconds; match language to the account's audience.

► MODULE 14

Step 12 — Package and publish your free course as a series

Ship the first lesson, then one per week. Add the lead magnet inside every lesson and in descriptions/captions. Keep lessons searchable and scannable so strangers can discover and binge.

Platform	What to do in this step
YouTube	Upload Lesson 1 (Private → schedule); add to a dedicated playlist; set cards/end screens to next lesson; put magnet link top of description + pin comment.
Beehiiv	Activate the drip sequence; preview each email on mobile; add a PS to watch the companion YouTube lesson (if applicable).
GoHighLevel	Publish modules/lessons; connect opt-in to a thank-you page linking to Lesson 1; start the welcome workflow on submission.
ClickFunnels	Publish the members area; ensure login details are sent automatically; add lesson navigation and a magnet CTA module.
Wix	Publish a course hub; interlink lessons; add a sticky 'Get the checklist' button; enable chat for questions.
Instagram	Post Reels Lessons 1–3; save to a Course Highlight; CTA: comment a keyword to get the magnet via DM.

Platform	What to do in this step
TikTok	Publish lessons in a numbered Series; pin the intro + magnet teaser; keep captions keyword-rich.

PUBLISH WHERE AI CAN FIND/CITE YOU



LinkedIn — Publish an article

Repurpose a key lesson as a referenceable article. ↗

Tip

Post where algorithms and AI tools can index you (website, YouTube, LinkedIn articles)—not only in walled stories.

► MODULE 15

Step 13 — Capture emails with irresistible CTAs

Offer a next-step resource during or at the end of each lesson. On social, use micro-triggers: “Comment [KEYWORD] and I’ll DM the checklist.” On Facebook, set comment-to-DM automation to deliver the magnet. Place a single clear landing link in bios and pinned comments.

Use commitment/consistency bias by asking for a tiny action first (comment), then the opt-in.

SCRIPT — MICROTRIGGER CTA

Final line: “Comment [KEYWORD] and I’ll send you the free [RESOURCE NAME].”

Tip

The exact final line triggers automation—write it cleanly and consistently.

Step 14 — Automate delivery and nurture sequence

On form submission, send a thank-you email with the magnet link. Keep the subject short and a bit vague. Space follow-ups: Email 2 in 3–5 days; then every 2–3 days; widen spacing later. Send weekly value emails to train opens and trust; occasionally present offers that are the logical next step.

Keep emails short, plain-text, and personal. A simple 3-line cold intro works when offering help: how you found them, what you do, how it's different, and a clear CTA.

Tip

Keep testing send days/times. Mid-week late morning or early afternoon often works—but your list is unique.

Step 15 — Automate posting (optional) and handle edge cases

Connect accounts in Botato. Use a Google Sheet with video URL, title, and caption; execute the workflow to publish to selected platforms. If using Google Drive links, extract and input the file ID for uploads.

Pinterest: inspect your board page, filter network requests by “Boards,” copy the board ID from the data object, and paste into your workflow. To post multiple times daily, schedule several triggers (e.g., 6:00, 6:05, 6:10). Pair with an automated content creation workflow if you want full automation.

Tip

AI isn't a silver bullet. Keep manual reviews for captions, tags, and links—small misses compound across platforms.

► MODULE 18

Step 16 — Grow with shorts and trends (ethically)

Catch trends, then tie them back to your core topic. Publish 3–7 reels per day only if quality holds; each should point to a keyword-optimized resource page. Use trending topics as hooks in the first 5 seconds, then stay on-topic.

Spot viral TikToks/IG Reels and download watermark-free using online tools for reference (credit creators; add your own insights to meet fair-use). People forget most viral clips—optimize for business outcomes, not vanity views.

SCRIPT – PATTERN INTERRUPT HOOK 1

Look at this freaking guy right here. This guy invented a vending machine that sprays cologne for a dollar. Then profit margin is 92%. And if you really want to get smart with it, you'd put a QR code by each bottle of cologne where you can scan and buy it with an affiliate link drop shipped from someone else's website. You do no work and you make 15 times what you'd make on one spray. Put these out.

SCRIPT – PATTERN INTERRUPT HOOK 2

Would you look at this freaking thing right here? I just know I'm going to see these all over this summer. Here's why this is a brilliant idea, where you can find it and how much you can charge. Day [NUMBER].

SCRIPT – STORY HOOK

I can't believe that my grass got so green from this one simple trick. So, here's what was happening. The other day, I was out mowing the lawn and I noticed this bare spot. I'm like, what do I do? So, I start asking ChatGPT. I start testing things. I buy all these granules. I test this. I test this. And I'm going to show before and afters.

Tip

Platform payouts are tiny compared to product revenue. Always drive traffic off-platform and collect emails.

► MODULE 19

Step 17 — Monetize beyond free: productized, paid, and ads

Offer something that doesn't trade time for money: a paid course, templates, or a productized service with clear scope. Create YouTube videos that solve the exact problem your product addresses and mention it in the description.

Build a sales page and let email marketing do the heavy lifting; this creates an asset that pays you even when you're not working. Use winning organic posts as the basis for Facebook ads to test offers. If you get a raise or bonus, invest part into copy, sales page, or ads rather than paying off low-interest debt first.

Lead client conversations by quantifying ROI and constraints; use SCAN (Study, Calculate, Architect, Narrate) to frame case studies and proposals.

Tip

Massage people down the funnel gradually. Coaching/courses need influence before income; keep offers the next logical step.

Step 18 — Partnerships and client outreach (optional)

Target segments that aren't bombarded (e.g., teachers, auto body shops). Send a short, plain-text cold email and a personalized Loom teardown. Use Calendly for frictionless booking. Lead with results and proof; legal paperwork can add friction internationally—paid invoices prove intent.

Connect with big creators and whale clients any ethical way: buy a 1:1 call, attend events, ask speakers how they keep audiences engaged long-term, and show up fully as yourself.

TEMPLATE – LOOM VIDEO FLOW

Hook (10s): I spotted 3 quick wins for [THEIR BRAND]. Proof (10s): We did this for [NAME] and saw [RESULT]. Problem (30s): Here's where viewers drop. Solution (60s): 3 fixes + sample script. Benefits (20s): More watch time, subs, and leads. CTA (10s): Want me to implement this? Calendly: [LINK].

TEMPLATE – DM FOLLOW-UP 1

Subject: [Personalized hook for [Name]]

Hey, I did this for [PERSON]. Not sure if it would help you, but I recorded a Loom breaking down how it might look if we were to help. Using this authority makes people interested, especially if they follow or know that person I helped.

TEMPLATE – DM FOLLOW-UP 2

Subject: [Personalized hook for [Name]]

Hey, I worked as a closer for [PERSON]. I did [RESULT 1], [RESULT 2], and [RESULT 3].

TEMPLATE – COLD EMAIL (SUBJECT: CLIENTS)

Subject: clients

Thanks for signing up. Here's what you're looking for.

Tip

Skip fake scarcity/"going out of business" angles. Cold email success = clean data, relevant message, timing, and targeting.

► MODULE 21

Salary Estimate

In YouTube Studio, compare videos by retention, CTR, and watch time; study the first 5 seconds. Make more of what works; stop what doesn't. Use Ask Studio AI/chat features to mine comments for topics and objections.

Verify your channel, set upload defaults, and ensure audience (kids vs. not) is correct. Track your winners in Poppy AI and build new lessons from proven angles. Hit 100 videos for a real sample size. Over 90 days: post one video/week, promote a relevant magnet each time, send one helpful weekly email.

Tip

Friends/family give sympathy likes; strangers drive growth. Don't confuse social niceties with market demand.

► MODULE 22

Step 20 — Platform rules, payouts, and protections

Instagram/Higsfield: keep your account public, include the exact phrase "Made in AI influencer studio on hickfield.ai" in Reel captions, don't edit captions after posting, and include required tags. In Higsfield, open active campaigns and submit your IG post link + PayPal email. New IG pages generally need ~1,000 views across three posts for monetization.

Facebook monetization is invite-based; stay consistent and follow fair-use. Reaction-only videos without commentary may not qualify. Platforms can ban accounts—own your audience via email from day one.

POLICY AND GUIDANCE



YouTube — Copyright & fair use

How to reuse content the right way. 



Stanford — Fair Use Center

Deeper fair-use orientation. 



Instagram — Reels best practices

Official creator guidance. 



Facebook — Monetization eligibility

Check policies and eligibility. 

Tip

Don't build only on rented land. Email capture is your insurance against algorithm or account changes.

► MODULE 23

Step 21 — Focus, lifestyle design, and gear

Commit to 90 days: no partying, no distractions—ship. Work your 9–5, invest part of your salary in a mic/camera when feasible, and save toward a computer (serious work is faster on desktop). Upgrade gear later; content momentum matters now.

Publish often—think “frequent drops.” Structure your life to make making content easy and repeatable.

Tip

Don't wait for perfect funnels or stacks. A lean setup can outperform bloated, unintegrated tools that cost \$1,500+/mo.

► MODULE 24

Step 22 — Sharpen the craft and message

Study webinars/challenges from marketing greats. Read and hand-rewrite classic sales letters (e.g., Halbert, Schwartz). Create content that breaks down big-name funnels/systems to earn attention and signal expertise.

Continuously mine data from sales/onboarding calls, emails, DMs, and comments to refine copy and offers. People value systems that help them make money more than income flexes. If your ICP includes tech founders, expect rigorous scrutiny—keep shipping better solutions.

RESEARCH SOURCES FOR PROOF



Google Scholar

Find peer-reviewed research. ↗



Pew Research Center

Credible industry data. ↗

Tip

Publish smaller articles on your site/LinkedIn—smaller expert sources get cited by AI tools surprisingly often.

► MODULE 25

Mistakes to avoid



RENTED LAND TRAP

Relying on platform followers alone. Always capture emails or you risk losing your audience overnight.



TRENDS OVER SUBSTANCE

Chasing TikTok/IG trends without structure. YouTube viewers expect answers and depth, not just edits.



ONE-SIZE-FITS-ALL OFFER

Trying to help everyone makes your course unclear. Target one niche/problem.



OVER-RESEARCHING

Months of personas before posting. Publish, get feedback, iterate.



UNDISCLOSED PRE-SALES

Selling before it's built without disclosure is unethical—always be transparent.



AI AS A MAGIC WAND

Automating everything or using general AI without systems tanks quality. Embed AI at critical workflow points.



OBVIOUS AI INFLUENCER

If viewers detect AI instantly, retention dies.
Design for realism; match language to the account.



CROSS-POST TOGGLES

Auto cross-posting hurts reach. Upload natively to each platform.



WEAK PROMPTING

No examples or conflicting instructions lowers accuracy and wastes tokens. Use one-shot prompts and clear asks.



PHONE-ONLY PRODUCTION

Serious editing/ops on a phone is slow. Graduate to a computer for efficiency.



BAD FACT-CHECKING

LLMs aren't knowledge engines. Verify claims with credible sources.



PERFORMANCE TREADMILL

A business that only works when you perform leads to burnout. Build assets (email, pages, automations).

► MODULE 26

Salary Estimate

\$4–\$25 RPM (1k views)

YouTube long-form ad revenue (source-reported)

\$0.05–\$0.35 RPM

YouTube Shorts ad revenue range (source-reported)

\$0.25 per 1,000 views

Facebook short-form in biz/finance niche (source-reported)

\$2,000/mo (US) • \$2,700/mo (CA)

Projected AdSense with consistent posting (source-reported example)

\$2,000–\$5,000 setup

Typical productized build; \$500–\$1,500/mo retainer (source-reported)

\$4k • \$6k • \$12k

Common project sizes early on (source-reported)

\$100k–\$1M/month

Upper-bound solopreneur potential via education (source-reported)

\$1M in year one

Example creator monetized at 7,800 followers (source-reported)

► **MODULE 27**

Resources

RESOURCES



YouTube — Verify your channel

Enable longer uploads, custom thumbnails, live. ↗



YouTube Creator Academy

Official strategy and production tips. ↗



YouTube — Copyright & fair use

Understand reuse and commentary rules. ↗



Stanford — Fair Use Center

Deep dive on fair use. ↗



Instagram — Reels best practices

Distribution and creative guidance. [↗](#)



Facebook — Monetization eligibility

Monetization compliance overview. [↗](#)



LinkedIn — Articles help

Publish a referenceable article. [↗](#)



Google Scholar

Find credible studies to cite. [↗](#)



Pew Research Center

Trusted industry and social data. [↗](#)

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Get access to thousands of tools, resources, playbooks, guides, and more.

Land your dream job. Start your dream business.



OmniCut

Any video → a timestamped, cut-by-cut edit blueprint.



OmniScript

Turn any idea into a viral-ready script with hooks.



Resume Builder

Recruiter-tested one-page resume, auto-built from your LinkedIn.



Job Readiness Simulator

Paste a job link — get tested + your fastest study path.



Tool Directory

Every AI tool that makes money, organized + searchable.



Job Directory

Tens of thousands of live jobs across 12+ ATS systems.



Playbook Directory

100+ grounded, step-by-step income playbooks.

Access 100+ playbooks free — create your account

Get All-Access

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