



 Premium Action Guide

High-Income Skills: Build, Teach, and Monetize

A practical system to choose a profitable skill, publish authority content, build an email-powered funnel, and sell digital products or services—without chasing trends or complex stacks.

 **Updated for 2026**  **90 days** to launch your authority channel and offer

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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 —  Choose a money-making lane
- ☒ Step 3 —  Productize your first offer
- ☒ Platforms & tools
- ☒ Step 2 —  Capture your ICP and brand voice with AI
- ☒ Step 4 —  Set up lead capture and list

What you'll build

A lean authority engine around one high-income skill: one search-friendly long-form video per week, short-form posts daily, and an email list that converts attention into revenue. You'll ship a simple productized offer (digital product or service), capture leads with a lead magnet, and close sales with ethical, ROI-focused conversations.

Everything is designed to run on minimal tools, publish where it compounds, and protect you from platform risk by owning your audience.

- 1 Pick a narrow money-making niche and offer
- 2 Publish weekly on YouTube + daily shorts
- 3 Capture emails with a simple lead magnet
- 4 Send helpful weekly emails that softly sell
- 5 Repurpose automatically; upload natively

Platforms & tools

Website Builders

0 free · 6 paid



AI Models

0 free · 3 paid





VS Code

Automation

0 free · 3 paid



Zapier



Make.com



n8n

Lead & Outreach

2 free · 3 paid



LinkedIn



Loom



Calendly



Instantly



Upwork

▶ MODULE 03

Step 1 — Choose a money-making lane

Pick one narrow audience and one painful problem you can solve. Answer three prompts: the toughest thing you've overcome, what's wrong in your world and how you'll fix it, and what you genuinely like talking about. Then aim at buyers: focus on revenue-impacting problems and real constraints, not broad inspiration.

Tip

Start with one platform where your audience already hangs out. Trying to be for everyone (and everywhere) makes your offer unclear and weakens conversion.

▶ MODULE 04

Step 2 — Capture your ICP and brand voice with AI

Document your Ideal Customer Profile, brand voice, origin story, pains/desires, and testimonials using an AI model. Store these as living docs you reference for every script, page,

and email. One-shot examples in prompts deliver a large accuracy lift; compress instructions to increase information density.

Tip

LLMs are conversational, not knowledge engines. Connect to external notes/data and fact-check every assertion—especially numbers. Avoid conflicting prompt instructions.

► **MODULE 05**

Step 3 — **Productize your first offer**

Choose an offer that doesn't trade time for every dollar: a template, checklist, mini-course, group program, or productized service. Start fast by cleaning a useful work file (strip company details) and host it for delivery via Google Drive. If you pre-sell a course, be explicit it's a pre-sale and deliver a clear start date.

Price with outcomes: maximize perceived value (dream outcome × likelihood) while minimizing time/effort. If offering services, lead with business constraints and ROI, not tools. Agencies generate cash flow and case studies fastest; coaching/courses need influence before income.

Tip

Own as much of the system as possible (creatives, offers, pages, traffic) to keep leverage and freedom; avoid models that only work while you're constantly performing.

► **MODULE 06**

Step 4 — **Set up lead capture and list**

Build a simple landing page (Beehiiv, Wix, ClickFunnels, or GoHighLevel) with one CTA: get your lead magnet. Add forms, optional SMS, and a calendar link if you take calls. Include

multiple contact options (phone, chat widget, application form) to match prospect preferences. Avoid Linktree—use one clear landing page link everywhere.

Tip

The biggest driver of email open rates is the recognizable, trusted From Name. Set your sender identity early and keep it consistent.

► MODULE 07

Step 5 — Write your welcome and weekly emails

Create a 3–5 email welcome sequence: who you are, your story, what they can expect, a quick win, and a soft next step. Then send one helpful email weekly—story, lesson, or resource—with a clear takeaway and soft offer. Start with conversational plain text; test send days/times, then space emails 2–3 days apart after the first two.

Set an automation to deliver the lead magnet immediately with a short, curiosity-inducing subject line.

PROMPT – EMAIL WRITER (CHATGPT)

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.

TEMPLATE – WELCOME SEQUENCE (3–5 EMAILS)

Email 1: Welcome + what you'll get + deliver [LEAD MAGNET LINK]

Email 2 (3–5 days later): Your origin story + lesson learned + soft CTA

Email 3 (2–3 days later): Case study/testimonial + key takeaway + reply-to prompt

Email 4 (optional): Quick win checklist/tip list + soft CTA

Email 5 (optional): Objection-handling story + invite to [OFFER/CALL]

Tip

Train opens with value. Send weekly, keep it short, and let offers feel like the next logical step after consistent help.

► MODULE 08

Step 6 — Build a simple lead magnet

Create a lightweight, instantly useful freebie tied to your video topic: checklist, swipe file, or mini-course. Link it in descriptions and pin it in comments. On Facebook, use keyword CTAs in posts to trigger a comment-to-DM automation delivering your free resource and capturing emails.

Tip

End microtrigger posts with a clear command, e.g., "Comment 'filter' and I'll send the free AC maintenance checklist." Small commitments increase follow-through.

► MODULE 09

Step 7 — Brand and configure your profiles

Use Canva to create a clean profile picture and channel/banner graphics. Set authority statements, proof snippets, and a single landing page link across bios. Configure platform settings once so uploading stays frictionless.

Platform	What to do in this step
YouTube	Verify your channel (YouTube Studio > Settings > Channel > Feature eligibility). Set Upload defaults to Private and choose the correct 'made for kids' audience setting. Add a clean channel banner and About section with your lead magnet link.
TikTok	Use a clear headshot, one-liner value prop, and a single landing page link. Post from your phone; keep topics tight. Add a keyword-rich name/handle aligned to your niche.
Instagram	Set a concise bio with outcomes, highlight covers, and a single landing link. Keep this account public. Optionally, create a separate research-only account to study trends.
LinkedIn	Add a branded banner, outcome-focused headline, proof in About, and featured link to your landing page. Turn on creator mode and enable link/contact buttons.
X	Write a clear bio with authority keywords, pin a thread or lead magnet, and keep a consistent visual identity. Post concise, high-signal insights.

Tip

Verifying your YouTube channel unlocks longer uploads, custom thumbnails, higher upload limits, and live streaming.

Step 8 — Build a frictionless production system

Start on your phone to film, post, and edit short clips. Use a computer for deeper editing, thumbnails, descriptions, and analytics. Record face/screen in OBS with hotkeys; clean up in VEED or CapCut; design visuals in Canva; auto-clip long videos with Opus Clip.

Design your life to remove friction so you can produce often—formats you can repeat quickly beat high-effort one-offs. Upgrade mic/camera when funds allow, but don't wait to start.

Tip

Serious freelance/production work is far faster on desktop. Use phone for capture; use computer for assets, editing, and analytics when possible.

► MODULE 11

Step 9 — Script with clarity and hooks

Open by answering the core question clearly; then teach with a hook, setup, solution, application, and CTA. Use the "hide the idea" framework—tease the payoff and reveal near the end to increase retention. Trend-jack only in the hook; keep content on-topic.

Add one example or proof element per key claim. Keep shorts punchy; long-form should go deep—YouTube viewers want complete answers.

TEMPLATE — YOUTUBE 5-PART STRUCTURE

Hook: [ONE-SENTENCE PAYOFF TEASE]

Setup: Who this is for, problem definition

Solution: 3–5 clear steps with proof

Application: Show example or mini-case study

CTA: Get [LEAD MAGNET] or see [OFFER]

HOOK – PRODUCT IDEA PATTERN

Look at this freaking thing right here: [WHAT IT IS]. Here's why it's brilliant, where to get it, and how much to charge. [DAY/EPISODE].

HOOK – VARIATION (VERBATIM)

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.

HOOK – DIY CASE (VERBATIM)

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 Chad GBT. 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

Audit the first 5 seconds of every video. If it doesn't grab attention, retention tanks—rewrite and reshoot openings until it sticks.

► MODULE 12

Step 10 — Build your authority engine

Back claims with a ladder of credibility: research/industry data, your proprietary data/case studies, testimonials/endorsements, then personal stories. Use SCAN: Study the business,

Calculate the opportunity, Architect the solution, Narrate the results. Publish where AI and search can find you (YouTube, website posts, LinkedIn articles)—not just inside walled feeds.

Tip

Compound authority by repeating one cycle consistently: define audience → pick a real question → answer with proof → format for scanning → aim at buyers → repeat.

► MODULE 13

Step 11 — Publish across platforms (formats & cadence)

Use one core weekly video to anchor the brand, then spin shorts daily. Always upload natively to each platform for max reach—don’t use cross-post toggles.

Platform	What to do in this step
YouTube	Post 1 weekly long-form solving one pain with a hook, setup, solution, application, CTA. Add Shorts from highlights. Focus on search-based tutorials, credibility builders, and deep dives. Offer your lead magnet during/after the video.
TikTok	Post 1–3 short videos daily. Use strong hooks and trend-based openings; keep everything on your main topic. Film on phone; tight edits; value-dense captions.
Instagram	Publish 3–7 Reels per day if possible; keep bio link to your landing page. Use carousels and Stories to reinforce. If using AI influencer monetization, see Step 13.
LinkedIn	Share 3+ weekly posts plus 1 article per week. Prioritize clarity, proof, and frameworks. Link to your lead magnet in Featured or first comment.
X	Thread once daily; add quick insights in-between. Pin your lead magnet. Share build-in-public breakdowns of funnels and systems.

Tip

Export and upload content to each platform separately (YouTube Shorts, TikTok, Instagram Reels, Facebook Reels, Snapchat, LinkedIn). Native posts outperform toggled cross-posts.

► MODULE 14

Step 12 — Analyze and double down

Record, upload, and post at least 100 videos to get a real sample. Compare winners vs. laggards; make more of what works and stop what doesn't. Test send times (midweek late morning/early afternoon often works), but verify with your data. On YouTube, don't copy TikTok pacing—go deep and answer thoroughly.

Tip

Even a small 0.5% buyer conversion on a 25,000-view video is meaningful. Optimize for conversions (emails and offers), not just views.

► MODULE 15

Step 13 — Optional: Launch an AI influencer on Instagram (Higsfield)

Create your character in the influencer builder: choose character type, gender, ethnicity, skin tone/condition, eyes, age, hairstyle, body type, face details, and style. Use Advanced settings for eye/mouth details, skin material/surface patterns, tattoos, and render style. Click the camera icon, Explore more, and pick a clip to emulate. Use the Customize feature to generate multiple scene variations without rebuilding.

Inject personality by uploading some of your own videos for hybrid emulation. Monetize Reels by adding the exact phrase “Made in AI influencer studio on hickfield.ai” in captions, keeping the account public, including required tags, and not editing captions after posting. In Higsfield, connect IG, join active campaigns, then submit your Reel link and PayPal email.

Tip

Delay the viewer’s realization it’s AI by a few seconds and avoid obviously non-human looks. Visual believability drives retention and promotion.

► **MODULE 16**

Step 14 — Repurpose and automate your pipeline

Auto-clip long videos into shorts with Opus Clip; refine in VEED or CapCut. Store assets (videos, posts, PDFs, articles) in a single workspace so AI can reference them for scripts and summaries. Choose the right model per task (e.g., Claude for storytelling, ChatGPT for quick answers). Organize by platform boards (YouTube, Instagram, LinkedIn) to plan your entire pipeline at a glance.

If automating posting, connect social accounts in your chosen scheduler, then execute workflows to pull video, title, and captions from a sheet or CMS. For Google Drive media, extract the file ID from the URL. For Pinterest, grab the Board ID from the Network tab and paste it where required. To post multiple times daily, schedule several triggers (e.g., 6:00, 6:05, 6:10). Pair posting with your creation workflow so both run consistently.

Tip

AI isn’t a silver bullet. Embed it at deterministic steps (clip, caption, summary) and keep a human in the loop for facts and tone.

► **MODULE 17**

Step 15 — Turn content into conversations

Prompt comments with keyword CTAs, then DM the promised resource and your landing link. For cold outreach, target under-contacted segments (e.g., teachers, auto body shops). Use short, plain-text emails: how you found them, what you do, why it's different, and a clear CTA. Add a personalized Loom breaking down their opportunity and a Calendly link to book.

Lead calls by identifying real constraints and quantifying ROI; don't sell tools or generic AI workflows. Money received is stronger proof of fit than lengthy legal back-and-forth for small international deals.

DM — LEAD MAGNET (VERBATIM)

Subject: [Personalized hook for [Name]]

Hey, get the full AI audit template, biz plan, plus 97 other biz ideas for free right here.

DM — SOCIAL HANDOFF (VERBATIM)

Watch for the DM. Here it comes. All right. Thanks. Check your DMs.

DM — AUTHORITY NUDGE (VERBATIM)

Subject: [Personalized hook for [Name]]

Hey, I did this for this person. Not sure if it would help you but I recorded a loom on kind of breaking down how it might look if we were to help done just using this authority like makes people interested especially if they are following or they know that person that I've helped in the past.

DM – EXPERIENCE SNAPSHOT (VERBATIM)

Subject: [Personalized hook for [Name]]

Hey, I worked as a closer for this person I did this this this and this.

COLD EMAIL – SUBJECT (VERBATIM)

clients

COLD EMAIL – BODY (VERBATIM)

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

TEMPLATE – LOOM STRUCTURE FOR OUTREACH

Hook (5–10s): The one big missed opportunity I noticed

Social proof (10–20s): Quick credential or mini-case

Problem (20–40s): What's blocked and why it matters

Solution (40–90s): 2–3 steps with expected ROI

Benefits (90–110s): Time/money wins and ease

CTA (110–130s): "Want this done for you? Book here: [CALENDLY]"

Tip

Keep outreach ethical—avoid fake scarcity or deceptive stories. Deliverability depends on clean data, clear messaging, timing, and targeting.

► MODULE 18

Step 16 — Package, price, and deliver

Use outcome-based pricing. Productize into clear tiers and timelines. For AI automation agencies, typical packages range from initial builds to ongoing optimization and support. Execute SCAN on each client, then narrate wins publicly (with permission) as credibility builders.

Accelerate early wins by turning clients' best-performing social posts into ads and email sequences to generate bookings while you build the full backend (website, funnel, CRM, forms, SMS, email, automations, tracking).

Tip

Target clients with traction: active YouTube presence, high engagement-to-follower ratio, or low-ticket success without a high-ticket funnel.

► MODULE 19

Step 17 — Amplify winners with paid

Promote the organic posts that already drive saves, shares, and comments. Run Facebook ads to your best content or lead magnet to scale bookings. Keep creative tied to the original winning angle; measure cost per lead and booked call, not vanity metrics.

Tip

Massage your audience down the funnel. Don't push straight to paid offers from a cold short—warm with value, then invite.

► MODULE 20

Step 18 — Add durable revenue layers

Stack offers methodically: digital products, done-for-you services, group programs, and memberships/community. Use Beehiiv for newsletter ads or coaching sales, Shopify for checkouts if you sell products. YouTube monetization (memberships, super chats, shopping, charity affiliates) can be added later—start simple.

Tip

Drive traffic off-platform and capture emails. Platform payouts alone are volatile and usually small relative to product sales.

► MODULE 21

Step 19 — Bootstrap gear and capital

Work your 9–5 while filming content about the problems you solve. Save and invest into a mic/camera and eventually a computer. If needed, raise cash via gig apps (DoorDash, Taskrabbit) or survey/task sites. When you get a raise, save half and invest the rest in your sales page, email system, and learning.

Apply for pre-approvals (e.g., Navy Federal Credit Union, American Express, PNC) to avoid unnecessary hard pulls. Prioritize investing in assets that grow income over paying off low-interest debt first.

Tip

Phones can earn but computers unlock higher-paying freelance/agency work. Plan upgrades intentionally as revenue allows.

► MODULE 22

Step 20 — Network for proofs and whales

Let content attract relationships; then show up fully as yourself. Organize small dinners or work sessions with peers you admire. To land whales, do the unscalable: DM, book calls, or even pay for brief consults. Ask better questions (e.g., how they kept engagement long-term, not just initial follower hacks).

Tip

Friends/family give sympathy likes; strangers grow you. Build for the real audience you don't yet know.

► MODULE 23

Step 21 — Lock in a 90-day flywheel

For 90 days: post one YouTube video per week, promote a directly relevant lead magnet in each, and send one helpful email weekly. Add daily shorts. Each month, evaluate analytics, cut losers, and scale winners. Repeat: make another video, add a relevant lead magnet, grow your list, nurture with email.

Keep your cadence sacred by removing distractions (e.g., 3 months alcohol/social detox if needed). Consistency builds compounding authority.

Tip

It's easier to monetize by owning traffic and selling offers than by relying on platform invites or payouts. Protect your list.

► MODULE 24

Mistakes to avoid



RENTED-AUDIENCE TRAP

Building only on social platforms leaves you at the mercy of bans and algorithms. Capture emails early.



TREND CHASING

Posting daily trends without structure builds hype, not a business. Make content that sells.



OVER-RESEARCHING

Endless personas before posting wastes time. Ship, get feedback, iterate.



INFLUENCE-ONLY MODELS

If income stops when you stop performing, you have no leverage. Add products/systems.



AI AS A MAGIC WAND

Generic agents and consumer-only models lead to errors. Use one-shot examples and fact-check.



TREATING YOUTUBE LIKE TIKTOK

YouTube viewers want depth and answers. Don't rely on snappy edits alone.



AUDIENCE = FRIENDS

Friends/family aren't your growth engine. Build for strangers in your ICP.



VAGUE OFFERS

Trying to serve everyone muddies your message and kills lead magnet relevance.



LEGAL OVERKILL EARLY

For small international gigs, dogmatic contracts slow momentum. Paid invoices speak louder.



CROSS-POST TOGGLES

Never auto-share Instagram to Facebook. Upload natively for reach and compliance.



OBVIOUS AI CHARACTERS

If people detect AI instantly, they bounce. Make human-believable visuals and delay the reveal.



PAYOUT FANTASIES

Platform payouts alone rarely add up. Sell offers and drive traffic off-platform.

► MODULE 25

Salary Estimate

**\$2,000–\$5,000
setup + \$500–
\$1,500/mo**

Typical AI automation agency package per client (source-reported)

**\$4–\$25 per 1,000
views**

YouTube long-form ad revenue range (source-reported)

**\$0.05–\$0.35 per
1,000 views**

Short-form RPM (YouTube Shorts range) (source-reported)

**\$0.25 per 1,000
views**

Facebook Reels (business/finance niche) (source-reported)

**\$2,000 US / \$2,700
CAD per month**

Projected AdSense with consistent posting (source-reported)

**\$4,000 / \$6,000 /
\$12,000**

Common initial build project values (source-reported)

\$100k–\$1M+ per month

Top-end solo operator potential, example-only
(source-reported)

\$1,000,000 in year 1

Example: 7,800 followers monetized via offers
(source-reported)

► MODULE 26

Resources

RESOURCES



YouTube Creators

Official creator education and updates ↗



Verify your YouTube channel

Step-by-step verification help ↗



Google Trends

Topic and seasonal interest research ↗



AnswerThePublic

Real questions people search ↗



Exploding Topics

Rising ideas before they peak ↗



The Gary Halbert Letter

Legendary direct response copy lessons ↗



Facebook Business Help

Policies, monetization, and ad guidance ↗



Pinterest Help Center

Technical references (e.g., board details) ↗



Navy Federal Credit Union

Pre-approval and funding options ↗



American Express Business

Business cards and financing ↗



PNC Bank Business

Banking and credit options ↗

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This guide is 1% of what members get

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

[See the community & what's inside](#)

Join free today — founding-member pricing locks in before the tools go paid.

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