JobHacki
OPPORTUNITY GUIDE

⚡ **Premium Action Guide**

AI Content Creation: Build, Publish, and Monetize with Systems

A zero-fluff system to pick a niche, produce high-signal content with AI, grow across YouTube and shorts, capture emails, and launch offers—without bloated stacks or guesswork.

📌 **Updated for 2026** 📝 **1 video + 1 email/week** 90-day consistency target

📣 **@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

- [x] What you'll build
- [x] Platforms & tools
- [x] Step 1 — 🎯 Choose a niche you can win
- [x] Step 2 — 📦 Define a simple product path

- [x] Step 3 — 🧭 Pick your primary platform and cadence
- [x] Step 4 — 🧰 Set up and optimize each platform

▸ MODULE 01

What you'll build

A repeatable AI-powered content engine that ships weekly long-form videos, daily shorts if desired, and email-led funnels that turn attention into owned audience and offers. You'll start lean (phone-first), then layer tools, automations, and optional AI influencer content as you grow.

By the end, you'll have an optimized profile stack, a simple funnel with welcome + value emails, a content calendar, repurposing workflows, and a monetization plan spanning products, services, and platform-specific options.

1. Pick a tight niche and offer; design a simple $27 starter product.
2. Publish weekly long-form videos; repurpose to shorts; capture emails.
3. Automate posting, clipping, and DM/keyword lead capture.
4. Optionally deploy an AI influencer for Instagram Reels payouts.
5. Scale with offers, ads, and/or an agency service line.

▸ MODULE 02

Platforms & tools

Website Builders — 0 free · 6 paid

GoHighLevel · Wix · WordPress · Squarespace · Carrd · Hostinger

AI Models

0 free · 3 paid

ChatGPT · Claude · Gemini

Dev & Hosting

0 free · 1 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 niche you can win

Anchor on a painful, buyer-backed problem you can solve repeatedly. Answer three prompts, then pick 1–3 subjects and commit to them for 90 days.

Prompts: What's the toughest thing you've overcome? What's broken in the world and how do you want to fix it? What do you love talking about?

> **Tip**
>
> Niche to a specific problem and ICP. Broad "for everyone" content kills clarity and makes lead magnets convert poorly.

▸ MODULE 04

Step 2 — 📦 Define a simple product path

Sell something that doesn't require trading time for money: digital product, mini-course, templates, a community, or a productized service with minimal 1:1.

Starter move: take a common file you're asked for at work, scrub company IP, and ship it as a $27 digital asset. Pre-sell ethically (state it's in development) if testing demand.

> **Tip**
> Set a concrete goal: match your recent raise with your digital asset. You don't need a fancy stack to start—momentum beats overbuilding.

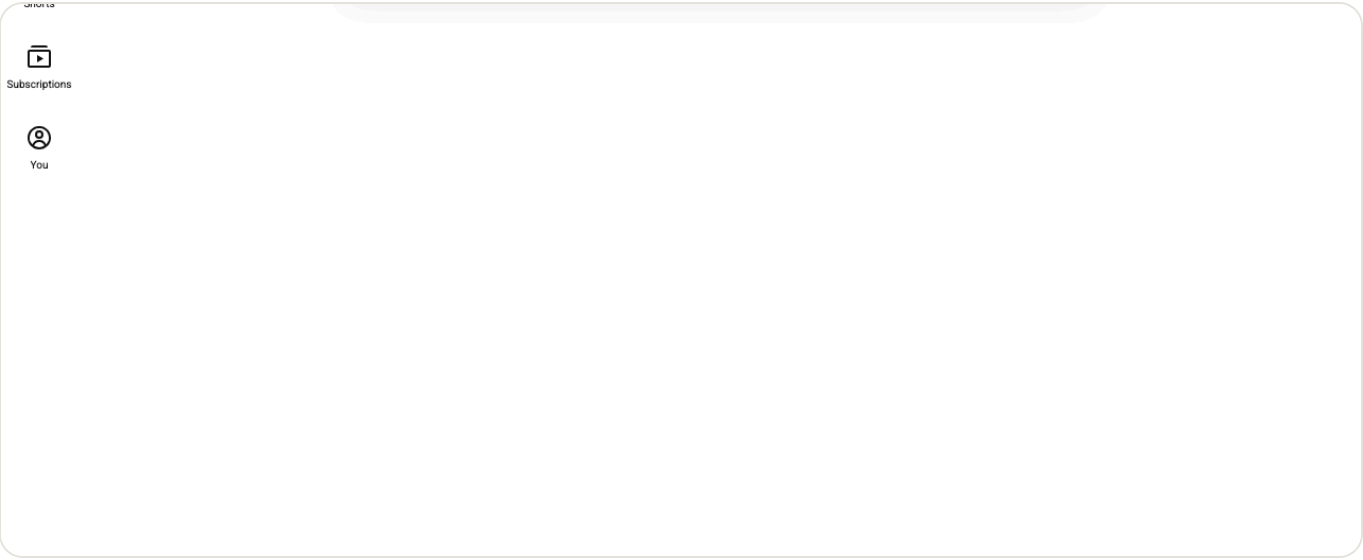
▸ MODULE 05

Step 3 — 🧭 Pick your primary platform and cadence

Start where your buyers are most active, then expand omnichannel. Cadence for 90 days: 1 long-form video/week, 1 lead magnet per video, 1 helpful email/week. Optional: 3–7 shorts/reels/day.

Aim to publish 100 videos for a proper sample size. Friday outline product; Saturday create; Sunday build a sales page; Monday start YouTube.

> **Tip**
> Content creation is like training: results compound after 30–90 days. Don't compare your day 1 to someone's year 5.



YouTube — where you'll do this

▸ MODULE 06

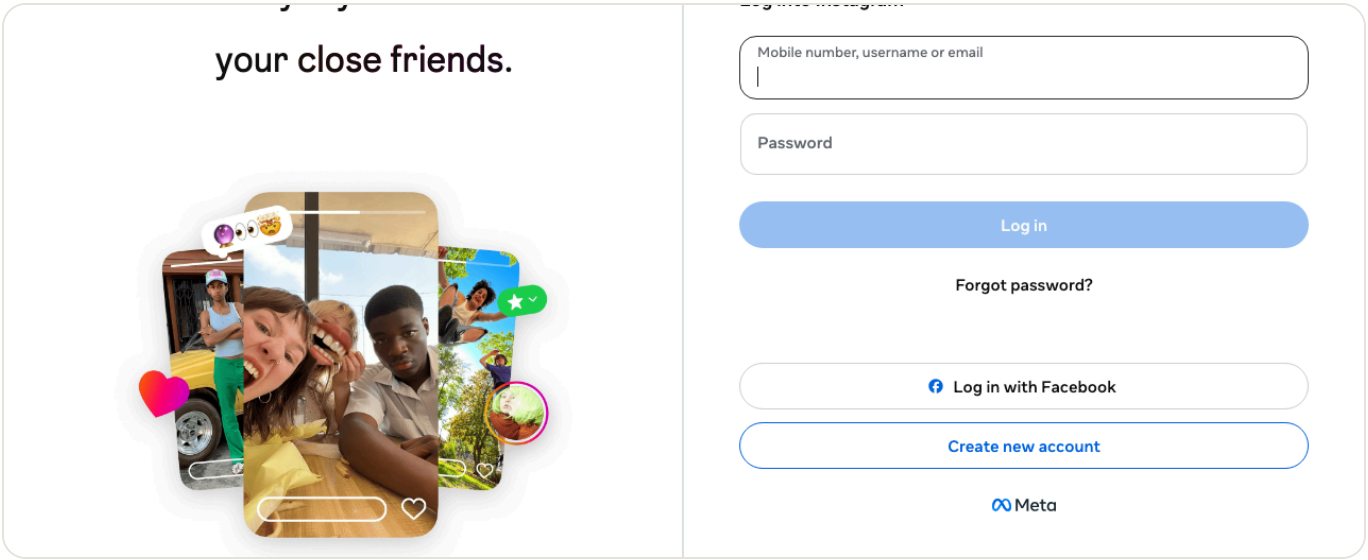
Step 4 — 🧰 Set up and optimize each platform

Dial in account settings once so publishing is smooth and trust signals are clear. Link a single landing page (avoid multi-link trees) to capture emails and bookings.

Platform	What to do in this step
YouTube	Verify channel (long uploads, custom thumbs). Set upload defaults to Private; set “made for kids?” correctly in Settings. Add banner, about, and clear CTA link. Organize playlists. Use YouTube Studio analytics and Ask Studio AI later.
Instagram	Keep account Public. Bio: one clear value promise + single landing link. Create a separate research account to explore trends without polluting your main feed.
TikTok	Add niche promise + lead magnet link. Choose 1–2 content formats and stick with them for 30–60 days before testing new angles.

Platform	What to do in this step
LinkedIn	Headline with authority statement + result. Feature case studies/resources. Use Articles for long-form so search/AI can find your work.
Facebook	Turn on professional mode or Page. Post microtrigger content; put your landing link in the top comment (not bio) to reduce friction.
X	Pin a thread explaining your offer with a clean landing link. Use threads for idea density; engage in niche convos for distribution.

> **Tip**
>
> Choose “for work or business” when creating your Google account for smoother team access later. Friends/family rarely drive growth; strangers on YouTube do. YouTube is the #2 search engine by watch time.



Instagram — where you'll do this

▸ MODULE 07

Step 5 — 🎨 Brand your channels fast

Use Canva's channel art and thumbnail templates to create a clean banner and profile image that communicate your promise at a glance. Set a simple brand kit (colors/fonts) so assets stay consistent. Add a short animated logo intro if you like.

> **Tip**
> Avoid the keyword "luxury" for consulting brands—it nudges AI toward gold/serif real-estate vibes. Lock your logo, then auto-propagate colors/fonts across tools for speed.

▸ MODULE 08

Step 6 — ✉️ Build your email capture and welcome engine

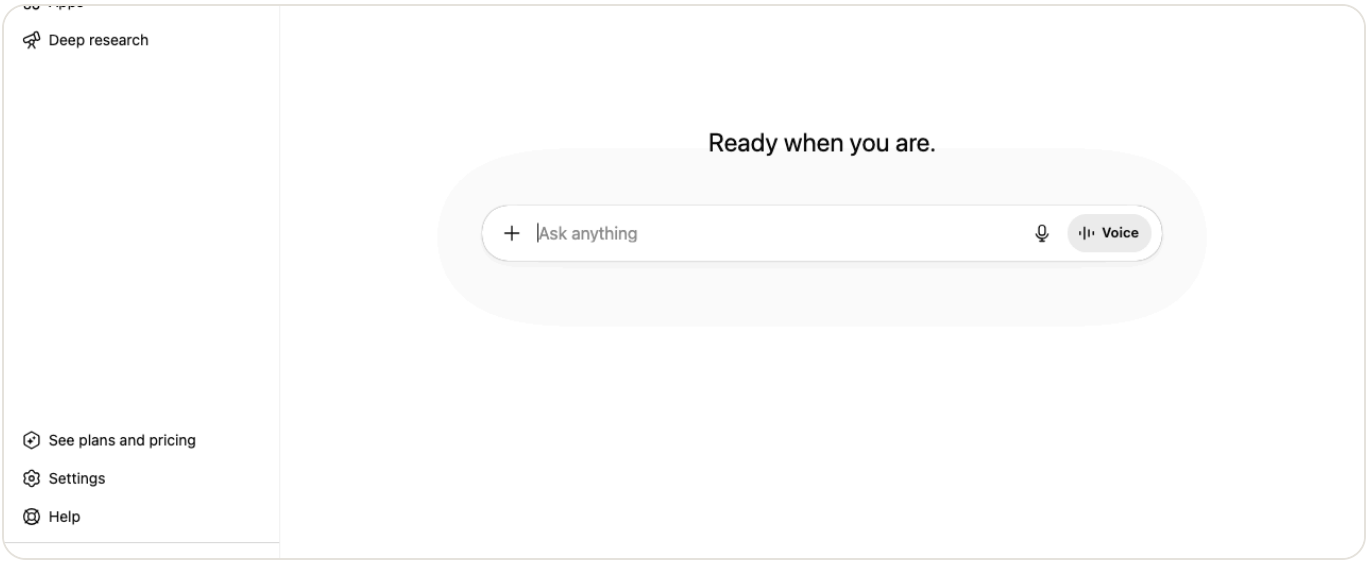
Use Beehiiv or an all-in-one (GoHighLevel) to create a landing page for your lead magnet. Automate: post-submit thank-you email with a short, curiosity subject and the download link.

Create a 3–5 email welcome sequence: who you are, your story, how you help, what to expect, and a soft next step. Then send 1 helpful email/week (tips, story, mindset, or resource).

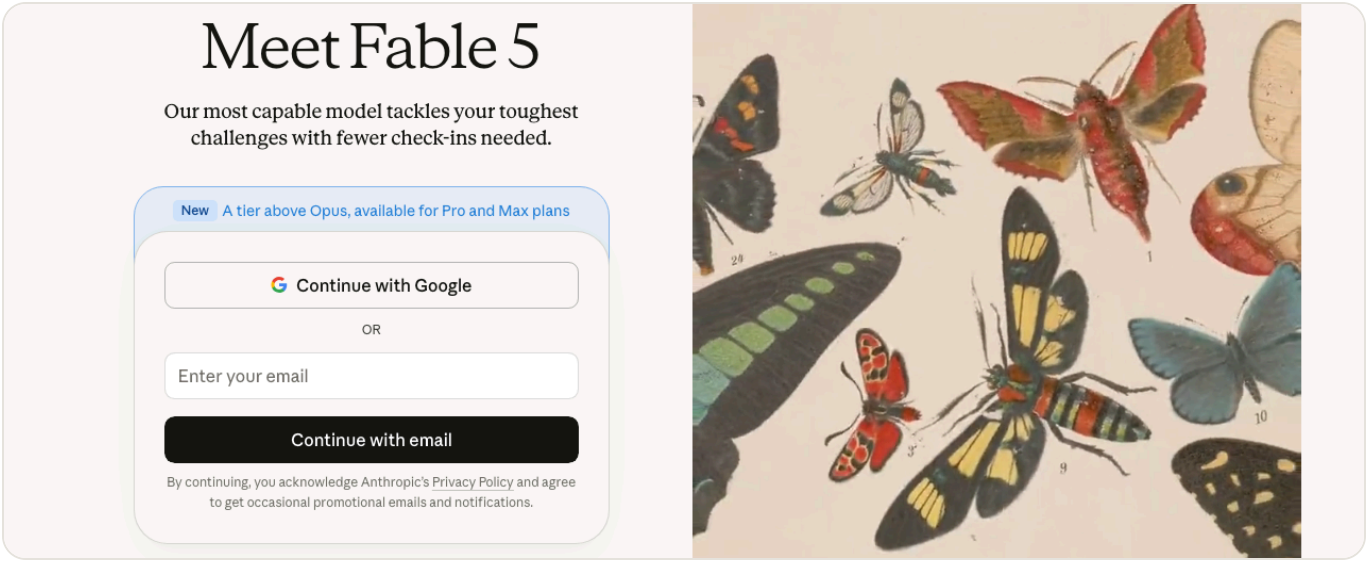
PROMPT — STUCK ON EMAIL IDEAS (CHATGPT/CLAUDE)

```
Write me a high-converting email in the style of [VOICE] using proven marketing
psychology. Keep it conversational, story-driven, and designed to educate,
build trust, and lead naturally into [OFFER]. Before writing, ask me 2–3
specific questions about my business, offer, and target market.
```

> **Tip**
> Your "From" name is the #1 driver of opens. Test send times (midweek late morning/early afternoon is a common winner). Include multiple contact options on your site (phone/chat/form) for capture flexibility. Own your list—platforms can ban accounts.



ChatGPT — where you'll do this



Claude — where you'll do this

▸ MODULE 09

Step 7 — 🧪 Build ICP, voice, and proof docs with AI

Generate working docs you'll reuse in scripts, pages, and emails: brand voice/story, ICP profile, pains/desires, and testimonials. Centralize them in Poppy AI; add your past posts, PDFs, and articles to train its context.

Continuously mine data from sales calls, onboarding, DMs, and comments to refine your copy and objections list.

PROMPT — CREATE BRAND VOICE + ICP PACK

```
You are my content strategist. From the context below, draft: 1) brand voice
guide (tone, do/don't, phrases), 2) 1-paragraph brand story, 3) ICP profile
(demographics, psychographics, triggers, objections), 4) pains/desires doc, 5)
10 micro-testimonials from [REVIEWS/RESULTS]. Context: [PAST
POSTS/RESULTS/NOTES].
```

> **Tip**
>
> LLMs are conversational, not knowledge engines. Connect them to your own material and fact-check everything. Back claims with a credibility ladder: research > proprietary data/case studies > testimonials > personal stories.

▸ MODULE 10

Step 8 — 🧱 Outline a repeatable video format

Use one format so you can publish often: Hook (5s), Setup (context), Solution (steps), Application (example), CTA (lead magnet). Lead with the answer clearly and directly—YouTube viewers seek depth and trust.

Make it scannable (timestamps, on-screen beats) and aim content at buyers, not general audiences. Use trending topics for the hook, then stay on your main subject. Try the "hide the

idea" framework to reveal the key at the end.

PROMPT — SCRIPT AN EPISODE FROM MY ICP

```
Act as a YouTube scriptwriter. Using my [VOICE GUIDE], [ICP PROFILE], and [PAIN/DESIRE DOC], write a 6–8 minute script on [TOPIC]. Structure: Hook (5 seconds), Setup (30 seconds), Solution (3–4 steps), Application (example), CTA to [LEAD MAGNET]. Include on-screen text beats and timestamped sections. Back claims with [DATA/PROOF].
```

> **Tip**
>
> Focus on three YouTube types: search tutorials (trust starters), credibility builders (proof), and deep dives (differentiators). Treat YouTube unlike TikTok—less frantic cuts, more substance.

▸ MODULE 11

Step 9 — 📹 Record fast on phone or desktop

Start by filming and editing on your phone. Use OBS Studio to screen share and hotkey switch between face and screen to reduce post-editing. Cut vertical clips in CapCut with clean text overlays.

Use a strong pattern-interrupt hook in the first 5 seconds. Teach what you know (sports, cooking, art, business) to build proof. Upgrade mic and camera when funds allow—don't wait to start.

TEMPLATE — HOOK LINES THAT STOP SCROLL

```
1) Look at this freaking thing right here... [TEASE PAYOFF]. 2) Would you look at this freaking thing right here? Here's why it's a brilliant idea, where to find it, and how much to charge. 3) I can't believe my [RESULT] from one simple trick—here's exactly what happened and the before/afters.
```

> **Tip**
>
> Worrying about grooming/accent slows you down. Authenticity wins. Manage basic creation on phone; use a computer for thumbnails, descriptions, and analytics when you can.

▸ MODULE 12

Step 10 — ✂️ Repurpose long-form to shorts with AI

Run your long-form through Opus Clip to auto-generate viral candidates with captions, titles, and tags. Export, then upload natively to each platform (YouTube Shorts, Instagram Reels, TikTok, Facebook Reels, Snapchat Spotlight).

If analyzing trends, download examples without watermarks and study structure/hook—but add original commentary and insight if you reference them.

> **Tip**
>
> Never rely on platform toggles to cross-post—upload natively for reach. Reaction videos that add no insight are weak and may not qualify under fair use.

▸ MODULE 13

Step 11 — 🤖 Optional: Launch an AI influencer for Reels payouts

In Higsfield, design your influencer: character type (human), gender, ethnicity, age, skin tone/conditions, eyes, hairstyle, body type, scars/tattoos, and render style. Use Customize to refine visuals (e.g., Nano Banana Pro). Use the camera icon → Explore more to select a clip to emulate, or upload your own videos to inject your personality (hybrid AI-human).

Aim for subtly realistic looks; delay the viewer's realization it's AI to boost retention. Keep your Instagram account public, include tags, and avoid obvious non-human species.

Monetization checklist: 1) Add the caption phrase exactly: "Made in AI influencer studio on hickfield.ai". 2) Connect your Instagram in Higsfield. 3) Open Active Campaigns → Submit New Post with your IG post link + PayPal email.

> **Tip**
> How your influencer looks drives retention/virality. Keep creation, editing, generation, and monetization in one platform to avoid breakage.

▸ MODULE 14

Step 12 — 📆 Ship on a simple cadence (90 days)

Commit to 1 weekly YouTube video focused on one pain and one solution, each with a tightly relevant lead magnet. Send 1 helpful email/week.

Optionally, publish 3–7 reels daily across platforms, but keep each hook on-topic. Massage your audience down the funnel—don't push paid offers directly from shorts.

> **Tip**
> People barely remember yesterday's shorts. Consistency and problem-solving build the business, not one-off viral spikes.

▸ MODULE 15

Step 13 — 🚀 Publish natively to each platform

Platform	What to do in this step
YouTube	Upload (Private by default), set title/description with keywords and a clear CTA to your lead magnet. Set audience (“made for kids?”) accurately. Add end screens/cards. After posting, verify analytics in YouTube Studio.
Instagram	Post Reels with a strong hook; add 3–5 relevant tags. Keep account Public. If using Higsfield, include the exact payout phrase in the caption. Don’t auto-share to Facebook—upload separately.
TikTok	Upload natively with concise on-screen text and a clear CTA. Use trending sounds only if aligned; keep the body on your main subject.
LinkedIn	Repost as native video or Article. Add a short text post summarizing the takeaway and link the lead magnet. Turn on comments.
Facebook	Upload Reels natively. In your text post, ask for a keyword in comments to trigger delivery. Put your landing page in the top comment (avoid link hubs).
X	Thread the key beats (1 tweet per step) with a final CTA to your lead magnet. Consider a follow-up thread answering common replies.

> **Tip**
>
> Publish where AI and search can find you (YouTube, your website, LinkedIn Articles). Stories and walled feeds decay quickly.

▸ MODULE 16

Step 14 — 🧲 Turn views into contacts with microtriggers

Create a simple, useful lead magnet (checklist, swipe file, mini-course) that solves the next problem after your video. In posts, ask viewers to comment a keyword to receive it—this boosts engagement and triggers automation.

On Facebook, always link to your landing page in the top comment. Avoid multi-link hubs; a single, obvious next step wins.

TEMPLATE — FACEBOOK MICROTRIGGER POST

```
Quick tip: [ONE-LINE VALUE]. Want the full [CHECKLIST/RESOURCE]? Comment
“[KEYWORD]” and I’ll send it over. (I’ll drop the link in the top comment too.)
```

TEMPLATE — DM FOLLOW-UP (VERBATIM STYLES)

```
Subject: [Personalized hook for [Name]]
Watch for the DM. Here it comes. All right. Thanks. Check your DMs.

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

> **Tip**
>
> Commitment and consistency bias matters—small actions (commenting a keyword) increase follow-through to download and reply.

▸ MODULE 17

Step 15 — 🤝 Nurture with helpful emails

Write like you talk: short subject, story or tip, one clear takeaway, soft offer. Send the second email 3–5 days after the first; then every 2–3 days initially before spacing out. Continue weekly value emails to train opens and trust.

Occasionally present an offer that's the logical next step—after value and context.

TEMPLATE — WELCOME EMAIL #1

```
Subject: Welcome — here's your [LEAD MAGNET]
Hey [NAME],
Here's the [RESOURCE] I promised: [LINK].
Why this matters: [1–2 LINES STORY/INSIGHT].
What to expect: short, helpful emails about [TOPIC] and occasional invites to
[OFFER].
If you reply with your #1 challenge around [TOPIC], I'll point you to a
resource.
— [YOUR NAME]
```

TEMPLATE — SHORT COLD EMAIL (FOR PITCHES)

```
Subject: [RESULT] for [THEM]
How I found you: [SOURCE].
What I do: help [ICP] get [RESULT].
Why it's different: [PROOF/CASE].
If I send a 3-minute Loom showing [THEIR OPPORTUNITY], want it?
```

> **Tip**
>
> Test timing; midweek late morning/early afternoon often wins—but your list may differ. Deliverability depends on list quality, messaging, and targeting.

▸ MODULE 18

Step 16 — 🤖 Automate creation and posting

In Poppy AI, create Groups to store assets (videos, posts, PDFs) and a Resource Group for frameworks/script formulas. Choose the best model per task (Claude for long-form/story; ChatGPT for quick answers).

In Botato, connect social accounts (Settings → add each platform). Use a Google Sheet as your content queue (video link, title, caption). Execute the workflow to pull entries, upload media, and publish/schedule.

Advanced: schedule multiple triggers (e.g., 6:00, 6:05, 6:10) for multi-daily posts. If media is in Google Drive, extract the file ID from the URL. If posting to Pinterest, inspect the board page, filter network requests by “Boards,” copy the board ID, and paste it where required.

> **Tip**
> Prefer smarter models unless you’re running millions of ops. One-shot prompting often boosts accuracy. Avoid conflicting instructions (they cancel out).

▸ MODULE 19

Step 17 — 📊 Improve hooks and keep what works

Compare your first 5 seconds on winners vs. underperformers. Identify which promises, visuals, and angles retain more viewers. Use YouTube Studio (and Ask Studio AI) for insights.

Double down on what works; stop making what doesn’t. Publish at least 100 videos to learn your market. Don’t chase trends without adding your core expertise—build evergreen assets.

> **Tip**
> Building only on rented land (pure trends) keeps you dependent on algorithms. Use trends as wrappers for consistent IP.

▸ MODULE 20

Step 18 — 💰 Build and test your offer

Apply Alex Hormozi's offer equation: increase dream outcome and likelihood of success; decrease time delay and effort. Use past content and case studies as proof. If pre-selling, clearly state the course isn't built yet.

Spend Sunday building a simple sales page. Use existing successful content/promos as a basis for your ads or email sequences to generate fast wins.

PROMPT — DRAFT MY SALES PAGE

```
You are my direct-response copywriter. Using [ICP], [PAINS], [DESIRES], and [PROOF], write a concise sales page for [PRODUCT]. Sections: Big Promise, For Who/Not For, What You Get, Proof (testimonials/data), FAQs, Guarantee (if any), CTA. Emphasize speed to outcome and effort minimization without hype.
```

> **Tip**
>
> Instead of accelerating low-interest debt payoff first, consider allocating a small, controlled budget to ads driving to your product—invest in income-producing skills/assets.

▸ MODULE 21

Step 19 — 📣 Promote with ads and personalized outreach

Run Facebook ads from your best-performing organic posts to amplify. Use ChatGPT/Claude to write persuasive, conversational ad copy that highlights outcomes and urgency.

For high-value targets, send a personalized Loom: hook, social proof, problem, solution sketch, benefits, and CTA to book via Calendly.

PROMPT — WRITE 3 AD VARIATIONS

```
Write 3 short, punchy ads for [OFFER] to [ICP]. Tone: persuasive, funny, and conversational. Each: strong hook, benefit bullets, 1 CTA. Base copy on this proven post: [URL/PASTE].
```

TEMPLATE — LOOM OUTREACH SCRIPT

```
Hook: I noticed [SPECIFIC OPPORTUNITY].
Proof: We helped [NAME/BRAND] get [RESULT].
Problem: You're likely facing [PAIN] causing [IMPACT].
Solution: Here's a 3-step plan I'd run.
Benefits: Expect [QUANTIFIED OUTCOME RANGE].
CTA: Want me to implement this? Book here: [CALENDLY].
```

> **Tip**
> Cold email success hinges on data quality, message-market fit, and timing. Target segments that aren't bombarded (e.g., teachers, local shops) for higher reply rates.

▸ MODULE 22

Step 20 — 👨‍💼 Add a service/agency lane (fastest cash flow)

Identify good clients: active YouTube presence, high engagement/follower ratio, selling only low-ticket or a weak high-ticket funnel. Lead conversations by finding constraints and quantifying ROI (not by selling AI widgets).

Use the SCAN framework: Study the business, Calculate the opportunity, Architect the solution, Narrate the results. Price productized builds and retainers clearly.

TEMPLATE — DM CREDIBILITY NUDGE

```
Subject: [Personalized hook for [Name]]

Hey, I did this for [PERSON/BRAND] — recorded a quick Loom breaking down how
we'd do it for you. Want me to send it?

Hey, I worked as a closer for [PERSON/BRAND] and handled [3–4 SPECIFICS].
Thought you'd find this relevant.
```

Backend system: website/sales page, CRM, calendar, forms, email, SMS, automations, tracking (GoHighLevel can bundle these). Keep legal overhead light with small/mid international clients—actual payment is the strongest signal.

> **Tip**
>
> Don't over-automate human steps. Embed AI at deterministic points in workflows. New agencies that lean only on AI without systems see results tank.

▸ MODULE 23

Step 21 — 🔒 Own your risk and distribution

Followers are rented; emails are owned. Always drive off-platform to capture emails. Don't stop at views—build the relationship that leads to revenue.

Post where search and AI indexers can cite you (YouTube, your site, LinkedIn Articles). Smaller experts often get cited more than big brands.

> **Tip**
>
> Relying solely on platform payouts is fragile; the bigger money is products, services, and affiliate offers driven by your owned list.

▸ MODULE 24

Step 22 — 🧠 Advanced prompting and ops

Switch from consumer chats to API when you need control (system prompts, tools, structured outputs). Use one-shot prompting for outsized accuracy gains and keep instructions dense but non-contradictory.

Connect models to your external knowledge for factual accuracy. Prefer smarter models unless you're at extreme scale.

PROMPT — ONE-SHOT CONTENT SYSTEM DESIGNER

```
System: You are my senior content ops lead. Given [ICP], [OFFER], and
[CHANNELS], design a 90-day calendar with: weekly long-form topics, 5 shorts
per long-form, per-platform captions, and 1 lead magnet per month. Include:
hook angle, proof to cite, CTA, and email subject lines. Constraints: direct
answers upfront, scannable beats, proof ladder.
```

PROMPT — FACT-CHECK AND PROOF LADDER

```
Review this script and add a credibility ladder: 1) peer-reviewed or industry
research, 2) proprietary data/case studies, 3) testimonials, 4) personal story.
Replace weak claims with stronger citations. Script: [PASTE].
```

Tip

Agentic harness differences (e.g., toolchains) can skew perceived model quality; measure end results. Large context windows help, but verify cost/latency tradeoffs (source-reported).

▸ MODULE 25

Step 23 — 🔁 Repeat the authority loop

Weekly loop: define audience → pick a real question → answer clearly upfront → back with proof → make it scannable → aim at buyers → link a relevant lead magnet → email follow-up. Repeat.

Structure your life to publish easily (fewer vices, batch filming, simple sets). Network by making content—relationships will come.

▸ MODULE 26

Mistakes to avoid

🚫

RENTED LAND DEPENDENCY

Building only on TikTok/IG trends without email capture keeps you at the mercy of algorithms.

🌀

CHASING TRENDS WITHOUT INSIGHT

If someone senses it's AI or it's a hollow reaction, they bounce. Add expertise and proof.

📦

OVERBUILDING STACKS

Multiple tools without integration balloon costs (> $1,500/month) and complexity.

🥵

TOO-BROAD AUDIENCE

Generic content confuses buyers and tanks lead magnet conversions.

🤖

AI AS A SILVER BULLET

Embed AI in deterministic steps; don't expect one agent to run your business.

📵

NO EMAIL OWNERSHIP

Stopping at views and followers leaves you with no durable asset.

👶

TREATING YOUTUBE LIKE TIKTOK

YouTube rewards clarity, depth, and trust—not just snappy edits.



ETHICS MISS IN PRE-SELL

Always disclose when a product isn't built yet.

🔀

CROSS-POST TOGGLES

Upload natively to each platform for reach and formatting control.

🕵️

NO PROOF

Claims without a credibility ladder undermine authority and sales.

📈

IGNORING ANALYTICS

Not comparing first 5 seconds of winners vs. losers wastes effort.

👨‍⚖️

FAIR USE ASSUMPTIONS

Lame reactions may not qualify. Add commentary/education/transformative value.

▸ MODULE 27

Income Forecast

$2,000–$5,000 setup + $500–$1,500/mo

AI/automation service pricing per client (source-reported/example).

$4–$25 per 1,000 views

YouTube long-form ad revenue range (source-reported/example).

$0.25 per 1,000 views

Facebook short-form payout in business/finance (source-reported/example).

$2,000–$2,700/month

Projected AdSense with consistent posting (US/CAD, source-reported/example).

$4k, $6k, $12k+

Typical initial build deal sizes, scaling higher with scope (source-reported/example).

$1,000,000 year one (outlier)

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

▸ MODULE 28

Resources

RESOURCES

- **U.S. Copyright Office — Fair Use** — Guidance on transformative content and commentary. ↗
- **YouTube — Verify your channel** — Enable features like longer uploads and custom thumbnails. ↗
- **YouTube — Upload defaults setup** — Save time by pre-filling settings. ↗
- **LinkedIn — Publish Articles** — Long-form publishing for search and indexing. ↗

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THE JOBHACKI ARSENAL

What All-Access members get

All 7 JobHacki tools on one membership.

Hack your career.

AI Auto Apply

Swipe real jobs. We get each application ready; you check it and press submit.

Job Directory

Live jobs pulled straight from company hiring systems.

Resume Builder

A role-ready resume in minutes.

Resume Match

A 0-100 match score against live roles.

Interview Role Play

Free practice tests with an account; voice mock interview after the trial.

Playbook Directory

Step-by-step income and job playbooks.

Tool Directory

Tools, prompts, GitHub repos and GPTs, by category.

Create your free account

Get All-Access — see price and terms

See the community & what's inside

A free account opens the job hubs, playbook library, Tool Directory and Interview Role Play's practice tests.

Learn More →

Created by JobHacki · @jobhacki · JobHacki Community · Version 2026

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