JobHacki
OPPORTUNITY GUIDE

⚡ **Premium Action Guide**

AI Lead Generation: Build, Automate, and Scale a Client-Getting Machine

Launch an AI-powered lead-gen service with battle-tested offers, automations, and scripts. Start booking calls in days, then scale with agentic workflows, tight metrics, and retainers.

📌 **Updated for 2026**

10x Responding within 5 minutes vs. 30 minutes boosts conversion up to 10x (source-reported).

📣 **@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 — 🎯 Pick one niche and one painful problem
- ☑ Platforms & tools
- ☑ Step 2 — 🧰 Set up your core platform

- [x] Step 3 — 🗓️ Execute your first-week plan
- [x] Step 4 — 🧲 Craft a simple, outcomes-first offer

▸ MODULE 01

What you'll build

An end-to-end AI lead generation engine: source targeted prospects, personalize at scale, run compliant multi-channel outreach, book calls, and convert to deliverable-based retainers. You'll implement speed-to-lead follow-ups, agentic SDR automations, and reporting—then productize it into a simple, sticky offer.

Use the platform that fits you (GoHighLevel, Make, n8n, Instantly, Apollo, or Lindy). The workflow is identical at the business level; actions differ per platform where noted.

1. Pick one niche and one painful problem to solve
2. Stand up speed-to-lead + follow-up in hours, not weeks
3. Source leads, enrich, and personalize with AI at scale
4. Send value-first audits and book calls predictably
5. Convert to monthly retainers; track, optimize, and scale

▸ MODULE 02

Platforms & tools

Lead & Outreach — 2 free · 6 paid

Instantly · Apollo · LinkedIn · Loom · Cal.com · Upwork · Fiverr · Smartlead

Website Builders

0 free · 8 paid

GoHighLevel · Lovable · Wix · Squarespace · Webflow · Bolt · WordPress · Hostinger

AI Models

0 free · 5 paid

OpenAI · ChatGPT · Claude · Gemini · Anthropic

Dev & Hosting

0 free · 6 paid

GitHub · VS Code · Supabase · Cursor · Replit · Vercel

Automation

1 free · 3 paid

Make.com · n8n · Zapier · Apify

▸ MODULE 03

Step 1 — 🎯 Pick one niche and one painful problem

Select a single niche with real money on the table (e.g., dentists, HVAC, legal, home services). Choose one clear problem to solve: missed calls, slow follow-up, leaky pipeline, no-shows, or low reviews.

Anchor on a simple, understandable outcome: more booked appointments without more ad spend. Avoid technical jargon in your pitch.

> **Tip**
>
> Lead generation fixes most agency pain. Don’t pitch 10 services; sell a simple system (e.g., “never miss another lead”). Avoid low-volume/low-ticket niches.

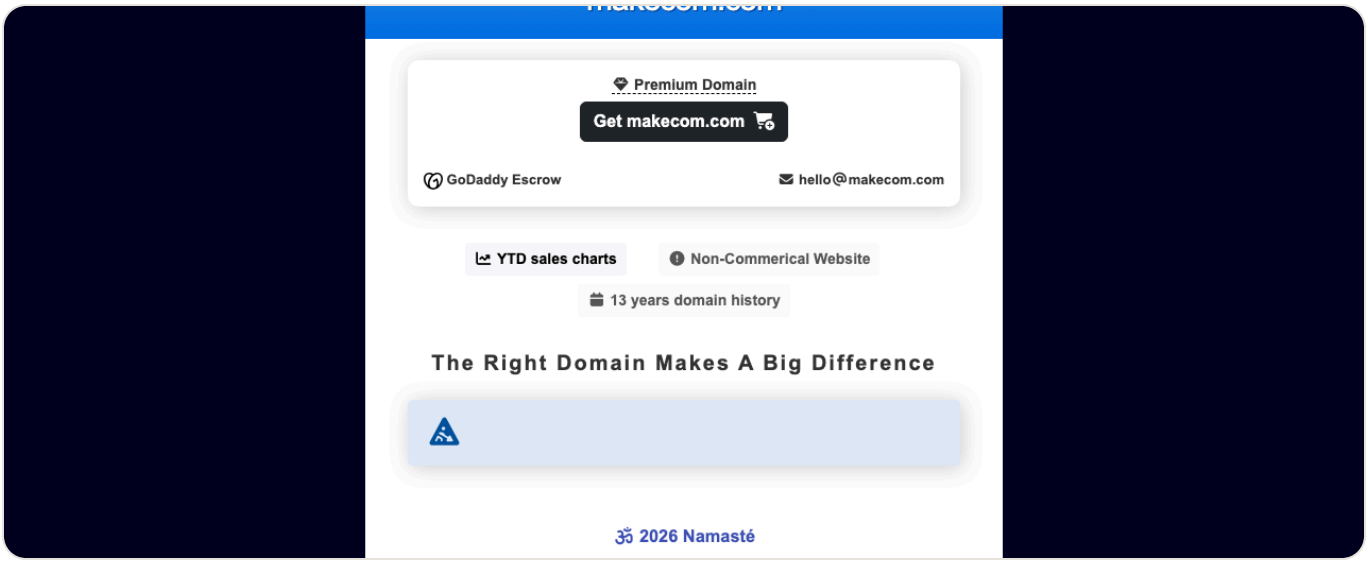
▸ MODULE 04

Step 2 — 🧰 Set up your core platform

Pick ONE primary platform to own your workflow. Create your workspace, connect your mailbox, and prepare credentials for integrations. You can always expand later; speed matters now.

Platform	What to do in this step
GoHighLevel	Create account → add sub-account → connect email/calendar → create pipeline → enable SMS/email → prepare a funnel form for lead capture.
Make.com	Create a scenario → add Gmail/Slack/Google Sheets modules → add OpenAI module → store API keys securely → draft a “New Lead” webhook to start flows.
n8n	Spin up cloud/self-host → add Gmail/Slack/Google Sheets/OpenAI nodes → set environment variables for keys → create a webhook-triggered workflow.
Instantly	Connect sending inboxes → warm domains → set sending limits → verify custom tracking domains → create a test campaign and import a sample CSV.
Apollo	Create workspace → connect mailbox → set up buyer personas and filters → enable email sequencing → test enrichment on a small company list.
Lindy	Create an AISDR agent → connect Gmail/Slack/Calendar → define objectives (find, qualify, book) → set AB testing for emails → enable objection handling.

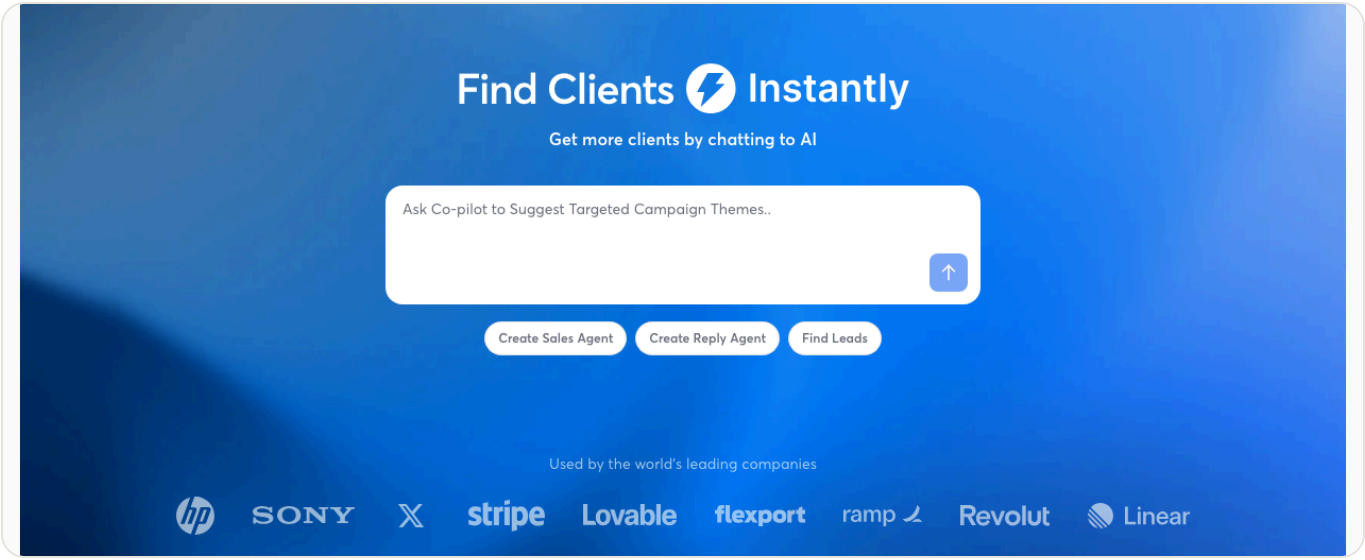
> **Tip**
>
> Starting on Make.com often yields faster revenue vs. other automation starters due to lower technical lift (source-reported). Choose what you can deploy this week.



make.com — where you'll do this



Google Sheets — where you'll do this



Instantly — where you'll do this

▸ MODULE 05

Step 3 — 🗓️ Execute your first-week plan

Ship momentum, not perfection. Use this 5-day sprint to land your first audits and build proof.

1. Day 1 — pick niche and offer
2. Day 2 — find 20 businesses with expensive problems
3. Day 3 — write audit Qs and outline your Loom demo
4. Day 4 — reach out to 100 businesses
5. Day 5 — book your first audit call

MESSAGE — WARM NETWORK KICKOFF

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

Hey [Name]. I just started helping [Type of business] get [Specific result]. Do you know anyone who might need that?
```

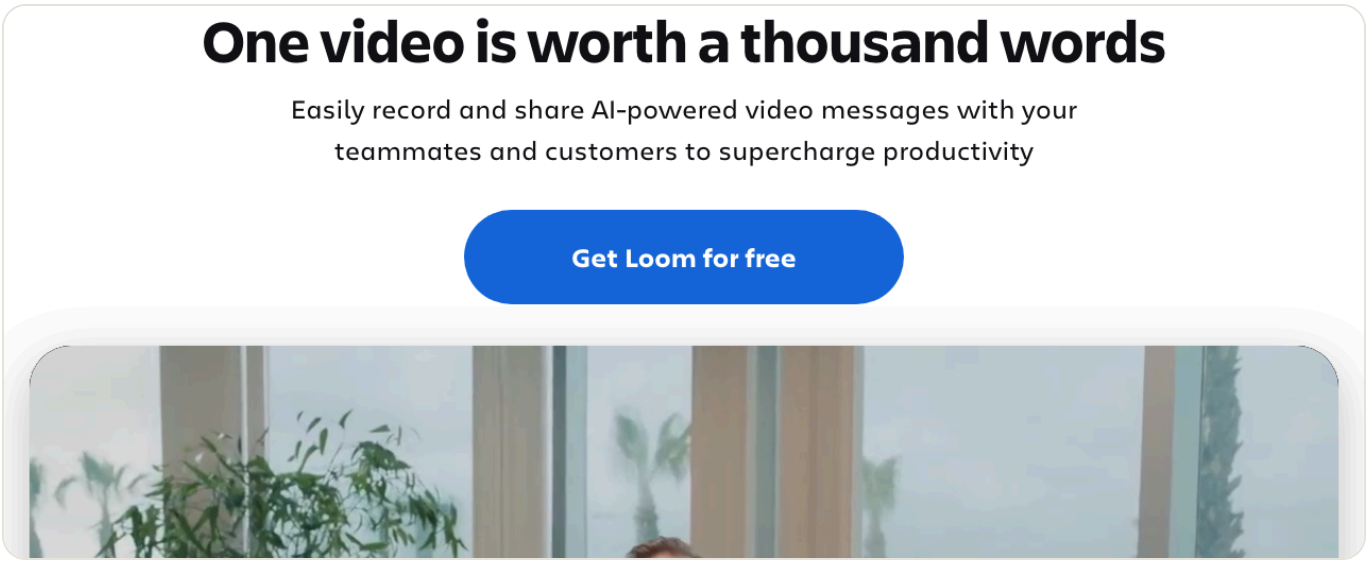
POST — SIMPLE WARM-MARKET OFFER

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

Hey, I’m looking to help five [NICHE] business owners get 10–15 leads per month using a simple three-step system without paid ads. If that sounds interesting, shoot me a message. I’ll walk you through it free.
```

Tip

Closing your first project within 30 days correlates with 5× higher revenue later (source-reported). Ship, then refine.



Loom — where you'll do this

▸ MODULE 06

Step 4 — 🧲 Craft a simple, outcomes-first offer

Package your system around outcomes: speed-to-lead, AI receptionist, review boosts, and follow-up that stops when they reply. Add a clear scope and weekly cadence.

Price simply: starter website + automation, lead-gen + ads, or full-suite including Google Ads/SEO. Anchor against alternatives (missed calls, front desk, answering services).

1. Set pricing tiers: $500, $1,500–$2,000, $2,500–$3,000/month (source-reported)
2. Charge ~25% of annual savings; up to ~50% if low risk (source-reported)
3. Retainers = original project + weekly strategy + maintenance + emergency Q&A
4. Offer connected AI: phone answering, web chat, automated follow-up, reviews, staff alerts, segmentation

> **Tip**
> Use the five S's to earn premium pricing: selectivity, scarcity, specialization, social proof, superior experience. Keep your pitch simple—local owners buy clarity.

▸ MODULE 07

Step 5 — ⚡ Build a speed-to-lead engine (reply in seconds)

Capture form submissions, qualify, route to the right owner, and send a personalized reply within seconds. This single fix creates immediate, trackable wins.

Platform	What to do in this step
GoHighLevel	Create a form → pipeline stage “New Lead” → workflow: on form submit → qualify (fields/tags) → assign user → SMS+email reply → task creation → stop on reply.
Make.com	Webhook → Google Sheets (append lead) → OpenAI (draft reply) → Gmail (send in plain text) → Slack (notify) → router by lead score → stop sequence on reply.
n8n	Webhook → Set nodes (normalize data) → AI node (personalized reply) → Gmail node → Slack node → IF reply=true then end; ELSE wait (Delay) and follow-up.
Instantly	Import leads → sequence: message 1 immediately, message 2 at +24h if no reply, message 3 at +3 days → stop sequence on reply → route positive replies.
Apollo	Build list → connect sequence with branching by persona → set send windows → auto-pause on reply/bounce → push positive responders to CRM/Slack.
Lindy	Define SDR agent goal: reply within 60 seconds → connect inbox/calendar → set qualification rules → AI drafts and sends → books meetings on live calendar.

Tip

Reply within 5 minutes makes you up to 10× more likely to convert (source-reported). Use delays to space messages (e.g., +24h, +72h) and stop on any reply.

▸ MODULE 08

Step 6 — 🌐 Launch a one-page MVA site

Publish a simple one-page site with five sections: headline, what the system does, who it’s for, how it works, and one CTA to book. Keep text minimal and outcomes-focused.

PROMPT — COPY STRUCTURE FROM INSPIRATION

```
Copy the design from [DOMAIN]. But the new website needs to be for a business called [YOUR BUSINESS NAME], which is a business that builds [YOUR SERVICES] only within [YOUR SERVICE AREA]. Be sure to insert beautiful images of completed projects and list out the 5–10 biggest cities in your area. Add an inquiry form. Go.
```

PROMPT — BUILD-FROM-BRIEF

```
You are an expert in rapid business creation and online research. My goal: become a $100/hour consultant in the next 72 hours in [FIELD]. Produce: (1) concise positioning, (2) 5-offer menu with outcomes, (3) one-page site copy following PAS, (4) 3 case-study outlines I can execute fast.
```

Tip

Copying a high-converting site's structure (not copy) transfers success factors like prominent contact info and financing placement. Keep one CTA to reduce friction.

▸ MODULE 09

Step 7 — 🔎 Source targeted lead lists

Pick your data source by market: LinkedIn-based tools for white-collar; Google Maps for local/blue-collar. Add communities, comment sections, job boards, and followers of relevant creators. Look for clear pain: few/no recent reviews, no booking, slow replies, or poor sites.

1. Start local; use your warm network
2. Filter out recruiters and very large companies
3. Spot prospects with active YouTube but poor funnel

4 Search Twitter handles manually if needed

5 Note specific issues (e.g., placeholder text, no online booking)

> **Tip**
> Exclude URLs containing “linkedin” or “careers.linkedin.com”; cap employee counts to avoid enterprises. For bulk sourcing, a VA at $10–15/hr can outcompete over-automation for pure list-building.

▸ MODULE 10

Step 8 — 🧾 Organize, enrich, and verify leads

Create a Google Sheet “Multi-line Icebreaker Generator” with columns: lead_id, search_query, first_name, last_name, company, role, website_url, email, phone, headline, location, multi_line_icebreaker, enrichment_status.

Enrich with Apollo or a scraper; verify emails via an email verification API. Try common naming patterns (first, first.last, firstl) at the domain; use mobile-line detection where available.

1 Scenario A: find emails → verify → send

2 Scenario B: missing emails → callback enrich → then send

3 Store enrichment status + timestamp

4 Track source, persona, and notes

> **Tip**
> Most people follow standard email patterns. Log attempts and only send to verified emails when possible. The API typically returns a success boolean—branch accordingly.

▸ MODULE 11

Step 9 — 🧠 Personalize icebreakers and replies with AI (at scale)

Scrape or copy key website/profile text, compress it, and feed to GPT-4.1 or Claude. Generate short, specific, human-sounding icebreakers and reply drafts. If no site text, use a fallback template referencing any real datapoint (e.g., phone).

PROMPT — JSON ICEBREAKER FROM LINKEDIN PROFILE

```
System: Respond in JSON only. Create a succinct, Spartan-tone icebreaker for [FIRST_NAME] based on their LinkedIn profile. Avoid generic company facts; use personal nuggets (podcasts, unique background). Keys: {"subject":"...","icebreaker":"..."}. Input: [PROFILE TEXT + RECENT POSTS]
```

PROMPT — SHORT EMAIL REPLY FROM WEBSITE TEXT

```
Write a short, succinct reply for [FIRST_NAME] at [COMPANY], using this website text: [COMPRESSED_TEXT]. Include our unique value: [UVP]. Tone: professional, concise, specific. Output plain text. Variables: [FIRST_NAME], [COMPANY], [UVP].
```

PROMPT — RESEARCH THEN DRAFT OUTREACH BLURB

```
Research [BUSINESS NAME] online. Find services, reviews, and visible lead leaks (e.g., no booking, poor reviews, slow follow-up). Return: {"services":[],"proof_points":[],"lead_leaks":[],"30s_blurb":"..."} in JSON only.
```

Tip

Personalize only key lines; let templates do the rest. Use tone modifiers to avoid overly friendly/default AI style. If scrape fails, send a human-sounding fallback referencing any real datapoint.

▸ MODULE 12

Step 10 — ✉️ Build compliant cold outreach sequences

Create a 3-touch sequence: message 1 immediately, message 2 at +24h if no reply, message 3 at +3 days. Stop the sequence on any reply. Notify your team in Slack and label replies by intent (positive, neutral, not now, not interested).

Platform	What to do in this step
Instantly	Build a campaign → import CSV with personalized lines → set daily send caps → define follow-ups at +24h/+72h → set auto-stop on reply → track opens/replies/bookings.
Apollo	Create persona-based sequences → personalize first lines → enable reply categorization → push positives to CRM/Slack → run A/B tests on subject lines.
GoHighLevel	Create a cold outreach pipeline → use Email/SMS steps with time delays → plain-text emails → add Slack/Task on positive reply → stop automation on reply.
Make.com	Trigger: Google Sheet row → OpenAI (final copy) → Gmail (send plain text) → Delay (24h) → conditional send #2 if no reply → Delay (72h) → send #3 → Slack notify.
n8n	Trigger: cron or webhook → generate email (AI) → IMAP/Gmail send → Wait (24h/72h) nodes → IF reply? stop : continue → post reply category to Slack.

Platform	What to do in this step
Lindy	Define multi-touch cadence in agent → set reply handling and booking rules → auto-insert Loom audit thumbnails → A/B test openers and CTAs.

Tip

Avoid Mailchimp/Constant Contact for cold email—purchased or scraped lists violate their terms and risk account suspension. Use plain text for deliverability. The “from name” is the #1 open-rate lever.

▸ MODULE 13

Step 11 — 📽️ Send a 2–3 minute Loom audit that gives value upfront

Record a quick, specific audit: what’s working, what’s leaking, and exactly how you’d fix it. End with a no-pressure CTA to book a call or view a live demo.

1. Intro (15s): who you are + why you looked
2. Evidence (reviews, listing, site issues, competitor comparisons)
3. Fix (30–45s): what you’ll change and expected impact
4. End: no-pressure CTA with booking link

Tip

A 1-minute personalized Loom before the meeting significantly increases show rates and takes ~5 minutes to prepare.

▸ MODULE 14

Step 12 — 🗣️ Use proven scripts and handle objections smoothly

DM — VALUE-FIRST MICRO-DEMO

Subject: [Personalized hook for [Name]]

Hey [NAME], I was looking at [BUSINESS NAME] and noticed you might be missing out on leads because of [SPECIFIC PROBLEM] (e.g., slow follow-ups, no recent reviews, unanswered calls). I set up an automated AI system that handles [PROBLEM] for businesses like yours. I put together a short demo specifically for [BUSINESS NAME]. Want me to send it over? Takes about 30 seconds to look at.

COLD EMAIL — AFTER-HOURS LEAK

Subject: [Personalized hook for [Name]]

Hey [NAME], I noticed you might be missing leads after business hours (weekends, nights). I help businesses automate lead follow-up using AI so you book more appointments automatically. Open to seeing how it could work for [COMPANY]?

LOCAL SERVICES — HAS WEBSITE

Subject: [Personalized hook for [Name]]

Hey [NAME], I was searching for [NICHE] in [CITY] and came across your site. Great reviews, by the way. I found a few things that might be costing you leads, so I put together a new version optimized for more calls and customers. Okay to send you the link?

LOCAL SERVICES — NO WEBSITE

Subject: [Personalized hook for [Name]]

Hey [NAME], I was trying to find your website when searching for [NICHE] in [CITY], but couldn’t find one. Bit out of the blue, but I went ahead and built you one. Okay if I send the link to check it out?

NICHE EXAMPLE — DENTIST

Subject: [Personalized hook for [Name]]

Hey, I help dentists turn website visitors into booked appointments without spending more on ads. Would you be open to seeing how that might work for your office?

AI RECEPTIONIST PITCH

Subject: [Personalized hook for [Name]]

Hey [NAME], noticed you’re missing calls after hours. I can add something that answers every call, books appointments automatically, and makes sure you never lose another lead. Takes about 10 minutes to set up. Want me to add it?

COLD CALL HOOK

Subject: [Personalized hook for [Name]]

Hey, this is [YOUR NAME] from [YOUR COMPANY]. We work with [NICHE/BUSINESS TYPE] around [REGION]. I’m the founder here. We’re offering free AI audits for [NICHE] owners right now.

OBJECTION — WE'RE NOT INTERESTED / WE ALREADY HAVE SOMEONE

That's great. Most of the businesses I work with already had someone, too. Would it be okay if I showed you one thing we do differently just so you have something to compare it to? No pressure either way.

OBJECTION — WE TRIED THIS BEFORE

That's really useful to know. A lot of businesses I work with said the same before we started. Usually the issue is the system, not the idea. Would it be okay if I showed you exactly how we handle that so you can see what's different?

OBJECTION — NOT LOOKING / BAD TIMING

Totally understand. Timing matters. Would it be alright if I sent you one quick thing that might be useful whenever the timing is right? Takes about 2 minutes to look at. No pressure.

IF THEY SAY NO

In that case, I actually think the audit would be beneficial because we'll show you exactly how other businesses in your industry are using AI. And to be transparent, the reason we can do it for free is because we know many will adopt in the next 12–18 months and we want to build relationships early. Does a 15-minute audit call sound fair sometime when you're available?

VERBATIM — STRONG PERFORMANCE OFFERS (EXAMPLES ONLY)

```
[Use ethically and edit for compliance]
SUBJECT: I will get you 20 booked meetings in the next 60 days or you don't pay.
SUBJECT: I will help you close $10,000 in the next 30 days or I'll keep working for free until I do.
SUBJECT: I will write your next client 100 free SEO and AI optimized blog posts…
SUBJECT: I will completely automate brand sniping for your next campaign for $0…
SUBJECT: I will write you 10 YouTube video titles, outlines, and scripts for free in the next 72 hours…
```

VERBATIM — PATTERN INTERRUPT COLD EMAIL (EXAMPLE ONLY)

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

Hey Nick, love your channel… I currently work with a 10 mil sub YouTuber… We made 3 mil last month… I could generate at least 100k in 60 days… Would you be open to a 50-minute call? If so, how's 3:30 p.m. tomorrow?
—Peter
```

Tip

If stuck on copy, ask: "Write me a high-converting email in [STYLE]; ask me 2–3 questions first." Use specific, money-tied promises responsibly. Normalize change: "most of our clients already had someone."

▸ **MODULE 15**

Step 13 — 📞 Run discovery and audit calls that convert

Structure: rapport → why they replied → quantify problems → confirm urgency → share relevant experience → micro-demo → next step. Keep 70% on their goals/problems, 20% on solutions/outcomes, 10% on objections/next steps.

Ask clearly for the sale (or audit/pilot) and set the next meeting before hanging up.

1. Use a form to capture discovery details live
2. Keep it about business outcomes, not tech
3. Prospect categories: kitchen table (soon), refrigerator (months), freezer (year)
4. End with an explicit ask and calendar booking

> **Tip**
> Clients don't need tech details to value your service. Simplicity wins. During calls, Typeform/Sheet intake keeps data structured for proposals.

▸ MODULE 16

Step 14 — 🧪 Prototype fast and demo live

Sell before you build. Ship a working proof fast (speed-to-lead + sample follow-up), then run a one-week internal QA with edge cases, and give the client a week for QA. Demo a live AI receptionist/agent even if you're still refining back-end pieces.

1. Show 1 thing you do differently
2. One-week internal QA → one-week client QA

3 Record a short Loom of the fix running

4 Turn the first wins into a case study (ask permission)

CASE-STUDY ASK

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

Hey [CLIENT NAME], I’m so glad we got you [SPECIFIC RESULT]. Would you mind if I documented this as a case study? I’d love to share what we did together to help others in the same situation.
```

> **Tip**
>
> Selling before building compresses timelines from ~6–7 weeks to ~9–10 days (source-reported). Tangible deliverables (emails, bookings, Slack alerts) drive perceived value.

▸ MODULE 17

Step 15 — 📄 Auto-generate proposals and decks

Generate proposals and pitch decks directly from discovery data. Work backward: email the proposal link first, then generate slides and content behind it programmatically. Use PandaDoc for hosted proposals or Google Slides for quick decks.

Platform	What to do in this step
Make.com	Gmail (send placeholder) → Google Slides (create from template) → OpenAI (fill slides/proposal text) → PandaDoc (optional) → update email with final link.
n8n	Start with email node → add Slides node → AI content node → link assembly → send final email with proposal + booking link.

Platform	What to do in this step
GoHighLevel	Use funnel page for proposal → dynamic fields from pipeline → follow with automated email + SMS reminder to view/sign.
Instantly / Apollo	For warm leads, send tailored one-pager from a template; push engaged prospects to proposal step via webhook to your automation.
Lindy	Agent compiles proposal JSON → calls doc API (e.g., PandaDoc) → sends proposal + booking link; AB tests email framing.

PROMPT — PROPOSAL JSON GENERATOR

```
Create a highly customized, specific, and high-quality proposal from this intake: [FORM_JSON]. Return a single JSON object with all fields: {"client":"","goals":[],"current_leaks":[],"deliverables":[],"timeline":"","pricing":"","ROI_rationale":"","next_steps":""}.
```

PROMPT — 5–10 SLIDE PITCH DECK

```
Create a concise 5–10 slide deck showing [BUSINESS NAME]'s online presence issues and how our AI automation would increase bookings by 15–30% (example-only figure). Put pain points up front; solutions and results toward the end. Include a single CTA slide.
```

Tip

Converting cold to retainer is hard; convert first with a one-time project, then upsell—teams report ~9% overall conversion using this path (source-reported). Legal docs can add friction; payment received is the best signal.

▸ **MODULE 18**

Step 16 — 🚀 Onboard and launch the system

Run a short onboarding call to align on timelines, communication, and access. Automate the rest: intake forms, CRM/PM updates, welcome email, meeting schedule, and branded docs.

1. Thank them; confirm schedule and SLAs
2. Set expectations: platforms, 2FA, response times
3. Collect logins via secure method; confirm calendar
4. Q&A and immediate next steps

1. GoHighLevel quick setup timing: ~20 minutes total (source-reported)
2. Offer stack: warm follow-up, no-show recovery, estimate follow-up, reviews, payments

> **Tip**
> Clients expect more communication than they receive. Over-communicate during onboarding to boost retention and upsells.

▸ MODULE 19

Step 17 — 🔁 Build follow-up, nurture, and reactivation

Create multi-touch, multi-channel follow-ups that stop on reply. Add a nurture machine driving to one page where visitors opt in, get tagged, and receive your best content. Reactivate old databases with personalized outreach referencing their history.

1. Follow-up: send now → +24h → +3 days; stop on reply

2 Nurture: drip best content over days

3 Reactivation: segment by last touch; personalize by past context

4 Automation #2: monitor pipeline; trigger forms/emails on stage change

> **Tip**
> A $50/month membership with 8-month retention recovered $32k–$48k via reactivation (source-reported). Treat opportunities by perishability: kitchen table, refrigerator, freezer.

▸ MODULE 20

Step 18 — 📊 Track channel metrics and automate reporting

Instrument your funnel across sourcing, outreach, and pipeline. Build an internal reporting bot that pulls data from Sheets/CRMs, runs analyses, and posts updates to Slack or email—no extra tools for the client.

1 Track: opens, replies, booked calls, CPL, CTR, CVR, CPA

2 Also: proposals sent/accepted, closed deals, traffic, inbound

3 Benchmarks: <2% reply (bad), 2–5% (needs work), 5–10% (golden), >10% (excellent) (source-reported)

> **Tip**
> Use automated evals (e.g., Lighthouse for site speed; API analytics for reply rates) and define granular criteria. Agentic flows compound error (e.g., 90% per step ⇒ ~59% over 5 steps, source-reported)—monitor each step.

▸ MODULE 21

Step 19 — 🧠 Create demand: your watering hole + 90-day content plan

Build a ‘watering hole’—one channel where ideal buyers come for repeatable insights. Over 90 days: post one weekly video, promote a lead magnet in each, and send one helpful weekly email. Rotate tutorials (search), credibility builders (proof), and deep dives (differentiators).

1. End posts with a micro-trigger (“Comment ‘filter’ for the checklist”)
2. Media amplifies your messaging—clarity first, then volume
3. Match channel to market: LinkedIn (B2B), Instagram (<40), Facebook (local/older), YouTube (video)

> **Tip**
> Use commitment/consistency: small actions (commenting) increase future engagement. Inbound takes time; outbound works immediately—run both.

▸ MODULE 22

Step 20 — 📣 Choose channels and go omni-channel (lightly)

Layer channels to maximize seen-ness without spamming: email + LinkedIn + light DM on Instagram/X. Use the same asset (audit/Loom) across channels and track attribution.

1. Search marketing for high intent; discovery to earn attention
2. Send the same asset via email, IG DM, LinkedIn request, and X message

3 Gradual transition: Months 1–3 outbound + content; 4–6 mixed; 7–12 mostly inbound + referrals

▸ MODULE 23

Step 21 — 💼 Optional: acquire clients on Upwork (fast starts)

Create a complete, SEO-optimized profile. Apply to 3–5 jobs/day with a custom Loom and a tangible asset attached. Pitch a related service (fast proof) rather than a job application.

1 Fill all sections (video, portfolio, skills, catalog, testimonials, certs)

2 Use a standout background color and keyword-rich titles

3 Be upfront if new; offer a free trial piece; ask for direction

4 Send the asset via multiple channels to ensure they see it

> **Tip**
> Trying to look too ‘expert’ can backfire early. Instead, overdeliver on a small, valuable task. Don’t skip profile completeness—it affects ranking.

▸ MODULE 24

Step 22 — 🤖 Go agentic: orchestrate your AI SDR

Adopt the DO framework: Directive (clear instructions), Orchestration (agent manages fulfillment), Execution (scripts/tools run). Start in plan mode—have the agent draft its plan and ask clarifying questions—then enable autonomous runs.

Use skill files or system prompts to lock preferences. Remember: in agent graphs like Lindy, each node inherits prior context; design with that in mind.

Platform	What to do in this step
Lindy	Define SDR goal (find, qualify, email, handle objections, AB test) → upload skills/preferences → connect data sources (LinkedIn/Meta Ads scrape) → enable booking.
Make.com / n8n	Build an AISDR workflow: scrape/enrich → AI icebreaker → send → reply categorization → objection templates → book on calendar → push to CRM/Slack.
GoHighLevel	Use web chat + missed call text-back + AI responder → qualify → book meetings → log notes and follow-ups automatically.

PROMPT — NATURAL LANGUAGE AISDR BUILDER

```
Build an agent that generates B2B leads with fields: name, role, company, company_size, email, based on [INDUSTRY] and [LOCATION]. It should qualify leads by [CRITERIA], send a personalized first line using [LEAD_DATA], handle objections with [OBJECTION_LIBRARY], and book via [CALENDAR_LINK].
```

Tip

AI's flexibility is its strength and weakness—use guardrails (skills, strict JSON, fixed goals). A 90% success per step can still drop to ~59% over 5 steps (source-reported).

▸ **MODULE 25**

Step 23 — 🛡️ Deliverability, compliance, and infrastructure

Send plain text emails from recognizable names, not heavy HTML. Spread volume horizontally across multiple warmed inboxes rather than spiking from one. Classify and route replies in Slack for fast handling.

Respect regional email/phone laws and list terms. Avoid regulated niches unless you're set up (e.g., healthcare often requires HIPAA-grade tooling).

1. Plain text + strong from-name
2. Stop sequences on any reply
3. Avoid regulated industries early
4. Don't use newsletter tools for cold sends
5. Handle bounces and 'unknown mailbox' by verifying mailbox/folder

> **Tip**
> Run small, consistent volumes; avoid black-hat methods. Horizontal scaling beats speeding one mailbox. Keep outreach valuable—bar keeps rising.

▸ MODULE 26

Step 24 — 💰 Pricing, retention, and scale levers

Use value-based anchors (missed calls, staffing costs). Offer deliverable retainers with weekly strategy, ongoing optimization, and priority support. Build long-term partnerships by compounding results and relationships.

Grow by selecting better clients, not more complexity. Productize, document, and delegate rough drafts; keep QA high.

1. Don’t price everyone the same; anchor, then discount strategically
2. Retention > acquisition: recurring revenue and deeper relationships
3. Use low-cost drafting + high-cost QA to balance margins
4. Lead-gen economics beat many online models due to margins

> **Tip**
> Growth solves almost everything—more options mean simpler projects at better prices. The SMB AI gap is wide; your clear offer wins without fancy stacks.

▸ MODULE 27

Step 25 — 🗃️ Data governance and backups

Centralize lead data in a single source of truth (Sheet/DB) with IDs, timestamps, source queries, enrichment status, and contact details. Log all sends and replies for quick audits. Back up your data.

1. 3-2-1 backup: three copies, two formats, one off-site (source-reported)
2. Track operations costs to estimate flow scale (e.g., Sheets + API calls)
3. Keep proposal/email templates versioned

▸ MODULE 28

Step 26 — 🔌 OAuth and API setup (advanced)

For Gmail and other APIs: create credentials, configure OAuth consent, and store keys securely. In Make.com, use the OAuth2 module with provider client_id, client_secret, auth URI,

token URI, and redirect to Make’s OAuth URL.

HELPFUL DESTINATIONS

Google Cloud Console	Enable Gmail API, configure OAuth consent, create OAuth client credentials	↗

Tip

If an email-draft step errors with “unknown mailbox,” reconnect to a valid mailbox and specify the correct folder/label before retrying.

▸ MODULE 29

Mistakes to avoid

🚫

USING NEWSLETTER TOOLS FOR COLD

Mailchimp/Constant Contact ban cold to scraped/purchased lists; risk suspension.

🧪

OVERBUILDING BEFORE SELLING

Weeks of tech won’t matter without booked calls; sell then build.

🗣️

TECHNICAL MONOLOGUES

Prospects don’t buy H1 tags or prompt engineering—sell outcomes.

📣

SPRAY-AND-PRAY OUTREACH

Thin personalization flops. Give tangible value (audits, Looms).

📏

RIGID EVAL CRITERIA

Overly strict tests can game outputs; measure what truly matters.

🏢

WRONG NICHES

Low-ticket/low-volume or highly regulated markets slow you down.



IGNORING REPLY HANDLING

Don’t keep emailing after a reply; classify and stop sequences.



INVISIBLE VALUE

Clients judge tangible deliverables—surface your wins constantly.

▸ MODULE 30

Income Forecast

$500–$5,000/mo per client

Typical SMB AI automation/lead-gen retainers (source-reported)

$300–$5,000 setup + $2–$700/mo

Common one-time + ongoing packages (source-reported)

$25,000/mo

Five clients at $50k/yr + $50k in projects, annualized (example, source-reported)

$33,829/mo

Added value for a B2B agency from AI lead-gen (example case, source-reported)

$32,000–$48,000

Recovered via database reactivation campaign (example, source-reported)

2–3× faster to revenue

Starting on Make.com vs. a more technical stack (source-reported)

▸ MODULE 31

Resources

RESOURCES

Google Cloud Console	Create OAuth credentials and enable Gmail API	↗
Meta Ads Library	Research advertisers and creative angles for personalization	↗
FTC CAN-SPAM	Email compliance reference (US)	↗
Google Lighthouse	Automated website performance audits	↗

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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.

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