**JobHacki**
OPPORTUNITY GUIDE

⚡ Premium Action Guide

# Launch an AI Side Hustle: Voice Agents, Automations, and ROI-First Services

Win your first clients by selling AI receptionists, chat agents, and automations that deliver measurable outcomes. This is a no-fluff, end-to-end playbook you can execute in weeks.

📌 **Updated for 2026** 🧾 **$5k MRR** 10 receptionist clients at $500/mo (source-reported scenario)

📣 **@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 a niche and outcome wedge
- ☑ Platforms & tools
- ☑ Step 2 — 🧭 Convert pains into a clear ROI offer

- [x] Step 3 — 🧪 Validate and pre-sell with a simple page
- [x] Step 4 — 📞 Fill your calendar with scrappy outreach

▸ MODULE 01

# What you'll build

A profitable, ROI-first AI service that starts with a simple, high-impact offer (AI receptionist), then expands into chat agents and automations. You'll validate quickly, close consultatively, deliver reliably, and scale without overbuilding.

You'll use voice agents for speed-to-lead booking, webhooks/APIs for routing data, and repeatable outreach to keep your pipeline full.

1. A clear offer page and discovery-to-close flow
2. A working AI voice receptionist with calendar booking
3. Automations and webhooks that route, log, and notify
4. Cold outreach that's personalized at scale
5. A path to retainers and measured ROI

▸ MODULE 02

# Platforms & tools

**Lead & Outreach** — 2 free · 5 paid

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

### Website Builders

0 free · 5 paid

GoHighLevel · Hostinger · Lovable · Webflow · Framer

### AI Models

1 free · 2 paid

ChatGPT · Claude · Gemini

### Dev & Hosting

1 free · 1 paid

GitHub · VS Code

### Automation

1 free · 3 paid

Make.com · n8n · Zapier · Apify

▸ MODULE 03

# Step 1 — 🎯 Pick a niche and outcome wedge

Choose one industry you understand (e.g., trades, dental, real estate) with repeatable problems and fast payers. Validate by speaking to 5–10 businesses, secret-shop their process, and confirm they miss calls or leads.

Prioritize high-volume, lower-ticket industries where speed-to-lead matters and small conversion gains are meaningful.

> **Tip**
> Hyper-niche to AI receptionists as your starting offer. It’s a clear pain, under-adopted, and avoids the commodity “general AI automation” trap.

▸ MODULE 04

# Step 2 — 🧭 Convert pains into a clear ROI offer

Draft a one-page, done-for-you offer: the problem, your promise, timeline, price, and guarantee. Lead with three points before any tech: revenue impact, cost reduction, and time leverage.

Shift from “tell me what to build” to “I’ll diagnose your constraints, then design the solution.” Audit your messaging: reduce mentions of ‘AI’ and increase concrete outcomes.

> **Tip**
> Business owners buy outcomes (money, time, risk reduction, advantage) — not model names or architectures.

▸ MODULE 05

# Step 3 — 🧪 Validate and pre-sell with a simple page

Publish a barebones page (bolt.new, Lovable, card.co, Webflow, or Framer) that spells out what you do, what it costs, what’s included/excluded, and turnaround time. Show one use case (e.g., “AI Receptionist that books you more jobs”).

Pre-sell: describe the solution as if it exists, invite early adopters, and email your waitlist a payment link. Show a finished-looking package with their colors to shift the convo from pitch to commitment.

> **Tip**
> Publishing the page is nearly zero extra friction after building the demo — ship it and learn from real responses.

▸ MODULE 06

# Step 4 — 📞 Fill your calendar with scrappy outreach

Text everyone you know: “Who do you know that’s looking for an AI-powered chief of staff that gives back 10–15 hours/week?” Host free AI office hours at coworking or realtor offices to become the local expert.

Use the foot-in-the-door: get a small commitment (book a call) instead of a big one. Be genuinely curious — ask and listen to help them discover their own bottlenecks.

RUN A LOCAL EVENT

| | |
|---|---|
| **meetup.com** | Start a local AI meetup to attract leads ↗ |
| **Luma** | Host workshops and manage RSVPs ↗ |

> **Tip**
> Unsexy outreach (texts, local meetups, office hours) often beats flashy tactics. Consistency wins.

▸ MODULE 07

# Step 5 — 🧲 Build a lead list of the right businesses

Search Google for local businesses likely missing calls (plumbers, dentists, roofers, chiropractors). Filter by decision-maker titles: founder, owner, managing partner, CEO, COO, CTO, president.

Use Apollo or LinkedIn Sales Navigator to source contacts, optionally Ampify to scrape at scale. Keep the list niche-specific to stay relevant.

> **Tip**
>
> Personalized outreach is finally profitable with AI. Use it to add value, not fluff.

▸ MODULE 08

# Income Forecast

**PROMPT — COLD EMAIL: 60-SECOND DEMO**

```
Subject: [Your quick demo]

Hey [NAME], I built a workflow that solves [PAIN POINT]. I've got a 60-second
demo showing how it works. You want me to set it up for you?
```

**PROMPT — COLD EMAIL: TIME SAVED MATH**

```
Subject: Getting you [HOURS] hours back

Hey [NAME], you're doing this process manually, which takes you [HOURS]/week.
If your time is ~$[HOURLY]/hr, that's $[WEEKLY_COST]/week —
$[MONTHLY_COST]/month — $[ANNUAL_COST]/year. If I build a system that removes
it, you get back [HOURS]/week and ~$[MONTHLY_COST]/month in value. Paying me
$[PRICE] is a no-brainer for $[ANNUAL_SAVINGS]/yr in savings.
```

**PROMPT — COLD EMAIL: DISCOVERY MAPPING**

```
Subject: Mapping your top drains in [NICHE]

Hey [NAME], I'm mapping the top drains in [NICHE]. In 15 minutes, I'll quantify
your biggest bottleneck and share where AI actually helps (and where it
doesn't). No pitch unless you ask — just learning where I can provide value.
```

**PROMPT — REDESIGNED WEBSITE OUTREACH**

```
Subject: Redesigned Website Outreach

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

> **Tip**
> Don’t paste templates verbatim. Personalize and believe your own message or reply rates will crater.

▸ **MODULE 09**

# Step 7 — 🩺 Run a consultative discovery call

Use a 70/20/10 structure: 70% explore problems and goals, 20% present outcomes, 10% objections/next steps. Apply LRP: Listen, Repeat back patterns, then Poke to quantify costs and error rates.

Use SCAN: Study the business, Calculate opportunity, Architect the solution, Narrate the results. When they ask about AI tech, give a short answer and pivot back to ROI and constraints.

**PROMPT — LRP PROBE PACK**

```
Use the LRP framework: Listen while they describe their week or processes,
Repeat back the pattern to confirm alignment, then Poke to quantify it with
questions like: whose hours are those? what’s their hourly value? how often
does this cause an error? where are people copy-pasting or chasing info? what
interrupts you most 9–12? where do mistakes cause rework/refunds/churn? if I
remove one weekly fire, which changes your week?
```

**PROMPT — DISCOVERY OPENER**

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

Hi there, I’m [NAME] from [FIRM]. Quick chat to learn your day-to-day so I can spot where AI gives you time back and more revenue. Ready to start? Great — what’s your role and stack today? Biggest headache right now? What does it cost in time or dollars when it goes wrong?
```

> **Tip**
> Handle most objections up front by diagnosing deeply. You’ll find closing becomes a formality.

▸ MODULE 10

# Step 8 — 📟 Choose your first product: the AI receptionist

Lead with a Speed-to-Lead receptionist that instantly answers calls, qualifies, and books appointments. It pays for itself in missed calls recovered and faster follow-ups.

Position as augmenting existing staff (covering lunch, after-hours, overflow), not replacing jobs.

> **Tip**
> Most businesses either don’t know voice AI exists or assume it’s bad. Be transparent it’s AI and ensure the experience is better than traditional phone trees.

▸ MODULE 11

# Step 9 — 📄 Scope, terms, and the assumptive close

Write a simple scope: objectives, inclusions, exclusions, timeline, client expectations, and payment terms. Frame price in ROI terms and set clear success metrics you'll report.

Use the assumptive close: "All right, [NAME], I'll send a proposal with details. Sound good?" Include a straightforward money-back clause.

**PROMPT — RISK REVERSAL (MONEY-BACK)**

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

> **Tip**
> Tie deliverables to outcomes, not hours worked. Clients care about results, not your keystrokes.

▸ MODULE 12

# Step 10 — 🧰 Prototype fast and show the demo

Spend ~1.5 hours: 15 minutes planning, 60 minutes building, 15 minutes recording a demo. Show a finished-looking package with their branding to move from theory to yes/no.

Launch manually via a concierge approach before automating everything. Custom projects are strong training wheels for skills and case studies.

> **Tip**
> Optimize first for experience and proof, not margins. Early wins compound into retainers.

▸ MODULE 13

# Income Forecast

APIs are server URLs you send requests to for data or actions. When integrating: find authentication, locate a copy-paste example, and build the smallest working call. Then layer features.

Webhooks push data to your endpoint; test them with a simple browser hit or a tool, then expand. Prompting: separate system (identity/behavior), user (task), and assistant (format/role) for consistent outputs.

> **Tip**
> APIs often expose more power than built-in integrations. Use them to leapfrog platform limits.

▸ MODULE 14

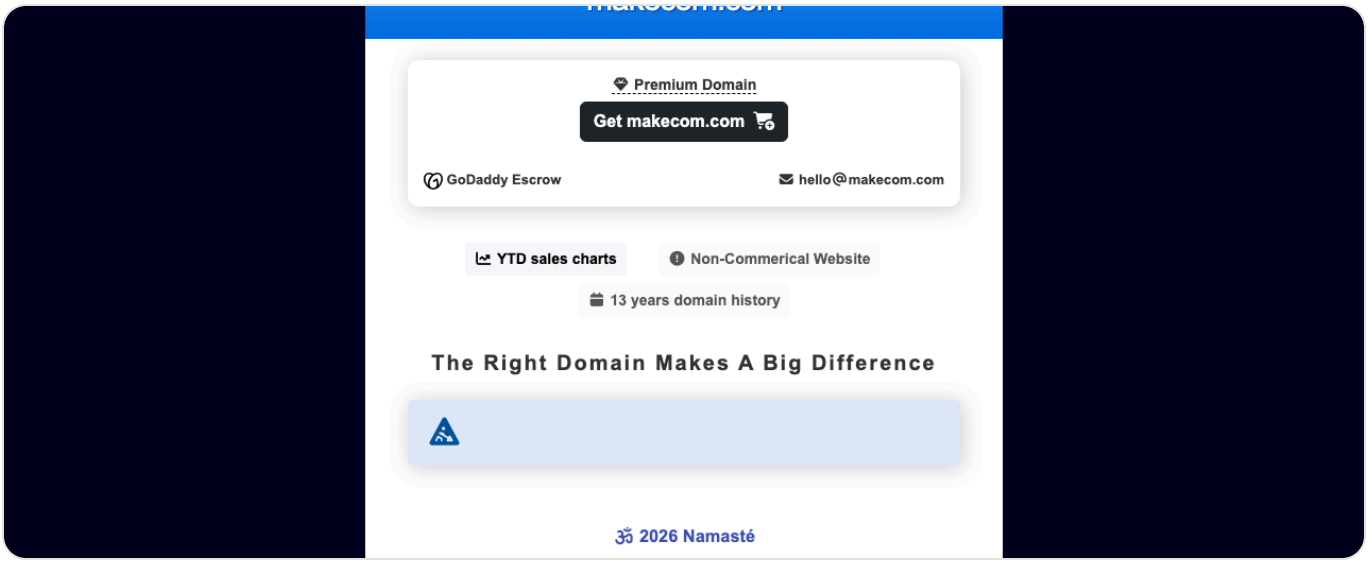
# Step 12 — 🛠️ Pick your primary platform and commit 90 days

Pick one platform to master first. Depth beats tool-chasing. Expect workable capability in 3–4 weeks of consistent practice, then compounding speed by week 12.

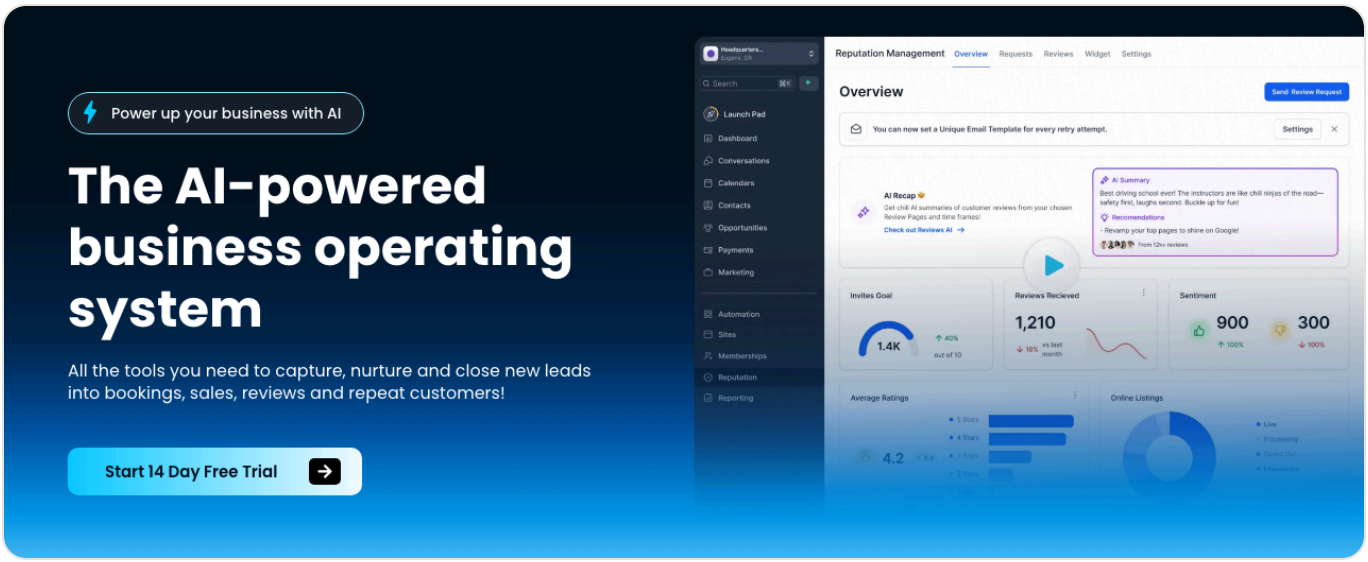
| Platform | What to do in this step |
| --- | --- |
| GoHighLevel | Learn Workflows, AI Agents, Launchpad, phone numbers, live chat, pipeline automations, and basic webhooks. |
| Google AI Studio | Master system instructions, function calls, voice endpoints, and deploying lightweight chat/voice agents. |

| Platform | What to do in this step |
| --- | --- |
| Make.com | Practice HTTP module, JSON parsing, routers, schedulers, and error handling with test-driven builds. |
| n8n | Use HTTP Request, import cURL, build triggers, and add Code nodes to transform payloads. |
| Zapier | Use Webhooks, Paths, Filters, and Code by Zapier for quick glue logic. |
| ChatGPT | Build Custom GPTs with knowledge and actions for FAQ and intake chat experiences. |

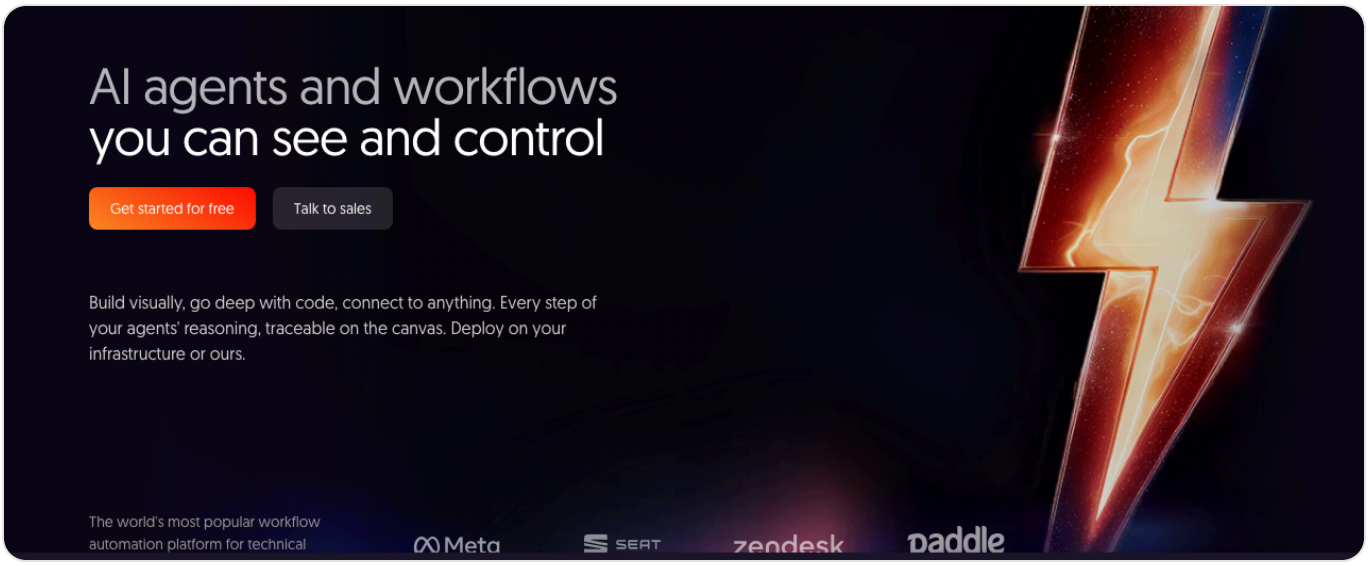
> **Tip**
>
> Pre-commit to one platform for 90 days. Tool-hopping kills momentum.




## Make.com — where you'll do this




## HighLevel — where you'll do this




## N8N — where you'll do this

▸ MODULE 15

# Step 13 — 🗺️ Map your data flow and start from the end

Sketch the outcome first (e.g., booked appointment with enriched lead data in CRM). Then work backward to the last module in your automation and test it in isolation.

Create a webhook URL to receive data; trigger it with a simple request; only then add upstream steps. Add one module at a time, test it thoroughly, and proceed.

> **Tip**
> Starting at the beginning creates dead-ends. Build the last mile first, then connect upstream.

▸ MODULE 16

# Step 14 — 🧠 Train the agent on the business (knowledge base)

Feed the agent accurate, specific business context from the website and policies. Add advanced instructions and industry-specific questions needed to qualify leads correctly.

| Platform | What to do in this step |
|---|---|
| GoHighLevel | Create a Knowledge Base. Use the web crawler to ingest the site (About, Services, Reviews, Service Areas, Hours, FAQs). Add custom Q&A and advanced prompt notes. |
| Google AI Studio | Create a new agent. Add web URLs/docs as knowledge. Define system instructions for tone and scope; include fields to collect (e.g., name, email, address, preferred time). |

> **Tip**
>
> Use the crawler to auto-train quickly, then refine with FAQs and edge-case answers from real calls.

▸ MODULE 17

# Step 15 — 🗣️ Configure the voice agent's behavior

Name the agent after the business and tailor its intro and tone. Add industry-specific question banks (e.g., insurance details, unit type, issue severity) and a speed-to-lead flow that books instantly.

In AI Studio, use system instructions to strictly collect required fields and then call your submit-lead function.

| Platform | What to do in this step |
| --- | --- |
| GoHighLevel | Create Voice AI Agent. Set intro, tone, and qualification questions. Configure lead capture fields and auto-booking rules. |
| Google AI Studio | Set system instructions and function schema for submit_lead. Use Gemini voice for natural dialog; require specific fields before submission. |

**PROMPT — VOICE AGENT (LEAD CAPTURE)**

```
You are a helpful, friendly, and personal AI agent for [BUSINESS NAME]. Your primary goal is to collect the user's [FIELD 1], [FIELD 2], and [FIELD 3]. Be conversational and engaging. Once you successfully collect all pieces of information, you must call the [SUBMIT_LEAD_FUNCTION] function. Do not ask for other personal information. Give the user an introduction to yourself before starting.
```

**REFERENCE — SAMPLE INTERACTION**

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

Hi there, I'm [AGENT NAME] from [BUSINESS]. Thanks for hopping on. Quick chat
to help you — could I get your full name, email address, and company name? ...
Thank you, [NAME]. I've noted your details and interest. I'll pass this to
[BUSINESS]. Anything else I can help with today?
```

> **Tip**
> Ask only what you need. Short, focused dialogs convert better and reduce abandonment.

▸ **MODULE 18**

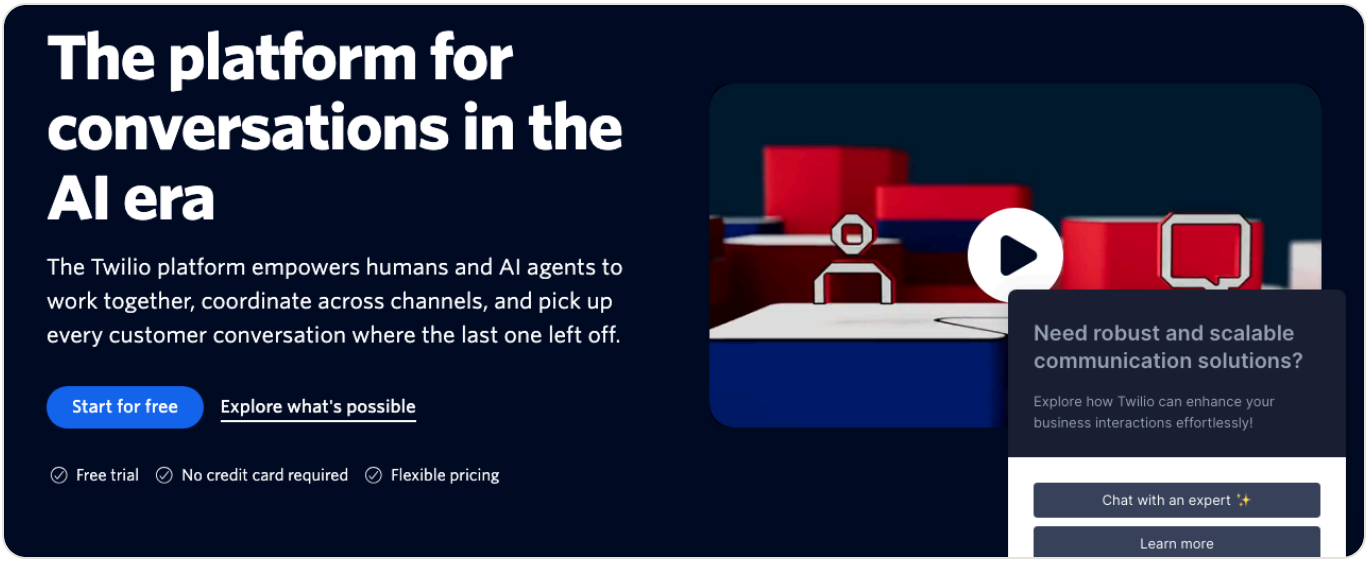
# Step 16 — ☎️ Connect phone, channels, and calendar

Buy a local or toll-free number and route calls. Ring the client's team first; if no answer, the AI takes over 24/7. Auto-book confirmed times and push details to the CRM.

Link social channels and messaging for multi-channel coverage; connect calendars via webhooks when native isn't available.

- In GoHighLevel: Purchase a number, assign it to the agent, ring-through team first, then agent. Enable auto-answer fallback. Link Google page, Facebook page, and WhatsApp (if applicable). - Use Twilio: Provision number, connect to your agent (Studio/GHL) and set webhook URLs for voice events. - Connect calendars/CRMs: Use webhooks or native integrations (e.g., Google Calendar, popular practice apps) to create appointments and notify owners.

> **Tip**
>
> Tell callers it’s an AI assistant up front. Transparency boosts acceptance and trust.




**Twilio — where you'll do this**

▸ MODULE 19

# Step 17 — 🧪 Test live, iterate, and demo on calls

Call the number yourself and role-play real scenarios. Ensure it sounds natural, collects the right fields, and books correctly. Tweak knowledge and prompts based on transcripts.

Notify owners of every new appointment/conversation so they follow up instantly. On sales calls, live-dial the bot to demonstrate outcomes in real time.

> **Tip**
>
> A live demo beats a slide deck. Seeing their own details captured flips hesitation into action.

▸ MODULE 20

# Step 18 — 💬 Deploy website chat or a Custom GPT

Add a web chat agent for instant replies and FAQs, or build a Custom GPT trained on client materials to handle intake and common questions.

| Platform | What to do in this step |
| --- | --- |
| GoHighLevel | Embed Live Chat on the site; connect SMS and social inboxes. Route qualified chats to bookings. |
| Google AI Studio | Build a conversational lead-gen form and embed it. Use function calls to push leads to your webhook. |
| ChatGPT | Create a Custom GPT trained on client docs (packages, FAQs, policies). Share link or embed where permitted; route handoffs to email/CRM. |

> **Tip**
> Web chat is crowded. Tie it to booking and tracked revenue, not just “instant answers.”

▸ MODULE 21

# Step 19 — 🔗 Build automations to route leads and data

Use your automation platform to receive leads, enrich them, notify stakeholders, and write to the CRM. Start with the final write action, then add upstream parsing and filters.

| Platform | What to do in this step |
| --- | --- |
| Make.com | HTTP module: set URL, method, Authorization: Bearer [TOKEN], Content-Type: application/json, Body: JSON. Parse, route, and schedule. |

| Platform | What to do in this step |
| --- | --- |
| n8n | HTTP Request node: import cURL to auto-fill details. Add transforms with Code nodes. Chain triggers to downstream systems. |
| Zapier | Webhooks by Zapier: Catch/POST hooks. Add Filters/Paths and Code steps to transform data before CRM writeback. |

> **Tip**
> Build test-first: add one module, verify, then proceed. It prevents costly debugging sprees.

▸ MODULE 22

# Step 20 — 🪝 Webhooks, APIs, and minimal viable calls

Create a custom webhook endpoint to receive agent submissions. Test by sending a simple request (browser or a task app) before wiring the agent.

Add API keys for providers you'll call (Anthropic/Claude, Perplexity, Gmail, etc.). Keep your first call minimal; expand only once it works end-to-end.

> **Tip**
> Use proven templates and adapt to the client's industry. Reinventing every flow slows delivery.

▸ MODULE 23

# Step 21 — 🧊 Personalize cold outreach at scale

Scrape prospect data (Ampify, LinkedIn, Apollo), then use automations to generate one-sentence icebreakers and relevant value props. Launch campaigns in Instantly and auto-pause on replies.

Batch tasks (build all icebreakers at once; send all proposals together). Set instant reply notifications to avoid slow responses that kill conversions.

> **Tip**
>
> Not setting reply notifications tanks results. Speed matters as much as copy.

▸ MODULE 24

# Step 22 —  Deliver audits and ROI roadmaps with Claude

Offer paid assessments to map time drains and error risks, or free mini-audits for warm networks/peer groups. Use Fathom.ai to capture transcripts, then ask Claude to find off-the-shelf tools and quick wins.

Send a clean report within 48 hours, schedule a 30-minute follow-up to review, and upsell implementation. Use Gamma to format the deck and DashThis to define tracked KPIs post-launch.

**PROMPT — TOOL RESEARCH FROM TRANSCRIPT**

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

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

> **Tip**
> Charge meaningful fees for assessments. Underpricing (~$200) lowers perceived value and hurts upsells.

▸ MODULE 25

# Step 23 — 💸 Price, guarantees, and packaging

Anchor pricing to ROI and risk. Popular entry: $300–$500/mo for AI receptionist (minimal maintenance). Premium bundles can include leads and add-on tools for a fixed 3-month fee.

For custom builds, quote per outcome and complexity. Offer a measured pay-for-performance option where appropriate, and compare savings vs. any potential conversion dips in high-ticket contexts.

> **Tip**
> In high-ticket sales, even small conversion drops can be expensive. Match AI to the right segments.

▸ MODULE 26

# Step 24 — 📊 Onboard, measure, and retain on monthly plans

Set expectations explicitly: what it does, doesn't do, price, timeline. Track metrics that matter (speed-to-lead, booked rate, show rate, revenue influenced) and proactively report wins.

Shift from one-off projects to retainers. Schedule recurring check-ins for optimization, testimonials, referrals, and upsells.

> **Tip**
> Skipping recurring check-ins is silent churn. Show value before they ask.

▸ MODULE 27

# Step 25 — 📈 Scale: distribution, batching, and productize later

Build distribution as your moat: partner with creators already discussing the problem, offer referrals, and post results-first case studies. Batch similar tasks for throughput.

White-label GoHighLevel if it fits your model. Only build a team once you've worn every hat and have repeatable processes. Productize offers after consistent transactions and partner-driven demand.

Stack agents and workflows; keep yourself for high-leverage decisions only. Do what AI can't: negotiate, handle nuance, and manage feelings.

> **Tip**
> Walk the ladder: freelancer → consultant → agency. Jumping straight to agency wrecks delivery and margins.

▸ MODULE 28

# Step 26 — 👨‍💻 Optional: dev environment and scheduling

Use Claude's Cloud Code to troubleshoot and generate code. Pick models by task: Haiku (fast/cheap), Sonnet (balanced), Opus (complex). Use slash commands like /clear, /context, /compact, /slr to manage sessions and tokens.

Run always-on jobs on a VPS and sync via GitHub; schedule workflows with trigger.dev or Modal. If IDE supports it, enable accept-edits/bypass permissions to auto-apply fixes safely in a test branch.

> **Tip**
> Don’t overengineer multi-agent architectures. Simple, reliable automations beat academic Rube Goldberg machines.

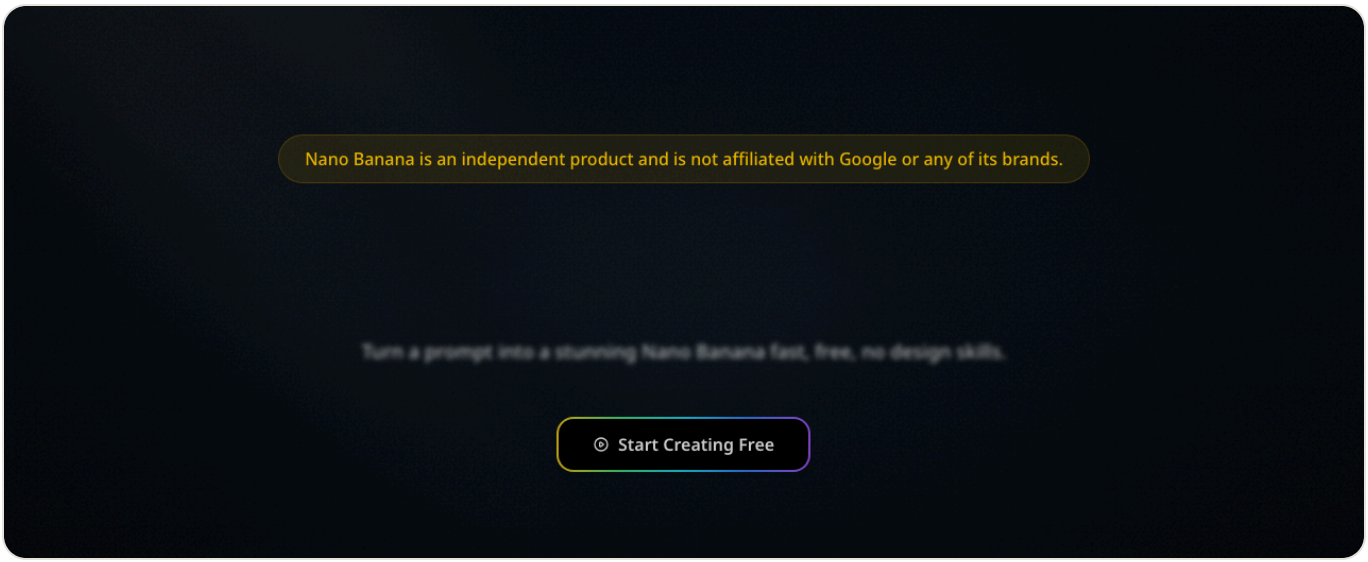
▸ MODULE 29

# Step 27 — 🧪 Optional: spin up thin niche apps and content add-ons

Prototype thin, focused apps with Manas.ai from a single prompt. Build AI travel companions that text updates via Twilio, or micro-tools like AI curtains/furniture placement.

Offer media add-ons: use VO3, Opus Clips, and Descript to repurpose content; Ask AI to generate 30-day content calendars; nano banana to produce infographics; Gamma to generate branded guides/checklists.

> **Tip**
> Thin tools that do one job well beat bloated all-in-ones. Package multiple simple wins for a persona.




nano banana — where you'll do this

▸ MODULE 30

# Mistakes to avoid

🚫

### SELLING TECH, NOT OUTCOMES

Talking about AI models instead of revenue, cost, and time results tanks close rates.

🧰

### OVERENGINEERING

Multi-agent complexity, stitching too many vendors, and academic builds waste time and reduce perceived value.

🕳️

### WRONG SEGMENTS

Applying AI to low-volume, high-ticket processes where small conversion drops create big revenue losses.

🗒️

### NO CONSISTENT OUTREACH

Perfecting websites or logos instead of daily pipeline work. Batch and execute revenue activities.



### VAGUE SCOPING

Unclear inclusions/exclusions and outcomes create scope creep and wreck margins.



### ONE-OFF PROJECTS ONLY

Skipping retainers and recurring check-ins leaves money, testimonials, and referrals on the table.



### UNDERPRICING AUDITS

Charging “token” fees for assessments devalues your work and reduces upsell success.



### TOOL-CHASING

Starting five platforms, mastering none. Commit to one for 90 days to gain speed.

▸ MODULE 31

# Income Forecast

## $300–$500/mo

Typical AI receptionist retainer per client (source-reported)

## $1,500–$10,000

Custom AI automation project range (source-reported)

## $4,000–$12,000

Initial build deal sizes reported by practitioners (source-reported)

## $6,200 / 3 months

Example premium bundle price point (source-reported)

## $5,000 MRR

10 receptionist clients at $500/mo scenario (source-reported)

## $90k–$4M

Strategic AI roadmap engagements for mid-market (source-reported)

**$83k MRR**

Small team AI firm example with two part-time contractors (source-reported)

▸ MODULE 32

# Resources

RESOURCES

| | |
|---|---|
| **meetup.com** | Organize local AI meetups to generate leads ↗ |
| **Luma** | Host workshops and manage event RSVPs ↗ |

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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 →

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