JobHacki
OPPORTUNITY GUIDE

⚡ Premium Action Guide

Career Starter Kit — Build Skills, Audience, and Offers in 90 Days

A zero-fluff, step-by-step system to pick a niche, publish trust-building content, grow an email list, and monetize with simple digital offers — starting from a phone, scaling with a computer.

📌 **Updated for 2026** 📰 **90-day plan** Post weekly, email weekly, launch one 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 one buyer and a narrow niche
- ☑ Step 3 — 👞 Set up creator accounts and profiles
- ☑ Platforms & tools
- ☑ Step 2 — 🧭 Pick your primary platform
- ☑ Step 4 — 🎨 Build a simple brand kit

▸ MODULE 01

What you'll build

A complete, repeatable system to turn your skills into content, content into email subscribers, and subscribers into customers. You'll set up one core platform, create weekly videos with repurposed shorts, deliver a simple lead magnet, automate emails, and ship a small digital offer or service.

Start from your phone; scale with a computer. Own your audience with email, avoid platform-only dependency, and compound authority with a clear 90-day cadence.

1. Pick a buyer-specific niche and content lane
2. Launch on one primary platform (YouTube recommended)
3. Create a simple lead magnet + email system
4. Publish weekly long-form + daily/regular shorts
5. Monetize with a small product/service; iterate

▸ 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 one buyer and a narrow niche

Pick a real buyer with a painful problem. Use lived experience to niche down, then validate quickly with content and conversations. Start specific; you can broaden later.

PROMPT — NICHE CLARITY (COPY/PASTE TO AI)

```
Using my answers, propose 3 niche positions that target buyers with an urgent
problem.

Inputs:
- Toughest thing I've overcome: [TEXT]
- What's wrong and how I'd fix it: [TEXT]
- What I love to talk about: [TEXT]
- Buyer type (who pays): [TEXT]
- Top 3 problems they pay to solve: [LIST]

Output each option with: buyer, core problem, proof angle, 5 sample video
topics, 1 simple lead magnet idea.
```

> **Tip**
>
> Don’t build for “everyone.” Aim content at buyers. Use the SCAN framework (Study, Calculate, Architect, Narrate) to anchor in outcomes, not opinions.

▸ MODULE 04

Step 2 — 🧭 Pick your primary platform

Choose where your buyer already spends time. For most educational niches, YouTube wins for search intent and trust. Start with one platform; expand only after a consistent cadence sticks.

> **Tip**
>
> Treat YouTube as a trust engine, not TikTok. Deliver clear answers with depth; viewers come to solve problems.

▸ MODULE 05

Step 3 — 🧱 Set up creator accounts and profiles

Secure handles, optimize bios, and configure platform settings so publishing is low-friction and on-brand from day one.

Platform	What to do in this step
YouTube	Create channel; verify in Settings > Channel > Feature eligibility; set Upload defaults to Private; set ‘Made for kids’ appropriately in Channel > Advanced; add banner and profile via Canva; write a keyword-rich About; enable custom thumbnails.
TikTok	Create account; clear bio with offer + single link; switch to public; save brand keywords as hashtags; keep a research-only separate account for trend scouting.

Platform	What to do in this step
Instagram	Business/creator profile; public account; bio with offer and single landing page link; save highlight covers; plan Reels-first grid.
LinkedIn	Headline = outcome + who you help; add banner; add Featured item (lead magnet); allow Creator Mode for analytics and newsletters.
X (Twitter)	Concise bio with authority proof; pin a lead magnet post; create topic lists to follow ICP conversations.
Facebook	Set up Page or use profile with professional mode; bio with single landing page; understand Reels monetization is invite-only and requires consistency.

Tip

Profiles convert better with authority statements, client results, a clean photo/banner, and one clear link. Avoid Linktree—use a single frictionless landing page.

▸ MODULE 06

Step 4 — 🎨 Build a simple brand kit

Use Canva to lock in your logo, colors, and fonts once, then auto-generate banners, thumbnails, and social intros so every asset matches.

Tip

Avoid the keyword “luxury” in naming/briefs—it can push AI tools to gold + serif real-estate vibes. Keep backgrounds clean and text readable.

▸ MODULE 07

Step 5 — 🗃️ Organize your content pipeline

Create Drive folders as boards for YouTube, Instagram, LinkedIn, and a Resource folder. Drop inputs (your past talks, Looms, PDFs, docs, audio, mind maps) and let AI reference them when drafting.

Publish where AI tools can find and cite you (YouTube, your website, LinkedIn articles). Don’t bury cornerstone content in walled Stories.

> **Tip**
> Create a Resource folder of frameworks, copy formulas, script structures, and post templates. Smaller creators and niche experts get cited more by AI than big brands.

▸ MODULE 08

Step 6 — 🤖 Set up your AI workspace and prompts

Use smarter models (ChatGPT, Claude) for strategy and writing; add one-shot examples for a big accuracy boost. Keep instructions dense and non-contradictory; fact-check outputs before publishing.

PROMPT — BRAND VOICE PROFILE

```
You are my brand voice modeler. Using the samples below, output a voice profile
with: Tone, Vocabulary, Sentence rhythm, Do/Don’t phrases, CTA style, 5 example
subject lines, 3 hook lines, and 1 sample paragraph.

Samples: [PASTE 3–5 POSTS/EMAILS]
Audience: [ICP]
Offer: [WHAT YOU SELL]
Objective: Consistent voice guides for content and emails.
```

PROMPT — EMAIL IDEAS (WITH PRE-QUESTIONS)

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

PROMPT — MINE CALLS AND COMMENTS FOR COPY

```
Analyze the following transcripts/DMs/comments. Output: Top 10 pains (verbatim), Top 10 desires (verbatim), Objections with rebuttals, and 10 email subject lines + 10 YouTube titles that mirror exact customer language.

Inputs: [PASTE CALL/DM/COMMENT EXCERPTS]
```

PROMPT — 1 VIDEO OUTLINE (HOOK → SETUP → SOLUTION → APPLICATION → CTA)

```
Topic: [ONE PAIN + ONE SOLUTION]
Audience: [ICP]
Include: 3 hook options (5s), setup (30s), solution steps (3–5 bullets), application example (60s), CTA to [LEAD MAGNET]. Add keyword-rich title + description + 10 tags.
```

Tip

LLMs are conversational, not knowledge engines. Connect to your own notes and fact-check claims. Avoid bloated prompts; higher token cost doesn't equal better output.

▸ **MODULE 09**

Step 7 — 🗒️ Lock your 90-day cadence

Ship consistently. For 90 days: one weekly long-form video on your primary platform, one helpful weekly email, and regular shorts cut from the long-form. Use a weekend sprint to keep pace.

Simple sprint: Friday outline your product or video, Saturday build/record, Sunday write the sales/opt-in page and schedule, Monday publish.

> **Tip**
> Consistency beats intensity. Content is like working out—results appear at 30/60/90 days, not day one.

▸ MODULE 10

Step 8 — 📹 Capture content with low friction

Start on your phone; upgrade mic and camera later. For tutorials and breakdowns, use OBS Studio to screen-share, switch views with hotkeys, and reduce post-production.

Create a format you can repeat fast: same set, segments, and CTA. Teach the exact problem you solve.

PROMPT — HOOK LINES (SHORTS AND INTROS)

```
Write 10 attention hooks for [TOPIC] that feel conversational, specific, and
curiosity-driven. Include 3 bolder variants like: “Look at this freaking thing
right here…” while staying relevant to [MAIN SUBJECT].
```

> **Tip**
> Lead with clarity—answer the core question immediately. Use controversial-but-true angles to attract the right people and repel the wrong ones.

▸ MODULE 11

Step 9 — ✂️ Edit and repurpose quickly

Use CapCut for vertical edits with text overlays. Improve clarity with VEED.IO (captions, noise removal, eye contact). Auto-chop long videos into shorts with Opus Clip; refine the first 5 seconds.

Use the “hide the idea” framework: tease the payoff; reveal the key idea at the end to boost retention.

> **Tip**
> Add insight, not just reactions. Bare reaction videos risk fair-use issues. Keep information density high; trim filler.

▸ MODULE 12

Step 10 — 📤 Publish natively (everywhere that matters)

Export and upload separately to each platform (YouTube/Shorts, TikTok, Instagram Reels, Facebook Reels, Snapchat Spotlight, LinkedIn). Avoid auto cross-post toggles; native uploads get better reach. Add a consistent CTA to your lead magnet.

> **Tip**
> Start with one platform until consistent. When you scale posting, schedule multiple daily triggers a few minutes apart to stagger distribution.

▸ MODULE 13

Step 11 — 🔎 Win search and suggested feeds

Research keywords buyers actually search. Title for clarity + keywords; thumbnail for curiosity. Make three types of YouTube videos: search-based tutorials (trust starters), credibility builders (proof), and deep dives (differentiators).

> **Tip**
> Use trending topics as hooks, then pivot back to your core subject. Publish cornerstone content on open platforms so AI and search can find you.

▸ MODULE 14

Step 12 — 📈 Analyze and double down

Judge videos by the first 5 seconds and audience retention. Compare winners vs. duds and make more of what works; stop what doesn't. Aim for a 100-video sample before overhauling your strategy.

Use YouTube Studio (and its Ask Studio features) to mine comments, find questions, and spot patterns to answer next.

▸ MODULE 15

Step 13 — 🧲 Create a simple lead magnet and CTA

Offer a checklist, swipe file, or mini-course solving the next problem after your video. Place a single landing page link in descriptions and as a top comment on Facebook posts. Use "comment a keyword" microtriggers to auto-DM a link where allowed.

TEMPLATE — LEAD MAGNET CTA (POST CAPTION)

```
If you want the [ONE-PAGE CHECKLIST] that makes this easy, comment “[KEYWORD]”
and I’ll DM you the link. Or grab it here: [SINGLE LANDING PAGE URL].
```

> **Tip**
>
> One link only. Avoid Linktree. Commitment-consistency bias: tiny actions (commenting) increase opt-in likelihood.

▸ **MODULE 16**

Step 14 — ✉️ Set up email capture and automations

Use Beehiiv (simple newsletter) or GoHighLevel (all-in-one) to collect emails, tag by interest, and auto-deliver your lead magnet. Create a 3–5 email welcome sequence to introduce you, share your story, set expectations, and point to your best content.

Send one helpful email weekly with tips, lessons, or resources. Occasionally make an offer that’s the natural next step.

TEMPLATE — WELCOME SEQUENCE (3–5 EMAILS)

```
Email 1 (immediately): Subject: [SHORT/CURIOUS]. Deliver the lead magnet, set
expectations, 1-line CTA to reply with their #1 challenge.
Email 2 (3–5 days later): Story + lesson tied to their problem; link to your
best tutorial.
Email 3 (2–3 days later): Quick win checklist; soft offer (book a call /
product).
Email 4–5 (spaced further): Case study or before/after; invite to next step.
```

> **Tip**
>
> The most important open-rate lever is your From name. Test send times; midweek late mornings often work—but keep testing.

▸ MODULE 17

Step 15 — 🧾 Write emails people reply to

Write like you talk. Subject makes them curious; body teaches one useful idea; end with a soft next step. Keep most emails short and plain text.

PROMPT — DRAFT TODAY'S VALUE EMAIL

```
Using my audience [ICP], offer [OFFER], and recent content [LINKS], propose 3 subject lines and write one 120–180 word, story-driven email that teaches 1 takeaway and ends with a soft CTA to [LEAD MAGNET/BOOK A CALL]. Keep it plain text and conversational.
```

> **Tip**
>
> If you get stuck, use the AI prompt from this guide to have the model ask you 2–3 clarifying questions before writing.

▸ MODULE 18

Step 16 — 🏗️ Build a simple backend (site, CRM, calendar)

Set up one backend where leads land and you can follow up. In GoHighLevel, build a one-page landing, pipeline, forms, calendar, email/SMS, and simple automations. Or pair Beehiiv landing pages with Calendly for calls.

Add multiple contact options (phone, chat widget, application form) so leads choose how to engage.

> **Tip**
> An all-in-one like HighLevel can replace multiple tools (CRM, funnels, email, SMS, calendar, automations). Keep stacks simple to avoid $1,500+/mo sprawl.

▸ MODULE 19

Step 17 — 💰 Pick a monetization path you can ship now

Avoid trading all time for money. Start with one: a small digital product (template, calculator, swipe file), a pre-sold mini-course (transparent it's in-progress), a group membership, an affiliate bundle, or a focused service.

Fastest product: sanitize a file coworkers always ask for; sell it. Mention the product under related YouTube videos and on your landing page.

SELL A SIMPLE PRODUCT

Gumroad	Host and sell digital files fast	↗
Etsy	List templates or planners	↗

> **Tip**
> If you pre-sell a course, be transparent it's not built yet. Massage subscribers down the funnel gradually—trust first, offers second.

▸ MODULE 20

Step 18 — 🧪 Craft an offer buyers say yes to

Use an offer equation: increase the dream outcome and likelihood of success; decrease time delay and required effort. Back claims with a ladder of credibility: research and reports, proprietary data/case studies, testimonials, then your story.

Price with simple logic when unsure: annual outcome value ÷ 10 as a starting point (example-only). Lead sales calls by quantifying constraints and ROI, not pushing tools.

PROMPT — OFFER WORKSHEET

```
Audience: [ICP]
Problem: [PAIN]
Dream outcome: [OUTCOME]
Proof assets: [RESEARCH/CASE STUDIES/TESTIMONIALS]
Speed levers: [WHAT SHORTENS TIME]
Effort reducers: [DONE-FOR-YOU / TEMPLATES]
Guarantee/assurance: [ETHICAL RISK REVERSAL]
Price test: [ANCHOR], [TIERED OPTIONS]
Output: 1 clear offer statement + 3 value bullets + 1 CTA.
```

▸ MODULE 21

Step 19 — 📩 Get first customers with ethical outreach

Send short, plain-text emails and Loom videos to specific segments that aren’t bombarded (e.g., teachers, local trades). Reference their asset, show a gap, and invite a call via Calendly.

TEMPLATE — 3-LINE COLD EMAIL

```
Subject: [SHORT/RELEVANT]

Hey [NAME] — found you via [CONTEXT]. I help [WHO] get [OUTCOME] by
[DIFFERENTIATOR]. If I send a 2-min Loom showing how this could work on [THEIR
ASSET], want it?
```

TEMPLATE — LOOM STRUCTURE

```
Hook (5s): Social proof or quick win.
Problem (15s): What it's costing them.
Solution (45–60s): 3 steps you'd run.
Benefits (20s): Time/money saved.
CTA (10s): "Book here" [CALENDLY LINK].
```

> **Tip**
>
> Deliverability depends on data, timing, and messaging. Stay ethical—no fake stories. For scale, use multiple warmed domains, but start small to learn.

▸ MODULE 22

Step 20 — 📣 Amplify winners with paid and organic loops

Turn a high-performing post into an ad in Facebook ads. Drive to your opt-in or a small product. Repost winners natively across platforms (no auto cross-post). Use comment-to-DM workflows on Facebook to deliver resources and book calls.

> **Tip**
>
> Platform payouts alone are tiny. Bigger money comes from driving traffic off-platform, collecting emails, and selling offers.

▸ MODULE 23

Step 21 — 🏗️ Optional: AI influencer Reels monetization (Higsfield)

Create a monetizable AI influencer for Instagram Reels using Higsfield, then submit eligible posts to active campaigns for payouts. Keep the illusion human for the first seconds to boost retention.

BUILD — AI INFLUENCER SETUP

```
1) In Higsfield, choose character type: Human; set gender, ethnicity, skin tone/condition, eyes; age; hairstyle; body type; facial features; surface pattern.
2) Click Customize; describe tweaks in plain text; generate with Nano Banana Pro.
3) Adjust advanced: eye/mouth details, skin material, surface patterns, tattoos, render style.
4) Click the camera icon > Explore more; pick a clip to emulate. Optionally upload your own videos to inject personality.
5) Create scene variations with the customize feature—no rebuilds needed.
```

MONETIZE — POSTING CHECKLIST

```
- Keep IG account public.
- Add this exact phrase in Reel captions: “Made in AI influencer studio on
hickfield.ai”.
- Include tags per campaign requirements.
- Do NOT edit captions after submitting.
- Post 3+ Reels; a new page needs ~1,000 views across three posts to qualify.
- Match account language and audience to content.
- Manually upload (no cross-post).
```

SUBMIT — CAMPAIGN PAYOUT

```
In Higsfield: Campaigns > Active > Submit New Post. Paste your Instagram post
URL + PayPal email. Track approvals and payouts in the dashboard.
```

> **Tip**
>
> How the character looks drives retention—avoid obviously-AI creatures. Delay the AI reveal by a few seconds. Keep everything inside Higsfield for fewer compatibility issues.

▸ **MODULE 24**

Step 22 — 🧠 Prompting and model hygiene

Use one-shot examples instead of zero-shot. Remove conflicting instructions. Prefer smarter models unless you’re running huge volumes. Connect AI to your knowledge base and fact-check claims. Consider API/playground versions for more control over hidden prompts.

▸ **MODULE 25**

Step 23 — 💼 Money and lifestyle support plan

Fund the build without stress. Save half of any raise and invest the other half into assets (sales page, email tools, camera/mic). Consider running small ad tests to a simple product before paying off low-interest debt if ROI is likely higher. Keep living costs sane; a modest online income stretches further in lower-cost regions.

Do serious editing/analytics on a computer. Use gig apps to bridge income and upgrade gear. Commit for 90 days: no distractions, ship every week.

OPTIONAL FUNDING AND PRE-APPROVAL

- **Navy Federal Credit Union** — Check pre-approval options ↗
- **American Express** — Explore pre-approval pathways ↗
- **PNC** — Compare offers ↗

> **Tip**
> Don’t overinvest in gear or vehicles before validation. Do not buy expensive equipment for an unproven model.

▸ MODULE 26

Step 24 — 🔁 Compound authority and network smart

Repeat the loop: define audience → pick one real question → answer with clarity → back with proof → make it scannable → aim at buyers → repeat. Study direct response legends and rewrite classic sales letters to sharpen your copy. Network by making content; let relationships come to you. Ask conference speakers how they keep audiences engaged long-term.

▸ MODULE 27

Step 25 — 📌 Bonus repurposing: Pinterest and trends

Repurpose to Pinterest boards for evergreen clicks. When needed, grab a board ID from your network tab and post via your workflow. For trends, download watermark-free references and recreate with your POV—keep it on-topic.

PINTEREST HELPER

Pinterest Boards and idea pins ↗

Tip

Pinterest Board ID: Open board page → devtools Network → filter ‘Boards’ → copy board ID from the data object → paste in your workflow.

▸ MODULE 28

Step 26 — 🛠️ Scale to an agency or productized service

An agency is the fastest path to cash flow, credibility, and case studies. Pre-qualify prospects: active YouTube, high engagement/follower ratio, selling low-ticket with no high-ticket path, or a weak funnel. Reuse their winning organic posts for ads and email sequences. Price setup + monthly retainers; report on revenue outcomes.

Own assets where possible—site, email list, ads, media buying—so you’re not beholden to client whims alone.

▸ MODULE 29

Mistakes to avoid

🚫

RENTED LAND TRAP

Relying on platforms you don't control. Always collect emails; social followers are rented.

🌀

TREND CHASING

Posting daily with no structure builds hype, not a business. Publish depth and capture leads.

💼

INFLUENCE-ONLY MODEL

A media-only business collapses if you stop posting. Pair content with owned assets and offers.

🎯

TOO BROAD

Trying to help everyone confuses buyers and sinks conversion. Niche down to a paying problem.

🧪

AI AS A SILVER BULLET

Embed AI in specific workflows; fact-check. Don't offload thinking to one 'agent'.

🔌

TOOL SPRAWL

Disjointed stacks get expensive and break. Favor an all-in-one or tight integrations.

📉

SKIPPING EMAIL

Stopping at views leaves money on the table. Welcome sequence + weekly value is non-negotiable.

📹

TREATING YOUTUBE LIKE TIKTOK

Snappy edits and zero depth repel searchers. Lead with clear answers and proof.

⚖️

UNETHICAL PRE-SALE

If pre-selling a course, disclose it's not built yet. Set delivery timeline honestly.

🧠

OVERTHINKING START

Waiting for perfect funnels/gear prevents momentum. Start with phone + simple landing.

📧

SPAMMY COLD EMAIL

Fake stories and blasts hurt deliverability and reputation. Personalize and keep it short.

🤖

OBVIOUS AI INFLUENCER

If viewers sense AI instantly, they bounce. Design human-first; delay the reveal.

▸ MODULE 30

Salary Estimate

$2,000–$5,000 setup + $500–$1,500/mo

AI/automation agency service packages (source-reported)

$4–$25 per 1,000 views

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

$0.05–$0.35 per 1,000 views

YouTube Shorts ad revenue per thousand (source-reported)

~$0.25 per 1,000 views

Facebook Reels business/finance payout average (source-reported)

$4k / $6k / $12k

Common initial project build deal sizes (source-reported)

$2,000 (US) or $2,700 (CA) per month

Projected monthly AdSense with consistent posting (example-only, source-reported)

0.02% → 4,000 subs from 20M views

Example conversion from viral video to email subscribers (source-reported)

$260,000 in one month

Single client revenue example via improved processes (source-reported, not typical)

▸ MODULE 31

Resources

RESOURCES

Gumroad	Fast digital product checkout ↗
Etsy	Marketplace for templates and planners ↗
Pinterest	Boards for evergreen traffic ↗
Amazon Seller Central	Sell products on Amazon ↗
Walmart Marketplace	Sell products on Walmart ↗
Navy Federal Credit Union	Check loan pre-approval options ↗
American Express	Explore pre-approval pathways ↗
PNC	Compare banking offers ↗

DoorDash Dasher — Gig work to fund equipment

Taskrabbit — Become a Tasker — Local gigs for extra income



The Gary Halbert Letter — Free direct-response copy lessons

Breakthrough Advertising — Eugene Schwartz classic on demand

Ogilvy — Creative and advertising insights

Snapchat Spotlight — Another native upload destination

Carrd — Simple one-page landing (alternative)

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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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