JobHacki
OPPORTUNITY GUIDE

⚡ **Premium Action Guide**

Build and Launch a Free Certification That Grows Your Audience

A rigorous, 90-day roadmap to design, host, and run a free certification as your authority engine—complete with lessons, quizzes, certificates, email nurture, and growth loops—using the platform you prefer.

📌 **Updated for 2026** 📄 **90 days** From idea to live certification (example plan)

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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
- ☑ Salary Estimate
- ☑ Platforms & tools
- ☑ Step 2 — 🧱 Gather proof and raw materials

- [x] Step 3 — 🏷️ Name and brand the certification
- [x] Step 4 — 🧰 Choose your primary builder

▸ MODULE 01

What you'll build

An end-to-end free certification that attracts leads, builds trust, and converts—delivered via video or newsletter, tracked with forms and automations, assessed with a simple quiz, and finished with an auto-sent certificate. You'll publish weekly modules, clip them for shorts, collect emails, and nurture with a friction-free system.

Use one of the primary builders to host (funnel/site/newsletter/playlist), then scale with repeatable workflows and optional AI presenter content.

1. Define a narrow outcome and learner promise
2. Choose a primary builder (site, funnel, newsletter, or YouTube)
3. Produce lessons, quiz, and auto certificate
4. Collect emails; run welcome and weekly value sequences
5. Clip, distribute, and partner to scale reach

▸ 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

0 free · 5 paid

Loom · Calendly · LinkedIn · Instantly · Upwork

▸ MODULE 03

Salary Estimate

Choose a single painful problem you can certify people in solving. Answer three prompts: toughest thing you've overcome, what's wrong and how you'll fix it, and what you love talking about. Convert that into a one-line learner promise with a measurable outcome.

> **Tip**
>
> Avoid broad offers. Pick 1–3 subtopics and stay on them. Start on one platform where your audience already hangs out.

▸ MODULE 04

Step 2 — 🪨 Gather proof and raw materials

Pull assets into one place: past slides, working docs, Looms, call notes, internal templates, and any file coworkers ask you for. Clean proprietary info and keep the value.

Back every claim using a credibility ladder: peer-reviewed/industry data, proprietary or client results, testimonials, then personal stories.

> **Tip**
> People overthink content. Start with what's already on your Drive and in your inbox. Add data mining from calls, DMs, and comments for exact phrasing.

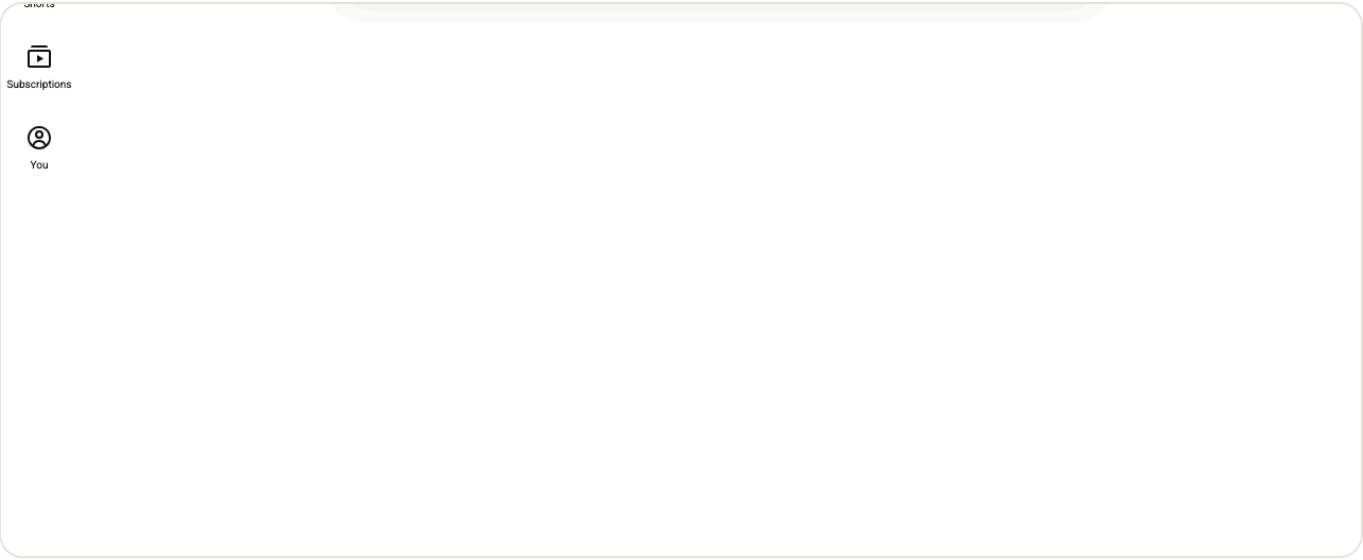
▸ MODULE 05

Step 3 — 🏷️ Name and brand the certification

Generate 5–10 program name options with an AI name/domain tool, choose the clearest one, then create a simple brand kit in Canva (logo, colors, fonts). Design a YouTube banner and a certificate template.

Draft a brand voice profile: tone, stories, audience pains/desires, top FAQs, and proof assets you'll reuse.

> **Tip**
> Avoid the word "luxury" in consulting/education naming—it skews to generic gold/serif looks. Keep brand readable and high-contrast.



YouTube — where you'll do this

▸ MODULE 06

Step 4 — 🧰 Choose your primary builder

Pick one platform to host enrollment, lessons, and tracking. The actions differ by builder—follow the track below and stick with it for 90 days.

Platform	What to do in this step
GoHighLevel	Create subaccount. Build opt-in page + thank-you. Add Form/Survey for enrollment. Set CRM pipeline, calendar (optional), and Workflows for tagging, welcome email, lesson drip, and certificate delivery.
Wix	Create site with a clear hero promise. Add Wix Forms for enrollment. Set up Automations: on submit → send welcome email, apply label, and schedule lessons. Create a members page for lesson links.
ClickFunnels	Build two-step funnel: opt-in + thank-you. Connect form fields. Add follow-up sequences (or integrate your email tool). Plan a lesson page template for embedding videos and linking quizzes.

Platform	What to do in this step
Beehiiv	Create a publication and a landing page for the certification. Build an email course (drip) as your lesson cadence. Tag subscribers with a ‘Cohort-01’ segment for tracking.
YouTube	Create a Playlist named “[Certification] Module 1–6.” Use descriptions to link to your enrollment form and quiz. In YouTube Studio: set upload defaults to Private, verify channel, set audience (kids? yes/no).

Tip

You don’t need an elaborate stack. An all-in-one like GoHighLevel replaces multiple tools (CRM, funnels, email, SMS, calendar, automations). Keep it simple and ship.

▸ MODULE 07

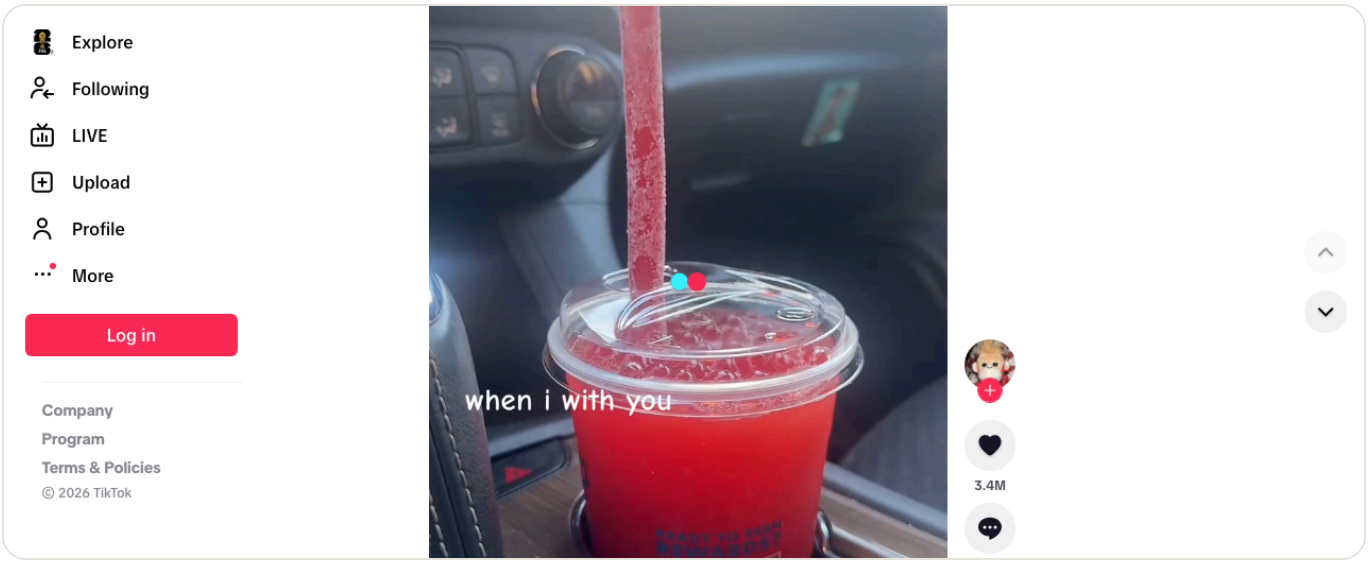
Step 5 — 🗺️ Outline curriculum and assessment

Map 4–6 modules: each covers one pain and one solution. For assessment, design a 10–15 question quiz and one practical task (mini case or upload). Use SCAN: Study (context), Calculate (opportunity), Architect (plan), Narrate (results) for your capstone case method.

Define a pass threshold (e.g., 80%) and what counts as completion (quiz + task).

Tip

Don’t treat YouTube like TikTok. On YouTube, give depth and clear answers; save flashy edits for shorts.



TikTok — where you'll do this

▸ MODULE 08

Step 6 — ✍️ Script lessons fast with AI

Draft scripts with ChatGPT or Claude. Use one-shot examples to boost accuracy, keep prompts concise, and connect to your asset library for facts. Generate hooks, outlines, slides, and descriptions fast.

PROMPT — COURSE OUTLINE (SAAS)

```
You are a SaaS educator designing a free certification. Outcome: [ONE CLEAR OUTCOME]. Learner: [ROLE]. Product context: [SaaS TYPE]. Create 6 modules with titles, 3 learning objectives each, 1 hands-on task, and a 12-question quiz bank. Include required proof materials I should show. Use my assets: [LINKS/NOTES].
```

PROMPT — COURSE OUTLINE (TRADES)

```
Design a free certification for [TRADE: e.g., HVAC, Plumbing]. Audience:
[APPRENTICE/OWNER]. Outcome: [CLEAR RESULT]. Map 5 modules with step-by-step
checklists, safety notes, and a 10-question quiz pool. Add a capstone: SCAN a
real job and document before/after with photos.
```

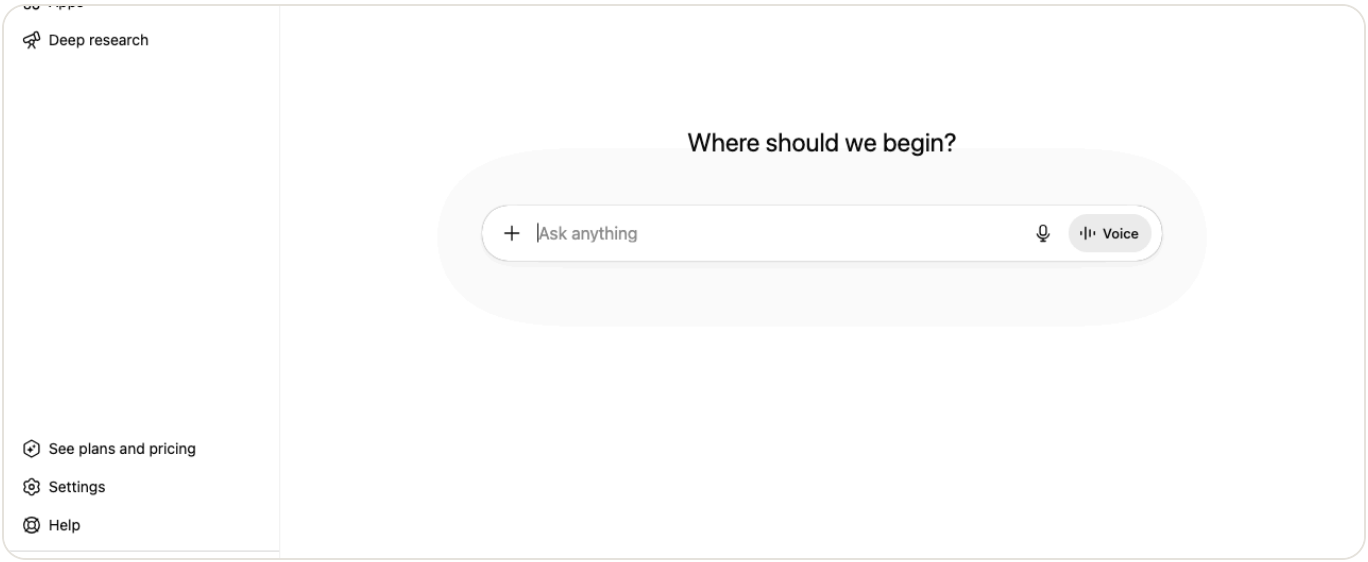
PROMPT — COURSE OUTLINE (AGENCY/CONSULTING)

```
Create a free certification teaching [AGENCY SPECIALTY]. Define ICP, offer, and
a lead-gen asset. Build 6 modules, each with a case example, ROI calculator
input, and a 12-question quiz. End with a SCAN write-up template I can grade
quickly.
```

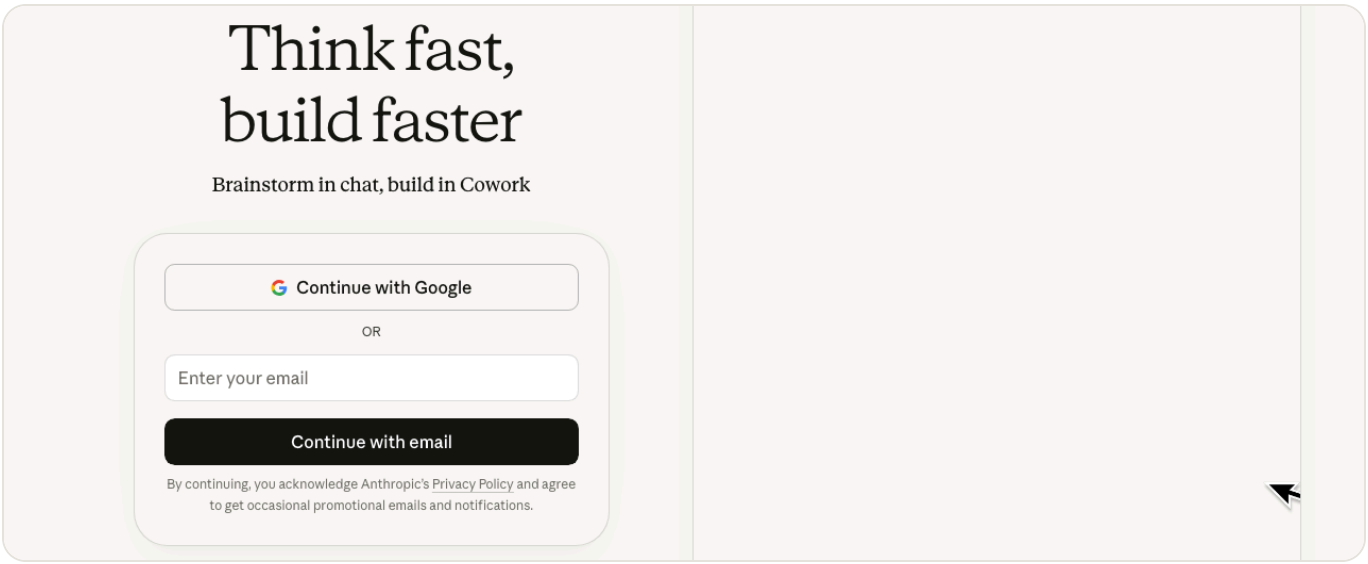
PROMPT — VALUE EMAIL (WRITER'S BLOCK KILLER)

```
Write me a high-converting email in the style of [WRITER YOU LIKE] using proven
marketing psychology. Keep it conversational, story-driven, and designed to
educate, build trust, and lead naturally into my [FREE CERTIFICATION/LEAD
MAGNET]. Before writing, ask me 2–3 specific questions about my audience,
promise, and proof.
```

> **Tip**
>
> Avoid conflicting prompt instructions. Use one-shot examples. LLMs aren't knowledge engines—ground them with your documents for accuracy.



ChatGPT — where you'll do this



Claude — where you'll do this

▸ MODULE 09

Step 7 — 📽️ Produce lesson videos quickly

Record on phone (good light, clean audio) or use OBS Studio to alternate face and screen with hotkeys. Edit fast in CapCut or VEED.IO (captions, eye-contact, noise removal). Structure:

hook, setup, solution, application, CTA to enroll/quiz.

Use the “hide the idea” framework to tease outcomes and reveal key insight near the end for retention.

HOOK LINES — COPY/PASTE

```
Look at this freaking thing right here… [TEASE RESULT].
Would you look at this freaking thing right here? Here’s why it’s brilliant for [AUDIENCE] and how to use it.
I can’t believe [SURPRISING RESULT] from one simple change. Here’s before-and-after and the steps.
```

> **Tip**
> Ship with what you have. Upgrade mic/camera later. Authentic delivery beats overproduced fluff for learning content.

▸ **MODULE 10**

Step 8 — 🧩 Build registration and automations

Create a single, clear enrollment form. On submit: send a thank-you with the first lesson or lead magnet, tag/segment, and add to the welcome sequence. Offer multiple contact options (chat, phone, application) for different preferences.

Platform	What to do in this step
GoHighLevel	Form → Workflow: send welcome, tag ‘Cohort-01’, delay/schedule Module 1, add to weekly newsletter, and set a ‘Passed Quiz’ trigger to send certificate.
Wix	Form submit → Automation: send welcome, add label, trigger Module 1 email. Create a member page with lesson links and a progress checklist.

Platform	What to do in this step
ClickFunnels	Form → follow-up email: deliver Module 1, add to a Module 2–6 sequence. Use a hidden confirmation page for quiz access.
Beehiiv	Signup → auto-deliver Lesson 1. Use a dedicated ‘Certification’ segment. Schedule drip lessons and a ‘Completion’ broadcast.
YouTube	Use a pinned comment and description linking to your enrollment form. In the form auto-reply, deliver Lesson 1 and playlist link.

Tip

Avoid Linktree. Use one clean landing page link everywhere to reduce friction and increase conversions.

▸ MODULE 11

Step 9 — 📝 Create quiz and certificate delivery

Build a pass/fail quiz and simple task submission. Design a certificate in Canva; auto-send a personalized PDF upon passing. Set completion tags for tracking and testimonials.

Platform	What to do in this step
GoHighLevel	Use Surveys for quizzes. Workflow: if score ≥ [THRESHOLD], generate certificate (PDF from template) and email; else, send retake link.
Wix	Create a quiz with Wix Forms (scores via conditions). Automation: send pass/fail email; attach certificate link hosted on Drive.
ClickFunnels	Embed quiz form; pass score via webhook/zap to trigger a certificate email. Host the certificate template and merge name/date.

Platform	What to do in this step
Beehiiv	Link to an external quiz. On ‘Passed’ form submit, move subscriber to ‘Certified’ segment and send a certificate email.
YouTube	Description links to external quiz + certificate request form. Auto-reply with certificate once validated.

> **Tip**
> If you pre-enroll before the quiz is ready, be transparent the assessment releases on a set date.

▸ MODULE 12

Step 10 — 🚀 Launch your 90-day cadence

For 90 days, release one lesson video weekly, promote one tightly-related lead magnet in each, and send one helpful email weekly. Maintain a running FAQ document from comments to improve the next modules.

> **Tip**
> Strangers grow your channel more than friends/family. Publish where discovery happens (YouTube, public posts).

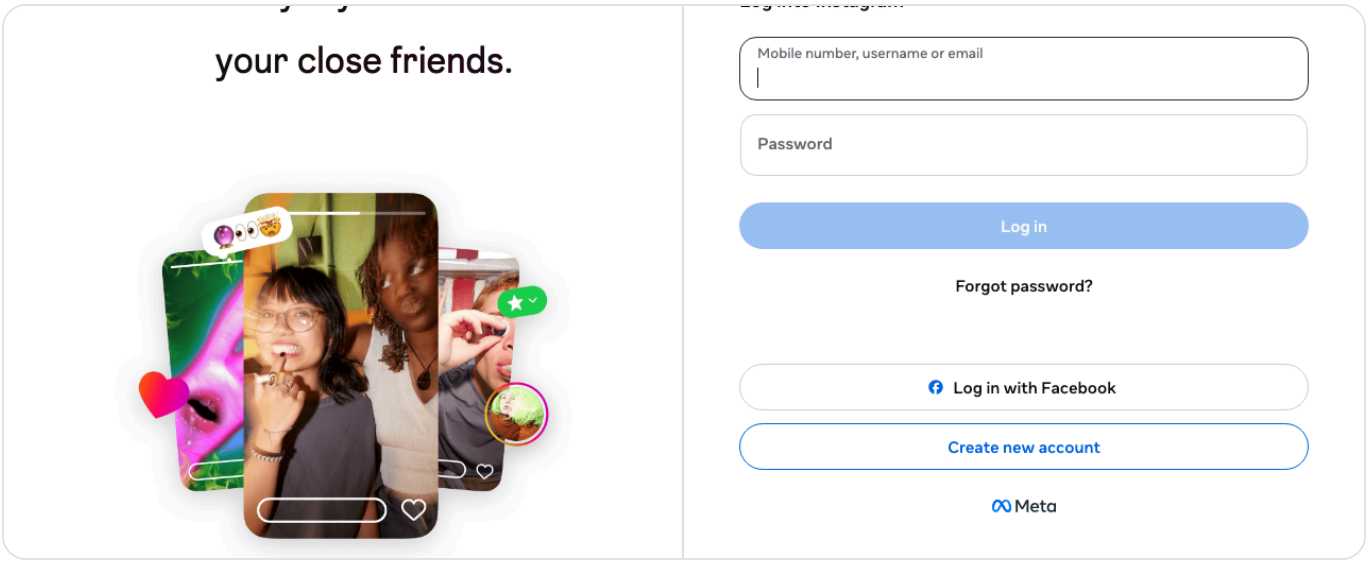
▸ MODULE 13

Step 11 — 📣 Clip and distribute micro-lessons

Turn long lessons into 3–6 shorts with Opus Clip. Upload natively to each platform (YouTube Shorts, TikTok, Instagram Reels, Facebook Reels, Snapchat). Use a strong hook in the first 5 seconds and keep the rest focused on your main topic.

Manually upload to each platform; add a CTA to enroll or comment a keyword to receive the resource by DM.

> **Tip**
> Never use cross-post toggles. Native uploads perform better. Trend hooks are fine—keep content on your main topic.



Instagram — where you'll do this

▸ MODULE 14

Step 12 — 🧲 Grow your email list deliberately

Make email your single source of truth. Offer a simple, relevant lead magnet (checklist, swipe file, mini-course). On Facebook/Instagram, use microtrigger posts: value + 'Comment [KEYWORD] and I'll send the [RESOURCE]'. Then DM the link to your landing page.

Pin a top comment with the landing page on Facebook posts. Keep all posts pointing to one page.

TEMPLATE — COMMENT CTA

```
Final line: “Comment [KEYWORD] and I’ll send you the free [RESOURCE] that shows you [RESULT].”
```

> **Tip**
>
> The ‘from’ name is the biggest lever for opens. Use a name people recognize and trust.

▸ **MODULE 15**

Step 13 — 🤝 Partner as a “course operator”

Don’t have an audience? Operate the certification for creators or companies with attention but no product. Target those with YouTube presence, high engagement, and no good high-ticket path. Lead with ROI and constraint-solving, not ‘we do AI workflows’.

Use Loom for personalized audits and Calendly to book. Keep legal heavy lifts minimal early; payment is stronger validation.

DM — SOFT AUTHORITY NUDGE

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

Hey, I did this for [NAME/BRAND]. Not sure if it would help you, but I recorded a Loom breaking down how your free certification could add [RESULT]. Want it?
```

COLD EMAIL — 3-LINE FORMAT

```
Subject: [SPECIFIC OUTCOME]
Hey [NAME] — found you via [CONTEXT]. I build free certifications that turn YouTube views into [LEADS/SALES]. Here’s a 90-second Loom on your channel and the exact path I’d run: [LINK]. Open to a quick chat this week?
```

DM — RESOURCE HANDOFF

```
Watch for the DM — here it comes. Thanks! Check your DMs.

Get the full [AI AUDIT TEMPLATE]/[BIZ PLAN] plus 97 other ideas here: [LINK].
```

> **Tip**
>
> Legal agreements can add friction for small/mid international clients. Keep scope tight and outcomes clear; let money validate.

▸ **MODULE 16**

Step 14 — 🧠 Build the email engine

Write like you talk: curiosity subject, helpful story/insight, one takeaway, soft offer. Create a 3–5 email welcome sequence, then weekly value emails. Send the second email 3–5 days after the first; then every 2–3 days early, spacing out later. Occasionally make a logical next-step offer.

Test timing (midweek late morning/early afternoon are solid, but test).

PROMPT — WELCOME SEQUENCE GENERATOR

```
Create a 5-email welcome sequence for my free certification: [TOPIC]. Email 1:
origin story + instant value. Email 2: lesson recap + proof. Email 3: common
mistake + fix. Email 4: case study using SCAN. Email 5: invitation to advanced
[WORKSHOP/COHORT]. Use my proof assets: [LINKS].
```

PROMPT — WEEKLY VALUE EMAIL

```
Draft a short, plain-text email (~120–200 words): Hook (1 line), Story (3–4
lines), Takeaway (1–2 lines), Soft CTA to [CERT ENROLL/PLAYLIST]. Match voice:
[BRAND VOICE].
```

> **Tip**
>
> If stuck, prompt your AI to ask you 2–3 clarifying questions before it writes. Quality skyrockets.

▸ MODULE 17

Step 15 — 🧵 Automate your content workflow

Centralize assets in Poppy AI groups (videos, posts, PDFs) so your AI can reference them. Create a Resources group for frameworks, copy formulas, and structures. Choose the right model: Claude for storytelling, ChatGPT for quick answers. Use Botato to schedule posts via a Google Sheet of video, title, caption.

If using Google Drive media, extract the file ID for uploads. For Pinterest, grab the board ID from network calls and paste into the workflow. To post multiple times a day, set staggered triggers.

> **Tip**
>
> LLMs work best embedded at key steps—not as a single 'agent' for everything. Keep instructions concise and consistent.

▸ MODULE 18

Step 16 — 🪄 Optional: AI influencer instructor + IG payouts

Use Higsfield to build an on-brand AI instructor. Customize character type, gender, ethnicity, skin/eyes, age, hairstyle/body; tweak advanced details (eyes, mouth, skin materials, tattoos, render style). Use 'Customize' to create scene variants without rebuilding. Click the camera

icon → explore to pick a clip to emulate. Upload your own videos to blend your voice for a hybrid feel.

Publish Reels, then on Higsfield, open active campaigns and submit your IG link and PayPal email. Add “Made in AI influencer studio on higsfield.ai” in captions. Keep your account public, include tags, and don’t edit captions post-submit to qualify.

> **Tip**
> Delay the ‘it’s AI’ reveal for a few seconds and avoid obvious non-human looks. Retention matters more than novelty.

▸ MODULE 19

Step 17 — 🔎 Do keyword and topic selection

Focus on 3 video types on YouTube: search tutorials (trust starters), credibility builders (proof), and deep dives (differentiators). Use keyword research to name videos and include terms in titles/descriptions. Publish where AI tools can index you (YouTube, LinkedIn articles), not only inside walled stories.

> **Tip**
> YouTube is the second largest search engine and best for strangers discovering you. Long-form pays better than shorts.

▸ MODULE 20

Step 18 — 📈 Analyze, compare, and iterate

Review the first 5 seconds—did you earn attention? Compare winners vs. laggards and make more of what works; stop what doesn’t. Use trend hooks, but keep the body on-topic. Record, upload, and post at least 100 videos before judging the niche fit.

Study greats (Brunson, Fladlien, Kennedy, Ogilvy, Schwartz). Rewrite classic sales letters to improve your copy muscle.

> **Tip**
> Treat this like training: results compound at 30/60/90 days. Don't pivot weekly.

▸ MODULE 21

Step 19 — 🧱 Build the backend for scale

Stand up the full system: website/funnel, CRM, calendar, forms, email/SMS, automations, tracking. Add multiple contact methods. Publish case studies using SCAN. Keep adding proof and testimonials from certified learners.

Own your audience. Platforms can change or ban; email is durable.

> **Tip**
> Relying on platform payouts alone is risky and low-yield. Drive traffic to owned assets and offers.

▸ MODULE 22

Step 20 — 🧮 Monetize beyond "free" (ethically)

After learners certify, invite them to a paid cohort, advanced workshop, or done-with-you service. Use an offer lens: maximize dream outcome and likelihood while minimizing time/effort. You can also operate these programs for creators/companies.

If you pre-sell a paid next step, clearly disclose it's not built yet and give a delivery date.

PROMPT — UPSELL OFFER PLANNER

```
Using the free certification as the trust engine, design a next-step offer for
[AUDIENCE]. Dream outcome: [X]. Proof assets: [LIST]. Fast path: [STEPS]. Price
guardrail: annual outcome/10. Create a 3-email invite sequence with 1 case
study (SCAN).
```

> **Tip**
>
> Massage people down the funnel. Don’t push paid offers straight from shorts; earn the right via value.

▸ MODULE 23

Step 21 — 🛡️ Stay compliant and fair-use safe

Use original instruction and transformative commentary; avoid empty reaction videos. Credit sources when citing research and be transparent about pre-sales and affiliate relationships. Never fabricate outcomes or earnings.

Set YouTube Studio audience flags correctly (kids: yes/no), verify your channel, and follow community guidelines.

▸ MODULE 24

Step 22 — ⚙️ Work setup and consistency

You can film/post from your phone; a computer helps with editing, thumbnails, and analytics. Don’t let gear block you—upgrade mic/camera when funds allow. Protect a 3-month runway to build momentum—eliminate distractions and publish on schedule.

Tip

Serious freelance/course ops on a phone are slower and limit earnings. Save toward a laptop for workflow speed.

▸ MODULE 25

Mistakes to avoid

🚫

BUILDING ON RENTED LAND ONLY

Followers aren't owned; platforms change. Always capture emails and send value.

🎯

BEING EVERYTHING TO EVERYONE

A broad offer kills clarity. Pick a niche problem with a clear learner promise.

⚙️

OVER-AUTOMATION EARLY

Don't hide behind bots. Manual conversations and Looms close early momentum.

🧪

TREATING YOUTUBE LIKE TIKTOK

YT viewers want depth and answers. Shorts are for hooks, not full teaching.

🧾

UNETHICAL PRE-SALES

If you pre-sell, disclose the build status and delivery date clearly.

🤖

GENERIC AI OUTPUT

No grounding = hallucinations. Feed your docs, add one-shot examples, fact-check.

🔥

CHASING TRENDS ONLY

Trends without structure = volatility. Build systems and assets that compound.

📦

NO OFFER BEYOND FREE

Free cert builds trust; plan a logical next step or partnership model.

▸ MODULE 26

Salary Estimate

$2,000–$5,000 setup

Typical upfront for ops/automation services around certification (source-reported/example)

$500–$1,500/mo

Ongoing retainer for maintenance, email, and improvements (source-reported/example)

$0.05–$0.35 RPM

YouTube Shorts estimated payout per 1,000 views (source-reported/example)

$4–$25 RPM

YouTube long-form estimated payout per 1,000 views (source-reported/example)

$0.25 per 1,000

Facebook short-form views in business/finance niche (source-reported/example)

$2,000–$2,700/mo

Projected AdSense revenue with consistent posting (source-reported/example)

$260,000/mo

Example client revenue reported after systemization (source-reported/example)

$1,000,000/yr

Example first-year revenue from small audience leveraging education (source-reported/example)

▸ MODULE 27

Resources

RESOURCES

YouTube Help — Verify your channel

Unlocks longer uploads, custom thumbnails, and live features

YouTube for Creators	Education hub for channel growth and best practices ↗
YouTube Creator Academy (archive/redirect)	Training library on content strategy and analytics ↗
Google Trends	Validate topic demand and seasonality ↗
U.S. Copyright Office — Fair Use	Understand transformative use and compliance ↗
Reddit — r/YouTube	Peer Q&A on creator mechanics ↗
Reddit — r/EmailMarketing	Deliverability tips and campaign ideas ↗

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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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