JobHacki
OPPORTUNITY GUIDE

⚡ **Premium Action Guide**

Free Job Training: Build Skills With Zero Budget

Plan, produce, and publish a practical training series on free platforms. Capture opportunities with simple email systems and optional faceless delivery—no paid courses or complex stacks required.

📌 **Updated for 2026** 📰 **90 days** Ship a job-ready training portfolio

📣 **@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 — 🎯 Decide your target role and outcome
- ☑ Step 3 — 🧱 Brand your channel/profile once
- ☑ Platforms & tools
- ☑ Step 2 — 🧭 Choose one primary platform first
- ☑ Step 4 — ⚙️ Configure platform essentials

▸ MODULE 01

What you'll build

A job-ready, public training series that proves your skills and attracts interviews—built on YouTube and repurposed to short-form platforms. You'll add a simple lead magnet and email system to own your audience, plus optional AI instructor delivery for faceless teaching.

The result is a repeatable 90-day workflow: plan problems to solve, publish weekly, collect emails, and turn attention into conversations and opportunities.

1. One platform-led training series (12 lessons)
2. Repurpose into short clips for discovery
3. Lead magnet + welcome emails to own audience
4. Optional AI instructor for faceless delivery
5. 90-day cadence with analytics-driven improvements

▸ MODULE 02

Platforms & tools

Website Builders

0 free · 6 paid

GoHighLevel · Wix · WordPress · Squarespace · Carrd · Hostinger

AI Models

2 free · 1 paid

ChatGPT · Claude · Gemini

Dev & Hosting — 0 free · 1 paid

VS Code

Automation — 0 free · 3 paid

Zapier · Make.com · n8n

Lead & Outreach — 3 free · 2 paid

LinkedIn · Loom · Calendly · Instantly · Upwork

▸ MODULE 03

Step 1 — 🎯 Decide your target role and outcome

Pick the exact job outcome you want (e.g., junior data analyst, paid media assistant, entry UX designer). Define the 12 most painful problems beginners in that role face—each becomes a lesson.

Answer three clarity questions: the toughest thing you've overcome, what's wrong in the field and how you'd fix it, and what you love talking about. Commit to 1–3 subjects only.

> **Tip**
>
> Don't stall in research. Ship lesson 1, gather feedback, and iterate. Treat market interaction as your research.

▸ MODULE 04

Step 2 — 🧭 Choose one primary platform first

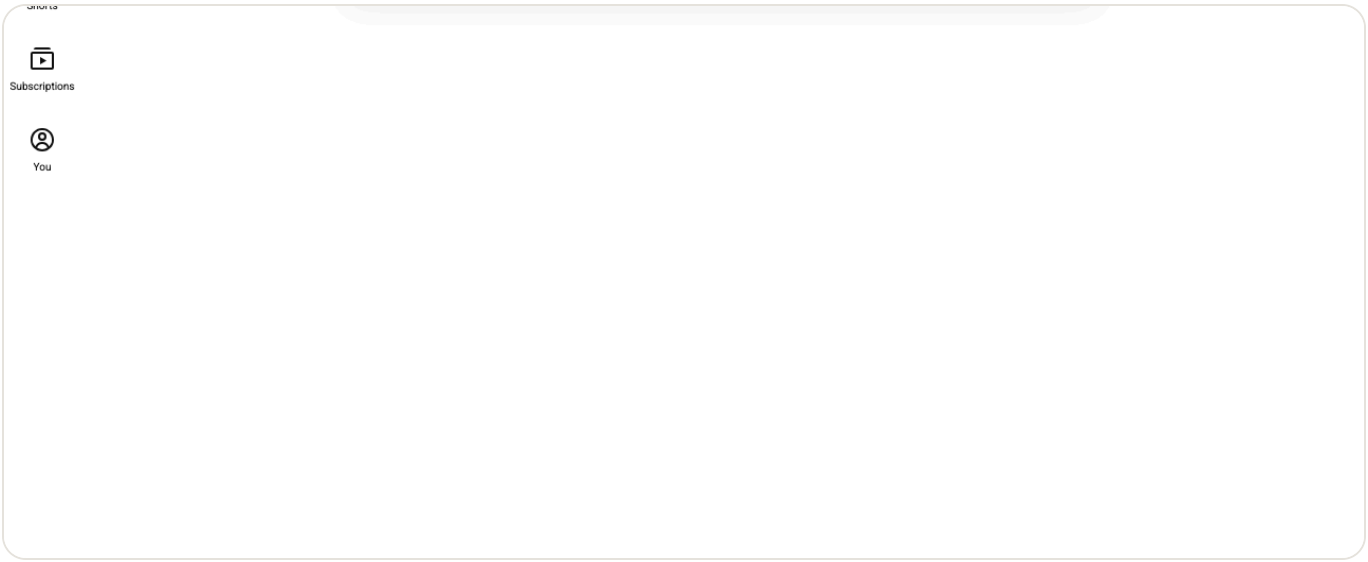
Start where free discovery is strongest for teaching: YouTube. Add short-form later for reach. If your target employers live on LinkedIn, begin there and mirror to YouTube ASAP.

Pick one platform to master before going omni-channel.

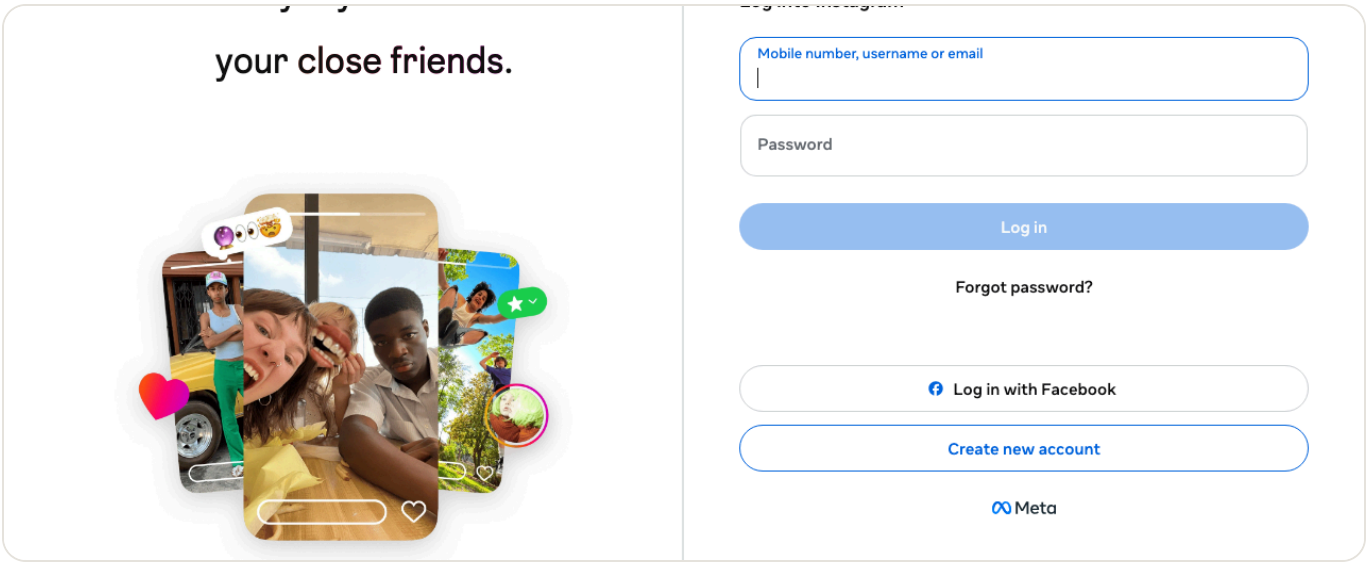
Platform	What to do in this step
YouTube	Outline a 12-lesson playlist that solves one job outcome. Each video: hook, setup, solution, application, call-to-action (CTA).
TikTok	Plan 30–90 sec micro-lessons from each long video. One insight each; seed curiosity for the full lesson.
Instagram	Design Reels that teach a single move; use text overlays and captions for silent viewers.
Facebook	Prep Reels plus a top-comment link to your lead magnet. Avoid the IG cross-post toggle.
LinkedIn	Turn each lesson into a carousel or article. End with a CTA to your free resource.
X (Twitter)	Draft thread summaries of lessons. Pin a tweet with your lead magnet.

Tip

YouTube is strongest for strangers and search. Treat it as your training home; syndicate elsewhere for reach.



YouTube — where you'll do this



Instagram — where you'll do this

▸ MODULE 05

Step 3 — 🧱 Brand your channel/profile once

Create a clean banner and profile images with Canva’s pre-sized templates. Add authority statements, outcomes, and one clear link to your lead magnet.

Create a separate Instagram account for research and inspiration (keep your posting account clean).

> **Tip**
> Strangers grow you, not friends. Optimize for clarity and outcomes; skip inside jokes and personal-only bios.

▸ MODULE 06

Step 4 — ⚙️ Configure platform essentials

Platform	What to do in this step
YouTube	In YouTube Studio: Settings → Upload defaults = Private; Audience = set 'made for kids' correctly; Verify your channel at youtube.com/verify; Add a banner/thumbnail style from Canva; use Studio's AI to mine comments for new lesson ideas.
TikTok	Switch to a Business/Pro account for analytics; prepare vertical 9:16 exports; write keyworded titles with promised outcomes.
Instagram	Keep account Public; bio link = single landing page (no link farms); don't edit captions after posting if monetizing with partners.
Facebook	Upload Reels natively (no IG toggle); pin a post with your free resource; use a top-comment link on lesson posts.
LinkedIn	Add a banner with your job outcome; headline = 'I help [TARGET] do [OUTCOME]'; enable 'Open to work' or 'Providing services' if relevant.
X (Twitter)	Pin your lead magnet; add a short bio with outcomes; post native video snippets for better reach.

> **Tip**
> Upload natively to each platform. Cross-post toggles reduce reach; post originals everywhere.

▸ MODULE 07

Step 5 — 🧩 Outline a curriculum with SCAN

Turn your 12 problems into lessons using SCAN: Study the role/company, Calculate the upside (metrics), Architect the solution (steps), Narrate results (stories).

Create a format you can repeat quickly (slides + screen demo + 3 action steps). Lead with the clear answer; save any 'big reveal' for the end to increase retention.

> **Tip**
> Lead with clarity. State the answer fast, then prove and apply it. Don’t bury it under long intros.

▸ MODULE 08

Step 6 — 📹 Record lessons simply (phone first)

Record on your phone; use a window for light. For screen teaching, use Loom; switch between face and screen to reduce editing. Structure each lesson: hook → problem → solution → application → CTA.

Edit vertical clips in CapCut; polish long edits or captions in VEED.IO if needed.

SCRIPT — HOOK: LOOK AT THIS FREAKING THING RIGHT HERE

Look at this freaking guy right here. This guy invented a vending machine that sprays cologne for a dollar. Then profit margin is 92%. And if you really want to get smart with it, you'd put a QR code by each bottle of cologne where you can scan and buy it with an affiliate link drop shipped from someone else's website. You do no work and you make 15 times what you'd make on one spray. Put these out.

SCRIPT — HOOK: LOOK AT THIS FREAKING THING RIGHT HERE (VARIANT)

Would you look at this freaking thing right here? I just know I'm going to see these all over this summer. Here's why this is a brilliant idea, where you can find it and how much you can charge. Day 56.

SCRIPT — STORY DEMO HOOK

I can't believe that my grass got so green from this one simple trick

So, here's what was happening. The other day, I was out mowing the lawn and I noticed this bare spot. I'm like, what do I do? So, I start asking Chad GBT. I start testing things. I buy all these granules. I test this. I test this. And I'm going to show before and afters.

Tip

Upgrade mic/camera later. A computer speeds editing, thumbnails, and analytics, but don’t let gear block publishing.

▸ **MODULE 09**

Step 7 — ✂️ Repurpose long lessons into shorts

Use Opus Clip to auto-generate short clips with captions and titles from your long lesson. Refine in CapCut; add on-screen text for key steps. VEED.IO can fix eye contact and generate subtitles or dubs.

Use trending topics as 5-second hooks, but deliver on your core subject. Tease the payoff ('hide the idea') to keep watch time high.

> **Tip**
> Post volume only if quality holds. A few strong clips beat many weak ones.

▸ MODULE 10

Step 8 — 🚀 Upload natively and schedule smartly

Export final videos and upload separately to YouTube, TikTok, Instagram Reels, Facebook Reels, and LinkedIn. For higher frequency, set multiple scheduled triggers (e.g., 6:00, 6:05, 6:10).

Test send days/times; mid-week late mornings or early afternoons often work—validate with your data.

> **Tip**
> Never rely on IG → FB cross-posting. Native uploads win reach and compliance.

▸ MODULE 11

Step 9 — 🔍 Title, keywords, and discoverability

Use keyword research sites to find what people actually search. Put the primary phrase in the title and early in the description.

Publish where AI can see and cite you: YouTube, your website, and LinkedIn articles. Avoid burying lessons in walled stories.

HELPFUL RESEARCH SITES

Google Trends — Check demand and related queries ↗

Tip

Niche experts get cited more by AI than big brands. Publish clean, referenceable material.

▸ MODULE 12

Step 10 — 🧲 Offer a simple lead magnet and collect emails

Create a small, useful freebie aligned to each lesson (checklist, swipe file, mini-course). Mention it near the end and in descriptions. Use one clear link to a Beehiiv landing page; avoid link farms.

On Facebook posts, put the landing-page link in the top comment. Use comment-keyword prompts to trigger DMs with your link.

Tip

Use commitment bias: ask viewers to comment a keyword to receive the resource—micro-actions increase follow-through.

▸ MODULE 13

Step 11 — 📨 Set up email and send helpful lessons weekly

Use Beehiiv or an all-in-one like GoHighLevel to capture emails, auto-deliver the lead magnet, and send campaigns. Build a 3–5 email welcome sequence: introduce yourself, share your story, frame your approach, set expectations, and link your best starter lesson.

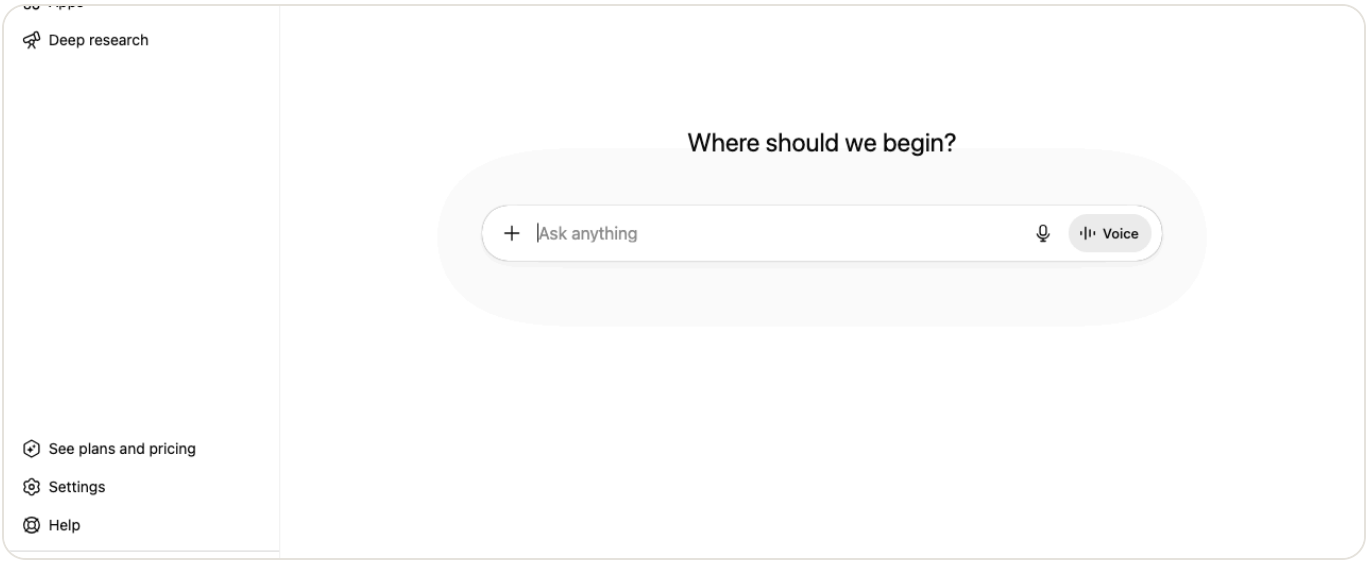
Write short, conversational emails: how you found them, what you do, why it's different, and a clear next step. Send the 2nd email 3–5 days later, then every 2–3 days, spacing out as you nurture. Send occasional offers only after delivering value.

PROMPT — STUCK ON EMAIL IDEAS (CHATGPT)

```
Write me a high-converting email in the style of Adam Airheart 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.
```

Tip

The single biggest open-rate lever is the From name. Make sure subscribers recognize and want to open you.



ChatGPT — where you'll do this

▸ MODULE 14

Step 12 — 🧠 Build your AI-powered content brain

Centralize assets (videos, PDFs, posts) in folders. Use ChatGPT or Claude to draft brand voice profiles, ICPs, and testimonials. Feed transcripts and notes so answers reference your material.

Prompting: add one example (one-shot) for a big accuracy lift; compress verbose instructions without losing essentials; avoid conflicting asks. Prefer smarter models for quality; switch to API when you need strict prompt control.

PROMPT — BRAND VOICE PROFILE

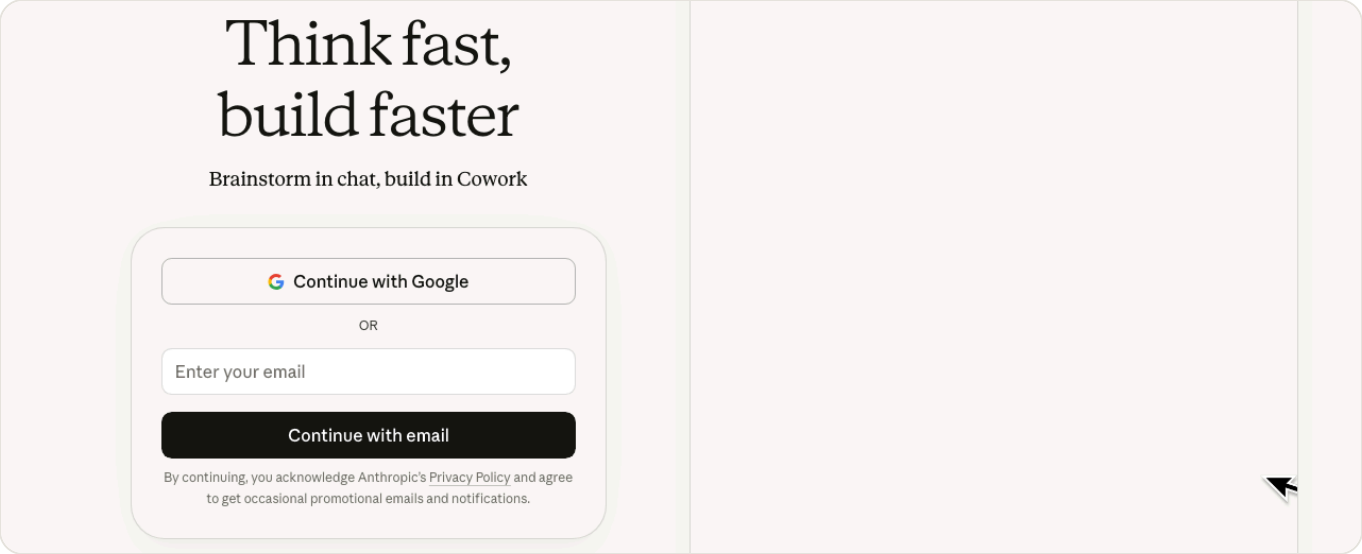
```
You are my brand voice architect. Analyze these inputs and produce a concise
voice guide with Tone, Syntax, Phrases to Use/Avoid, and 3 sample paragraphs.
Inputs: [PASTE 3–5 EMAILS/POSTS], Audience: [ROLE/LEVEL], Goal: [JOB OUTCOME].
```

PROMPT — LESSON PLAN WITH SCAN

```
Create a 7-minute lesson for [TOPIC] using SCAN: Study (context/research),
Calculate (what metric improves and by how much), Architect (step-by-step),
Narrate (mini case/story). Include a 15-second hook and 3 action steps.
```

Tip

LLMs are conversation engines, not knowledge engines. Connect them to your materials and always fact-check outputs.



Claude — where you'll do this

▸ MODULE 15

Step 13 — Teach with proof

Back every claim with a ladder of credibility: peer-reviewed or industry reports → your data/case studies → testimonials → your personal story. State the answer first, then prove it, then demonstrate it live.

Use simple visuals and scannable on-screen text to anchor steps.

> **Tip**
>
> Mandatory fact-checking: AI summaries can be outdated or wrong. Verify sources before publishing.

▸ MODULE 16

Step 14 — 📈 Run a 90-day cadence and analyze

For 90 days, post one long video weekly, promote a relevant lead magnet, and send one helpful email weekly. Aim for at least 100 total videos over time to build a real sample size.

In YouTube Studio, scrutinize the first 5 seconds and retention. Make more of what works; stop what doesn't. Viewers want answers and trust—avoid zero-depth edits.

ANALYZE SMARTER

- **YouTube Creators** — Education and best practices ↗
- **YouTube Studio analytics help** — Understand retention and CTR ↗

> **Tip**
>
> Consistency beats hacks. Compound authority by repeating: define audience → pick a real question → answer clearly → prove it → make scannable → aim at buyers → repeat.

▸ MODULE 17

Step 15 — 🤝 Outreach for feedback and opportunities

Send short, plain-text cold emails to hiring managers or mentors. Record a 2–3 minute Loom showing how you'd solve one of their problems. Include a Calendly link for optional chats.

Use brief DMs to share relevant resources or quick wins tied to your training.

TEMPLATE — DM QUICK REPLY

Subject: [Personalized hook for [Name]]
Hey, get the full AI audit template, biz plan, plus 97 other biz ideas for free right here.

TEMPLATE — DM: 'WATCH FOR THE DM'

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

TEMPLATE — LOOM OUTREACH DM

Subject: [Personalized hook for [Name]]
Hey, I did this for this person. Not sure if it would help you but I recorded a loom on kind of breaking down how it might look if we were to help done just using this authority like makes people interested especially if they are following or they know that person that I've helped in the past.

TEMPLATE — SHORT COLD EMAIL

Subject: clients
Thanks for signing up. Here's what you're looking for.

TEMPLATE — CREDIBILITY DM (EXPERIENCE)

Subject: [Personalized hook for [Name]]
Hey, I worked as a closer for this person I did this this this and this.

> **Tip**
>
> Cold email success = list quality × message × timing × targeting. Keep it honest—avoid fake stories.

▸ MODULE 18

Step 16 — 🧟‍♀️ Optional: Teach faceless with an AI instructor (Instagram + Higsfield)

Design your AI instructor in Higsfield: set character type, gender, ethnicity, skin tone, eye color/shape (avoid obviously non-human), age, hairstyle, body type, and skin details. Adjust advanced face/body/style (eyes, mouth, skin material/patterns, tattoos, render style).

Use Customize to describe tweaks (Nano Banana Pro) and create multiple scene variations without rebuilding. Click the camera icon → Explore more to pick a clip to emulate. Upload your own videos to inject personality.

Post Reels from a public IG account. Add the exact caption phrase: 'Made in AI influencer studio on higsfield.ai' and required tags. To monetize: open Active campaigns in Higsfield → submit your IG post link + PayPal email. Delay the AI reveal a few seconds to improve retention.

> **Tip**
>
> Instagram doesn’t pay for Reels directly. Higsfield payouts require public accounts, proper tags, and the exact caption phrase.

▸ MODULE 19

Step 17 — 🧰 Add simple backend systems when ready

Consolidate website/funnel, CRM, calendar, forms, email/SMS, automations, and tracking in one platform (e.g., GoHighLevel) to reduce tool sprawl. Add multiple contact options (phone, chat widget, application form).

Use AI name/domain generators to lock a clear program name. Keep asset design consistent with a basic brand kit from Canva.

> **Tip**
>
> All-in-one systems can replace many subscriptions. HighLevel combines CRM, funnels, email, SMS, calendar, and automations.

▸ MODULE 20

Step 18 — 💰 Monetize ethically after value is delivered

Offer a small product that doesn't trade time (template pack, mini-course, membership). Mention it in video descriptions and emails as the next logical step. If pre-selling, disclose clearly that the course isn't built yet and set delivery dates.

Price with buyer value in mind and reduce time/effort friction in your offer. Drive traffic off-platform to your page; platform payouts alone are limited.

> **Tip**
>
> Massage viewers down the funnel—don't push paid offers straight from short-form. Earn trust first.

▸ MODULE 21

Step 19 — 🤖 Scale with light automation (advanced)

Keep lesson titles, captions, and links in a Google Sheet. Use an automation tool to pull video, title, and caption, then upload to connected socials (add accounts in your tool's settings).

If media lives in Google Drive, extract file IDs from URLs for uploads. For Pinterest, inspect the board page, filter Network → 'Boards', copy the board ID from the data object, and paste into your workflow. Pair posting automation with content-creation automations for full flow; schedule multiple triggers for multi-daily posts.

> **Tip**
>
> Don't automate human conversations. Prospects can tell. Use automation for logistics; keep outreach personal.

▸ MODULE 22

Step 20 — 🧗 Make the system sustainable

Structure your life to publish easily: batch outlines Friday, record Saturday, edit Sunday, publish Monday. Lock in 90 days of focus—no distractions. Keep working your 9–5 while building; invest raises into assets (mic, camera, email system) only after you're shipping.

If you're mobile, pick a lifestyle that supports consistent content. A computer meaningfully speeds pro work; phone-only is slower.

> **Tip**
>
> Treat content like training reps. You won't see results immediately, but 30–90 days of consistency compounds.

▸ MODULE 23

Mistakes to avoid



BUILDING ON RENTED LAND

Relying only on platforms you don't control. Always capture emails.



CHASING TRENDS

Daily trend chasing without structure builds hype, not skills or opportunities.



TREATING YOUTUBE LIKE TIKTOK

Snappy edits with zero depth fail. YouTube viewers want answers and trust.



OVER-PLANNING

Months of personas and research without shipping. Iterate from real feedback.



NO NICHE

Trying to help everyone makes lessons unclear and magnets irrelevant.



UNQUESTIONED AI

Not fact-checking AI outputs or trying one giant agent instead of focused assists.



AUTO-CROSS-POSTING

Using IG → FB toggles hurts reach. Upload natively to each platform.



AUTOMATING CONVERSATIONS

Replacing human chats with bots loses prospects. Keep outreach personal.



OBVIOUS AI AVATARS

If viewers sense it's AI immediately, retention tanks. Design human-plausible looks.



STOPPING AT VIEWS

If you don't collect emails, you can't build relationships or revenue later.

▸ MODULE 24

Salary Estimate

$4–$25 RPM

YouTube long-form per 1,000 views (source-reported)

$0.05–$0.35 RPM

Short-form per 1,000 views (source-reported)

$2,000/mo (US); $2,700/mo (CA)

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

$0.25 RPM

Facebook short-form (business/finance) per 1,000 views (source-reported)

0.5% of 25,000 = 125

Illustrative buyers from small conversion (source-reported, example-only)

$100k–$1M+/mo

Broad solopreneur potential via education offers (source-reported, example-only)

▸ MODULE 25

Resources

RESOURCES

YouTube Verify	Unlock longer uploads and features ↗
YouTube Creators	Education and best practices ↗
YouTube Studio analytics help	Analyze retention and performance ↗

Google Trends	Find rising topics and queries	↗
Meta Creator Monetization	Reels and monetization eligibility	↗
The Gary Halbert Letter	Copywriting classics to study	↗
Marketing Secrets (Russell Brunson)	Webinars, challenges, and funnels	↗
Breakthrough Advertising (E. Schwartz)	Deep buyer psychology (book)	↗

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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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