**JobHacki**
OPPORTUNITY GUIDE

⚡ **Premium Action Guide**

# Learn AI by Building a Content + Email Engine

A practical, hands-on path to learn AI by planning, creating, publishing, and monetizing helpful content—while building an email-owned audience you control.

📌 **Updated for 2026** 📰 **90 days** to ship your first AI-powered video + lead magnet (example only)

📣 **@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 — 🎯 Choose your niche and goal
- ☑ Step 3 — 🛠️ Set up creator accounts right
- ☑ Platforms & tools
- ☑ Step 2 — 🧭 Pick your primary platform first
- ☑ Step 4 — 🎨 Brand fast with clear authority

▸ MODULE 01

# What you'll build

A complete AI-powered content engine: research with LLMs, script with prompts, record fast, edit and repurpose, publish natively, and grow an email list that compounds. You'll add a simple digital product, set ethical automations, and (optionally) launch an AI influencer path for Instagram.

The result: you learn AI by doing—shipping helpful videos, collecting emails, and testing offers without building on rented land.

1. A repeatable research-to-publish workflow using ChatGPT/Claude
2. A lead magnet + welcome sequence that builds trust
3. Native publishing on your primary platform (YouTube/TikTok/Instagram/LinkedIn/X)
4. Optional: Higsfield AI influencer for Reels monetization
5. A weekend digital product + simple pricing and pre-sale plan

▸ 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** `1 free · 4 paid`

LinkedIn · Loom · Calendly · Instantly · Upwork

▸ MODULE 03

# Step 1 — 🎯 Choose your niche and goal

Pick 1–3 subjects you'll teach consistently. Answer: What's the toughest thing you've overcome, what's broken and how will you fix it, and what do you love talking about? Frame everything around one painful, valuable problem your audience is actively willing to solve.

> **Tip**
>
> Don't chase a broad audience. Niche down so your lead magnet and offers are crystal clear to one group.

▸ MODULE 04

# Step 2 — 🧭 Pick your primary platform first

Start where your buyers already hang out. Ship consistently on one platform before going omnipresent. Each platform favors different formats—choose deliberately.

| Platform | What to do in this step |
| --- | --- |
| YouTube | Choose a searchable pain; plan one weekly tutorial. Favor depth and clarity over flashy edits. Build trust at scale via long-form. |
| TikTok | Short, curiosity hooks that tie back to your core topic. Use trends only as openers; keep the lesson on-topic. |
| Instagram | Reels + carousels to warm traffic. Optional: AI influencer path later. Keep account public for reach and integrations. |
| LinkedIn | Publish posts and articles that rank in search. Great for B2B offers and repurposed video transcripts. |
| X | Thread your lessons; share short clips. Use it to test ideas rapidly and find collaborators. |

> **Tip**
>
> YouTube is beginner-friendly: it's the #2 search engine by intent and pays better on long-form. Start here if unsure.

▸ MODULE 05

# Step 3 — 🛠️ Set up creator accounts right

Create or switch to a Google account set up "for work or business" to simplify team access later. Open your profiles, secure consistent handles, and enable features that remove friction.

| Platform | What to do in this step |
| --- | --- |
| YouTube | Verify your channel to unlock longer uploads and custom thumbnails; set upload defaults to Private; configure the 'made for kids' setting appropriately. |

| Platform | What to do in this step |
| --- | --- |
| TikTok | Enable analytics; keep the account public; add a single clean link in bio (no link stacks). |
| Instagram | Keep public; create a separate private research account for inspiration; avoid editing captions after posting. |
| LinkedIn | Optimize headline with authority + problem solved; feature your lead magnet link; turn on creator mode if relevant. |
| X | Pin your lead magnet; concise bio with proof; enable 2FA; keep threads on your main theme. |

**Tip**

Friends and family give sympathy likes. Real growth comes from strangers who find you via search and recommendations.

▸ MODULE 06

# Step 4 — 🎨 Brand fast with clear authority

Use Canva to create a clean banner, readable profile image, and thumbnail templates. Add authority statements and client results where relevant. Lock a simple logo and push a consistent color/font kit across thumbnails and posts.

**Tip**

Avoid the keyword “luxury” in consulting/tech branding prompts; it skews toward gold/serif real-estate aesthetics.

▸ MODULE 07

# Step 5 — 🧱 Build an AI workspace + knowledge base

Centralize assets (past posts, scripts, PDFs, research, transcripts) and feed them to your LLM when drafting. Create a brand voice profile, brand story, ICP, pains/desires, and a testimonials bank. Publish important articles on open web properties (YouTube descriptions, LinkedIn articles, your site) so AI tools can cite you.

> **Tip**
>
> LLMs are conversational, not knowledge engines—connect external docs and fact-check with a credibility ladder: research > proprietary data/case studies > testimonials > personal stories.

▸ MODULE 08

# Step 6 — 🧪 Master prompting for reliable output

Use one-shot prompting (include one good example) for a big accuracy lift. Increase information density—shorter, unambiguous instructions. Prefer smarter models unless you run huge volumes. For complex projects, use API workspaces for better control over hidden system prompts and memory. Leverage long context windows thoughtfully; summarize and chunk to manage cost.

**PROMPT — YOUTUBE TUTORIAL SCRIPT (SEARCH-FOCUSED)**

```
Act as a senior educator. Create a [DURATION] YouTube tutorial for [AUDIENCE]
that solves [PAIN]. Structure: 1) Hook (state the answer fast), 2) Setup (why
it matters), 3) Step-by-step solution (numbered, no fluff), 4) Application demo
(with [TOOL/EXAMPLE]), 5) CTA to free [LEAD MAGNET]. Use my voice: [PASTE BRAND
VOICE]. Constraints: answer clearly in first 15 seconds; avoid jargon; include
on-screen callouts; add chapter titles.
```

**PROMPT — BRAND VOICE + ICP BUILDER**

```
You are a brand strategist. From these inputs, produce: 1) Brand voice profile (vocabulary, tone, do/don't), 2) Ideal customer (job, pains, desires, triggers), 3) Proof assets to collect (case studies, metrics), 4) Content pillars mapped to funnel. Inputs: [ABOUT], [PRODUCT/OFFER], [AUDIENCE NOTES], [TESTIMONIALS/SOCIAL PROOF]. Deliver as concise bullet lists I can paste into future prompts.
```

**Tip**

Avoid conflicting instructions (e.g., "detailed summary"). They cancel each other and waste tokens.

▸ MODULE 09

# Step 7 — 🔎 Plan topics people actually want

Validate demand with keyword research and community questions. Each video should attack one pain and one outcome. Use trending topics only as hooks—keep the core lesson on your main subject. Lead with clarity: answer up front; expand with proof and demos.

RESEARCH HELPERS

**Google Trends** — Spot rising topics and seasonality ↗

**Tip**

Don't treat YouTube like TikTok. YouTube viewers want answers and trust—depth beats snappy jump-cuts.

▸ MODULE 10

# Step 8 — 📹 Record fast on any device

Phone is fine to start; upgrade mic/camera later. For tutorials, use OBS to toggle between face and screen with hotkeys—saves editing. For outreach or demos, record a Loom: make it personal and brief.

**TEMPLATE — LOOM WALKTHROUGH OUTLINE**

```
1) Hook (what they'll get in 10 seconds). 2) Social proof (1 sentence). 3) Problem (state it in their words). 4) Solution (your method + quick demo). 5) Benefits (3 bullets tied to revenue/speed/risk). 6) CTA (book here [CALENDLY LINK]).
```

> **Tip**
>
> Don't obsess over grooming or accents. Authenticity reduces friction and increases output.

▸ MODULE 11

# Step 9 — ✂️ Edit and repurpose efficiently

Trim silence and add captions. Use VEED.IO for eye-contact correction and dubbing. Use Opus Clip to auto-chop long videos into vertical clips with smart highlights. CapCut is great for quick text overlays. Keep the first 5 seconds dense with value.

> **Tip**
>
> Add commentary and original analysis—bare reaction videos without insight are weak and may not qualify as fair use.

▸ MODULE 12

# Step 10 — 🚀 Publish natively for max reach

Export once, upload natively to each platform for better distribution. Optimize titles, descriptions, and tags per platform. Add the lead magnet link where users actually click.

| Platform | What to do in this step |
| --- | --- |
| YouTube | Set upload default to Private; verify channel; set audience (kids/not); long-form for RPM; Shorts for discovery; add lead magnet link in description and pinned comment. |
| TikTok | Upload vertical natively; concise title text on-screen; lead magnet in bio link; keep captions tight. |
| Instagram | Reels: upload directly; use 3–5 relevant tags; strong on-screen hook; single link in bio to your lead magnet. |
| LinkedIn | Post video with scannable summary; optionally publish an Article version for search; include link to lead magnet. |
| X | Post a short clip and a threaded summary; pin your lead magnet; keep replies educational. |

> **Tip**
>
> Never use cross-post toggles. Native uploads outperform cross-posts across major platforms.

▸ MODULE 13

# Step 11 — 🪝 Nail hooks, clarity, and retention

Open by stating the answer fast. Use a curiosity hook, then deliver. Tease the key idea (“hide the idea”) and reveal it near the end to lift retention—without withholding value.

**TEMPLATE — SHORT-FORM HOOK LINES**

```
Option A: "Look at this freaking [THING] right here. Here’s why it’s brilliant for [AUDIENCE] and how to use it." Option B: "Would you look at this [TREND/TOOL]? Here’s where to find it and exactly what to charge." Option C: "I can’t believe my [RESULT] from one simple [TRICK]. Here’s the before/after and how to do it."
```

**TEMPLATE — CTA TO EARN A REPLY**

```
“Comment ‘[KEYWORD]’ and I’ll DM you the free [RESOURCE] + checklist.”
```

**Tip**

Audit your first 5 seconds versus top performers. Trim setup; get to the promise immediately.

▸ MODULE 14

# Step 12 — 🎁 Ship a simple lead magnet + clean link

Create a checklist, swipe file, or mini-course directly tied to your video. Host with Beehiiv (landing + newsletter) or a simple site. Avoid link farms; use one clear link everywhere. In Facebook posts, put the link as the top comment to reduce friction.

**Tip**

Own your audience. Platforms can ban pages anytime; don’t stop at views—capture emails on every post.

▸ MODULE 15

# Step 13 — 📧 Build your email engine (welcome + weekly)

Set up your ESP (Beehiiv or GoHighLevel). Create a 3–5 email welcome sequence to introduce your story, set expectations, and deliver quick wins. Send one value email weekly: tips, stories, or lessons with a soft offer. Test send times; midweek late mornings often work—verify with your own data.

**PROMPT — EMAIL IDEA ASSISTANT (CHATGPT)**

```
Write me a high-converting email in the style of [STYLE] 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.
```

**TEMPLATE — WEEKLY VALUE EMAIL**

```
Subject: [CURIOSITY ONE-LINER]
Hi [NAME],
Quick story: [30–60 words lesson].
Takeaway: [ONE CLEAR POINT tied to PAIN].
If you want help with this, here's [SOFT OFFER/LINK].
–[YOUR NAME]
```

**TEMPLATE — WELCOME SEQUENCE (3–5 EMAILS)**

```
E1 (immediately): Deliver [LEAD MAGNET], expectations, best next step.
E2 (2–3 days): Your origin story → the problem you solve; 1 proof snippet.
E3 (2–3 days): Step-by-step quick win; invite reply with question.
E4 (optional): Case study; soft invite to [OFFER/CALL].
E5 (optional): FAQ or objection handling; recap value; clear next action.
```

> **Tip**
>
> The biggest driver of opens is the From name. Make sure subscribers recognize and want to open your emails.

▸ MODULE 16

# Step 14 — 🔁 Automate delivery (lightly)

Set a simple automation: on form submit, send a thank-you email with a short, curiosity subject and the download link. Nurture with spaced emails (E1 day 0, E2 day 3–5, then every 2–3 days, spacing out over time). Make occasional offers that feel like the logical next step—don’t hard-pitch from shorts.

> **Tip**
>
> HighLevel bundles CRM, funnels, email, SMS, calendar, automations. One stack can be cheaper than piecing together many tools.

▸ MODULE 17

# Step 15 — 📣 Outreach that gets replies (optional)

Warm up prospects with relevant content, then send short, plain-text cold emails and personalized Looms. Target segments that aren’t bombarded. Lead conversations with constraints and ROI, not tools.

**TEMPLATE — PLAIN-TEXT COLD EMAIL**

```
Subject: [ONE WORD OUTCOME]
Hi [NAME], saw [TRIGGER: their post/video]. I help [ICP] get [RESULT] with
[METHOD]. If you'd like a 3-min Loom showing how this applies to [COMPANY],
reply "loom" and I'll send it.
—[YOUR NAME]
```

**TEMPLATE — DM OPTIONS**

```
Option A: "Hey—get the full [AI AUDIT TEMPLATE] + [BIZ PLAN] and 97 other
[RESOURCES] free here: [LINK]."
Option B: "Watch for the DM—sending your [RESOURCE] now. Check DMs."
Option C: "I did this for [KNOWN CLIENT]. Not sure if it helps, but I recorded
a Loom on how it could look for you—want it?"
```

**TEMPLATE — LOOM CTA CLOSE**

```
"If this looks useful, book a quick slot here [CALENDLY LINK]. I'll audit your
[CHANNEL/STACK] live and map ROI ranges."
```

> **Tip**
>
> Deliverability depends on list quality, messaging, timing, volume, and domain health. Keep it ethical—no fake stories.

▸ MODULE 18

# Step 16 — 🤖 Optional: Build an AI influencer (Instagram)

Use Higsfield to design a creator that fits your niche (comedy, mascots, faceless pages, even non-human themes). Customize character type, gender, ethnicity, skin tone/conditions, age,

eyes, hairstyle, body, tattoos, materials, and render style. Use the camera/clip feature to pick an emulation style and optionally upload your own videos to inject personality.

> **Tip**
> Delay the “AI reveal” by a few seconds for better retention. Avoid obviously AI-looking creatures; realism impacts watch time.

▸ MODULE 19

# Step 17 — 💸 Monetize your AI influencer posts

In Higsfield, open active campaigns and submit your Reel URL with your payout email. On Instagram: keep the account public, include required tags, and add “Made in AI influencer studio on higsfield.ai” in the caption to qualify. Instagram doesn’t pay for Reels directly—Higsfield does, per campaign rules.

> **Tip**
> Don’t edit captions after posting; it can disqualify payouts. Content should match the account’s language and audience.

▸ MODULE 20

# Step 18 — 📲 Short-form volume & triggers (advanced)

For growth sprints, post 3–7 Reels/TikToks daily on focused ideas. End with a keyword CTA (“Comment PDF for the plan”) and use comment-to-DM automation on Facebook to deliver your resource. Ride trends for the first 5 seconds, then switch to your main lesson. Upload natively to each app; schedule multiple daily triggers if needed.

**TEMPLATE — MICROTRIGGER POST CLOSER**

```
“Comment ‘[KEYWORD]’ and I’ll send you our free [RESOURCE] that shows exactly how to [OUTCOME].”
```

> **Tip**
>
> The final line triggers automation. Keep it crystal clear and consistent across posts.

▸ **MODULE 21**

# Step 19 — 📦 Design a product you can fulfill

Pick an offer that doesn’t trade time-for-money: templates, checklists, a mini-course, a group program with minimal direct fulfillment, or a productized service. Mine your work: clean a useful file, remove company info, and package it. Mention the product naturally in YouTube descriptions and videos that solve the same problem.

**TEMPLATE — ETHICAL PRE-SALE NOTE**

```
“This is a pre-sale. You’ll get [OUTLINE] delivered on [DATE RANGE]. If timelines slip, you can get a full refund—no questions asked.”
```

> **Tip**
>
> Courses and coaching need influence before income. Consider “course operator” partnerships for creators with audience but no product.

▸ **MODULE 22**

# Step 20 — 💵 Price offers and lead with ROI

Use value-based pricing and simplify with a heuristic: price ≈ annual outcome/10 (example-only). Lead sales with constraints and ROI, not “AI workflows.” Use the SCAN framework: Study the business, Calculate the opportunity, Architect the solution, Narrate results. Target clients with signals: active YouTube, high engagement, low-ticket offers without high-ticket path, or a weak high-ticket funnel.

▸ MODULE 23

# Step 21 — 🤝 DM-to-call and social proof

Do anything ethical to reach whales and collaborators—offer audits, book calls, pay for 1:1 if needed. Showcase relevant wins to spark interest. Add Calendly links for fast booking and multiple contact options (phone, chat widget, application form) on your site to meet preferences.

▸ MODULE 24

# Step 22 — 🤖 Automate multi-platform posting (advanced)

Centralize titles, captions, and video URLs in a spreadsheet, then feed a posting scheduler to publish natively to each platform. If files live in Google Drive, extract the file ID from the URL for correct uploads. Pair this with an automated content creation workflow to go fully end-to-end.

> **Tip**
> Posting to Pinterest? Open the board page, inspect network requests, filter for ‘Boards,’ copy the board ID, and paste it into your workflow.

▸ MODULE 25

# Step 23 — 📈 Analyze, then double down

Study analytics: retention curves and the first 5 seconds. Make more of what works; stop what doesn't. On YouTube, focus on three video types: 1) search tutorials (trust starters), 2) credibility builders (proof), 3) deep dives (differentiators). Use YouTube Studio's Ask AI to summarize comments, ideas, and viewer questions you can answer next.

HELPER

**YouTube Verify** — Unlock key channel features ↗

▸ MODULE 26

# Step 24 — 💼 Backend system for scale

Stand up the basics: website or funnel, CRM, calendar, forms, email/SMS, automations, and tracking. Include multiple contact options. Keep your stack simple (an all-in-one can replace many tools) and point every social profile to a single landing page—not a link farm.

> **Tip**
> All-in-one suites can prevent a $1,500+/mo frankenstack. GoHighLevel starts around $97/mo (source-reported).

▸ MODULE 27

# Step 25 — 💼 Funding, gear, and paid tests

Work your 9–5; invest part of your salary into a mic/camera when you can. If needed, use gig apps or survey sites to fund basics. When you get a raise, save half and invest half into assets (sales page, email system). Test small paid traffic (e.g., Facebook ads) to a tight digital product only after organic proof.

OPTIONAL PRE-APPROVAL (TO AVOID HARD PULLS)

| | | |
|---|---|---|
| **Navy Federal Credit Union** | Pre-approval options ↗ |
| **American Express** | Check pre-qualification ↗ |
| **PNC Bank** | Explore offers ↗ |

**Tip**

Don’t buy gear before proof; don’t rush to pay off low-interest debt if it starves growth investments. Validate with customers first.

▸ MODULE 28

# Step 26 — 🧠 Discipline, loop, and lifestyle design

Commit to 90 days: one weekly video and one weekly value email, each with a relevant lead magnet. Structure your life for friction-free creation (batch outlines Friday, create Saturday, publish Monday). Aim for 100 videos to learn your voice and data. Compound authority: define the audience → answer clearly → prove it → make it scannable → aim at buyers → repeat.

▸ MODULE 29

# Mistakes to avoid

⛔

**BUILDING ON RENTED LAND**

Relying on platform algorithms without capturing emails risks losing your audience overnight.

⚡

**CHASING TRENDS ONLY**

Daily hype on TikTok/Instagram without a structure or offer builds no durable asset.

🪄

### AI AS A MAGIC WAND

Embed AI at key deterministic steps. One big “agent” rarely replaces good process.

🎭

### OVER-POLISHING PERSONA

Worrying about looks/accent kills output. Authentic, frequent shipping wins.

📱

### PHONE-ONLY FOREVER

Serious editing, SEO, and analytics are faster on a computer. Upgrade when able.

🔁

### CROSS-POST TOGGLES

Auto-cross-posting underperforms. Upload natively to each platform.

🧯

### SHALLOW YOUTUBE

Treating YouTube like TikTok (zero depth) misses search intent and trust.

🧪

### NO PROOF

Skip unverified claims. Use research > data > testimonials > personal stories.

🕴️

### INFLUENCE-DEPENDENT MODEL

If revenue stops when you stop posting, you own no leverage. Add products and email.

👨‍⚖️

### OVER-LEGALIZING SMALL DEALS

For small/mid international clients, payment is a better signal than lengthy contracts.

🌑

### PAYOUT MYTHS

It’s hard to hit big income from platform payouts alone. Drive traffic off-platform.

🧪

### ZERO-SHOT EVERYTHING

One-shot or few-shot prompting usually beats zero-shot. Include a good example.

▸ MODULE 30

# Salary Estimate

## $4–$25 per 1,000 views

YouTube long-form RPM (source-reported/example-only)

## $0.05–$0.35 per 1,000 views

Short-form payouts estimate by platform (source-reported/example-only)

## $0.25 per 1,000 views

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

## ~$2,000/month

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

## $4k / $6k / $12k+

Common initial build/project deals (source-reported/example-only)

## $1M in year 1

Example creator monetization with ~7.8k followers (source-reported/example-only)

▸ MODULE 31

# Resources

RESOURCES

| | |
|---|---|
| **Google Trends** | Validate demand and seasonality ↗ |
| **YouTube Verify** | Unlock longer uploads and features ↗ |
| **YouTube Creator Academy** | Official training and best practices ↗ |

| | | |
|---|---|---|
| **The Gary Halbert Letter** | Legendary direct response lessons | ↗ |
| **Breakthrough Advertising (book site)** | Eugene Schwartz’s classic on demand | ↗ |
| **Navy Federal Credit Union** | Optional pre-approval resource | ↗ |
| **American Express** | Optional pre-qualification | ↗ |
| **PNC Bank** | Optional pre-qualification | ↗ |

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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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