JobHacki
OPPORTUNITY GUIDE

⚡ Premium Action Guide

Sales Engineer Playbook — Land the Role, Win Deals, and Scale Impact

A practitioner-built, zero-fluff system to land a Sales Engineer role or freelance presales contracts, run elite discovery + demos, automate speed-to-lead, and convert pilots into retainers—without getting lost in tools.

📌 **Updated for 2026**

📰 **10x** Responding within 5 minutes can be up to 10x more likely to convert vs. 30 minutes later (source-reported).

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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
- ☑ Platforms & tools

- [x] Step 1 — 🎯 Pick one ICP and outcome
- [x] Step 2 — 📝 Tailor your resume and profile for SE
- [x] Step 3 — 🔗 Activate your warm network
- [x] Step 4 — 🧰 Create your lead tracker and icebreakers hub

▸ MODULE 01

What you'll build

An end-to-end Sales Engineer operating system: target the right accounts, personalize value-first outreach, run world-class discovery and demos, and automate speed-to-lead, follow-ups, and proposals. Use one primary platform plus supporting tools to create a repeatable presales engine.

You'll assemble proof fast (audits, mini-POCs), handle objections with confidence, and convert pilots to retainers—while tracking the metrics that actually move win rates.

1. Targeted ICP + value-first assets that earn replies
2. Automated speed-to-lead and nurture sequences
3. Discovery/Demo SOPs and objection handling
4. Proposal generator + deliverable-based retainers
5. Metrics, QA, and a path to inbound authority

▸ MODULE 02

Platforms & tools

Lead & Outreach

1 free · 7 paid

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

Website Builders

0 free · 8 paid

GoHighLevel · Lovable · Wix · Squarespace · Webflow · Bolt · WordPress · Hostinger

AI Models

0 free · 5 paid

OpenAI · ChatGPT · Claude · Gemini · Anthropic

Dev & Hosting

0 free · 6 paid

GitHub · VS Code · Supabase · Cursor · Replit · Vercel

Automation

1 free · 3 paid

Make.com · n8n · Zapier · Apify

▸ MODULE 03

Step 1 — 🎯 Pick one ICP and outcome

Choose a single industry and buyer persona. Define one painful, time-tied outcome you solve (e.g., never miss a lead, faster SLAs, more booked meetings). Map their current acquisition and follow-up process to spot speed-to-lead gaps.

First week sprint: Day 1 pick the niche; Day 2 find 20 businesses with expensive problems; Day 3 write audit questions; Day 4 reach out to 100; Day 5 book your first audit call.

> **Tip**
>
> Avoid low call-volume, low-ticket niches. Pick one offer and one ICP even if it feels risky. Use AI to research underserved sub-niches (e.g., smart home installers, mold remediation). Match channel to market: LinkedIn for B2B, Instagram for <40 consumers, Facebook for local/older, YouTube for deep video.

▸ MODULE 04

Step 2 — 📝 Tailor your resume and profile for SE

Turn your experience into outcomes and proof. Use AI to tailor your resume to each role and tune your LinkedIn headline, About, and Featured with demos and case snippets.

Build a simple automation to customize resumes to job posts so you can apply fast at volume without losing quality.

Platform	What to do in this step
Make.com	Add OpenAI module. System prompt: tailor resume to [JOB POST] with quantified results; return plain text. Store versions to Google Sheets.
n8n	HTTP Request (OpenAI) → Function to clean text → Write to Google Drive/Docs. Keep version tag per job.
Zapier	Trigger (new row in Sheets with job URL) → Web Parser/Formatter → OpenAI action → send to Gmail draft.
GoHighLevel	Use a form to paste job details → Workflow: call OpenAI → email yourself the tailored PDF.
Lindy	Agent with skill: read job URL + your base resume → generate tailored version → send to your email.

> **Tip**
>
> Pick a specific GPT-4.1 (or Claude) variant—avoid generic defaults. Automation cost per resume can be pennies; manual tailoring often takes 3–10 minutes (source-reported).

▸ MODULE 05

Step 3 — 🔗 Activate your warm network

Tell people what you solve and ask for intros. Keep it specific and low-pressure. Sort opportunities by timing so you don't over-chase long shots.

Use Omni-channel lightly: DM + email + LinkedIn connection to maximize a single helpful asset being seen.

PROMPT — WARM NETWORK DM

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

Hey [NAME]. I just started helping [TYPE OF BUSINESS] get [SPECIFIC RESULT]. Do you know anyone who might need that?
```

PROMPT — MICRO POST (UPGRADE)

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

Hey, I'm looking to help five [NICHE] business owners get 10–15 leads per month using a simple 3-step system without paid ads. If that sounds interesting, shoot me a message. I'll walk you through it free.
```

> **Tip**
>
> Being upfront about being new can earn leniency. Categorize timing like perishable food: kitchen table (now), refrigerator (months), freezer (year).

▸ MODULE 06

Step 4 — 🧰 Create your lead tracker and icebreakers hub

Use Google Sheets as your single source of truth for prospects, enrichment, and icebreakers. Keep fields that fuel AI personalization and quick filtering.

LEAD SHEET SCHEMA

```
Sheet: multi-line icebreaker generator
Columns: lead_id | search_query | business_name | category | address | phone |
emails | owner_name | team_contacts | enrichment_status | url | headline |
location | first_name | last_name | multi_line_icebreaker
```

> **Tip**
>
> It's often cheaper to hire a VA at $10–$15/hr to source 2,500 leads than to overbuild scrapers. Filter out large companies and recruiter pages to keep lists relevant.

▸ MODULE 07

Step 5 — 🧭 Find and enrich ideal accounts

Prospect where your ICP lives. Use LinkedIn/Sales Navigator for white-collar B2B; use Google Maps for local service SMBs. Enrich via Apollo for decision-makers and verified emails.

Manually verify tricky items (e.g., Twitter URLs via Google search of name + company + Twitter). Test common email naming conventions before sending.

> **Tip**
>
> User-generated platforms have anti-scraping protections and dynamic JS pages—simple HTTP fetch often returns empty content. Run scrapes in multiple smaller areas; avoid disallowed scraping.

▸ MODULE 08

Step 6 — ✍️ Personalize with AI (keep it short and specific)

Have AI draft only the personalized parts—your hook and one observation—then paste into your proven framework. Feed it page summaries, reviews, and a client testimonial to sharpen relevance.

PROMPT — PERSONALIZED ICEBREAKER (JSON ONLY)

```
Use the following LinkedIn profile + website excerpt to produce a 1–2 sentence
icebreaker in a Spartan tone. Avoid generic company facts; use personal nuggets
(podcasts, unique background). Respond as JSON only: {"icebreaker":"..."}

[LINKEDIN_TEXT]
[WEBSITE_TEXT]
[NOTES]
```

PROMPT — SHORT REPLY GENERATOR

```
Write a succinct plain-text email reply. Variables: [FIRST_NAME], [COMPANY],
[UNIQUE_VALUE] from website text. Max 80 words. Avoid hype. Return plain text
only.

Website summary: [WEBSITE_SUMMARY]
Unique value found: [UNIQUE_VALUE]
```

> **Tip**
>
> AI can get overly friendly due to RLHF. Use tone modifiers (direct, Spartan, concise). Personalize 10–30% of the message; keep the rest templated to avoid flamboyance.

▸ MODULE 09

Step 7 — 📣 Launch compliant outreach

Run a light multi-channel campaign: email (Instantly), LinkedIn DM, and one asset via another channel (e.g., short Loom). Attribute your message to why you're reaching out and what you noticed.

Use plain-text emails, space sends with delays, and route replies to Slack for triage.

> **Tip**
>
> Do not use Mailchimp/Constant Contact for cold outreach; they prohibit emailing scraped/purchased lists. The single biggest open-rate lever is the "from" name. Prefer horizontally scaled sending over blasts.

▸ MODULE 10

Step 8 — 📹 Send a 2–3 minute Loom audit

Record a quick audit to earn the right to a call. Show evidence, then a simple fix. Close with a no-pressure CTA to book.

This pre-meeting Loom significantly increases show rates and only takes ~5 minutes to prepare.

LOOM STRUCTURE

```
1) 15s intro: what you found and why it matters.
2) Evidence: Google listing, reviews, competitors, site issues.
3) 30s fix: the #1 problem + your approach. Close with a soft CTA and booking
link.
```

> **Tip**
>
> Clients judge visible deliverables (emails, meetings, reports). Keep Loom concise; show the concrete next step, not backend complexity.

▸ MODULE 11

Step 9 — 🚀 Automate speed-to-lead and follow-ups

Capture lead data instantly, qualify, route to the right person, and send a personalized follow-up in seconds. Add a nurture sequence with multiple touchpoints; stop when they reply or book. Watch pipeline status changes to trigger next steps.

Platform	What to do in this step
Make.com	Trigger (form/webhook) → Parse → Qualify → Write to Google Sheets/CRM → Slack DM + Gmail draft → Delay modules (e.g., 4m/3m) → Next steps email → Pipeline watcher scenario for status-based emails.
n8n	HTTP Trigger → AI node for summarization → Switch (qualification) → Slack/Gmail nodes → Wait nodes for spaced follow-ups → Update CRM/Sheets. Add a separate workflow to watch pipeline status.

Platform	What to do in this step
Zapier	Form trigger → Formatter + Filter → OpenAI → Gmail send → Delay by Zapier for sequenced follow-ups → Slack notify → Update row/CRM. Use separate Zap to watch deal-stage changes.
GoHighLevel	Use built-in forms, pipeline, and workflows. Speed-to-lead SMS/email, missed-call text back, review request, no-show recovery. Connect calendar and routes by team.
Lindy	Build an AISDR agent: capture form/website chat → qualify with questions → send personalized email → handle basic objections → escalate to human → log to CRM.

Tip

Responding within 5 minutes can be up to 10x more likely to convert than 30 minutes later (source-reported).

▸ MODULE 12

Step 10 — 🔐 Wire up email/auth and reliability basics

Securely connect mail and APIs. Use OAuth2 where possible, verify mailbox/folder names, and keep sends in plain text to avoid formatting issues. Add Slack notifications for categorized replies.

MAKE.COM OAUTH2 SETUP (OUTLINE)

```
Register app on provider → get client_id, client_secret → set authorization URI + token URI → redirect to Make OAuth URL → exchange code → store tokens securely.
```

GMAIL API ON GOOGLE CLOUD (OUTLINE)

```
Create project → Enable Gmail API → Configure OAuth consent → Publish app →
Create OAuth client → Use redirect URL from your automation platform →
Authorize account.
```

> **Tip**
>
> If you see "unknown mailbox" or missing drafts, confirm the mailbox is valid and the folder name is correct. Always respect anti-spam laws and platform limits.

▸ **MODULE 13**

Step 11 — 🤖 Personalize replies at scale with AI agents

Compress website text and feed to GPT-4.1 or Claude for a concise personalized reply. If parsing fails, send a fallback human-style email using available fields (e.g., first name, phone).

You can embed a video thumbnail + link and ask them to book at your scheduling URL.

PROMPT — EMAIL AGENT SYSTEM

```
You are [AGENT NAME], an SE writing concise, high-clarity emails. Goals:
reference [LEAD_INFO], 1 relevant observation from [SITE_SUMMARY], embed
[VIDEO_THUMB_URL] linking to [VIDEO_URL], and ask to book at [SCHEDULING_LINK].
Tone: direct, respectful, non-hype. 80 words max.
```

PROMPT — PERSONALIZED VIDEO SCRIPT

```
System: Create a 45–60s script starting with "Hey this is [REP_NAME] from
[TEAM/COMPANY]". Use [LEAD_NAME], [COMPANY], and one pain from [SITE_SUMMARY].
Close with a soft CTA to book at [SCHEDULING_LINK].
```

> **Tip**
>
> Run agents in plan mode first so they ask clarifying questions. Add lane guards: required variables, word caps, and formatting. Don’t use a "Ferrari" model for basic tasks.

▸ MODULE 14

Step 12 — ☎️ Run elite discovery calls

Use a simple SOP: build rapport, ask why your note stood out, uncover problems and costs, confirm urgency, share relevant experience, demo a solution, then propose or send a next-step proposal. Keep the talk-time ratio at ~70% discovery, 20% solution framing, 10% objections/next steps.

Capture structured info in a form during the call so proposals are fast and accurate.

DISCOVERY FORM FIELDS (EXAMPLE)

```
first_name | last_name | email | company | business_description |
current_problem | proposed_solution | platforms_used | project_timeline |
budget_range | decision_criteria | success_metrics
```

> **Tip**
>
> Clients don’t care about meta tags or LLM internals; speak outcomes and risk mitigation. Use cognitive biases ethically (anchoring, serial position, mere exposure) to make decisions easier.

▸ MODULE 15

Step 13 — 🛠️ Prove it fast with a mini-POC

Build and show a simple proof (e.g., AI receptionist demo booking appointments, a speed-to-lead flow, or a mini dashboard). Record a 2–3 minute Loom showing the before/after and link a checkout or scheduling page.

Explain the AI receptionist by price anchoring vs. staffing costs, but keep it practical and non-hyped.

PROMPT — COPY LAYOUT FOR A QUICK DEMO PAGE

```
Copy the design from [REFERENCE_DOMAIN]. Make it for [COMPANY], which provides
[SERVICES] in [SERVICE_AREA]. Include strong visuals, a simple "Book a Call"
form, and list 5–10 key cities. Focus on clarity and mobile speed.
```

> **Tip**
>
> Sell before building deeply. A quick POC + yes from the buyer de-risks the build and compresses timelines from weeks to days.

▸ MODULE 16

Step 14 — 🧲 Offer a free audit the right way

Lead with a short, useful audit on how peers in their industry use AI or where their pipeline is leaking. If they decline, ask permission to send one quick thing they can use when the timing is right.

PHONE HOOK

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

Hey, this is [YOUR_NAME] from [TEAM]. We work with [ICP] in [REGION]. We're offering a free AI audit to [OUTCOME]—no pressure, just insights. Want to see what that looks like?
```

IF THEY SAY NO

```
Totally understand. Timing matters. Would it be alright if I sent you one quick thing (2 minutes) that might help when the timing is right?
```

WHY IT'S FREE (ON PUSHBACK)

```
It's a quick 15-minute call where we show exactly how others in your industry use AI. We do it free because most will adopt AI in 12–18 months—we're just building relationships early so you have a contact when needed. Does a 15-minute walkthrough sound fair?
```

▸ **MODULE 17**

Step 15 — 📄 Generate proposals automatically (work backwards)

Automate proposals so they're fast, consistent, and personalized. Start from the send step, then add slides/docs, then AI copy blocks using your discovery data.

Platform	What to do in this step
Make.com	Gmail/Slack send → Google Slides creation → OpenAI/Claude generate copy → Fill PandaDoc → send for e-sign → write link to CRM/Sheet.

Platform	What to do in this step
n8n	Email node → Slides/Docs node → AI node for sections → PandaDoc API → deal update in CRM/Sheets.
Zapier	Gmail draft → Google Slides/Docs → OpenAI block → PandaDoc action → Update CRM row.
GoHighLevel	Workflow: create proposal page from template → merge fields from intake → email proposal link → pipeline move on view.
Lindy	Agent assembles proposal JSON from [FORM_DATA], generates copy via skill, and emails the doc link to the buyer + logs to CRM.

PROMPT — PROPOSAL JSON GENERATOR

```
Generate a high-quality proposal from [FORM_DATA]. Return JSON with:
{"overview","problems","solutions","timeline","deliverables","success_metrics","pr
[...],"risks_mitigations","next_steps"}. Keep clear, non-jargony, and outcome-
focused.
```

▸ MODULE 18

Step 16 — 💵 Package and price without guesswork

Offer deliverable-based retainers and clear one-time pilots. Anchor pricing to expected outcomes or savings where appropriate. Keep 2–3 choices, not 10.

Example tiers: AI-powered site + basic automation; lead gen + ads; full suite including paid + SEO.

PRICING GUARDRAILS

```
- Outcome anchor (example-only): annual outcome ÷ 10.
- Cost-savings pricing: ~25–50% of annual savings.
- Example tiers (source-reported): $500/mo basic; $1,500–$2,000/mo lead gen;
$2,500–$3,000/mo full suite.
```

Tip

You don't need to charge everyone the same. Use the five S's to earn premium: selectivity, scarcity, specialization, social proof, superior experience.

▸ **MODULE 19**

Step 17 — 🧪 Prototype fast and QA with real data

Ship a working version quickly, run a one-week internal QA on sample and real datasets, fix edge cases, then give the client a week to QA.

Use automated evals where possible (e.g., site speed, reply analytics). Define eval criteria that truly reflect quality, not trivia.

EVAL CHECKLIST (EXAMPLE)

```
- Speed-to-lead time to first touch
- Personalization accuracy (names, company, value)
- Email reply classification accuracy
- Proposal merge-field integrity
- Dashboard/report freshness and correctness
```

Tip

Agentic chains compound failure: a 90% success per step yields ~59% across 5 steps (source-reported). Add guardrails and retries at each hop.

▸ MODULE 20

Step 18 — 📊 Track what matters and communicate often

Instrument your funnel: opens, replies, booked calls, CTR, conversion, cost per lead, CPA, proposals sent/accepted, closed deals, engagement, traffic, inbound leads. Set reply-rate benchmarks and iterate copy accordingly.

Over-communicate progress with visible artifacts (Slack updates, calendars, reports).

REPLY-RATE BENCHMARKS (SOURCE-REPORTED)

```
<2% bad; 2–5% improve copy; 5–10% golden; >10% excellent.
```

> **Tip**
>
> Media amplifies what's there. If your offer is unclear, content amplifies confusion. Sharpen your message first, then scale.

▸ MODULE 21

Step 19 — 🤝 Onboard and implement cleanly

Run a simple onboarding call: thank them, set cadence, timelines, comms, platform signups, 2FA, and Q&A. Then implement the core workflows and connect calendars.

Use a proven template bundle (speed-to-lead, no-show recovery, estimate follow-up, reviews, payment collection).

ONBOARDING CALL SOP

```
1) Welcome + goals
2) Schedule + comms
3) Access + security
4) Scope + timelines
5) Platform signups (CRM, email, calendar)
6) Risks + mitigations
7) Q&A + next steps
```

> **Tip**
>
> Setup time can be ~20 minutes with a good template: open platform, import, add business info, activate workflows, add branding, connect calendar (source-reported).

▸ **MODULE 22**

Step 20 — ♻️ Retain, expand, and collect proof

Retention beats acquisition. Reactivate databases, optimize monthly, and build relationships across the org. Turn one project into multiple and ask to document results as case studies.

Segment old contacts, reference their history, and restart conversations to unlock forgotten revenue.

CASE STUDY ASK

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

Hey [CLIENT_NAME], I’m glad we achieved [SPECIFIC_RESULT]. Would you mind if I
documented this as a short case study? It’ll help others in your situation and
showcase your team’s success.
```

▸ **MODULE 23**

Step 21 — 📣 Build inbound authority (watering hole)

Pick one channel and publish consistently. Offer a relevant lead magnet in each video/post and nurture subscribers with your best content for a few days automatically. Drive traffic to one opt-in page.

Use three video types: search-based tutorials (trust), credibility builders (proof), deep dives (differentiation).

90-DAY CADENCE

```
Post 1 video/week, promote 1 lead magnet/video, send 1 helpful email/week.
Expect a delayed ramp (YouTube often takes 14+ days of momentum).
```

> **Tip**
> Don't build on rented land alone. Use posts to drive to your owned list with an automated nurture sequence.

▸ MODULE 24

Step 22 — 🧭 Career plan: outbound to inbound

Months 1–3: warm outreach + content creation. Months 4–6: mix of outreach and early inbound. Months 7–12: mostly inbound + referrals.

Keep learning core business skills (lead gen, sales, retention) more than tinkering with tech. Growth solves most problems.

▸ MODULE 25

Step 23 — 🧩 Templates library (copy, adapt, send)

OUTBOUND — MISSING AFTER-HOURS COVERAGE

Subject: [Personalized hook for [Name]]

Hey [NAME], noticed you might be missing leads after hours (weekends, nights). I help [NICHE] automate lead follow-up so more appointments get booked automatically. Worth a quick look?

OUTBOUND — IF BUSINESS HAS A WEBSITE

Subject: [Personalized hook for [Name]]

Hey [NAME], I was searching for [NICHE] in [CITY] and came across your site. Great reviews. I spotted a few things that may be costing leads, so I mocked up an improved version optimized for calls/customers. Okay to send the link?

OUTBOUND — IF BUSINESS HAS NO WEBSITE

Subject: [Personalized hook for [Name]]

Hey [NAME], I tried to find your website for [NICHE] in [CITY] but couldn’t. I went ahead and built a simple version for you. Okay to send the link to check out?

OUTBOUND — VALUE-FIRST OPENER

Subject: [Personalized hook for [Name]]

Hey [NAME], I help [ICP] turn website visitors into booked appointments without higher ad spend. Open to seeing how that might look for [COMPANY]?

OUTBOUND — PERSONALIZED ATTENTION GRABBER

Subject: [Personalized hook for [Name]]

Hey [NAME], I was looking at [BUSINESS_NAME] and noticed you might be missing leads due to [SPECIFIC_PROBLEM]. I recorded a 30s demo specific to you. Want me to send it?

OUTBOUND — AI RECEPTIONIST PITCH

Subject: [Personalized hook for [Name]]

Hey [NAME], noticed missed calls after hours. I can add a system that answers every call, books appointments, and ensures no lead is lost. Setup takes ~10 minutes. Want me to add it?

OBJECTION — NOT INTERESTED / WE HAVE SOMEONE

Totally. Most teams I work with already had someone, too. Would it be okay if I showed one thing we do differently—just so you have something to compare? No pressure.

OBJECTION — WE TRIED BEFORE AND IT DIDN'T WORK

That's useful to know. Many said the same before we started. Usually the issue is the system, not the idea. Okay if I show exactly how we handle that so you can see what's different?

OBJECTION — NOT LOOKING RIGHT NOW

Totally understand—timing matters. Would it be alright if I sent one useful thing you can use whenever timing is right? Takes 2 minutes. No pressure.

FOLLOW-UP — CURIOSITY QUESTION

No worries. Out of curiosity, is AI on the radar for you? Something you've explored?

ASK FOR THE SALE

Subject: [Personalized hook for [Name]]

Hey [NAME], are you ready to move forward with [SERVICE] tomorrow?

DEMO-SITE BUILDER PROMPT

Use an AI website builder: "Copy the design from [DOMAIN] for [BUSINESS NAME] offering [SERVICES] in [AREA]. Include gallery, testimonials, SEO basics, and a request-info form. Go."

PITCH DECK GENERATOR

Create 5–10 slides showing [COMPANY]'s online presence gaps and how [SERVICE] could increase bookings by 15–30% (example-only). Put pains on early slides; solutions later with proof.

LEAD-QUAL FILTER (JSON TRUE/FALSE)

You are screening job posts for our agency. Return JSON: {"relevant": true|false, "reason":"..."}. Criteria: [SERVICES], [BUDGET_RANGE], [VERTICAL], exclude [IRRELEVANT_EXAMPLES].

AGENT — LEAD GENERATOR

Build an agent that outputs: name, role, company, company size, email for [INDUSTRY] in [LOCATION]. Use compliant sources. Return CSV and JSON.

OPS — INTERVIEW SCHEDULING

Draft a concise email to [CANDIDATE_NAME] from [HR_NAME] with [CAL_LINK]. Offer 2–3 time windows. Plain text. 80 words max.

OPS — TASK REQUEST

Write a brief task email to [ASSIGNEE] with [TASK_DETAILS] and [SUBMISSION_LINK]. Include deadline and acceptance criteria. 120 words max.

PERFORMANCE-OFFER COLD EMAILS (EXAMPLES-ONLY)

Subject: I will get you 20 booked meetings in the next 60 days or you don't pay.

Subject: I will help you close $10,000 in the next 30 days or I'll keep working for free until I do.

Subject: I'll write you a free welcome sequence + email course in 72 hours [results claim example-only].

CREATOR/CONSULTANT COLD EMAIL (EXAMPLE-ONLY)

Subject: [Personalized hook for [Name]]

Hey [NAME], love your [CHANNEL/SITE]. I help [NICHE] with [RESULT]. I reviewed [PAGE] and believe a few changes could add [OUTCOME]. Happy to show a 5-minute walkthrough—no strings.

▸ **MODULE 26**

Mistakes to avoid

🚫

WRONG TOOLS FOR COLD EMAIL

Mailchimp/Constant Contact prohibit cold to scraped/purchased lists—risk suspension.

🧪

OVER-TUNING TECH

Past a baseline, improving sales and communication beats micro-optimizing automations.

🎛️

TOO MUCH BACKEND, NO ARTIFACTS

Clients value visible outcomes—emails, meetings, reports—over invisible wiring.

📜

JARGON DUMPING

Deep dives into SEO tags or prompt minutiae lose buyers. Speak outcomes and risk.

📩

HTML EMAIL QUIRKS

Plain text avoids weird rendering (single-line blocks). Verify mailbox and folders.

🕷️

NAIVE SCRAPING

Dynamic JS pages often render empty on fetch. Use compliant methods; split queries.

📈

SPRAY AND PRAY

Sending too much too fast triggers blocks. Space with delays and scale horizontally.

🧱

OVERLY STRICT EVALS

If criteria are too concrete, models optimize the test, not real quality.

🔐

REGULATED DETOURS

Highly regulated niches (e.g., HIPAA) add 5–10x work without proportional pay.

👷

TRYING TO LOOK PERFECT

Being upfront about being new can help early; get to a useful yes fast.

▸ MODULE 27

Salary Estimate

$500–$5,000/mo per client

Example freelance SE/automation retainers (source-reported/example-only)

$1,500–$2,000/mo

Lead gen + ads tier (source-reported/example-only)

$2,500–$3,000/mo

Full suite (ads + SEO + automations) tier (source-reported/example-only)

$25,000/mo

Five clients at $50,000/year each annualized (source-reported/example-only)

$1,000–$10,000/project

3-week workshop to cut wasted time by ~20% (source-reported/example-only)

$2,000/program

4-week coaching/system implementation (source-reported/example-only)

▸ MODULE 28

Resources

RESOURCES

Meta Ads Library	Research competitors' messages and creative ↗
Google Business Profile	Check listings, reviews, and local presence ↗
Google Maps	Find local businesses and audit basics ↗

Gmail API Quickstart — Authorize sending via your automation ↗

YouTube Data API v3 — Pull channel/video data for research ↗

Google Lighthouse — Run automated site performance audits ↗

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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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