JobHacki
OPPORTUNITY GUIDE

⚡ Premium Action Guide

Side Income Ideas: Launch an AI Receptionist & Automation Micro-Agency

Validate, sell, and deliver a simple AI receptionist and automation service that books appointments and saves time for local businesses. Outcome-first, tool-agnostic, and built to run as a side hustle.

📌 **Updated for 2026**

🧾 **≈$5,000 MRR with 10 clients** source-reported example path closing ~1 client/week

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🚀 Start Fast

Clear first steps you can take this week.

📋 Real Sources

Built from people who actually did it.

💰 Honest Numbers

Source-reported pay, costs, and risks.

Get the Full Guide Vault →

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ☑ What you'll build
- ☑ Step 1 — 🎯 Pick a niche with repeatable pains
- ☑ Platforms & tools
- ☑ Step 2 — 🗺️ Diagnose demand with SCAN + 10 chats

- [x] Step 3 — 🧱 Define a one-page, ROI-first offer
- [x] Step 4 — 🌐 Stand up a simple site and pre-sell

▸ MODULE 01

What you'll build

A side-income micro-agency that installs an AI receptionist to answer missed calls, qualify leads, and book appointments, plus lightweight automations that remove repetitive work. You'll niche into high-volume local services, sell outcomes (not AI jargon), and deliver fast with one of several primary build platforms.

The guide covers validation, offer design, lead generation, consultative sales, rapid prototyping, voice/chat agent build, API automations, scoping, pricing, closing, delivery, and scale.

1. Pick a high-volume niche and pre-sell a clear ROI offer
2. Prototype a voice AI receptionist in hours, not weeks
3. Deploy phone + web chat + speed-to-lead automations
4. Price on results; retain clients with measurable wins
5. Scale with distribution, batching, and minimal headcount

▸ MODULE 02

Platforms & tools

Lead & Outreach — 3 free · 4 paid

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

Website Builders

0 free · 5 paid

GoHighLevel · Hostinger · Lovable · Webflow · Framer

AI Models

0 free · 3 paid

ChatGPT · Claude · Gemini

Dev & Hosting

1 free · 1 paid

GitHub · VS Code

Automation

1 free · 3 paid

Make.com · n8n · Zapier · Apify

▸ MODULE 03

Step 1 — 🎯 Pick a niche with repeatable pains

Choose one niche you already understand (plumbers, dentists, roofers, chiropractors, med spas, auto services). Prioritize high-volume, lower-ticket work where missed calls are common and a receptionist's speed matters.

Start with an AI receptionist/phone agent offer. Keep optional upsells in mind (speed-to-lead chat, lead magnets, light ops automations, simple niche apps like AI travel companions) but launch with one problem first.

> **Tip**
> Hyper-niche beats general AI automation. Most businesses don't even know good voice agents exist, and competing broadly against big agencies is a race to the bottom.

▸ MODULE 04

Step 2 — 🗺️ Diagnose demand with SCAN + 10 chats

Use SCAN: Study the business, Calculate opportunity (missed calls, time waste), Architect a lightweight solution, Narrate likely results. Talk to 5–10 businesses in your niche via quick informational interviews.

Research who currently fixes the problem (secret shopper calls, reviews). Listen for time, money, and focus drains you can measurably reduce.

PROMPT — DISCOVERY QUALIFIERS

```
Ask with genuine curiosity: What does a typical week look like? Where do you
lose time between 9 and noon? Which tasks cause rework or refunds? How often
are calls missed? What would change if one weekly fire disappeared?
```

> **Tip**
>
> Lead with questions like “What do you think about AI and where is it going for your business?” Prospects open up more when you seek to understand first.

▸ MODULE 05

Step 3 — 🧱 Define a one-page, ROI-first offer

Draft a done-for-you one-pager: problem you solve, promise, timeline, price, guarantee. Spell out inclusions/exclusions and turnaround time in plain terms. Audit your copy and remove gratuitous “AI” mentions.

Shift your pitch from “tell me what to build” to “I’ll diagnose what actually moves revenue, cut costs, and save time—then design it.”

> **Tip**
>
> Be concrete. Use specific metrics (e.g., typical 10–20% lift from faster lead response). AI jargon repels; outcomes sell.

▸ MODULE 06

Step 4 — 🌐 Stand up a simple site and pre-sell

Publish a barebones site with bolt.new, Lovable, Carrd, Webflow, or Framer. Validate with a landing page focused on one use case (e.g., “AI Receptionist for [Niche]”).

Pre-sell: announce a small early-adopter program with limited spots and a clear outcome. Collect interest and payment links to prove demand before deep builds.

> **Tip**
>
> Shipping beats polishing. Publishing the page and telling people has almost no extra friction—do it now.

▸ MODULE 07

Step 5 — 🤝 Activate your warm network and distribution

Start talking to people. Text your contacts, ask for intros, and offer short audits. Host free AI office hours at coworking/realtor hubs. Co-host a local AI meetup and partner with creators already serving your niche.

Make distribution your moat: consistent posting, helpful comments, public demos, and referral incentives for partners.

SCRIPT — WARM NETWORK TEXT

```
Who do you know that’s looking for an AI-powered chief of staff that helps them get back 10–15 hours a week and manage more projects?
```

COMMUNITY KICKOFF

Meetup	Host or join local AI small-biz events ↗
Luma	Event pages, RSVPs, reminders ↗

> **Tip**
>
> Posting useful content and interacting with engaged owners usually beats cold calling for this offer.

▸ MODULE 08

Step 6 — 📬 Build a targeted, personalized outbound engine

Filter leads by buyer titles (owner, founder, partner, CEO/COO/CTO/CXO). Identify local businesses likely missing calls (Google search + call during lunch).

Use Apollo/LinkedIn Sales Navigator for lists; Ampify to enrich; Instantly to send. Personalize with AI-assisted research—now profitable at scale.

> **Tip**
>
> Cold email is professional door-knocking. Keep it short, useful, and personalized—avoid blasting identical campaigns until the list is saturated.

▸ MODULE 09

Step 7 — 🎙️ Run consultative discovery calls that close

Structure: 70% diagnose business pains/goals, 20% present outcomes, 10% next steps/objections. Use LRP (Listen, Repeat, Poke) to quantify time, error, and revenue constraints.

Nail three points before tech: revenue impact, cost reduction, and time leverage. Use social proof and results-first case studies.

CALL — OPENER

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

Hi there, I’m [NAME] from [FIRM]. Quick chat to learn your day-to-day so I can spot where AI can give you time back. Ready to start? What’s your role? What tools are you using daily? Biggest headache right now?
```

CALL — LRP PROMPTS

```
Listen → Repeat → Poke: Whose hours are those? What’s their hourly value? How often does this create errors or refunds? What interrupts you most 9–12? If I remove one weekly fire, which changes your week?
```

> **Tip**
>
> Handle most objections upfront by deeply diagnosing first; closing becomes a formality.

▸ MODULE 10

Step 8 — 🧪 Offer a paid operations audit (48-hour turnaround)

Sell a quick audit: analyze workflows, missed calls, handoffs, and error loops. Auto-record meetings (Fathom) and feed transcripts into Claude to find off-the-shelf tools and fast wins.

Deliver a clear report within 48 hours and book a 30-minute walkthrough to upsell implementation.

PROMPT — AUDIT RESEARCH (CLAUDE)

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

Hey, I've attached the transcript of a conversation I had with a local business
owner. Your job is to go out on the internet and find any AI tools or just any
software tools that they can implement that are off-the-shelf that can fix the
pain points that you've identified from the transcript.
```

> **Tip**
>
> Price audits for perceived value. Offer free audits only to warm contacts or peer groups you want testimonials from.

▸ MODULE 11

Step 9 — ⚙️ Prototype a simple solution in 90 minutes

Timebox: 15 min plan, 60 min build, 15 min record a walkthrough. Build from the end (final output) backward to avoid dead paths. Add one module at a time; test after each (TDD).

Make one minimal API call work first: confirm auth, method, headers, and JSON body; then expand. Test inbound webhooks with a simple browser ping or a form tool.

> **Tip**
> Start at the final module (e.g., calendar booking) and work backwards so you don't overbuild unused branches.

▸ MODULE 12

Step 10 — 🧭 Commit to one primary platform for 90 days

Pick one primary (GoHighLevel, AI Studio, Make, n8n, Zapier, ChatGPT, or Claude) and master it. You can reach functional capability in 3–4 weeks of consistent practice.

Stay focused on business fundamentals—lead gen, sales, and retention—more than fancy AI tricks. Use custom projects to pay down knowledge debt before productizing.

> **Tip**
> You don't need to be a coding wizard; learn APIs, webhooks, and prompting well enough to build reliable systems.

▸ MODULE 13

Step 11 — 🛠️ Build your core AI phone agent

Create a voice agent that answers, qualifies, and books. Name it after the business. Configure failsafes and call flows before fancy features.

Platform	What to do in this step
GoHighLevel	Create an AI Voice Agent; customize intro with the business name. Purchase a local or toll-free number and link it to the agent. Ring the client team first, then send to the bot if no answer. Enable booking during calls.
Google AI Studio	Create a voice agent using system instructions to collect contact/booking info; configure voice; prepare an endpoint to submit leads and book appointments via actions/webhooks.
Make.com	Orchestrate a Twilio Voice webhook: receive speech→transcribe→LLM reply→Twilio <Say> response; branch for qualification and calendar booking via HTTP modules.
n8n	Use a Webhook trigger for Twilio, an HTTP node to call your LLM (Claude/ChatGPT), and calendar API nodes. Import a sample cURL to prefill HTTP config.
Zapier	Use Twilio triggers + Webhooks by Zapier + AI actions (OpenAI/Anthropic) to handle call turns and route to a calendar app.
ChatGPT	Create a Custom GPT receptionist (instructions + knowledge). For voice, connect via Twilio webhook to OpenAI Realtime API; function calls submit leads and create events.
Claude	Draft the conversation and state logic with Claude Code. Use tools/calls to hit your lead submission and calendar endpoints during calls (paired with Twilio).

Tip

Position it as augmenting—not replacing—staff. Keep humans in the loop by ringing the team first on inbound calls.

▸ MODULE 14

Step 12 — 📚 Train tone, knowledge, and intake questions

Create a knowledge base and let the bot read relevant website pages (about, services, reviews, service areas). Add industry-specific question banks and required fields (name, email, address; add insurance or other niche data).

Refine the advanced/system prompt to match brand tone and enforce behaviors (collect exactly what's needed, then submit leads).

PROMPT — AGENT SYSTEM INSTRUCTIONS

```
You are a helpful, friendly, and personal AI agent for [BUSINESS]. Your primary goal is to collect the user's full name, email, and [REQUIRED_FIELDS]. Be conversational and engaging. Once you successfully collect all the pieces of information, you must call the [SUBMIT_LEADS_FUNCTION]. Do not ask for other personal information. Give the user an introduction to yourself before starting.
```

> **Tip**
>
> Clients care about outcomes. Adjust tone and answers to their brand, but keep the script laser-focused on booking and accurate data capture.

▸ MODULE 15

Step 13 — ☎️ Publish to phone, calendars, and notifications

Attach a Twilio phone number to your agent flow. Configure: ring client first, auto-answer fallback to AI, and appointment booking via Google Calendar, Jane, or Cal.com (use webhooks/integrations).

Notify the business owner of new calls and bookings instantly (SMS/email). Test end-to-end by calling the number, listening for naturalness, and verifying lead capture/booking.

> **Tip**
> Be transparent it's AI. Acceptance is highest when the experience is faster and clearer than traditional phone trees.

▸ MODULE 16

Step 14 — 💬 Add website chat and speed-to-lead

Deploy a website chat agent to reply instantly and book. Link it to SMS and social inboxes for multi-channel capture. Use a speed-to-lead workflow to respond in seconds and pre-qualify.

If using GoHighLevel, connect Google Business Page, Facebook Page, and WhatsApp (non-US) in Launchpad so the same agent can cover those channels.

> **Tip**
> Chat agents are common; your edge is fast, useful replies that reliably book—not novelty conversations.

▸ MODULE 17

Step 15 — 🔗 Wire automations and external APIs

Connect your agent to CRMs, email, spreadsheets, analytics, and calendars. Use webhooks to receive data and HTTP calls to push updates. Store code in GitHub and schedule automations via trigger.dev or Modal.

Always build a minimal working API call first (auth, headers, content-type JSON), then layer filters, error handling, and retries.

Platform	What to do in this step
GoHighLevel	Use Workflows to route new leads, send notifications, and update pipelines. Add webhook steps to hit external services.
Google AI Studio	Use Actions or the Live API to POST leads to your CRM and trigger bookings. Add system instructions to call these functions.
Make.com	HTTP module: set URL, method, Authorization: Bearer [TOKEN], Content-Type: application/json; send body; handle responses; chain modules.
n8n	Webhook trigger → HTTP Request node. Import a working cURL to auto-fill settings. Map JSON fields to downstream nodes.
Zapier	Webhooks by Zapier (Catch/POST), Filters/Paths for logic, Gmail/Cal.com/Sheets apps for actions. Add retries and alerts.
ChatGPT	Use function calling to hit your /submitLead and /createEvent endpoints; verify arguments and error handling in the tool schema.
Claude	With Claude Code, generate and refine Node/Python handlers for your webhooks; instruct it to self-fix errors and add tests.

Tip

APIs often expose more power than drag-and-drop connectors. Read the auth section and start from a copy-paste example.

▸ MODULE 18

Step 16 — 🧲 Create content and lead magnets that feed sales

In Ask AI, create a month of posts and schedule with varied formats. In AI Studio, generate branded checklists/guides as lead magnets. Repurpose long-form with Opus Clips/Descript; use Gamma for report decks; remix video with VO3.

Use these assets to warm up prospects and follow up post-demo.

> **Tip**
> Don’t sell generic AI copywriting. Use AI-made assets to sell concrete outcomes (bookings, hours saved, errors reduced).

▸ MODULE 19

Step 17 — 🧰 Deliver audits and research with Claude

Feed Zoom/Fathom transcripts into Claude to map pains to off-the-shelf tools and quick wins. Package findings in a clear PDF and book a 30-minute walkthrough.

Upsell to implementation, then a retainer for ongoing improvements and reporting.

PROMPT — OFF-THE-SHELF TOOL FINDER (CLAUDE)

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

Hey, I’ve attached the transcript of a conversation I had with a local business owner. Your job is to go out on the internet and find any AI tools or just any software tools that they can implement that are off-the-shelf that can fix the pain points that you’ve identified from the transcript.
```

> **Tip**
>
> Most clients want proven, battle-tested solutions with consistent ROI—not experiments.

▸ MODULE 20

Step 18 — 🧾 Scope, price, and propose for ROI

Write a scope with objectives, inclusions, exclusions, timeline, client expectations, and payment terms. Price in the language of ROI and time leverage. Offer a simple performance-backed guarantee.

Shift from one-off projects to monthly retainers and advisory/revenue-share where appropriate.

OBJECTION — SIMPLE GUARANTEE

```
If you're not happy with it when I deliver it, or it doesn't deliver the value we discussed, you'll get all your money back.
```

> **Tip**
>
> Before replacing humans in high-ticket flows, compare cost savings against potential revenue loss from even a small conversion drop.

▸ MODULE 21

Step 19 — ✅ Demo live and close

Show a finished package: branded agent, flows, and sample bookings. Call the number live so they hear it qualify and schedule. Lead with results in case studies, then briefly explain the system.

Use the assumptive close: “I’ll send the proposal with details—sound good?”

> **Tip**
> Use cognitive dissonance: ask if they want to take on leads you already have, rather than discussing a system in the abstract.

▸ MODULE 22

Step 20 — 🚀 Onboard, implement, and measure impact

Baseline metrics first: missed calls, speed-to-lead, hours spent, error rates. Configure the agent to capture required fields and set owner notifications. Track before/after on hours saved, errors reduced, and money saved.

Schedule recurring check-ins, share dashboards (Dash This), collect testimonials, and ask for referrals. Expand to retainers with additional automations.

> **Tip**
> Explain implementation simply and keep tying details back to ROI and time—clients don’t need AI internals to value outcomes.

▸ MODULE 23

Step 21 — 📈 Scale with systems, not headcount

Batch similar tasks (all outreach, then all proposals). Outsource low-value work (e.g., cold calling) once you have repeatable sales. White-label GoHighLevel for recurring revenue if it fits your model.

Stack agents and workflows; loop yourself in only for high-leverage decisions. Consider a small venture studio to test narrow AI tools per persona. Productize only after consistent transaction flow and partner-led demand.

> **Tip**
> Custom projects are training wheels that build skill and proof. Productizing too early stalls revenue and learning.

▸ MODULE 24

Step 22 — 🧩 Master the fundamentals: APIs, webhooks, prompting

APIs: they're URLs that accept requests and return data. Find the auth method, grab a copy-paste example, and get a minimal call working. Webhooks: create a URL to receive events; test with a simple GET/POST.

Prompting: use three roles—system (identity/rules), user (task), assistant (style examples). Choose Claude models by task (Haiku quick/cheap, Sonnet balanced, Opus complex).

With Claude Code, allow accept-edits/bypass permissions to write/run code, use /context to monitor tokens, /compact to shrink history, /clear to reset, /slr to summarize long runs. Host on a VPS for always-on jobs and instruct the agent to diagnose/fix errors. Sync GitHub with trigger.dev or Modal for scheduled automation runs. Add API keys (Anthropic, Perplexity, key.ai, Gmail) once—then reference securely.

> **Tip**
> Test-driven development: add one module, write a quick test, fix errors, then add the next. You'll debug faster and ship calmer.

▸ MODULE 25

Step 23 — 🗒️ Scripts and outreach templates

COLD EMAIL — 60-SEC DEMO

Subject: [Personalized hook for [Name]]

Hey, I built a workflow that solves [X PAIN POINT]. I've got a 60-second demo showing how this system works. You want me to set it up for you?

COLD EMAIL — TIME VALUE ROI

Subject: [Personalized hook for [Name]]

Hey [NAME], you're doing this process manually, which takes you [5] hours a week. If you value your time at $[100]/hour, that's $[500]/week. Over a month, $[2,000]. Over a year, $[24,000]. If I build a system that eliminates that, you get back [20] hours/month and ~$[22,000]/year in value. Paying me $[2,000] is a no-brainer to capture that.

COLD EMAIL — MAP DRAINS (NO-PITCH)

Subject: [Personalized hook for [Name]]

Hey [NAME], I'm mapping the top drains in [NICHE]. In 15 minutes I'll quantify your biggest bottleneck and where AI actually helps (and where it doesn't). No pitch unless you ask. Just trying to learn and provide value.

OUTREACH — REDESIGNED WEBSITE

Subject: [Personalized hook for [Name]]

Hey, I redesigned your website using AI. Here it is: [LINK]. If this seems interesting, let me know. If not, your marginal cost was basically nothing.

CALL — DISCOVERY (SHORT)

Subject: [Personalized hook for [Name]]

Hi, I'm [NAME] from [FIRM]. Quick chat to learn about your business so I can spot where AI gives you time back. What do you do daily? What tools do you use? What's your biggest headache?

CALL — LRP FRAMEWORK

Listen → Repeat → Poke: Whose hours are those? Hourly value? Error rate? Where are people copy-pasting or chasing info? What interrupts you 9–12? Which weekly fire, if removed, changes your week?

AGENT — INTAKE SCRIPT (SYSTEM)

You are a helpful, friendly, and personal AI agent for [BUSINESS]. Your primary goal is to collect the user's full name, email, and [REQUIRED_FIELDS]. Be conversational. Once you have everything, call [SUBMIT_LEADS_FUNCTION]. Don't ask for other personal info. Introduce yourself before starting.

AUDIT — TOOL FINDING (CLAUDE)

Subject: [Personalized hook for [Name]]

Hey, I've attached the transcript of a conversation I had with a local business owner. Your job is to go out on the internet and find any AI tools or just any software tools that they can implement off-the-shelf to fix the pain points you identify.

CLOSE — ASSUMPTIVE

All right, [NAME], I'll send over the proposal with details. Sound good?

OBJECTION — MONEY-BACK

```
If you're not happy with it when I deliver it, or it doesn't deliver the value we discussed, you'll get all your money back.
```

▸ MODULE 26

Step 24 — 🧪 QA and where not to deploy AI

Call the agent yourself. Confirm it sounds natural, captures all fields, and books correctly. Monitor transcripts and refine knowledge and prompts.

Apply AI where errors are affordable (high volume, lower AOV). Avoid replacing humans in low-volume, high-ticket flows where even a 1–5% conversion drop is costly. Example: if HVAC jobs are ~$1,000 and convert ~25%, each missed call can cost ~$250; speed-to-lead pays for itself. In high-ticket B2B, a tiny drop can destroy revenue—calculate before you automate.

> **Tip**
> Position as augmentation. Keep humans in loop on sensitive flows and make escalation easy.

▸ MODULE 27

Mistakes to avoid

🚫

SELLING AI, NOT OUTCOMES

Talking about models and features instead of revenue, cost, and time wins.

📦

PRODUCTIZING TOO SOON

Templates alone are commoditized. Earn proof with custom projects first.



OVERENGINEERING

Multi-agent Rube Goldberg systems add risk and time without adding value.



BUSYWORK OVER REVENUE

Perfecting websites or logos instead of booking calls and closing deals.



WRONG NICHES

Low-volume, high-ticket flows where small conversion drops are ruinous.



REPEATING BLASTS

Sending the same campaign to the same audience until it’s saturated.



UNDERPRICING AUDITS

Cheap audits kill perceived value and make upsells harder.



IGNORING APIS/WEBHOOKS

Drag-and-drop only limits power. Learn minimal API calls and testing.



EXPERIMENTING ON CLIENTS

Clients want proven tools and outcomes, not cutting-edge lab work.



HIRING TOO EARLY

Start as a consultant/freelancer; wear all hats before adding people.



NO FOLLOW-UPS

Skipping recurring check-ins and not tracking value kills retention.



MINDSET TRAPS

Believing you need tons of tools or innate genius to start delays action.

▸ MODULE 28

Income Forecast

$300–$500/mo per receptionist
source-reported retainer range

$1,500–$10,000 per project
source-reported AI automation builds

$3,000–$10,000 per deal
source-reported outreach-worthy project values

Up to $6,200 / 3-month package
source-reported premium bundle example

$4k, $6k, $12k build tiers
source-reported initial build sizes

≈$5,000 MRR with ~10 clients
source-reported example path

Low four figures/mo
source-reported from AI receptionist sales

$90k–$4M strategy roadmaps
source-reported mid-market consulting (example-only)

▸ MODULE 29

Resources

RESOURCES

Meetup	Find or host local AI small-business events ↗

Luma	Simple event pages and reminders
Futurepedia	Directory to research AI tools
AI For That	Search thousands of AI tools by use case
Google Search	Find local businesses likely to miss calls

TABLE OF CONTENTS

01 What you'll build

02 Platforms & tools

03 Step 1 — 🎯 Pick a niche with repeatable pains

04 Step 2 — 🗺️ Diagnose demand with SCAN + 10 chats

05 Step 3 — 🥾 Define a one-page, ROI-first offer

06 Step 4 — 🌐 Stand up a simple site and pre-sell

07 Step 5 — 🤝 Activate your warm network and distribution

08 Step 6 — 📭 Build a targeted, personalized outbound engine

09 Step 7 — 🎙️ Run consultative discovery calls that close

10 Step 8 — 🧪 Offer a paid operations audit (48-hour turnaround)

11 Step 9 — ⚙️ Prototype a simple solution in 90 minutes

12 Step 10 — 🧭 Commit to one primary platform for 90 days

13 Step 11 — 🛠️ Build your core AI phone agent

14 Step 12 — 📚 Train tone, knowledge, and intake questions

15 Step 13 — ☎️ Publish to phone, calendars, and notifications

16 Step 14 — 💬 Add website chat and speed-to-lead

17 Step 15 — 🔗 Wire automations and external APIs

18 Step 16 — 🧲 Create content and lead magnets that feed sales

19 Step 17 — 🧰 Deliver audits and research with Claude

20 Step 18 — 🧾 Scope, price, and propose for ROI

21 Step 19 — ✅ Demo live and close

22 Step 20 — 🚀 Onboard, implement, and measure impact

23 Step 21 — 📈 Scale with systems, not headcount

24 Step 22 — 🧩 Master the fundamentals: APIs, webhooks, prompting

25 Step 23 — 🗒️ Scripts and outreach templates

26 Step 24 — 🧪 QA and where not to deploy AI

27 Mistakes to avoid

28 Income Forecast

29 Resources

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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