

THE CLAUDE AI OPUS MILLIONAIRE

The Complete 5-in-1 Collection

Everything you need to launch a profitable
AI-powered business, starting today



Includes
the Sentinel
Launchpad
Software

Wilson L. Holts III
Sentinel Consulting Group

The Claude AI Opus Millionaire *The Complete 5-in-1 Collection*

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A note on accuracy. AI tools change fast. Model names, features, plans, and prices were accurate to the best of the author's knowledge in late 2026. Always confirm current details inside the app or on the official website before you pay for anything or promise a client a feature.

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How to Use This Book

This is five books in one. You can read it straight through, or you can jump to the book you need right now.

Book One – Claude From Zero. What AI is, what Claude is, how to set it up, and the one prompting method you will use for everything else in this book. If you have never opened Claude, start here.

Book Two – Know Yourself First. Most people try to make money with AI by copying somebody else's side hustle. That is why most people quit. This book uses Claude to take an honest inventory of your skills, your time, your values, and your situation so you pick a lane you will actually stay in.

Book Three – Twelve Ways to Make Money with Claude. Twelve income models that real people are running right now. For each one: what it is, who pays, what it realistically pays, how to start this week, and the exact prompts.

Book Four – Build It, Market It, Sell It. Offers, pricing, sales pages, content, outreach, and your first ten customers. This is the part everybody skips and the part that decides whether you make any money.

Book Five – The Silent Employee. Systems and automation. How to make Claude do the repeatable work so your income does not depend on you staying up until 2 a.m. every night.

At the back you will find **The Sentinel Prompt Vault** – more than 100 copy-and-paste prompts organized by task – plus a **30-Day Mission Plan** that tells you exactly what to do each day.

One rule for reading this book: do the exercises. Every chapter ends with a **Field Exercise**. Reading about AI does nothing for your bank account. Using it does.

A note on the Sentinel Launchpad. This book comes with a companion tool called the Sentinel Launchpad. It is a simple online tool built to work alongside what you are about to read. As you go through this book, you will find a few places pointing you toward it, places where instead of doing something manually, the Launchpad can do it for you in minutes, using your own answers about your background and your goals. You do not need it to get value from this book, but if you want a faster, more personal starting point, it is there whenever you are ready for it.

How prompts appear in this book. Every prompt is set off in a box like this:

This is a prompt. Copy it, paste it into Claude, and replace anything in [BRACKETS] with your own details.

Anything in [BRACKETS] is yours to fill in. Everything else you can paste exactly as written.

Introduction: Why I Wrote This

Thirteen years in uniform. Twelve on set. Forty-four in Inglewood.

My name is Wilson L. Holts III. Three things made me, and they all taught the same lesson: somebody has to be responsible for whether the plan actually survives contact with reality. That person is usually not the one with the idea. That person is me.

Everything in this book is built on one idea, that AI can do real, personalized work for you, not just answer questions. You are going to see that idea in action more than once, but there is one place you can feel it immediately. Alongside this book is the Sentinel Launchpad, a tool that takes what makes you different, your background, your skills, your situation, and hands you back a starting point built specifically for you. Think of this book as the map, and the Launchpad as the tool that draws your particular route on it.

I want to tell you where I came from, because it explains why this book reads the way it does. You will notice I tell you what things actually cost and what they actually take. That habit did not come from a marketing course.

The Army

I served thirteen years in the United States Army, from 2001 to 2014, including a tour in Iraq in 2004 and 2005. I am not going to dress that up or use it as a sales pitch. What I will tell you is what it taught me, because it is the thing I still use every day.

The Army teaches you that a plan is worthless if the logistics behind it do not hold. Somebody has to know where everything is, who is doing what, what happens when the first thing goes wrong, and what the

fallback is. That is not glamorous work, and nobody claps for it. It is also the difference between a mission that works and one that does not.

It also taught me to be honest about what is hard. Optimism that ignores the terrain gets people hurt. So in this book, when something is hard, I will say so. When something is a scam, I will say that too.

The Film Industry

After the Army I went to the Los Angeles Film School, and I have worked in the film industry ever since — twelve years now. For the last six of those I have been a location manager. Most people outside the business have never heard of that job. It turned out to be the most useful training I could have had for what I do now.

A location manager is the person who makes somebody else's vision physically possible. The director has the idea. I am the one who finds the place, negotiates with the owner, squares it with the city, works out where eighty people park, and keeps the neighbors on our side so we are still welcome tomorrow. It is logistics and customer relations at the same time, on a deadline, with somebody else's money.

If you sit through the credits of *American Crime Story: Impeachment* on FX, *Bel-Air* on Peacock, *It's Always Sunny in Philadelphia* Season 16, or the Hulu feature *Self Reliance*, my name is under Location Managers. Different budgets, different crews, different problems — and on every one of them the job was the same. Find the place, get the yes, keep the neighbors on side, and make sure eighty people and their trucks can actually be where the schedule says they will be.

Six years of walking into a business cold, explaining what we need, and getting a yes. Remember that skill. It shows up again in Book Four, because it is the same skill you need to get your first paying customer.

Inglewood

I have lived in Inglewood, California, for forty-four years. I graduated from Inglewood High in 2000. I watched this city get called a punch line.

I stayed anyway. Now SoFi Stadium is here, the Forum is packed, the Super Bowl is coming, the Olympics after that, and the whole world wants a piece of what we built.

The Inglewood High mascot is the Sentinel — someone who stands at the gate and protects what matters. That is why my company is called Sentinel Consulting Group. It is not borrowed branding. It is biographical.

Why AI, and Why Now

Here is what I noticed. Every big company moving into my neighborhood arrived with professional tools, systems, and strategy. A chain restaurant opening near the stadium has a marketing department, a booking system, a reviews process, and somebody whose whole job is making sure it shows up first when you search. The family place two doors down has none of that. Until recently, there was no version of the world where it could.

That was a fair fight to lose. You cannot out-hire a corporation. But the reason that gap existed was never talent or work ethic. It was payroll. And payroll is exactly the thing these AI tools just made optional.

The same is true for you, wherever you are reading this — Lagos, London, Manila, Toronto, Sydney, Houston, or a town you would have to spell for me. The gap between one person with a laptop and a company with a department has never been this small. You can take an idea, build it into something real for close to nothing, and then use the same tools to figure out how to market it and sell it. That was not true five years ago. It is true right now, and most people have not noticed yet.

I am not writing this from a beach. I am running the side-hustle life right now — the products, the content, the client work, the thing you do at night after the thing you do all day. When I tell you the math on side income, I have run that math on my own. I made a thirty-second brand film where every frame was generated with AI and directed, cut, and scored by me. No crew, no shoot day, no location fee. After six years as a

location manager, I know exactly what those used to cost. A film like that used to mean a five-figure invoice and three weeks on the calendar. That is genuinely over.

Why Claude

There are many AI tools. I built my business on Claude, made by a company called Anthropic, for three reasons you will see proven throughout this book:

1. **It writes like a person.** When you sell words — emails, posts, proposals, books — that matters more than anything.
2. **It handles long, complicated work.** You can hand it an entire document, a spreadsheet, or a messy business problem and it keeps the whole thing in view.
3. **It is honest about what it does not know,** more often than not. When you are putting your name on the output, that is worth a lot.

You do not have to use only Claude. Almost everything in this book works with any modern AI assistant. But I am going to teach you the tool I actually use.

What I Want for You

I have spent twelve years being the person who makes somebody else's vision happen and then watches them take the bow. I found out I actually like that job. I want to watch you win.

So let us be clear about the deal. This book will not make you a millionaire. No book will. What it will do is hand you the same tools the big companies have, show you how to use them, and give you a straight map from where you are to your first real dollar, then your first thousand, then a business. The title is a direction, not a destination. The distance you travel is up to you.

Let us get to work.

— Wilson L. Holts III Inglewood, California

Before You Start: Five Things You Can Do Today

I do not want you to finish this book before you get a win. So here are five things you can do in the next hour, each in under fifteen minutes. Open Claude at claude.ai (Book One, Chapter 3 walks you through signing up if you need it) and go.

1. Get Your Time Back: The Weekly Brain Dump

Paste this into Claude and type everything that is on your mind — tasks, worries, errands, ideas — as messy as you like.

```
Here is everything on my mind right now, in no order:  
[TYPE EVERYTHING]
```

```
Sort this into four groups: Do Today, Do This Week,  
Delegate or Automate, and Drop. For anything in  
"Delegate or Automate," tell me if AI could handle it.  
Then give me my top 3 priorities for today.
```

Most people find two or three things AI can take off their plate immediately.

2. Find Money You Are Leaving on the Table

```
I want to find money I'm already leaving on the table.  
My situation: [your job, any side work, skills, hobbies,  
things people ask you for help with].
```

```
List 10 ways I could earn an extra $200-$500 this month  
using skills I already have, with AI doing the heavy  
lifting. Rank them by how fast I could get paid.  
Be realistic. No get-rich-quick ideas.
```

3. Write the Message You Have Been Avoiding

Everybody has one: the email asking for a raise, the invoice follow-up, the text to a client who went quiet, the pitch to a business you want to work with.

Help me write a message I've been avoiding.
 Who it's to: [person and relationship]
 What I need: [the outcome]
 Why I've been avoiding it: [honest reason]
 Write it clear, confident, and respectful.
 Give me a short version and a longer version.

4. Turn One Skill into an Offer

One thing I'm good at: [skill].
 Turn this into a simple paid offer I could sell this week.
 Give me: a name for the offer, who would buy it, a fair price, what exactly they get, and a two-sentence description I could post online.

5. Learn Anything Faster

Pick the one thing you have been meaning to learn — taxes for side income, how to use a spreadsheet, how to start an LLC, how Instagram Reels work.

Teach me [topic] like I'm a smart beginner with no background. Start with the 20% that gives 80% of the results. Use simple examples. After each section, ask me one question to check I understood before moving on.

That last one is the most underrated thing AI does. Claude is a patient tutor who never makes you feel slow, available at 3 a.m., for any subject.

Did one of those help? Good. That was the warm-up. Now let's build something.

BOOK ONE

Claude From Zero

What AI is, what Claude is, how to set it up, and the one prompting method
you will use for everything else.

Chapter 1: What AI Actually Is (Without the Hype)

Let us start by clearing the fog, because most of what you have heard about AI is either hype from people selling courses or fear from people who have never used it.

The Simple Version

The AI tools you hear about — Claude, ChatGPT, Gemini — are called **large language models**. Strip away the jargon and here is what that means: a computer program has read an enormous amount of human writing, and from all that reading it learned the patterns of how ideas, facts, and words connect. When you type something to it, it uses those patterns to write back a useful response.

It does not "look things up" the way a search engine does, unless you give it a search tool. It does not "know" you. It is not alive in the way a person is. But it is extraordinarily good at a specific set of jobs:

- **Writing** — emails, posts, proposals, product descriptions, scripts, books.
- **Explaining** — any topic, at any level, as many times as you need.
- **Organizing** — turning messy notes into plans, lists, schedules, and systems.
- **Analyzing** — reading a document, a spreadsheet, or a contract and telling you what matters.
- **Brainstorming** — generating fifty ideas in the time it takes you to think of three.
- **Building** — simple websites, calculators, tools, spreadsheets, and code.

Think of it like this: you just got access to a very fast, very well-read assistant who has never met you. It is brilliant, but it only knows what you tell it about your situation. The quality of what you get out depends almost entirely on the quality of what you put in. That is the whole secret of this book, and Chapter 5 teaches you exactly how to do it.

What AI Is Bad At

The Army taught me to know the terrain before you move. Here is the terrain.

It can be confidently wrong. AI can state something false in the same calm, confident voice it uses for true things. The industry calls this "hallucination." It happens less than it used to, but it still happens — especially with specific numbers, dates, quotes, laws, and citations.

Rule: if a fact matters, verify it. If money, health, or legal decisions depend on it, check it with a real source or a real professional.

It does not know your world unless you tell it. It does not know your customers, your city, your prices, or what happened in your business last Tuesday. You have to give it that context.

It can be generic. Ask a vague question and you get a vague, bland answer that sounds like everybody else. The fix is specifics — which is exactly what the prompting method in Chapter 5 forces you to provide.

It is not a replacement for your judgment. It is a tool. A nail gun makes a carpenter faster. It does not make someone a carpenter. You are still the one who decides what is good, what is true, and what goes out with your name on it.

The Mindset That Makes Money

Here is the shift that separates people who make money with AI from people who just play with it.

Most people use AI like a vending machine: put in a question, get a snack, walk away.

The people who make money use it like a **team member**. They give it a real job, real context, and real standards. They review the work, send it back with notes, and keep going until it is right. Then they save what worked so they can do it again tomorrow in half the time.

By the end of Book One, that is how you will be using it.

Field Exercise 1

Open any AI tool — or wait for Chapter 3 if you do not have one yet — and ask it this:

Explain what you're good at and what you're bad at, honestly. Then tell me three mistakes beginners make when they first start using AI.

Notice that the tool itself will tell you about its own limits. Keep that in mind every time you use it.

Chapter 2: Meet Claude

Who Makes It

Claude is made by Anthropic, an AI company founded in 2021 and based in San Francisco. Anthropic has built its reputation on safety research — trying to make AI that is helpful, honest, and harmless. For you, that shows up in a practical way: Claude tends to write naturally, handle long and complicated material well, and tell you when it is unsure instead of making things up.

The Claude Family of Models

"Claude" is not one single program. It is a family of models, like a car company that sells a sports car, a sedan, and an economy car. The names change as new versions come out, but the pattern has stayed consistent:

- **Opus** is the most capable model in the main lineup. It is the one you want for your hardest work: complex strategy, long documents, detailed writing, careful reasoning, and building things. This book is named after it for a reason.
- **Sonnet** is the balanced model — fast, very capable, and the workhorse most people use every day.
- **Haiku** is the fastest and lightest model — great for quick, simple tasks at high volume.

As of this writing in late 2026, the current versions include Claude Opus 5.5, Claude Sonnet 5, and Claude Haiku 4.5, and Anthropic has also introduced a newer, more powerful top tier above Opus. By the time you read this, the numbers may have gone up. **It does not matter.** The skills in this book work on every version. When a new model comes out, your prompts just get better results.

Which should you use? Here is my simple rule:

- For everyday questions, drafts, and brainstorming, use whatever model the app selects by default.
- For anything you will charge money for, anything long, or anything complicated, switch to the most capable model your plan allows.

You can usually switch models from a menu near the message box. The exact models available depend on your plan.

Where You Can Use Claude

Anthropic has put Claude in a lot of places. You do not need all of them. Here is what exists and who it is for:

- **Claude on the web (claude.ai)** — the main chat. Works in any browser. This is where you start.
- **Claude desktop app** — the same thing as a program on your Windows or Mac computer, with extra abilities to work with files on your machine.
- **Claude mobile app** — for iPhone and Android. You can talk to it with your voice while you drive, walk, or wait in line. I use this constantly.
- **Claude Cowork** — a desktop tool for handing Claude bigger knowledge-work jobs, like organizing files, building documents, and working across apps, while you do something else.
- **Claude Code** — a tool for developers, or brave beginners, that lets Claude write and run software for you.
- **Claude in Chrome, Excel, and PowerPoint** — Claude working directly inside your browser, spreadsheets, and slide decks.
- **Claude Design** — Claude with a design canvas, for making visual work you can refine by chatting.

Availability depends on your plan and your country, and new tools appear regularly. **Start with the web app and the mobile app. Add the others only when a job calls for them.**

What It Costs

Claude has a **free plan** that is genuinely useful for learning — you can do nearly every exercise in Books One and Two on it. The free plan has usage limits, and the most powerful models and features are reserved for paid plans.

The paid plans for individuals give you much more usage, access to the most capable models, and extra features. There are also team and enterprise plans for businesses. Prices vary by country and change over time, so check the pricing page on claude.com for current numbers.

My advice: Start free. The moment you land your first paying customer, or the moment you hit the free limits every day, upgrade. Treat the subscription as a business expense, because it is. At that point it is almost certainly the cheapest employee you will ever have.

Field Exercise 2

Write down the answer to this question in one sentence: **"If I had a tireless assistant for two hours a day, what would I have it do?"** Keep that sentence. We will use it in Book Two.

Chapter 3: Setting Up Claude in 10 Minutes

Step 1: Create Your Account

Go to **claude.ai** in any web browser, or download the Claude app from the Apple App Store or Google Play Store. Sign up with your email address or your Google account. You will verify your email and may need to confirm a phone number. That is it.

Use a business email if you have one, or create a new free email just for your side business. When you start doing client work, you will want your AI conversations, receipts, and tools separate from your personal life.

Step 2: Tell Claude Who You Are

Claude lets you save preferences that it uses in every conversation, so you do not have to explain yourself every time. Look for **Settings**, then find the section for your profile or personal preferences.

Here is a template you can paste in and edit:

```
About me: I'm [name], based in [city, country].  
I work as [job] and I'm building [side business or goal].  
My customers are [who].  
How I like answers: direct, practical, no filler. Use plain  
English. Give me steps I can act on. When you're not sure  
about a fact, say so. When my idea has a problem, tell me.
```

That last line matters. You want an honest team member, not a cheerleader.

Depending on your plan and settings, Claude can also remember helpful details from past conversations and let you search your past chats. You control these features in Settings, and you can turn them off.

Step 3: Learn the Screen

The Claude screen is simple:

- **The message box** at the bottom — where you type or paste.
- **The attachment button** (usually a paperclip or plus sign) — for uploading files, images, PDFs, spreadsheets, and screenshots.
- **The model selector** — to choose which Claude model to use.
- **The tools menu** — to turn features like web search on or off.
- **The sidebar** — your past conversations and your Projects.

Step 4: Create Your First Project

This is the single most useful feature for anyone making money with Claude, and most beginners never touch it.

A **Project** is a workspace where you can store instructions and files that Claude uses in every conversation inside that project. Think of it as a folder with a briefing packet that Claude reads before every job.

Create a project called **"My Business"** and add:

1. **Project instructions:** who you are, what your business does, who your customers are, your prices, and how you want Claude to write.
2. **Files:** your price list, your bio, examples of your best past work, any brand guidelines, frequently asked questions from customers.

Now every conversation in that project starts with Claude already knowing your business. When you have a client, make a project for that client. This one habit will save you hours every week.

Step 5: Get the Mobile App

Install the Claude app on your phone and sign in. Try the voice feature: tap the microphone and just talk. Tell it about your day, ask it to plan tomorrow, or ask it to draft an email while you are walking to your car. Some of your best ideas will happen away from your desk. Capture them.

Field Exercise 3

Create your "My Business" project, even if your business is only an idea right now. Write the project instructions using the template above. You will add to it throughout this book.

Chapter 4: Your First Real Conversation

Open a new chat. We are going to do three things that show you what Claude can really do.

Conversation 1: The Interview

Instead of asking Claude a question, let Claude ask you. This is the fastest way to get great results when you are not sure what you want.

I want to start earning extra income, but I'm not sure where to begin. Interview me. Ask me one question at a time – about my skills, my time, my money, my interests, and my situation. After about 10 questions, give me your honest read on my three best options.

Answer honestly. Notice how much better the final answer is because Claude understands your situation.

Conversation 2: The Upload

Take a screenshot or a photo of something real in your life – a bill, a flyer, a menu, a job posting, your bank statement with the account numbers covered up. Upload it and ask:

Look at this and tell me three things I should notice, one thing that might be a problem, and one thing I could do about it this week.

Claude can read images, PDFs, spreadsheets, and documents. This turns it from a chatbot into an analyst.

A privacy rule you should follow from day one: never upload passwords, full card numbers, bank account numbers, government ID

numbers, or anyone else's private information without their permission. Cover them up before you take the screenshot.

Conversation 3: The Build

Claude can create working things — documents, simple web pages, calculators, charts — right in the conversation. When it does, the result often appears in a panel beside the chat, which Anthropic calls an **artifact**. You can use it, download it, or share it.

Try this:

Build me a simple, good-looking budget calculator I can use in my browser. I enter my monthly income and my expenses by category, and it shows what's left over and what percentage each category takes up.

In a minute or two you will have a working tool. People sell tools like this. We will talk about that in Book Three.

The Golden Habit: Keep Talking

The first answer is a first draft. The magic is in the follow-up. After any response, try one of these:

- "Make it shorter."
- "Make it sound more like a real person and less like a brochure."
- "That's too generic. Here's more detail about my situation: ..."
- "What did you assume that might be wrong?"
- "Give me three completely different versions."
- "What would a skeptical customer say about this?"

Beginners take the first answer. Professionals take the fourth.

Field Exercise 4

Do all three conversations above. Then, on the Conversation 1 result, reply with: **"What's the hardest part of each option that most people underestimate?"** Save the answer.

Chapter 5: The SITREP Method – The Only Prompting Framework You Need

In the Army, a **SITREP** is a situation report — a clear, structured briefing so everyone knows exactly what is going on and what needs to happen. I built my prompting method on it, because a good prompt is just a good briefing.

Most bad AI results come from bad briefings. "Write me a post about my business" is a bad briefing. A SITREP prompt is a good one.

The Six Parts of a SITREP Prompt

S – Situation. Who you are and what is going on. The background Claude needs.

I – Intent. Why you are doing this. What success looks like. The goal behind the task.

T – Task. Exactly what you want Claude to produce.

R – Resources. Anything Claude should use: examples, files, facts, your notes, your past work.

E – Execution standards. The rules: tone, length, what to avoid, who the audience is, what "good" looks like.

P – Product format. How you want the result delivered: a list, a table, an email, three options, a document.

Bad Prompt vs. SITREP Prompt

Bad:

Write an Instagram post for my cleaning business.

SITREP:

SITUATION: I run a one-woman home cleaning business in Manchester, UK. I've been open 8 months, mostly word of mouth. Most clients are busy parents and elderly people.

INTENT: I want more bookings for weekday mornings, which are my slowest slots.

TASK: Write 3 Instagram captions promoting weekday morning cleans.

RESOURCES: My weekday morning price is £60 for a 3-hour clean. A real client review: "She's the only person I trust with my mum's house."

EXECUTION: Warm and trustworthy, not salesy. No exclamation marks overload. Under 120 words each. British spelling. End with how to book (DM me).

PRODUCT: Three captions, numbered, each with a different angle, plus 5 relevant hashtags for each.

The second prompt takes ninety seconds longer to write and produces something you can actually post. The first produces the same bland caption ten thousand other cleaning businesses would get.

You Don't Need All Six Every Time

For a quick question, you might use only Task and Execution. For anything you will sell or publish, use all six. The more money depends on it, the more complete your SITREP should be.

Five Power Moves

Once you have the SITREP basics, these five techniques will level you up.

1. Give it a role. "Act as an experienced small-business accountant." "Act as a tough but fair editor." "Act as my target customer, a 35-year-old nurse who is skeptical of online courses." Roles focus the response.

2. Show examples. If you want something in a certain style, paste two or three examples of that style and say "match this." Examples beat descriptions every time.

3. Ask for options. "Give me five different subject lines" beats "give me a subject line." You are the editor-in-chief. Let Claude do the drafts.

4. Make it check itself. After a draft, say: "Now critique this as a skeptical expert. What's weak, what's missing, what's wrong? Then rewrite it fixing those problems." This one move often doubles quality.

5. Make it ask first. For big jobs, end your prompt with: "Before you start, ask me any questions you need answered to do this well." Claude will spot gaps you did not know you left.

Saving Your Best Prompts

When a prompt works, save it. Keep a simple document called "**My Prompt Library**" with your best prompts sorted by task. Paste your favorites into your Project instructions so Claude uses them automatically. Within a month you will have a personal system that makes you faster than almost anyone in your field.

The Sentinel Prompt Vault at the back of this book is your starter library.

Field Exercise 5

Pick one real task you have to do this week — an email, a post, a plan, a message. Write it as a full six-part SITREP prompt. Run it. Then use Power Move 4 (make it check itself). Compare the first result to the final one.

Chapter 6: Claude's Power Features

You now know enough to get real work done. This chapter covers the features that turn Claude from a writing assistant into a full business tool. Feature names and availability change and depend on your plan, so if you do not see one, check Settings or the help center at support.claude.com.

Web Search and Research

Claude can search the web for current information when you turn search on. This matters because Claude's built-in knowledge has a cutoff date — it does not automatically know last week's news, today's prices, or a competitor's new menu.

Use search for:

- Checking current prices, laws, or rules
- Researching competitors and markets
- Finding recent news in your industry

On some plans there is also a deeper **Research** feature that runs a longer investigation across many sources and produces a detailed report with citations. It is powerful for market research before you launch something.

Always click the sources for anything important. Search reduces errors. It does not eliminate them.

Files and Documents

You can upload PDFs, Word documents, spreadsheets, images, and more. Claude can:

- Summarize a 60-page document in plain English
- Pull every date and deadline out of a contract

- Compare two versions of a document and show what changed
- Clean up a messy spreadsheet
- Turn your rough notes into a finished report

Claude can also **create** files for you — Word documents, spreadsheets, slide decks, and PDFs you can download. Ask for the format you want by name: "Make this into a Word document," "Put this into an Excel spreadsheet with formulas."

Artifacts: Building Things

When Claude builds something — a web page, a calculator, a chart, an interactive tool — it can appear as an artifact you can use right away, and on many plans you can publish or share it with a link. You do not need to know how to code. Describe what you want in plain English, test it, and tell Claude what to fix.

People are selling tools like this, using them as free lead magnets to attract customers, and building them for small businesses as a paid service.

Memory and Personalization

Claude can remember helpful details across conversations if you turn that on, and your saved preferences apply everywhere. **Styles** let you set how Claude writes — more formal, more casual, more concise — and you can even create a custom style from samples of your own writing. For anyone selling written work, a style trained on your voice is gold.

Voice

On the mobile app, you can speak to Claude and hear it answer. Use it to brainstorm while driving, practice a sales pitch, rehearse an interview, or think out loud about a decision.

Connectors

Claude can connect to other apps you use — email, calendars, document storage, design tools, and more — so it can read from them and, with your permission, take actions. For example, Claude can read your calendar to plan your week, or search your documents to answer a question. Only connect what you need, and review anything before Claude sends it on your behalf.

Field Exercise 6

Pick two features from this chapter you have not tried. Use each one on a real task today.

Chapter 7: The Rules of Engagement

Before we get to making money, you need to know the rules. Breaking these can cost you customers, money, or your reputation.

Rule 1: You Own the Output

When you send something to a client or post something publicly, it is your work. If it has an error, that is your error, not the AI's. Read everything before it leaves your hands. Check every fact that matters.

Rule 2: Protect People's Private Information

Do not paste clients' private information — medical details, financial account numbers, ID numbers, passwords — into any AI tool unless you have their permission and it is truly necessary. Many businesses and clients will ask how you handle their data. Have an honest answer. Anthropic publishes its privacy policy and your data settings are in your account. Read them.

Rule 3: Be Honest About Using AI When It Matters

You do not need to announce "written by AI" on every email. But do not lie. If a client asks whether you use AI, tell the truth and explain how you use it to deliver better work faster. If you are selling a service like "AI-powered content," say so — it is a selling point now, not a secret. Some platforms and publishers require disclosure of AI-generated content. Check the rules of wherever you publish.

Rule 4: Do Not Pass Off Other People's Work

AI can help you create original work. Do not use it to copy someone else's book, course, design, song, or brand. Do not ask it to reproduce

copyrighted material. Learn from what works, then make your own version with your own story. That is exactly what this book does.

Rule 5: Verify Anything Legal, Medical, or Financial

AI is a great starting point for understanding a legal question, a tax question, or a health question. It is not a lawyer, accountant, or doctor. Use it to understand the issue and prepare better questions — then ask a professional before you act.

Rule 6: Avoid the Scams

The "make money with AI" world is full of scams. Watch for:

- Anyone promising specific income ("\$10,000 a month in 30 days!")
- Courses that are just repackaged free information at \$997
- "Push-button" systems that claim no work is required
- Fake reviews, fake screenshots of earnings, and fake urgency
- Anyone asking you to pay for "access" to a free AI tool

Real AI income looks like normal business: you solve a problem for someone, they pay you, you do it again. It is faster and cheaper to start than ever. It is not effortless.

Book One Debrief

You now know what AI is and what it is not, what Claude is and how to set it up, how to brief it with a SITREP, and the rules of the road. That puts you ahead of most people who "use AI."

Now we are going to turn Claude on the most important subject in this book: **you**.

BOOK TWO

Know Yourself First

Use Claude to take an honest inventory of your skills, your time, your values, and your situation — so you pick a lane you will actually stay in.

Chapter 8: Why Most People Quit

Here is a pattern I have seen over and over. Someone watches a video about a guy making \$8,000 a month with AI. They buy the course. They copy the exact business — faceless YouTube channels, dropshipping, print-on-demand, whatever is hot this month. Three weeks later they quit.

It was not the AI that failed them. It was the fit.

They picked a business that did not match their skills, their schedule, their personality, their money, or their reason for doing it in the first place. They were running somebody else's mission with somebody else's gear.

In film, before we commit to a location, we scout it. We look at the light, the access, the parking, the neighbors, the power, the noise, the permits. A location that looks perfect in photos can be useless in person. Your side business is the same. Before you commit, scout the terrain — and the terrain is you.

This book walks you through that scout in five parts:

1. **Skills** — what you can already do, including things you do not count as skills.
2. **Time** — how many real hours you have, and when.
3. **Money** — what you can invest and how fast you need income.
4. **Values** — what you will and will not do, and why you are doing this.
5. **Lane** — the income model that fits all four.

Claude is the perfect scout partner for this, because it asks good questions, it does not judge, and it can see patterns in your answers that you are too close to see.

Field Exercise 7

Before you go further, write one honest paragraph answering: **"Why do I actually want more money right now?"** Not the Instagram answer. The real one. Debt. A child. Freedom from a boss. Proving someone wrong. A house. Keep it private. You will use it.

Chapter 9: The Skills Inventory

Most people drastically undercount their skills. They list their job title and stop. But a bartender knows sales, crowd management, cash handling, and how to read people in three seconds. A nanny knows child development, scheduling, crisis management, and how to earn a family's trust. A retail worker knows customer service, inventory, and how to handle an angry customer without losing the sale.

Every one of those is sellable — and AI makes it faster to package and sell.

The Skills Excavation Prompt

Paste this into Claude and answer each question as it comes:

Act as a career coach who specializes in finding hidden, sellable skills in ordinary people. Interview me to build a complete inventory of my skills.

Ask me one question at a time. Cover:

- Every job I've ever had, paid or unpaid
- What people ask me for help with
- What I do for fun or fix without being asked
- Hard times I've handled and what they taught me
- Tools, software, and equipment I can use
- Languages, communities, and places I know well

After about 15 questions, give me:

1. A list of my skills grouped into: people skills, practical skills, technical skills, and knowledge
2. The 5 skills most likely to make money
3. Skills I undervalue that others would pay for

Take your time. This may be the most valuable twenty minutes you spend in this book.

The Three Skill Buckets

When you get your inventory back, sort your skills into three buckets:

Bucket A – Skills people already pay you for. Your job, your trade, your certification.

Bucket B – Skills people ask you for for free. "Can you look at my resume?" "Can you help me with my Instagram?" "Can you plan the party?" "Can you explain this form to me?" If people ask for it free, somebody will pay for it.

Bucket C – Skills you could learn in 30 days with AI. Writing sales copy, making short videos, building simple websites, organizing a spreadsheet, running social media. Claude can teach you these faster than any course.

The sweet spot is where Bucket A or B meets Bucket C: something you already know, delivered faster and better because of AI.

Example: You are a former restaurant manager (Bucket A: operations, staffing, food cost). You learn to use Claude to build staff schedules, training manuals, and menu descriptions (Bucket C). Now you sell "restaurant systems in a weekend" to small restaurant owners. You are not competing with every AI freelancer in the world. You are the AI person who actually knows restaurants.

Your Story Is a Skill

Here is what I figured out about my own path. Thirteen years in the Army taught me logistics. Six years as a location manager taught me to walk in cold and get a yes. Forty-four years in Inglewood taught me the community. None of those look like "AI skills." All of them are why people trust me to install AI in their business.

Your background is not a weakness to hide. It is your positioning. Nobody can copy your story.

Here is my background: [paste your skills inventory and a short life story].

Help me find my "unfair advantage" – the unusual combination of experiences that makes me more credible than a random AI freelancer in some specific market. Give me 3 possible positioning statements in the form: "I help [who] get [result] because I [unique background]."

Field Exercise 8

Run the Skills Excavation Prompt. Sort your results into Buckets A, B, and C. Circle the three skills that sit where your experience meets what AI can speed up.

Chapter 10: The Time and Money Audit

Time: Count Real Hours, Not Wishful Hours

Most side-hustle plans fail on time, not talent. People plan for twenty hours a week and have six.

Be brutally honest:

Help me find real, usable hours for a side business.
 My weekly schedule: [work hours, commute, family duties, sleep, gym, church, everything].
 My energy: [when you're sharp and when you're drained].

Show me:

1. How many truly available hours I have per week
2. Which of those hours are high-energy vs. low-energy
3. What kind of work fits each type of hour
4. Three time-wasters I could cut, with realistic replacements

Match the work to the energy. Creative work — writing, selling, planning — goes in your sharp hours. Repetitive work — posting, editing, admin — goes in your tired hours, and much of it can be handed to AI.

The minimum viable schedule: Five focused hours a week, protected like a job, beats twenty hours of "whenever I get to it." If you only have five, that is enough to start. Book Five shows you how to multiply what those hours produce.

Money: What Can You Invest, and How Fast Do You Need It?

Two questions decide what kind of business you should start:

1. How fast do you need money?

- **This month:** Start with a *service* — you sell your time and skills, and AI makes you faster. Services pay the fastest because you can get paid before you build anything.
- **In 3–6 months:** You can mix services with *products* — ebooks, templates, digital tools.
- **In 6+ months:** You can build *audience-based* income — content, courses, affiliate income — which is slower to start but can grow bigger.

2. What can you invest?

The good news: many AI businesses can start for under \$50 a month. A Claude subscription, a domain name, maybe a scheduling tool. Do not spend money on courses, fancy equipment, or ads until you have made your first sale the free way.

My financial situation: I can invest about [\$ amount] to start. I need to make [\$ amount] per month within [timeframe]. My current monthly obligations are about [\$ amount].

Based on that, tell me honestly:

1. Whether I should start with a service, a product, or an audience model, and why
2. What I should NOT spend money on yet
3. A realistic first-90-days income target

If you are in debt or behind on bills, your first business should be a service that pays quickly, not a long-term bet. There is no shame in that. Cash first, empire later.

Chapter 11: Values, Boundaries, and Your Real Why

This chapter sounds soft. It is not. Values decide whether you will still be doing this in a year.

If you hate being on camera, a business built on daily video will make you miserable. If you value time with your kids above everything, a business that requires weekend events is a problem. If honesty is core to who you are, you will quit any business that asks you to make claims you do not believe.

The Values Interview

Help me define my core values and working boundaries.

Ask me one question at a time about:

- Times I felt proud of how I earned money
- Times I felt wrong about how I earned money
- What I refuse to do, even for good money
- How I want my days to feel
- What I want people to say about my business
- What success looks like at 1 year and 5 years

After about 10 questions, give me:

1. My top 5 values in my own language
2. My non-negotiable boundaries
3. Business models that fit me and ones that would make me miserable

The Mission Statement

In the Army, every operation starts with a mission statement: who, what, when, where, and why. Your side business needs one too. Keep it on your wall.

Using my values, skills, and goals from this conversation, write me a one-sentence personal mission statement in this form:
"I [do what] for [who] so that [result], because [why]."
Give me 5 versions. Make them sound like a real person, not a corporation.

Mine is simple: I stand at the gate and make sure the people who built my city get a seat at what it is becoming. Every decision I make about my business gets checked against that sentence.

Field Exercise 9

Complete the Values Interview. Write your mission statement on paper and put it where you will see it every day.

Chapter 12: Choosing Your Lane

Now you put it all together. You have your skills, your time, your money situation, and your values. Here is how to choose.

The Lane Selection Prompt

Start a new conversation inside your "My Business" project. Paste your results from Chapters 9, 10, and 11, then run:

You have my skills inventory, time audit, money situation, and values. Here are 12 AI income models:

1. AI-powered services for local businesses
2. Content creation and social media management
3. Writing services (resumes, bios, proposals, copy)
4. Digital products (ebooks, guides, templates)
5. AI-assisted video and brand content
6. Simple websites and web tools
7. Tutoring and teaching
8. Online courses and workshops
9. Consulting and AI setup services
10. Virtual assistant and admin services
11. Niche content and affiliate income
12. Personal brand building for creatives

Score each model from 1 to 10 on:

- Fit with my skills
- Fit with my time
- Speed to first dollar
- Fit with my values
- Long-term potential

Show a table, then recommend my #1 lane and a backup lane. Explain your reasoning and be honest about the biggest risk of each.

These twelve models are the subject of Book Three.

The Rules for Choosing

Rule 1: Pick one. Not three. One. You can add more later. Doing three things badly makes nothing. Doing one thing well makes money.

Rule 2: Pick the one that pays fastest if you need cash. Services before products when money is tight.

Rule 3: Pick something you would do for 90 days even if it pays slowly. That is roughly how long it takes to find out if a lane works.

Rule 4: Pick a specific customer. "Everyone" is not a customer. "Hair salons in Birmingham" is a customer. "New real estate agents in Texas" is a customer. "Nigerian students applying to UK universities" is a customer. The more specific, the easier it is to find them, speak to them, and charge a real price.

Your Personal Operating Plan

Finish Book Two by creating a one-page plan:

Create my one-page Personal Operating Plan with:

- Mission statement
- Chosen lane and backup lane
- My specific customer
- My unfair advantage
- My offer (what I sell and roughly for how much)
- My weekly hours and when I'll work
- My first 90-day income goal
- My 3 biggest risks and how I'll handle each
- The first 5 actions I'll take this week

Format it so I can print it on one page.

Print it. Tape it up. This is your mission briefing.

A faster way to get here. If you worked through the exercises above with a pen and paper, or inside a conversation with Claude, take a moment to notice how much thinking that actually took. That is real, valuable work, and doing it yourself is never wasted. But if you would rather skip straight to an answer built from your specific situation, the Sentinel Launchpad included with this book does this exact exercise for

you. Answer a few plain questions, and it hands you back your top lanes, already matched to the twelve income models in the next book, along with a plain statement of what makes you the right person to pursue them.

Book Two Debrief

Most people skip this part and jump straight to "how do I make money." That is why most people quit. You now know what you are good at, how much time and money you really have, what you value, and which lane fits. That puts you on solid ground.

Now let us look at the twelve lanes in detail.

BOOK THREE

Twelve Ways to Make Money with Claude

Twelve income models real people are running right now — what each one is, who pays, what it realistically pays, how to start this week, and the exact prompts.

Chapter 13: How to Read This Book

Every model in this book follows the same format:

- **What it is** — the business in plain English
- **Who pays** — the customer
- **What it pays** — realistic price ranges
- **Speed to first dollar** — how fast you can realistically get paid
- **How to start this week** — step-by-step
- **The prompts** — copy, paste, customize
- **Watch out for** — the traps

A Word on the Numbers

The price ranges in this book are what people commonly charge for this kind of work in English-speaking markets like the US, UK, Canada, and Australia. They are not guarantees. Prices vary by country, city, industry, and your experience. Beginners usually charge at the lower end and raise prices as they collect results and reviews.

If you live somewhere with a lower cost of living, you have an advantage: you can sell to clients in higher-paying markets online, at prices that are fair to them and excellent for you.

Always ask Claude to check current rates for your specific market with web search on:

Search for current typical prices for [service] in [city/country]. Show me low, average, and premium ranges, with sources.

The Most Important Idea in This Book

Businesses do not pay for AI. They pay for **results**: more customers, fewer headaches, more time, more money. Nobody wants "AI content."

They want their phone to ring. Every model below works because it sells a result, and Claude is simply how you deliver that result faster and cheaper than anyone could before.

Keep that in mind and you will never struggle to explain what you do.

Chapter 14: Model 1 – AI Services for Local Businesses

What It Is

You help local businesses — barbers, restaurants, salons, auto shops, cleaners, contractors, dentists — fix specific, expensive problems using AI. You are not selling "AI." You are selling fewer no-shows, more reviews, faster replies, and more bookings.

This is the model I run in Inglewood. It is one of the best lanes in this book because the need is enormous and most local businesses are too busy running the business to figure out AI themselves. Here is a statistic I share on my own website: according to the US Chamber of Commerce, most small businesses say they use AI now, but only a small fraction have it genuinely built into how the business runs. Almost everybody is dabbling. Almost nobody has installed it. That gap is your opportunity, in every city on earth.

Who Pays

Owners of small local businesses, usually with 1 to 20 employees, who are busy, not technical, and losing money to problems they have accepted as normal.

What It Pays

- One-time setup projects: commonly \$300–\$2,500 depending on scope
- Monthly management retainers: commonly \$200–\$1,500 per month
- A free or low-cost audit to open the door, leading to a paid project

Speed to First Dollar

Fast — often within two to four weeks if you go talk to people in person.

The Five Most Sellable Fixes

- 1. The No-Show Fix.** Missed appointments are one of the biggest silent losses for service businesses. You set up automated reminder texts and emails, a deposit policy, and polite scripts for rescheduling. Then you show the owner how much money it saves.
- 2. The Review Engine.** More good reviews bring more customers. You set up a simple system that asks happy customers for reviews at the right moment, and you use Claude to write thoughtful replies to every review — good and bad.
- 3. The Fast-Reply System.** Customers message a business and wait hours for a reply. You write answers to the twenty most common questions, set them up as saved replies or automated responses, and train staff to use them.
- 4. The Content Month.** You create a month of social media posts in the owner's voice in one sitting.
- 5. The Win-Back Campaign.** You write messages to customers who have not come back in 60 to 90 days, with a reason to return.

How to Start This Week

- 1. Pick one industry** in your area. Barbershops and salons are excellent to start with: lots of appointments, lots of no-shows, strong word of mouth.
- 2. Build your pitch around one fix.** Do not sell five things. Sell one.
- 3. Make a free tool or a free audit** that shows the owner the problem. On my site I have a free No-Show Cost Calculator: the owner types in weekly no-shows and average ticket price and sees the yearly loss. Most owners are off by thousands. That number sells the fix for me.
- 4. Walk in.** Book Four covers exactly how.

5. **Do the first one cheap or free in exchange for a testimonial and permission to share results.**

The Prompts

Build the problem calculator:

Build a simple, professional web page calculator for [industry] owners. It asks for: [weekly no-shows] and [average ticket price]. It shows the money lost per week, per month, and per year, in large clear numbers. Add one line at the bottom: "Want to cut this in half? Book a free 15-minute audit" with space for my contact details. Make it mobile-friendly and clean.

Write the reminder system:

I'm setting up an appointment reminder system for a [type of business] called [name]. Write:

1. A confirmation text sent at booking
2. A reminder text sent 24 hours before
3. A reminder text sent 2 hours before
4. A friendly "we missed you" text for no-shows with a rebooking link
5. A short, polite deposit policy the owner can post

Keep each text under 160 characters. Warm, not robotic.

Reply to reviews:

Act as the owner of [business]. Write a reply to each of these reviews. For positive reviews: thank them by name, mention something specific they said, invite them back. For negative reviews: stay calm, apologize without admitting legal fault, offer to fix it offline, and include the phone number [number].
Reviews: [paste reviews]

Watch Out For

- **Selling tech instead of results.** Say "I'll cut your no-shows," not "I'll install an AI workflow."

- **Overpromising.** Promise the system, not a specific number of new customers.
- **Doing everything for free forever.** One free job for a testimonial is smart. Three is a hobby.

Chapter 15: Model 2 – Content Creation and Social Media Management

What It Is

Businesses and busy professionals need to post content regularly and hate doing it. You plan, write, and schedule their posts – captions, short-video scripts, newsletters, blog posts – using Claude to do in two hours what used to take two days.

Who Pays

Small businesses, coaches, consultants, real estate agents, restaurants, fitness trainers, authors, and personal brands.

What It Pays

- Content packages (a month of posts): commonly \$200–\$1,000
- Full social media management: commonly \$500–\$2,500+ per month per client
- Newsletter writing: commonly \$100–\$500 per issue

Speed to First Dollar

Two to four weeks.

The Content Engine

On my site I offer a free Content Engine that generates a month of posts in a business owner's voice in one pass. Here is the method behind it, so you can build your own.

Every business's content should rotate through **five pillars**:

1. **Teach** — tips, how-tos, mistakes to avoid
2. **Show** — behind the scenes, the process, the team
3. **Prove** — reviews, results, before-and-after, case studies
4. **Connect** — the owner's story, values, community
5. **Offer** — promotions, new services, clear calls to book or buy

A month of content is roughly twelve to twenty posts spread across those pillars.

How to Start This Week

1. **Build a sample.** Pick a real local business you admire and create a free sample month of posts for them. This is your portfolio piece.
2. **Build a voice file for each client.** Collect ten of their best past posts or emails. Paste them into a Claude Project and ask Claude to describe their voice. That description becomes your standing instructions.
3. **Offer a simple package.** "Twelve posts a month, written and scheduled, \$400." Keep it simple.

The Prompts

The voice file:

Here are 10 posts/emails written by my client [name]:
[paste examples]

Analyze their writing voice. Describe: tone, sentence length, words and phrases they use often, words they'd never use, how they open and close posts, emoji use, and personality. Write this as a "voice guide" I can give you before every writing task for this client.

The content month:

SITUATION: [business name, what it does, location, customers]. Use the voice guide in this project.
 INTENT: More [bookings / sales / followers] this month.
 TASK: Create 16 social media posts for [platform] using these 5 pillars: Teach, Show, Prove, Connect, Offer.
 RESOURCES: This month's promotion: [offer]. Recent review: [review]. Upcoming events: [events].
 EXECUTION: Match their voice. Each caption 60-150 words. No generic filler. Every post ends with a clear action.
 PRODUCT: A table with columns: Date, Pillar, Caption, Image/Video Idea, Hashtags.

Short-video scripts:

Write 5 short vertical video scripts (30-45 seconds) for [business]. Each script: a hook in the first 2 seconds that stops scrolling, 3 quick value points, and a call to action. Include on-screen text suggestions and what the camera should show for each line.

Watch Out For

- **Posting without approval.** Always get client approval before anything goes live, at least for the first month.
- **Generic content.** If it could be posted by any business in any city, it is not good enough. Use real names, real places, real stories.
- **Scope creep.** Put in writing exactly what the package includes.

Chapter 16: Model 3 – Writing Services

What It Is

You write the things people need but dread writing: resumes, cover letters, LinkedIn profiles, professional bios, business plans, grant applications, proposals, website copy, speeches, product descriptions.

Who Pays

Job seekers, professionals changing careers, small business owners, nonprofits, students, authors, and online sellers.

What It Pays

- Resume and cover letter: commonly \$75–\$400
- LinkedIn profile makeover: commonly \$75–\$300
- Website copy for a small business: commonly \$300–\$2,000
- Grant writing help: commonly project fees or hourly rates; some nonprofits pay well for experienced writers
- Product descriptions: commonly \$10–\$50 each, or packaged in bulk

Speed to First Dollar

Very fast. You can post an offer today and have a client this week, especially in resumes and bios.

How to Start This Week

1. **Pick one writing service** and one type of client. "Resumes for military veterans moving into civilian jobs." "Bios for real estate agents." "Product descriptions for Etsy sellers."

2. **Create three samples.** Use your own resume, a friend's, or fictional examples.
3. **Set a clear price and turnaround.** "Professional resume rewrite, \$150, delivered in 3 days, one revision included."
4. **Post it** on your social media, in local groups, and on freelance platforms.

The Prompts

The resume intake:

Act as an expert resume writer. I'm writing a resume for a client. Interview me about the client one question at a time: target job, experience, achievements with numbers, skills, education, and gaps. Then write a modern, ATS-friendly resume that leads with accomplishments, not duties. Use strong action verbs and quantify results wherever possible.

Translate military (or any field) into civilian language:

My client served [years] in [branch/field] as [role]. Their duties included: [list]. Translate these into civilian language a hiring manager in [target industry] would value. Give me bullet points with measurable results, and avoid military jargon.

Website copy:

SITUATION: [business] in [city], serving [customers].
 INTENT: Turn website visitors into [calls/bookings].
 TASK: Write homepage copy: headline, subheadline, 3 benefit sections, a short "about" section, 3 FAQs, and a call-to-action section.
 EXECUTION: Speak to the customer's problem first, not the business's history. Plain language. Confident.

Watch Out For

- **Inventing facts.** Never add achievements, degrees, or jobs a client did not have. That is fraud, and it can cost them the job.

- **Unchecked AI tone.** Read every resume and bio out loud. If it sounds like a robot wrote it, rewrite.

Chapter 17: Model 4 – Digital Products

What It Is

You create something once and sell it over and over: ebooks, guides, workbooks, templates, planners, checklists, prompt packs, spreadsheet tools. You are holding one right now.

Who Pays

Anyone with a problem your product solves. Digital products sell on platforms like Gumroad, Etsy, Stan Store, Payhip, Amazon Kindle Direct Publishing, and your own website.

What It Pays

- Low-ticket guides and templates: commonly \$5–\$47
- Premium toolkits, bundles, and workbooks: commonly \$47–\$297
- The real money: volume over time, plus using products to lead customers to higher-priced services

Speed to First Dollar

Slower than services unless you already have an audience. You can build a product in a weekend, but selling it takes marketing (Book Four).

What Sells

Based on what is charting on major ebook and digital product platforms, the topics that sell most reliably are practical and results-oriented:

- **Money:** budgeting, debt payoff, credit repair, side income, investing basics, retirement
- **Health and mind:** stress, sleep, habits, focus, fitness

- **Business and career:** starting a business, marketing, job hunting, productivity
- **AI:** especially when framed around making or saving money
- **Templates and tools:** planners, trackers, spreadsheets, prompt packs

Notice the pattern: people buy results. "How to Pay Off \$10,000 in Debt in 12 Months" outsells "Thoughts on Personal Finance" every time.

The Winning Product Formula

Look at the best-selling practical ebooks and you will see the same structure:

1. **A result-focused title** with a clear promise and often a number: "5 Simple Steps," "30 Days," "100 Prompts."
2. **A long subtitle** that stacks benefits and names the audience.
3. **A personal story** that builds trust.
4. **Quick wins early**, so the reader gets value on page ten.
5. **Step-by-step instructions** anyone can follow.
6. **Copy-and-paste tools:** templates, prompts, checklists, scripts.
7. **A bonus** that adds value — a cheat sheet, a tool, a template pack.
8. **A next step:** another product, a service, or a community.

How to Start This Week

1. **Choose a problem you have solved in your own life.** You have lived experience the internet cannot copy. I wrote products on credit repair and managing stress because those were real in my life and the lives of people around me.
2. **Validate it.** Search your idea on Gumroad, Etsy, and Amazon. If several people already sell it and have reviews, that is proof of demand, not a reason to quit. Your story and angle make yours different.
3. **Build it with Claude** using the prompts below.

4. **Price it** between \$9 and \$27 for your first product.
5. **Launch to your own network first.**

The Prompts

The product idea finder:

My life experience includes: [struggles you overcame, skills, jobs, knowledge]. Suggest 10 digital product ideas based on problems I've personally solved. For each: the title, the audience, the promise, the format (ebook, template, workbook, toolkit), and a price. Rank by likely demand and how uniquely qualified I am.

The outline:

Create a detailed outline for an ebook titled [title] for [audience]. Include: a personal story section, a "quick wins" section near the start, 7-10 chapters that build step by step, exercises at the end of each chapter, templates or tools the reader can use, and a closing chapter with next steps. Include a subtitle and 3 bonus ideas.

Write in your voice, chapter by chapter:

Here is my outline: [outline]. Here are samples of my writing: [paste 2-3 samples]. Write Chapter [X] in my voice. Use plain language, real examples, and short paragraphs. Include one exercise at the end. Aim for about [number] words. Do not invent statistics – if a fact is needed, mark it [VERIFY].

Then **edit every chapter yourself**. Add your stories. Cut anything that sounds generic. The best-selling version of your book is the one only you could have written.

Watch Out For

- **Selling unedited AI output.** Readers can tell, and the reviews will say so. Several platforms also have rules about AI-generated content. Read them.
- **Copying another book.** Learn the structure. Write your own content. Never copy text, covers, or titles.
- **Making claims you cannot back up.** Especially about money and health.

Chapter 18: Model 5 – AI Video and Brand Content

What It Is

You create videos, images, and brand content for businesses and people using AI tools — Claude for the ideas, scripts, and planning; image and video generators like Runway for the visuals; and your own judgment for editing and direction.

This is exactly what I do with Sentinel Studio. The brand film on my website is thirty seconds where every frame was generated with AI, then directed, cut, and scored by me. That kind of project used to require a crew, a shoot day, and a five-figure budget.

Who Pays

Small businesses, restaurants, real estate agents, musicians, event promoters, local brands, and anyone who needs video but cannot afford a production company.

What It Pays

- Short social videos: commonly \$150–\$750 each
- Brand films and commercials: commonly \$500–\$5,000+
- Monthly video packages: commonly \$500–\$3,000 per month

Speed to First Dollar

Two to six weeks, mainly because you need a portfolio first.

The Workflow

1. **Concept** — Claude brainstorms ideas based on the brand and goal.
2. **Script** — Claude writes the script, beat by beat.

3. **Shot list** – Claude breaks the script into individual shots with descriptions.
4. **Prompts** – Claude writes detailed prompts for your image or video tool.
5. **Generate** – you produce the shots in your video tool.
6. **Edit** – you cut, add music, voice, and text.
7. **Review** – Claude checks your script and captions against the brief.

The Prompts

The concept session:

SITUATION: I'm creating a 30-second video ad for [business], a [type] in [city]. Their customer is [who].
 INTENT: [goal: bookings, awareness, a launch].
 TASK: Give me 5 different creative concepts. For each: a title, the story in 3 sentences, the emotional hook, the visual style, and why it would stop someone scrolling. Make at least one concept surprising.

The shot list and prompts:

Turn this script into a shot list for AI video generation. For each shot: shot number, duration, camera angle and movement, what we see, lighting and mood, and a detailed text prompt for an AI video generator. Keep characters and style consistent across shots. Aspect ratio: [9:16 vertical for Reels/TikTok, or 16:9 for YouTube/web].
 Script: [paste script]

Always decide the aspect ratio before generating. Vertical 9:16 for Instagram Reels, TikTok, and YouTube Shorts. Horizontal 16:9 for YouTube and websites. Square 1:1 for some feed posts. Generating in the wrong format wastes credits and time.

Watch Out For

- **Using real people's faces or voices without permission.** Do not do it. Ever.

- **Using copyrighted characters, logos, or music.** Create original work only.
- **The "AI look."** Direction and editing are the skill. Tools make shots. You make films.

Chapter 19: Model 6 – Simple Websites and Web Tools

What It Is

You build simple websites, landing pages, calculators, booking pages, quizzes, and small web tools for people – using Claude to write the code and the copy. You do not need to be a programmer to start. You need to be able to describe clearly what you want, test it, and ask for fixes.

Who Pays

Small businesses without a website (there are still many), people launching products, event organizers, coaches, and anyone who needs a lead-generating tool.

What It Pays

- Simple one-page websites: commonly \$300–\$1,500
- Custom calculators and tools: commonly \$200–\$1,000
- Monthly updates and maintenance: commonly \$50–\$300 per month

Speed to First Dollar

Two to four weeks.

How to Start

1. **Build three free sample tools** for your portfolio: a calculator, a landing page, and a simple quiz.
2. **Learn the basics of hosting.** Claude can walk you through putting a site online step by step. Many hosting services have free starter plans, and Claude can publish some artifacts directly with a shareable link.

3. **Offer a fixed-price package:** "One-page website with booking button, done in 7 days, \$600."

The Prompts

The one-page website:

Build a complete, single-file, mobile-friendly website for [business] in [city]. Sections: hero with headline and booking button, services with prices, about the owner, 3 customer reviews, a location section with hours, and a contact section. Colors: [colors]. Style: [modern / warm / bold]. Use real placeholder text I can easily replace. Make it load fast and look professional.

The lead-magnet quiz:

Build an interactive quiz for [business]: "[Quiz title, e.g., What's Your Skin Type?]" 6 questions, multiple choice. At the end, show a personalized result with a recommendation and a button to book a consultation. Mobile-friendly, clean design.

The fix loop: When something is wrong, describe it exactly. "The button doesn't work on my phone." "The text is too small on mobile." "Make the header stay at the top when I scroll." Claude fixes; you test; repeat.

Watch Out For

- **Promising complex features you cannot deliver.** Payments, logins, and databases are harder. Start simple.
- **Forgetting who owns what.** Make sure the client owns their domain name and hosting account.

Chapter 20: Model 7 – Tutoring and Teaching

What It Is

You teach what you know — a school subject, a language, a skill, an exam, a trade — and use Claude to plan lessons, create practice materials, build quizzes, and give personalized feedback. AI does not replace good teachers. It makes one teacher able to do the preparation work of three.

Who Pays

Parents, students, adult learners, people preparing for exams or job interviews, immigrants learning English, and professionals learning new skills. English tutoring alone is a huge worldwide market.

What It Pays

- One-on-one tutoring: commonly \$20–\$100+ per hour depending on subject and market
- Small group sessions: lower price per person, higher total per hour
- Study packs and practice tests sold as digital products

Speed to First Dollar

Fast — often within one to two weeks through your network, local groups, or tutoring platforms.

The Prompts

The lesson plan:

Create a 60-minute lesson plan teaching [topic] to a [age/level] student. Include: a 5-minute warm-up, the main explanation with a simple example, 3 practice activities that get harder, a 5-question check for understanding, and homework. Note common mistakes students make with this topic and how to correct them.

The practice test:

Create a 20-question practice test on [topic] for [exam or level]. Mix question types. Provide an answer key with a short explanation for each answer. Mark the 5 hardest questions.

The progress report:

Here are my notes from 4 sessions with a student: [notes]. Write a short, encouraging progress report for the parent: what's improved, what we're working on next, and one thing they can do at home to help.

Watch Out For

- **Letting students use AI to cheat.** Teach them to use it as a tutor, not an answer machine. That is a selling point to parents.
- **Checking facts.** Double-check answer keys, especially in math and science.
- **Working with minors.** Follow your local rules on safeguarding, background checks, and parental consent.

Chapter 21: Model 8 – Online Courses and Workshops

What It Is

You package your knowledge into a structured course or a live workshop that teaches people to get a specific result. Claude helps you design the curriculum, write the lessons and scripts, create workbooks, and build quizzes.

Who Pays

Anyone who wants a result you have already achieved and would rather pay to get there faster than figure it out alone.

What It Pays

- Live workshops: commonly \$25–\$250 per person
- Self-paced courses: commonly \$47–\$497
- Group coaching programs: commonly \$300–\$2,000+ per person

Speed to First Dollar

Start with a **live workshop**, not a recorded course. You can sell a workshop before you build it, teach it live, learn what people actually need, then turn the recording into a course. That is how you avoid spending three months building a course nobody buys.

How to Start This Week

1. **Pick one specific result.** "Set up your first Claude Project for your business in 90 minutes." "Write your first ebook outline in one evening."

2. **Pre-sell it.** Announce a date, a price, and what people will walk away with. If ten people sign up, teach it. If nobody does, you just saved yourself months.
3. **Run it on a video call** and record it (with permission).
4. **Turn the recording into a self-paced product.**

The Prompts

The workshop design:

Design a 90-minute live online workshop: [title].
 Audience: [who]. Promised result: [result].
 Include: a minute-by-minute agenda, the 3 key teaching points, 2 live exercises, a Q&A section, and a closing offer for a next step. Also write a one-page workbook attendees fill in during the session.

The sales page:

Write a sales page for my workshop [title]. Audience: [who]. Their painful problem: [problem]. What they'll walk away with: [result]. Date/time: [details]. Price: [\$]. Include: headline, the problem, the promise, what's included, who it's for and not for, a short bio of me, FAQs, and a strong call to action. No hype, no fake scarcity.

Watch Out For

- **Building before selling.** Validate first.
- **Promising outcomes you cannot guarantee.** Promise what you will teach and help with, not what they will earn.

Chapter 22: Model 9 – Consulting and AI Setup Services

What It Is

You help businesses and individuals figure out how to use AI and then set it up for them. This is the logical next step after you have used Claude seriously for a few months – and after reading this book, you will know more than most business owners.

Who Pays

Small and medium businesses, nonprofits, churches, schools, local organizations, solo professionals like lawyers, therapists' offices (with privacy care), accountants, real estate agents, and creatives.

What It Pays

- AI audit or strategy session: commonly \$99–\$500
- AI setup project (Projects, prompts, workflows, training): commonly \$500–\$5,000
- Ongoing advisory retainer: commonly \$300–\$3,000+ per month
- Staff training workshops: commonly \$500–\$3,000 per session

The Sentinel Audit Method

This is the approach I use. It works because it starts with problems, not tools.

Step 1 – Map the week. Ask the owner to walk you through a normal week. Where does time go? What gets repeated? What gets forgotten? What makes them angry?

Step 2 – Find the leaks. Look for money lost to no-shows, slow replies, missed follow-ups, forgotten customers, bad reviews left unanswered, and hours spent on repeated writing.

Step 3 – Rank by value. For each leak: how much it costs, how hard it is to fix, how fast it can be fixed.

Step 4 – Install one fix. Do the highest-value, easiest fix first. Prove it works.

Step 5 – Train and hand off. Teach them to run it without you, or offer to run it for them monthly.

Step 6 – Repeat. The next fix is the next project.

The Prompts

The audit interview:

I'm doing an AI audit for [business type]. Create an interview guide of 20 questions I can ask the owner to find where they lose time and money. Group questions into: customers, scheduling, marketing, admin, communication, and money. For each question, note what answers would signal a problem AI could fix.

The audit report:

Here are my notes from an audit interview with [business]: [notes]. Write a professional audit report with:

1. Executive summary (5 sentences)
2. The top 5 problems, each with estimated cost and difficulty to fix
3. My recommended fix for each, in plain English
4. A recommended order of work
5. Three pricing options: DIY guide, done-with-you, and done-for-you

Keep it under 4 pages. No jargon.

The staff training guide:

Write a simple staff training guide for [business] on how to use [the system I set up]. Assume staff are busy and not technical. Use numbered steps, short sentences, and a one-page cheat sheet at the end.

Watch Out For

- **Consulting without results of your own.** Use AI in your own life and business first. Your case studies are your credibility.
- **Handling private data carelessly.** Health, legal, and financial businesses have strict rules. Learn them or stay out.
- **Recommending tools you have not tested.** Only recommend what you have used.

Chapter 23: Model 10 – Virtual Assistant and Admin Services

What It Is

You handle the administrative work busy people hate: email management, scheduling, travel research, data entry, document formatting, customer follow-up, bookkeeping prep, and research. Claude makes you three times faster, so you can serve more clients or charge for results instead of hours.

Who Pays

Busy executives, small business owners, real estate agents, coaches, consultants, content creators, and anyone drowning in admin.

What It Pays

- Hourly: commonly \$15–\$60+ per hour depending on skills and market
- Monthly packages: commonly \$300–\$2,000+ per month for a set number of hours or tasks

Speed to First Dollar

Fast. Many people land their first client within weeks through their network or freelance platforms.

The Prompts

Inbox triage:

Here are the emails my client received today:
 [paste emails with private details removed]. Sort them into: Urgent, Reply Today, Reply This Week, FYI, and Unsubscribe/Ignore. For each email needing a reply, draft a short response in my client's voice: [voice notes].

Research brief:

Research [topic] for my client, a [role]. Use web search. Give me a one-page brief: key facts, the top 3 options with pros and cons, prices where available, and a recommendation. Include sources for every fact.

The meeting summary:

Here are rough notes from a meeting: [notes]. Write a clean summary with: decisions made, action items with owners and deadlines, open questions, and a short follow-up email to attendees.

Watch Out For

- **Access and trust.** You may be handling someone's email, calendar, and money. Get clear written agreements about what you can access and do.
- **Never enter passwords or financial details carelessly.** Use proper password-sharing tools your client controls.

Chapter 24: Model 11 – Niche Content and Affiliate Income

What It Is

You build an audience around a specific topic — through a blog, newsletter, YouTube channel, podcast, or social media account — and earn from advertising, sponsorships, affiliate links (commissions for recommending products), and your own products.

Who Pays

Advertisers, sponsors, affiliate programs, and eventually your audience, when they buy your products.

What It Pays

Honestly: often very little at first, and potentially a lot later. This is the slowest model in this book. Most channels and newsletters take many months of consistent work before they earn meaningful money. The ones that succeed can become the most valuable asset you own, because you own the audience.

Speed to First Dollar

Slow. Plan on months, not weeks.

How to Do It Right

1. **Pick a narrow niche where you have real experience.** "Budget travel for families in the UK." "AI tools for barbers." "Credit repair for young adults." "Home cooking for diabetics" (only if you have the credentials or lived experience).
2. **Publish on a schedule** you can keep for a year.

3. **Build an email list from day one.** Social platforms can change the rules overnight. Your email list is yours.
4. **Only recommend what you have used.** Your trust is the entire business.
5. **Disclose affiliate links.** It is required in many countries and it keeps trust.

The Prompts

The content plan:

I'm building a [newsletter/channel] about [niche] for [audience]. Create a 12-week content plan: one main piece per week. For each: the title, the key question it answers, the angle that makes it different, and an idea for a short clip or post to promote it.

Repurpose one piece into ten:

Here is my article/video transcript: [paste]. Turn it into: 1 newsletter, 3 short social posts, 2 short video scripts, 1 carousel post outline (8 slides), 1 thread, and 2 quote graphics. Keep the core message the same and adapt it for each format.

Watch Out For

- **Mass-producing low-quality AI content.** Search engines and platforms increasingly bury it, and readers ignore it. Quality and real experience win.
- **Giving up at month three.** This model rewards consistency over time.

Chapter 25: Model 12 – Personal Brand Building for Creatives

What It Is

You help actors, musicians, artists, filmmakers, crew members, athletes, and other creatives build a personal brand and turn their skills into income while they pursue their main career.

I work in film. I see talented people every day who are excellent at their craft and broke between gigs. Many of them have side skills – bartending, nannying, fitness training, photography, cooking, event work – that could become real income with the right brand and system behind them.

Who Pays

Creatives at every level, especially people early in their careers who need a brand, a website, content, and a way to earn steady money on the side.

What It Pays

- Brand strategy sessions: commonly \$100–\$500
- Brand toolkits and plans: commonly \$250–\$1,500
- Full brand builds (strategy, bio, website, content plan): commonly \$1,000–\$5,000+
- Ongoing coaching: monthly retainers

On my own site I offer creatives three ways to work together: a toolkit they run themselves, sessions where I coach them through it, or I build the whole brand for them. That three-tier structure – do it yourself, done with you, done for you – works for almost any service.

The Brand Discovery Session

Every brand starts with the same questions: skills, values, core principles, and one top-line goal. Here is the prompt I build from:

Act as a personal brand strategist for creatives.
Interview my client one question at a time. Cover:
their creative craft, their side skills, their values,
what makes their story different, who their audience or
future clients are, their goals for 1 year and 5 years,
and what they refuse to do.

Then create a Brand Development Plan with:

1. A brand positioning statement
2. A 50-word and 150-word bio
3. A vision statement and a mission statement
4. 3 content pillars
5. One side-income offer based on their side skills,
with a price
6. A 30-day action plan

Watch Out For

- **Promising fame.** Nobody can promise a creative will "blow up."
Promise clarity, systems, and consistency.
- **Cookie-cutter brands.** Every creative's story is different. That difference is the product.

Chapter 26: Stacking Models – The Ladder

The real money is rarely in one model. It is in how models connect. Here is the ladder most successful solo businesses build, and it is exactly how my own business works:

Rung 1 – Free. A free tool, guide, checklist, or newsletter that solves a small problem and shows your expertise. On my site: the No-Show Cost Calculator, the Client Tracker, the Content Engine, and the Sentinel Brief newsletter.

Rung 2 – Low-ticket product. An ebook, template, or toolkit for \$9–\$47. This book is Rung 2.

Rung 3 – Entry service. A paid call, audit, or small project for \$99–\$500. On my site, that is the \$99 intro call.

Rung 4 – Core service. The main project or monthly retainer: \$500–\$5,000.

Rung 5 – Premium. Partnership, large projects, or high-touch coaching.

Each rung leads to the next. Free tools build trust. Low-ticket products turn followers into buyers. Buyers who get results want help going further. That is how a \$27 ebook turns into a \$2,000 client.

My lane is [model] and my customer is [who]. Design my 5-rung value ladder: a free offer, a low-ticket product, an entry service, a core service, and a premium offer. Give each a name, price, what's included, and how each rung naturally leads to the next.

Book Three Debrief

You now have twelve lanes, the prompts to work each one, and the ladder that connects them. Pick your lane from Book Two, your ladder

from this chapter, and move on. A great offer nobody hears about makes zero dollars. Book Four fixes that.

BOOK FOUR

Build It, Market It, Sell It

Offers, pricing, sales pages, content, outreach, and your first ten customers
— the part everyone skips and the part that decides whether you make
money.

Chapter 27: Building an Offer People Want

An offer is not a service. "I do social media" is a service. "Twelve posts a month, written in your voice and scheduled, so you never have to think about Instagram again — \$400/month" is an offer.

The Five Parts of an Irresistible Offer

- 1. A specific customer.** Who exactly is this for?
- 2. A painful problem.** What is costing them money, time, or sleep?
- 3. A clear result.** What will be different after they work with you?
- 4. A defined package.** Exactly what they get, how, and when.
- 5. A fair price with low risk.** A price that makes sense against the result, plus something that reduces their fear — a guarantee, a trial, a small first step.

The Offer Builder Prompt

Help me build an irresistible offer.
 My lane: [model]. My customer: [who].
 Their biggest problem: [problem].
 What I can deliver: [what you can do].

Create 3 offer options (small, medium, large). For each:

- A benefit-driven name
- The promised result
- Exactly what's included
- Delivery timeline
- Price
- A risk reducer (guarantee, trial, or bonus)
- A one-sentence pitch

Then tell me which one to lead with and why.

Pricing Without Fear

Most beginners charge too little because they are afraid. Here is how to think about price:

Price against the result, not your time. If your no-show fix saves a salon \$800 a month, charging \$400 once is a bargain for them.

Start at a fair beginner price, then raise it. After every three happy clients, raise your price. Your fourth client pays more than your first. That is normal.

Use three tiers. When people see three options, most choose the middle one. The top tier makes the middle look reasonable. The bottom tier catches people who would otherwise say no.

Charge upfront or take a deposit. For services, get at least half before you start.

My offer is [offer]. It delivers [result], which is worth roughly [\$ value] to the customer. Competitors in [market] charge [prices if known, or use web search]. Recommend a beginner price, a price after 3 testimonials, and a premium price. Explain your reasoning.

Chapter 28: Selling Digital Products on Gumroad and Beyond

If you are selling an ebook, template, or toolkit, here is how to set it up so it sells.

Choosing a Platform

- **Gumroad** — simple, fast to set up, handles payments and delivery, and lets you collect buyer emails. The fee is higher than some competitors, but setup takes minutes.
- **Stan Store** — built for creators selling through social media links.
- **Payhip** — another simple option with lower fees on some plans.
- **Etsy** — a marketplace where strangers searching for products can find you. Good for templates and planners.
- **Amazon Kindle Direct Publishing** — the biggest ebook marketplace in the world, but Amazon owns the customer relationship.

The smart play: Sell on one platform you control (like Gumroad) to your audience, and use a marketplace (Amazon or Etsy) for discovery. Check each platform's current fees and rules before you choose.

The Sales Page Structure That Sells

Every high-converting product page follows roughly the same path:

1. **Headline** — the result, in the customer's words
2. **The problem** — show you understand their pain
3. **The promise** — what changes after they buy
4. **Who you are** — a short story that builds trust
5. **What is inside** — bullet points written as benefits
6. **Bonuses** — extra value

7. **Who it is for (and not for)** – honesty builds trust
8. **Guarantee** – reduce the risk
9. **FAQ** – answer objections before they stop the sale
10. **Call to action** – tell them exactly what to do

Write a product page for my [ebook/template] titled [title]. Audience: [who]. Problem it solves: [problem]. What's inside: [contents]. Bonuses: [bonuses]. My story in 3 sentences: [story]. Price: [\$]. Guarantee: [guarantee]. Follow this structure: headline, problem, promise, my story, what's inside (benefit bullets with checkmarks), bonuses, who it's for and not for, guarantee, 5 FAQs, call to action. Honest, no hype, no fake countdown timers.

Your Cover

People judge ebooks by their covers, especially at thumbnail size. A good cover has:

- A **big, bold title** readable when the image is the size of a postage stamp
- **High contrast** between text and background
- **One strong visual idea**, not five
- **A badge or callout** for a key benefit ("100+ Prompts," "5 Books in 1")

Check each platform's recommended image sizes before you design.

Write 3 cover concepts for my ebook [title] for [audience]. For each: the visual idea, color palette, typography style, where the title goes, and one short badge text. Then write a detailed image-generation prompt for each concept. Leave space for the title – I will add the text myself so it's sharp and spelled correctly.

Tip: Add title text yourself in a design tool rather than relying on an AI image generator to spell it. AI images often mangle text.

Pricing Digital Products

- First ebook or guide: \$9–\$27
- Ebook plus templates or tools: \$27–\$67
- Full toolkit or bundle: \$67–\$297

Offer a bundle. On any product page, show a higher-priced version with extra tools or templates. A meaningful share of buyers will choose it.

Add an upsell after purchase. After someone buys, show them the next rung on your ladder — a related product, a discounted call, or a service.

Chapter 29: The Location Manager Method – Getting Your First Yes

For six years my job was walking into businesses cold — a restaurant, a house, a warehouse, a church — and getting the owner to say yes to letting a film crew take over their space. I did it hundreds of times. Here is what I learned, and it is exactly how you get your first customers.

Principle 1: Do Your Homework Before You Walk In

Never walk in blind. Before I approached a property, I knew who owned it, what they cared about, and what might worry them. Before you approach a business, know their reviews, their social media, their hours, and one specific problem you noticed.

Research [business name] in [city] using web search. Summarize: what they sell, their reviews (common praise and complaints), their social media activity, their website quality, and 3 specific problems I might be able to help them fix. Suggest one opening line that shows I've done my homework.

Principle 2: Lead With Their Problem, Not Your Pitch

Nobody cares what you do. They care what is bothering them. Do not open with "Hi, I'm an AI consultant." Open with something about them.

"I noticed you've got great reviews, but about half of them don't have a reply. I help shops like yours reply to every review in a couple of minutes a day. Can I show you what that looks like?"

Principle 3: Make the Yes Small

On set, I never asked for everything at once. I asked for a walkthrough. Then a scout. Then a date. Small yes, then a bigger one. With

customers: ask for five minutes, then a free audit, then a small paid project, then a monthly retainer.

Principle 4: Respect Their Time and Their Space

Do not walk in at the busiest hour. Do not stay longer than you said. Leave something behind — a one-page flyer, a card, a free tool — and follow up exactly when you said you would.

Principle 5: Keep the Neighbors on Your Side

On set, if the neighbors hated us, we did not get invited back. In business, every customer talks to other customers. Do great work, treat people well, and ask for referrals. Word of mouth is still the most powerful marketing there is.

The Walk-In Script

"Hi, is the owner around? — I won't take long. My name is [name], I'm local, and I help [type of business] with [one specific problem]. I noticed [something specific about their business]. I put together a free [tool/checklist/audit] that shows [result]. Can I leave this with you and follow up Thursday to see if it's useful?"

The DM and Email Script

Write 3 short outreach messages to [type of business owner] offering [free audit/tool]. Each under 80 words. Open with something specific about their business, name one problem, offer one free thing, and ask one easy yes-or-no question. No hype, no "I hope this finds you well." Make them sound like a real local person.

The Follow-Up

Most sales happen after the second or third follow-up. Most people never follow up once.

- **Day 1:** First contact
- **Day 3:** Short follow-up: "Did you get a chance to look at it?"
- **Day 7:** Add value: share a tip, a result, or a quick idea for their business
- **Day 14:** Final friendly check-in: "No pressure — want me to keep you on my list?"

Then stop. Politely.

Chapter 30: Your First Ten Customers

Your first ten customers will not come from ads or going viral. They will come from people who already know you, and people you go out and talk to.

The Warm List

Make a list of 50 people you know: friends, family, former coworkers, people from church or the gym, old classmates, your barber, your mechanic, your neighbors. You are not going to pitch them all. You are going to tell them what you are doing and ask one question:

Write a short, genuine text I can send to people I know announcing that I've started [business]. Not salesy. Tell them what I do in one sentence, who it helps, and ask if they know anyone who might need it. Make it sound like me: [describe your personality].

The magic question is **"Do you know anyone who...?"** People who would never buy from you will happily introduce you to someone who will.

The Founding Customer Offer

For your first three to five customers, offer a **founding customer deal**: a real discount in exchange for honest feedback, a testimonial, and permission to share results. This gets you started, gives you proof, and is fair to everyone.

"I'm taking five founding clients at half my normal rate. In exchange, I ask for honest feedback and a short testimonial if you're happy."

Collect Proof From Day One

After every job:

1. Ask for a testimonial in writing, and a short video if they are comfortable.
2. Record the result with numbers when you can: "Reviews replied to went from 20% to 100%," "Reduced no-shows from 8 to 3 a week."
3. Ask for a referral: "Who else do you know who'd benefit from this?"

Write a short, friendly message asking my client [name] for a testimonial. Make it easy by giving them 3 questions to answer: What was the problem before? What changed? Would you recommend it and to whom? Keep it under 80 words.

Handling Objections

You will hear the same five objections over and over. Prepare for them.

I sell [offer] to [customer] at [price]. Write calm, honest responses to these objections:

1. "It's too expensive."
2. "I don't have time right now."
3. "I tried AI and it didn't work."
4. "I can do it myself."
5. "Let me think about it."

For each, give me a short response and one question I can ask to understand the real concern. No pushy sales tricks.

The honest truth is sometimes the answer is "you're right, this isn't for you right now." Saying that builds more trust than pushing — and trust gets you referrals.

Chapter 31: Content That Sells Without Being Salesy

Once you have a few customers, content brings in the next ones. You do not need to go viral. You need to be seen consistently by the right people.

The One-Platform Rule

Pick **one** platform where your customers already spend time, and show up there consistently for 90 days.

- Local business owners: Instagram, Facebook, and local groups
- Professionals and B2B clients: LinkedIn
- Younger audiences and creatives: TikTok and Instagram Reels
- People searching for how-to answers: YouTube

The Five Pillars, Applied to You

Use the same five pillars from Chapter 15 for your own business:

1. **Teach** — share a prompt, a tip, a mistake to avoid
2. **Show** — behind the scenes of your work
3. **Prove** — client results and testimonials
4. **Connect** — your story, your values, your community
5. **Offer** — clear invitations to buy or book

The Hook Formula for Short Video

The first two seconds decide whether anyone watches. Strong hooks follow a few patterns:

- **The surprising claim:** "Your competitor just hired an employee that works for free."

- **The specific result:** "This one prompt saved me three hours this week."
- **The mistake:** "Stop doing this with AI — it's why your posts sound fake."
- **The story:** "Six years ago I was walking into businesses cold. Here's what I learned."
- **The question:** "What would you do with ten extra hours a week?"

Write 20 hooks for short videos promoting my [business] to [audience]. Use 5 patterns: surprising claim, specific result, common mistake, personal story, and question. Each under 12 words. Then pick the 5 strongest and write a 30-second script for each with on-screen text and a clear call to action.

Comment-to-DM

One of the most effective ways to sell on Instagram and similar platforms: at the end of a post, ask people to comment a keyword ("Comment AI and I'll send you the free guide"). Then send them the link by direct message. It boosts engagement and starts a real conversation. Tools exist to automate this, but doing it manually at first teaches you what people ask.

Build Your Email List

Social platforms rent you an audience. An email list is one you own. Offer a free resource in exchange for an email address — a checklist, a prompt pack, a free tool. Then send one useful email a week.

Write a 5-email welcome sequence for new subscribers who downloaded my free [resource]. Email 1: deliver the resource and introduce me. Email 2: my story. Email 3: a quick win they can use today. Email 4: a customer result. Email 5: an invitation to [product or service]. Each email under 200 words, friendly and useful.

Chapter 32: Paid Ads – The Honest Math

Many people think ads are the fastest way to make money. For beginners selling low-priced products, they are often the fastest way to lose it.

The Math

Suppose you sell a \$27 ebook. If it costs you \$25 or \$30 in ads to get one sale – which is not unusual for cold audiences on social media – you have lost money after platform fees. Ad costs have been rising year over year on the major platforms.

Ads make sense when:

- You have **proven content** that already converts organically
- You have a **higher-priced offer** behind the low-priced one (the ladder)
- You **track results carefully** and stop what does not work

The Safe Way to Test Ads

1. **Find your winner organically first.** Post content for a few weeks. Find the post that gets the most engagement and sales.
2. **Put a small budget behind that winner** – a few dollars a day.
3. **Set a kill rule before you start.** For example: "If cost per sale is higher than 80% of my product price after [amount] spent, I stop."
4. **Test one thing at a time:** the hook, the image, or the audience. Never all three.
5. **Remember the ladder.** Your ad is not just selling a \$27 ebook. It is finding people who might buy your \$300 service. Track both.

I'm testing ads for [product] at [price]. My backend offer is [service at price]. My test budget is [\$]. Build me a simple testing plan: what to test first, how long to run each test, my kill rule, and a simple spreadsheet layout to track spend, clicks, sales, and cost per sale.

A/B Testing Anything

A/B testing just means comparing two versions of something to see which works better. Change **one** thing at a time:

- Two headlines on your sales page
- Two prices
- Two covers
- Two hooks on the same video

Give each version enough time or views to tell the difference. Then keep the winner and test the next thing. Small improvements stacked over months become big results.

Book Four Debrief

You now know how to build an offer, price it, set up a sales page, get your first ten customers by walking in and following up, create content that sells without being pushy, and test ads without burning money.

The last problem is time. If every sale depends on you doing every task by hand, you will burn out. Book Five fixes that.

BOOK FIVE

The Silent Employee

Systems and automation — how to make Claude do the repeatable work so your income does not depend on you staying up until 2 a.m. every night.

Chapter 33: Why Systems Beat Hustle

Every good idea dies in the logistics.

I say that on my website because I have watched it happen for twenty-five years — in the Army, on film sets, and in small businesses in my city. Most ideas do not fail because they were bad. They fail because nobody handled the unglamorous middle: the systems, the follow-up, the pricing, the thing that had to get done on Tuesday while the founder was busy being inspired.

Hustle gets you started. Systems keep you going.

A system is simply a repeatable way of doing something so that it gets done the same way every time, with less thinking and less effort. Once a task is a system, you can hand it to Claude, to software, or eventually to a person you hire.

I call Claude, set up properly, **the Silent Employee**. It never calls in sick. It does not need a break. It works while you sleep, as long as you have given it clear instructions and a clear job. The whole trick is the setup.

What to Systemize First

Look for tasks that are:

- **Repeated** — you do them every week
- **Predictable** — they follow roughly the same steps
- **Time-consuming** — they eat more than 30 minutes
- **Low judgment** — they do not require your unique expertise every time

Common examples: writing social posts, replying to common questions, onboarding new clients, sending invoices and follow-ups, writing proposals, creating reports, and researching leads.

Here's a list of everything I do in my business in a typical week: [list tasks and rough hours].

Sort them into:

1. Only I can do this (high judgment)
2. Claude can draft, I review
3. Claude or a software tool can fully handle it
4. I should stop doing this entirely

Then tell me which 3 tasks to systemize first to save the most hours.

Chapter 34: Writing Standard Operating Procedures

A **Standard Operating Procedure** (SOP) is a written checklist for how a task gets done. The Army runs on SOPs. So does every well-run film production. So should your business.

SOPs do three things:

1. They make the work consistent, so quality does not depend on your mood.
2. They let you hand work to Claude, a tool, or a person.
3. They let you take a vacation without everything falling apart.

The SOP Builder

The easiest way to write an SOP is to do the task once while talking through it, then let Claude turn it into a checklist.

I'm going to describe how I do [task] step by step, messily. Turn it into a clean Standard Operating Procedure with: the purpose, what triggers the task, tools needed, numbered steps, quality checks, common mistakes, and how long it should take. Here's how I do it: [describe the task however it comes out].

Turn Your SOP Into a Claude Project

Here is where the Silent Employee comes to life. For every SOP where Claude does part of the work:

1. **Create a Claude Project** named for the task: "Client Onboarding," "Weekly Content," "Proposal Writer."
2. **Paste the SOP** into the project instructions.

3. **Add the resources:** templates, examples of great past work, your price list, your voice guide.
4. **Save a starter prompt** that kicks off the task.

Now instead of explaining the job every time, you open the project and say: "New client: [details]. Run the onboarding SOP." Claude knows the whole procedure.

Example: The Proposal Writer Project

Project instructions:

You are my proposal writer. When I give you notes from a sales call, write a proposal using my template. Always include: the client's problem in their own words, my recommended solution, 3 pricing options (good, better, best), timeline, what's not included, next steps, and a deadline for the offer. Match the tone in my voice guide. Never invent facts about the client. Mark anything you're unsure of as [CONFIRM].

Files: your proposal template, your price list, two winning past proposals, your voice guide.

Starter prompt:

New proposal. Call notes: [paste notes].

Proposals that used to take two hours now take fifteen minutes, including your review.

Chapter 35: The Silent Employee Workflows

Here are six workflows you can set up this week. Each one saves hours every month.

Workflow 1: The Monday Briefing

Every Monday morning, spend ten minutes with Claude planning the week.

```
It's Monday. Here's my situation: [open projects,
deadlines, meetings, money coming in, money going out,
leads to follow up]. My goals this week: [goals].
Give me: my top 3 priorities, a day-by-day plan that
fits my available hours [hours], 3 follow-ups I
shouldn't forget, and one thing I should say no to.
```

Workflow 2: The Content Batch

Once a month, create all your content in one sitting — two to three hours for a full month — using the five pillars. Schedule it with a free or low-cost scheduling tool so it posts automatically.

Workflow 3: The Lead Researcher

When you want new clients, have Claude (with web search on) help you research a list of prospects in your target market, then draft a personalized opening message for each. You review and send. Never send automated messages at scale without reading them — personal beats volume.

Workflow 4: The Client Onboarding Kit

When someone says yes, the same things need to happen every time: a welcome message, an agreement, an invoice, an intake questionnaire, and a kickoff call. Write them once with Claude, save them, and reuse them.

Create a complete client onboarding kit for my [service] business: a welcome email, a simple service agreement outline (I'll have it reviewed by a professional), an intake questionnaire with 15 questions, a kickoff call agenda, and a "what to expect" one-pager.

Workflow 5: The Follow-Up Machine

Money gets lost in the follow-up. Use a simple customer tracker — a spreadsheet works, and I built a free Client Tracker Lite on my website that runs in your browser — to record every lead, the last contact date, and the next step. Every Friday, paste your list into Claude:

Here's my lead and client list with last contact dates and status: [paste]. Tell me who I need to follow up with this week, draft a short personalized message for each, and flag anyone I should stop chasing.

Workflow 6: The Monthly Review

At the end of each month, review what happened.

Here's my month: income by source [list], expenses [list], hours worked, new clients, lost clients, what worked, what didn't. Give me an honest review: what's working, what's not, my real hourly rate, one thing to double down on, one thing to cut, and 3 goals for next month.

This is the most important workflow of all. What gets measured gets improved.

Chapter 36: Going Further – Agents, Cowork, and Claude Code

Everything so far works in the regular Claude chat. As you grow, Anthropic's more advanced tools can take on bigger jobs. You do not need these to start. But you should know they exist, because they are where AI is heading.

What "Agents" Means

An **AI agent** is AI that does not just answer – it takes a series of actions to complete a task. Instead of writing an email for you to send, an agent might research, draft, organize files, and fill in a spreadsheet, checking its own work along the way. You give it the goal; it works through the steps.

Claude Cowork

Claude Cowork is a desktop app built for knowledge work – the kind of work in this book. You can hand it a larger task, like organizing a folder of client files, building a report from several documents, or preparing materials across your apps, and it works through the job while you do something else. Think of it as giving the Silent Employee its own desk.

Claude in Your Apps

Claude can work directly inside your web browser, spreadsheets, and slide decks through Claude in Chrome, Claude in Excel, and Claude in PowerPoint. For anyone doing admin work, reporting, or presentations for clients, this means Claude can work where your work already lives.

Claude Code

Claude Code is a tool, originally built for software developers, that lets Claude write, run, and fix code on a computer. More and more non-programmers are using it to build real tools, websites, and automations by describing what they want in plain English. If Model 6 (websites and tools) is your lane, Claude Code is worth learning once you are comfortable with the basics.

Safety Rules for Agents

When AI can take actions, the stakes go up. Follow these rules:

1. **Start small.** Give agents low-risk tasks first.
2. **Review before anything goes out.** Especially emails, posts, payments, and anything sent to clients.
3. **Never give an agent your passwords or financial account access** unless you fully understand the tool and its safeguards. Handle logins and payments yourself.
4. **Watch for bad instructions hidden in content.** If an agent reads a web page or a document that contains instructions — "send this information to..." — a well-designed tool should not follow them, but you should stay alert.
5. **Keep backups** of important files before letting any tool reorganize them.

Features and availability change, so check the current details at support.claude.com and on Anthropic's website before you rely on any advanced tool for client work.

Chapter 37: Protecting Your Money and Your Business

The Army taught me to plan for what goes wrong, not just what goes right. Here is your protection checklist. This is general education, not legal or tax advice — rules vary by country, state, and city, so confirm the details with a professional where you live.

Separate Your Money

Open a separate bank account for your side business, even if it is just a free basic account. It makes taxes easier, makes you look professional, and shows you exactly what the business is earning.

Track Everything

Record every dollar in and every dollar out. A simple spreadsheet is enough to start.

Build me a simple income and expense tracker spreadsheet for a side business. Columns: date, description, category, money in, money out, running balance. Add a summary tab showing monthly totals, profit, and spending by category. Include common categories for a [type of] business.

Understand Your Taxes

In most countries, side-business income is taxable. Many people set aside a portion of every payment for taxes so they are not surprised later. Ask Claude to explain the basics for your country, then confirm with an accountant or your tax authority's official website.

I'm starting a side business in [country/state] earning roughly [\$ amount] a year. Explain in plain English: how side income is usually taxed here, whether I might need to register the business, what records I should keep, and what questions I should ask an accountant. Point me to the official government sources.

Use Simple Agreements

For every client, have a simple written agreement that covers: what you will deliver, when, the price, payment terms, what happens with revisions, who owns the final work, and how either side can end the arrangement. Claude can help you draft a starting version. Have a professional review it, especially before bigger projects.

Get Paid Properly

- Take deposits for services.
- Send invoices promptly with clear due dates.
- Follow up on late payments quickly and politely.
- Use established payment platforms. Never accept "overpayments" from strangers who ask you to send the difference back — that is a common scam.

Protect Your Health

This one is not in most money books. It should be.

The side-hustle life — the thing you do at night after the thing you do all day — can grind you down. Burnout ends more businesses than competition does. Build in rest. Protect your sleep. Say no to clients who make you miserable. Your business needs you functioning more than it needs one more deal.

I wrote a separate guide on managing stress for exactly this reason. You can find it on my website.

Chapter 38: Scaling Up — From Side Hustle to Business

When your side income is steady, you face a choice: stay small and profitable, or grow. Both are valid. Here are the levers for growth.

Lever 1: Raise Your Prices

The fastest way to earn more without working more. If you are fully booked, you are too cheap. Raise prices for new clients first.

Lever 2: Productize Your Service

Turn custom work into fixed packages with fixed prices and fixed timelines. "The Review Engine Setup — \$750, done in 5 days." Productized services are easier to sell, easier to deliver, and easier to hand off.

Lever 3: Build the Ladder

Add rungs. A free tool, a low-ticket product, an entry offer, a core service, a premium offer. Each rung feeds the next (Chapter 26).

Lever 4: Recurring Revenue

Monthly retainers beat one-time projects. Ten clients at \$300 a month is \$3,000 every month you can plan around. Look for the part of your service clients need every month and package it.

Lever 5: Hire Help

When you have more work than time, your SOPs make it possible to hire help — a freelancer, a virtual assistant, or a partner. Start with the tasks that need the least judgment.

Lever 6: Partner

Some of the best growth comes from partnerships: a web designer who refers content clients to you, an accountant who refers AI setup clients, a local business association that invites you to teach a workshop. Who already serves your customers but does not do what you do?

My business: [description]. My customer: [who].
List 15 types of businesses or professionals who
already serve my customers but don't compete with me.
For each, suggest a simple partnership idea and a short
message I could send to start the conversation.

Book Five Debrief

You now have the systems to make your income repeatable, the tools to automate the routine work, the protections to keep your money safe, and the levers to grow. The last thing you need is a plan for the next thirty days.

The 30-Day Mission Plan

Reading this book is not the mission. Doing it is. Here is exactly what to do for the next thirty days. Plan on about 30 to 60 minutes a day. If you miss a day, do not quit — just pick up where you left off.

Week One: Set Up and Scout

Day 1. Create your Claude account. Set your preferences using the template in Chapter 3. Do the Five Things You Can Do Today.

Day 2. Create your "My Business" project. Do the three conversations in Chapter 4.

Day 3. Learn the SITREP method (Chapter 5). Rewrite three tasks from your real life as SITREP prompts.

Day 4. Run the Skills Excavation Prompt (Chapter 9). Sort your skills into Buckets A, B, and C.

Day 5. Complete the Time and Money Audit (Chapter 10).

Day 6. Complete the Values Interview and write your mission statement (Chapter 11).

Day 7. Run the Lane Selection Prompt and create your Personal Operating Plan (Chapter 12). Print it.

Week Two: Build Your Offer

Day 8. Read the chapter in Book Three for your chosen lane. Run every prompt in it once.

Day 9. Build your offer using the Offer Builder Prompt (Chapter 27). Set your price.

Day 10. Create one sample or portfolio piece that shows what you can do.

Day 11. Create a second sample.

Day 12. Build your free lead magnet: a tool, checklist, or guide (Chapter 26, Rung 1).

Day 13. Write your one-sentence pitch, your bio, and your "Do you know anyone who...?" message.

Day 14. Set up where people can pay you: a payment link, an invoice template, or a Gumroad product page.

Week Three: Go Get Customers

Day 15. Write your warm list of 50 names. Send your announcement message to the first 10.

Day 16. Send it to 20 more. Reply to everyone who responds.

Day 17. Research 10 prospects using the homework prompt (Chapter 29).

Day 18. Contact 5 prospects in person or by message using the Location Manager Method.

Day 19. Contact 5 more. Follow up on anyone from Day 15–16 who has not replied.

Day 20. Post your first piece of content on your chosen platform. Use one of your 20 hooks.

Day 21. Offer your founding customer deal. Your goal this week: one yes.

Week Four: Deliver, Systemize, Repeat

Day 22. Deliver your first job, or keep outreach going. Keep following up.

Day 23. Write your first SOP for the task you do most (Chapter 34).

Day 24. Turn that SOP into a Claude Project.

Day 25. Ask for a testimonial and a referral from anyone you have helped.

Day 26. Batch a month of content in one sitting (Workflow 2).

Day 27. Set up your income and expense tracker. Open a separate account if you can.

Day 28. Contact 10 more prospects. Follow up on every open conversation.

Day 29. Run your first Monthly Review (Workflow 6).

Day 30. Write your plan for the next 30 days. Raise your price if you are getting yeses easily.

The target: by Day 30, one paying customer. Not a thousand. One. The first dollar is the hardest one you will ever earn. After that, it is a matter of repeating what worked.

The Sentinel Prompt Vault

More than 100 prompts, organized by task. Replace anything in [BRACKETS]. For best results, run them inside a Claude Project that already knows your business, and use the SITREP method (Chapter 5) to add detail whenever the stakes are high.

A faster way to use these. These prompts work as written, but they work even better with your own details filled in, your background, your numbers, your situation. If you have already gone through the Sentinel Launchpad included with this book, you do not need to fill anything in by hand. The Launchpad already has your answers, and it hands you back these same prompts, personalized, ready to paste straight into Claude.

Learning Anything

1. Teach me [topic] like I'm a smart beginner. Start with the 20% that gives 80% of the results. Quiz me after each section.
2. Explain [concept] three ways: to a 10-year-old, to an adult beginner, and to an expert.
3. Create a 30-day learning plan for [skill], 30 minutes a day, with a small project each week.
4. What are the 10 most common beginner mistakes in [skill], and how do I avoid each one?
5. I just read this: [paste]. Summarize it in 5 bullet points, then tell me what's most useful for someone in my situation: [situation].
6. Test me on [topic] with 10 questions of increasing difficulty. Don't give answers until I respond.
7. Turn this confusing document into plain English and tell me what I need to do: [paste].
8. Play the role of a [job title] and let me interview you about what the job is really like.

9. What questions should I ask an expert about [topic] so I don't get taken advantage of?
10. Make me a one-page cheat sheet for [topic] I can print and keep at my desk.

Knowing Yourself

11. Interview me one question at a time to find my hidden, sellable skills. After 15 questions, summarize my top 5.
12. Based on everything I've told you, what am I underestimating about myself? What am I overestimating?
13. Help me define my top 5 values by asking me about moments I felt proud and moments I felt wrong.
14. Write 5 versions of my personal mission statement: "I [do what] for [who] so that [result], because [why]."
15. Here's my week: [schedule]. Find my real available hours and tell me which are high-energy and low-energy.
16. Here's a decision I'm stuck on: [decision]. Ask me questions until the right choice is clear, then summarize my reasoning.
17. Act as a brutally honest but kind mentor. Here's my plan: [plan]. What will probably go wrong?
18. What's my "unfair advantage" based on my background: [background]? Give me 3 positioning statements.
19. Help me write a realistic 90-day goal based on my time [hours/week] and money [amount].
20. I keep procrastinating on [task]. Ask me why, then help me break it into steps so small I can't avoid them.

Finding Money

21. List 10 ways I could earn \$200-\$500 this month with my skills [skills] and AI. Rank by speed to payment.
22. Score these 12 AI income models against my skills, time, money, and values: [paste results from Book Two].

- 23.** Search for current prices for [service] in [city/country]. Show low, average, and premium ranges with sources.
- 24.** Suggest 10 digital product ideas based on problems I've personally solved: [experiences].
- 25.** What does a [type of business] in [city] lose money on every week that they've accepted as normal?
- 26.** Find 10 underserved niches where [my skill] meets a customer who can afford to pay.
- 27.** Design my 5-rung value ladder for [lane] and [customer], from free to premium.
- 28.** What's the fastest, lowest-risk way for someone in my situation [situation] to earn their first \$100 online?
- 29.** Help me find money I'm already losing: subscriptions, fees, and habits. Here are my expenses: [list].
- 30.** Compare these three business ideas honestly: [ideas]. Which would you bet on for someone like me, and why?

Building Your Offer

- 31.** Build 3 offers (small, medium, large) for [customer] with [problem]. Include name, result, contents, timeline, price, and a risk reducer.
- 32.** Turn my service [service] into a productized package with a fixed price, fixed scope, and fixed timeline.
- 33.** Recommend a beginner price, a post-testimonial price, and a premium price for [offer] in [market].
- 34.** Write a one-sentence pitch for [offer] a stranger would understand in 5 seconds.
- 35.** Write a guarantee for [offer] that reduces the buyer's risk without putting me in danger.
- 36.** List everything a customer might worry about before buying [offer], and how to address each concern.
- 37.** Name my offer. Give me 15 options: some clear, some clever, some bold.
- 38.** Write the "who this is for and who this is NOT for" section for [offer].

- 39.** Create a founding customer offer for my first 5 clients that's fair to both of us.
- 40.** Design 3 bonuses that add real value to [product] without much extra work for me.

Writing That Sells

- 41.** Write a sales page for [product] using this structure: headline, problem, promise, story, what's inside, bonuses, who it's for, guarantee, FAQ, call to action.
- 42.** Write 20 headlines for [product]. Mix: benefit, number, question, how-to, and bold claim.
- 43.** Write a Gumroad product description for [product], under 300 words, with checkmark benefit bullets.
- 44.** Rewrite this to sound like a real person talking, not a brochure: [paste].
- 45.** Write 5 email subject lines for [email topic] that people would actually open. No clickbait.
- 46.** Write a 5-email welcome sequence for people who downloaded my free [resource].
- 47.** Write a launch email announcing [product] to my list. Friendly, clear, one call to action.
- 48.** Turn this customer review into a short case study: problem, solution, result. [review]
- 49.** Critique this copy as a skeptical customer. What don't you believe? What's missing? [paste]
- 50.** Write my professional bio in 3 lengths: 25 words, 75 words, and 200 words. [background]

Getting Customers

- 51.** Research [business] in [city] with web search. Summarize reviews, social media, website, and 3 problems I could help with.
- 52.** Write 3 outreach messages to [type of owner] under 80 words each, opening with something specific about them.
- 53.** Write my walk-in script for [type of business], under 45 seconds spoken.

- 54.** Write a 4-step follow-up sequence (day 1, 3, 7, 14) for prospects who haven't replied.
- 55.** Write a genuine text announcing my new business to people I know, ending with "Do you know anyone who...?"
- 56.** Write calm, honest responses to these objections: too expensive, no time, tried AI before, can do it myself, let me think about it.
- 57.** Write a message asking a happy client for a testimonial, with 3 easy questions.
- 58.** Write a message asking a happy client for a referral, without sounding needy.
- 59.** List 15 types of businesses that serve my customers but don't compete with me, with a partnership idea for each.
- 60.** Write a short, confident pitch for a local business association, chamber, or community group to let me teach a free workshop.

Content and Social Media

- 61.** Create 16 posts for [platform] across 5 pillars: Teach, Show, Prove, Connect, Offer. Table format with image ideas.
- 62.** Write 20 short-video hooks for [topic], each under 12 words, using 5 different patterns.
- 63.** Write 5 short vertical video scripts (30–45 seconds) for [topic] with on-screen text and shot ideas.
- 64.** Turn this article into a newsletter, 3 posts, 2 video scripts, and an 8-slide carousel: [paste].
- 65.** Analyze these 10 posts from my client and write a voice guide I can reuse: [posts].
- 66.** Write 10 captions ending with "Comment [KEYWORD] and I'll send you [free resource]."
- 67.** Plan a 12-week content calendar for [niche], one main piece per week, with promotional clips.
- 68.** Write an "about me" post that tells my story in under 150 words and ends with what I help people do.
- 69.** Give me 30 content ideas for [business] that aren't sales pitches.

70. Here are my last 10 posts and their results: [data]. What's working, what's not, and what should I post next?

Serving Clients

71. Create an audit interview guide of 20 questions to find where [type of business] loses time and money.

72. Turn my audit notes into a professional report with top 5 problems, costs, fixes, and 3 pricing options: [notes].

73. Write a proposal from these call notes using good/better/best pricing: [notes].

74. Create a client onboarding kit: welcome email, agreement outline, intake questionnaire, kickoff agenda.

75. Write appointment reminder texts: confirmation, 24-hour, 2-hour, and no-show rebooking. Under 160 characters each.

76. Reply to these reviews as the owner. Positive: thank and invite back. Negative: calm, apologize, take it offline. [reviews]

77. Write answers to the 20 most common questions customers ask [type of business].

78. Write a win-back message for customers who haven't returned in 60+ days, with a reason to come back.

79. Write a simple staff training guide and one-page cheat sheet for [system].

80. Write a friendly, firm message to a client asking for more work than we agreed. Offer options.

Building Tools and Products

81. Build a mobile-friendly calculator showing how much [problem] costs a [business] per week, month, and year.

82. Build a single-file, mobile-friendly one-page website for [business] with hero, services, about, reviews, hours, and contact.

83. Build an interactive 6-question quiz for [business] that ends with a personalized result and a booking button.

- 84.** Create a detailed outline for an ebook titled [title] for [audience], with quick wins early and exercises in each chapter.
- 85.** Write Chapter [X] of my ebook in my voice using these samples: [samples]. Mark any unverified fact as [VERIFY].
- 86.** Write 3 cover concepts for my ebook with color palettes, layout, and an image prompt for each.
- 87.** Build a simple income and expense tracker spreadsheet with a monthly summary tab.
- 88.** Build a simple client tracker: name, contact, status, last contact date, next step, and value.
- 89.** Create a printable 30-day planner for [goal] with daily actions and a weekly check-in.
- 90.** Turn this workshop outline into a workbook attendees fill in during the session: [outline].

Systems and Productivity

- 91.** Sort my weekly tasks into: only I can do, Claude drafts/I review, fully automate, and stop doing. [tasks]
- 92.** Turn my messy description of [task] into a clean Standard Operating Procedure.
- 93.** Write Claude Project instructions for a [job] assistant based on this SOP: [SOP].
- 94.** It's Monday. Here's my situation: [details]. Give me top 3 priorities and a day-by-day plan.
- 95.** Here's my lead list: [list]. Who do I follow up with this week? Draft each message.
- 96.** Here's my month: [income, expenses, hours, wins, losses]. Give me an honest review and 3 goals.
- 97.** Summarize this meeting into decisions, action items with owners, open questions, and a follow-up email: [notes].
- 98.** Sort today's emails into Urgent, Reply Today, This Week, FYI, and Ignore, and draft replies: [emails].

99. Plan my ideal week for running a side business around a full-time job with [hours] available.

100. What's one system I could set up this weekend that would save me the most time next month?

Protecting Yourself

101. Explain how side income is typically taxed in [country/state], what records to keep, and what to ask an accountant. Cite official sources.

102. Draft a simple service agreement outline covering scope, price, payment, revisions, ownership, and termination. I'll have it reviewed.

103. Write a polite, firm late-payment reminder sequence: due date, 3 days late, 10 days late.

104. Here's a message I received: [paste]. Does it have any signs of a scam?

105. Review this AI-generated content for facts that could be wrong, claims I can't back up, and anything that could get me in trouble: [paste].

Final Word: The Gate Is Open

Let me leave you with the same thing I tell every business owner I sit down with in Inglewood.

There was a time when the gap between you and the big companies was impossible to close. They had the marketing departments, the designers, the analysts, the writers, the developers. You had yourself and whatever hours were left after your day job. That was a fair fight to lose.

That fight has changed. The reason the gap existed was never talent or work ethic. It was payroll. And payroll is exactly what these tools just made optional.

But here is the honest risk, and I will say it plainly because optimism that ignores the terrain gets people hurt. The danger is not that AI replaces you. The danger is that the opportunity flows to the people who were ready for it, and everybody else watches from the sidelines again.

This window will not stay open forever. The advantage goes to whoever moves inside it.

You now have the tools. You know how to use Claude. You know yourself better than you did a few hundred pages ago. You have twelve lanes, a ladder, a sales method, a set of systems, a 30-day plan, and more than a hundred prompts. That is more than most people who "use AI" will ever have.

The rest is logistics. And logistics is just doing the next thing, then the next thing, then the next thing, until the plan survives contact with reality.

I want to watch you win.

— Wilson L. Holts III Inglewood, California

Your Next Step

If this book helped you, here is how to keep going with me.

Finishing this book is not the end of this relationship, it is the start of it. The Sentinel Launchpad included with your purchase keeps going after the last page, with your personal 30-day plan, your results, and a page called What's Next that stays updated with new tools, new lessons, and new ways to keep moving forward with Sentinel. This book got you started. The Launchpad is how we stay in it together.

Get the free tools. No account, no card, nothing to install. The No-Show Cost Calculator, Client Tracker Lite, and the AI-powered Content Engine that writes a month of posts in your voice.

wilsonholts.com/tools.html

Join the Sentinel Brief. One email with real things that work — what I am learning about using AI on actual business problems and what I am building next. No hype. **wilsonholts.com**

Book the \$99 Intro Call. Bring me your idea, your business, or your stalled project. In one call, we find your biggest opportunity and your first move. If the honest answer is that you do not need me, I will tell you. **calendly.com/wilsonholts-productions/the-intro-call**

Get a free business audit. For business owners who want to find where they are losing time and money and what AI can fix first.

wilsonholts.com/business.html#audit

Build your personal brand. For creatives, artists, and anyone whose name is the business: a toolkit you run yourself, coaching sessions, or a full brand build. **wilsonholts.com/creatives.html**

Hire Sentinel Studio. AI-assisted brand films, social campaigns, and commercial content that do not look AI-assisted. **wilsonholts.com/studio.html**

More Books & Tools by Wilson L. Holts III

Everything I have figured out about using AI on real problems — credit, stress, money, business — written down and priced so anybody can afford it. Browse the full shelf at **wilsonholts.com/products.html**.

Share Your Win

Did this book help you land your first client, launch your first product, or earn your first dollar with AI? Tag **@wilsonholts** on Instagram or email me through my website. I read every message myself. And if the book was worth it, an honest review helps other people find it.

About the Author

Wilson L. Holts III is the founder of Sentinel Consulting Group in Inglewood, California, where he uses artificial intelligence to help small businesses grow, creatives build brands that last, and brands make content that moves.

He served thirteen years in the United States Army, including a tour in Iraq in 2004 and 2005. He graduated from the Los Angeles Film School and has worked in film and television for twelve years, the last six as a location manager on productions including *American Crime Story: Impeachment* (FX), *Bel-Air* (Peacock), *It's Always Sunny in Philadelphia* (FXX), and *Self Reliance* (Hulu).

A graduate of Inglewood High School's Class of 2000 — home of the Sentinels — he has lived in Inglewood for forty-four years. He believes AI can level the playing field between a one-person business and a national company, if it is set up properly. That last part is the whole job.

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