Your First AI Business Offer

Free starter kit

Use the comparison to choose a direction, then follow the starting path for that business model. Prepare a proposed offer in the worksheet, start a relevant conversation and confirm the details afterward. The kit includes one complete fictional example so you can see how the pieces fit together.

1. Compare the ten business ideas

The order follows the ten-business guide. It compares client services, subscriptions, audience-based businesses, workplace teaching and an app. The examples are possible starting points, not promises of how quickly you will earn. Use the starting-path instructions after the comparison to decide what an offer means for your choice.

1. Content multiplication

Who might need it: Creators or busy business owners

A small starting point: Three draft posts from one existing recording

What you need to deliver well: Source material, platform choice and the owner's review of facts and voice

2. AI personal assistant

Who might need it: An owner who needs help organizing email

A small starting point: A morning inbox summary and draft replies for review

What you need to deliver well: An agreed set of emails to review, permission to connect the tools and owner review of decisions

3. Paid newsletter

Who might need it: People in a profession you understand

A small starting point: A focused issue teaching one recurring task

What you need to deliver well: Professional context, a usable example and a reason readers would return

4. Practical AI workshops

Who might need it: A team learning the basics

A small starting point: A 60–120 minute workshop with hands-on practice

What you need to deliver well: A teachable tool, working accounts and an exercise that fits the team



5. DM automations

Who might need it: A business receiving interest on social posts

A small starting point: One comment-to-message path for one resource

What you need to deliver well: A supported trigger, the promised resource and a tested next step

6. AI education creator

Who might need it: Learners; later, relevant brands or training customers

A small starting point: One clear teaching post or short demonstration

What you need to deliver well: Clear examples, consistent teaching and time to build an audience before relying on partnerships

7. Paid community

Who might need it: People learning the same task or subject

A small starting point: A clearly scoped member session or small learning group

What you need to deliver well: Relevant teaching, a support arrangement and a reason to keep participating

8. Support chatbots

Who might need it: A business answering repeat customer questions

A small starting point: An assistant limited to one set of common questions

What you need to deliver well: Current help information, response checks and a route to a person

9. AI person at work

Who might need it: Your team and other teams at your employer

A small starting point: A short lesson on a tool the company supports

What you need to deliver well: Workplace context, approved examples and the ability to teach within company requirements

10. Vibe coding an app

Who might need it: Customers with a problem worth solving

A small starting point: A small product trial alongside conversations with prospective buyers

What you need to deliver well: Technical follow-through AND marketing; a way to learn whether people will use and pay for it



Choose a starting path

Mark two ideas in the comparison that fit skills you already have. For each one, name a person or group you could realistically approach and a small result you could produce. Choose the idea with the clearest useful result and the fewest missing requirements. You can explore the other idea later.

The ten ideas do not all begin with a paid client project. Read only the path below that matches your choice, then complete the worksheet. You do not need to work through every path. In section 3, choose the message that fits your offer. “Customer” can mean a client, reader, member or product buyer. For an internal workplace offer, use your team lead or another person who can approve the work.

Client services: ideas 1, 2, 4, 5 and 8

Choose one customer and one task. Propose a small paid pilot: a limited test of the service with a specific result, price and finish date. Examples include three draft posts, a morning email summary or one workshop. Agree on the work before beginning; review the result before offering more.

Paid newsletter: idea 3

Choose a profession you understand and prepare one sample issue about a recurring task. Show it to potential readers and ask whether that kind of instruction would be useful regularly. Your first paid offer could be a month of issues with a clear topic, number of issues, price and delivery schedule. Explain whether payment renews and how readers can stop. A sample issue helps you test interest; it is not a complete subscription business by itself.

Education creator: idea 6

Prepare one useful teaching post or demonstration and learn from the response. Building an audience comes before assuming a brand will pay for promotion. If you approach a brand, use only audience information you can support and define the teaching content you would deliver. You could also offer a small lesson or workshop directly to learners. In the worksheet, name who would pay and who would use the teaching.

Paid community: idea 7

Choose one shared learning goal and talk with people who have that goal. A first offer could be a trial session or a small paid group for a defined period. State what teaching, sessions and support members receive, the price, and whether payment repeats. Ask what would make the group worth continuing before promising an ongoing membership.

AI person at work: idea 9

Choose a task using a tool your employer supports. Ask your team lead whether a short lesson or demonstration would help. Use the worksheet to define the team, example, time needed and approval. Mark price and payment “not applicable” for an internal work assignment. This first step builds teaching experience; it does not require pitching your employer a paid pilot.

App: idea 10

Talk with prospective users about a specific problem before building a large product. Use those conversations to shape a small prototype or product trial. State what users can try, what it costs, what support is included and what feedback you need. A trial offer still has two jobs: making the product useful and reaching people who might pay for it. Do not describe a prototype as a finished service.



2. Shape your first offer

Use the worksheet twice. Before contacting anyone, write a proposed offer and mark unknown answers “to discuss.” After the conversation, revise the answers together and confirm the agreed version in writing. You do not need an agreement before you can start a conversation.

How to use the worksheet

To type your answers, copy the questions into your own document or notes. To work on paper, print the kit and write in the spaces. The lines are writing space, not interactive PDF fields. Keep your proposed answers and the confirmed version so you can see what changed.

Pass A - prepare a proposal

1. Who would pay for or approve this offer? Name the customer type and, if you know them, the person or organization.

_____

2. Who would use the result? This may be the buyer, their team, readers or members.

_____

3. What specific task or problem would the offer help with? What do you know, and what do you still need to ask?

_____

4. What small result could you deliver? Include the quantity or period, such as three posts, one lesson or one month of issues.

_____

5. What materials, access, skills or tools would you need? Identify anything you do not yet have.

_____

6. What do you need to learn in the first conversation before making a commitment?

_____

Pass B - confirm the agreement

Complete this pass after the conversation. If you have not agreed on an answer, keep it marked “to discuss” and settle it before work or payment begins. If a question does not apply, write “not applicable” and explain why. For a subscription, group or product trial, write the offer terms readers, members or users would accept.



7. What exactly is included, and what is not included? These boundaries are the scope of the offer.

_____

8. How will the result be delivered? State the format and delivery method, such as a shared document, emailed PDF or live session.

_____

9. What must the customer provide, and by when?

_____

10. How will you check the result? Keep the original material and agree on what the finished work must contain. If time saved is part of the offer, record whose time you will compare, which task they will do and how you will measure it.

_____

11. Who reviews the draft or trial result? Who separately authorizes publishing, sending or using it?

_____

12. What is the deadline or delivery schedule? State when the clock starts and any customer-review dates.

_____



Choosing a price

Before choosing a price, estimate the time and direct costs needed to deliver what you're offering, including preparation, support and revisions.

For a fixed service project, you can start with your estimated hours multiplied by an hourly amount you choose, then add direct costs. For an ongoing offer, consider the work and costs over the period each payment covers.

Use that calculation to check your proposed price. It doesn't establish what a customer will pay. The fictional $150 example below is an illustration, not a recommended rate.

13. What is the price, what does it cover, and when and how is payment made? State whether payments repeat. Use "not applicable" for an internal workplace assignment.

_____

14. How many revision rounds are included? Who makes corrections, by when, and what would count as a new request rather than a correction?

_____

15. What happens after the first piece of work or trial period? Agree on a review, renewal decision, next offer or end point.

_____

Describe your offer in two or three sentences

"I'm offering [specific customer] help with [task or problem]. I'll provide [quantity or period, deliverable and delivery method] by [date or schedule] for [price and payment arrangement]. The offer includes [review, revisions or support], and [agreed next step] follows the first delivery."

For an internal offer, replace the price with the time and approval required. For a newsletter, community or app, name what the reader, member or user receives and whether payment repeats.

My proposed version:

_____

_____

My confirmed version after the conversation:

_____

_____



One complete worked example

Everything in this example is fictional. The $150 price is a planning example, not a market rate or a claim about Christine's earnings. The same example continues into the outreach section.

Pass A: what I propose

1. Buyer or approver: the owner of Cedar Lane Garden Centre.

2. Users: the owner, who needs draft posts, and the centre's Facebook readers.

3. Task: turn one existing plant-care recording into useful posts. I need to ask which topic and audience the owner wants to focus on.

4. Small result: three Facebook post drafts from one recording.

5. Requirements: the recording, permission to use it, the centre's writing examples, a shared document and the ability to check each post against the source.

6. Questions: which recording, which readers, what the posts should help them understand, and who approves the wording?

Pass B: what we confirm

7. Included: three text-only drafts from one 10-minute recording, each up to 150 words, plus one revision round. Not included: images, new recording, scheduling, publishing or replies to comments.

8. Delivery: one shared Google Doc with a separate heading for each draft.

9. Customer input: the chosen recording, two examples of the centre's preferred writing and the correct names of any products mentioned. The owner supplies these before work begins.

10. Checks: compare every factual statement and product name with the supplied material; check the word limit and whether each post stands alone. The owner confirms that the message and voice fit the centre. Views and sales are not acceptance criteria for this writing pilot.

11. Review and authorization: the owner reviews the drafts. Only the owner can authorize their publication; publication is outside this offer.

12. Timing: send the first drafts within five business days after receiving all inputs. The owner returns one combined set of feedback within two business days.

13. Price and payment: a one-time $150 fee, paid by invoice before work begins. It covers the three drafts and one revision round; there is no recurring payment.

14. Corrections: I make the agreed changes within two business days of receiving the combined feedback. A different recording, extra posts or a second revision round requires a new agreement.

15. Next step: after the revised drafts are accepted, discuss whether another recording would be useful. There is no automatic renewal.

The resulting offer

"I'm offering Cedar Lane Garden Centre three Facebook post drafts from one existing recording, delivered in a shared Google Doc within five business days of receiving the agreed materials. The one-time $150 fee covers the drafts and one revision round, with payment by invoice before work begins. The owner reviews the wording, and we decide afterward whether another recording would be useful."



Before I approach someone

Can I explain the result in ordinary words?

Do I know which questions still need answers?

Can I complete and check the work I am proposing?

Have I kept the first offer small enough to finish well?

3. Start a relevant conversation

Use Pass A to prepare your message. Replace the brackets with true, specific information. You can say “I’m offering” without implying that you already have a history of paying clients. Use the response to complete Pass B; do not present unconfirmed details as an agreement.

A message for a client service

Hi [Name],

I noticed [specific, accurate observation]. I’m offering [type of customer] help with [task], and I thought [small deliverable] might be useful for [their actual purpose].

I could prepare [quantity and deliverable] using [input]. You would review [the result] before using it. If that sounds helpful, we can discuss the materials, timing and price before either of us commits.

Would you be interested in a short conversation?

[Your name]

The garden-centre example: first contact

Hi [Name],

I watched your video about caring for young plants. Several points could also work as individual Facebook posts for customers who want to refer back to the advice.

I’m offering a small paid pilot: three draft posts from one existing recording. You would choose the recording and review the wording before using the posts. If that would help, we can agree on the materials, deadline and price before I begin.

Would that take something useful off your list?

[Your name]

After the conversation

“Thanks for explaining what you need. I’ve written up the three-post offer we discussed, including the input material, $150 one-time fee, delivery dates and one revision round. Please check that it matches your understanding. Once you confirm the details and the agreed payment is made, I can begin.”

Send the confirmed offer and Pass B answers with that message. The first contact starts a conversation; this later message confirms the arrangement.



For a newsletter, community or product

Before selling, ask: “I’m exploring [specific teaching, group or product idea] for [people with a particular task or problem]. How do you handle [task] now, and what would make [proposed result] worth trying?”

If you already have a prepared sample or trial, explain what someone can see or try. After discussing interest, write an offer stating the content or access, period, price, payment/renewal terms, support and next step. Do not describe something as ready if it is still an idea.

For an internal workplace offer

“I’ve been learning how to use [company-supported tool] for [team task]. Would a [length] demonstration using [approved or fictional example] help the team? I’d like to confirm the time, example and approval with you before preparing it.”

For a creator approaching a brand

“I create teaching about [topic] for [audience]. Here is [a relevant example and accurate audience information]. Would a demonstration of [specific task using the brand’s product] be useful to discuss? We can agree on the content, fee, review and sponsorship disclosure before I make a commitment.”

If you do not yet have the examples or audience information, keep developing your teaching rather than implying that you have them.

If someone asks to see a sample

“I can show you an example made with my own material so you can see the format. If you’d like a sample using your recording, let’s agree on which material I can use and what that sample will include.”

One follow-up

Hi [Name],

I’m following up on my note about [specific task]. If it would be useful to discuss, I’d be glad to hear how you handle it now. If it isn’t a priority, that’s fine too.

[Your name]

Send the follow-up once after allowing time for a reply. Keep the observation true and contact people individually when the offer is relevant. If they decline or ask you not to follow up, leave the conversation there.

Source and next step

This kit accompanies “10 AI businesses, from easiest to hardest” by AI with Christine Jump. The ten-business selection and order are adapted from Sabrina Ramonov’s guide. The worksheet, fictional pilot and outreach examples are planning aids created for this kit.

Choose one path. Prepare a proposal. Have a real conversation. Confirm the details before beginning.

