

AI Automation Agency Starter Kit

Sell practical AI automations to small businesses without overcomplicating it.

Product build system



IDEA

BUILD

PROOF

SELL

30-page practical ebook

Images, worksheets, examples, prompts, launch plans, and checklists.

02 Big Promise

The buyer does not want more information. The buyer wants a shorter path to a specific result. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

1

Make it specific

Name the buyer, the painful task, and the result. A fixed-scope automation service sells better when the promise is narrow.

2

Show proof

Use screenshots, sample pages, before/after examples, demos, and clear instructions so buyers trust the offer.

Workflow blueprint

Research

Draft

Proof

Launch

Improve

Builder notes

- Buyer: small businesses
- Pain: duplicated data and missed follow-ups
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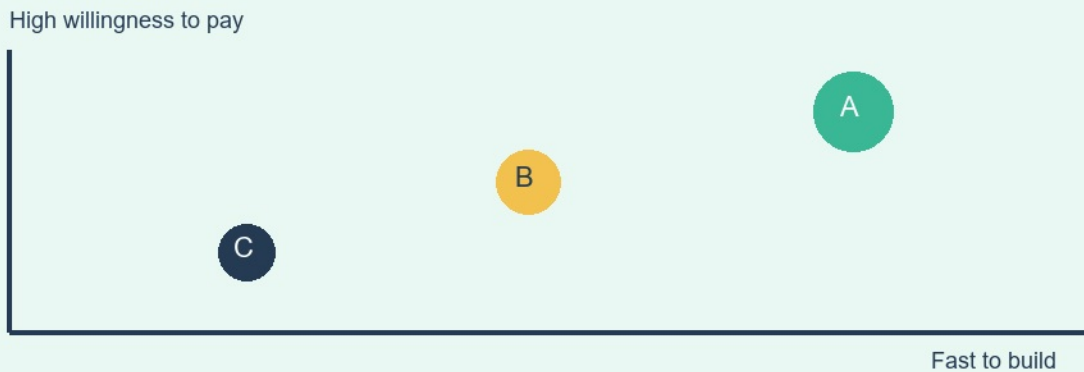
Quick prompt

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03 Market Map

Start with a buyer, a repeated pain, and a result that is easy to understand. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

Idea scoring matrix



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04 Buyer Snapshot

A specific buyer makes the product easier to write, price, explain, and sell. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

Fill-in worksheet

Buyer

Pain

Promise

Deliverable

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Price

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05 Pain Research

Look for repeated complaints, manual workarounds, and tasks people already pay to solve. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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06 Offer Equation

Buyer + Pain + Shortcut + Proof + Price creates a product people can evaluate quickly. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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07 Product Formats

Choose the format that best delivers the result: PDF, template, tool, SaaS, script, or service. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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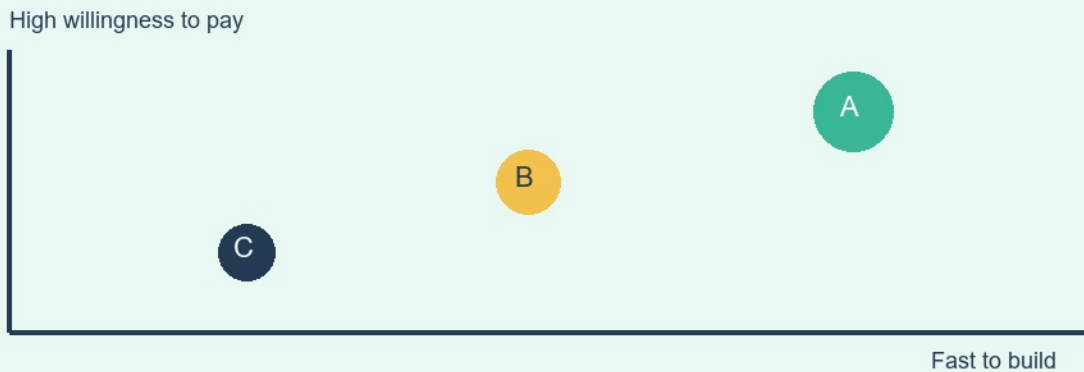
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08 MVP Scope

Build the smallest version that proves the promise instead of building the biggest version you can imagine. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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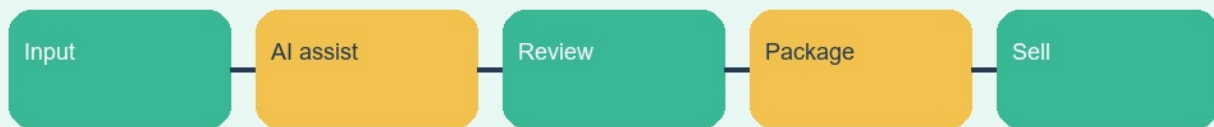
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09 Workflow Blueprint

The product should move the buyer from messy input to useful output with as little friction as possible. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

Workflow blueprint



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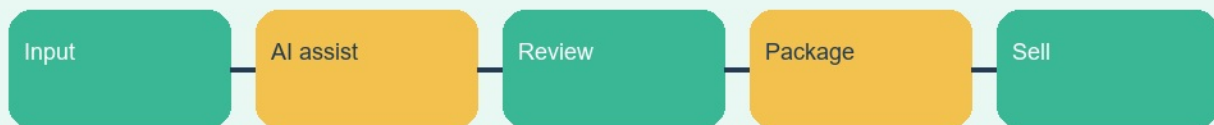
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10 AI Use Cases

Use AI for drafts, summaries, classification, extraction, personalization, and decision support. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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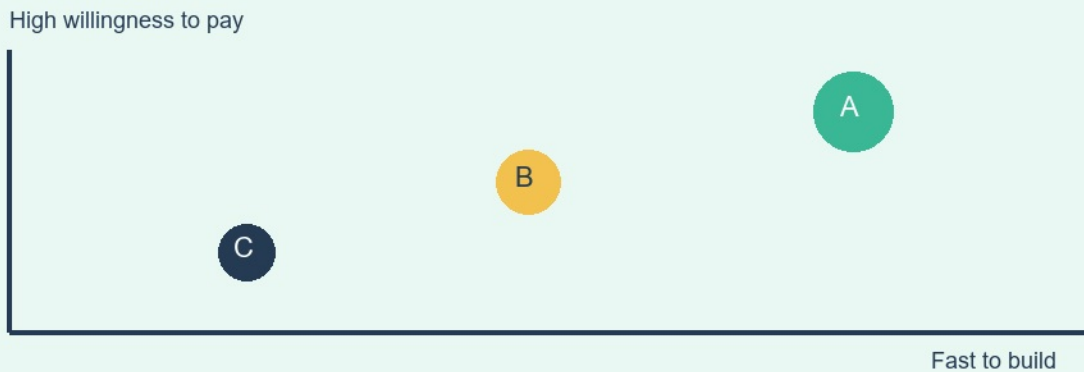
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11 Validation Plan

Do not ask if the idea is cool. Find out whether the problem is real and whether buyers will take action. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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12 Interview Questions

Good validation questions reveal current behavior, cost of the pain, and existing alternatives. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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13 Proof Assets

Screenshots, samples, demos, and before/after examples make the offer feel real. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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14 Pricing Menu

Price from value. Use one-time pricing, subscriptions, setup fees, or retainers depending on the product. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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15 Sales Page

A useful sales page answers what it is, who it is for, what it includes, and why it works. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

Buyer journey

Problem

Sample

Trust

Checkout

Result

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16 Funnel Visual

The buyer journey is simple: problem, sample, trust, checkout, result. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

Buyer journey

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17 Launch Week

A launch is a sequence of useful proof, not one loud announcement. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

Dashboard snapshot

Visits

18%

Replies

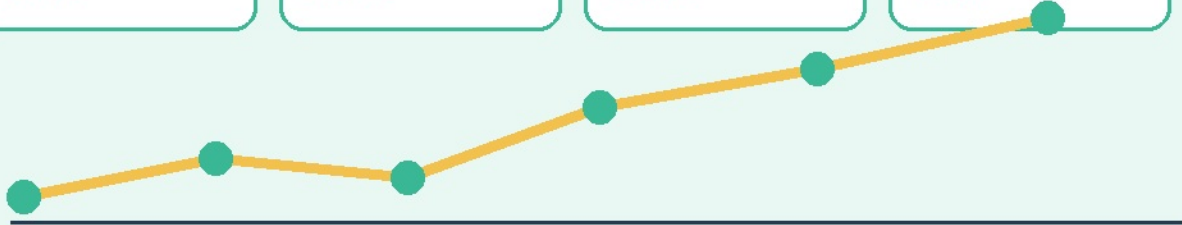
42%

Checkout Starts

63%

Sales

7%



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18 Outreach Scripts

Manual outreach helps you learn the market faster than waiting for traffic. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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19 Content Ideas

Create posts that teach the buyer how to see the problem and trust your solution. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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20 Metrics Dashboard

Track behavior: visits, replies, checkout starts, purchases, refunds, and repeat usage. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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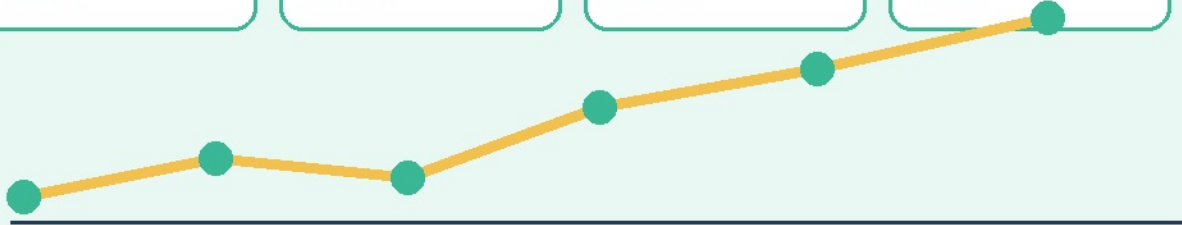
42%

Checkout Starts

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21 Support System

Support questions are product research. Turn repeated questions into better onboarding. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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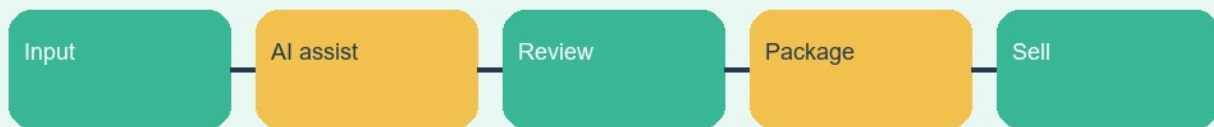
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22 Customer Onboarding

The buyer should get a quick win in the first five minutes. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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23 Prompt Library

Use prompts to research, package, sell, improve, and support the product. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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24 Risk Checklist

Make the promise honest, the instructions clear, and the review steps visible. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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25 Worksheet

Fill the offer before building more features. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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26 Example Products

Study examples by buyer, pain, format, proof, and price. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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27 30-Day Improvement Plan

Improve distribution, conversion, activation, and retention week by week. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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28 Common Mistakes

Most products fail because they are too broad, too vague, hidden, or hard to use. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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29 Resource Stack

Use simple tools for checkout, delivery, demos, support, and analytics. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

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Create a practical offer for small businesses that solves duplicated data and missed follow-ups using a fixed-scope automation service. Include buyer, promise, proof, price, and first launch step.

30 Final Action Plan

Choose one buyer, one pain, one result, one proof asset, and one place to sell. For freelancers and technical service providers, the target is small businesses: people with duplicated data and missed follow-ups who can understand the value of a fixed-scope automation service quickly.

1

Make it specific

Name the buyer, the painful task, and the result. A fixed-scope automation service sells better when the promise is narrow.

2

Show proof

Use screenshots, sample pages, before/after examples, demos, and clear instructions so buyers trust the offer.

Workflow blueprint

Research

Draft

Proof

Launch

Improve

Builder notes

- Buyer: small businesses
- Pain: duplicated data and missed follow-ups
- Product: fixed-scope automation service
- Proof: screenshot, sample, demo, or case study

Do this next

- Action: write the one-sentence offer.
- Action: create one proof asset today.
- Action: ask five buyers what they use now.
- Action: improve the page using objections.

Quick prompt

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