



COMPANION TOOLKIT

The AI Income Playbook

Offer menu · proposal & pricing templates · your first-client roadmap

This toolkit takes everything you learned in Book 7 and turns it into a real, sellable offer — with the templates, prices, and outreach words to land your first paying client this week.

A free companion toolkit for

The Complete Claude AI Bible (7-in-1)

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— SECTION 01

How to Use This Toolkit

You have gone from curious beginner to someone who can genuinely use Claude, build with it, and create real things. This toolkit is about the last and most important step: putting those skills to work for money or career leverage. It is the companion to Book 7 — The AI Income Playbook — and it exists to shorten the distance between "I could probably do this" and "I just got paid."

A word of honesty first, because this corner of the internet is loud with hype. Nothing here promises riches overnight, and you should distrust anyone who does. What this toolkit offers is what the book offers: realistic, proven paths that ordinary people are using to earn real money with AI skills, a fair way to price what you do, and a practical route to your first client. Done steadily, these work.

Here is how to get the most from it:

- ◆ **Read it once, lightly, end to end.** Get the shape of the whole journey before you act on any single piece.
- ◆ **Then pick one path from Section 2 — just one.** A single path walked steadily beats five admired from a distance.
- ◆ **Use the templates as starting points, not scripts.** Every prompt block is written for you to paste into Claude, fill in the [brackets], and shape into your own voice. Every proposal and outreach template is meant to be personalised before it goes out.
- ◆ **Move toward one real offer.** The whole toolkit points at a single outcome: by the end of the week, you make one genuine offer to one real person.

KEY IDEA

The first dollar is the hardest and the most important. It changes how you see yourself — from someone learning about earning to someone who actually earns. Everything after it is growth.

Treat this less like a manual and more like a workbench. Open it, pick up a tool, and make something you could actually sell.

— SECTION 02

The Five Income Paths

Almost every way of earning with Claude is a version of one of five paths. Below, each one is laid out plainly — who it suits, what you actually sell, the first step to take, and a short example grounded in the book. As you read, notice which one makes you lean forward. That feeling matters more than any ranking of which path is "best," because the right path is the one you will actually walk.

NOTE

These paths stack. Many people start with a service to earn quickly, then add a product, then move toward higher-paid consulting as their reputation grows. You do not have to choose one forever — but you should choose one to start.

Path 1 — The Content Engine

Who it's for: Writers, communicators, and anyone who enjoys producing words — blog posts, newsletters, social content, product descriptions. If language comes naturally to you, lean into that strength rather than fighting it.

What you sell: A steady, defined stream of finished content. Not "writing help," but something countable: five SEO-optimised blog posts a month or four ready-to-publish posts a week in the client's brand voice.

The first step: Produce one real sample this week — a single polished blog post or a short batch of social posts for a business you admire — so prospects see the result, not a promise.

EXAMPLE

Written work commonly pays anywhere from fifty to several hundred dollars a piece depending on length and niche (AI Business, 2026). A beginner who offers "four ready-to-publish blog posts a month for small wellness businesses, in your brand voice, delivered weekly" has turned a vague skill into something a prospect can read and instantly want.

Path 2 — The Document Makeover

Who it's for: Detail-minded people who like turning rough, messy, or intimidating documents into something clear and professional — reports, proposals, resumes, presentations, policies.

What you sell: A transformation with a clear before and after. A tangled internal report becomes a crisp executive summary; a clumsy proposal becomes one that wins the work; scattered notes become a polished one-pager.

The first step: Take one document you can share (your own, or a sample you create) and do a visible makeover — original beside improved — to show the lift in quality you provide.

EXAMPLE

Book 7 describes drafting and tightening reports, proposals, and summaries as some of the highest-leverage uses of Claude. A "document makeover" service simply packages that capability for clients who have the same need but not the same skill.

Path 3 — Research & Insights

Who it's for: The naturally curious — people who enjoy gathering information, comparing options, and turning a pile of sources into a clear takeaway someone can act on.

What you sell: Decision-ready briefings. A market scan, a competitor comparison, a summarised stack of long documents, a pre-meeting brief — delivered as a short, confident report rather than raw links.

The first step: Pick a question a real business in your network is wrestling with, produce a one-page researched briefing for it, and use that as both your sample and your conversation-opener.

EXAMPLE

The book lists "briefing yourself before a meeting, comparing options, gathering and summarising information" as core high-leverage work. The same skill, aimed at someone else's questions and delivered as a clean brief, is a service people will pay for — but remember the discipline from Chapter 38: ask Claude to show its sources and verify the important ones before you ship.

Path 4 — Automation Setup

Who it's for: The practically minded and the organisers — people who see a repetitive task and instinctively want to make it run itself.

What you sell: Done-for-you setups that save hours every week. A configured weekly report, a recurring content batch, a workflow or scheduled task that turns a manual chore into something that largely produces itself.

The first step: Build one small automation you can demonstrate — a weekly summary or a recurring report — and frame your offer around the hours it gives back.

EXAMPLE

Book 7 names "a done-for-you weekly report setup" as a model productized service. You build it once on the Skills, workflows, and scheduled tasks from Books 4 and 5, then sell that reliable engine to clients who want the result without learning the tools.

Path 5 — AI Enablement & Training

Who it's for: People-people who like explaining, teaching, and helping others get unstuck. If you are already the person friends ask "how do I use this?", this path is hiding in plain sight.

What you sell: Hands-on help for teams and individuals who know AI matters but do not yet use it well — a focused training session, a setup, a "here's how to actually use Claude in your work" engagement.

The first step: Offer a short, low-stakes session to one small team or business you know, and let the visible results — a faster report, a clearer process — speak for the value.

EXAMPLE

The book points out that "most workplaces are full of people who know AI matters but don't really know how to use it well — and you now do." A "two-hour Claude training for small teams" is the most direct way to sell that gap-closing knowledge. AI consulting often commands well over a hundred dollars an hour because demand is high and few can do it well yet (AI Business, 2026; NexRanker, 2026).

A quick way to match a path to you

The best path fits your time, your temperament, and your existing strengths. Run yourself through these four honest questions:

- ◆ **How much time do you have?** Content and services can start small and scale with your hours; building digital products or training materials takes more upfront effort for later payoff.
- ◆ **Money sooner or assets later?** Services and content pay quickly but trade time for money; products and reusable systems pay slowly at first, then earn repeatedly.
- ◆ **What are you already good at?** A writer leans to content; an organiser to automation; a teacher to enablement. Build on a strength.
- ◆ **How much do you like dealing with people?** Training and consulting mean conversations; document and research work can be quieter and more solitary.

TIP

For most beginners, a content or service path is the most accessible start — no prior experience required, a real but manageable learning curve, and income within weeks rather than months. Choose one and begin. Momentum comes from doing, not deliberating.

— SECTION 03

Package One Offer

A vague offer of "I can help with AI stuff" attracts no one. A clear, packaged service — a defined thing, with a defined price and a defined result — attracts buyers. This section turns whichever path you chose into something concrete enough that a client can understand it, trust it, and pay for it.

The four questions that define an offer

A good productized offer answers four questions plainly:

- 1 What exactly do you deliver?** A specific, countable result: five posts, one website, a configured automation, a two-hour training.
- 2 For whom?** A clear customer: small e-commerce shops, busy coaches, local restaurants, real-estate agents.
- 3 What problem does it solve?** The outcome they actually want: more traffic, hours saved, a professional online presence.
- 4 How is it delivered, and in what time?** The process and turnaround: "within five business days," "set up in one session."

Notice how answering these turns fog into a product. "I help with content" becomes "I write four ready-to-publish blog posts a month for small wellness businesses, in your brand voice, delivered weekly." A prospect reading the second knows instantly whether it is for them, what they will get, and roughly what to expect. Specificity is not a limitation; it is what makes a service buyable.

A prompt to define your offer

Paste this into Claude and answer its questions out loud. It will help you sharpen a loose idea into something sellable.

● PROMPT

[edit the brackets](#)

I want to turn a skill into a specific, sellable service using Claude. Act as a practical business coach and help me define it clearly.

Here is what I can do: [describe your skill – e.g. "writing blog posts," "setting up automated weekly reports," "training small teams to use Claude"]

The kind of people I could help: [describe who – e.g. "local fitness studios," "busy coaches," "small online shops"]

Ask me one question at a time to pin down all four of these, then write my offer as a single specific sentence:

1. What exactly I deliver (a countable result)
2. For whom (a clear customer)
3. What problem it solves (the outcome they want)
4. How and how fast it's delivered (process and turnaround)

After we land on the sentence, suggest two slightly different ways to phrase it so I can choose the one that feels most natural to me.

EXAMPLE

A first session with this prompt might move you from "I can do automation" to "I set up a done-for-you weekly performance report for small e-commerce shops, built once and delivered automatically every Monday — so the owner starts the week informed without lifting a finger." That is a product.

Build the delivery on what you already have

Here is your edge. A productized service needs a reliable way to deliver the result every time — and that is exactly what the Skills, Projects, and workflows from earlier books are for. Map your offer onto the systems you already built:

YOU ALREADY HAVE...	USE IT AS...
A Project per client (Book 2)	A home for their brand voice, preferences, and past work, so everything fits them
A Skill that captures your process (Books 4, 5)	Your repeatable method, so quality stays high every time
A workflow or scheduled task (Book 4)	The engine for recurring deliverables that largely produce themselves
Claude Code (Book 6)	Your build tool when a client needs a site, automation, or small app

While a competitor reinvents their process for every job, you run a tuned machine. The productivity you built for yourself becomes the profitability of your service.

— SECTION 04

The One-Page Proposal Template

Once your offer is clear, capture it on a single page a prospect can read in a minute and understand completely. This becomes the thing you send when someone asks "what do you do?", the basis of your freelance profile, and a tool that does much of your selling for you. It need not be fancy; it needs to be clear.

Use this prompt to have Claude draft your one-pager, then refine it until it sounds like you.

● PROMPT · ONE-PAGER

[edit the brackets](#)

Write a clear, warm one-page service description for the offer below. Plain language, no hype, no jargon. A busy person should understand it in under a minute and know exactly how to say yes.

My offer (one specific sentence): [paste the offer sentence you defined earlier]

Who it's for: [the specific kind of client]

The problem they have: [the pain or gap, in their words]

The outcome they get: [more traffic / hours back / a professional presence / etc.]

What's included, specifically: [deliverables, quantity, turnaround]

My starting price: [your number – see the pricing section]

How they start: [one simple next step – "reply to this message" or "book a free 15-minute call"]

Structure it as:

1. A headline naming exactly what I offer and for whom
2. The problem I solve and the outcome they get (2-3 sentences)
3. "What's included" as a short, scannable bulleted list
4. The price, or a clear starting price, stated plainly
5. A single, simple next step

Keep the whole thing under 250 words. Make it confident but honest – no overpromising.

Notes on using it well:

- **Lead with the outcome, not yourself.** The headline should name what they get — "Done-for-you weekly blog content for small wellness brands" — not your job title or your tools.
- **State the price.** A clear starting price removes the awkward dance and signals that you take the work seriously.

- ◆ **One next step only.** Two options is a decision; one is an invitation. Make saying yes effortless.
- ◆ **Refine, do not just accept.** Claude gives you a strong draft in minutes. Read it aloud, cut anything that sounds like a brochure, and make it yours.

TIP

Save your finished one-pager somewhere you can grab it instantly. You will paste it into messages, profiles, and emails far more often than you expect.

— SECTION 05

Pricing That Feels Honest

Pricing terrifies beginners more than almost anything, and the most common mistake is charging far too little out of fear. Underpricing starves your income, signals low value, and attracts difficult, bargain-hunting clients. The aim is a price that is fair to the client and sustainable for you. Charging fairly is also a kindness — a sustainable provider does better work than a resentful, underpaid one.

Three honest models

- ◆ **Per project (by package).** A fixed price for a defined result — the five posts, the one website, the report. As you get faster with Claude, this rewards your skill rather than penalising it. For most productized services, this is the best path.
- ◆ **Retainer.** A recurring monthly fee for ongoing work — "four posts a month," "the weekly report, maintained." Predictable for you and for the client, and far easier than constantly hunting new work. Retaining a client is much cheaper than finding one.
- ◆ **Value tiers (Good / Better / Best).** Three versions of your offer at three prices, so the client chooses the level that fits — and many naturally reach for the middle. Charging by the hour is simplest to start but quietly punishes your efficiency as Claude makes you faster, so reserve it for genuinely varied or exploratory work.

A sample Good / Better / Best table

Here is how a content offer might look across three tiers. Adapt the deliverables and numbers to your own path.

	GOOD	BETTER	BEST
For	Testing the waters	The steady standard	Full hands-off
What's included	2 posts / month	4 posts / month + light SEO	6 posts / month + SEO + a monthly content plan
Turnaround	Within 7 days	Within 5 days	Within 3 days, priority
Best when the client wants...	A low-risk start	Reliable, ongoing presence	To stop thinking about content entirely
Starting price	[lower]	[middle — your headline price]	[higher]

KEY IDEA

Make the middle tier the one you most want to sell — the clearest value for the fairest price. Most people compare and land there. The "Good" tier lowers the barrier to a first yes; the "Best" tier makes the middle look sensible.

A sanity-check prompt

Before you commit to a number, pressure-test it with Claude. Aim for a price that feels slightly uncomfortable — a touch higher than you would instinctively dare — because beginners almost always undercharge.

● PROMPT · PRICE CHECK

[edit the brackets](#)

Help me sanity-check the price for a service so I don't undercharge.

My service: **[paste your offer sentence]**

What's included: **[deliverables, quantity, turnaround]**

Roughly how long it takes me to deliver with my Claude systems: **[time]**

The price I'm considering: **[your number]**

My location / market: **[city or region, if relevant]**

Tell me:

1. Does this feel fair to the client AND sustainable for me – or am I underpricing?
2. What do similar services tend to charge? Give me a realistic range, not a fantasy one.
3. Suggest a Good / Better / Best version of this price.
4. Flag any way this pricing could attract bargain-hunters or invite scope creep.

Be honest, not flattering. I'd rather hear "charge more" than feel comfortable.

NOTE

Look at what others charge for similar work and start near the middle, not the bottom. As you gain testimonials and skill, the right move is to raise your prices — never to race to the bottom.

— SECTION 06

Finding Your First Clients

Beginners imagine their first client will come from a faceless marketplace, after they have polished a perfect profile and competed with hundreds of strangers. Sometimes that works — but the faster, friendlier first client almost always comes from somewhere closer to home: the people who already know you.

Where to look, in order

- ◆ Friends, family, and former colleagues who run businesses, or who know people who do.
- ◆ Local small businesses you already frequent — the café, the gym, the shop — that visibly need help you can give.
- ◆ Online communities and groups you belong to, where someone is often asking for exactly your service.
- ◆ Anyone who has complained, near you, about a problem your service solves. That is a prospect in disguise.

Then widen out to freelance marketplaces and direct outreach to businesses that fit your offer — but only after a warm win or two.

TIP

Start with people who already know you. Warm contacts trust you before you have proven anything, which is exactly what you need for a first job. Starting warm gets you that crucial first testimonial and first sample faster than any cold approach — and those make everything afterward easier. Do not wait behind a perfect profile; tell the people who already trust you what you now do.

Three outreach templates

These are starting points. Paste each into Claude to personalise it for the specific person — warmth and specificity beat polish every time.

● 1 · THE WARM CONTACT

[edit the brackets](#)

Write a short, friendly message to someone in my network – not salesy, just honest and warm. The goal is to tell them what I now do and gently ask if they, or anyone they know, could use it.

The person: [name and how I know them]

What I now offer: [your one-sentence offer]

Tone: casual, genuine, no pressure. It should feel like me catching them up, not pitching. End with a soft, single question like "know anyone who might find this useful?" Keep it under 90 words.

● 2 · THE LOCAL BUSINESS

[edit the brackets](#)

Write a brief, respectful message to a local business I'm a regular at. I want to offer a service that would clearly help them, without being pushy.

The business: [name and type – e.g. "my local gym"]

What I offer: [your one-sentence offer]

The specific problem I've noticed they have: [e.g. "their social media has gone quiet"]

Lead with the outcome they'd get, mention I'm a regular, and offer a small, low-risk first step (a quick sample or a 15-minute chat). Warm and human, under 100 words.

● 3 · THE COMMUNITY POST

[edit the brackets](#)

Write a short post for an online community I'm part of, where people sometimes look for the kind of help I offer. It should be genuinely useful, not an ad.

The community: [what it's about]

What I offer: [your one-sentence offer]

Who it's perfect for: [the specific client]

Make it feel like a member offering to help, not a stranger selling. Open with the problem people there recognise, say briefly how I help, and end with an easy way to reach me. Keep it light and under 120 words.

EXAMPLE

A message as simple as "Hey — I've started building automated weekly reports for small shops so owners stop doing them by hand. Know anyone drowning in spreadsheets on a Monday?" has launched real first clients. The warmth does the work the polish cannot.

— SECTION 07

Delivering Like a Pro

Landing the work is half the job; delivering it well is what turns one client into many. When you are earning from your work or using it at a job, the stakes of an unchecked error rise sharply — a mistake you ship can cost a client, mislead a colleague, or damage your name. Verification stops being merely good practice and becomes professional duty.

The ethical delivery checklist

Run every deliverable through this before it leaves your hands:

- ◆ **Verify the facts you will act on.** Names, numbers, dates, quotes, legal or technical specifics — confirm these against a reliable source before they go out. Claude can be confidently wrong.
- ◆ **Read everything before you send it.** Never deliver AI output unread. You are the editor and the one accountable for the final result.
- ◆ **Add your own judgment.** Treat Claude's output as a strong draft you shape and make yours — not a finished thing to copy blindly. Work you have genuinely refined is both more honest and simply better.
- ◆ **Be honest about AI's role when it matters.** You need not announce AI on every email, but where people reasonably expect human authorship — or where a client asks — be transparent about how the work was made.
- ◆ **Respect copyright and confidentiality.** Do not pass off others' protected work as your own. Never paste a client's confidential information, customer data, or credentials into any tool that is not approved for it. If you would be uncomfortable with something appearing outside the client's business, leave it out.

WATCH OUT

Match the scrutiny to the stakes. A casual draft needs a glance; client work, published content, or anything consequential needs careful checking. The work you put your name to is yours — and a single shipped error, in a world flooded with careless AI output, can dent a reputation that took months to build. The brief act of checking is what lets you stand behind your work with confidence.

Over-deliver, just a little

Deliver the work using the systems you built — then deliver a little more than promised where you easily can: a small extra, a thoughtful note, a faster turnaround. Over-delivering on a first job is the cheapest marketing there is, because it turns a one-off client into a fan who refers you.

Then multiply it

A single happy client is a seed, not a harvest. While the client is pleased:

- ◆ **Ask for a testimonial.** A short written endorsement becomes proof that wins your next client far more easily.
- ◆ **Save the work as a sample.** With permission, your empty portfolio is now filling up.
- ◆ **Ask for referrals.** A simple "do you know anyone else who could use this?" is the warmest lead there is.
- ◆ **Offer the next thing.** Suggest an ongoing or follow-on version. The best source of your next client is almost always your last one.

— SECTION 08

Avoiding Common Pitfalls

The world of "make money with AI" is crowded with bad advice, and a few traps swallow the time and money of eager beginners. None are subtle once named — but they are easy to fall into when you are excited and impatient. Here are the ones that matter most, with their fixes.

Underpricing

The trap: Charging far too little out of fear, which starves your income, signals low value, and attracts bargain-hunters.

The fix: Price by value or package, not the hour, and start a touch higher than feels comfortable. Use the sanity-check prompt in Section 5. Raise your prices as testimonials and skill accumulate.

Scope creep

The trap: "Could you just also..." — the small extra requests that quietly turn a tidy project into an endless, unpaid one.

The fix: Define exactly what is included in your one-pager and proposal — the deliverable, the quantity, the turnaround. When new requests arrive, treat them warmly as a next piece of paid work, not a freebie. Clarity up front protects both sides.

Over-promising

The trap: Claiming Claude can do things it cannot, or selling results you cannot reliably deliver. A reputation, once dented, is costly to repair.

The fix: Lead with outcomes you can actually produce, under-promise and over-deliver, and be honest about limits. Demonstrated ability beats bold claims every time.

WATCH OUT

Two more traps sink beginners quietly. **Buying endless courses instead of starting** — most people get their first win within a few weeks of actually showing up, not after the tenth course; start before you feel ready. And **competing only on being cheap** — racing to the lowest price is exhausting and unsustainable. Compete on quality, reliability, and the hours you save people. Real income comes from real value delivered steadily.

— SECTION 09

Your Next Step

You now hold the complete cycle: the five paths and how to choose one, a way to package a skill into a sellable service, a one-page proposal, honest pricing, the words to find a first client, a professional delivery checklist, and the pitfalls to sidestep. The capability you spent seven books building finally has somewhere to go.

So here is your assignment for this week. Not a business empire — one real loop.

- 1 Choose and define one offer.** Pick a single path and answer the four questions. Keep it small and concrete — "four blog posts a month for local fitness studios," "a one-page website built in a day," "a two-hour Claude training for small teams."
- 2 Build your one-pager and one piece of proof.** Draft the one-pager with Claude, then create a single sample — or point to the site or tool you built in Book 6.
- 3 Set up your delivery engine.** A Project for client context, a Skill for your process, a workflow you will reuse. This is your edge.
- 4 Make one real offer.** Send the one-pager, or simply tell one real person what you now do and ask if they or anyone they know could use it.

You may get a yes, a no, or a "tell me more" — and any of them is a victory, because you have stopped preparing and started doing.

KEY IDEA

The people who get ahead with AI are not the most technical or the most gifted. They are the ones who actually used it — who made the offers and kept going. Make the offer you have been hesitating over. Today, in some small real way.

Keep going with the rest of the hub. This is Bonus 7 of 7. The other toolkits in your collection deepen every stage of the journey — from your first prompts and prompt library, to building Projects and Skills, to creating real software with Claude Code, to using Claude safely. Together they form a complete workbench. You have everything you need. Now go build something only you would think to make.

Grounded in "The Complete Claude AI Bible (7-in-1)" by David M. Patel, Book 7: The AI Income Playbook. Use these tools responsibly, verify your work, and act with integrity — that trustworthiness is itself your competitive

advantage.