

One More Income

30 AI-powered side income ideas you can test in 30 days

Concrete ideas, clear steps, no promises of earnings.

Aletria Tech

Contents

Before you start: the promise of this book 4
Introduction — How to choose your idea 5
How to read a card 8
Part 1 — AI-assisted freelance services 9
Idea 1 — AI-assisted writing and proofreading 10
Idea 2 — Tailored résumés and cover letters 12
Idea 3 — Social media management for local businesses 14
Idea 4 — Bilingual FR-EN translation and editing 16
Idea 5 — Presentations and professional documents 18
Idea 6 — Simple FAQs and automated replies for small businesses 20
Part 2 — Digital products 22
Idea 7 — Résumé and cover letter template packs 23
Idea 8 — Planners and budgets in spreadsheets 25
Idea 9 — Prompt packs by profession 27
Idea 10 — Practical niche mini-guides 29
Idea 11 — Customizable invitations, posters and cards 31
Idea 12 — Templates for creators (social media, thumbnails, scripts) 33
Part 3 — Content and audience 35
Idea 13 — Faceless video channel in a precise niche 36
Idea 14 — Niche newsletter + affiliate links 38
Idea 15 — UGC content (videos for brands) 40
Idea 16 — Stock photos and videos 42
Idea 17 — Niche podcast with AI help 44
Idea 18 — Niche blog monetized with affiliate links 46
Part 4 — Resale and products 48
Idea 19 — Reselling second-hand items 49
Idea 20 — Print on demand (t-shirts, mugs, posters) 51
Idea 21 — Custom portraits and illustrations 53
Idea 22 — Local arbitrage (buy nearby, resell online) 55
Idea 23 — Custom notebooks and planners (print on demand) 57

Part 5 — Services for businesses 59
Idea 24 — Simple showcase websites for tradespeople and shops 60
Idea 25 — Enhanced product photos for online shops 62
Idea 26 — Customer review and online reputation management 64
Idea 27 — Simple automations (forms, follow-ups, invoices) 66
Idea 28 — “AI in everyday work” training for small business employees 68
Idea 29 — Transcription and meeting minutes 70
Idea 30 — Monitoring and research for professionals 72
The 30-day plan 74
Appendices 77
Bonus — The toolkit 81
Conclusion — What now? 86

Before you start: the promise of this book

This book gives you 30 concrete ideas to test a side income with the help of AI, with no starting budget, in 30 days. It does not promise you any amount.

What you will find

Each idea fits on an identical card, so you can compare them at a glance:

- **What it is**: the idea explained simply.
- **Who it's for**: the profile most likely to succeed.
- **What you need**: time, equipment, skills, budget.
- **First steps**: what to do this week, in order.
- **AI tools**: the tools that save time, with a sample prompt.
- **Realistic expectations**: what really happens in the first weeks.
- **Pitfalls to avoid**: the mistakes that make people give up.

What this book does not promise

- **No guaranteed income, no promised amount.** Results depend on your work, your market and a bit of luck.
- **Every idea takes time.** AI speeds up the work; it does not do it for you.
- **No "easy money" method.** No pyramid, no "secret system", no reselling courses to people who will resell the same course.

The golden rule of AI in this book

AI is an **assistant**, not an author. You review, correct and take responsibility for everything you deliver to a client or publish online. Three habits to keep for every idea:

1. **Check** every fact, figure and name the AI produces.
2. **Personalize**: generic text shows, and sells poorly.
3. **Be transparent** when the client or the platform asks (some platforms require you to label AI-generated content).

> One piece of advice before anything else: don't read this book cover to cover looking for "the right idea". Read the introduction, fill in the choice grid, then read only the cards of your 4 shortlisted ideas.

Introduction — How to choose your idea

The right idea is not the most profitable one on paper: it is the one you will stick with for four weeks with your time, your skills and a zero budget. Three questions are enough to sort the 30 ideas.

Question 1 — How much time do you really have?

Count real hours, not ideal hours. Over a typical week, write down the free slots of at least 30 minutes.

Time available	What is realistic	Best-suited ideas
Less than 5 h / week	Products you create once and sell again	7, 8, 9, 11, 16, 20, 23
5 to 10 h / week	A light service + a product	2, 4, 5, 10, 12, 14, 19
More than 10 h / week	Services with regular clients	1, 3, 15, 24, 26, 27, 28
Irregular hours (night shifts, rotations)	Tasks with no fixed appointments, done whenever you want	7 to 12, 13, 16, 18, 20, 23, 29

Question 2 — What can you already do?

AI multiplies an existing skill; it rarely creates one from nothing. Tick what sounds like you:

- ☐ I write well and I enjoy it → ideas 1, 2, 10, 14, 18
- ☐ I speak two languages well → ideas 4, 29
- ☐ I'm comfortable with Canva, photography or design → ideas 5, 11, 12, 20, 21, 25
- ☐ I like talking, filming or explaining → ideas 13, 15, 17, 28
- ☐ I'm comfortable with computers and online tools → ideas 6, 24, 27, 30
- ☐ I know the prices of second-hand items or a type of product well → ideas 19, 22
- ☐ I like helping people directly → ideas 2, 3, 26, 28

Question 3 — What is your budget?

Every idea starts at **$0**, except local arbitrage (idea 22), which needs a small purchasing budget. "$0" means: a computer or a phone, an internet connection, and the free versions of the tools. Before paying for a subscription, wait until you have a first sale or a first client.

The choice grid

Score each idea that appeals to you from 1 (low) to 5 (high) on four criteria, then add them up. Keep the **4 best scores**: they will be your 4 test weeks.

Idea	I have the time (1-5)	I have the skill (1-5)	It interests me (1-5)	I know possible clients (1-5)	Total /20
Example: 2. Tailored résumés	4	4	3	5	16

1. **3 questions**: time, skills, budget.
2. **The grid**: a score out of 20 per idea.
3. **4 ideas**: your 4 best scores.
4. **1 idea**: chosen after 4 test weeks.

The three questions feed the grid; the grid gives you 4 ideas; the 4-week test picks a single one.

Service or product: understanding the difference

The 30 ideas fall into two families, and this choice changes everything else:

- **A service** (parts 1 and 5): you are paid for work done for someone. A first income can come quickly, but your time stays tied to the money.
- **A product or an audience** (parts 2, 3 and 4): you create once and sell many times. The first income is often slower, but it no longer depends directly on your hours.

A good combination to start: **a service** to learn quickly what people want, **a product** built from what you have learned.

Family	First income	Tie to your hours
Services (parts 1 and 5)	Faster	Strong
Resale (part 4)	Medium	Medium
Digital products (part 2)	Slower	Weak

Family	First income	Tie to your hours
Audience (part 3)	Slowest	Weak

The positions are zones, not measurements: they describe the general tendency of each family, not your result.

How to read a card

Each card starts with an ID card, then always follows the same 7 sections. You can compare two ideas by reading the same section.

The ID card gives three markers on one line:

Marker	What it means
Budget	What you need to spend for the first test. “$0” = free tools only.
Time	The suggested pace during the test week.
First step	The only thing to do on day one. If you don’t do it, the idea is not tested.

Sample prompts are written in quotation marks. Replace what is in brackets [like this] with your situation. They work with most AI assistants (ChatGPT, Claude, Gemini, Copilot…).

Realistic expectations describe what happens most often, not the best case. If your week goes better, great; if it goes as described, it is not a failure, it is normal.

The signal to watch: at the end of each card, a simple indicator tells you whether the idea deserves a second week (for example: “at least one person asked for the price”).

Part 1 — AI-assisted freelance services



You sell your time and your judgment; AI does the first draft. This is the part where a first client can arrive the fastest, because small businesses already have these needs and already pay for them.

#	Idea	Budget	Time	First step
1	Writing and proofreading	$0	1-2 h/day	2 sample texts in a portfolio
2	Tailored résumés and cover letters	$0	1 h/day	3 résumé templates ready to adapt
3	Social media for local businesses	$0	1-2 h/day	1 trial week for a nearby business
4	FR-EN translation and editing	$0	1 h/day	2 translated sample pages
5	Presentations and professional documents	$0	1 h/day	3 presentation templates
6	FAQs and automated replies	$0	1 h/day	The FAQ of a fictional business

Idea 1 — AI-assisted writing and proofreading



Budget	Time	First step
$0	1-2 h/day	2 sample texts in a simple portfolio

What it is

Writing or proofreading texts for small businesses: “About” pages, service descriptions, blog posts, product descriptions, emails. AI produces a draft; you bring the structure, the right tone and the fact-checking.

Who it’s for

People who write without mistakes, like rephrasing and know how to ask a client questions.

What you need

- A free portfolio: a shared Google Doc, a Notion page or a Canva profile.
- A proofreading tool (Grammarly or LanguageTool, both with free versions).
- A list of 20 small businesses in your area whose website is outdated or empty.

First steps

1. **Day 1**: choose a sector (garages, hair salons, clinics, restaurants…).
2. **Day 2**: write 2 sample texts for fictional businesses in that sector.
3. **Day 3**: put them in a one-page portfolio with your contact details.
4. **Days 4-5**: send 10 short messages to real businesses, with a specific offer (“I’ll rewrite your home page”).
5. **Days 6-7**: follow up once, note the replies.

AI tools

A conversational assistant (ChatGPT, Claude, Gemini) for the draft, a proofreading tool for the finish, Hemingway Editor to check readability.

> Starter prompt: “You are a web copywriter for small businesses. Write a 250-word home page for [type of business] located in [city]. Audience: [clients]. Tone: warm and direct. End with a call to action to [book an appointment / call]. Ask me 5 questions first if information is missing.”

Realistic expectations

Most messages will go unanswered: that is normal in prospecting. The first contract is often small, sometimes landed through someone you know. What matters in the first week is having a portfolio and open conversations.

Pitfalls to avoid

- Delivering an AI text without reviewing it: clients spot it right away.
- Making up facts about the business (years of experience, prices, certifications).
- Offering “all kinds of texts”: a specific sector is more reassuring.

Signal to watch

at least 2 businesses replied, even to say “not now”.

Idea 2 — Tailored résumés and cover letters



Budget	Time	First step
$0	1 h/day	3 résumé templates ready to adapt

What it is

Helping job seekers adapt their résumé and cover letter to each job posting: keywords from the ad, quantified achievements, a layout that applicant tracking systems (ATS) can read.

Who it's for

People who have already helped friends or family with their résumé, who know the local job market or a specific sector.

What you need

- 3 clean résumé templates (Google Docs or Canva), simple and ATS-friendly.
- A client questionnaire (experience, achievements, target position).
- A simple delivery method (PDF + editable version).

First steps

1. Create 3 templates: entry-level, experienced, career change.
2. Redo your own résumé with your method: it is your first example.
3. Offer 2 free résumés to people you know in exchange for a written review.
4. Post an anonymized before/after on Facebook or LinkedIn.
5. Announce a simple offer: "Résumé tailored to one job posting, delivered in 48 h".

AI tools

An assistant to turn tasks into achievements, Canva or Google Docs for the layout, the job posting itself as a source of keywords.

> Starter prompt: “Here is a job posting: [paste]. Here is my experience: [paste]. List the 10 most important keywords in the posting, then rewrite my experience as 4 bullet points per position, each starting with an action verb and showing a result. Don’t invent any numbers: write [TO COMPLETE] wherever a number is missing.”

Realistic expectations

Word of mouth brings most of the first clients. The first résumés take longer than planned, while you fine-tune your questionnaire.

Pitfalls to avoid

- Inflating experience: a dishonest résumé backfires on the client in the interview.
- Overloaded layouts (columns, icons) that ATS software reads poorly.
- Promising a job: you sell a better application, not a hire.

Signal to watch

someone you helped for free recommends you to someone else.

Idea 3 — Social media management for local businesses



Budget	Time	First step
$0	1-2 h/day	offer a 1-week trial to a nearby business

What it is

Taking charge of a business's Facebook or Instagram page: posting calendar, captions, simple visuals, replies to comments.

Who it's for

People who already use social media every day and are comfortable meeting business owners.

What you need

- Canva (free), Meta Business Suite (free) to schedule posts.
- A monthly calendar template.
- A short one-page written proposal.

First steps

1. Find 5 nearby businesses whose page has been inactive for months.
2. Prepare 3 sample posts for one of them, without publishing them.
3. Show them in person or by message: "I'll manage your page for free for one week".
4. During the trial, post 3 to 5 times and note the reactions.
5. At the end, present a short review and a monthly offer.

AI tools

An assistant for the calendar and captions, Canva (with its AI features) for visuals, CapCut for short videos.

> Starter prompt: “Create a calendar of 12 posts over 4 weeks for [business] in [city]. Mix: 4 product posts, 3 behind-the-scenes, 3 useful tips, 2 promotions. For each one: visual idea, caption of 60 words maximum, 3 local hashtags.”

Realistic expectations

Many business owners like the idea but hesitate to pay. The free trial is often what unlocks the decision. A first local client can bring others on the same street.

Pitfalls to avoid

- Asking for personal passwords: get yourself added as a page manager.
- Promising followers or sales: promise consistency.
- Using images found on Google: copyright.

Signal to watch

the business owner sends you photos or ideas on their own during the trial.

Idea 4 — Bilingual FR-EN translation and editing



Budget	Time	First step
$0	1 h/day	translate 2 sample pages and show them

What it is

Using machine translation as a first draft, then editing so the text sounds natural: websites, menus, product pages, business documents, subtitles.

Who it's for

People who are truly comfortable in French and English, sensitive to nuance (regional expressions, tone, business phrasing).

What you need

- DeepL (free), an AI assistant, a dictionary (WordReference, Termium Plus for Canada).
- 2 before/after examples showing the difference between raw and edited translation.

First steps

1. Choose a type of text (restaurant menus, small business websites, product descriptions).
2. Take 2 poorly translated public pages and make a corrected version.
3. Present them side by side: original text, machine translation, your version.
4. Contact 10 businesses that only have one language version of their website.
5. Sign up on a freelance platform with these examples.

AI tools

DeepL for the first draft, an assistant to check tone and suggest variants, LanguageTool for the final proofreading.

> Starter prompt: “Here is a text machine-translated from [French] into [English]: [paste]. Spot unnatural phrasing, literal translations and tone errors for a [North American / British] audience. Suggest a corrected version and explain your 5 main changes.”

Realistic expectations

Platforms are very competitive; direct contact with local businesses often works better. Official documents (certificates, diplomas) require a certified translator: don’t accept them.

Pitfalls to avoid

- Delivering a machine translation without a full edit.
- Accepting technical fields you don’t master (legal, medical).
- Pasting clients’ confidential documents into public tools without their consent.

Signal to watch

a business asks you for a quote on a real text.

Idea 5 — Presentations and professional documents



Budget	Time	First step
$0	1 h/day	3 presentation templates ready to sell

What it is

Turning rough notes into clear presentations, reports, brochures or well-designed business proposals.

Who it's for

People with an eye for layout who know how to summarize.

What you need

- Canva, Google Slides or PowerPoint.
- 3 consistent templates (a business proposal, a report, a project presentation).

First steps

1. Create 3 templates in the same style.
2. Take a dull public presentation and make an "after" version.
3. Show the before/after on LinkedIn or in entrepreneur groups.
4. Offer something clear: "you send me your notes, I deliver 10 slides".
5. Also sell the blank templates (see idea 12).

AI tools

An assistant to structure notes into a slide outline, Canva or Gamma for the design, royalty-free icon and image generators.

> Starter prompt: “Here are my notes: [paste]. Turn them into a 10-slide presentation outline. For each slide: a title that states the main message, 3 points maximum, and a visual suggestion.”

Realistic expectations

Clients come mostly from personal networks: students, freelancers, associations. The first projects mainly serve to build a portfolio.

Pitfalls to avoid

- Filling slides with text: less is more.
- Using a client’s logo or images in your portfolio without permission.
- Accepting impossible deadlines when starting out.

Signal to watch

someone sends you real notes to transform.

Idea 6 — Simple FAQs and automated replies for small businesses



Budget	Time	First step
$0	1 h/day	write the FAQ of a fictional business as a demo

What it is

Writing a business's frequently asked questions, then connecting them to simple automated replies: saved replies on Facebook Messenger, WhatsApp Business quick replies, an FAQ page on the website.

Who it's for

Organized people, comfortable with online tools, who like making other people's lives simpler.

What you need

- A Meta Business Suite and WhatsApp Business account (free) for the demo.
- A list of the 20 most frequent questions by type of business.

First steps

1. Invent a business (for example, a bakery) and write its 15-question FAQ.
2. Set up automated replies on a test page.
3. Record a short screen video showing how it works.
4. Offer the demo to 5 businesses that receive a lot of messages.
5. Offer a basic setup at a trial price.

AI tools

An assistant to generate the FAQ from the business's Google reviews, the automated reply tools built into Meta and WhatsApp.

> Starter prompt: "Here are the last 30 Google reviews and messages received by [business]: [paste]. Deduce the 15 most frequent questions and write a short answer (40 words maximum) for each, in a friendly tone. Mark [TO CHECK] any information you are assuming."

Realistic expectations

It is a little-known service: you have to show it to sell it, hence the importance of the demo. Very busy business owners are the most interested.

Pitfalls to avoid

- Letting automation answer sensitive questions (allergies, changing prices) without checks.
- Promising a complex "smart chatbot": keep it simple and reliable.
- Forgetting to include a "talk to a person" option.

Signal to watch

a business owner tells you "I always get the same questions".

Part 2 — Digital products



You create a file once and sell it as many times as people buy it. The work happens at the beginning; the challenge is not creating, it is being found.

#	Idea	Budget	Time	First step
7	Résumé and cover letter template packs	$0	1 h/day	5 templates in one pack
8	Planners and budgets in spreadsheets	$0	1 h/day	A monthly budget tested on yourself
9	Prompt packs by profession	$0	1 h/day	20 tested prompts for one profession
10	Practical niche mini-guides	$0	1-2 h/day	A precise niche + the table of contents
11	Invitations, posters and cards	$0	1 h/day	10 templates in a consistent style
12	Templates for creators	$0	1 h/day	15 templates in one pack

Where to sell these products? The most popular platforms to start without fixed fees are Gumroad, Payhip, Etsy (a fee for each listing) and Ko-fi. Check each platform's fees and rules when you sign up: they change regularly.

Idea 7 — Résumé and cover letter template packs



Budget	Time	First step
$0	1 h/day	5 templates in a single pack

What it is

A downloadable pack of editable résumé and cover letter templates (Word, Google Docs, Canva), with a short user guide.

Who it's for

People who tested idea 2 or who have a sense of layout.

What you need

- Canva or Google Docs, an account on a sales platform.
- Presentation visuals (previews of the résumé on a clean background).

First steps

1. Choose a specific audience: students, career changers, trades, newcomers to Canada.
2. Create 5 consistent templates + 2 sample letters.
3. Write a 2-page guide: how to fill in each section.
4. Make 3 preview visuals and a clear description.
5. List it on a platform and share it in 3 relevant groups (following their rules).

AI tools

An assistant for the guide and sample content, Canva for the design, a mockup generator for the previews.

> Starter prompt: “Write a 2-page guide to filling in a résumé for [audience]. Sections: title, profile, experience, skills, education. For each one: what it is for, 2 common mistakes, a filled-in example.”

Realistic expectations

Sales start slowly: a new product on a platform is seen by almost no one. What makes the difference: a specific audience and regular sharing.

Pitfalls to avoid

- Copying existing templates or using fonts not licensed for resale.
- Selling a pack “for everyone”: it speaks to no one.

Signal to watch

visits to the product page, even without a sale.

Idea 8 — Planners and budgets in spreadsheets



Budget	Time	First step
$0	1 h/day	a simple monthly budget, tested on yourself

What it is

Ready-to-use Google Sheets or Excel files: monthly budget, debt tracker, meal planner, habit tracker, wedding budget, small business management.

Who it's for

People who like organization and spreadsheets, even at a simple level.

What you need

- Google Sheets (free).
- A 1-minute screen video showing the tool in action.

First steps

1. Build your own monthly budget and use it for a week.
2. Note what is missing, fix it.
3. Add a "How to use" tab and protect the formula cells.
4. Create a shareable copy ("make a copy" link).
5. List it online with the demo video.

AI tools

An assistant to write and explain the formulas, the AI help feature in Google Sheets if available.

> Starter prompt: “I’m building a monthly budget in Google Sheets. Columns: date, category, description, amount, type (income/expense). Give me the formulas for: total per category, monthly balance, and percentage of each category. Explain each formula simply.”

Realistic expectations

The market is crowded. The tools that sell answer a specific situation (“budget for a couple with irregular income”) rather than a general need.

Pitfalls to avoid

- Formulas that break when the buyer adds a row: test with someone else.
- An overloaded design that makes the tool hard to use.

Signal to watch

a tester keeps using the tool after the week.

Idea 9 — Prompt packs by profession



Budget	Time	First step
$0	1 h/day	20 tested prompts for a single profession

What it is

A collection of tested, organized prompts for a specific profession (real estate agents, teachers, nurses, hairdressers, accountants), with sample results.

Who it's for

People who use AI every day and know a profession from the inside (their own or a relative's).

What you need

- A well-organized PDF or Notion document.
- Time to test each prompt several times.

First steps

1. Choose a profession you know.
2. Ask 2 people in that profession about their repetitive tasks.
3. Write and test 20 prompts covering those tasks.
4. Sort them by category, with a sample result for each.
5. Offer a free 5-prompt version to promote the full version.

AI tools

Several different assistants to check that the prompts work everywhere, Notion or Canva for the layout.

> Starter prompt (to build the pack): “I am a [profession]. List 15 repetitive tasks in my day where an AI assistant can help. For each one, write a reusable prompt with [variables] to replace.”

Realistic expectations

Many free prompts are circulating; your value is the selection, the testing and the knowledge of the profession. Sales come mostly when you are present where that profession gathers online.

Pitfalls to avoid

- Selling untested or generic prompts.
- Promising that AI replaces professional judgment (especially in health, law, finance).

Signal to watch

professionals in the field download the free version.

Idea 10 — Practical niche mini-guides



Budget	Time	First step
$0	1-2 h/day	choose a precise niche and write the table of contents

What it is

A short PDF guide of 15 to 40 pages that solves a specific problem: “Settling in Quebec City when you arrive from Africa”, “Starting your first balcony vegetable garden”, “Acing your factory job interview”.

Who it’s for

People who have lived an experience that others are trying to understand.

What you need

- Google Docs or Canva for the layout.
- Your personal experience: that is what AI cannot invent.

First steps

1. List 10 problems you have solved and that people around you ask you about.
2. Check that people are asking these questions (Facebook groups, forums, YouTube comments).
3. Pick one and write a table of contents with 8 to 12 chapters.
4. Write one chapter a day, with AI for the structure and you for the substance.
5. Publish the first chapter for free to measure interest.

AI tools

An assistant for the table of contents and proofreading, Canva for the cover and layout.

> Starter prompt: “I want to write a 30-page guide on [topic] for [audience]. Here is my experience: [tell]. Suggest a 10-chapter table of contents that follows the order of the real steps, with 3 questions the reader asks in each chapter.”

Realistic expectations

Writing takes longer than planned: allow 2 to 3 weeks for a real guide. The test week is for validating interest, not for finishing.

Pitfalls to avoid

- A guide entirely generated by AI: it looks like everything that already exists.
- A niche that is too broad (“success”) or too small (no one is searching).

Signal to watch

people ask for the rest after the free chapter.

Idea 11 — Customizable invitations, posters and cards



Budget	Time	First step
$0	1 h/day	10 templates in a consistent style

What it is

Editable Canva templates: birthday invitations, announcements, thank-you cards, event posters, menus. The buyer receives a link and changes the text themselves.

Who it's for

People with a taste for graphic design who like a specific style.

What you need

- Canva (free; some elements are paid: check the license of every element you use).
- A platform like Etsy, widely used for this type of product.

First steps

1. Choose an event and a style (for example: christenings, modern African style; children's birthdays, watercolor style).
2. Create 10 consistent templates.
3. Prepare realistic previews (on a table, in a hand).
4. Write titles using the words buyers type.
5. List 10 items and watch which ones get views.

AI tools

Image generators (checking their terms for commercial use), Canva's AI features, an assistant for titles and descriptions.

> Starter prompt: "Suggest 20 Etsy listing titles for an editable Canva birthday invitation, [style] style, for [audience]. Use the words buyers search for, 140 characters maximum."

Realistic expectations

It is a volume market: a single listing rarely sells. First sales often come after several dozen listings in the same style.

Pitfalls to avoid

- Using cartoon characters or brands: it is prohibited.
- Reselling Canva Pro elements whose license does not allow it.

Signal to watch

some listings get added to favorites.

Idea 12 — Templates for creators (social media, thumbnails, scripts)



Budget	Time	First step
$0	1 h/day	15 templates in one pack

What it is

Template packs for content creators: Instagram posts, YouTube thumbnails, TikTok covers, script structures, editorial calendars.

Who it's for

People who already create content and know what works.

What you need

- Canva or another design tool.
- Your own social accounts as a showcase.

First steps

1. Choose a type of creator (coaches, cooks, tech channels, African entrepreneurs…).
2. Create 15 templates: 10 visuals and 5 script structures.
3. Use them yourself to prove they work.
4. Show them on video ("how I make my thumbnails in 5 minutes").
5. Put the pack on sale with a link in your bio.

AI tools

An assistant for script structures and hooks, Canva for visuals, a background removal tool.

> Starter prompt: “Write 5 reusable script structures for 60-second videos about [theme]. For each one: a hook for the first 3 seconds, 3 points, a call to action. Leave [blanks] to fill in.”

Realistic expectations

Creators buy from creators they follow: this product works much better if you already have a small audience (see part 3).

Pitfalls to avoid

- Copying the style of a well-known creator.
- Templates too specific to your brand, hard to adapt.

Signal to watch

followers ask how you make your visuals.

Part 3 — Content and audience



You build an audience that trusts you, then you monetize it (affiliate links, partnerships, your own products). It is the slowest part to pay off, but an audience becomes a springboard for every other idea in the book.

#	Idea	Budget	Time	First step
13	Faceless video channel	$0	1-2 h/day	5 short scripts written in advance
14	Niche newsletter + affiliate links	$0	1 h/day	3 issues written before launch
15	UGC content for brands	$0	1-2 h/day	3 sample videos
16	Stock photos and videos	$0	1 h/day	20 photos on one theme
17	Niche podcast	$0	2 h/week	3 short episodes recorded
18	Niche blog + affiliate links	$0	1 h/day	5 useful articles on one topic

Good to know before you start. Each platform sets its own conditions for paying creators (number of followers, watch hours, country). Check them on the platform's official website: they change often. And when you recommend a product for a commission, say so clearly to your audience.

Idea 13 — Faceless video channel in a precise niche



Budget	Time	First step
$0	1-2 h/day	5 short scripts written in advance

What it is

Short or long videos with a voice-over (yours or a synthetic voice), images, on-screen text and animations, without ever showing your face. Niche examples: African history, computer tips, personal finance, science facts.

Who it's for

People who like telling stories and explaining, but prefer to stay discreet.

What you need

- Free editing software (CapCut, DaVinci Resolve).
- A source of royalty-free images (Pexels, Pixabay).
- A decent phone microphone, or a synthetic voice.

First steps

1. Choose a niche you could feed for 6 months.
2. Write 5 scripts of 45 to 60 seconds before publishing anything.
3. Edit the first video and publish it on YouTube Shorts, TikTok and Reels.
4. Publish one video a day during the week.
5. Note the average watch time of each one.

AI tools

An assistant for research and scripts, a synthetic voice (ElevenLabs for example), CapCut for editing and automatic captions.

> Starter prompt: “Write a 50-second script about [topic] for a vertical video. Structure: a surprising one-sentence hook, 3 verifiable facts, a conclusion that makes people want to subscribe. For each sentence, suggest an image idea. Add your sources at the end.”

Realistic expectations

The first videos often get very few views: algorithms are testing your content. Consistency over several weeks matters more than any single video. Direct payment from platforms comes late; affiliate links and your own products often come first.

Pitfalls to avoid

- Publishing unverified facts generated by AI.
- Using clips from films, music or shows: takedowns and strikes.
- Mass-producing AI content with no value: platforms penalize it more and more.

Signal to watch

one video holds viewers clearly better than the others. That is your format.

Idea 14 — Niche newsletter + affiliate links



Budget	Time	First step
$0	1 h/day	3 issues written before launch

What it is

A weekly email on a specific topic (tech jobs in your region, deals for students, AI tools of the week), which sometimes recommends products for a commission.

Who it's for

People who read a lot about a topic and like sorting information for others.

What you need

- A newsletter platform with a free plan (Substack, Beehiiv, MailerLite).
- A simple sign-up page.

First steps

1. Define the promise in one sentence: "every Tuesday, the 5 most interesting tech job offers in my region".
2. Write 3 issues in advance.
3. Invite 20 people around you who care about the topic.
4. Share a useful excerpt in 2 or 3 online groups, with the sign-up link.
5. Send the first issue on a fixed date.

AI tools

An assistant to summarize articles and suggest email subject lines, the newsletter platform for sending.

> Starter prompt: “Here are 8 links and summaries from this week about [topic]: [paste]. Pick the 5 most useful for [audience], and write 3 sentences for each: what it is, why it matters, what to do. Suggest 5 email subject lines under 50 characters.”

Realistic expectations

A newsletter grows slowly, one subscriber at a time. Affiliate links only bring something with a loyal audience. The first week is for proving that you can keep the pace.

Pitfalls to avoid

- Adding people without their consent: it is illegal in Canada (anti-spam law) and in many other countries.
- Recommending products you have not tested.

Signal to watch

readers reply to the email or forward it.

Idea 15 — UGC content (videos for brands)



Budget	Time	First step
$0	1-2 h/day	3 sample videos with everyday products

What it is

Brands pay creators to shoot natural-looking videos (unboxing, review, demo) that they then publish on their own accounts or in their ads. You don't need followers: the brand buys the video, not your audience.

Who it's for

People who are comfortable on camera and can talk simply about a product.

What you need

- A recent phone, natural light (a window), a quiet place.
- An online portfolio (a Canva page or Google Drive).

First steps

1. Choose 3 products you already have at home.
2. Shoot 3 videos of 20 to 40 seconds in different styles (review, demo, before/after).
3. Edit them with captions.
4. Create a one-page portfolio with these videos.
5. Contact 10 small brands or sign up on UGC platforms.

AI tools

An assistant to write scripts and hooks, CapCut for editing and captions.

> Starter prompt: “Write 3 UGC scripts of 30 seconds for [product]. Version 1: problem then solution. Version 2: unboxing. Version 3: 3 reasons to love it. Natural tone, like a friend recommending it. A strong hook in the first 2 seconds.”

Realistic expectations

Many brands don’t reply, especially at the beginning. The first collaborations are sometimes paid in products rather than money: decide in advance what you accept.

Pitfalls to avoid

- Giving away the rights to your videos without a clear contract (duration, advertising use).
- Making health or results claims about a product.

Signal to watch

a brand replies to ask for your rates.

Idea 16 — Stock photos and videos



Budget	Time	First step
$0	1 h/day	20 photos on one theme, well titled

What it is

Selling your photos and short videos on stock image sites (Adobe Stock, Shutterstock, Pond5…). Each download earns a small commission.

Who it's for

Amateur photographers, people who live in places that are rarely photographed (rural regions, African cities, winter landscapes).

What you need

- A phone with a good camera.
- Time for keywords: they are what makes your images findable.

First steps

1. Look at what is missing on stock sites for your region or your culture.
2. Take 20 photos on one theme (for example: markets in Yaoundé, winter in a small town, factory work).
3. Edit them lightly (light, framing).
4. Write precise titles and keywords.
5. Submit them and note the acceptance rate.

AI tools

An assistant to generate titles and keywords from a description, AI editing tools (Lightroom mobile, Snapseed).

> Starter prompt: “Here is the description of a photo: [describe]. Write a descriptive 10-word title and 30 keywords, from the most specific to the most general, for a stock image site.”

Realistic expectations

It is a long-term idea: each image earns little, and you need a large catalog. The first photos are often rejected for technical reasons; it is a learning process.

Pitfalls to avoid

- Photographing recognizable people without written permission (model release).
- Including logos, brands or artworks.
- Submitting AI images to platforms that refuse them or require them to be labeled.

Signal to watch

a good acceptance rate for your images.

Idea 17 — Niche podcast with AI help



Budget	Time	First step
$0	2 h/week	record 3 short episodes

What it is

A regular audio show on a specific topic. AI helps with preparation (research, outline, interview questions) and editing (audio cleanup, transcription, short clips).

Who it's for

People who like talking and discussing, with a topic they are truly passionate about.

What you need

- A phone or an entry-level USB microphone, a quiet room.
- A free host (Spotify for Creators, for example).

First steps

1. Define the concept in one sentence and the length (15 to 25 minutes at first).
2. Prepare the outline of 3 episodes.
3. Record them in the same week.
4. Publish all 3 at once to give the first listeners enough to listen to.
5. Cut 3 video clips for social media.

AI tools

An assistant for the outline and questions, audio enhancement tools (Adobe Podcast Enhance), automatic transcription to create articles and clips.

> Starter prompt: “I’m preparing a 20-minute episode about [topic] for [audience]. Suggest a 5-part outline with an opening hook, 3 questions to ask a guest and a conclusion that announces the next episode.”

Realistic expectations

Podcasts grow slowly. The financial benefit often comes indirectly: visibility, contacts, guests who become clients.

Pitfalls to avoid

- Stopping after 3 episodes: most podcasts give up very early.
- Using copyrighted music.

Signal to watch

listeners play several episodes in a row.

Idea 18 — Niche blog monetized with affiliate links



Budget	Time	First step
$0	1 h/day	5 useful articles on a single topic

What it is

A website of articles that answer the questions people type into Google, with affiliate links to recommended products.

Who it's for

People who like writing and are patient: search rankings take months.

What you need

- A free platform to start (Blogger, WordPress.com, Google Sites).
- Affiliate programs suited to your niche.

First steps

1. Choose a niche where you have real experience.
2. List 20 specific questions people ask (Google's suggestions help).
3. Write 5 complete articles that answer them better than the current results.
4. Publish them with clear titles.
5. Register the site in Google Search Console.

AI tools

An assistant for outlines and finding questions, your personal experience for the substance, Google Search Console to track incoming visitors.

> Starter prompt: “List 20 specific questions [audience] asks about [topic], from the most beginner to the most advanced. For the first 5, suggest an article outline with a title, subheadings and a personal experience to tell.”

Realistic expectations

Visitors from Google often arrive after several months. The 30-day test is for checking that you enjoy writing about this topic regularly, not for making money.

Pitfalls to avoid

- Publishing 100% AI articles: Google favors useful content written from real experience.
- Adding too many affiliate links: readers lose trust.

Signal to watch

your articles show up in Search Console, even with few clicks.

Part 4 — Resale and products



You sell physical items, with no stock thanks to print on demand, or from what you already own. Here AI helps you write listings, set prices and create designs.

#	Idea	Budget	Time	First step
19	Reselling second-hand items	$0	1 h/day	5 items from home, careful listings
20	Print on demand	$0 in stock	1 h/day	10 simple designs in one niche
21	Custom portraits and illustrations	$0	1-2 h/day	5 examples in a recognizable style
22	Local arbitrage	Small budget	1 h/day	3 categories whose prices you know
23	Custom notebooks and planners	$0 in stock	1 h/day	One complete notebook

Idea 19 — Reselling second-hand items



Budget	Time	First step
$0	1 h/day	5 items from home, clean photos, careful listings

What it is

Selling items you no longer use (electronics, clothes, furniture, tools, games) on Facebook Marketplace, Kijiji, Vinted or eBay, with well-written listings and fair prices.

Who it's for

Everyone: it is the best idea for testing online selling without risking anything.

What you need

- A phone, a neutral background (white sheet, light wall), daylight.
- An account on 1 or 2 local selling platforms.

First steps

1. Go around your home and choose 5 items in good condition.
2. Clean them and photograph them from 4 angles, in daylight.
3. Look up the price of similar listings that have already sold.
4. Write complete listings (condition, dimensions, flaws, reason for selling).
5. Publish and reply to messages quickly.

AI tools

An assistant to write the listing from a photo, a background removal tool for cleaner photos.

> Starter prompt: “Here is the photo and information of an item: [model, condition, flaws, accessories]. Write a Facebook Marketplace listing: a 60-character title with the brand and model, an honest 80-word description, a list of strong points. Suggest a price range to check against similar listings.”

Realistic expectations

Some items sell within hours, others never. Haggling and missed meetups are part of the game. It is excellent training for ideas 20 and 22.

Pitfalls to avoid

- Classic scams: fake payments, requests for a code by text message, buyers who want to pay “more than the price”.
- Meeting strangers alone in an isolated place: choose a public place.
- Hiding a flaw: a bad reputation guaranteed.

Signal to watch

at least 2 items sold during the week.

Idea 20 — Print on demand (t-shirts, mugs, posters)



Budget	Time	First step
$0 in stock	1 h/day	10 simple designs in one niche

What it is

You create designs; a print-on-demand company (Printful, Printify, Redbubble…) prints and ships each product only when a customer buys it. You manage neither stock nor shipping.

Who it's for

People with a sense of humor, a graphic style, or who know a specific community (nurses, truck drivers, African football fans, programmers).

What you need

- Canva or a design tool.
- An account on a print-on-demand platform, connected to a shop or not.

First steps

1. Choose a community and note its expressions, inside jokes and sources of pride.
2. Create 10 simple designs (well-chosen text + a graphic element).
3. Order a sample for yourself if possible, to check the quality.
4. List them online with realistic previews.
5. Share them in the community (following its rules).

AI tools

An assistant to find slogans, image generators (checking commercial rights), Canva to finish.

> Starter prompt: “Suggest 30 short, funny t-shirt slogans in [language] for [community]. Use their expressions and everyday situations. Avoid any reference to a brand, a celebrity or a copyrighted work.”

Realistic expectations

Margins per product are low and the platforms are crowded. The first sales often come from people who know you. The number of designs and a well-targeted community make the difference.

Pitfalls to avoid

- Using brands, logos, characters or trademarked phrases: account removal.
- Never seeing the real product: order a sample.

Signal to watch

people in the community ask where to buy.

Idea 21 — Custom portraits and illustrations



Budget	Time	First step
$0	1-2 h/day	5 examples in a recognizable style

What it is

Creating portraits of families, pets or couples in an illustrated style, from clients' photos, as gifts (Mother's Day, weddings, birthdays).

Who it's for

People who draw, even a little, or who master photo editing and want to develop their own style.

What you need

- A tablet or drawing software (Krita is free), or editing tools.
- A consistent style, recognizable from one portrait to the next.

First steps

1. Choose a style and a subject (minimalist family portraits, watercolor pets…).
2. Make 5 examples with photos of people you know (with their consent).
3. Post them with a sped-up process video.
4. Announce a limited offer before a holiday (Christmas, Mother's Day).
5. Deliver as a printable digital file.

AI tools

AI to suggest compositions and color palettes, cut-out tools; the final drawing remains yours, that is your value.

> Starter prompt: “I make illustrated family portraits in [style] style. Suggest 5 different compositions for a family of [number] people, with a 5-color palette for each one and a simple background idea.”

Realistic expectations

Requests cluster around holidays. A recognizable style attracts more than a perfect technique. The first clients are often friends of friends.

Pitfalls to avoid

- Delivering an AI-generated image while presenting it as a hand-made illustration.
- Accepting unlimited revisions: set a number of corrections.

Signal to watch

strangers comment “how much for mine?”.

Idea 22 — Local arbitrage (buy nearby, resell online)



Budget	Time	First step
small budget	1 h/day	identify 3 categories whose prices you know

What it is

Buying undervalued items at garage sales, thrift stores, liquidations or local listings, then reselling them for more online, after cleaning or a small repair.

Who it's for

People who know the value of a category well (electronics, tools, brand-name clothing, video games, bikes).

What you need

- A small purchasing budget you accept losing if you make a mistake.
- Knowledge of real prices, checked against completed sales (not asking prices).

First steps

1. Choose 3 categories you know.
2. For 2 days, watch the real selling prices in these categories, without buying anything.
3. Set a rule: only buy if the gap comfortably covers your costs and your time.
4. Buy 1 to 3 items only.
5. Resell them with the techniques from idea 19 and note the real result.

AI tools

An assistant to quickly estimate an item from a photo (to be checked afterwards), searches of sold listings to confirm.

> Starter prompt: “Here is an item I saw at a garage sale: [description, brand, model, condition]. What should I check to estimate its resale value? What common flaws should I look for? Which keywords should I use to find comparable sales?”

Realistic expectations

Early buying mistakes are common; that is why you start small. The time spent (travel, cleaning, messages) must be counted honestly.

Pitfalls to avoid

- Buying on impulse rather than following your rule.
- Reselling counterfeit, recalled or banned items.
- Forgetting platform and shipping fees in your calculation.

Signal to watch

at least one resale with a positive gap after all costs.

Idea 23 — Custom notebooks and planners (print on demand)



Budget	Time	First step
$0 in stock	1 h/day	one complete notebook, cover + interior

What it is

Designing notebooks, planners, gratitude journals or activity books, printed on demand (for example through Amazon KDP for paperbacks, or print-on-demand printers).

Who it's for

People who love organization and stationery, or who have a notebook idea for a specific audience (job search journal, prayer journal, pregnancy tracker, driver's logbook).

What you need

- Canva or layout software.
- The size templates provided by the printing platform.

First steps

1. Choose an audience and a precise use.
2. Design the interior pages (with genuinely useful content, not just lines).
3. Create the cover at the right dimensions.
4. Order a proof copy to check the print.
5. Publish it and prepare a short flip-through video.

AI tools

An assistant for the page content (journal prompts, royalty-free quotes, sections), Canva for the layout.

> Starter prompt: “I’m creating a 120-page job search journal. Suggest the structure: introduction pages, weekly pages (sections and questions), application tracking pages, monthly review pages. Describe the content of each type of page.”

Realistic expectations

Generic “blank” notebooks are extremely common. The ones that sell have interior content designed for a specific use. Visibility on the platforms takes time and good keywords.

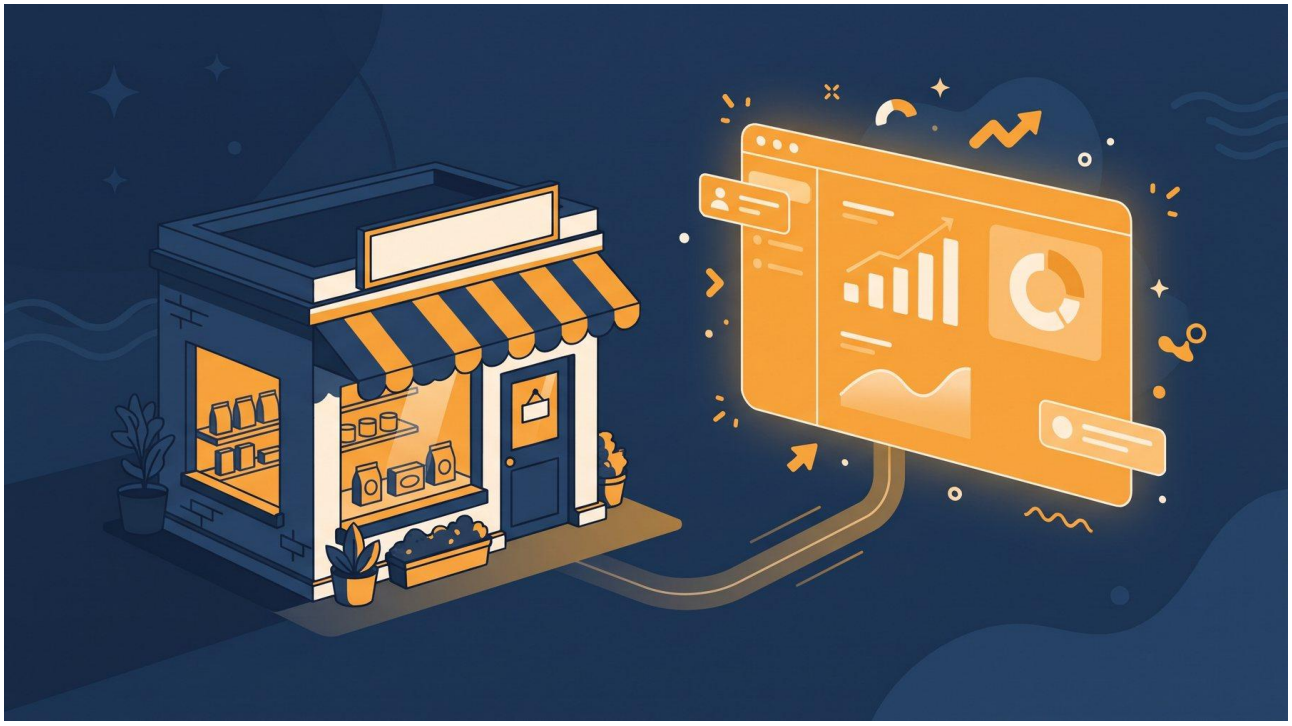
Pitfalls to avoid

- Publishing dozens of copy-paste notebooks: platforms remove them.
- A cover that is unreadable at small size (thumbnail).

Signal to watch

people in your target audience say “I’d need that”.

Part 5 — Services for businesses



Small businesses and tradespeople have specific digital needs and little time to deal with them. You sell them a concrete result (a website, better photos, an automated task), using AI to work faster.

#	Idea	Budget	Time	First step
24	Showcase websites for trades and shops	$0	2 h/project	A demo site for a fictional business
25	Enhanced product photos	$0	1 h/day	10 before/after photos
26	Review and reputation management	$0	1 h/day	A free audit for a business
27	Simple automations	$0	1-2 h/day	Automate one of your own tasks
28	“AI in everyday work” training	$0	2 h/session	A 1-hour workshop with exercises
29	Transcription and meeting minutes	$0	1 h/day	2 anonymized sets of minutes
30	Monitoring and research	$0	1 h/day	A sample monitoring report

One rule for all of part 5: confidentiality. You will handle business data (clients, figures, meetings). Always ask for consent before putting a document into an AI tool, anonymize when possible and read the privacy terms of the tools you use.

Idea 24 — Simple showcase websites for tradespeople and shops



Budget	Time	First step
$0	2 h/project	a demo site for a fictional business

What it is

Creating a one- to five-page website for a plumber, a hair salon or a restaurant: presentation, services, opening hours, map, contact form. Plus an up-to-date Google Business Profile.

Who it's for

People who are comfortable with online tools; no coding is needed.

What you need

- A website builder with a free or trial plan (Wix, Google Sites, Carrd, WordPress.com).
- A list of businesses with no website or an outdated one.

First steps

1. Create a complete demo site for a fictional business in your area.
2. Make a "before/after" sheet: a screenshot of an outdated site and your version.
3. List 10 businesses that only have a Facebook page.
4. Offer a free mockup of their home page.
5. Prepare a clear offer: price to build, and what is or is not included (domain, hosting, updates).

AI tools

The site generators built into website builders, an assistant for the text (see idea 1), Canva for visuals.

> Starter prompt: “Create the structure and text of a 4-page website for [type of business] in [city]: home, services, about, contact. For each page: title, subtitle, 3 sections and a call to action. Add 10 local keywords to use.”

Realistic expectations

Business owners have often had a bad experience with a “web guy”: trust is key. Monthly updates can become a regular income.

Pitfalls to avoid

- Registering the domain in your name: it must belong to the client.
- Promising the top spot on Google.
- Forgetting basic legal obligations (a privacy policy for a contact form, local privacy laws such as Quebec’s Law 25).

Signal to watch

a business owner asks “how much for the real site?”.

Idea 25 — Enhanced product photos for online shops



Budget	Time	First step
$0	1 h/day	10 before/after photos as a demo

What it is

Turning product photos taken with a phone into clean visuals: white background, corrected lighting, staged scenes, formats suited to each platform.

Who it's for

People with an eye for images who enjoy photo editing.

What you need

- Background removal and editing tools (Canva, Photoroom, remove.bg, Snapseed).
- A list of local online shops (Etsy, Shopify, Facebook) with weak photos.

First steps

1. Photograph 10 items from home in a deliberately average way.
2. Enhance them and create before/after visuals.
3. Find 10 sellers with weak photos.
4. Offer to edit 3 of their photos for free.
5. Then offer a package price per batch of photos.

AI tools

Background removal, generation of realistic settings and shadows, image upscaling.

> Starter prompt (for the scene tool): “Product: [description]. Create a simple, realistic setting for an online shop: a light wood surface, soft natural light coming from the left, a light shadow, no other objects.”

Realistic expectations

Free demos convert well, because the result is visible immediately. Active sellers have regular needs with every new product.

Pitfalls to avoid

- Changing the product itself (color, size, flaws): that misleads the buyer.
- AI settings that are too perfect and no longer match reality.

Signal to watch

a seller uses your demo photos in their shop.

Idea 26 — Customer review and online reputation management



Budget	Time	First step
$0	1 h/day	offer a free audit to a business

What it is

Monitoring a business's Google, Facebook and other reviews, writing professional replies, setting up a system to ask satisfied customers for reviews, and producing a monthly report.

Who it's for

People who write with tact and can stay calm in the face of criticism.

What you need

- A one-page audit template.
- Manager access to the client's Google Business Profile.

First steps

1. Choose 5 businesses with unanswered negative reviews.
2. Audit one of them: average rating, unanswered reviews, recurring themes.
3. Write 3 sample replies.
4. Present the audit for free.
5. Offer monthly follow-up.

AI tools

An assistant to analyze review themes and suggest draft replies; you approve every reply.

> Starter prompt: “Here are 40 customer reviews of [business]: [paste]. Group them by theme (welcome, price, delays, quality), list the 3 most recurring problems and write a professional, empathetic reply to the 3 most recent negative reviews.”

Realistic expectations

It is a recurring service by nature, but you have to convince owners that reviews influence customers. The free audit with figures is your best argument.

Pitfalls to avoid

- Writing fake reviews or buying them: it is prohibited and punished by the platforms.
- Offering to “get negative reviews removed”.
- Replying aggressively or revealing information about a customer.

Signal to watch

the business owner forwards you a difficult review asking “what should I reply?”.

Idea 27 — Simple automations (forms, follow-ups, invoices)



Budget	Time	First step
$0	1-2 h/day	automate one of your own tasks as a demo

What it is

Connecting a small business's tools to remove repetitive tasks: a form that fills a spreadsheet and sends an email, automatic invoice reminders, appointment reminders.

Who it's for

People who like logic and computer tools; a technical profile is a real advantage.

What you need

- Tools with free plans: Google Forms, Google Sheets, Zapier, Make, n8n.
- A video demo of your own automation.

First steps

1. List 3 repetitive tasks from your own daily life.
2. Automate one of them from start to finish.
3. Film a 2-minute demo.
4. Ask 5 small business owners: "which task wastes the most of your time?".
5. Offer to automate the simplest one at a trial price.

AI tools

An assistant to design the scenario step by step and write formulas or scripts, the AI features built into Zapier and Make.

> Starter prompt: “I want to automate this for a small business: [describe the task]. Available tools: [Google Forms, Sheets, Gmail…]. Suggest the scenario step by step (trigger, actions, conditions), the possible errors and how to test them.”

Realistic expectations

Clients often don’t know what can be automated: you have to listen to their frustrations and translate. An automation that breaks costs you trust: plan for follow-up.

Pitfalls to avoid

- Building fragile automations with no documentation for the client.
- Handling sensitive data carelessly (privacy laws apply, such as Quebec’s Law 25).
- Creating dependence on a paid tool without warning the client of the future cost.

Signal to watch

a business owner describes a task they hate and you can see how to automate it.

Idea 28 — “AI in everyday work” training for small business employees



Budget	Time	First step
$0	2 h/session	a ready 1-hour workshop, with exercises

What it is

Hands-on workshops to teach non-technical employees how to use AI in their work: writing emails, summarizing documents, preparing meetings, while respecting confidentiality.

Who it’s for

People who explain well, are patient and use AI every day.

What you need

- A 15-slide presentation and hands-on exercises.
- A first test group (colleagues, an association, a library, a community organization).

First steps

1. Build a 1-hour workshop: 20 min of demo, 30 min of exercises, 10 min of questions.
2. Prepare a summary sheet to hand out.
3. Give the workshop for free to a first group.
4. Collect written testimonials.
5. Offer it to small businesses, chambers of commerce or employment organizations.

AI tools

The assistants themselves for the demos, an assistant to prepare exercises suited to the client's sector.

> Starter prompt: "Prepare 6 five-minute hands-on exercises to teach employees in [sector] how to use an AI assistant. Each exercise: a real work situation, an instruction, an example of a good prompt, a pitfall to avoid (confidentiality, verification)."

Realistic expectations

The first sessions are for fine-tuning the content and collecting testimonials. Businesses buy mostly on recommendation.

Pitfalls to avoid

- Giving an impressive demo that is useless in the participants' daily work.
- Neglecting confidentiality and fact-checking in the content.

Signal to watch

a participant asks whether you can come and train their whole team.

Idea 29 — Transcription and meeting minutes



Budget	Time	First step
$0	1 h/day	2 sample sets of minutes, anonymized

What it is

Turning the recording of a meeting, an interview or a webinar into a clean transcript, then into clear minutes: decisions, actions, owners, deadlines.

Who it's for

People who listen well, write clearly and are rigorous, especially bilingual people.

What you need

- An automatic transcription tool (several have limited free versions).
- A one-page minutes template.

First steps

1. Record (with consent) an association meeting or a public webinar.
2. Transcribe it and correct the transcript.
3. Write one page of minutes.
4. Anonymize 2 examples for your portfolio.
5. Offer the service to associations, non-profits, small firms, researchers.

AI tools

Automatic transcription, an assistant to structure the minutes, a human review for names and figures.

> Starter prompt: “Here is the transcript of a meeting: [paste]. Write one page of minutes: participants, topics discussed (3 lines each), decisions made, a table of actions (action, owner, deadline). Flag ambiguous passages instead of guessing.”

Realistic expectations

Automatic tools are available to everyone: your value is reliability, bilingualism and synthesis. Associations and small organizations are often the first clients.

Pitfalls to avoid

- Recording without the consent of all participants.
- Putting confidential meetings into public tools without written consent.
- Delivering an unchecked automatic transcript.

Signal to watch

an organization entrusts you with a second meeting.

Idea 30 — Monitoring and research for professionals



Budget	Time	First step
$0	1 h/day	a sample monitoring report on one sector

What it is

Monitoring news in a professional's sector for them (calls for tenders, competitors, laws, grants, trends) and delivering a clear weekly summary with sources.

Who it's for

Methodical, curious people who like searching, checking and summarizing.

What you need

- Google Alerts, RSS feeds (Feedly, free), the sector's official websites.
- A 2-page report template.

First steps

1. Choose a sector you understand (construction, health, tech, agriculture…).
2. Set up your alerts and sources.
3. Write a 2-page sample report with 5 to 8 commented and sourced news items.
4. Send it for free to 5 professionals in that sector.
5. Offer a weekly or monthly subscription.

AI tools

Assistants with web search to explore, Google Alerts and Feedly to collect, your own verification of every source.

> Starter prompt: “Here are 10 recent articles about [sector]: [paste summaries and links]. Select the 5 most important for [type of professional], summarize each in 3 sentences (fact, impact, possible action) and keep the source link. Don’t mention anything that is not in these articles.”

Realistic expectations

The service is appreciated once tried, but hard to sell without a concrete example: the free report is essential. Rigorous sourcing builds your reputation.

Pitfalls to avoid

- Delivering AI summaries without checking the sources: errors are common.
- Copying paywalled articles into the report (copyright): summarize and give the link.

Signal to watch

a professional replies with a question about one of the news items.

The 30-day plan

Four weeks, four ideas tested, two days of review: at the end of the month, you know which one deserves to be pursued, based on facts rather than impressions.

Week 1	Week 2	Week 3	Week 4	Review
Days 1 to 7: idea no. 1	Days 8 to 14: idea no. 2	Days 15 to 21: idea no. 3	Days 22 to 28: idea no. 4	Days 29 and 30: 1 idea chosen

Each week tests one idea with the same 7-day rhythm; the review on days 29 and 30 picks the one you will pursue.

The principle

- **One idea per week**, chosen with the grid from the introduction (your 4 best scores).
- **The same rhythm every week**: prepare, show, measure.
- **The goal is not to make money in 7 days**: it is to get a signal. A “yes”, a question about the price, a first subscriber, a sale: every concrete signal counts.
- **Mix the families**: for example two services and two products, to compare.

A typical week, day by day

Day	Goal	What you do
Day 1	Prepare	Read the card, do the “first step”, set up the free tools
Day 2	Create	Produce the example, the template, the demo or the first piece of content
Day 3	Improve	Review, have one person review it, correct
Day 4	Show	Publish, put on sale or contact the first 10 potential clients
Day 5	Show again	Follow up, share on another channel, reply to messages
Day 6	Measure	Fill in the weekly journal
Day 7	Rest	Do nothing. A plan you keep beats a perfect plan you abandon

The month at a glance

Period	Idea tested	Signal to reach

Period	Idea tested	Signal to reach
Days 1 to 7	Idea no. ___	_____
Days 8 to 14	Idea no. ___	_____
Days 15 to 21	Idea no. ___	_____
Days 22 to 28	Idea no. ___	_____
Days 29 and 30	Review	Choose the idea to pursue

The weekly journal

Fill it in on day 6, in 15 minutes. Be honest: it is for you.

Question	My answer
Hours actually spent	
People contacted or reached (messages, views, visitors)	
Concrete replies or reactions	
Was the card's signal reached? (yes / no)	
Money spent	
Money earned (even $0)	
What I enjoyed	
What weighed on me	
Desire to continue (1 to 5)	

The review on days 29 and 30

Day 29 — Compare. Put your 4 journals side by side. For each idea, note: signal reached or not, hours spent, desire to continue.

Day 30 — Decide. Choose a single idea using this rule:

1. If an idea reached its signal **and** makes you want to continue: that's the one.
2. If several ideas meet both conditions: take the one that needed the fewest hours for the same signal.
3. If none reached its signal: go back to the one you most enjoyed doing, for one more week, changing a single thing (the audience, the channel or the offer).

Then: pursue the chosen idea for 8 weeks with the same weekly journal, before judging whether it can become a real side income.

> What makes most tests fail is not a bad idea, it is stopping on day 3 because no one has replied yet. Days 4 and 5, when you show your work, are the most important days of the plan.

Appendices

Appendix A — Universal starter prompts

These 10 prompts work whatever idea you choose. Replace the [brackets].

1. **Find your niche**: "Here are my skills: [list], my interests: [list], my available time: [hours/week]. Suggest 5 precise niches where I could test [idea], with the target audience and a concrete problem to solve for each."
2. **Understand your client**: "Describe [typical client] in detail: their daily problems, their fears when buying [service/product], the words they use and the objections they might have."
3. **Write your offer**: "Write a 5-line offer for [service/product] aimed at [audience]: the problem, the solution, what is included, the timeline, the call to action. Simple tone, no exaggerated promises."
4. **Prospecting message**: "Write an 80-word message offering [service] to [type of business]. Start with a precise observation about their situation, offer a single concrete thing, end with a simple question."
5. **Polite follow-up**: "Write a 40-word follow-up to a message sent 4 days ago to [recipient], without pushing, adding a useful piece of information."
6. **Set a trial price**: "Help me think through the trial price of [service/product]. Ask me questions about my time, my costs and the prices I have seen elsewhere, then suggest a way to calculate it."
7. **Product description**: "Write the description of [digital product] for [platform]: a title with keywords, 3 benefits, what the file contains, how to use it, who it is not for."
8. **Content calendar**: "Create a calendar of 14 posts to promote [idea] on [network]: 5 useful tips, 4 behind-the-scenes, 3 proofs (before/after, reviews), 2 offers."
9. **Answer an objection**: "A potential client tells me: '[objection]'. Suggest 3 honest and respectful replies, without pressure."
10. **Weekly review**: "Here is my journal for the week: [paste]. Analyze what worked, what didn't, and suggest a single change to test next week."

Appendix B — Free tools

Free plans and their limits change regularly: check them on each tool's website before relying on them.

Need	Tools (free or trial version)	Related ideas

Need	Tools (free or trial version)	Related ideas
AI assistant (text, ideas, outlines)	ChatGPT, Claude, Gemini, Microsoft Copilot	All
Proofreading and readability	Grammarly, LanguageTool, Hemingway Editor	1, 2, 4, 10, 14, 18
Translation	DeepL, Termium Plus, WordReference	4, 29
Design and templates	Canva, Krita, Figma	5, 7, 11, 12, 20, 21, 23
Photo and editing	Snapseed, Lightroom mobile, Photoroom, remove.bg	16, 19, 25
Video	CapCut, DaVinci Resolve	3, 13, 15
Voice and audio	ElevenLabs, Adobe Podcast Enhance, Audacity	13, 17
Spreadsheets	Google Sheets	8, 27
Newsletter	Substack, Beehiiv, MailerLite	14
Websites	Google Sites, Wix, Carrd, WordPress.com	18, 24
Automation	Google Forms, Zapier, Make, n8n	6, 27
Social media	Meta Business Suite, WhatsApp Business	3, 6
Selling digital products	Gumroad, Payhip, Etsy, Ko-fi	7 to 12
Print on demand	Printful, Printify, Redbubble, Amazon KDP	20, 23
Resale	Facebook Marketplace, Kijiji, Vinted, eBay	19, 22
Monitoring	Google Alerts, Feedly	14, 30
Royalty-free images	Pexels, Pixabay, Unsplash	12, 13, 18

Appendix C — The launch checklist

Tick these off before showing your work to the public, whatever the idea.

The offer

- ☐ I can explain my offer in one sentence.
- ☐ I know exactly who it is for.
- ☐ I have at least one concrete example to show (portfolio, demo, preview).
- ☐ I have a trial price, or a limited free offer that is clearly announced.

Quality

- ☐ Everything the AI produced has been reviewed and checked.
- ☐ Someone else has looked at my example.
- ☐ No protected content (brands, characters, music, images found on Google).

The framework

- ☐ I have read the rules of the platform I use (including on AI-generated content).
- ☐ I neither ask for nor store clients' passwords.
- ☐ I have people's consent for their data, photos or recordings.
- ☐ I keep a record of my income and expenses (side income must be declared).

Getting the word out

- ☐ I have the list of my first 10 contacts or places to share.
- ☐ My weekly journal is ready to be filled in.

Appendix D — The 30 ideas at a glance

#	Idea	Family	Budget	Time	First step
1	Writing and proofreading	Service	$0	1-2 h/day	2 sample texts
2	Tailored résumés and letters	Service	$0	1 h/day	3 résumé templates
3	Social media for businesses	Service	$0	1-2 h/day	1 trial week
4	FR-EN translation	Service	$0	1 h/day	2 translated pages
5	Presentations and documents	Service	$0	1 h/day	3 templates
6	FAQs and automated replies	Service	$0	1 h/day	FAQ of a fictional business
7	Résumé template packs	Product	$0	1 h/day	5 templates in a pack
8	Planners and budgets	Product	$0	1 h/day	Budget tested on yourself
9	Prompt packs by profession	Product	$0	1 h/day	20 tested prompts
10	Niche mini-guides	Product	$0	1-2 h/day	Niche + table of contents
11	Invitations and posters	Product	$0	1 h/day	10 consistent templates

#	Idea	Family	Budget	Time	First step
12	Templates for creators	Product	$0	1 h/day	15 templates
13	Faceless video channel	Audience	$0	1-2 h/day	5 scripts
14	Newsletter + affiliate links	Audience	$0	1 h/day	3 issues in advance
15	UGC content	Service	$0	1-2 h/day	3 sample videos
16	Stock photos and videos	Product	$0	1 h/day	20 photos on one theme
17	Niche podcast	Audience	$0	2 h/week	3 episodes
18	Blog + affiliate links	Audience	$0	1 h/day	5 articles
19	Second-hand resale	Resale	$0	1 h/day	5 items from home
20	Print on demand	Product	$0 in stock	1 h/day	10 designs
21	Custom portraits	Service	$0	1-2 h/day	5 examples
22	Local arbitrage	Resale	Small budget	1 h/day	3 price categories
23	Notebooks and planners	Product	$0 in stock	1 h/day	One complete notebook
24	Showcase websites	Service	$0	2 h/project	A demo site
25	Product photos	Service	$0	1 h/day	10 before/after
26	Reviews and reputation	Service	$0	1 h/day	A free audit
27	Simple automations	Service	$0	1-2 h/day	One automated task
28	AI training for small businesses	Service	$0	2 h/session	A 1-hour workshop
29	Transcription and minutes	Service	$0	1 h/day	2 sets of minutes
30	Monitoring and research	Service	$0	1 h/day	A sample report

Bonus — The toolkit

Four tools to move from reading to action: a reflection guide to choose well, prompts sorted by step, automations that save time, and schedules already built around your week.

Bonus 1 — The reflection guide for choosing your idea

The grid in the introduction gives a score. This guide helps you check that the score matches reality. Take 20 minutes, a sheet of paper, and answer in writing.

Step 1 — Your starting point

1. What do the people around me often ask me to do for them?
2. What work have I already done, even as a volunteer, that I am proud of?
3. What topic could I talk about for 30 minutes without preparation?
4. Which digital tools do I already use effortlessly?

Step 2 — The reality of your week

1. At what precise times am I available and rested? (not just free)
2. Do I prefer talking to people or working alone?
3. Do I need to see a result quickly to stay motivated?
4. What made me give up on a project in the past?

Step 3 — The three "yes" test

For each of your 4 shortlisted ideas, answer honestly:

Question	Yes / No
Can I do the "first step" this week, with what I already have?	
Do I know at least 3 people or places where I can show my work?	
Would I still enjoy this work in 2 months?	

Three "yes": the idea is ready to be tested. Two "yes": test it, but note what is missing. Only one "yes": replace it with another idea from your grid.

Step 4 — Warning signs

Be wary of an idea if you are choosing it mainly because:

- you saw someone talk about it online with impressive amounts;
- it seems “easy” even though you have never done this kind of work;
- it requires buying a tool or a course before you start;
- you don’t know who you are going to offer it to.

Reflection prompt: “Here are my answers to the choice guide: [paste]. Here are my 4 shortlisted ideas: [list]. For each one, tell me what works in my favor, what might hold me back, and the simplest first action. Don’t promise me any results, be honest.”

Bonus 2 — Prompts by step

These prompts complement those in appendix A. They follow the steps of a test, from preparation to follow-up. Replace the [brackets] and always review the answer.

Prepare

1. **Study the competition**: “I want to offer [service/product] to [audience] in [city or online]. What questions should I ask myself to understand what others already offer, and how can I stand out honestly?”
2. **Name your offer**: “Suggest 10 simple, memorable names for [offer], aimed at [audience]. Avoid complicated words and promises of results.”
3. **Build your portfolio**: “Help me structure a one-page portfolio for [service]: title, introduction sentence, 2 examples, how to work with me, contact.”

Create

4. **Product outline**: “I’m creating [digital product] for [audience]. Suggest a table of contents or a content list, removing anything that is not essential for a first version.”
5. **Improved version**: “Here is my draft: [paste]. Make it clearer and shorter, without changing the meaning or adding information I didn’t give.”
6. **Quality check**: “Review this [text/document] as a demanding client would. List the errors, the confusing sentences and the information to check. Don’t rewrite, just list.”

Show

7. **Launch post**: “Write a 100-word post announcing that I offer [offer] to [audience]. Simple, warm tone, an invitation to ask me questions, no exaggeration.”
8. **Personal message**: “Write a short message to send to an acquaintance to tell them about [offer] and ask if they know someone it could help. Without pushing.”
9. **Platform profile**: “Write my profile for [freelance platform]: title, 120-word summary, 3 services offered, what makes my work reliable.”

Follow up

10. **Reply to a price request**: “A client asks for my price for [service]. Here is my offer: [details]. Write a clear reply that gives the price, what is included, the timeline and the next step.”
11. **Ask for a review**: “Write a message to thank a client and ask them for a short written review, offering 2 questions to help them write it.”
12. **Continuous improvement**: “Here is the feedback from my first 3 clients or buyers: [paste]. What are the 2 most useful improvements to make first?”

Bonus 3 — Automations that save time

An automation does a repetitive task for you. Start with just one, test it on yourself, then add another. All these recipes work with free tools or trial plans; check their current limits.

Recipe 1 — Receive requests in one place

- **Tools**: Google Forms + Google Sheets.
- **How**: create a “Service request” form (name, contact, need, deadline). Link it to a spreadsheet: each response is added automatically as a row.
- **Benefit**: no more requests lost between emails, messages and calls.

Recipe 2 — Answer frequent questions faster

- **Tools**: Gmail templates, WhatsApp Business or Meta Business Suite quick replies.
- **How**: write 5 standard replies with AI (price, timelines, process, payment, thank-you) and save them as templates.
- **Benefit**: a clear answer in seconds, always in the same tone.

Recipe 3 — Schedule your posts

- **Tools**: Meta Business Suite (Facebook and Instagram), the scheduling tools built into other networks.
- **How**: on Sunday, prepare the week’s posts with the calendar prompt from appendix A, and schedule them.
- **Benefit**: a regular presence, even in busy weeks.

Recipe 4 — Track your prospects without forgetting anyone

- **Tools**: Google Sheets.
- **How**: one row per contact, with the columns date of first message, reply, follow-up date, status. Add conditional formatting that colors today’s follow-ups in amber.
- **Benefit**: every morning you know who to follow up with.

Recipe 5 — Produce your invoices in two minutes

- **Tools**: an invoice template in Google Docs or Google Sheets.
- **How**: create a template with your details, a numbering system and the fields to fill in. Duplicate it for each client. Invoicing and tax rules depend on your country: find out what applies to you.
- **Benefit**: clean, consistent invoices.

Recipe 6 — Chain tasks automatically

- **Tools**: Zapier or Make (limited free plans).
- **How**: a simple example — when a new row arrives in your request sheet, a confirmation email goes to the client and a task is added to your calendar.
- **Benefit**: less copy-pasting; keep this recipe for tasks you do several times a week.

> Automation prompt: "I do this task several times a week: [describe]. With free tools (Google Forms, Sheets, Gmail, Zapier or Make), suggest the simplest way to automate it, step by step, for a beginner."

A rule of caution: never automate sending a message or a document to a client without testing it on yourself first, and never put passwords or sensitive data into an automation.

Bonus 4 — Ready-made schedules

Choose the schedule that looks most like your week, then adjust the times. Each schedule applies the rhythm of the 30-day plan: prepare, create, show, measure.

Schedule A — Less than 5 hours a week

When	Duration	What you do
Monday evening	45 min	Read the card, do the first step
Wednesday evening	1 h	Create the example or the product
Friday evening	45 min	Review, correct, prepare to share
Saturday	1 h 30	Publish, put on sale or contact 10 people
Sunday	30 min	Fill in the weekly journal

Schedule B — 5 to 10 hours a week

When	Duration	What you do
Monday	1 h	Prepare: card, tools, contact list
Tuesday	1 h 30	Create: first example or first version

When	Duration	What you do
Wednesday	1 h 30	Improve: get a review, correct
Thursday	1 h 30	Show: 10 contacts or posts
Friday	1 h	Follow up, reply to messages
Saturday	1 h	Create a second example or piece of content
Sunday	30 min	Weekly journal and preparing the next week

Schedule C — Night shifts or irregular hours

Designed for night shifts and rotations: short blocks, placed when you are rested, never right before or after a hard shift.

Block	Duration	What you do	When to place it
Block 1	1 h	Prepare and do the first step	First day off, after resting
Block 2	1 h 30	Create the example or the product	A day off, when you are most rested
Block 3	45 min	Review and correct	Any quiet moment
Block 4	1 h	Share: publish, contact, put on sale	When your clients are awake
Block 5	30 min	Reply to messages, follow up	In small slices during the week
Block 6	20 min	Weekly journal	Last day off

With this schedule, favor ideas without fixed appointments (digital products, content, resale) and use recipes 2 and 3 from bonus 3 to stay present while you sleep.

After the test — The schedule for the next 8 weeks

Weeks	Goal	What you do
1 and 2	Stabilize	Repeat every week what produced a signal
3 and 4	Improve	Change a single thing: the audience, the offer or the channel
5 and 6	Simplify	Set up one or two automations from bonus 3
7 and 8	Decide	Compare your journals: continue, adjust or change ideas

Conclusion — What now?

You have 30 ideas, a method to choose 4 and a plan to test them in 30 days. Only one thing is missing: starting tomorrow, with the “first step” of your first idea.

Three things to remember:

1. **AI is an accelerator, not a shortcut.** It saves hours on the draft; the value clients pay for remains your judgment, your reliability and your knowledge of their reality.
2. **A signal beats a perfect plan.** A first “how much?” teaches you more than a week of preparation.
3. **Consistency beats talent.** Most side incomes that work were born from ordinary ideas, pursued longer than the others.

One more income won’t change a life in a month. But it can start in a month.

Good luck — and keep your journal.