

7 REAL BRANDS. THE OFFERS BEHIND THEM.

STEAL MY STACK.

I mapped the offers, tools, and workflows.
Use the examples to build an offer of your own.

01	Wealth Experiment	Guided learning
02	AI Side Hustle	Resources + referrals
03	Secretly Domestic	Printable products
04	AI Freelancer	Expert services
05	MarketingCoach	Consulting + coaching
06	AI Teachers	Practical training
07	AI Superpower	Discovery + maker services

A map of available offers and product experiments.
Choose one model to test with your own customers.

Wealth Experiment

Teach from the work you are building.

FREE WORKSHOP + OPTIONAL PAID SUPPORT

WHO IT HELPS

People turning their experience into a small business idea.

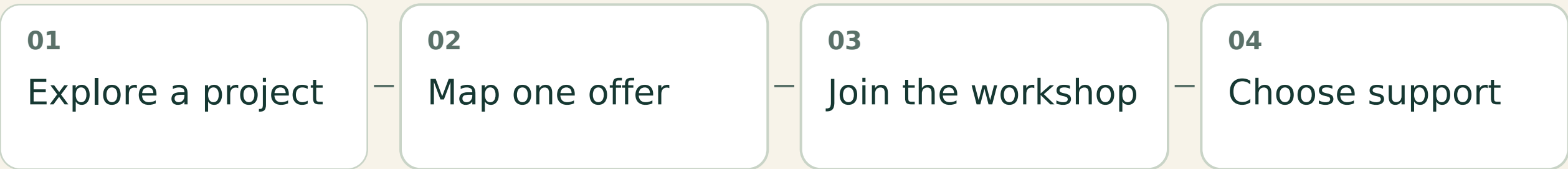
WHAT IT OFFERS

Free planners, project examples, and a live build-with-me workshop.

HOW MONEY CAN ENTER

Private working sessions and scoped support are available through the wider Waymaker offers. The founding workshop is free.

A WORKFLOW TO ADAPT



THE HUMAN CHECK

Can a participant name a buyer, make a sample, and plan a useful customer test?

Take this idea: Your process can become a teaching offer when someone can apply it to their own work.

Explore this example

OPEN THE EXAMPLE

wealthexperiment.live/two-mondays/

AI Side Hustle

Help someone choose a useful first offer.

FREE TOOLS + DISCLOSED REFERRALS

WHO IT HELPS

People comparing income ideas against their skills and available time.

WHAT IT OFFERS

A fit assessment, a first-offer builder, and practical guides.

HOW MONEY CAN ENTER

Qualifying partner referrals can earn a commission. Useful guidance helps the reader decide when a tool or service fits.

A WORKFLOW TO ADAPT



THE HUMAN CHECK

Is the idea feasible for this person, and is each recommendation relevant and clearly disclosed?

Take this idea: A focused decision tool can make educational content more useful and lead to a relevant referral.

Explore this example

OPEN THE EXAMPLE

aisidehustle.cc/tools/first-offer

Secretly Domestic

Turn practical creativity into a product.

FREE MINIS LIVE / PAID KITS IN DEVELOPMENT

WHO IT HELPS

Families looking for an easy activity or a small holiday tradition.

WHAT IT OFFERS

Printable plans, games, and keepsakes for time together.

HOW MONEY CAN ENTER

The planned model is a paid downloadable kit. Full kits are not on sale yet; free mini versions are available to try.

A WORKFLOW TO ADAPT

01 Discover an idea — 02 Print a free mini — 03 Try it together — 04 Share feedback

THE HUMAN CHECK

Does it print clearly, make sense without explanation, and work for the intended family?

Take this idea: Package a complete experience: a way to begin, something to do, and a memory to keep.

Explore this example

OPEN THE EXAMPLE

secretlydomestic.com/shop/holiday-secrets-collection/

AI Freelancer

Make your expertise easier to buy.

FREE RESOURCES + SCOPED PRIVATE HELP

WHO IT HELPS

Freelancers shaping an offer, a proof sample, or a better delivery process.

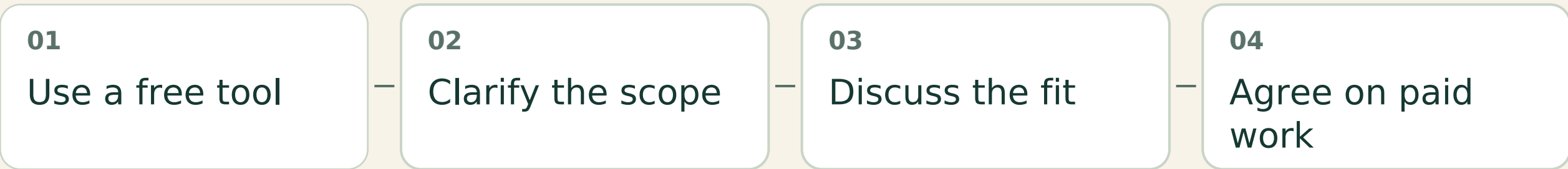
WHAT IT OFFERS

Scope and pricing tools, templates, and individual offer or workflow help.

HOW MONEY CAN ENTER

Paid engagements begin with a fit conversation and an agreed scope, price, and timeline.

A WORKFLOW TO ADAPT



THE HUMAN CHECK

Are the deliverable, revisions, client inputs, and acceptance criteria clear?

Take this idea: Build a repeatable service around a result you can deliver and review.

Explore this example

OPEN THE EXAMPLE

aifreelancer.site/work-with-ashley/

MarketingCoach

Connect the offer to the customer.

CONSULTING + ONGOING COACHING

WHO IT HELPS

Owners and teams who need a clearer marketing direction or help carrying it out.

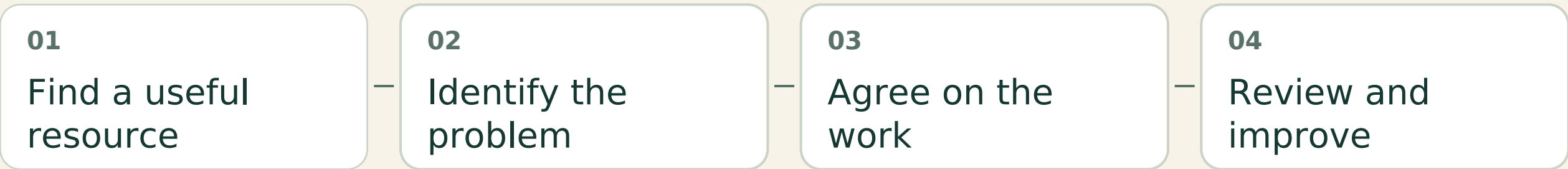
WHAT IT OFFERS

Focused sessions, marketing plans, coaching, and scoped implementation.

HOW MONEY CAN ENTER

Customers can buy a defined engagement or ongoing coaching. Implementation is delivered through Waymaker Agency.

A WORKFLOW TO ADAPT



THE HUMAN CHECK

Can the customer see what changes, who owns it, and how progress will be measured?

Take this idea: Make the scope and customer journey clear enough for someone to choose the right help.

Explore this example

OPEN THE EXAMPLE

marketingcoach.cc/services

AI Teachers

Teach a workflow someone can repeat.

PRIVATE SESSIONS + TEAM TRAINING

WHO IT HELPS

Professionals and teams who want to apply AI to a task they actually do.

WHAT IT OFFERS

A focused AI working session or a team lab built around one shared workflow.

HOW MONEY CAN ENTER

Paid learning is scoped around the task, participants, and useful output. Free planners help people prepare.

A WORKFLOW TO ADAPT

01

Choose a real task

02

Prepare the inputs

03

Build and review

04

Repeat the process

THE HUMAN CHECK

Are the facts correct, the inputs appropriate, and the final output useful for the task?

Take this idea: Teach the brief, practice, review, and handoff that make an AI workflow usable.

[Explore this example](#)

[OPEN THE EXAMPLE](#)

aiteachers.cc/sessions/

AI Superpower

Make discovery useful to users and makers.

PAID PROMOTION + MAKER SERVICES

WHO IT HELPS

People choosing AI tools, and makers who need a clear way to introduce theirs.

WHAT IT OFFERS

Free discovery and workflows; paid placements, launch support, and setup help.

HOW MONEY CAN ENTER

Makers can purchase labeled promotion or scoped services. A sponsored placement does not buy a favorable review.

A MAKER WORKFLOW TO ADAPT

01

Submit a tool

02

Review the fit

03

Agree on placement

04

Publish + report

THE HUMAN CHECK

Are the claims supported, the audience fit clear, and sponsorship separated from editorial judgment?

Take this idea: Useful curation can support both an audience and a clearly defined offer for the businesses serving it.

[Explore this example](#)

[OPEN THE EXAMPLE](#)

aisuperpower.cc/media-kit

Give every tool a job to do.

Tools from my wider work. Choose what your offer needs; each brand does not need every component.

- | | | |
|--|------------------------------|-----------------------------------|
| 01 | Define + draft | ChatGPT / Claude / Codex |
| Clarify the offer, draft material, or help build a first version. | | |
| <hr/> | | |
| 02 | Design | Figma |
| Plan the experience and review the visual direction. | | |
| <hr/> | | |
| 03 | Build + publish | GitHub + Railway or Vercel |
| Keep the code and publish the site or application. | | |
| <hr/> | | |
| 04 | Accounts + saved work | Supabase, when needed |
| Add accounts or persistent data when the product needs them. | | |
| <hr/> | | |
| 05 | Payment + scheduling | Stripe + Cal.com |
| Collect an agreed payment or arrange a conversation. | | |
| <hr/> | | |
| 06 | Email + follow-up | MailerLite |
| Deliver opt-in updates and maintain the subscriber relationship. | | |
| <hr/> | | |
| 07 | Learn from behavior | GA4 + Search Console |
| Look for usage and discovery signals; compare them with sales records. | | |
| <hr/> | | |

Keep the customer, the promise, and the final approval in view.

Your turn.

Start with one offer you can explain, make, and put in front of a customer.

- 01

CUSTOMER

I help ...
- 02

OFFER

They get ...
- 03

PATH TO BUYERS

I can reach them through ...
- 04

DELIVERY + REVIEW

I will create, check, and deliver it by ...
- 05

FIRST TEST

I will show a sample to ... and ask ...

BUILD WITH ME

Two Mondays to a Side Hustle

Free founding cohort | November 2 & 9, 2026
7-9 p.m. Eastern | Request a place

wealthexperiment.live/two-mondays/